



BOUNDARY COUNTRY

ANALYTICS REPORT

April 2019



[@BoundaryCountryBC](https://www.facebook.com/BoundaryCountryBC)



[@BoundaryCountry](https://www.instagram.com/BoundaryCountry)
[#BoundaryCountry](https://www.instagram.com/BoundaryCountry)

WEBSITE HIGHLIGHTS

Throughout the month of April the Boundary Country website (boundarybc.com) saw a total of 4,432 sessions, down **13%** over the previous period, and up **28%** over the previous year.

There were 9,004 page views, down **7%** over the previous period, up **62%** over the previous year.

The decrease in sessions and engagements relates to a campaign running throughout the period of March 2019.

Top Visited Landing Pages:

1. [Home Page](#)
2. [Visit – Christina Lake](#)
3. [Maps](#)
4. [Stay – Campgrounds & RV](#)



WEBSITE HIGHLIGHTS

Sessions
4,432
↓ -13.4%

Pageviews
9,004
↓ -7.4%

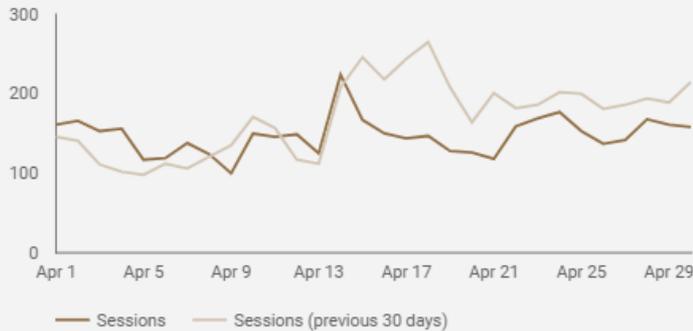
Users
3,867
↓ -15.9%

Avg. Session Duration
00:01:46
↑ 21.1%

Pages / Session
2.03
↑ 6.9%

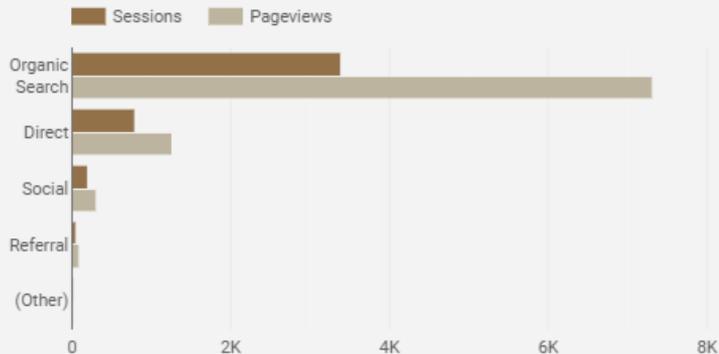
Bounce Rate
62.95%
↓ -2.5%

How Are Site Sessions Trending?

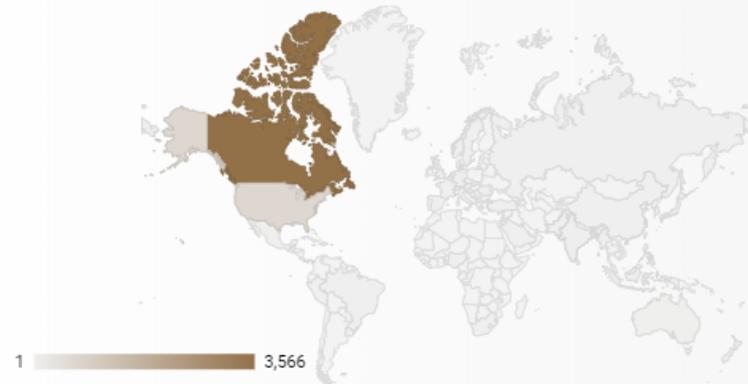


Which Channels Are Driving Engagement?

Sessions vs. Pageviews



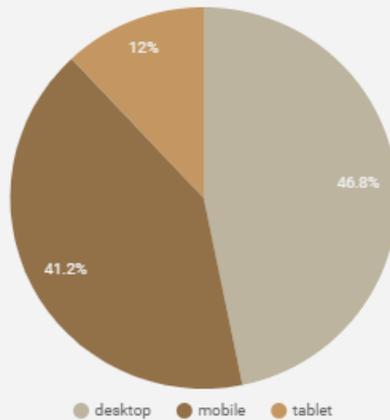
What Are The Top Countries By Sessions?



Country	Sessions	Pageviews
1. Canada	3,566	~1,500
2. United States	678	~1,000
3. Germany	21	~100
4. United Kingdom	20	~100
5. India	17	~100
6. Australia	14	~100
7. Mexico	14	~100
8. Japan	12	~100
9. South Korea	10	~100

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	3,280
2. (direct)	794
3. m.facebook.com/	116
4. bing	64
5. facebook.com/	64
6. yahoo	24
7. ca.search.yahoo.com/	12
8. duckduckgo	8

What are the top landing pages?

Page	Pageviews
1. /	475
2. /visit/christina-lake/	453
3. /maps/	331
4. /stay/campgrounds-rv/	263
5. /visit/beaverdell/	233
6. /visit/greenwood/	225
7. /event/cannafest/	216
8. /festivals-events/	192
9. /visit/rock-creek/	175
10. /visit/rock-creek/	171

What are the top referring sources?

Source / Medium	Pageviews
1. google / organic	7,082
2. (direct) / (none)	1,258
3. m.facebook.com / referral	187
4. bing / organic	172
5. facebook.com / referral	86
6. yahoo / organic	42
7. ca.search.yahoo.com / referral	24
8. nibbler.silkride.com / referral	24
9. duckduckgo / organic	22
10. hellobc.com / referral	15

SOCIAL HIGHLIGHTS

The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 125,982 impressions a decrease of **61%** during the month of April and 9,268 engagements, an increase of **6%** since the last period.

The decrease in impressions may be related to a campaign running through the previous month.

The accounts saw 129 followers gained, an increase of **2%** bringing the current total to 6,776 followers.

The Top Performing **Facebook Post** was a UGC Image of Midway. The post reached over 1,000 people and received 163 engagements.

The Top Performing **Instagram Post** was a UGC image of Christina Lake in which received 165 engagements.



SOCIAL OVERVIEW

Impressions  126k	Engagements  9,268	Link Clicks  145
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The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In April, there were 129 new fans gained, an increase of **2%**, bringing the total fan count to 6,776. There were 125,982 total impressions a decrease of **61%**, and 9,268 engagements, up **6%** over the same time period.

The decrease in impressions may be related to a campaign running through the previous month.

2%

AUDIENCE
GROWTH

-61%

SOCIAL
IMPRESSIONS

6%

SOCIAL
ENGAGEMENTS

FACEBOOK

Impressions  115.7k	Engagements  7,926	Clicks  145
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During the month of April, a total of 83 new fans were gained, an increase of **2%**. 22 Facebook Posts were sent and there were 115,732 total impressions, **-63%** from the previous month, and 7,926 Engagements (likes, comments and shares) **3%** over the same time period.

The decrease in impressions may be related to a campaign running through the previous month.

-63%

FACEBOOK
IMPRESSIONS

3%

FACEBOOK
ENGAGEMENTS

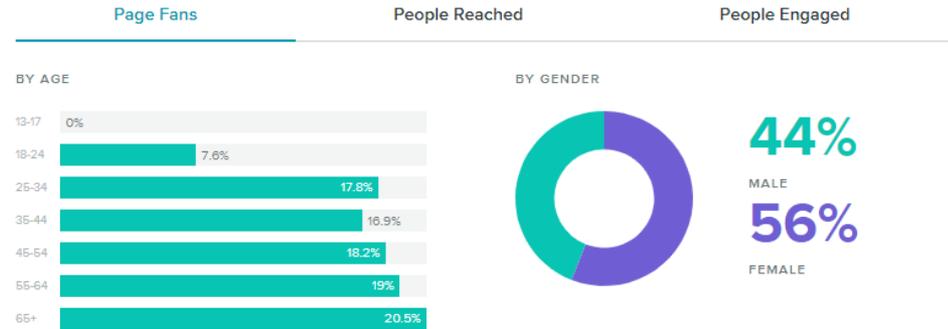
FACEBOOK - Demographics

The current fan base on Boundary's Facebook account presents itself as 56% Female, on par with the previous month, with 20.5% of all followers falling between the ages of 65+, consistent with the previous month.

Note: 19% of followers fall between the ages of 55-64.

While women 65+ "appear to be the leading force" among fans, it's important to note there is a well-rounded cross section of ages that are presented here, and something that should be in consideration when delivering content.

Facebook Audience Demographics



Top Countries

Canada	5,339
United States	195
India	57
Mexico	55
United Kingdom	17

Top Cities

Vancouver, BC, Canada	786
Kelowna, BC, Canada	451
Grand Forks, BC, Canada	424
Surrey, BC, Canada	329
Abbotsford, BC, Canada	211

FACEBOOK – Top Posts

Boundary Country BC
Published by Sprout Social [?] · April 22 at 3:49 PM · 🌐

Historical Greenwood, BC!
📍 @miss_holly_doll (ig)



Boundary Country BC
Community [Learn More](#)

9,700 People Reached 1,935 Engagements [Boost Again](#)

Boosted on Apr 25, 2019
By Chelsea McCongal Completed

People Reached	2.3K	Post Engagement	383
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[View Results](#)

👍👍👍 Mary Maton, Crystal Brekke and 732 others 39 Comments 103 Shares

Performance for Your Post

9,700 People Reached

1,175 Reactions, Comments & Shares 📊

854 Like	658 On Post	196 On Shares
96 Love	76 On Post	20 On Shares
1 Haha	0 On Post	1 On Shares
8 Wow	7 On Post	1 On Shares
112 Comments	47 On Post	65 On Shares
106 Shares	103 On Post	3 On Shares

760 Post Clicks

162 Photo Views	13 Link Clicks 📎	585 Other Clicks 📎
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NEGATIVE FEEDBACK

3 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Boundary Country BC
Published by Sprout Social [?] · April 5 at 3:49 PM · 🌐

Beautiful day in Christina Lake!
📍 @stillnesswithrae (IG)



Boundary Country BC
Community [Send Message](#)

Performance for Your Post

7,394 People Reached

982 Reactions, Comments & Shares 📊

663 Like	402 On Post	261 On Shares
127 Love	74 On Post	53 On Shares
21 Wow	13 On Post	8 On Shares
75 Comments	19 On Post	56 On Shares
98 Shares	96 On Post	2 On Shares

372 Post Clicks

56 Photo Views	1 Link Clicks 📎	315 Other Clicks 📎
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NEGATIVE FEEDBACK

4 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Boundary Country BC
Published by Sprout Social [?] · April 15 at 3:49 PM · 🌐

The sun is shining over Christina Lake - the place to get away from it all! 🌞

📍 @pixcee (Instagram)



Boundary Country BC
Community [Learn More](#)

Performance for Your Post

8,455 People Reached

777 Reactions, Comments & Shares 📊

544 Like	399 On Post	145 On Shares
99 Love	69 On Post	30 On Shares
3 Haha	1 On Post	2 On Shares
20 Wow	14 On Post	6 On Shares
27 Comments	13 On Post	14 On Shares
86 Shares	85 On Post	1 On Shares

241 Post Clicks

49 Photo Views	12 Link Clicks 📎	180 Other Clicks 📎
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Boundary Country BC
Published by Sprout Social [?] · April 11 at 3:49 PM · 🌐

Spring Living in Grand Forks! A beautiful sight!
📍 @tclark280 (IG)
<https://bit.ly/2OIHbnS>



Boundary Country BC
Community [Learn More](#)

Performance for Your Post

4,684 People Reached

592 Reactions, Comments & Shares 📊

454 Like	391 On Post	63 On Shares
54 Love	45 On Post	9 On Shares
1 Haha	1 On Post	0 On Shares
10 Wow	10 On Post	0 On Shares
16 Comments	7 On Post	9 On Shares
59 Shares	59 On Post	0 On Shares

169 Post Clicks

35 Photo Views	3 Link Clicks 📎	131 Other Clicks 📎
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

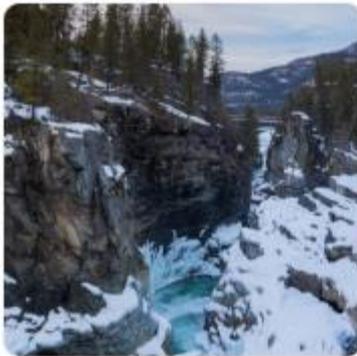
Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

INSTAGRAM

Total Followers  918	Likes Received  1,326	Comments Received  16
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During the month of April, 46 New Followers were gained, an increase of **5%**, bringing the current follower total to 918.

12 Instagram posts were sent, totalling 1,342 engagements, up **27%** from the previous month. The top-performing posts were all User-Generated content allowing us to connect and engage with users, and encourage traffic to the page.



@boundarycountry
165 Engagements



@boundarycountry
137 Engagements



@boundarycountry
132 Engagements