



BOUNDARY COUNTRY

ANALYTICS REPORT

February 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 February the Boundary Country website (boundarybc.com) saw a total of 3,178 sessions, up **6%** over the previous period, and up **75%** over the previous year.

There were 6,374 page views, up **12%** over the previous period, up **65%** over the previous year.

Top Visited Landing Pages:

1. [Home Page](#)
2. [Visit – Christina Lake](#)
3. [Maps](#)
4. [Visit – Greenwood](#)



WEBSITE HIGHLIGHTS

Sessions
3,178
↑ 5.7%

Pageviews
6,374
↑ 12.4%

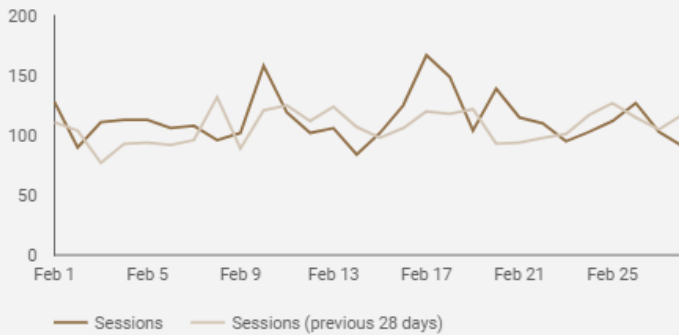
Users
2,832
↑ 6.5%

Avg. Session Duration
00:01:40
↑ 7.4%

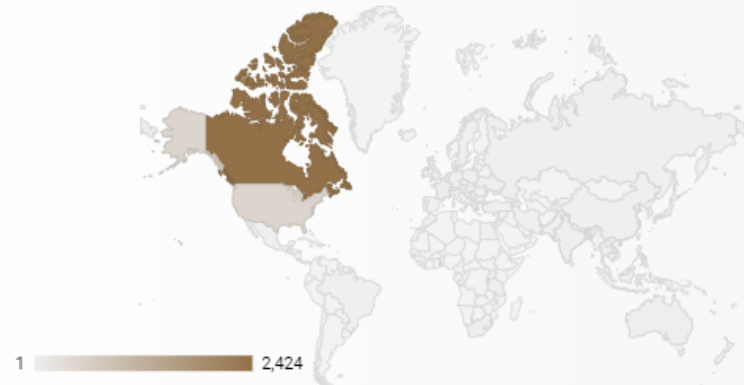
Pages / Session
2.01
↑ 6.4%

Bounce Rate
63.09%
↓ -2.2%

How Are Site Sessions Trending?

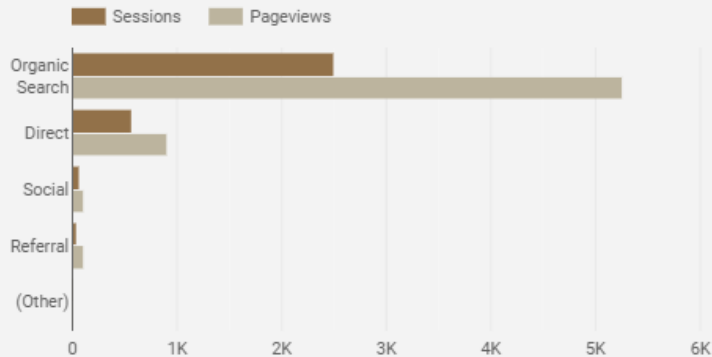


What Are The Top Countries By Sessions?



Which Channels Are Driving Engagement?

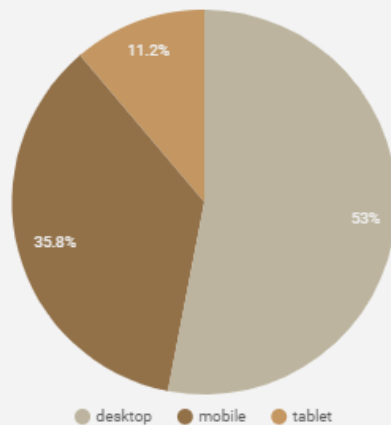
Sessions vs. Pageviews



	Country	Sessions	Pageviews
1.	Canada	2,424	
2.	United States	502	
3.	France	55	
4.	United Kingdom	28	
5.	India	16	
6.	Australia	13	
7.	Germany	12	
8.	South Africa	12	
9.	Sweden	8	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	2,431
2. (direct)	565
3. facebook.com/	37
4. bing	36
5. duckduckgo	16
6. m.facebook.com/	13
7. yahoo	12
8. ca.search.yahoo.com/	9

What are the top landing pages?

Page	Pageviews
1. /	340
2. /visit/christina-lake/	304
3. /maps/	271
4. /visit/greenwood/	227
5. /festivals-events/	197
6. /visit/beaverdell/	165
7. /stay/campgrounds-rv/	159
8. /visit/grand-forks/	134
9. /directory/categories/cabin-cottage	107
10. /	107

What are the top referring sources?

Source / Medium	Pageviews
1. google / organic	5,081
2. (direct) / (none)	900
3. bing / organic	103
4. facebook.com / referral	55
5. duckduckgo / organic	35
6. travel-british-columbia.com / referral	32
7. yahoo / organic	20
8. m.facebook.com / referral	19
9. grandforks.ca / referral	18
10. hellobc.com / referral	16

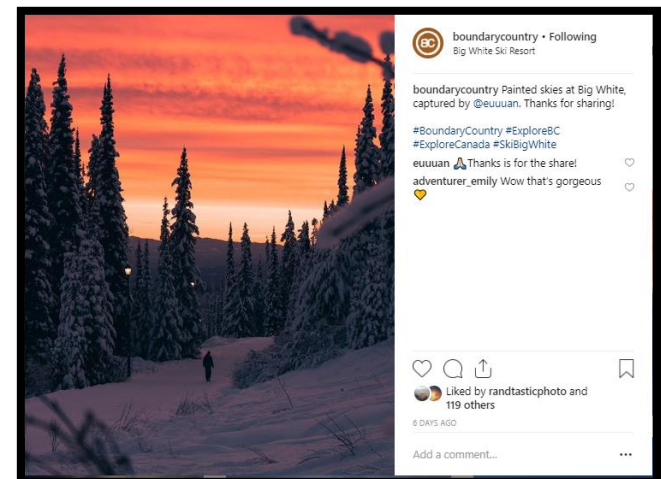
SOCIAL HIGHLIGHTS

The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 119,255 impressions a decrease of **7%** during the month of February and 6,612 engagements, a decrease of **8%** since the last period.

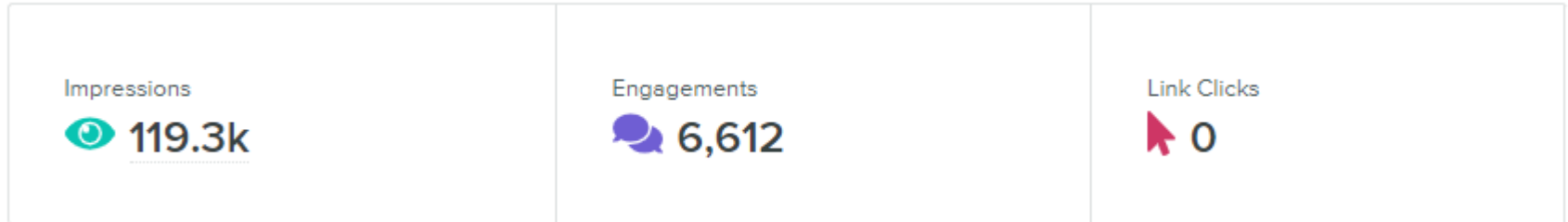
The decrease in impressions and engagements may be related to the change in seasons and lower number of posts published due to the shorter month of February.

The accounts saw 162 fans gained, an increase of **3%** bringing the current total to 6,502 fans. The Top Performing **Facebook Post** was a UGC Image of Greenwood.

The post reached over 6,000 people and received 763 engagements. The Top Performing **Instagram Post** was the same UGC Image of Big White which received 122 engagements.



SOCIAL OVERVIEW



The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In February, there were 162 new fans gained, an increase of **3%**, bringing the total fan count to 6,502. There were 119,255 total impressions a decrease of **7%**, and 6,612 engagements, down **8%** over the same time period.

The decrease in impressions and engagements may be related to the change in seasons and lower number of posts published due to the shorter month of February.

3%

AUDIENCE
GROWTH




-7%

SOCIAL
IMPRESSIONS

-8%

SOCIAL
ENGAGEMENTS

FACEBOOK

Impressions  111.3k	Engagements  5,678	Clicks  0
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During the month of February, a total of 130 new fans were gained, an increase of **2%**. 21 Facebook Posts were sent and there were 111,262 total impressions, down **7%** from the previous month, and 5,678 Engagements (likes, comments and shares) down **9%** over the same time period.

The decrease in impressions and engagements may be related to the change in seasons and lower number of posts published due to the shorter month of February.

-7%

FACEBOOK
IMPRESSIONS

-9%

FACEBOOK
ENGAGEMENTS

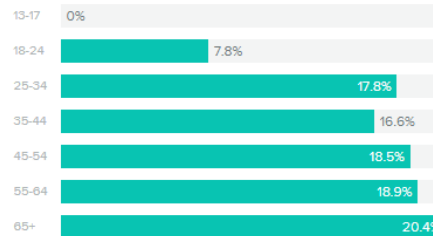
FACEBOOK - Demographics

The current fan base on Boundary's Facebook account presents itself as 56% Female, on par with the previous month, with 20.4% of all followers falling between the ages of 65+, consistent with the previous month.

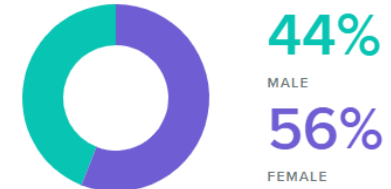
Note: 19% of followers fall between the ages of 55-64.

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.

BY AGE



BY GENDER



Top Countries

Country	Count
Canada	5,140
United States	206
Mexico	74
India	49
United Kingdom	16


Top Cities

City	Count
Vancouver, BC, Canada	759
Kelowna, BC, Canada	445
Grand Forks, BC, Canada	415
Surrey, BC, Canada	308
Castlegar, BC, Canada	187

FACEBOOK – Top Posts

Boundary Country BC
Published by Sprout Social [?] · February 7 at 2:50 PM · 🌐

Winter Scenery in Greenwood BC!
Captured earlier this season by @vigapliga (IG)



Performance for Your Post

6,424 People Reached

763 Reactions, Comments & Shares 📊

501 Like	343 On Post	158 On Shares
103 Love	71 On Post	32 On Shares
2 Haha	2 On Post	0 On Shares
29 Wow	22 On Post	7 On Shares
1 Sad	1 On Post	0 On Shares
42 Comments	19 On Post	23 On Shares
85 Shares	84 On Post	1 On Shares

292 Post Clicks

75 Photo Views	0 Link Clicks 📌	217 Other Clicks 📌
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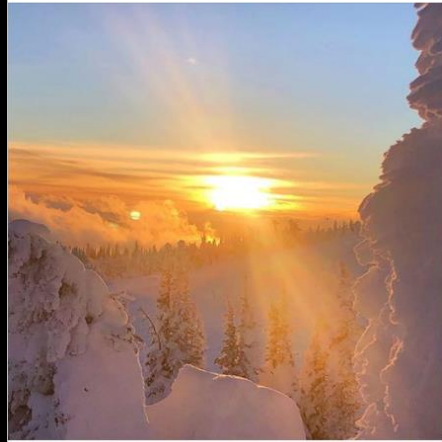
NEGATIVE FEEDBACK

1 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 [?] · February 8 at 2:49 PM · 🌐

It's easy to fall in love with Canada when the views look like this.
📍 Big White
👤 @randy_andy01 (IG)



Performance for Your Post

6,314 People Reached

659 Reactions, Comments & Shares 📊

437 Like	307 On Post	130 On Shares
79 Love	49 On Post	30 On Shares
4 Haha	2 On Post	2 On Shares
40 Wow	23 On Post	17 On Shares
1 Sad	0 On Post	1 On Shares
11 Comments	2 On Post	9 On Shares
89 Shares	89 On Post	0 On Shares

191 Post Clicks


46 Photo Views	0 Link Clicks 📌	145 Other Clicks 📌
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NEGATIVE FEEDBACK

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

Boundary Country BC
Published by Sprout Social [?] · February 14 at 2:49 PM · 🌐

Ice and snow make for gorgeous photos like this one captured by @eric.linden in Rock Creek earlier this year!



Performance for Your Post

6,854 People Reached

656 Reactions, Comments & Shares 📊

470 Like	359 On Post	111 On Shares
61 Love	48 On Post	13 On Shares
18 Wow	11 On Post	7 On Shares
33 Comments	17 On Post	16 On Shares
75 Shares	74 On Post	1 On Shares

222 Post Clicks

53 Photo Views	0 Link Clicks 📌	169 Other Clicks 📌
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NEGATIVE FEEDBACK

2 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 [?] · February 27 at 2:49 PM · 🌐

Those Christina Lake Views 📍
👤 @debradg (IG)



Performance for Your Post

3,245 People Reached

399 Reactions, Comments & Shares 📊

277 Like	201 On Post	76 On Shares
43 Love	27 On Post	16 On Shares
1 Haha	1 On Post	0 On Shares
14 Wow	9 On Post	5 On Shares
24 Comments	6 On Post	18 On Shares
41 Shares	41 On Post	0 On Shares




163 Post Clicks

30 Photo Views	0 Link Clicks 📌	133 Other Clicks 📌
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NEGATIVE FEEDBACK

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

INSTAGRAM

<p>Total Followers</p> <p> 845</p>	<p>Likes Received</p> <p> 923</p>	<p>Comments Received</p> <p> 11</p>
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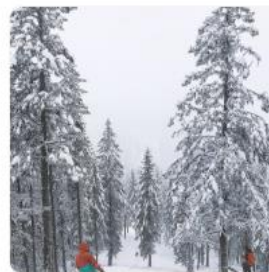
During the month of February, 32 New Followers were gained, an increase of **4%**, bringing the current follower total to 845.

10 Instagram posts were sent, totalling 932 engagements, down **5%** 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.

The decrease in engagements could be related to the change in seasons lower number of posts published due to the shorter month of February.



@boundarycountry
122 Engagements



@boundarycountry
112 Engagements



@boundarycountry
108 Engagements