



BOUNDARY COUNTRY

ANALYTICS REPORT

May 2019



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



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

WEBSITE HIGHLIGHTS

Throughout the month of May the Boundary Country website (boundarybc.com) saw a total of 5,458 sessions, up **18%** over the previous period, and up **18%** over the previous year.

There were 10,837 page views, up **15%** over the previous period, up **30%** over the previous year.

Top Visited Landing Pages:

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

Christina Lake

Pure Get-Away-From-It-All

Winter, spring, summer or fall, Christina Lake makes a great home away from home. Staying here is a pure Boundary Country, get-away-from-it-all experience.



WEBSITE HIGHLIGHTS

Sessions
5,458
↑ 17.5%

Pageviews
10,837
↑ 14.8%

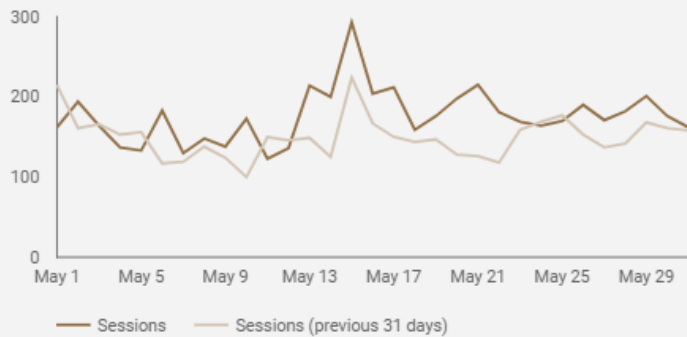
Users
4,707
↑ 16.1%

Avg. Session Duration
00:01:45
↓ -0.5%

Pages / Session
1.99
↓ -2.2%

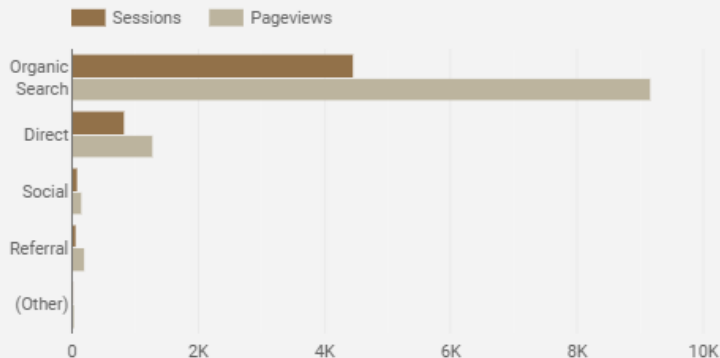
Bounce Rate
61.78%
↓ -2.1%

How Are Site Sessions Trending?

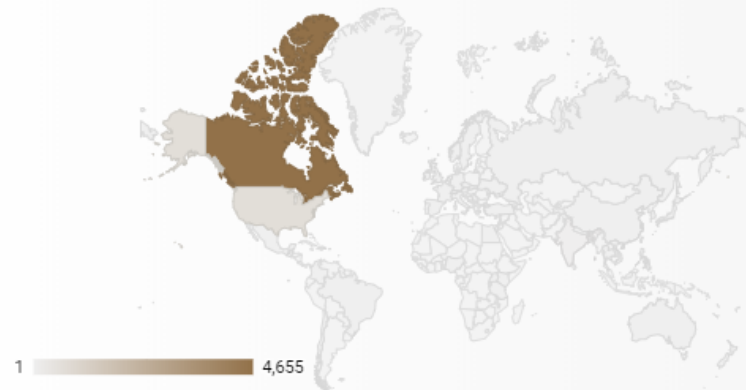


Which Channels Are Driving Engagement?

Sessions vs. Pageviews



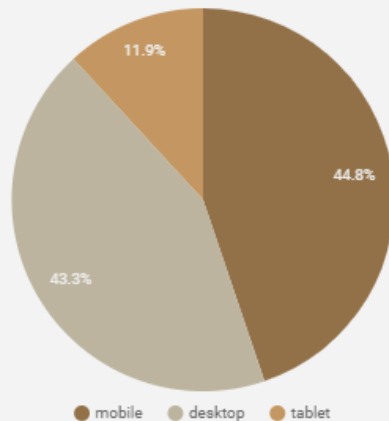
What Are The Top Countries By Sessions?



	Country	Sessions	Pageviews
1.	Canada	4,655	
2.	United States	636	
3.	United Kingdom	27	
4.	India	24	
5.	(not set)	10	
6.	Australia	10	
7.	China	9	
8.	South Korea	8	
9.	Netherlands	7	

WEBSITE HIGHLIGHTS

Which Devices Are Being Used?



Where is the Traffic Coming From?

Full Referrer	Sessions
1. google	4,313
2. (direct)	838
3. bing	84
4. m.facebook.com/	42
5. yahoo	34
6. thompsonokanagan.com/content/boundary-country	33
7. facebook.com/	23
8. ca.search.yahoo.com/	11

What are the top landing pages?

Page	Pageviews
1. /visit/christina-lake/	544
2. /	481
3. /stay/campgrounds-rv/	451
4. /maps/	442
5. /visit/greenwood/	292
6. /festivals-events/	277
7. /directory/listing/jewel-lake-resort	273
8. /event/cannafest/	256
9. /visit/beaverdell/	228
10. /directory/listing/peak-peak-riverside-campground	215

What are the top referring sources?

Source / Medium	Pageviews
1. google / organic	8,858
2. (direct) / (none)	1,290
3. bing / organic	189
4. yahoo / organic	80
5. thompsonokanagan.com / referral	75
6. m.facebook.com / referral	70
7. mail.attentiondesign.ca / referral	36
8. ca.search.yahoo.com / referral	28
9. direct / domain	28
10. facebook.com / referral	24

SOCIAL HIGHLIGHTS




The Boundary Country Social Accounts ([Facebook](#) and [Instagram](#)) saw a combined total of 115,592 impressions a decrease of **8%** during the month of May and 6,743 engagements, a decrease of **28%** since the last period.

The accounts saw 158 fans gained, an increase of **2%** bringing the current total to 6,929 fans. The Top Performing **Facebook Post** was a UGC Image of Grand Forks. The post reached over 3,000 people and received 598 engagements.

The Top Performing **Instagram Post** was a UGC Image of The Kettle River which received 231 engagements.



SOCIAL OVERVIEW

Impressions  115.6k	Engagements  6,743	Link Clicks  114
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The group statistics shown here represent the overall figures of the Boundary Country Facebook and Instagram accounts. In May, there were 158 new fans gained, an increase of **2%**, bringing the total fan count to 6,929. There were 115,592 total impressions an decrease of **8%**, and 6,743 engagements, down **28%** over the same time period.

2%

AUDIENCE
GROWTH




-8%

SOCIAL
IMPRESSIONS

-28%

SOCIAL
ENGAGEMENTS

FACEBOOK

Impressions  104.3k	Engagements  5,372	Clicks  114
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During the month of May, a total of 115 new fans were gained, an increase of **2%**. 22 Facebook Posts were sent and there were 104,273 total impressions, down **10%** from the previous month, and 5,372 Engagements (likes, comments and shares) down **32%** over the same time period.

-10%

FACEBOOK
IMPRESSIONS

-32%

FACEBOOK
ENGAGEMENTS

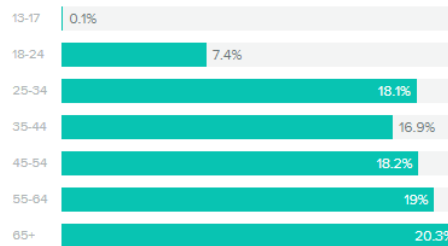
FACEBOOK - Demographics

The current fan base on Boundary's Facebook account presents itself as 56% Female, on par with the previous month, with 20.3% of all followers falling between the ages of 65+, consistent with the previous month.

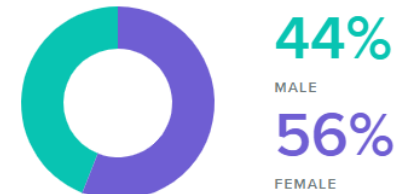
Note: 19% of followers fall between the ages of 55-64.

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

Canada	5,486
United States	173
India	51
Mexico	51
United Kingdom	18


Top Cities

Vancouver, BC, Canada	792
Grand Forks, BC, Canada	444
Kelowna, BC, Canada	441
Surrey, BC, Canada	353
Abbotsford, BC, Canada	233

FACEBOOK – Top Posts

Boundary Country BC
Published by Sprout Social [?] · May 13 at 3:49 PM ·

Spring skies in Grand Forks 🌄
instagram.com/sonniborgnetta



Performance for Your Post

3,927 People Reached

598 Reactions, Comments & Shares

441 Like	424 On Post	17 On Shares
53 Love	45 On Post	8 On Shares
34 Wow	33 On Post	1 On Shares
23 Comments	19 On Post	4 On Shares
48 Shares	48 On Post	0 On Shares

85 Post Clicks

32 Photo Views	1 Link Clicks	52 Other Clicks
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NEGATIVE FEEDBACK

0 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 [?] · May 15 at 3:49 PM ·

Blissful sunsets on Christina Lake.
Christina Lake
April 2019 - instagram.com/pscl_mr



Performance for Your Post

4,635 People Reached

559 Reactions, Comments & Shares

398 Like	318 On Post	80 On Shares
65 Love	51 On Post	14 On Shares
2 Haha	1 On Post	1 On Shares
6 Wow	3 On Post	3 On Shares
26 Comments	6 On Post	20 On Shares
62 Shares	60 On Post	2 On Shares

177 Post Clicks

26 Photo Views	4 Link Clicks	147 Other Clicks
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NEGATIVE FEEDBACK

0 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 [?] · May 7 at 3:49 PM ·

Some beautiful wildflowers up by the long-abandoned town of Phoenix. The old copper mining city, now just a ghost town... A glimpse into the rich history and culture of Boundary Country.
@karlheinitz (IG)



Performance for Your Post

4,991 People Reached

437 Reactions, Comments & Shares

344 Like	331 On Post	13 On Shares
42 Love	37 On Post	5 On Shares
1 Haha	1 On Post	0 On Shares
12 Wow	12 On Post	0 On Shares
8 Comments	2 On Post	6 On Shares
30 Shares	30 On Post	0 On Shares

115 Post Clicks

29 Photo Views	9 Link Clicks	77 Other Clicks
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NEGATIVE FEEDBACK

0 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 [?] · May 16 at 3:49 PM ·

Grand Forks may be the largest city in Boundary Country but with a population of ~4,000 people, the skies are perfect for late night stargazing adventures.
Grand Forks
2018 - instagram.com/madelinejwilliams



Performance for Your Post

3,948 People Reached

511 Reactions, Comments & Shares

372 Like	334 On Post	38 On Shares
62 Love	56 On Post	6 On Shares
8 Wow	6 On Post	2 On Shares
18 Comments	13 On Post	5 On Shares
53 Shares	53 On Post	0 On Shares

225 Post Clicks

61 Photo Views	7 Link Clicks	157 Other Clicks
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NEGATIVE FEEDBACK

0 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

<u>Impressions</u> 11,319 ↗ 10.4%	<u>Engagements</u> 1,371 ↗ 0.4%	<u>Profile Clicks</u> 0 ↘ 100%
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During the month of May 43 New Followers were gained, an increase of **4%**, bringing the current follower total to 956.

13 Instagram posts were sent, totalling 1,371 engagements, up **0.4%** 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 image displays three Instagram posts from the account @boundarycountry. Each post features a scenic landscape photograph and a caption with relevant hashtags and user mentions.

- Post 1:** A photograph of a river flowing through a rocky canyon. The caption reads: "Witness the rushing water of the Kettle River, flowing from the Monashee Mountains, through Boundary Country, then heading south across the Canada-US border, where it eventually joins the Columbia River. #ChristinaLake #CascadeFallsKettleRiver #BoundaryCountry #ThompsonOkanagan #ExploreBC #ExploreCanada @rifriesen".
- Post 2:** A photograph of a sunlit valley with green fields and mountains in the background. The caption reads: "Spring Living in Grand Forks! A beautiful sight! 📷: @tjclark280 #BoundaryCountry #ExploreBC #ExploreCanada".
- Post 3:** A photograph of a sunset over a field with trees. The caption reads: "Finding the best views in Midway, BC! 📷: @olivia.nowek #BoundaryCountry #ExploreBC #ExploreCanada".