

Philanthropy West Virginia Communication Analytics Report as of 08/2018:

MailChimp, (June 1 - Aug 16)

Overall Open rate: 28.53%, decreased from last report

Overall Click Rate: 2.49%, decreased from last report

All contacts Open & Click Rates: 18.18%, 1.89%

All Members Open & Click Rates: 35.77%, 2.92%

Facebook, (June 1 - July 19),

Reach (the number of people who've had our posts cross their page) = ↑ 2,010%, mostly due to our boosting posts, and high activity in June.

Page Views = ↑ 87%

Page likes/followers = ↑ 350%

Post engagements = ↑ 100%

Video views = 371, ↑ 12,000% → pursuing doing monthly/bi-monthly videos to post

(July 19 - Aug 15)

Reach (the number of people who've had our posts cross their page) = ↓ 31%, a considerable net improvement for the quarter

Page Views = ↓ 74%

Page likes/followers = ↓ 17%

Post engagements = ↑ 39%

Twitter (June 1 - Aug 16), success in June is due to quality and diversity of tweets from ACFI. Please note that August numbers are low, due to only being half way through the month.

Compared to the March 1 - May 31 time block,

Measurement	June	July	August	Total	Change
Out-Going Tweets	20	16	10	46	7%
Impressions	10,500	7,400	5,600	23,500	63%
Profile Visits	448	202	112	762	29%
New Followers	10	11	15	36	200%

Google Analytics, (June 1 - Aug. 16) (percentages compare to previous BOD meeting
Site Users = 1609 (45%), the majority being non-member or "new" users (49%)

Sessions/Site Visits = 2,345 (27%)

Avg # of Sessions per user = 1.46 (-12%)

Page views = 5,900 (6%)

Pages per session = 2.52 (-17%), I suspect this is due to the increase in direct links to pages, so users do not have to search our website as much.

Avg session duration 2:30 minutes (-19%)

Bounce Rate (visits resulting in only one page being viewed) = 60% (18%)

Given the significant trend change in new vs. returning users, the lower scores for sessions and time spent on the page makes sense.

