

# Digital marketing channel performance



Report date: from 1/14/19 to 1/20/19  
Compared to: from 1/7/19 to 1/13/19

Duration: 7 days

## Website Performance

### Total visitors



356,943

Users

180.57%  
« 127,219

View: whatagraph.com whatagraph.com

### New users



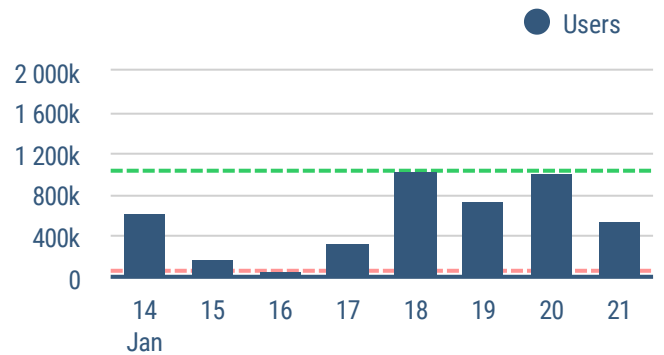
1,140,882

New users

122.55%  
« 512,631

View: whatagraph.com whatagraph.com

### Total visitors



View: whatagraph.com whatagraph.com

### Returning users



1,046,008

Users

577.43%  
« 154,408

View: whatagraph.com whatagraph.com

## Sources of traffic

Source	Sessions
<a href="https://whatagraph.com/blog/articles...">https://whatagraph.com/blog/articles...</a>	216,061 ↓
<a href="https://whatagraph.com/blog/articles...">https://whatagraph.com/blog/articles...</a>	1,596 -93.21%
<a href="https://whatagraph.com/pricing">https://whatagraph.com/pricing</a>	453 -15.33%
<a href="https://app.whatagraph.com/dashboard">https://app.whatagraph.com/dashboard</a>	123 -68.38%

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## Social traffic



View: whatagraph.com whatagraph.com

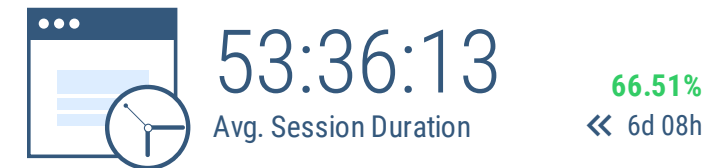
## Sessions

A period during which the user interacts with your site.



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## Average session time



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## Mobile vs. desktop

Device category	Sessions
Android smartphone	528,158 16598%
IPhone	490,399 29038%
Android tablet	477,783 53403%
Desktop	283,346 77957%

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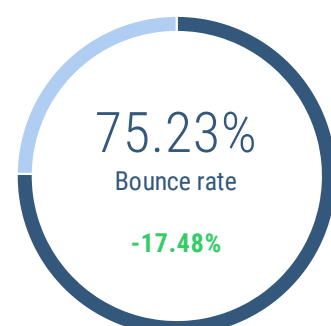
## Bounce rate

Shows the percentage of sessions during which visitors leave the site without interacting with it.



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## Bounce rate



View: whatagraph.com whatagraph.com

# Page views by URL

Page title	Page views	Change
Home	189,765	-66.25%
Shop	143,574	18.39%
Catalog	14,829	-80.18%
More	3,727	-91.86%

View: whatagraph.com whatagraph.com

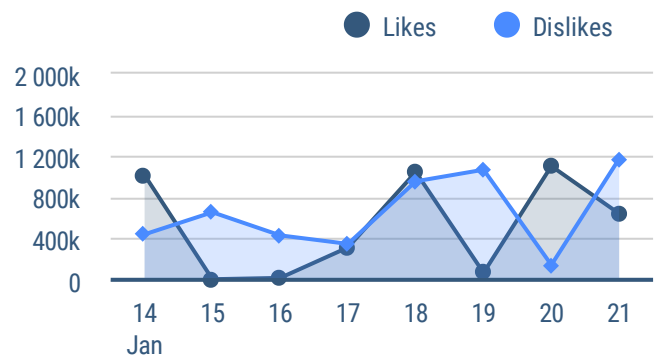
## Facebook Performance

### Total page likes



Page: Whatagraph

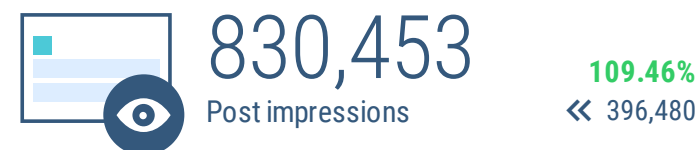
### Total page likes



Page: Whatagraph

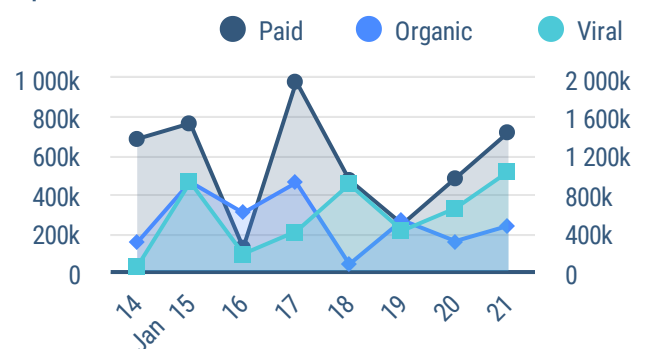
### Unique posts impressions

The number of people who saw any of your Page posts



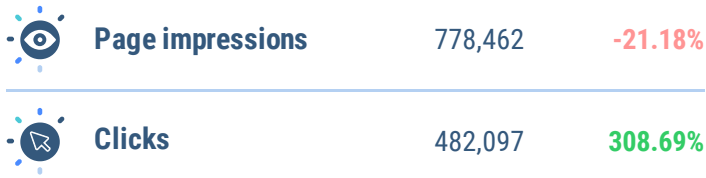
Page: Whatagraph

### Impressions



Page: Whatagraph

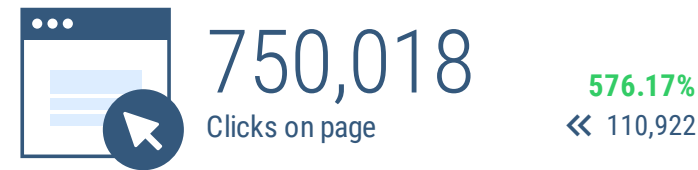
## Impressions vs. clicks



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## Page engagements

Number of people who clicked anywhere on the page



Page: Whatagraph

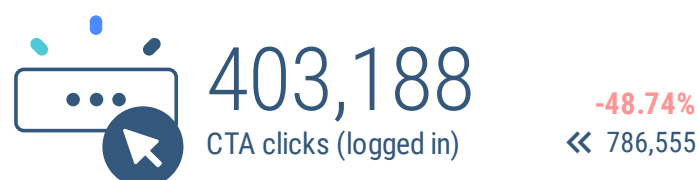
## Post reach by fans

Post reach by people who like your page



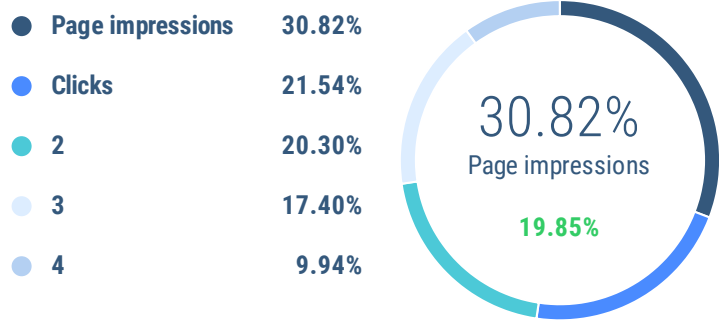
Page: Whatagraph

## Clicks on page CTA



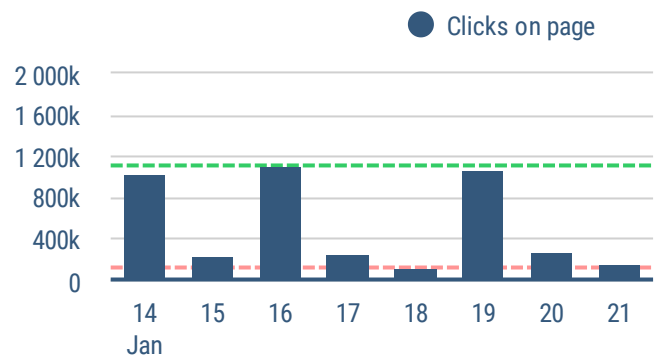
Page: Whatagraph

## Impressions vs. clicks



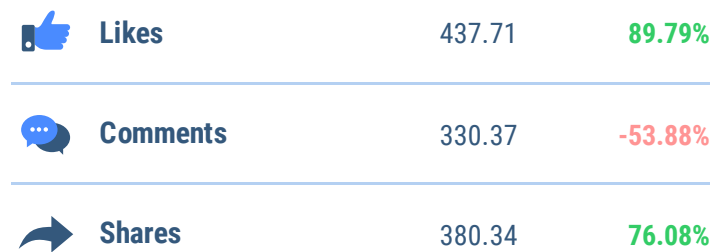
Page: Whatagraph

## Page engagement



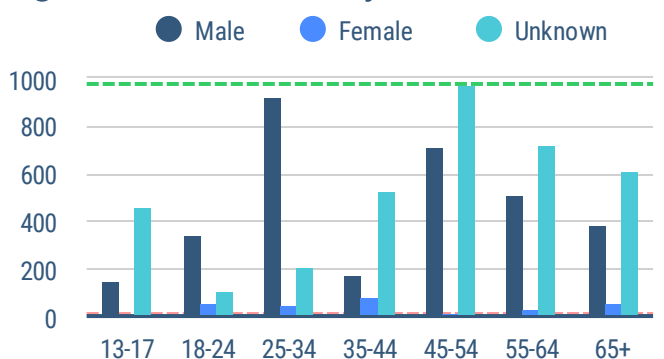
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## Each post on average receives










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## Page CTA clicks by audience



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# Top performing posts

Message	Reach	Clicks	Engagement
 All you need to do is sign up with your Google Analyti...	639,846 <span>-34.36%</span>	301,940 <span>-50.74%</span>	639,388 <span>-12.73%</span>
 #Tuesday is the most productive day of the week!	227,988 <span>-31.47%</span>	227,827 <span>106%</span>	276,887 <span>-20.38%</span>
 Infographic guide on making the most of mobile vs. d...	180,430 <span>336%</span>	74,538 <span>-11.12%</span>	223,659 <span>-26.93%</span>
 Client's expectations VS client's budget	56,714 <span>586%</span>	39,905 <span>22.57%</span>	189,020 <span>23.13%</span>
 Going forward	1,706 <span>-70.22%</span>	7,661 <span>26.57%</span>	7,404 <span>-93.51%</span>
 TI reached out to our clients asking what they thought...	1,058 <span>-74.02%</span>	5,033 <span>364%</span>	1,002 <span>-98.97%</span>
 Do you have one?	101 <span>-95.42%</span>	1,373 <span>297%</span>	432 <span>-98.89%</span>

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# Twitter Performance

## New followers

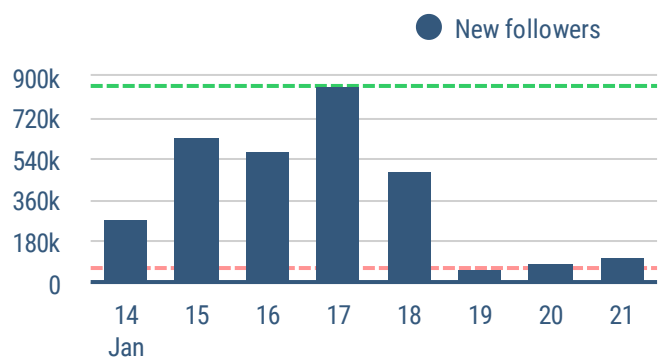
New Twitter fans you've made during this period



1,046,556  
New followers

112.84%  
<< 491,715

## New followers chart



 Account: whatagraph

 Account: whatagraph

## Total followers

A total number of Twitter accounts that follow you



271,298  
Followers

55.98%  
« 173,931

## Total following

A total number of Twitter accounts you follow



1,197,750  
Following

65.56%  
« 723,432

Account: whatagraph

Account: whatagraph

## Top tweets

Tweet	Engagement	Retweets	Favorites
 <b>Tweet:</b> All you need to do is sign up with your Google A... <b>Date:</b> A campaign	675,649 133%	1,187,205 863%	781,040 30.95%
 <b>Tweet:</b> #Tuesday is the most productive day of the wee... <b>Date:</b> B campaign	71,808 100.88%	749,435 2126%	88,515 -78.18%
 <b>Tweet:</b> Infographic guide on making the most of mobil... <b>Date:</b> C campaign	2,044 -92.8%	254,488 1216%	74,504 -79.61%
 <b>Tweet:</b> Client's expectations VS client's budget <b>Date:</b> D campaign	825 -92.75%	44,356 184%	22,798 -93.12%
 <b>Tweet:</b> Going forward <b>Date:</b> E campaign	658 18.99%	12,558 6.38%	3,798 -98.36%
 <b>Tweet:</b> TI reached out to our clients asking what they t... <b>Date:</b> F campaign	326 -40.51%	11,942 27.33%	2,109 -98.39%
 <b>Tweet:</b> Do you have one? <b>Date:</b> G campaign	91 71.7%	4,677 1178%	1,642 -96.45%

Account: whatagraph

## Instagram Performance

# Top media

822,127 likes, 418,552 comments

309,234 likes, 358,288 comments

82,285 likes, 257,726 comments

67,025 likes, 95,361 comments

40,870 likes, 76,840 comments

34,398 likes, 52,888 comments

24,865 likes, 22,027 comments

14,867 likes, 17,873 comments

1,119 likes, 17,371 comments

992 likes, 15,410 comments

160 likes, 7,422 comments

91 likes, 3,880 comments

23 likes, 261 comments

22 likes, 128 comments

13 likes, 81 comments

12 likes, 24 comments

## New followers

New Instagram fans you've made during this period

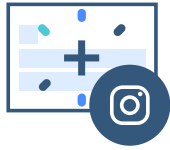


1,108,614  
New followers

271.56%  
« 298,367

Account: Whatagraph

## New posts

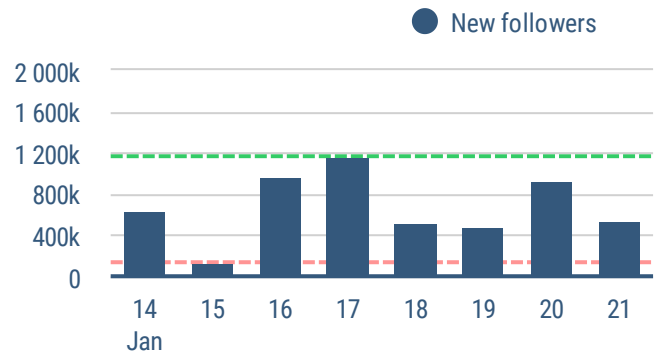


37,709  
New posts

-59.50%  
« 93,116

Account: Whatagraph

## New followers chart



Account: Whatagraph

## Total followers

A number of Instagram followers you have



833,667  
Followers

-26.87%  
« 1,140,057

Account: Whatagraph

## LinkedIn Performance

## Post impressions

The total number of post impressions during this period

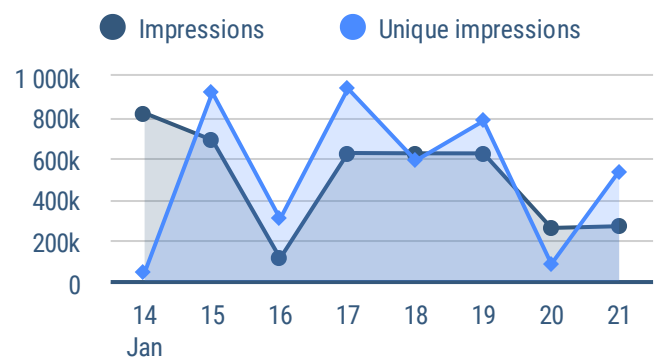


428,084  
Impressions

-62.86%  
« 1,152,707

Account: Whatagraph

## Post impressions chart



Account: Whatagraph



## New followers

New LinkedIn fans you've made during this period



1,193,244  
New followers

334.62%  
« 274,546

Account: Whatagraph

## Total followers

Total number of followers your account had at the end of the report period



822,855  
Total followers

145.56%  
« 335,087

Account: Whatagraph

## Organic followers vs. paid



Organic followers

481,834

-33.98%



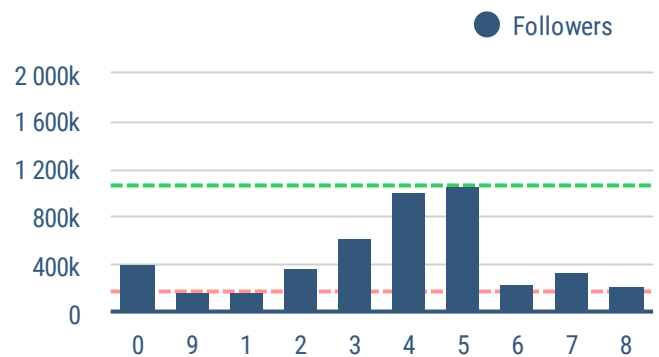
Paid followers

386,008

-61.87%

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## Network size distribution



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## Network by function

Function	Followers
Manager	868,314 52.52%
CEO	568,021 248%
Assistant manager	403,280 222%
Consultant	2,194 -94.59%

Account: Whatagraph

## Network by seniority

Seniority	Followers
Head of department	1,191,259 2768%
Manager	853,476 2177%
Assistant	486,789 2175%
CEO	65,970 1082%

Account: Whatagraph