

# Digital marketing channel performance



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

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Duration: 7 days

## Website Performance

### Total visitors



356,943  
Users

180.57%  
127,219

View: whatagraph.com whatagraph.com

### New users

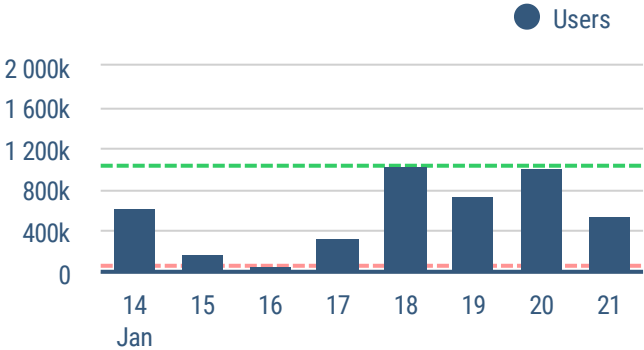


1,140,882  
New users

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
https://whatagraph.com/blog/articles...	216,061 <span>↓</span>
https://whatagraph.com/blog/articles...	1,596 <span>-93.21%</span>
https://whatagraph.com/pricing	453 <span>-15.33%</span>
https://app.whatagraph.com/dashboard	123 <span>-68.38%</span>

View: whatagraph.com whatagraph.com

## Social traffic



View: whatagraph.com whatagraph.com

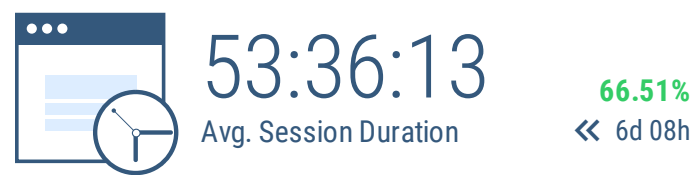
## Sessions

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 <span>16598%</span>
IPhone	490,399 <span>29038%</span>
Android tablet	477,783 <span>53403%</span>
Desktop	283,346 <span>77957%</span>

View: whatagraph.com whatagraph.com

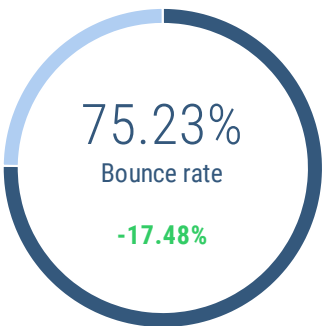
## Bounce rate

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
 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



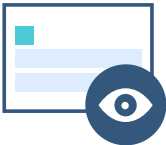
843,532  
Total likes

-0.89%  
851,088

 Page: Whatagraph

### Unique posts impressions

The number of people who saw any of your Page posts

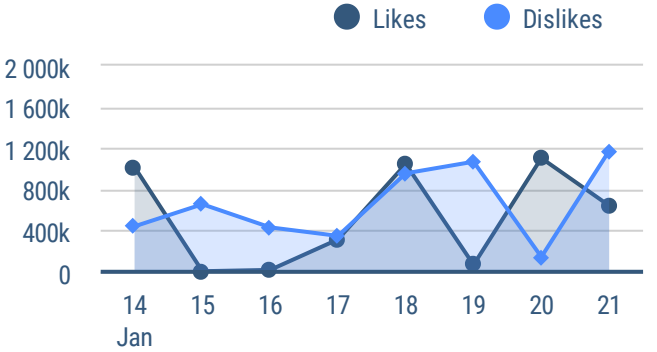


830,453  
Post impressions

109.46%  
396,480

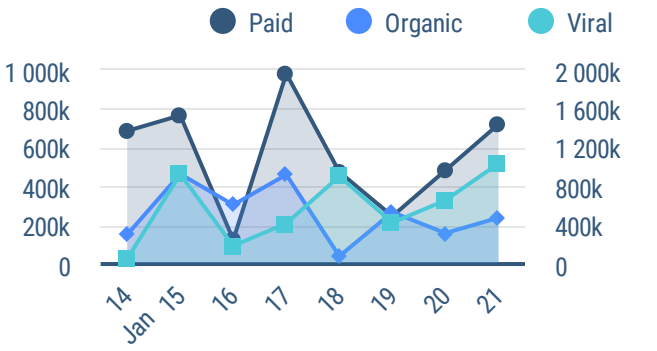
 Page: Whatagraph

### Total page likes



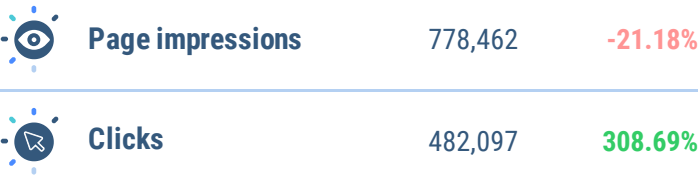
 Page: Whatagraph

### Impressions



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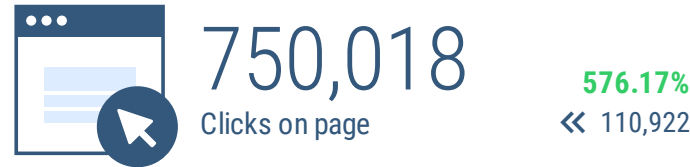
## Impressions vs. clicks



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## Page engagements

Number of people who clicked anywhere on the page



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## Post reach by fans

Post reach by people who like your page



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## Clicks on page CTA



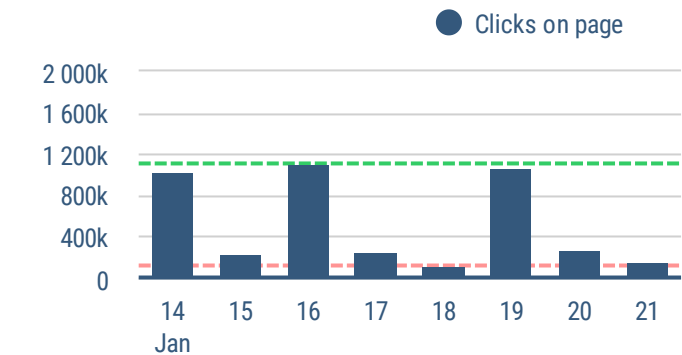
Page: Whatagraph

## Impressions vs. clicks



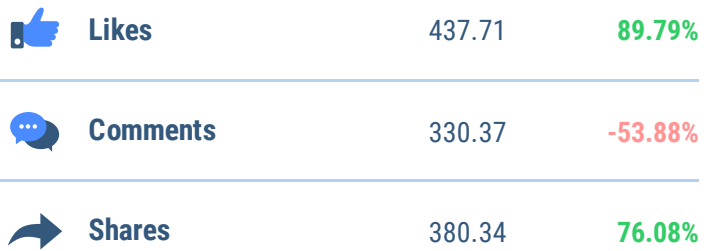
Page: Whatagraph

## Page engagement



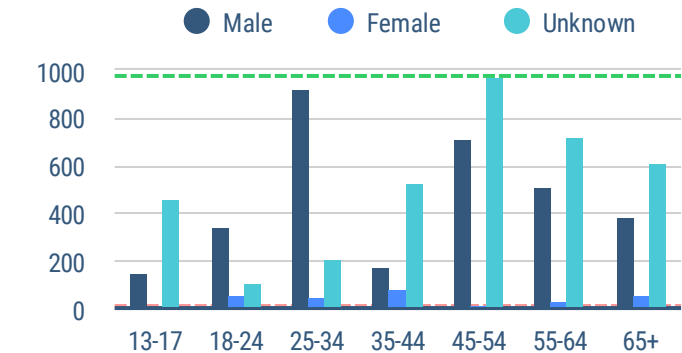
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## Each post on average receives










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

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## Twitter Performance

### New followers

New Twitter fans you've made during this period



+

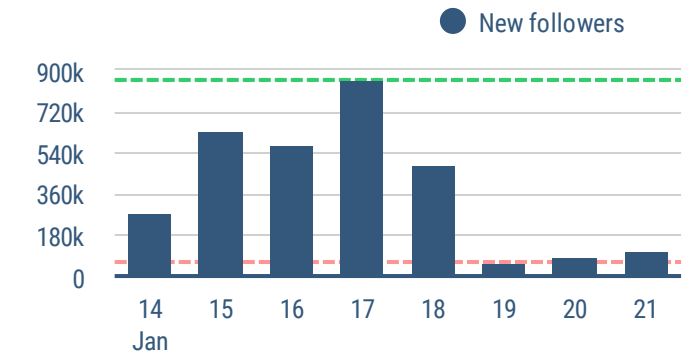
1,046,556

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

💬 418,552

♥ 309,234

💬 358,288

♥ 82,285

💬 257,726

♥ 67,025

💬 95,361

♥ 40,870

💬 76,840

♥ 34,398

💬 52,888

♥ 24,865

💬 22,027

♥ 14,867

💬 17,873

♥ 1,119

💬 17,371

♥ 992

💬 15,410

♥ 160

💬 7,422

♥ 91

💬 3,880

♥ 23

💬 261

♥ 22

💬 128

♥ 13

💬 81

♥ 12

💬 24

# New followers

New Instagram fans you've made during this period



1,108,614  
New followers

271.56%  
298,367

Account: Whatagraph

# New posts

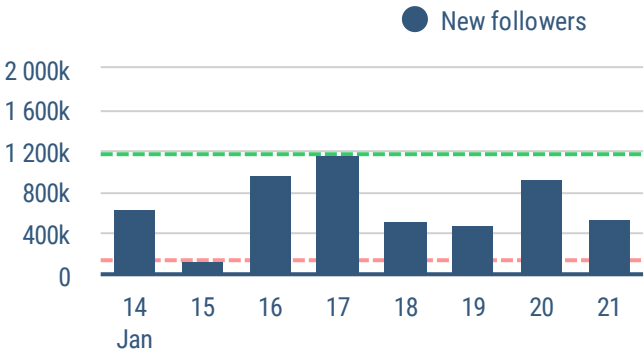


37,709  
New posts

-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

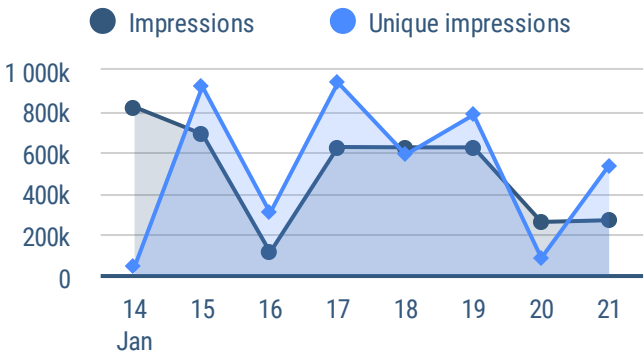


428,084  
Impressions

-62.86%  
1,152,707

Account: Whatagraph

# Post impressions chart

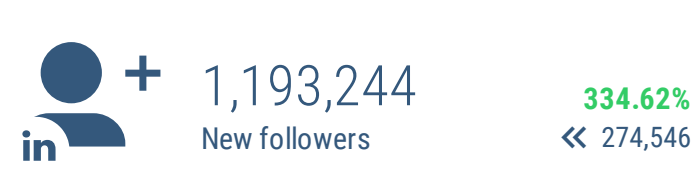


Account: Whatagraph



## New followers

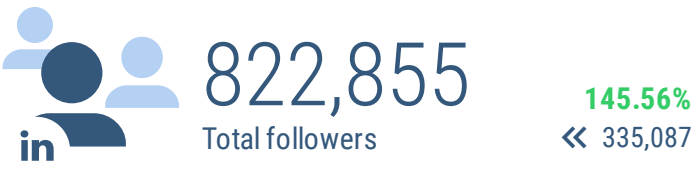
New LinkedIn fans you've made during this period



Account: Whatagraph

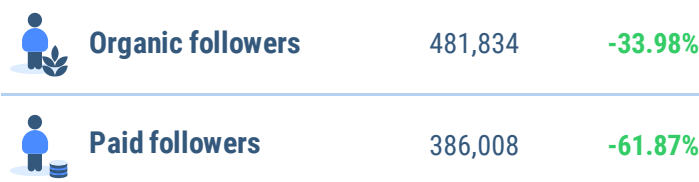
## Total followers

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



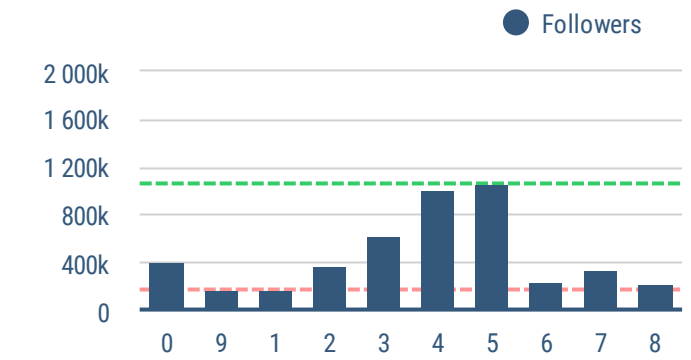
Account: Whatagraph

## Organic followers vs. paid



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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