

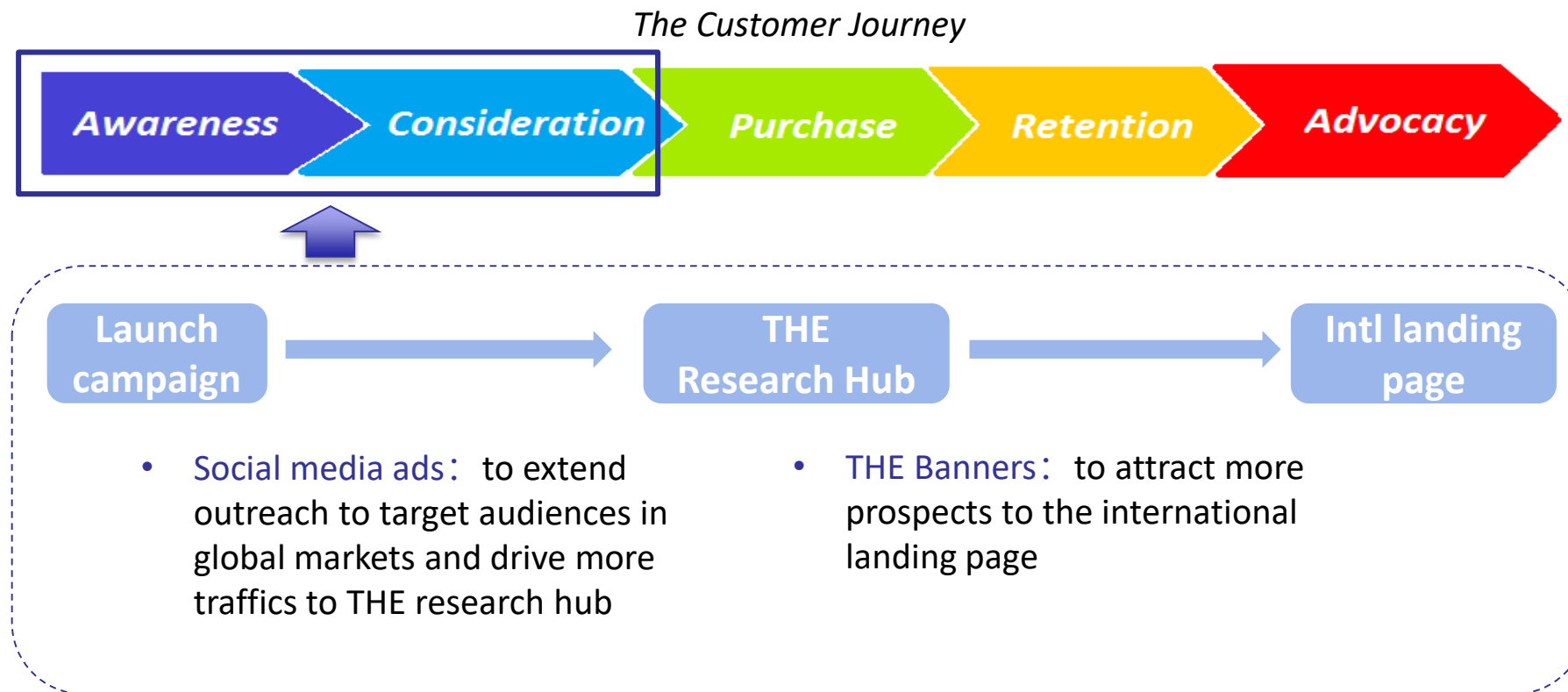
2023 Research Hub Campaign Report

Design School

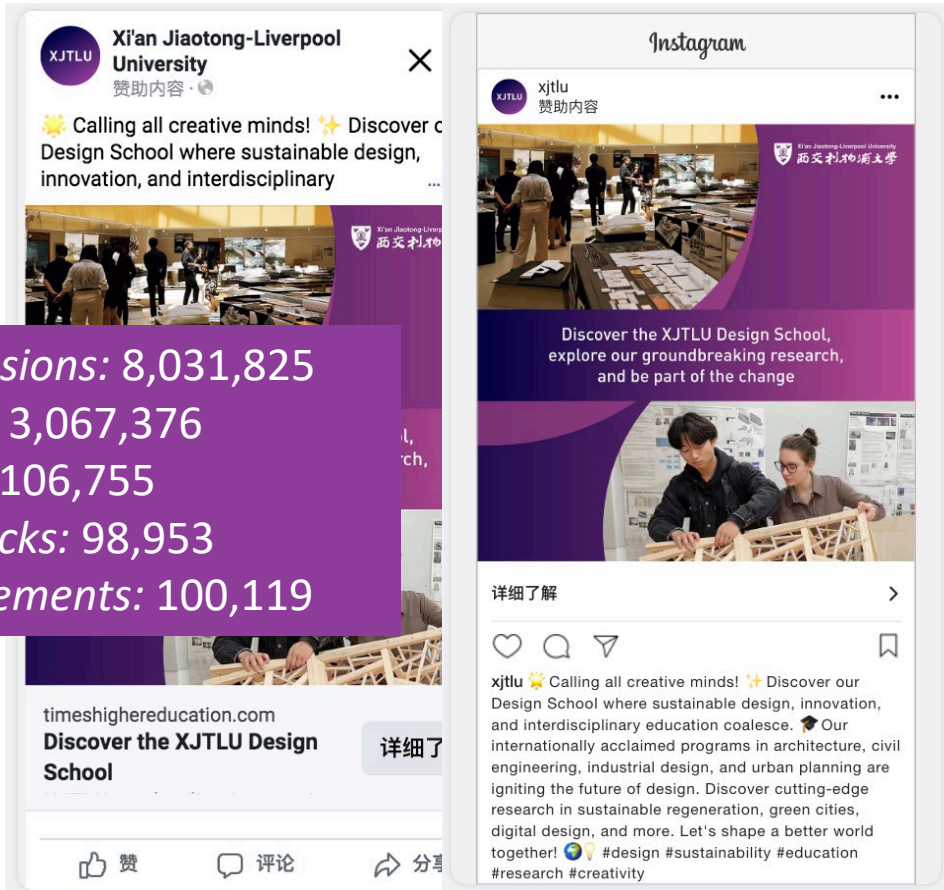


Goal & Strategy

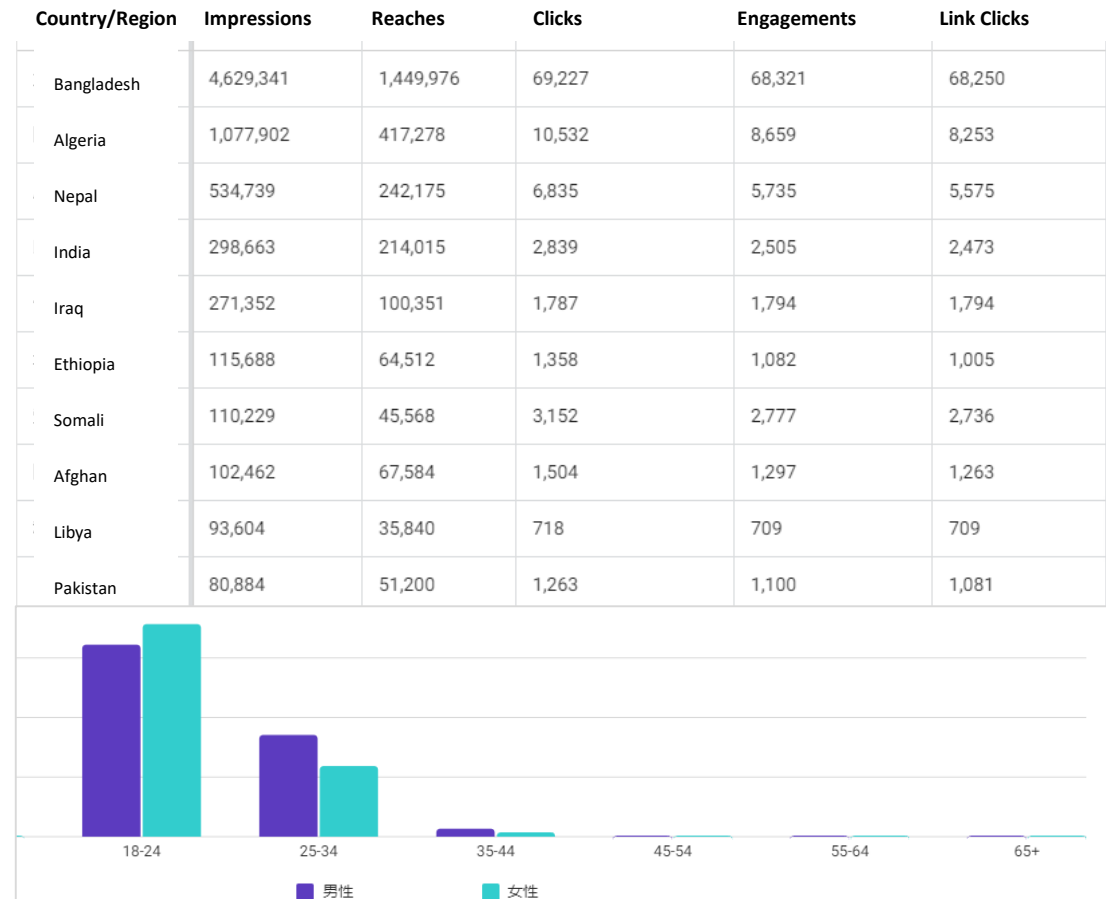
Goal: to drive more traffics to THE Research Hub to support recruitment of both staffs and students for Design School in global markets.



Performance on Facebook & Instagram



Impressions: 8,031,825
 Reach: 3,067,376
 Clicks: 106,755
 Link clicks: 98,953
 Engagements: 100,119



People who are from **Bangladesh, Algeria, Nepal** care more about design relates info on Facebook and Instagram.
 Link clicks: Females (18-24) > males; males (25-34) > females

Performance on LinkedIn



Name ↕	Impressions ↕	Clicks ↕
United States	27,969 (63.89%)	355 (71.57%)
India	4,911 (11.22%)	30 (6.05%)
Canada	1,883 (4.3%)	22 (4.44%)
Colombia	1,133 (2.59%)	8 (1.61%)
Australia	901 (2.06%)	9 (1.81%)

Impressions: 43,778
Reach: 42,220
Link clicks: 496
Engagements: 499

Name ↕	Impressions ↕	Clicks ↕	Average CTR ↕
Teacher	463 (1.06%)	8 (1.61%)	1.73%
Owner	1,019 (2.33%)	6 (1.21%)	0.59%
Retired	503 (1.15%)	6 (1.21%)	1.19%
Manager	379 (0.87%)	6 (1.21%)	1.58%

People who are from **US** care the most about design related info on LinkedIn. **Teacher** is mostly likely to click through to learn more.

Increase of views and visits on THE

Distinct Visits
55,256

Total Views
66,844

Total Exit Clicks
263

Distinct Registered Users
10

Registered Users %
0.020%

Avg Visit Duration
00:14 m

Views by Year



Visits by Year



*data covering 1st Sep 2022 to 19th Sep 2023

Similar source country with campaigns

Country Name	Q	Distinct Visits	Distinct Uniques
Totals		55,256	51,199
Bangladesh		40,138	38,139
Algeria		2,825	2,712
Malaysia		2,792	1,816
Nepal		2,064	1,991
Italy		1,134	768
India		985	956
Spain		730	574
Indonesia		564	457
USA		517	501
Iraq		498	483

Country Name	Q	Distinct Views	Total Views
Totals		51,199	66,844
Bangladesh		38,139	48,567
Algeria		2,712	3,081
Nepal		1,991	2,501
Malaysia		1,816	3,702
India		956	1,065
Italy		768	1,434
Spain		574	998
USA		501	569
Iraq		483	621
Indonesia		457	638

*data covering 1st Sep 2022 to 19th Sep 2023

Page views on Research Hub page

Page Name	Total Views	Distinct Visits	Avg Visit Duration
Totals	66,844	55,256	00:14 m
xi'an jiaotong-liverpool university	65,936	54,969	00:14 m
researchers propose a more effective method to predict floods	211	198	01:06 m
why are polders an important part of china's water heritage	97	91	00:08 m
digital transformation in construction industry requires more support, study shows	94	74	00:51 m
alumnus yi yu: 'find your own narrative'	61	56	00:11 m
reducing carbon emissions of c&d waste in building refurbishment	52	46	00:55 m
switching it up: why some plants prefer hummingbirds to bees	52	50	00:44 m
catching up with the times: a new model for train timetabling	48	40	00:05 m
researchers use bacteria to enhance concrete resistance	37	33	00:07 m
eating sea squirts may reverse the signs of ageing, study shows	36	32	02:09 m
xjtlu offered me new perspectives on design	34	31	00:29 m
xjtlu presents cabanons at suzhou jinji lake biennale	31	26	00:21 m
xjtlu researchers improve solar cells with new material	26	26	00:07 m
is organic farming always good for the environment? – researchers create strategy to help decide	24	21	00:41 m
nomads and snow leopards coexist successfully on the tibetan peninsula	24	22	00:04 m
nanoparticles can improve stroke recovery by enhancing brain stimulation, study shows	15	14	00:02 m
the shape of things to come: tropical birds are changing because of us	15	15	00:06 m
xjtlu shines at milan design week, inspired by chinese pictograms	15	15	00:03 m
when money meets tradition: new cash incomes may impact local environment	8	7	00:00 m
study exposes increasing flood risk in the uk	7	6	00:07 m
upscale hotels benefit from ev charging stations, study shows	7	7	00:00 m
on call 24/7: your new english language teacher is powered by ai	5	5	00:00 m
new 3d-printing ink could make cultured meat more cost-effective	3	3	00:00 m
potential target for reversing drug resistance in ovarian cancer identified	2	2	00:00 m
research findings could speed up detection of sepsis	2	2	00:06 m
scientists hoodwinked by touch-me-not plants for decades	1	1	00:00 m
stop eradication of small mammals to protect vital ecosystems, say scientists	1		

*data covering 1st Sep 2022 to 19th Sep 2023

More clicks to Research Hub page

Exit URL	Total Exit Clicks
Totals	263
https://www.xjtlu.edu.cn/en/study/departments/design-school?utm_source=Portal&utm_medium=THE+banner&utm_campaign=Research+Hub	78
https://www.xjtlu.edu.cn/en/	57
https://imp.xjtlu.edu.cn/	31
https://www.xjtlu.edu.cn/en/research/?utm_source=THE&utm_medium=ResearchHub&utm_campaign=StudentRecruitment&utm_content=ResearchPage	29
https://www.sciencedirect.com/journal/journal-of-hydrology	18
https://www.timeshighered-events.com/impact-education-forum-2023	17
https://www.timeshighered-events.com/impact-water-forum-2023	12
https://www.xjtlu.edu.cn/en/study/departments/design-school/civil-engineering	8
https://www.emerald.com/insight/publication/issn/0969-9988	4
https://www.xjtlu.edu.cn/en/study/undergraduate/urban-planning-and-design	3
https://twitter.com/XJTLU	2
https://www.facebook.com/XJTLU	2
https://www.tandfonline.com/journals/rppe20	2

*data covering 1st Sep 2022 to 19th Sep 2023



THANK YOU



Xi'an Jiaotong-Liverpool University

西交利物浦大學