

dot.alert() Monthly Analytics

February and March 1-15, 2023

February 2023 in numbers

140

 New users:

102

 Returning Users

383

 Average Tweet Impressions (February 2023)

195.3

 Average Tweet Impressions (overall)

968

 Total page views:

March 1-15, 2023 in numbers

49

 New users:

46

 Returning Users

303

 Average Tweet Impressions (March 1-15)

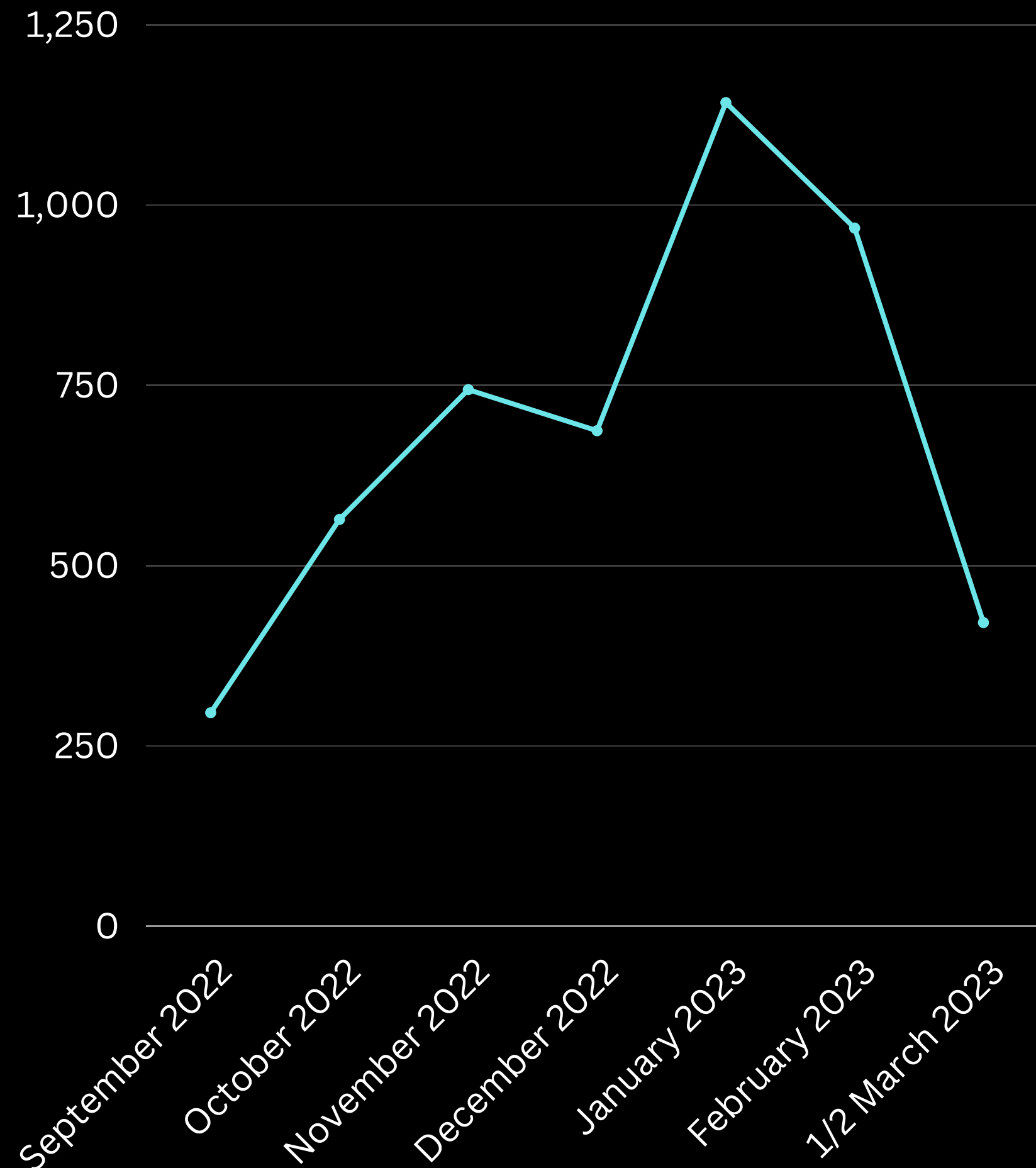
195.3

 Average Tweet Impressions (overall)

421

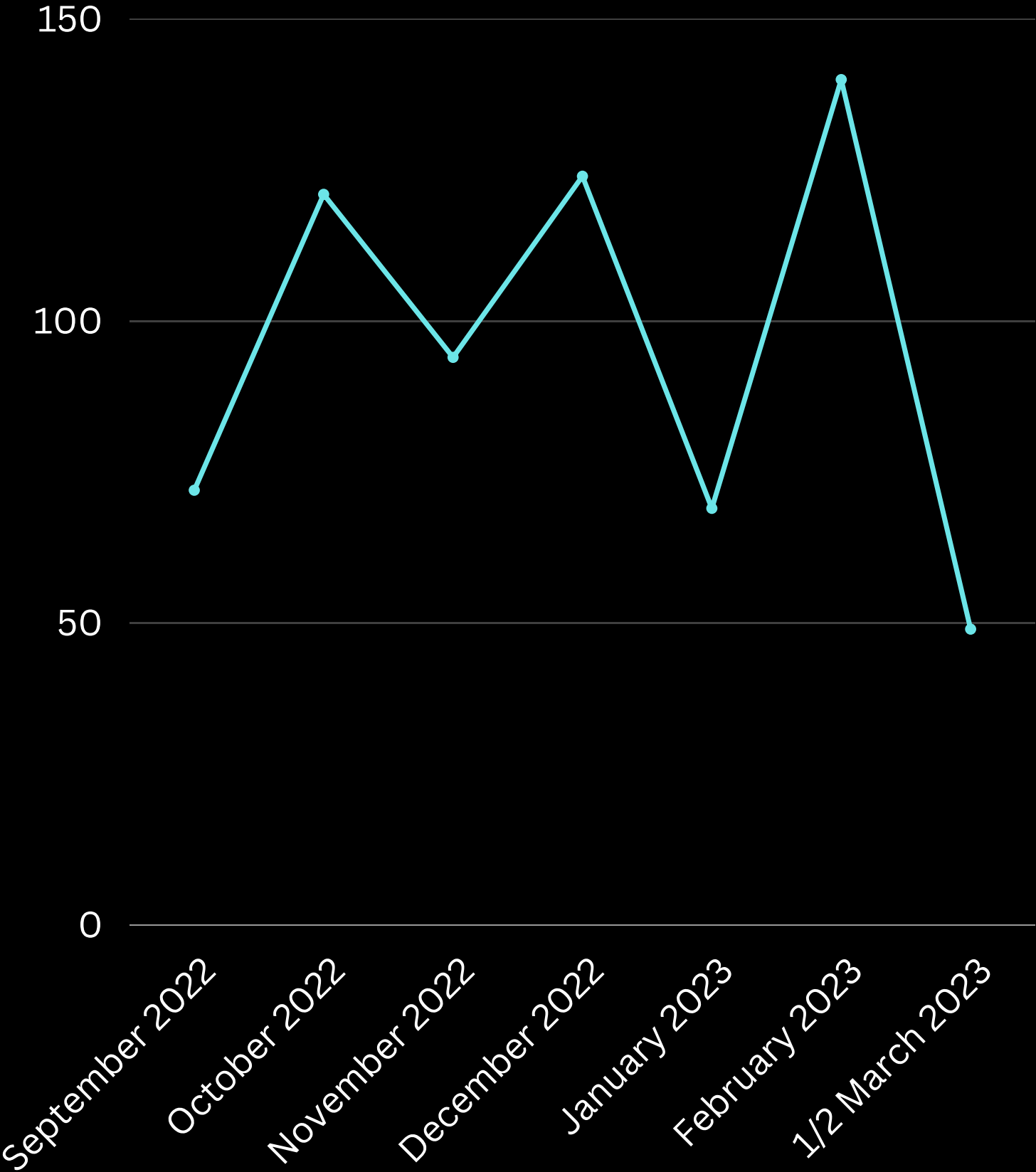
 Total page views:

Page views per month



*Data only includes page views up to March 15

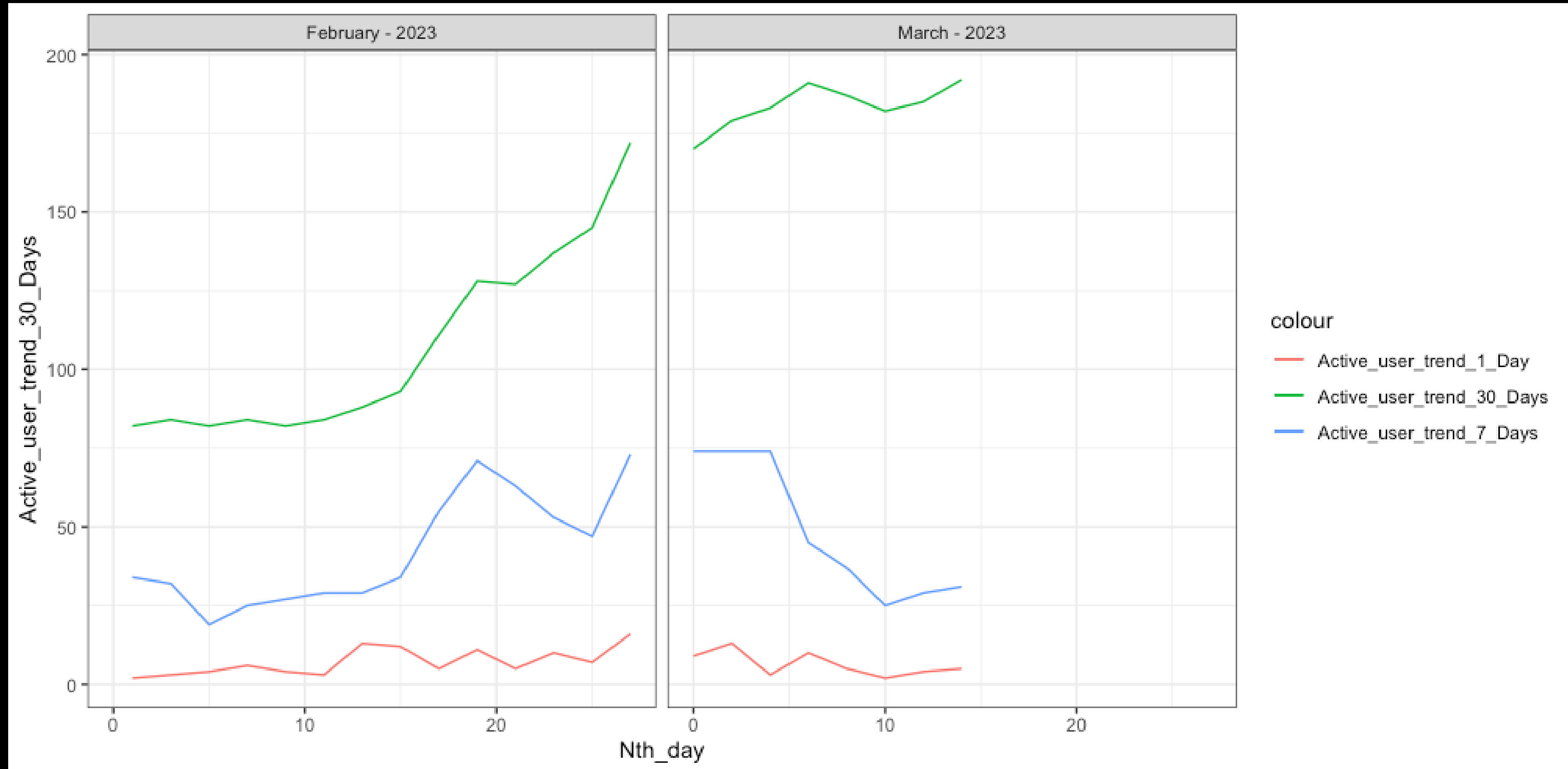
New users per month



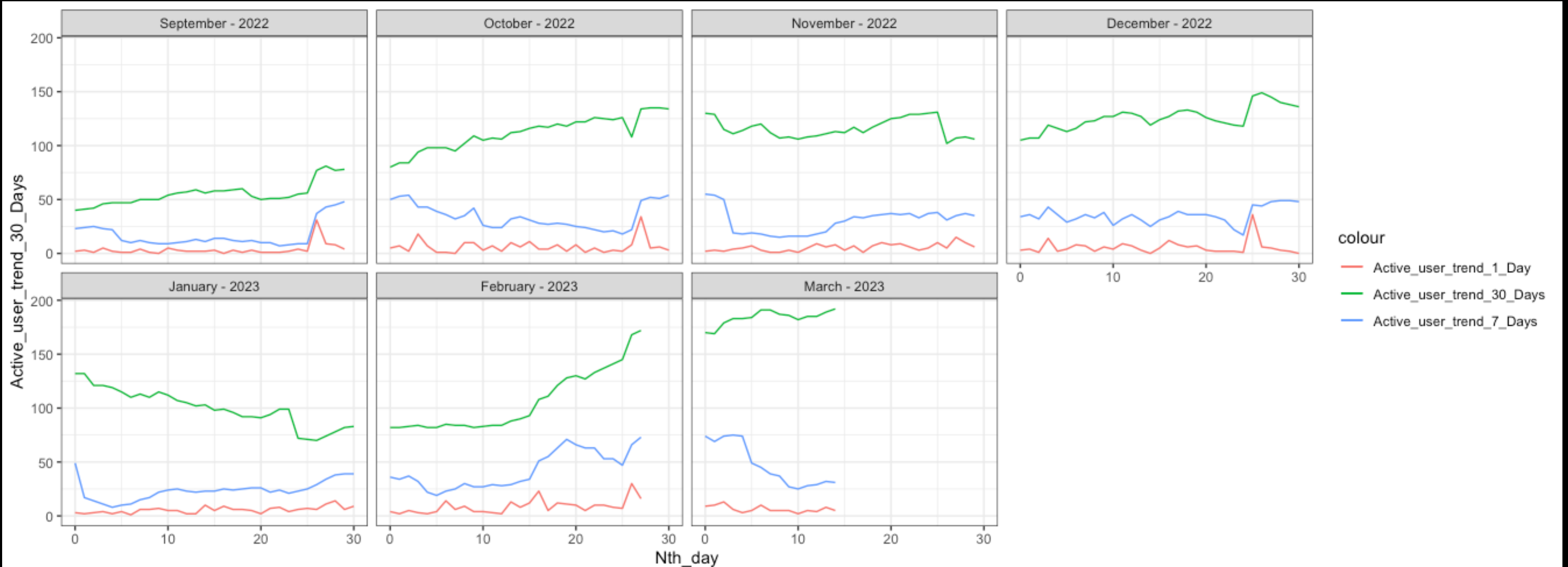
*Data only includes new views up to March 15

Google analytics

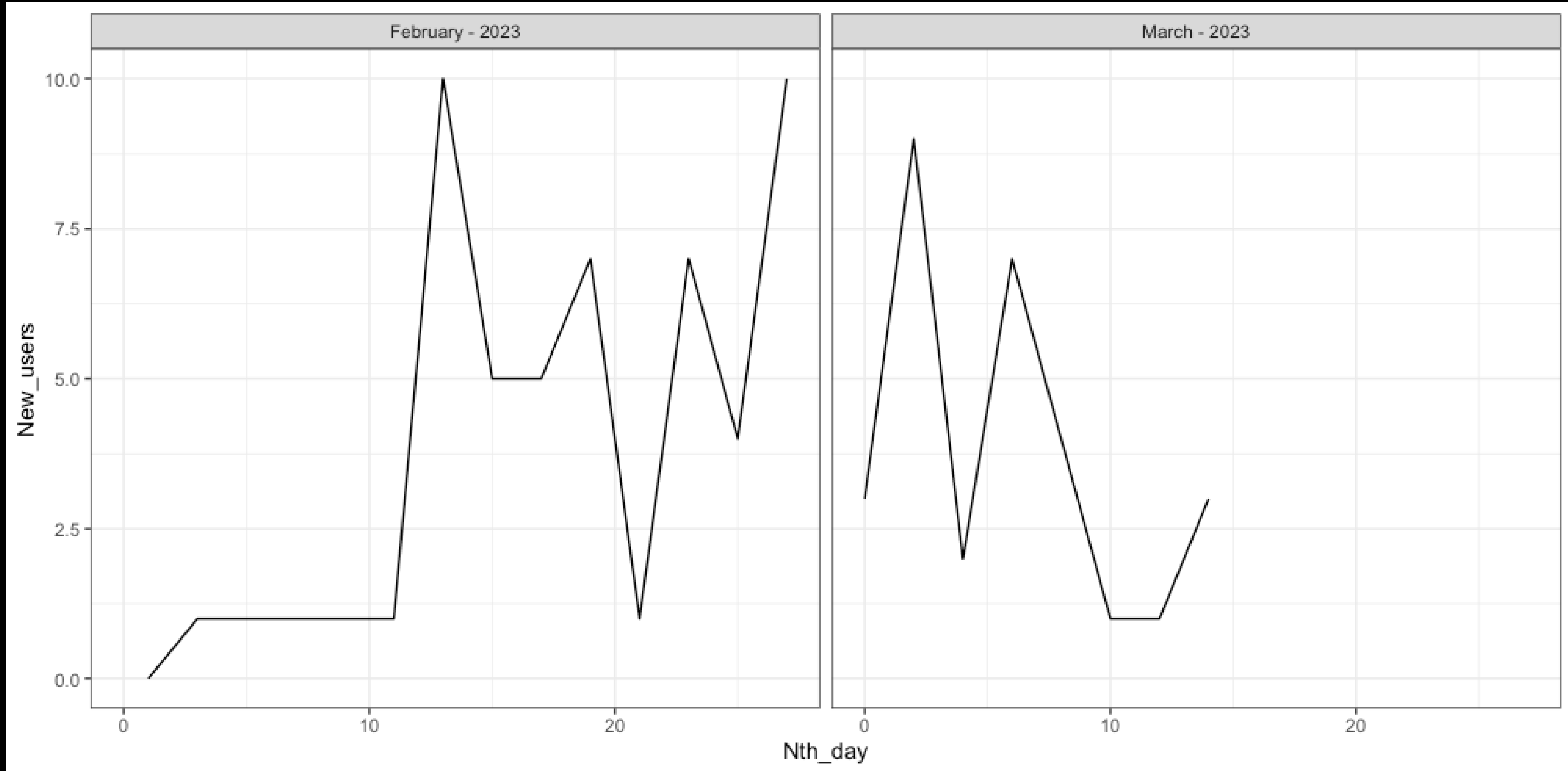
Active user trend (February and March 1-15, 2023)



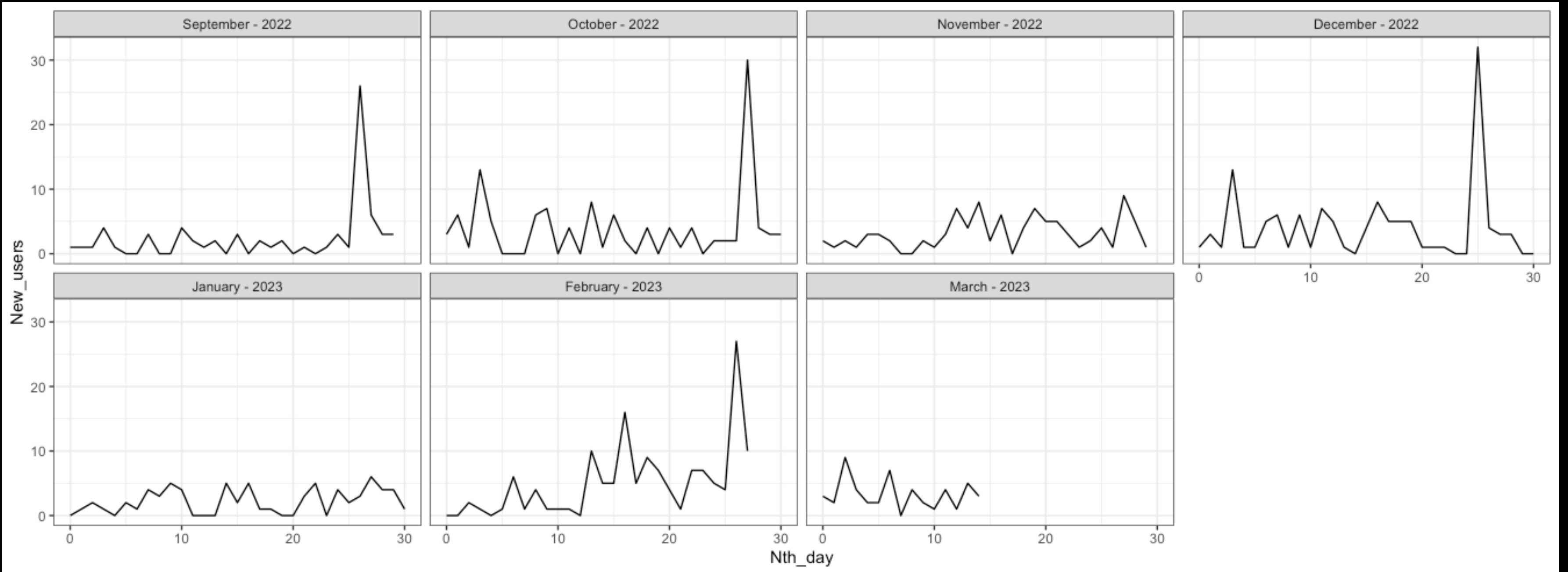
Active user trend (comparison)



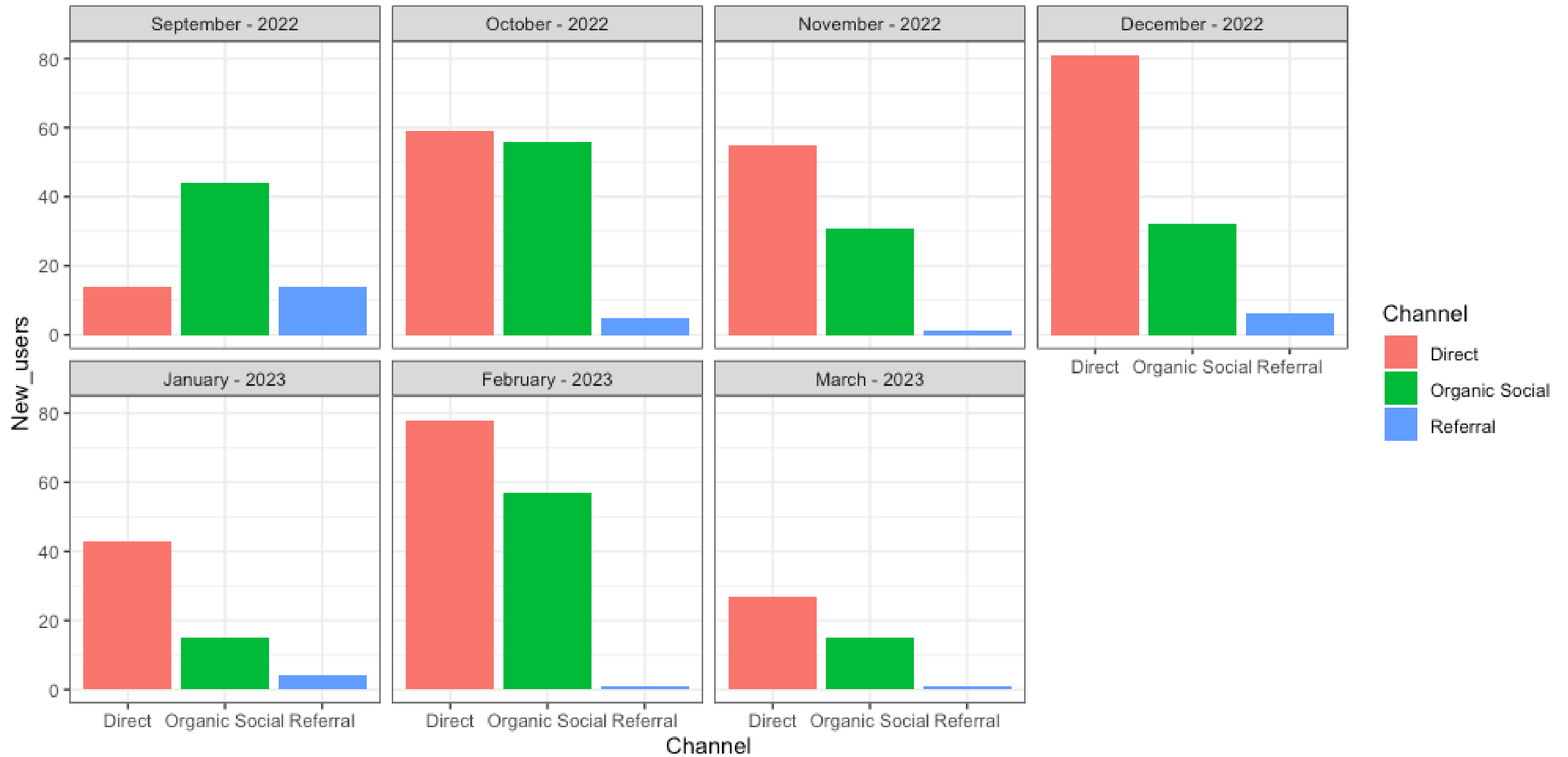
Daily New users (February and March 1-15, 2023)



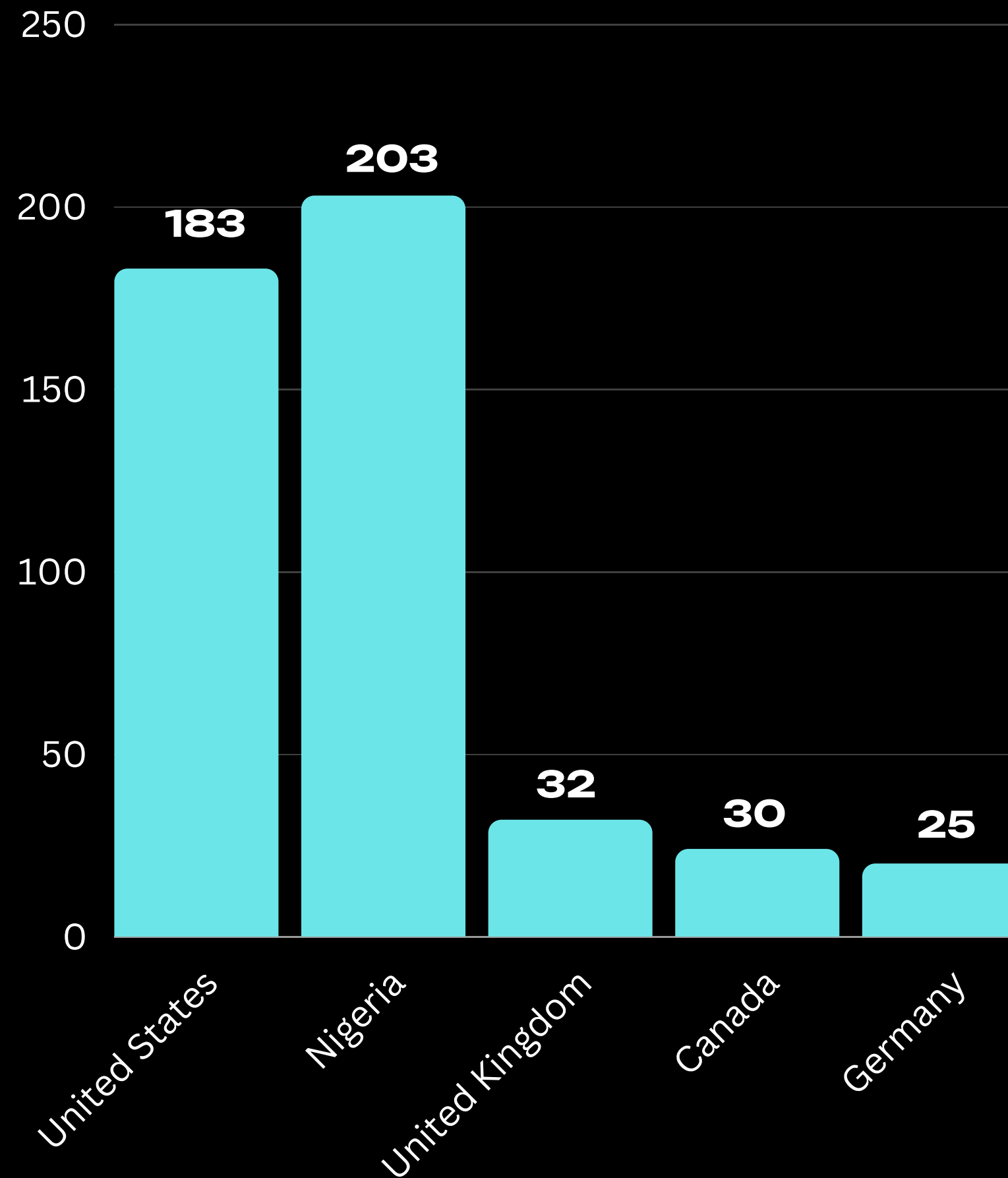
Daily New users (comparison)



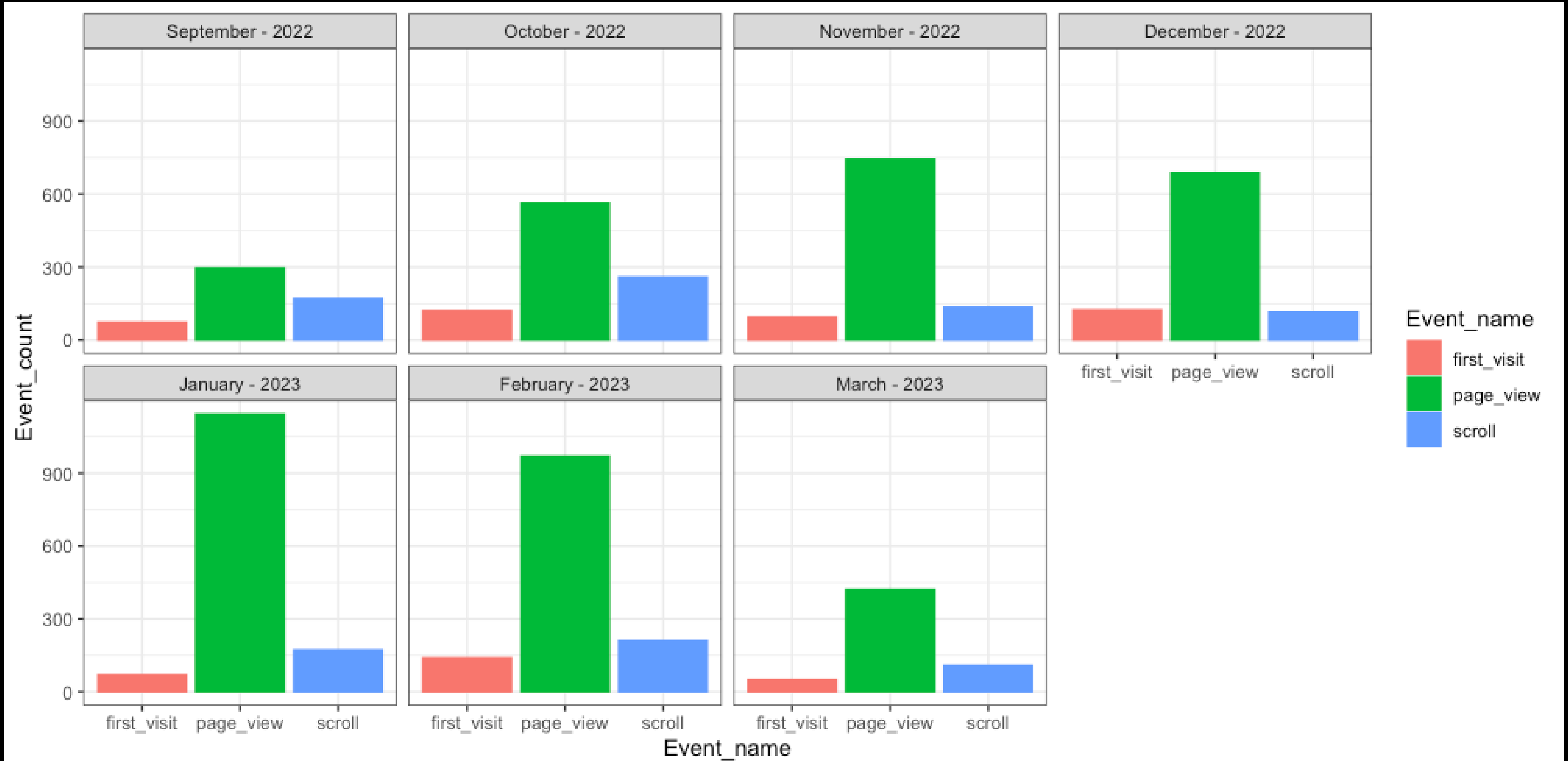
New-user Traffic



Countries with the highest traffic (overall)

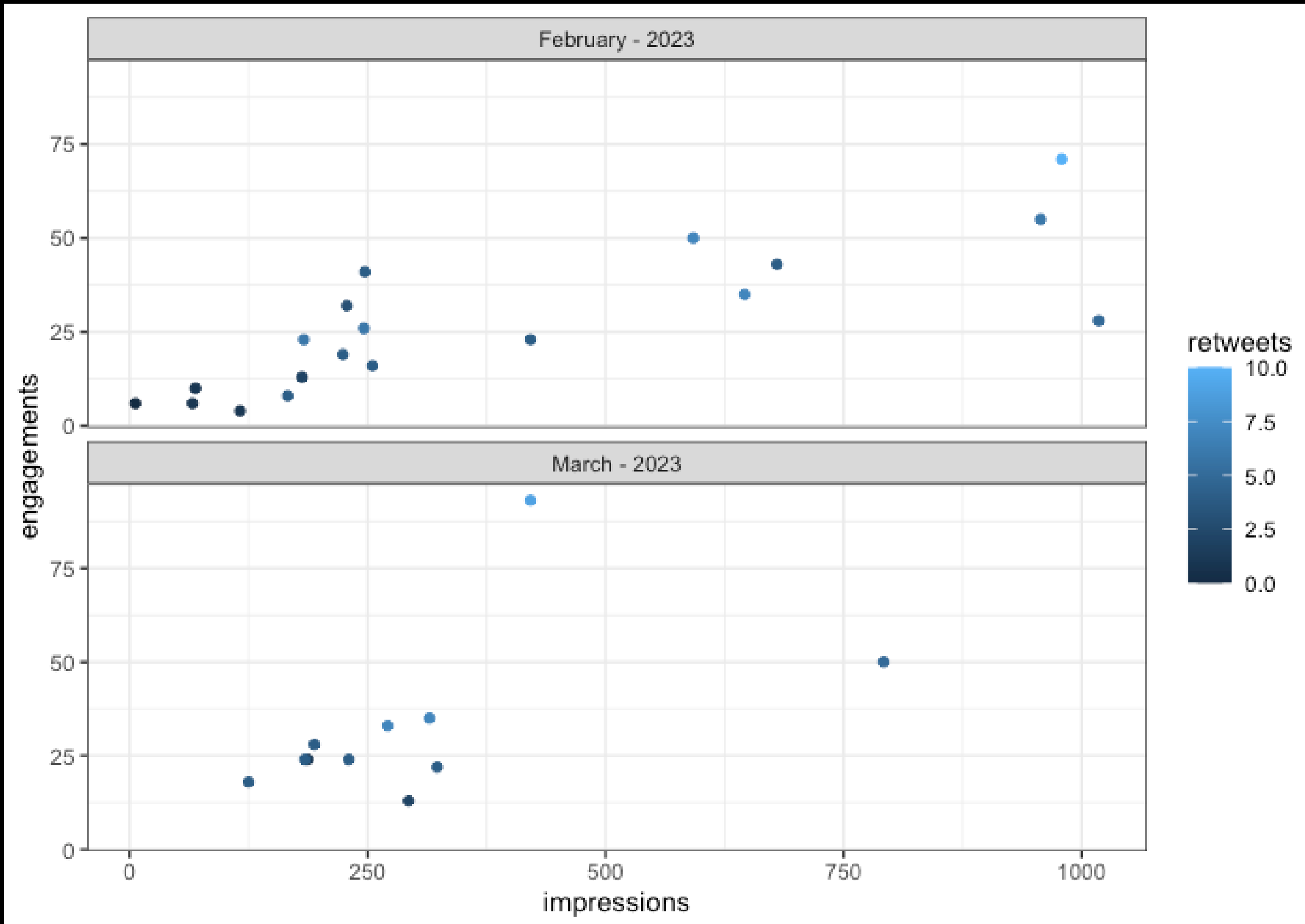


Comparison of monthly events

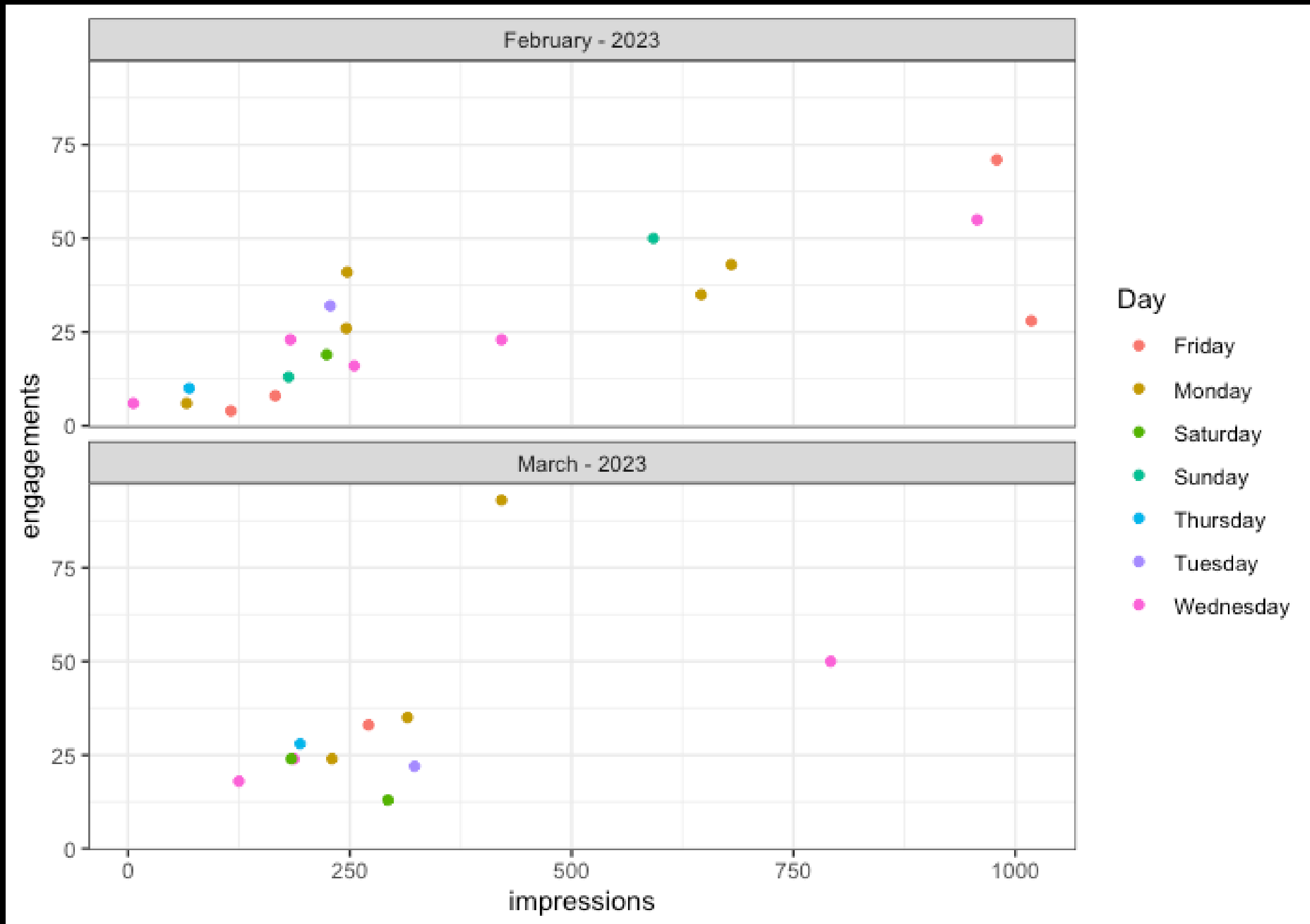


Twitter Analytics

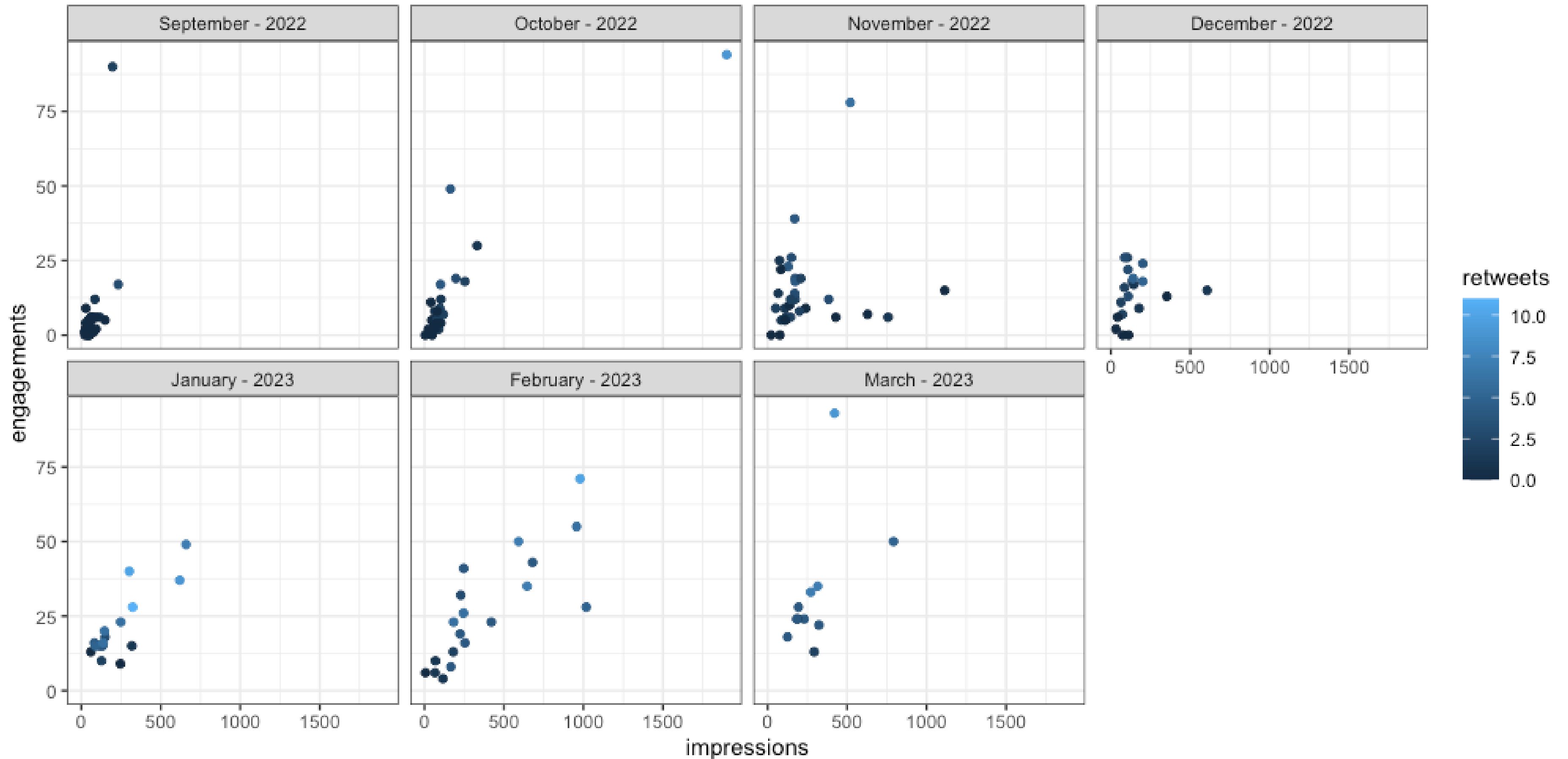
Tweet engagements (February / March 1-15 2023)



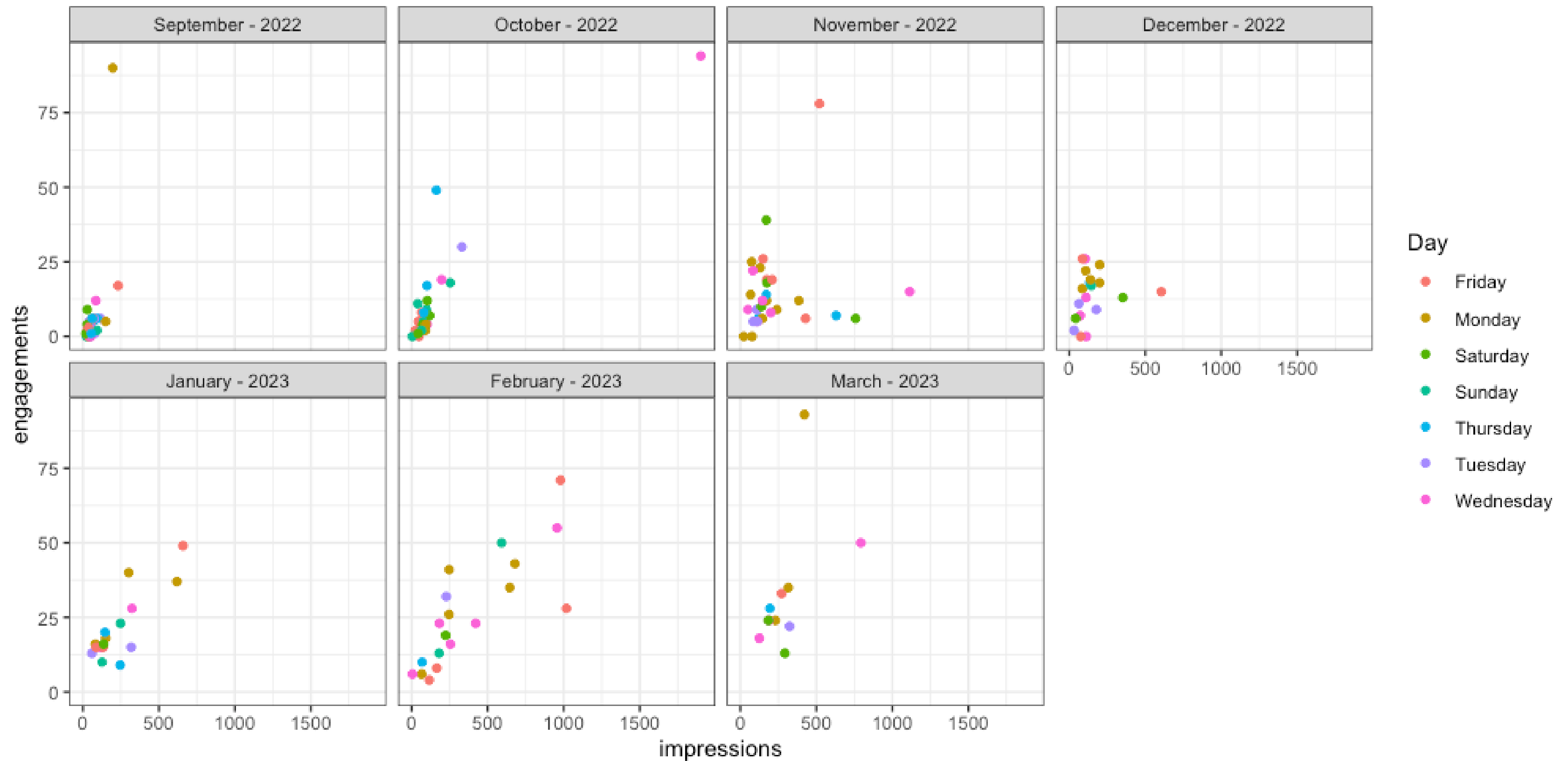
Tweet Performance by day (February /March 1-15 2023)



Tweet engagements (overall)



Tweet Performance by day (overall)



Summary

- February currently has the highest number of new users in a month. The number of new users in the Month of February 2023 was 102% higher than that of January 2023 and 15% higher than the previous peak, which was in October 2022
- There was a 15% decrease in the number of views in February when compared to January 2023. This is still impressive, giving the outstanding gains in the number of views for January. February is the month with the second-highest number of views.
- The average Tweet impressions for February 2023 was 56.4% higher than in January 2023.
- The number of scrolls isn't growing in proportion to the number of page views. This may be translated as less time spent on these pages. Having strategies that will encourage readers to read to the end (eg the use of hooks) may help make improvements