

dot.alert() Monthly Analytics

1st November to 15th December, 2022

November in numbers

94



New users:

71



Returning Users

231.8



Average Tweet Impressions (November)

150



Average Tweet Impressions (overall)

744



Total page views:

December (1st - 15th) in numbers

52



New users:

22



Returning Users

174



Average Tweet Impressions (November)

150



Average Tweet Impressions (overall)

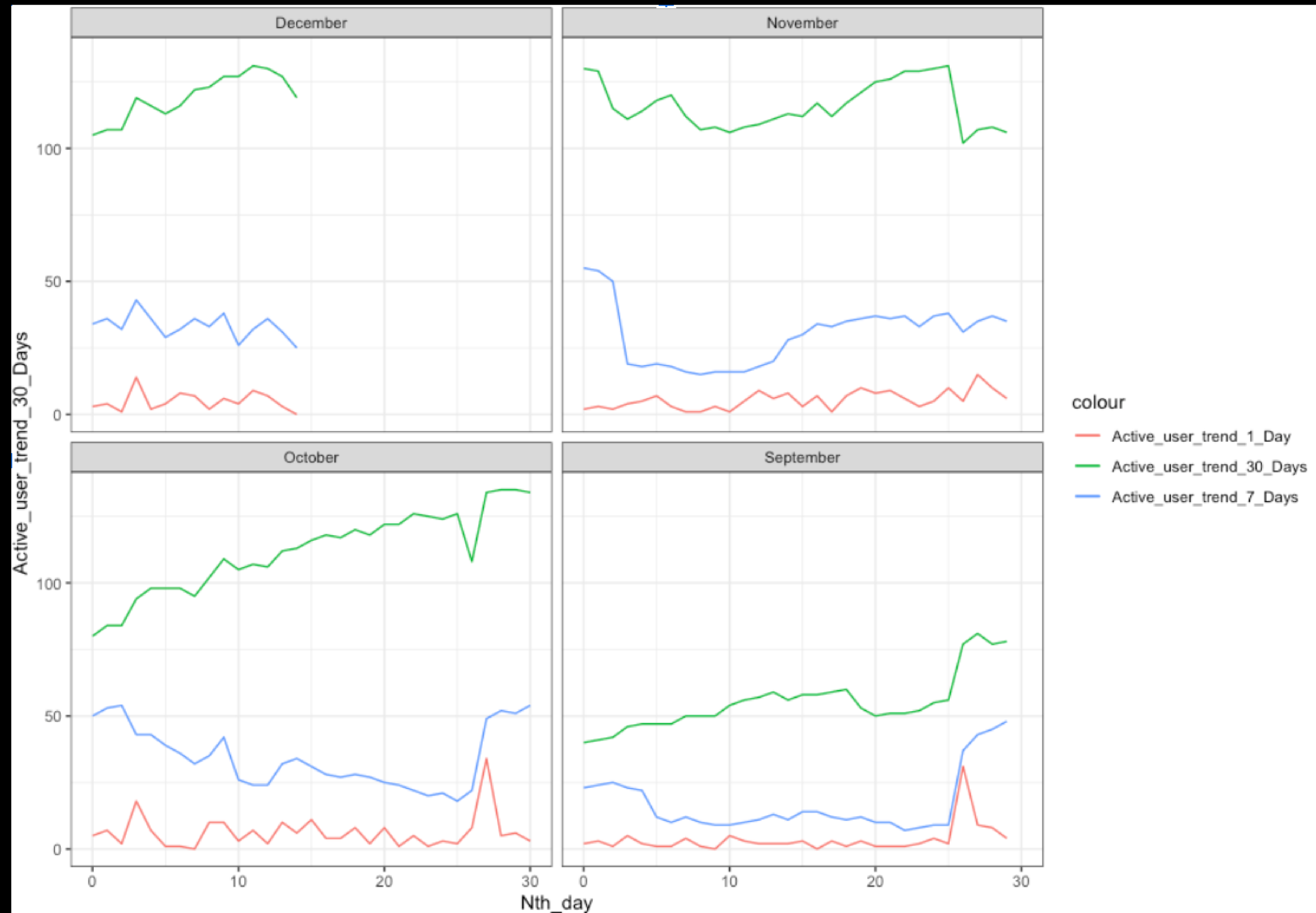
302



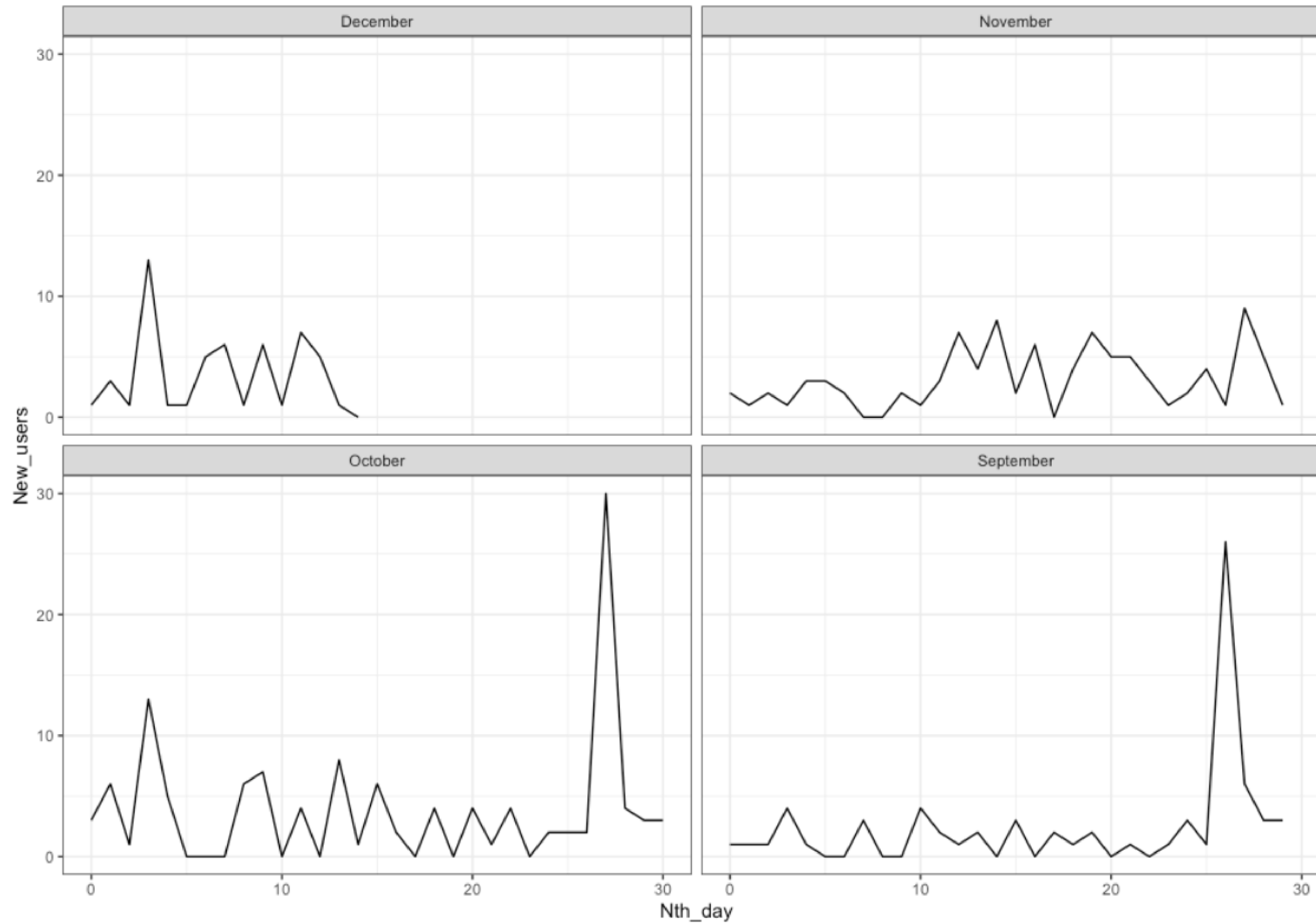
Total page views:

Google analytics

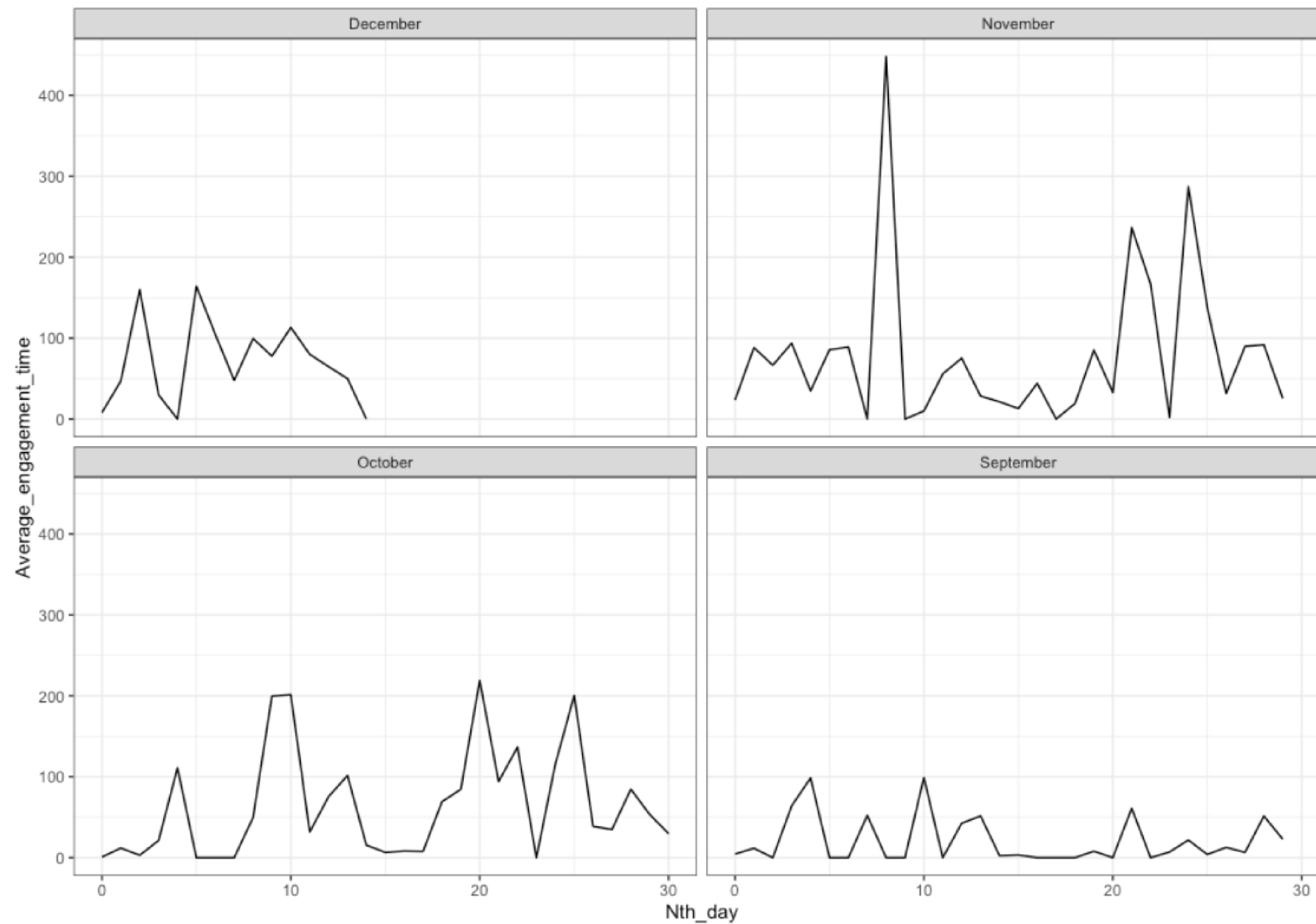
Active user trend



Daily New users



Average engagement time



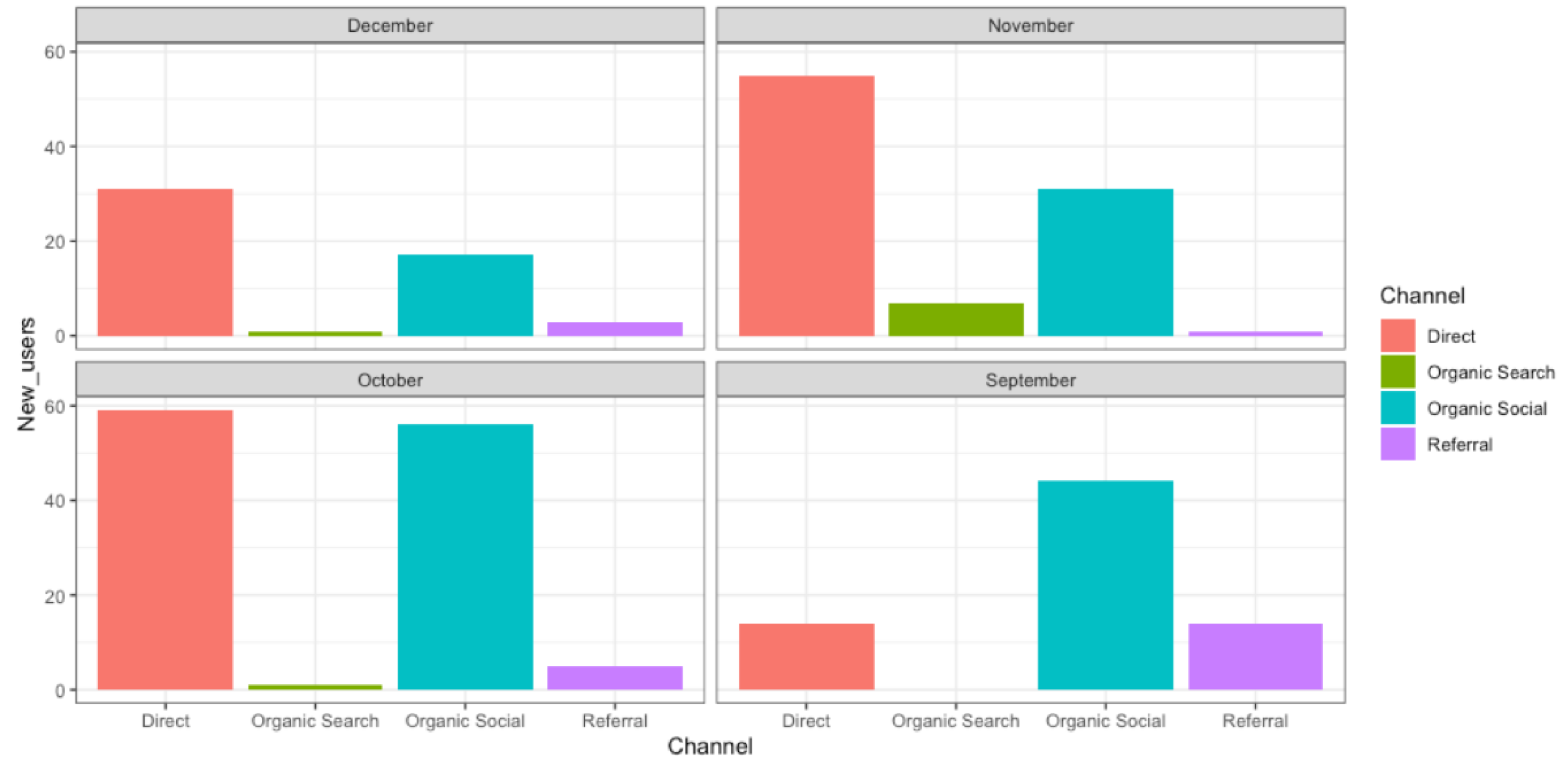
Highest average engagement time:

448 seconds (7.46minutes)

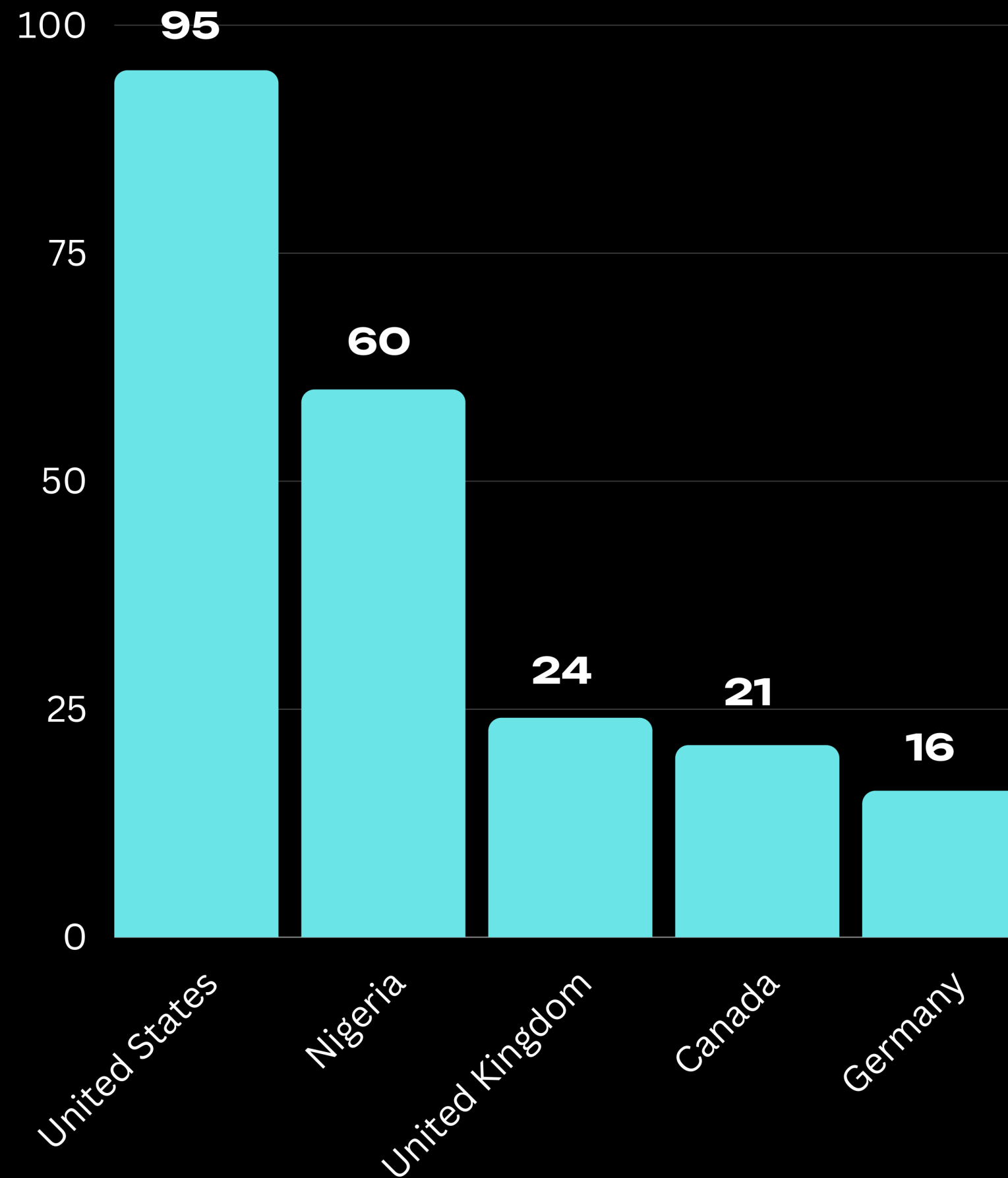
average engagement time
for November: **2m 09s**

average engagement time
for December: **1m 24s**

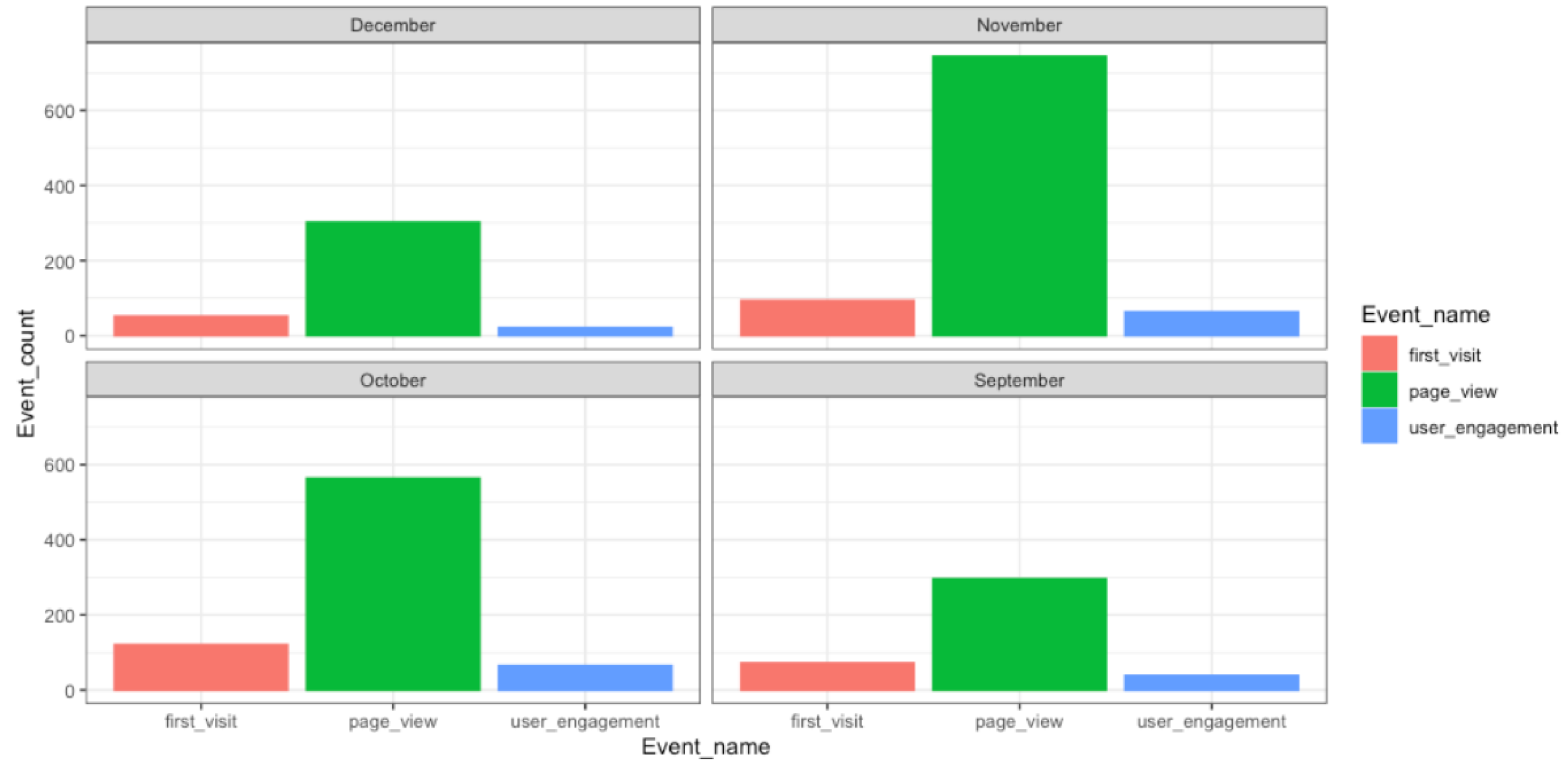
New-user Traffic



Countries with the highest traffic (overall)

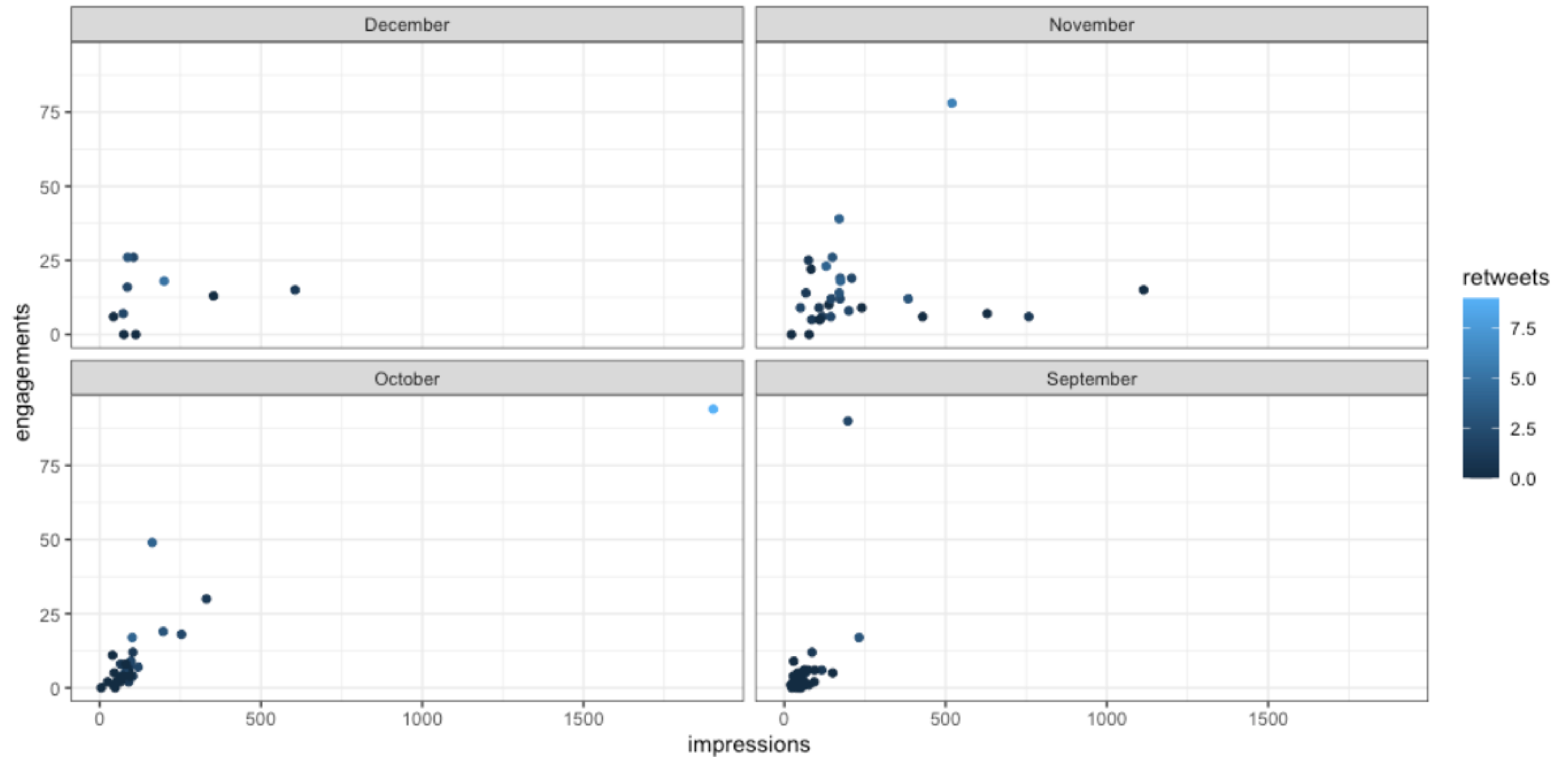


Comparison of monthly events

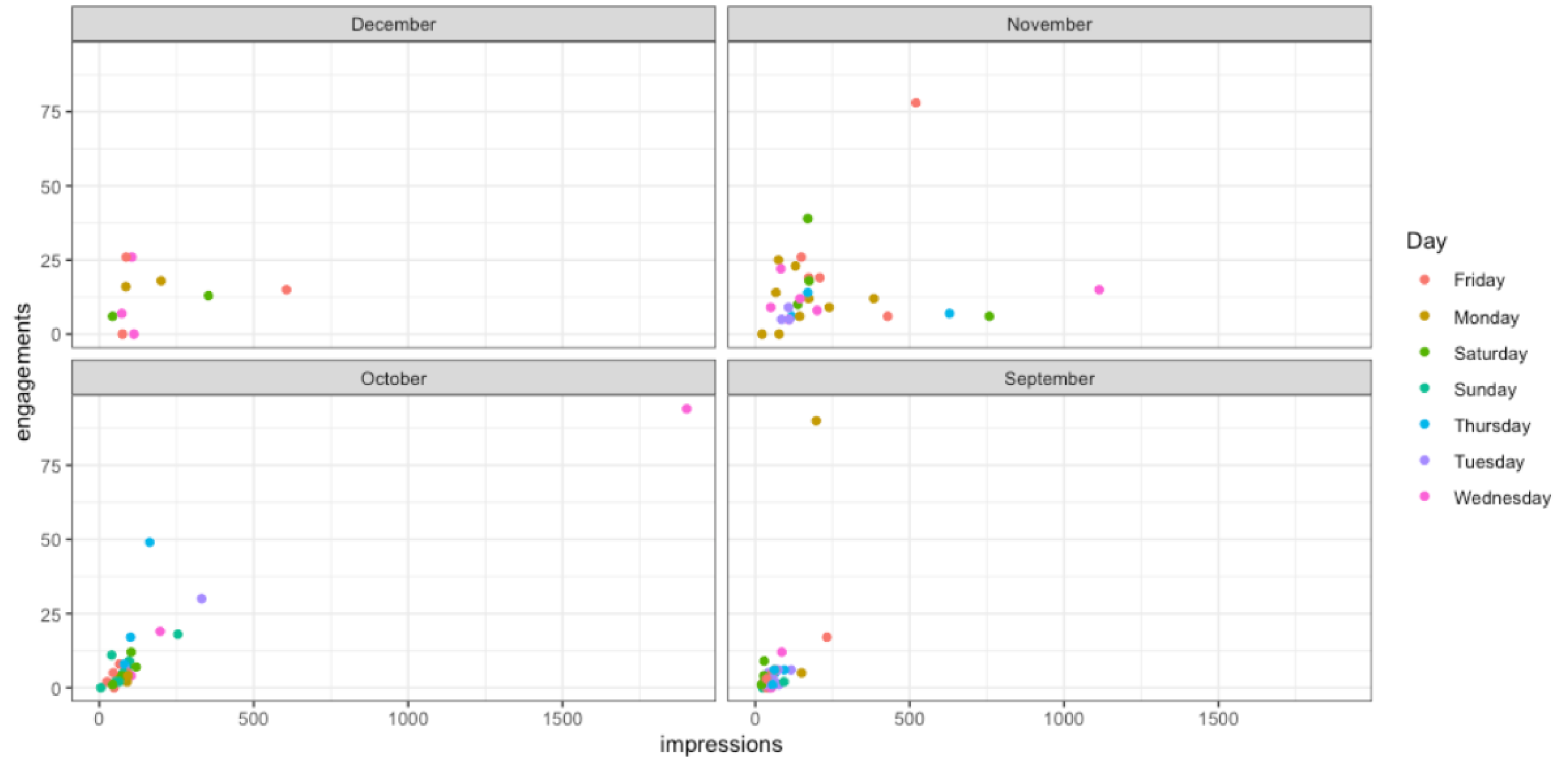


Twitter Analytics

Tweet engagements



Tweet Performance by day



Summary

- November had the highest total number of page views in Q4, 2022 (744).
- There were 22.3% less new users in November compared to October.
- There were 1.4% less returning users in November compared to October.
- November had the highest average Tweet impressions in Q4 and was 56% higher than in October.
- The best-performing tweets were made on Mondays and Fridays. Just like in September and October, Monday maintained its position as one of the best days to make tweets.
- The welcome page of dot.alert() platform often sees the most traffic. This traffic can be leveraged by strategically adding links to new content on this page.