

# **dot.alert() Monthly Analytics**

**1st September to 30th September, 2022**

# September in numbers

72



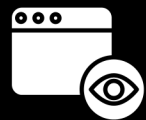
New users:

35



Returning Users

296



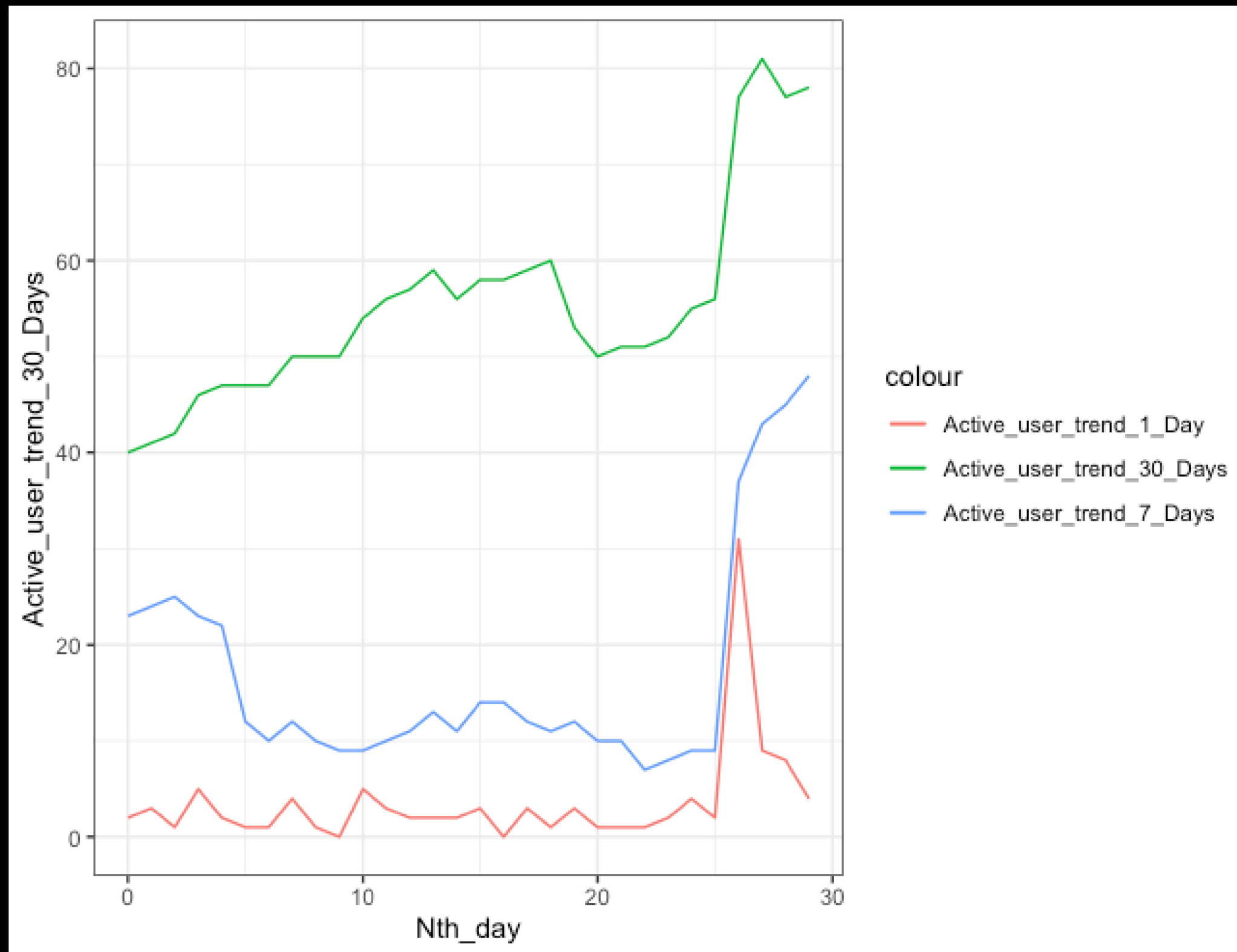
Total page views:

67.5

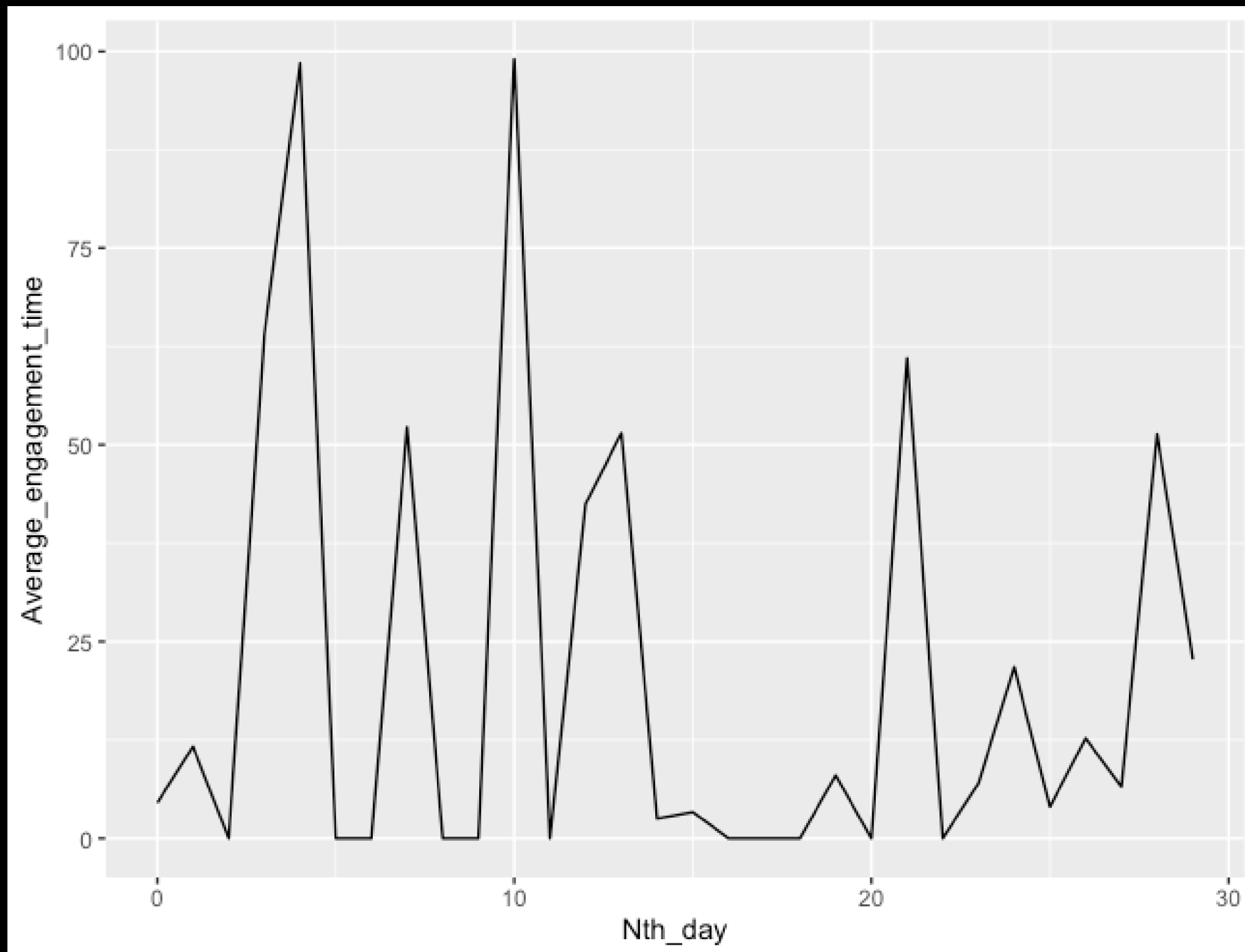


Average Tweet Impressions

**Google analytics**



**Active user trend**



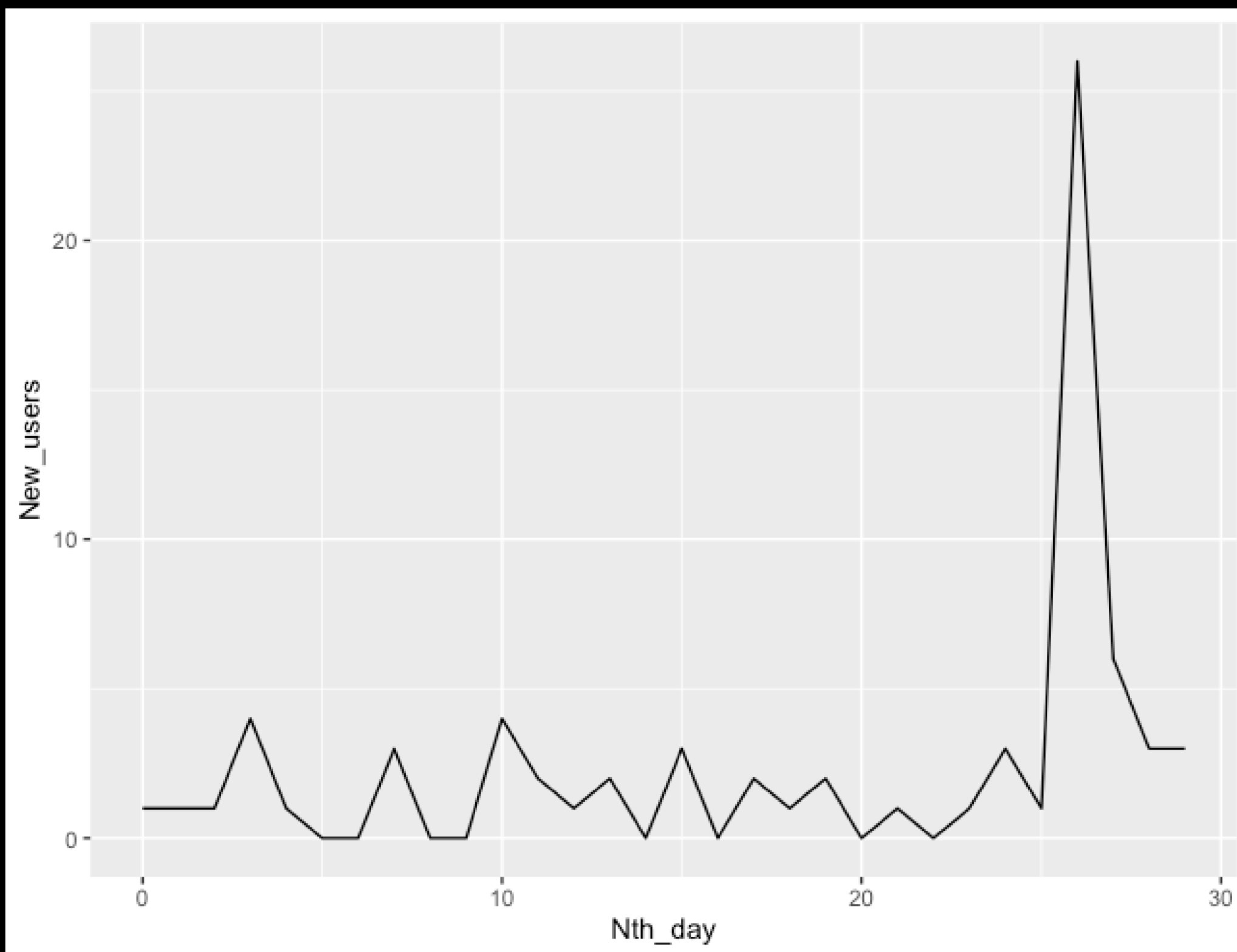
**Days with the highest engagement time:**

**Day 3, 4, 7, 10 and 21**

**Highest average engagement time:**

**99 seconds (1.65 minutes)**

**Average engagement time**

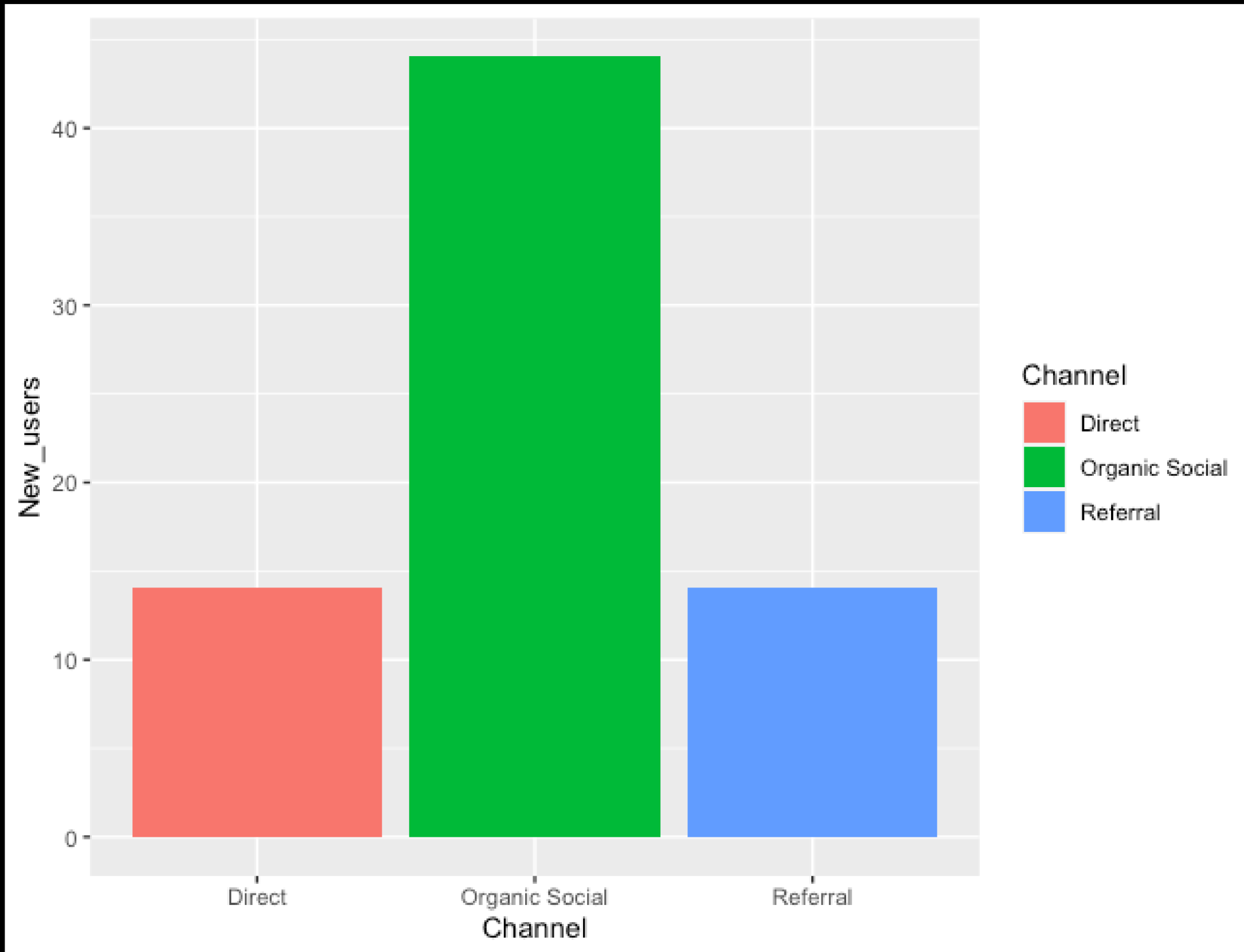


**Total number of new users  
In September: 72**

**Total number of returning users  
In September: 35**

**New users**

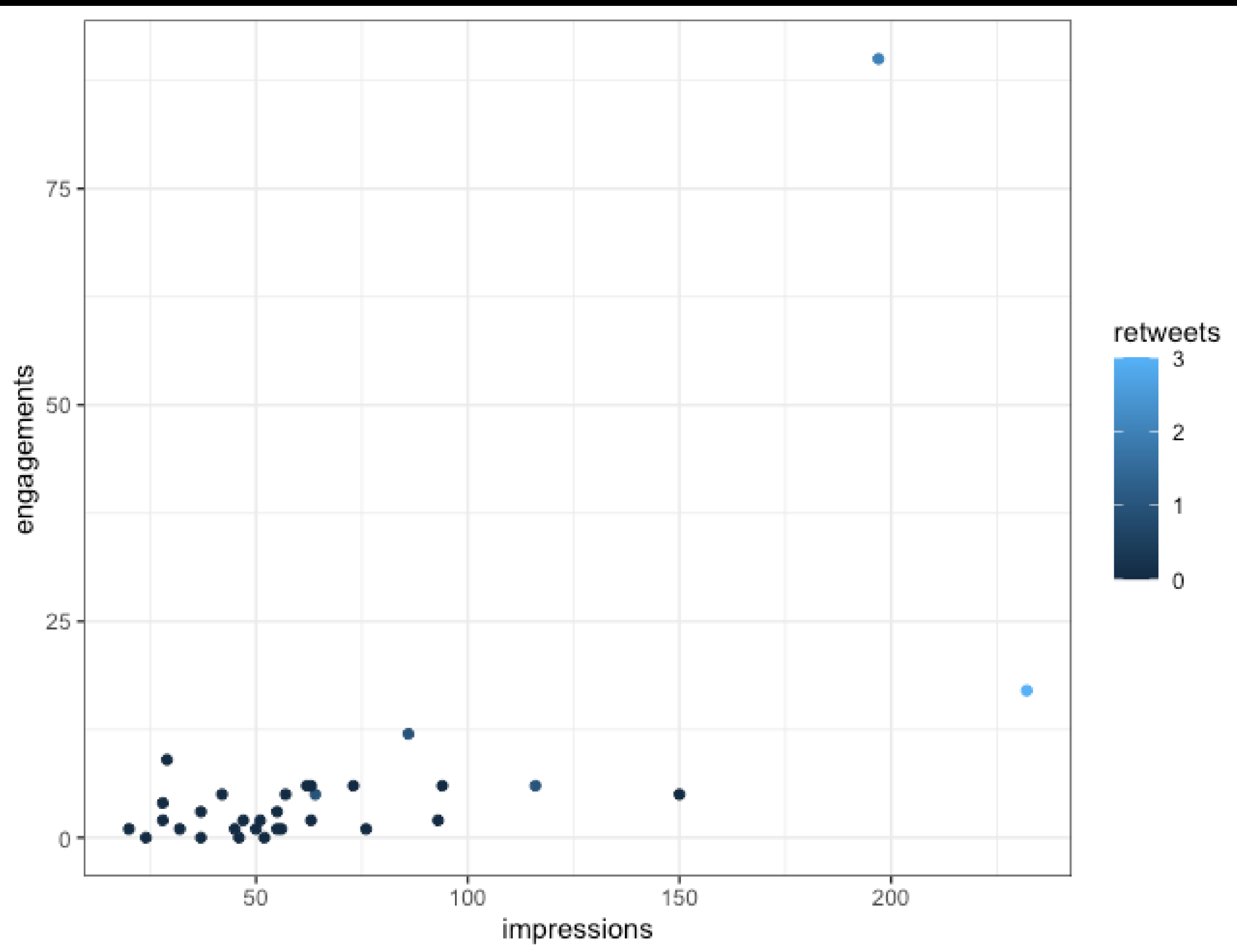
# New-User Traffic



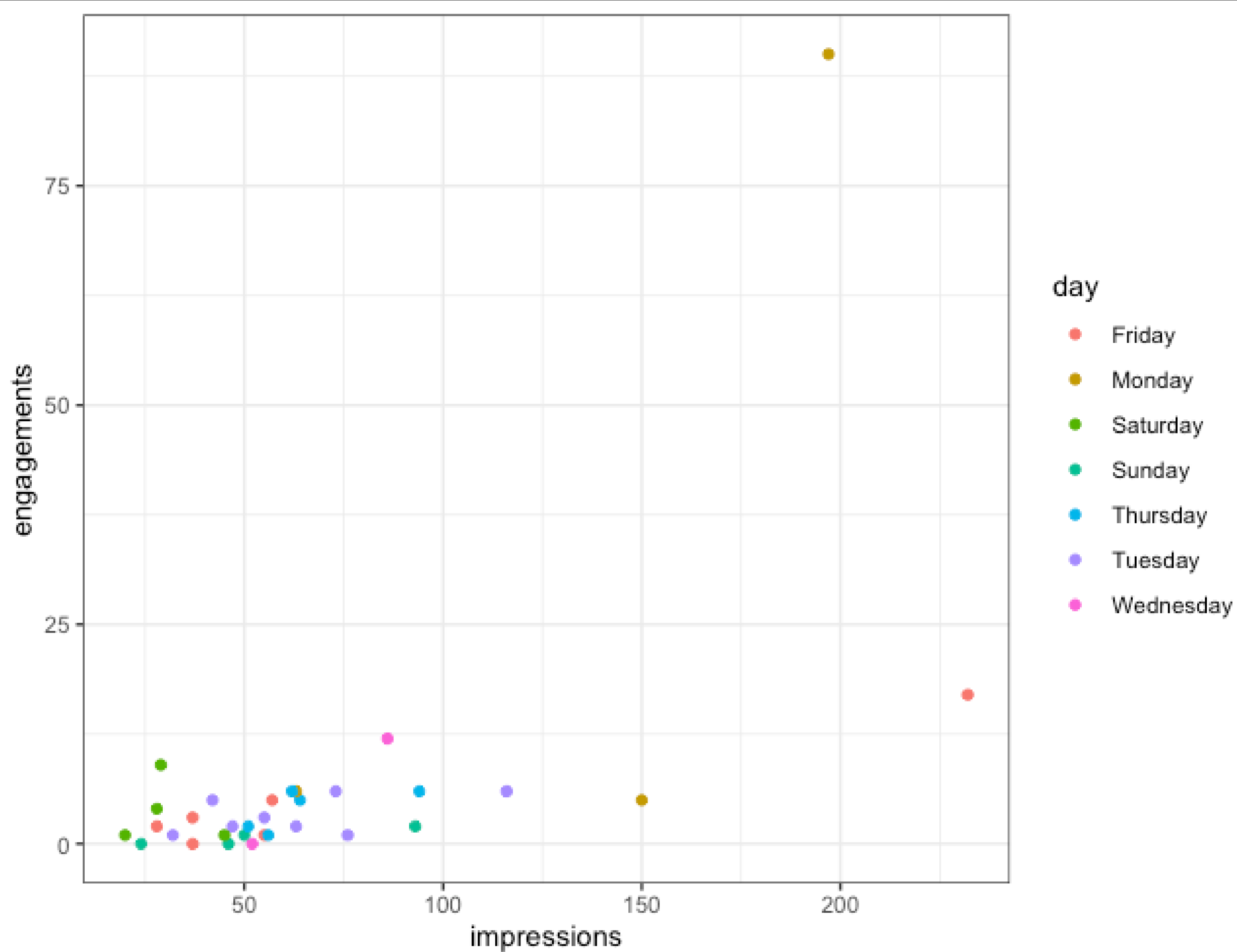
# Twitter Analytics



# Tweet engagements



# Tweet Performance by day



# Recommendations

- The best-performing day for tweets is on Monday, and the worst-performing day is on Sunday. The tweets on Tuesdays tend to have a stable level of engagement. We might see more engagements if we tweet more On Mondays and Tuesdays
- Retweeted posts tend to have more engagements/impressions. We should add calls to action to retweet our tweets.