

dot.alert() Monthly Analytics

December 2022 and January, 2023

December 2022 in numbers

124
 New users:

50
 Returning Users

150
 Average Tweet Impressions (December)

154
 Average Tweet Impressions (overall)

687
 Total page views:

January 2023 in numbers

69

 New users:

104

 Returning Users

234.6

 Average Tweet Impressions (December)

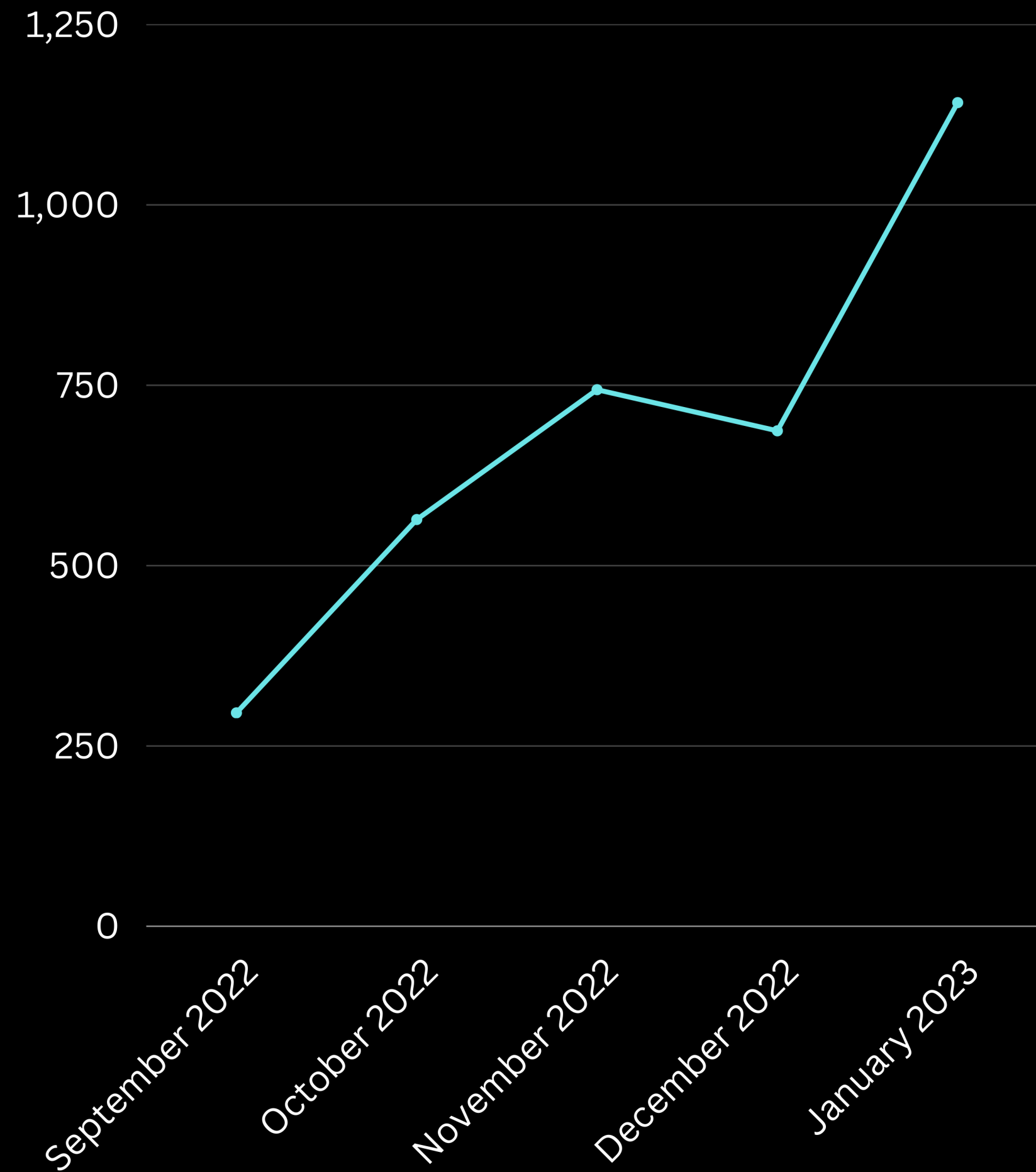
158.7

 Average Tweet Impressions (overall)

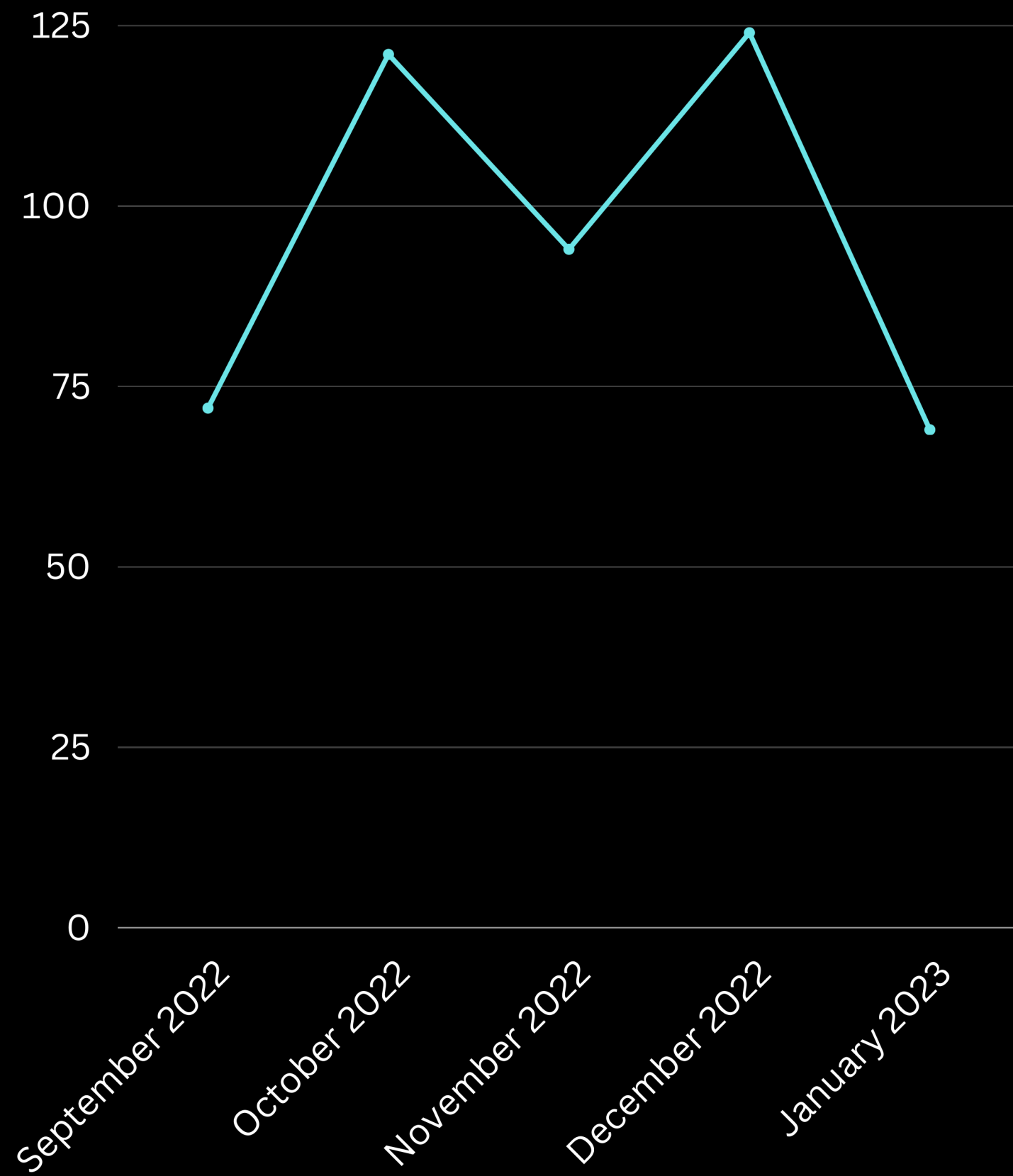
1142

 Total page views:

Page views per month

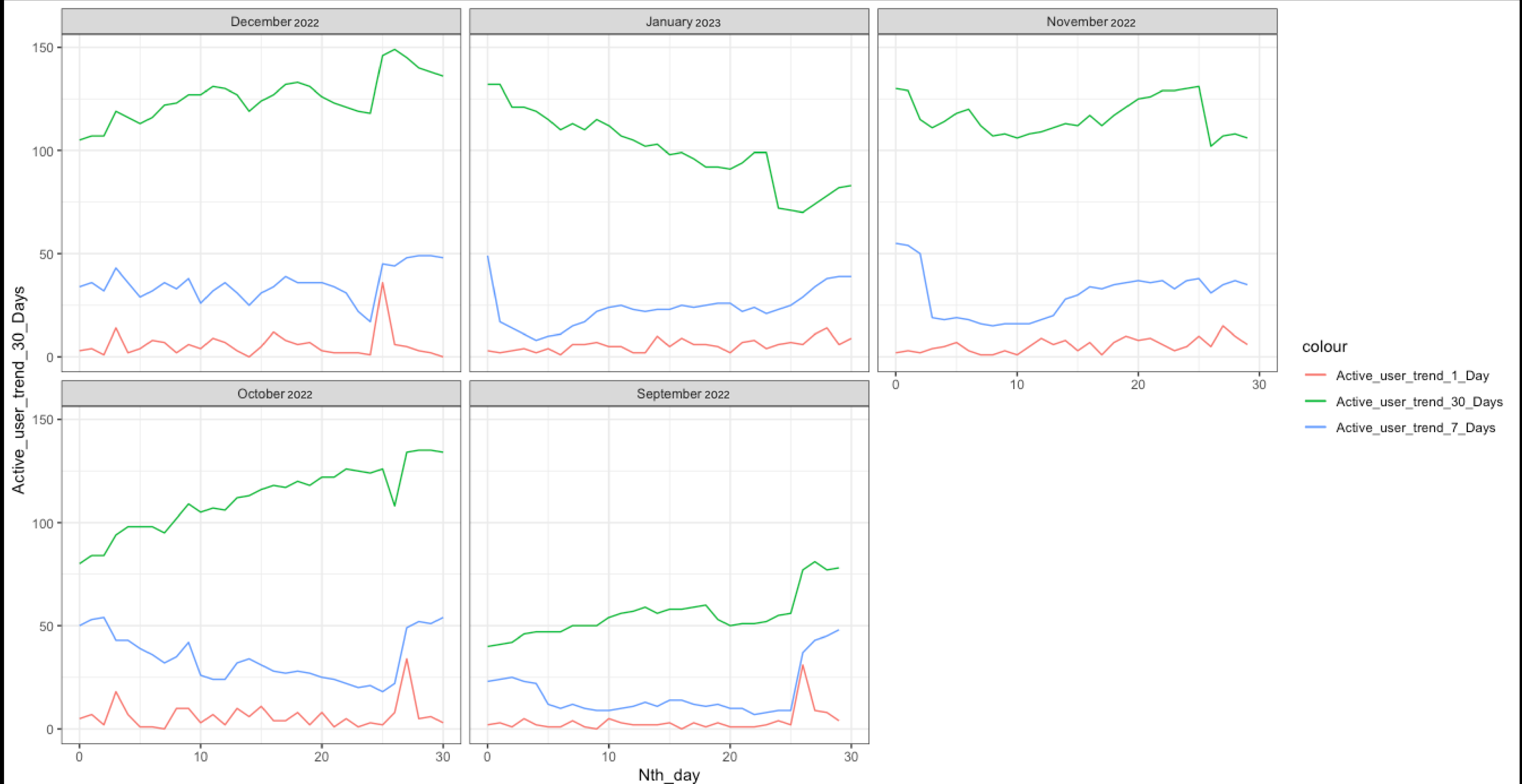


New users per month

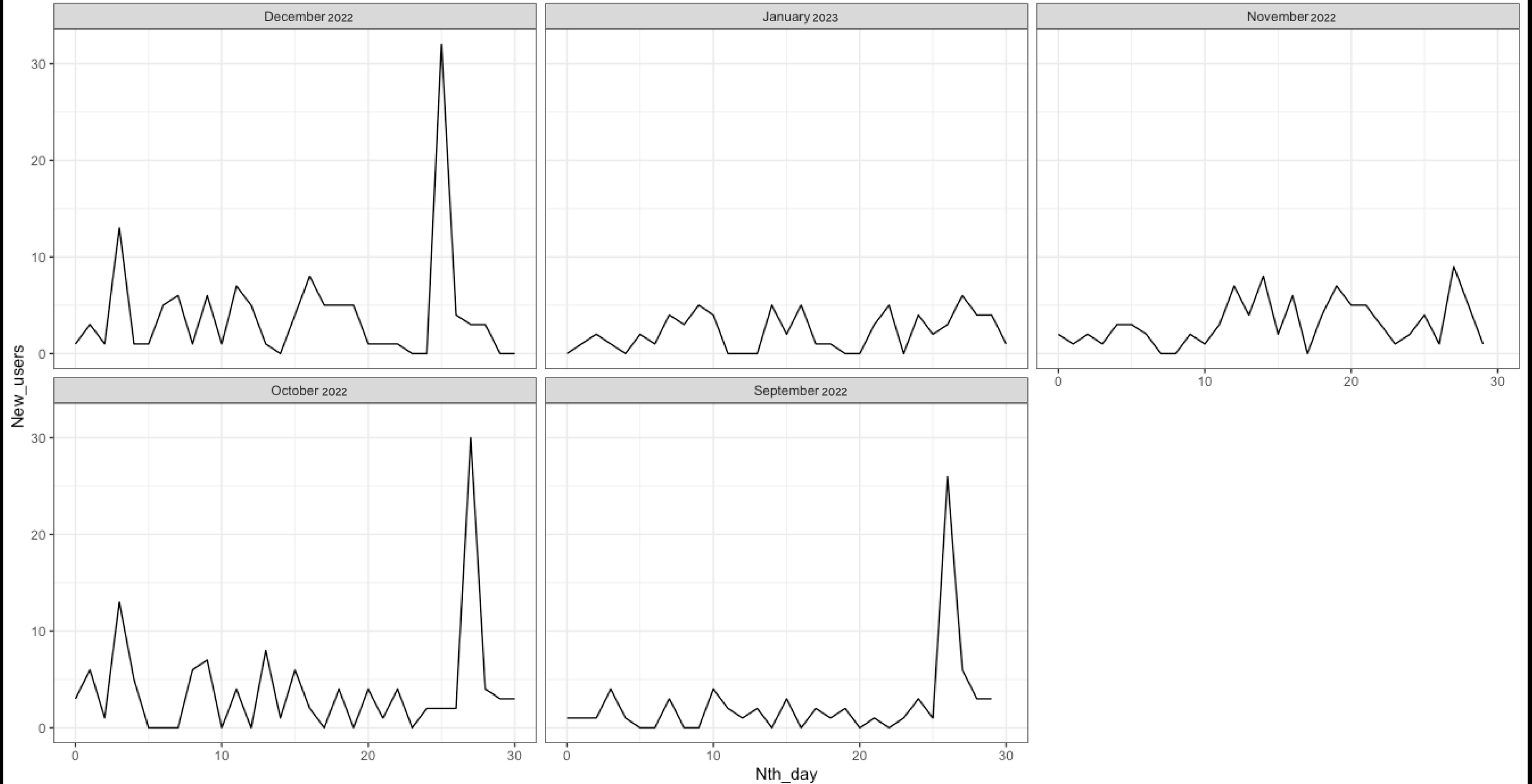


Google analytics

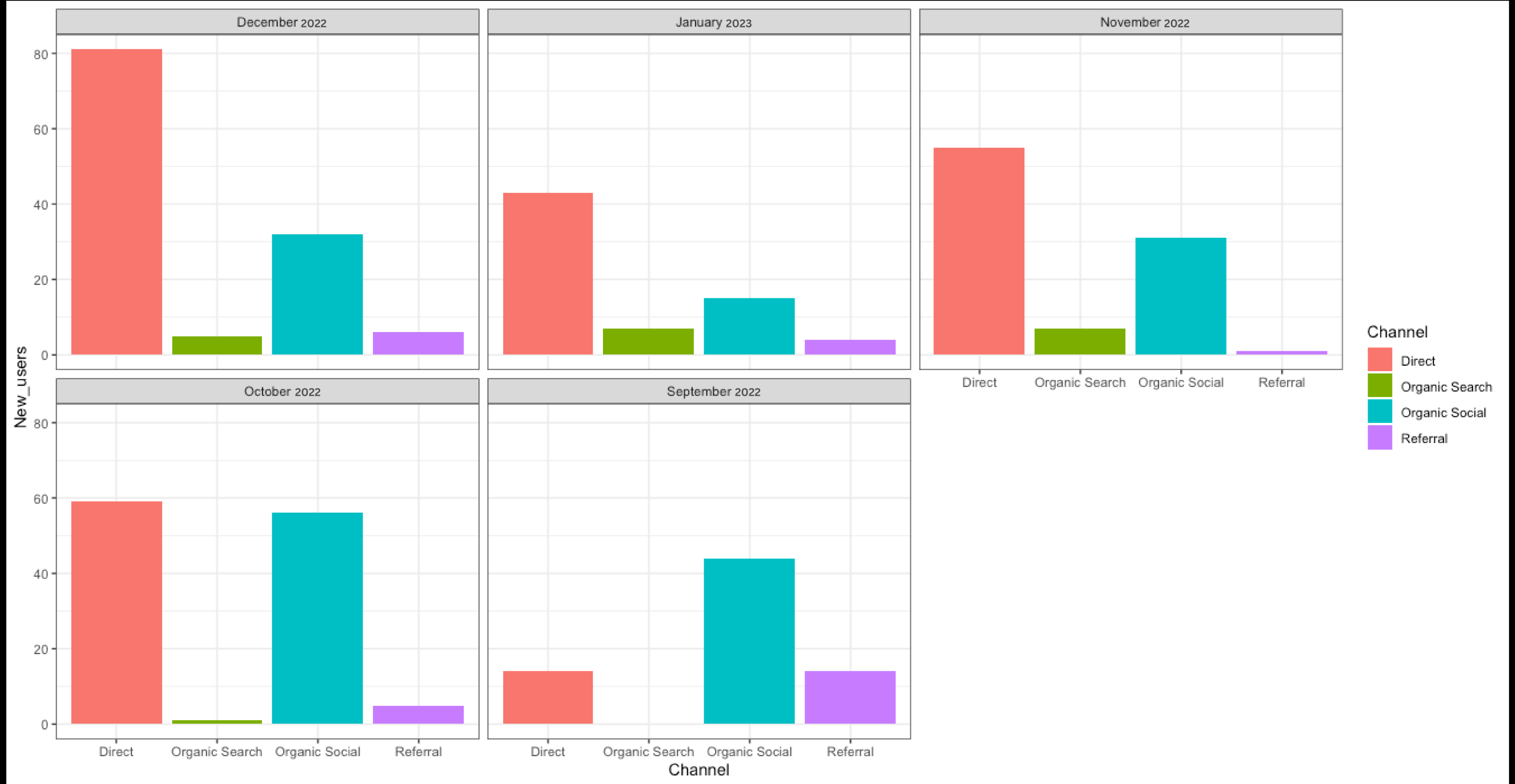
Active user trend



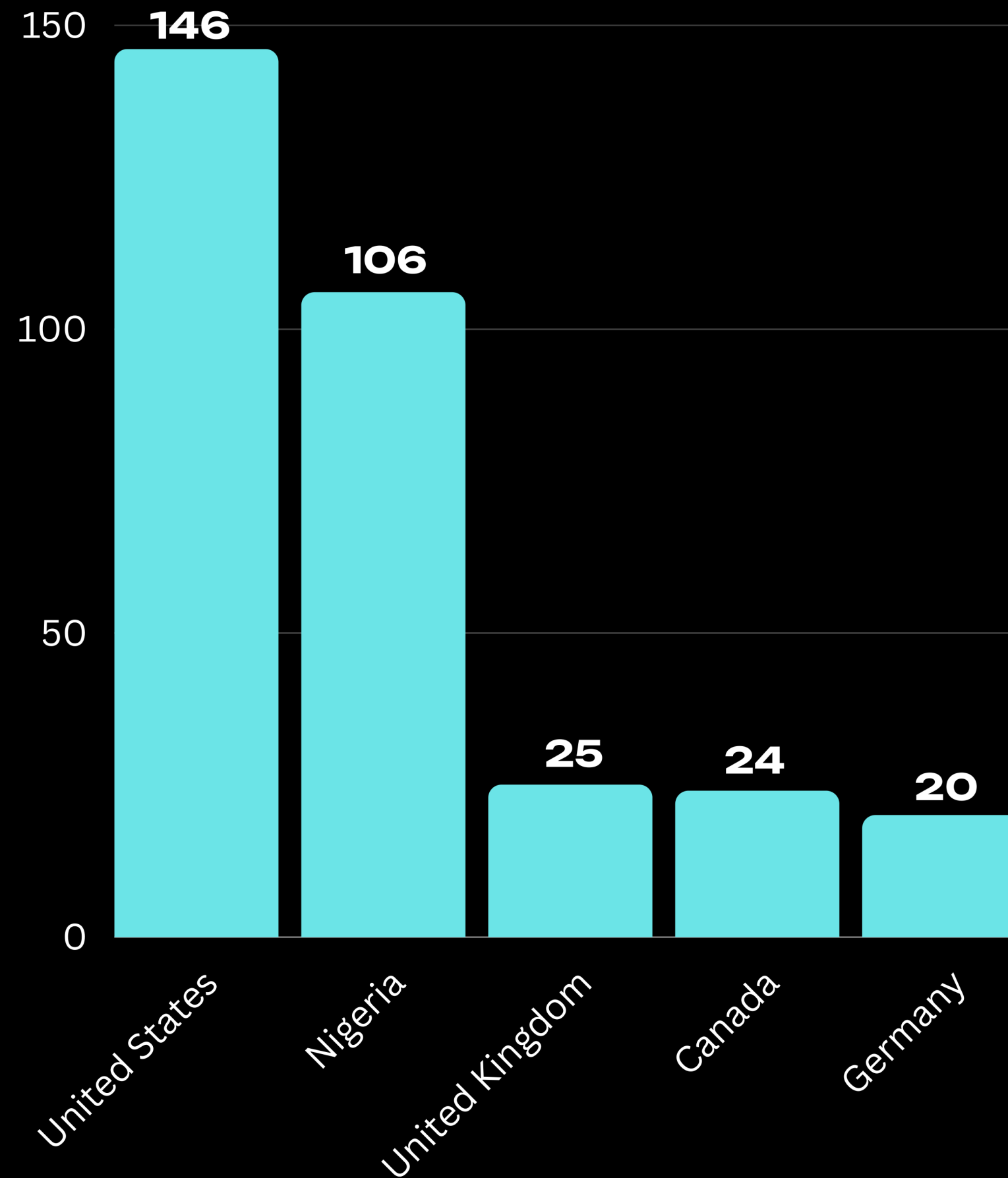
Daily New users



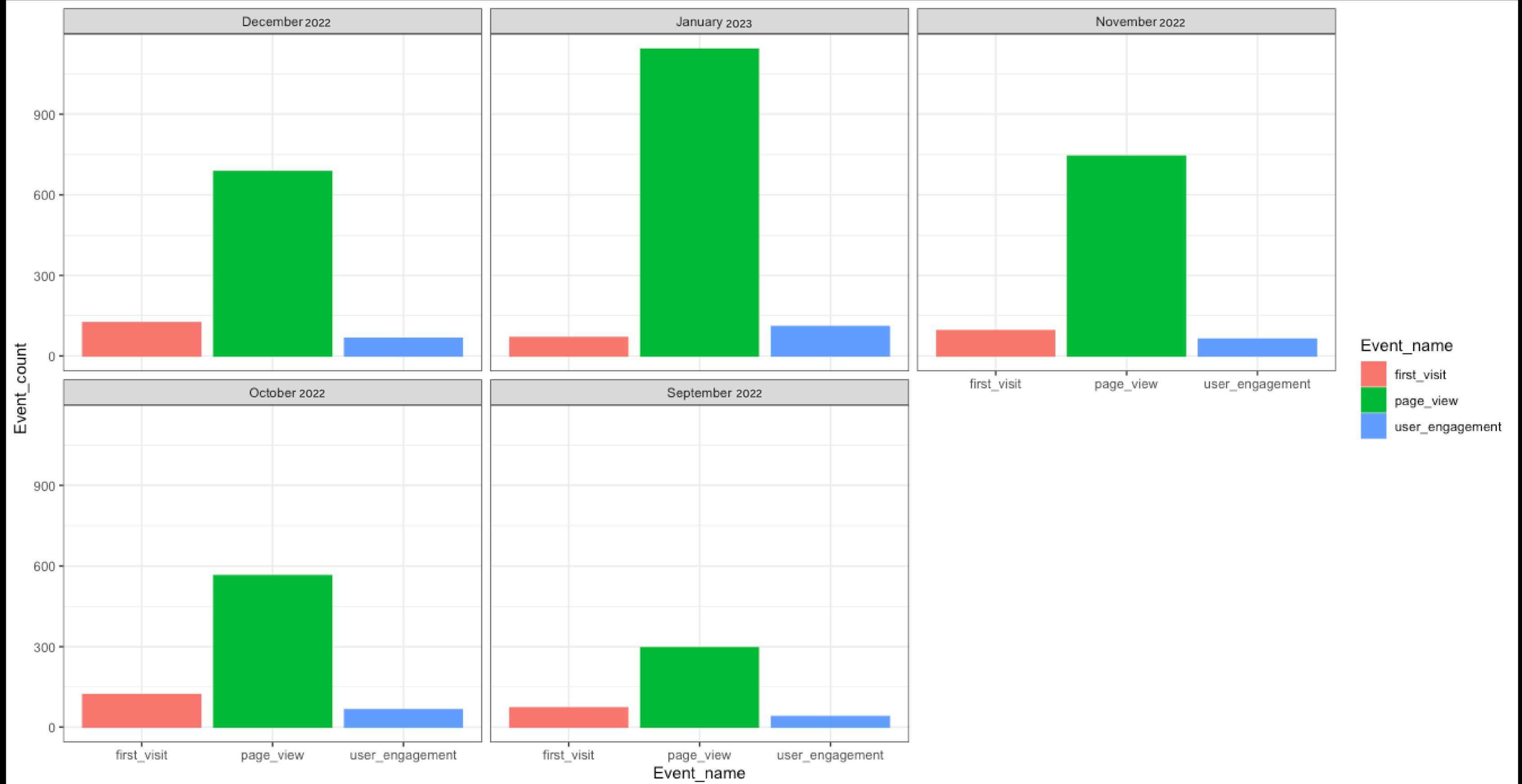
New-user Traffic



Countries with the highest traffic (overall)

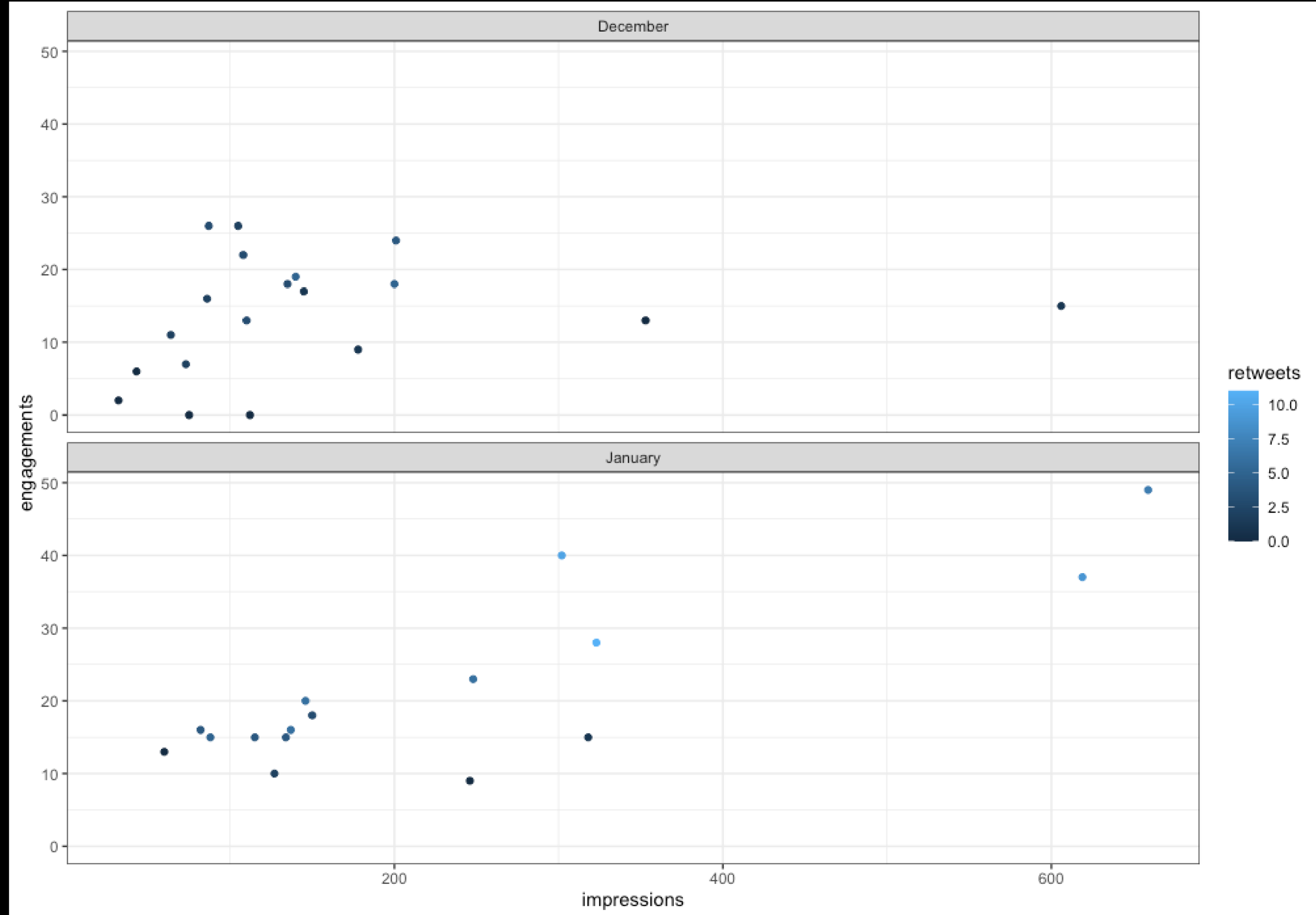


Comparison of monthly events

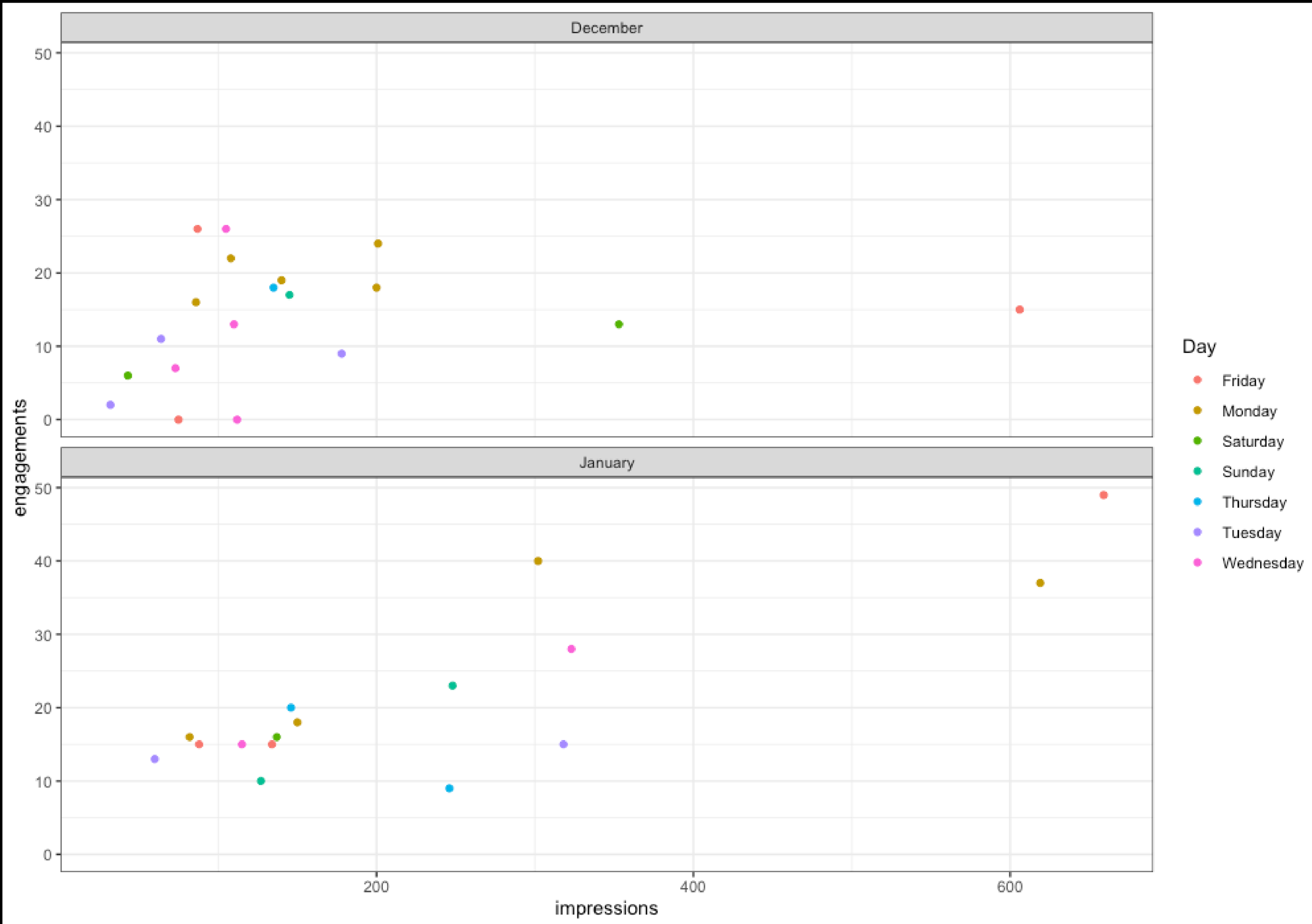


Twitter Analytics

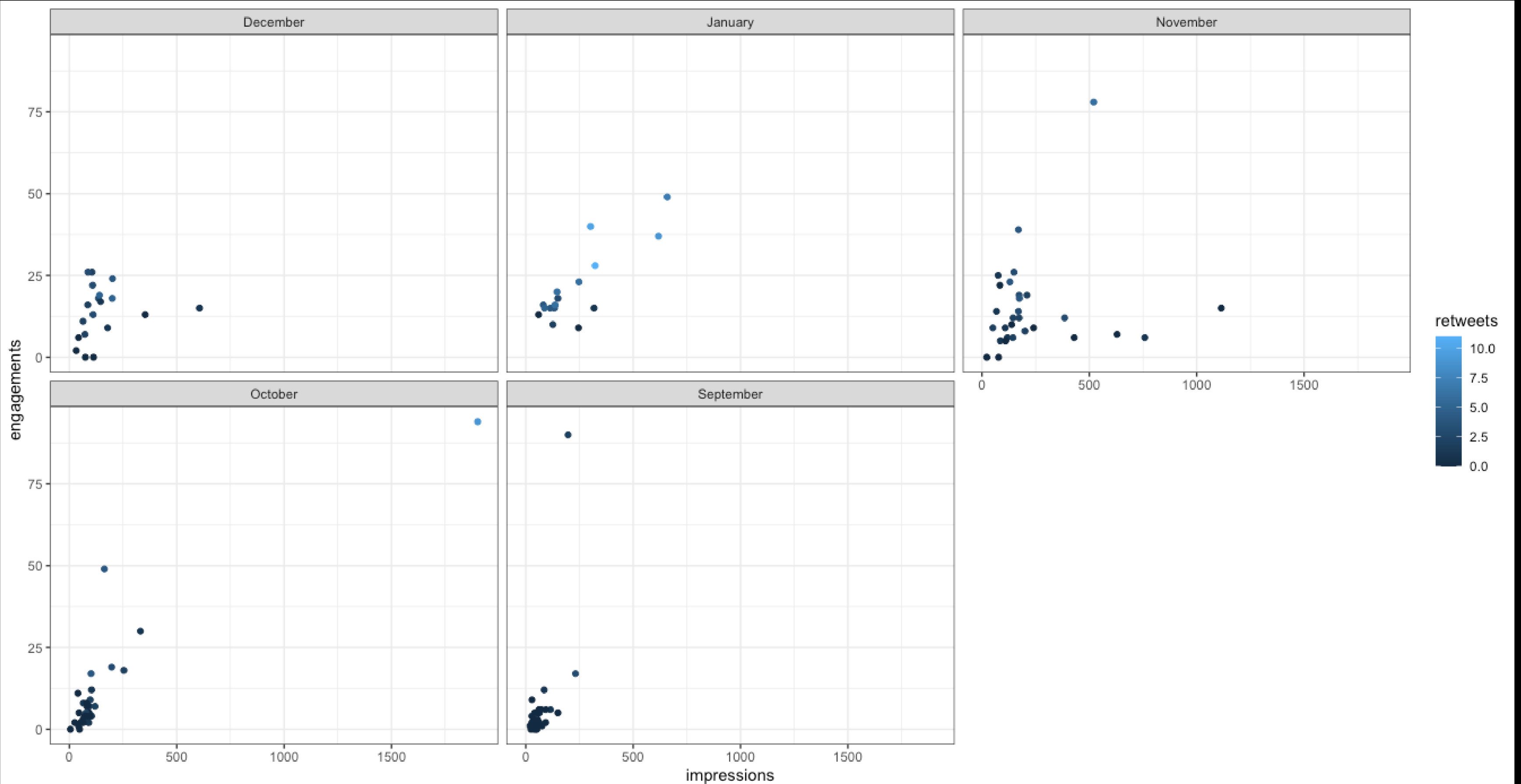
Tweet engagements (December 2022 / January 2023)



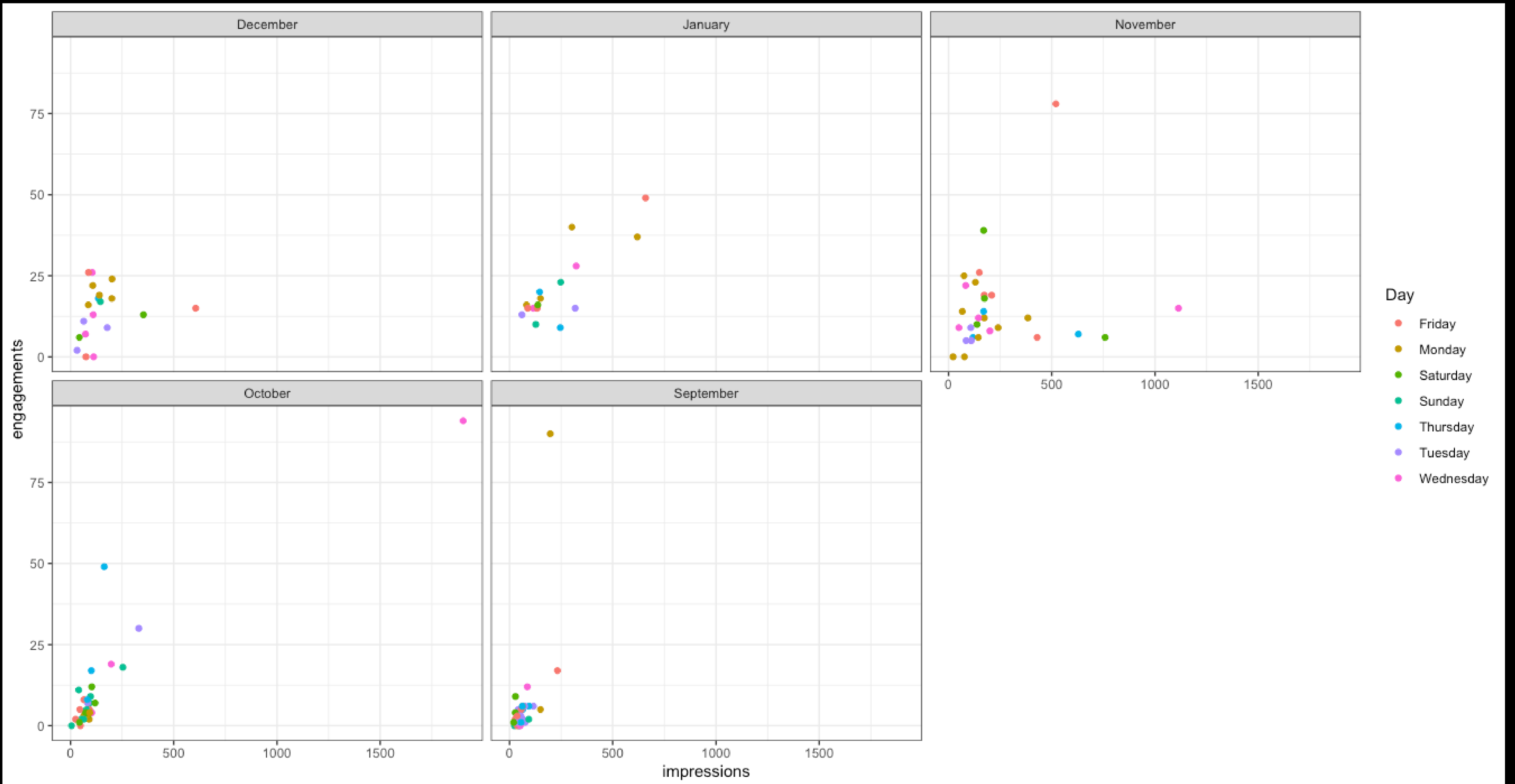
Tweet Performance by day (December 2022 / January 2023)



Tweet engagements (overall)



Tweet Performance by day (overall)



Summary

- January 2023 currently had the highest number of page views. The number page views in January 2023 was 53% higher than the last peak which was in November, 2022.
- There were 44% less new users in January 2023 compared to December.
- There were 108% more returning users in January 2023 compared to December.
- The average Tweet impressions January 2023 was 56.4% higher than in December 2022.
- Monday maintained its position as one of the best days to make tweets.
- In general, the level of user retention has improved significantly. But the number of new monthly users was at its lowest in January 2022. Active publicity dot.alert()'s contents in various channels may help increase the number of new users visiting/using dot.alert() on a monthly basis.