

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

**1st October to 31st October, 2022**

# October in numbers

**121**

 New users:

**73**

 Returning Users

**148.8**

 Average Tweet Impressions (October)

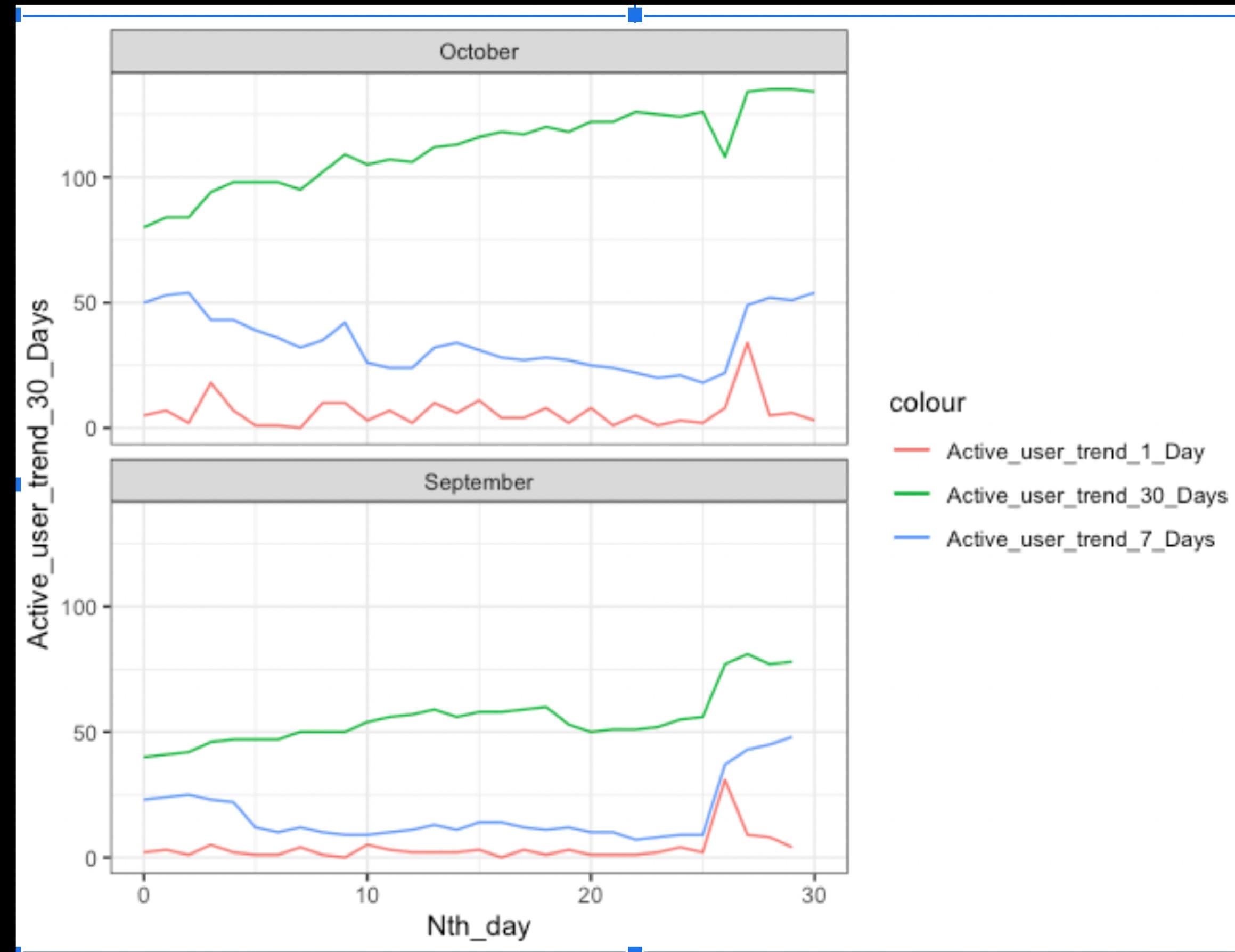
**108.8**

 Average Tweet Impressions (overall)

**564**

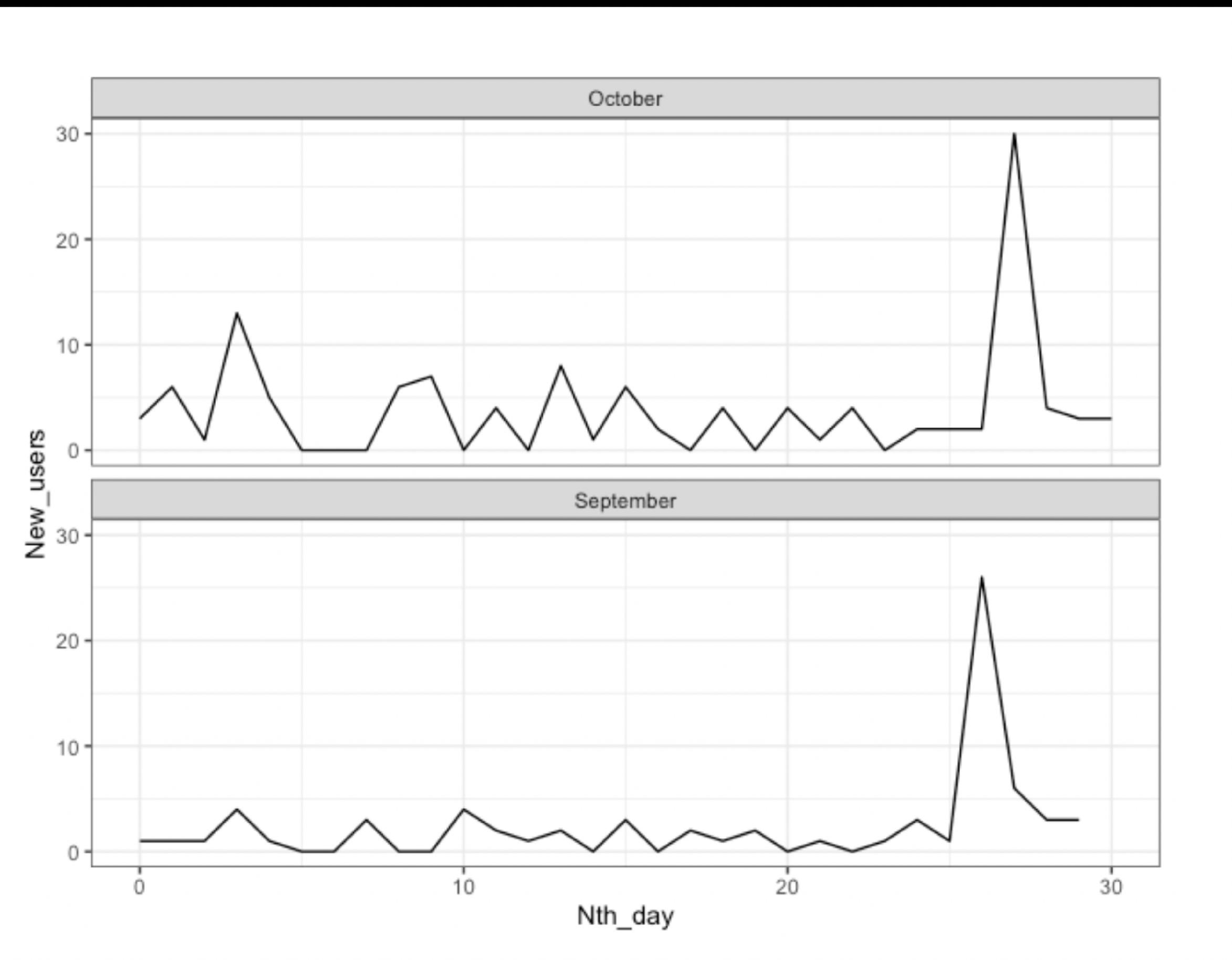
 Total page views:

# Google analytics

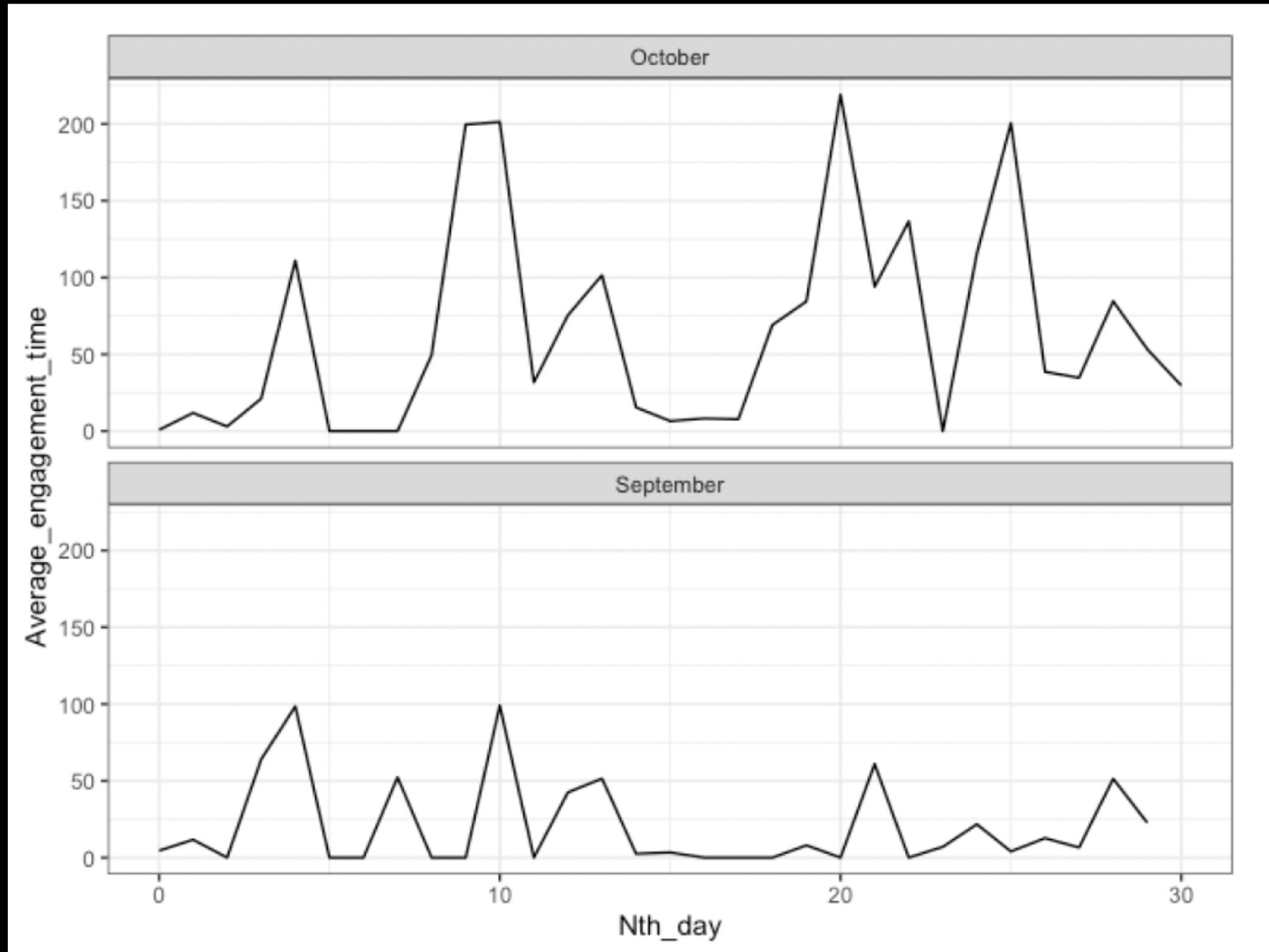


**Active user trend**

# Daily New users



# Average engagement time



**Highest average engagement time:**

**219 seconds (3.65 minutes)**

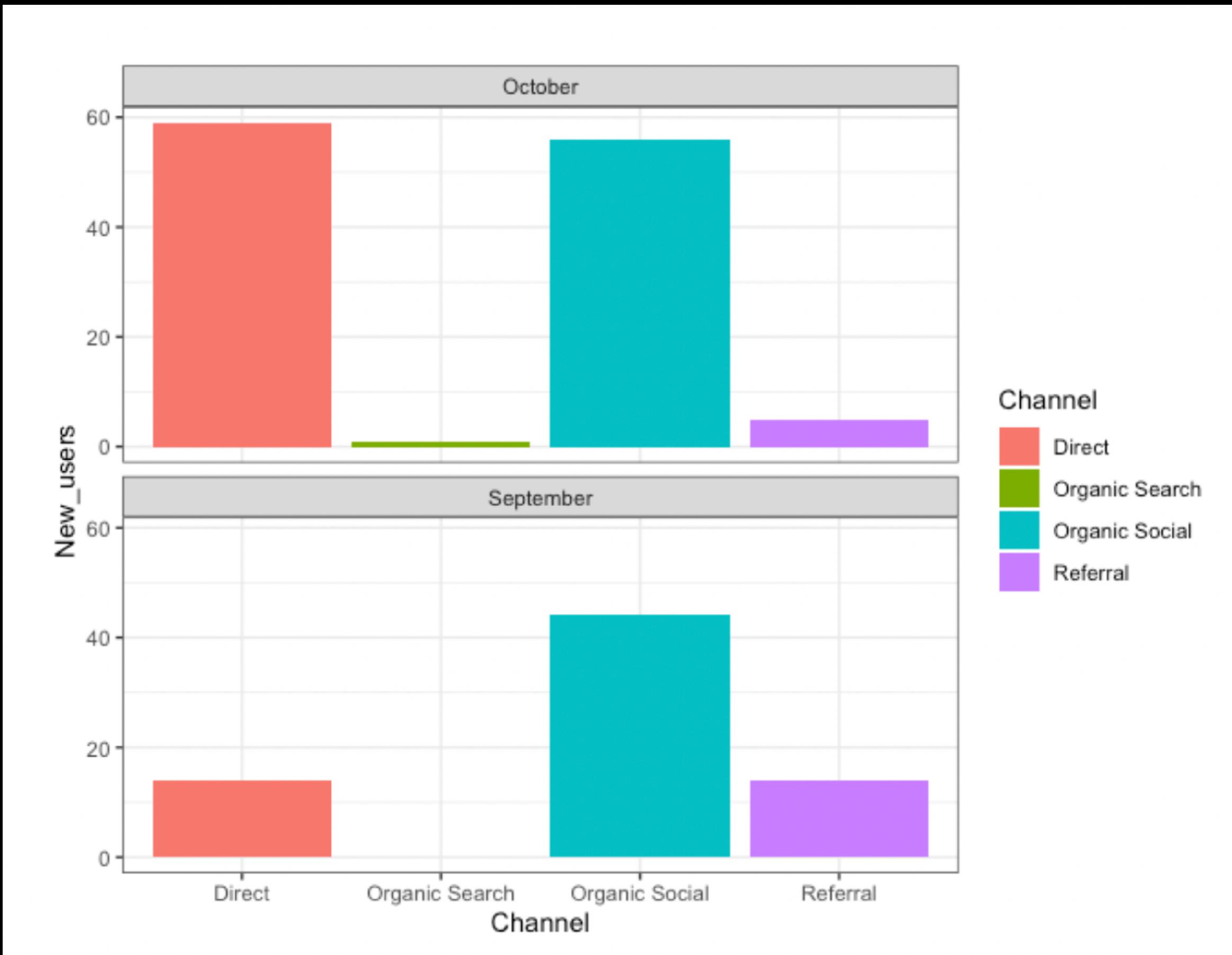
**Mean average engagement time for October:**

**64.68 seconds (1.07 minutes)**

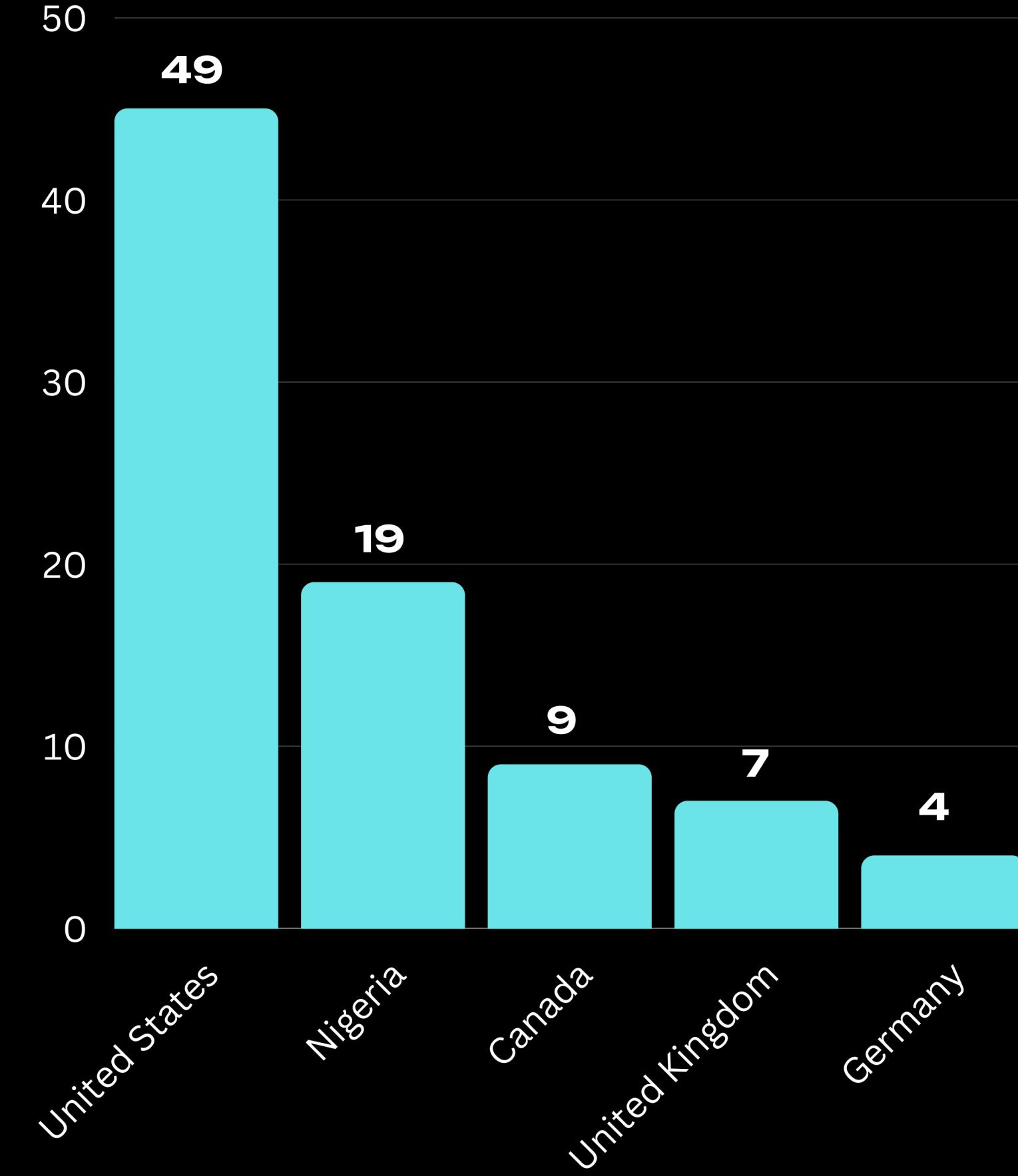
**Overall Mean average engagement time :**

**43.68 seconds (0.728 minutes)**

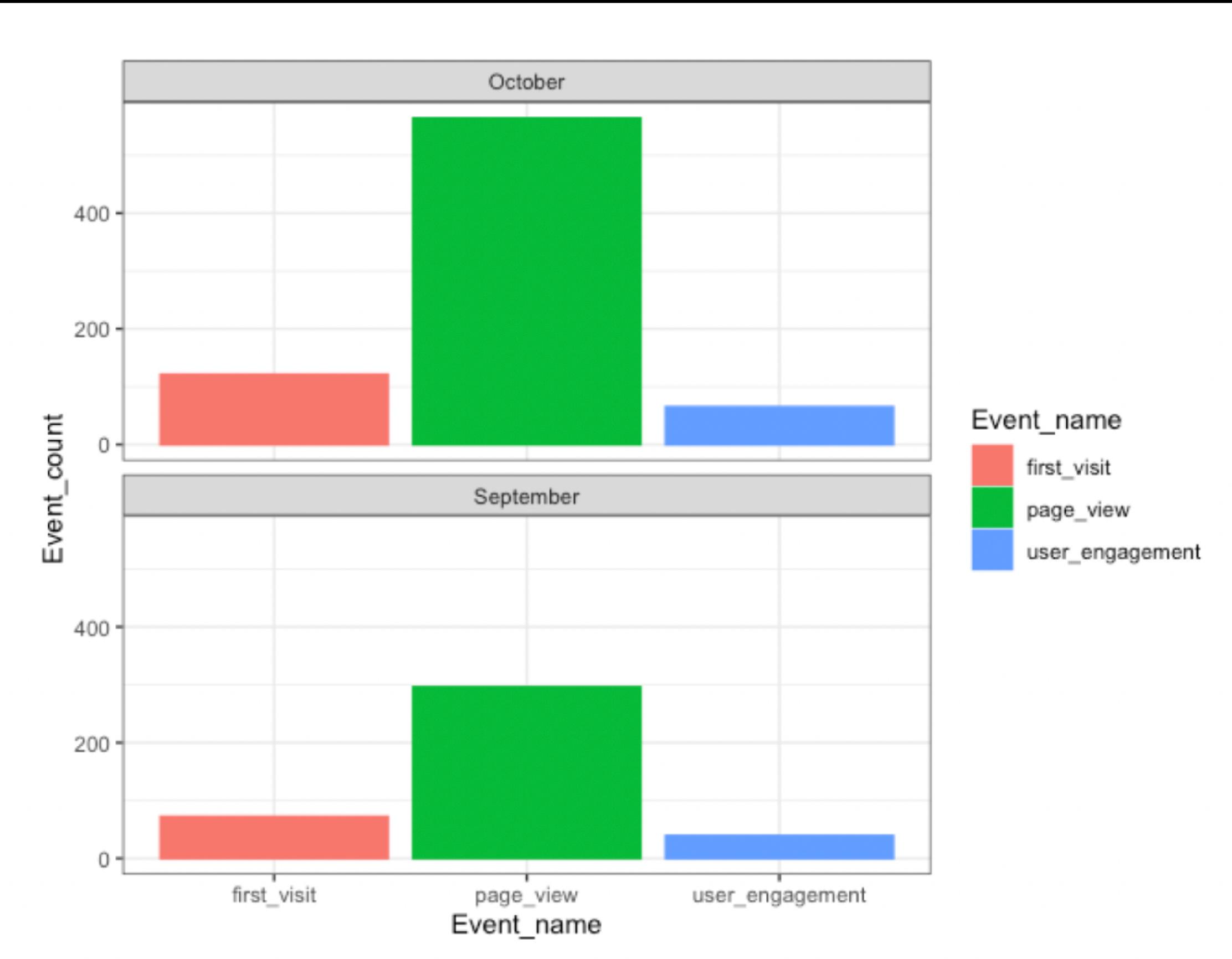
# New-User Traffic



# Countries with the highest traffic

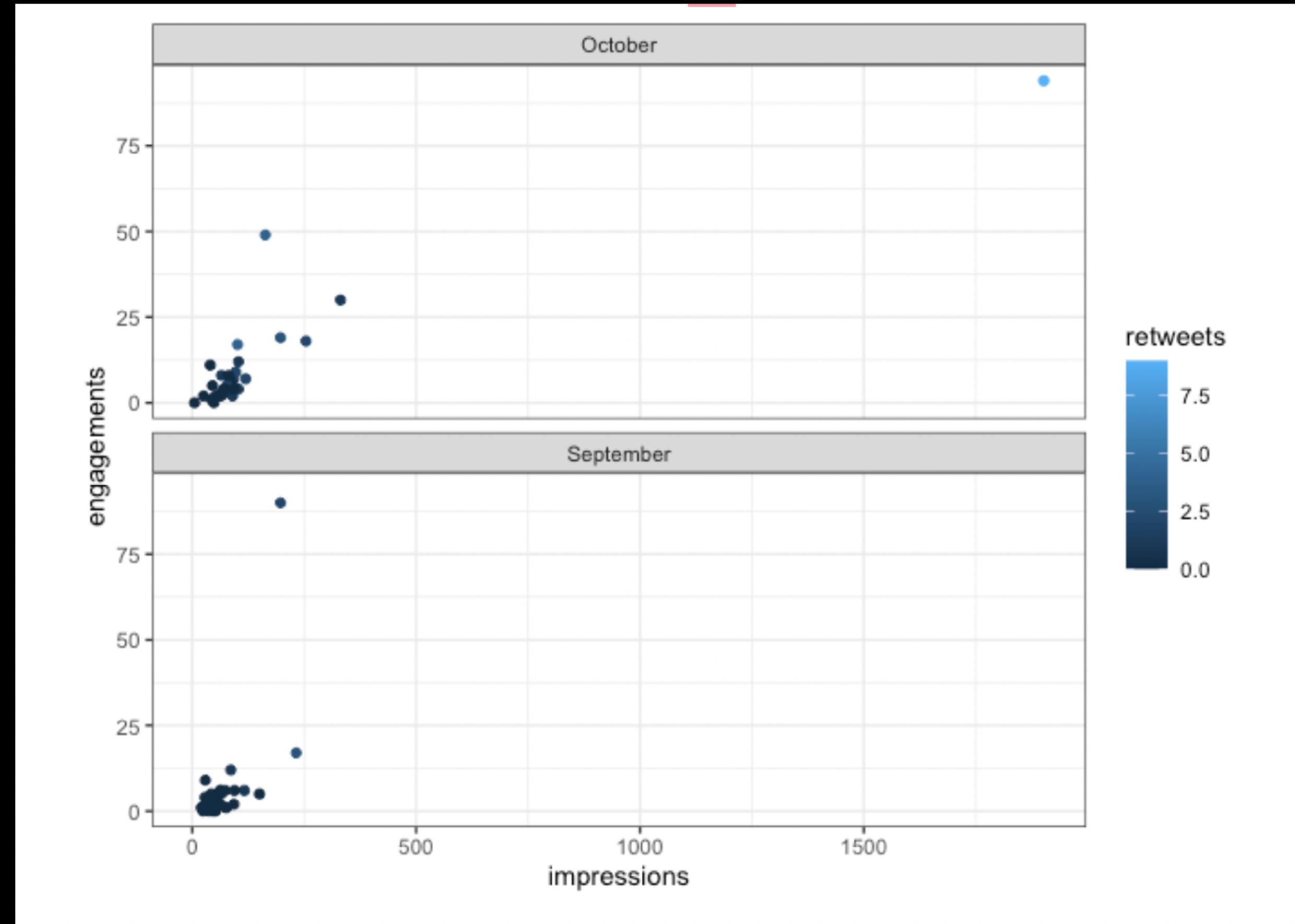


# Comparison of monthly events

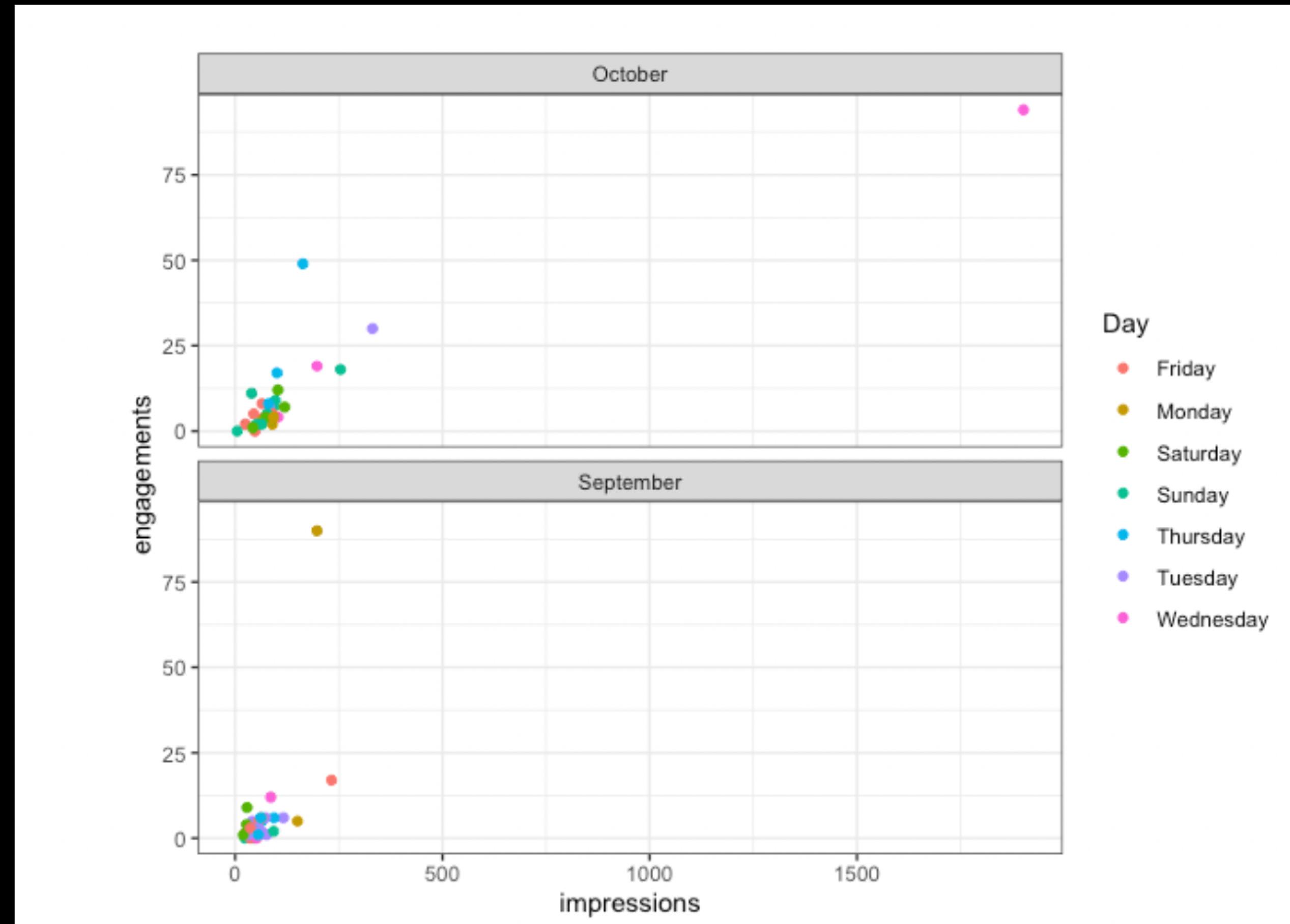


# Twitter Analytics

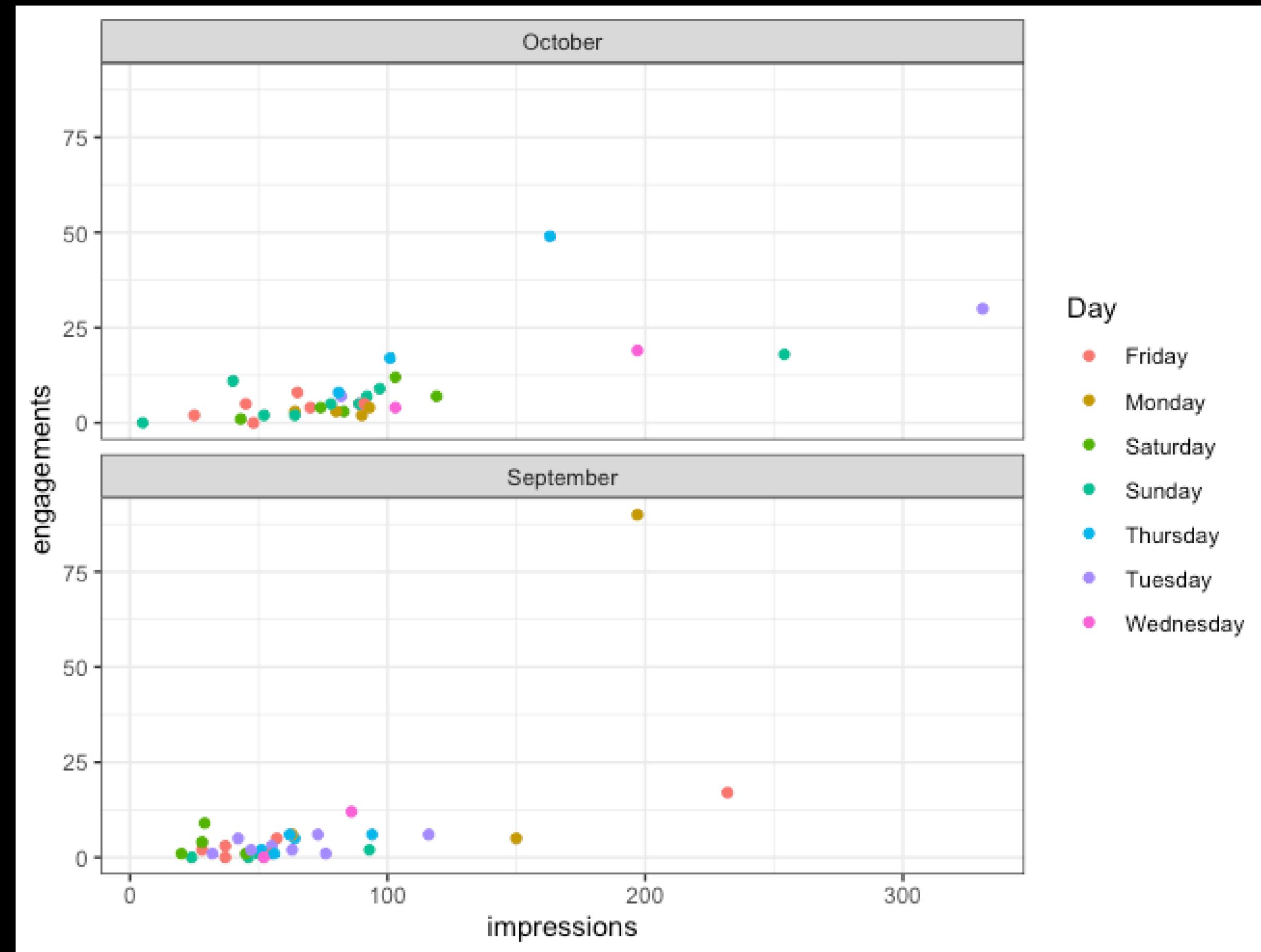
# Tweet engagements



# Tweet Performance by day



# Tweet Performance by day (outlier removed)



# Summary

- The stats for October were impressive.
- There were **68%** more new users in October compared to September
- There were **108%** more returning users in October compared to September
- There were **120%** more Tweet impressions in October compared to September
- There were **90.5%** more page views in October compared to September
- There was an outlier in the analysis of Tweet performance. A tweet on the **Polkadot alliance** made on 05/10/2022 saw massive engagements, with **5x** more impressions and **3x** more engagement than the previous most engaging tweet. This may be attributed to a retweet by a major account in the space.
- The best-performing tweets were made on Mondays, Tuesdays, and Thursdays. Just like in September, Sundays remain one of the lesser-performing days in terms of engagement