

Hope for Girls and Women

Analytics Packet Feb 2022-Dec 2022

Online Presence Across Platforms



Table of Contents

- 3. Definition of Terms
- 4. Website
- 9. Social Media Overview
- 10. Facebook
- 13. Instagram
- 16. LinkedIn
- 17. Twitter
- 18. Conclusions/Next Steps



Definition of Terms

Engagement- People interacting with a post (liking, sharing, commenting, etc)

Reach- How many people saw something, even if they didn't interact with it

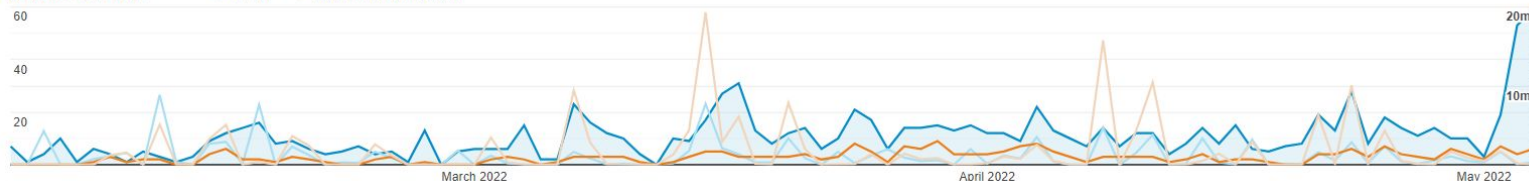
Source- Where people were before landing on the web page

Unique Views- Views by a different person (2 people clicking a web page instead of the same person clicking it twice, would be 2 unique views)

Website

All website data concerns the period between Feb 1-Dec 1

All Users: Users Avg. Session Duration
Multi-session Users: Users Avg. Session Duration



Users

All Users

884



Multi-session Users

118



New Users

All Users

884



Multi-session Users

119



Sessions

All Users

1,105



Multi-session Users

339



Number of Sessions per User

All Users

1.25



Multi-session Users

2.87



Pageviews

All Users

3,675



Multi-session Users

1,273



Pages / Session

All Users

3.33



Multi-session Users

3.76



Avg. Session Duration

All Users

00:01:19



Multi-session Users

00:02:24



Bounce Rate

All Users

6.15%



Multi-session Users

8.85%



Summary:

-the site traffic is a mix of first time and returning users

-returning users stay on the site for longer and visit more pages, but also immediately close the page (bounce) more frequently

Device Category ?

Users ? ↓

5,343

% of Total: 100.00%
(5,343)

1. desktop

2,842 (53.16%)

2. mobile

2,430 (45.45%)

3. tablet

74 (1.38%)

How People Arrived At The Website

Acquisition	
Users	
	5,343
1 (direct) / (none)	1,889
2 google / cpc	1,582
3 google / organic	1,281
4 linktr.ee / referral	133
5 facebook.com / referral	125
6 baidu / organic	56
7 bing / organic	52
8 rss / rss	48
9 m.facebook.com / referral	39
10 l.instagram.com / referral	17

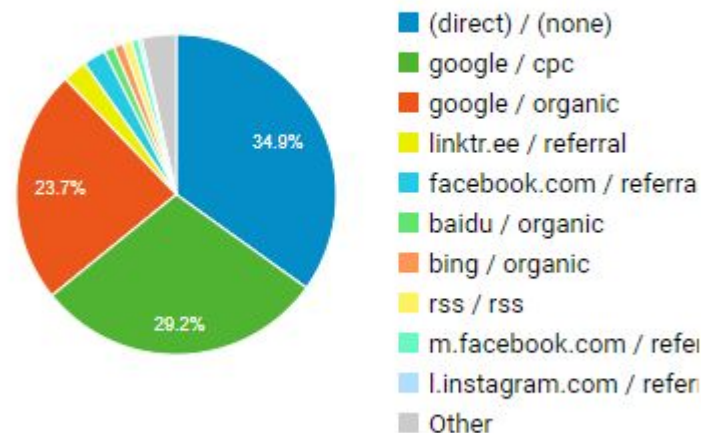
To see all 64 Source / Medium click [here](#).

Summary:

-The majority (58.6%) of website visitors are intentionally seeking the site, either by typing the website name or google searching the website name (a common tactic for older demographics). Although these methods are different, both mean the user knows what they are looking for.

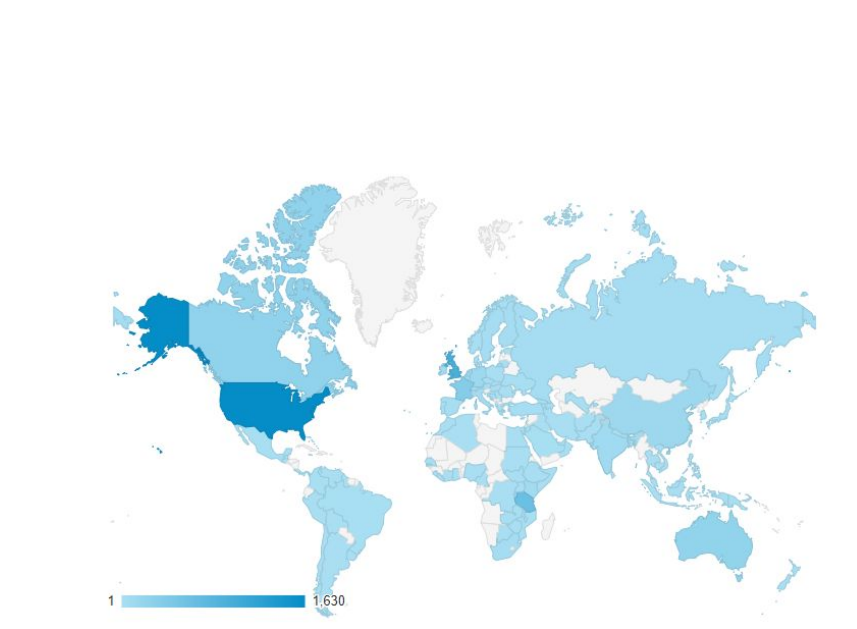
- The next biggest referrals are google ads (29.2%), suggesting the ads are successful. Following that, smaller percentages of users arrive from links on linktr.ee, facebook, and baidu.

Top Sources/Mediums













Website Visits by Country











Country ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	5,343 % of Total: 100.00% (5,343)	5,350 % of Total: 100.07% (5,346)	6,533 % of Total: 100.00% (6,533)
1. 🇺🇸 United States	1,630 (30.25%)	1,628 (30.43%)	1,795 (27.48%)
2. 🇬🇧 United Kingdom	942 (17.48%)	938 (17.53%)	1,261 (19.30%)
3. 🇹🇿 Tanzania	610 (11.32%)	602 (11.25%)	785 (12.02%)
4. 🇫🇷 France	357 (6.63%)	352 (6.58%)	590 (9.03%)
5. 🇨🇦 Canada	251 (4.66%)	249 (4.65%)	272 (4.16%)
6. 🇦🇺 Australia	227 (4.21%)	227 (4.24%)	246 (3.77%)
7. 🇨🇳 China	131 (2.43%)	131 (2.45%)	132 (2.02%)
8. 🇩🇪 Germany	127 (2.36%)	123 (2.30%)	163 (2.50%)
9. 🇳🇱 Netherlands	118 (2.19%)	118 (2.21%)	127 (1.94%)
10. 🇮🇳 India	88 (1.63%)	88 (1.64%)	92 (1.41%)



Website Page Views

<input type="checkbox"/>	Page ?		Pageviews ?	↓	Unique Pageviews ?	Avg. Time on Page ?
			20,877 % of Total: 100.00% (20,877)		9,560 % of Total: 100.00% (9,560)	00:00:33 Avg for View: 00:00:33 (0.00%)
<input type="checkbox"/>	1. /		5,348 (25.62%)		2,346 (24.54%)	00:00:28
<input type="checkbox"/>	2. /about/		4,590 (21.99%)		2,106 (22.03%)	00:00:16
<input type="checkbox"/>	3. /sponsor-a-girl/		1,020 (4.89%)		394 (4.12%)	00:00:21
<input type="checkbox"/>	4. /about-rhobi/		982 (4.70%)		471 (4.93%)	00:00:35
<input type="checkbox"/>	5. /donate-to-hope/		632 (3.03%)		266 (2.78%)	00:00:56
<input type="checkbox"/>	6. /contact/		598 (2.86%)		221 (2.31%)	00:00:51
<input type="checkbox"/>	7. /safe-houses/		598 (2.86%)		258 (2.70%)	00:00:46
<input type="checkbox"/>	8. /hope-team-members/		474 (2.27%)		246 (2.57%)	00:01:02
<input type="checkbox"/>	9. /2022-tanzanian-census-sensa-and-fgm-in-serengeti/		443 (2.12%)		202 (2.11%)	00:00:24
<input type="checkbox"/>	10. /updates-from-rhobi-2/		406 (1.94%)		165 (1.73%)	00:01:02

Paid Campaign Results (Cost-Per-Click Google Ads)

<input type="checkbox"/>	Campaign / Campaign ID ?		Acquisition				
			Clicks ? ↓	Cost ?	CPC ?	Users ?	Sessions ?
			19,883 % of Total: 100.00% (19,883)	£44,248.21 % of Total: 100.00% (£44,248.21)	£2.23 Avg for View: £2.23 (0.00%)	1,582 % of Total: 29.61% (5,343)	1,689 % of Total: 25.85% (6,533)
<input type="checkbox"/>	1. TDT Shop Gift Ideas (Broad) 15994525584		11,315 (56.91%)	£17,726.80 (40.06%)	£1.57	0 (0.00%)	0 (0.00%)
<input type="checkbox"/>	2. TDT Shop Gift Ideas (Phrase) 15933626542		5,574 (28.03%)	£8,724.20 (19.72%)	£1.57	0 (0.00%)	0 (0.00%)
<input type="checkbox"/>	3. HFW Info Tanzania Women (Broad) 16181578499		1,295 (6.51%)	£6,509.17 (14.71%)	£5.03	1,197 (75.33%)	1,268 (75.07%)
<input type="checkbox"/>	4. TDT Donations Tanzania Charity (Broad) 16098273011		958 (4.82%)	£7,003.22 (15.83%)	£7.31	0 (0.00%)	0 (0.00%)
<input type="checkbox"/>	5. HFW Info Tanzania Women (Phrase) 16181578502		428 (2.15%)	£2,857.17 (6.46%)	£6.68	382 (24.04%)	409 (24.22%)
<input type="checkbox"/>	6. TDT Info Tanzania (Broad) 16086613326		100 (0.50%)	£373.40 (0.84%)	£3.73	0 (0.00%)	0 (0.00%)
<input type="checkbox"/>	7. TDT Donations Tanzania Charity (Broad) TDT Donations Tanzania Charity (Broad) CPA Bidding 16798035535		58 (0.29%)	£413.45 (0.93%)	£7.13	0 (0.00%)	0 (0.00%)
<input type="checkbox"/>	8. TDT Brand 15828684124		49 (0.25%)	£25.31 (0.06%)	£0.52	0 (0.00%)	0 (0.00%)
<input type="checkbox"/>	9. TDT Info Leprosy (Broad) 16215856290		33 (0.17%)	£313.20 (0.71%)	£9.49	0 (0.00%)	0 (0.00%)
<input type="checkbox"/>	10. MBV Info Tanzania Women (Broad) 18342103093		19 (0.10%)	£94.94 (0.21%)	£5.00	0 (0.00%)	0 (0.00%)

Summary:

-These are the 10 most clicked google ads in the given time period. While you can see they are sorted by initial clicks, only campaigns 3 and 5 produced statistically significant web traffic. This indicates it would be useful to examine how these campaigns differed from the rest.

Social Media Overview



[@HopeForGirlsTZ](https://www.facebook.com/HopeForGirlsTZ)



[@hopeforgirlsTZ](https://twitter.com/hopeforgirlsTZ)



[@hopeforgirlsandwomen](https://www.linkedin.com/company/hopeforgirlsandwomen)



[@hope4girlsandwomen](https://www.instagram.com/hope4girlsandwomen)

Summary:

-While the social media channels frequently link to the website, the website itself does not have links to social channels. Adding links to a footer or menu item on the website may increase traffic to these outside platforms and sustain user engagement.

-Analytics for Facebook, Instagram, and LinkedIn are available for the full analysis period. Twitter did not previously have analytics tools enabled, but will be able to report data going forward.

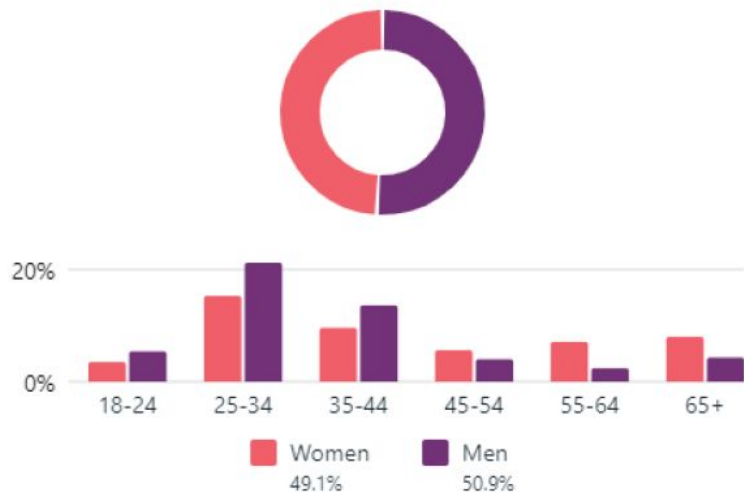
Facebook Audience

All Facebook data concerns Feb 1-Dec 1, 2022

Facebook Page likes ⓘ

810

Age & gender ⓘ



Top cities

Dar es Salaam, Tanzania

Nairobi, Kenya

Mwanza, Tanzania

Arusha, Tanzania

London, UK

Kampala, Uganda

Musoma, Tanzania

Mugumu, Tanzania

Mombasa, Coast Province, Kenya

Bochum, Germany

Facebook Engagement

All Facebook data concerns Feb 1-Dec 1, 2022

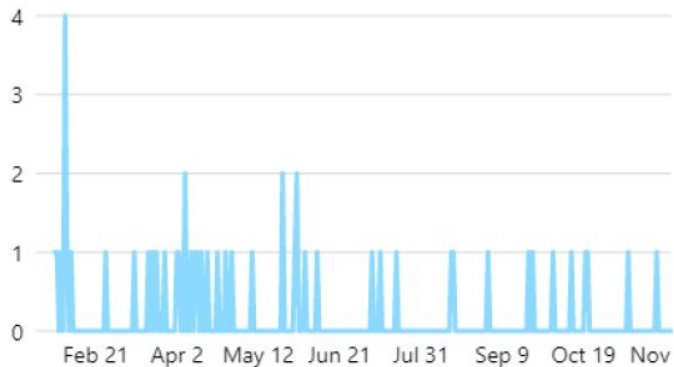
Summary:

-The Facebook page was visited evenly throughout the year, 1,071 times from Feb 1st-Dec 1st, with spikes whenever the account posted something new. There was also a peak in new “likes” in early February.

New likes and follows

Facebook Page new likes ⓘ

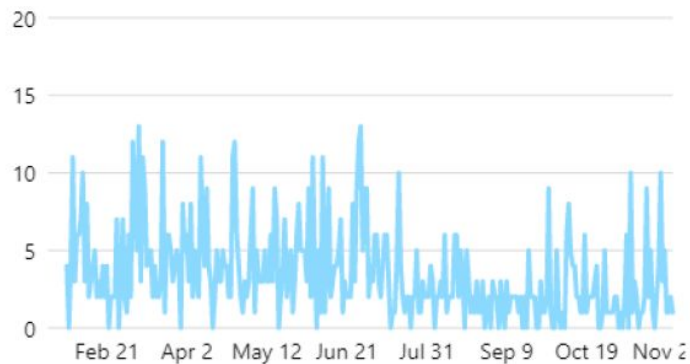
48 ↑ 14.3%



Page and profile visits

Facebook Page visits ⓘ

1,071 ↓ 4.6%



Facebook Engagement

All Facebook data concerns Feb 1-Dec 1, 2022

Facebook Page reach ⓘ

8,848 ↓ 58.7%



Summary:

-The Facebook page reached (was seen by) significantly more people in June than the rest of the year. Including this peak, the page or its posts were seen by 8,848 people from Feb 1st to Dec 1st, 2022.

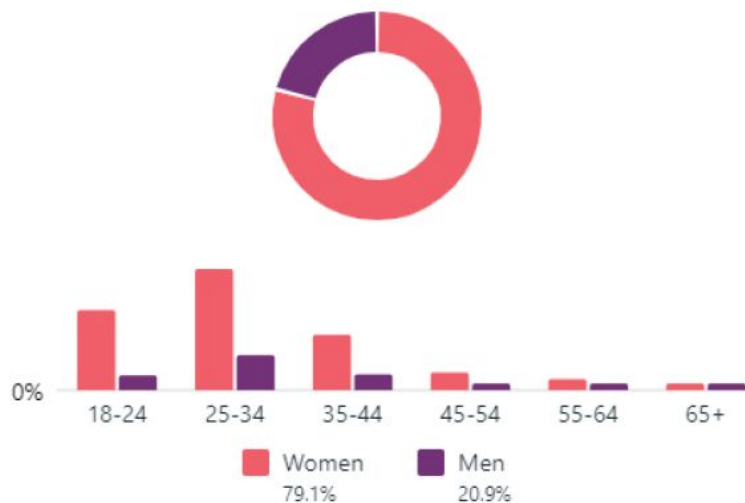
Instagram Audience

All Instagram data concerns Feb 1-Dec 1, 2022

Instagram followers ⓘ

1,314

Age & gender ⓘ



Top countries

United Kingdom

United States

Tanzania

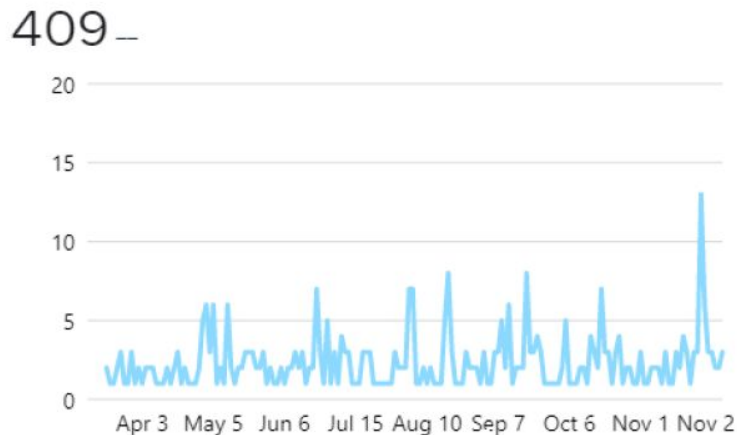
France

Germany

Instagram Engagement

All Instagram data concerns Feb 1-Dec 1, 2022

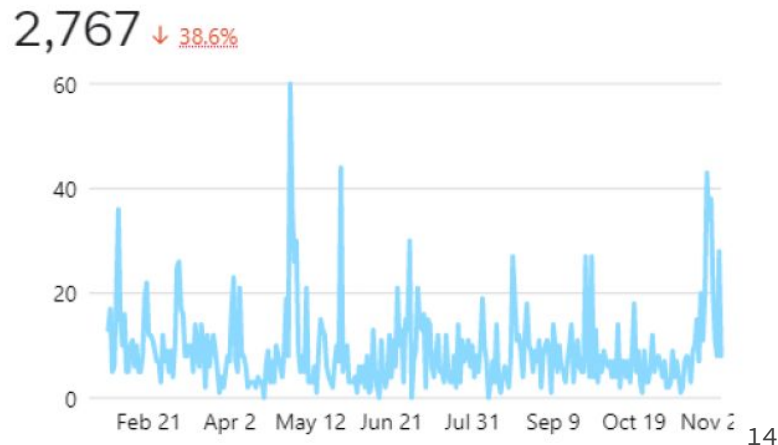
New Instagram followers ⓘ



Summary:

-The Instagram page gained more new followers in early November than the rest of the year. The profile page was visited by 2,767 people during the analysis period, with a spike monthly correlating with when the account posted new content.

Instagram profile visits ⓘ

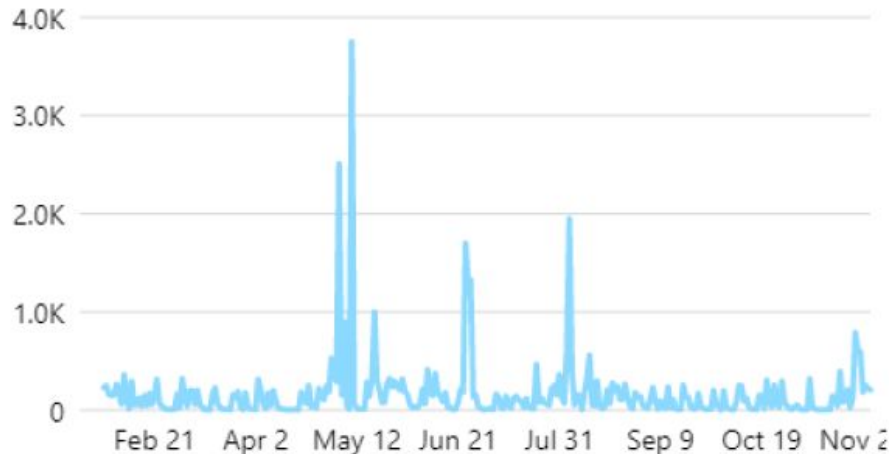


Instagram Engagement

All Instagram data concerns Feb 1-Dec 1, 2022

Instagram reach ⓘ

25,693 ↑ 13.1%



Summary:

-The Instagram page reached (was seen by) significantly more people in May, June, and July than the rest of the year. Including these peaks, the page or its posts were seen by 25,693 people from Feb 1st to Dec 1st, 2022. This account has the widest reach of Hope's social media platforms.

LinkedIn

Clicks ▾

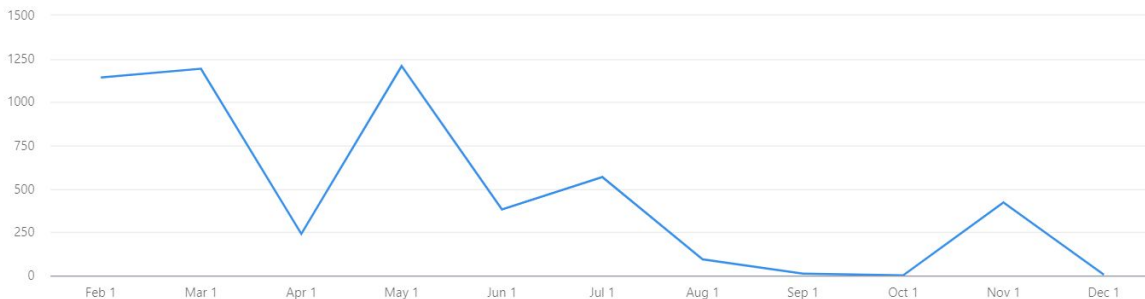
Feb 1-Dec 1, 2022



Organic

131

Impressions ▾



Organic

5,263

Summary:

-clicks peaked at different dates from impressions, with both seeing a drop off around the start of August

Analytics ?

November 16- December 16, 2022

49

▼ 9.3%

Search appearances

Last 7 days

9

▲ 80%

Unique visitors

14

▲ 180%

New followers

575

▲ 8,114.3%

Post impressions

Twitter

The Twitter account was not a “professional” account, so it hasn’t been tracking metrics (it was converted Dec 18th 2022). This is an example of the last week of metrics, but the sample of data is so small, it isn’t really actionable.

Impressions ⓘ

45 ↓ -93%

Engagement rate ⓘ

0% ↓ -2.3%

Profile visits ⓘ

0

Link clicks ⓘ

0 ↓ -100%

Metrics shown for the last 7 days

Summary:

-Keep an eye out on Twitter data to see what posts perform well! By clicking



and then

Professional Tools

 Professional Home

more analytics can be pulled in real time.

Conclusions/Next Steps



These findings are only guidelines for what has been successful so far (high engagement) and where a closer look might produce more information (activating Twitter Analytics). Including links across platforms (link to social media on the website, etc) will allow users to return on different platforms and expand your reach.

Next Steps:

Check analytics regularly (perhaps monthly) and take note when a post or a link is particularly successful. See if any part of that success can be recreated by simple testing! Reports can often be generated automatically and emailed.