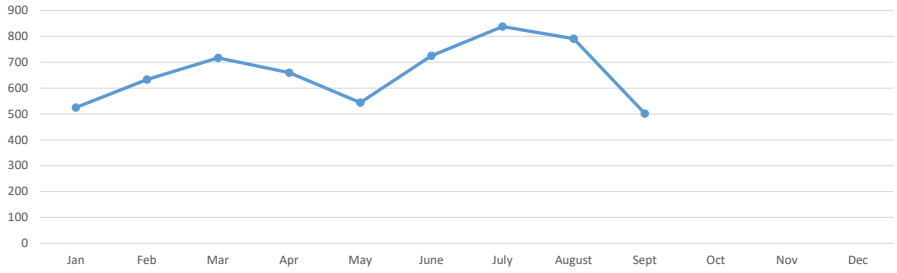
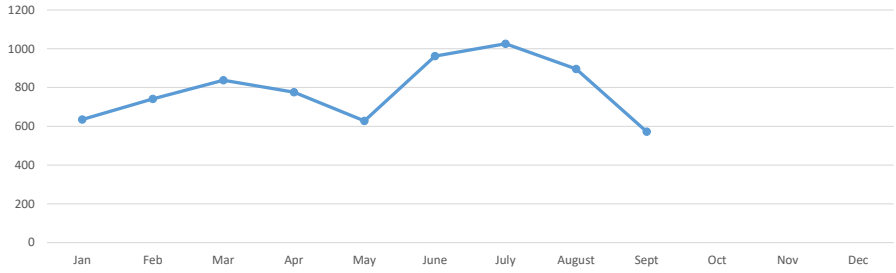


Yearly Discover Denbighshire Website Figures

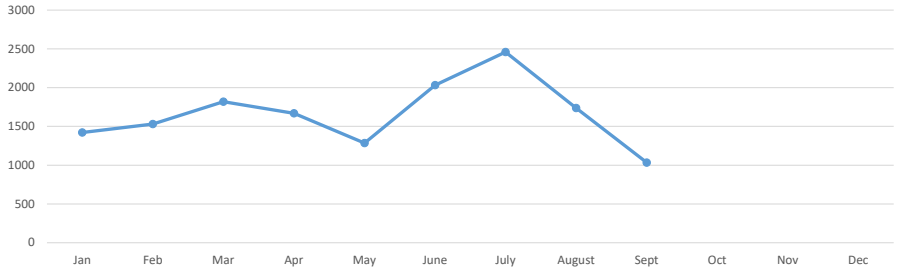
Number of Users



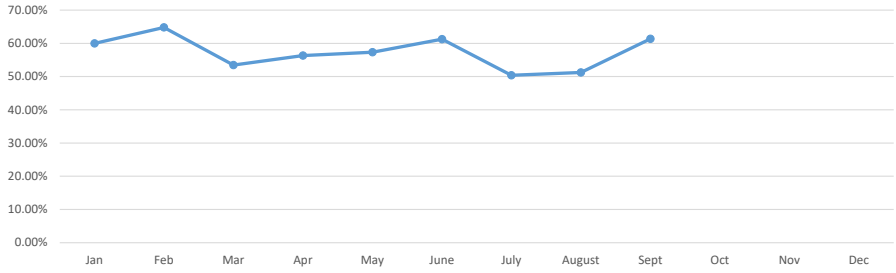
Number of Sessions



Page Views



Bounce Rate



Jan	Feb	Mar	Apr	May	June	July	August	Sept	Oct	Nov	Dec
525	633	717	660	544	725	838	791	502			

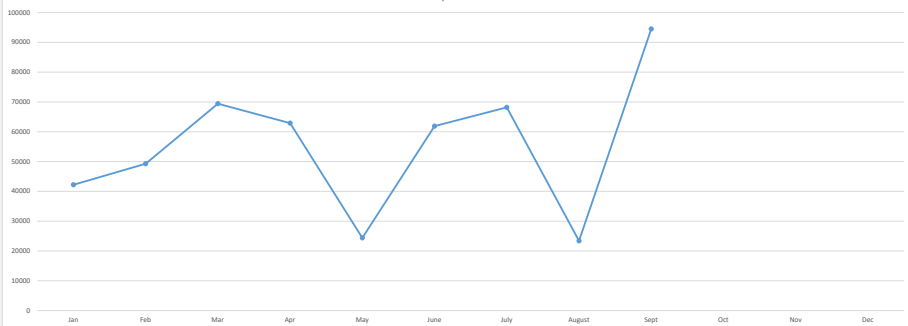
Jan	Feb	Mar	Apr	May	June	July	August	Sept	Oct	Nov	Dec
635	741	838	776	628	962	1026	896	572			

Jan	Feb	Mar	Apr	May	June	July	August	Sept	Oct	Nov	Dec
1421	1530	1818	1669	1285	2032	2459	1737	1034			

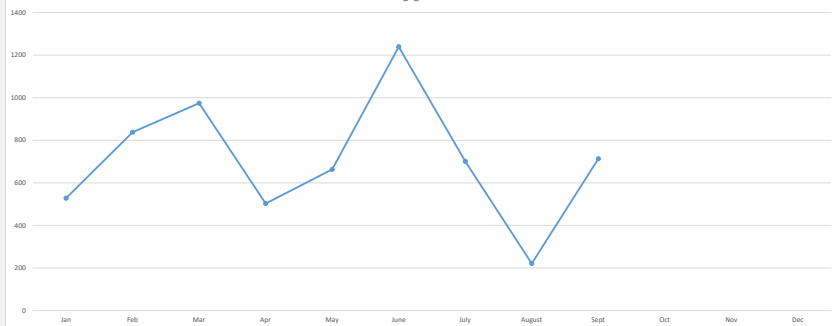
Jan	Feb	Mar	Apr	May	June	July	August	Sept	Oct	Nov	Dec
59.96%	64.78%	53.46%	56.31%	57.32%	61.23%	50.39%	51.23%	61.36%			

Discover Denbighshire Facebook

Impressions



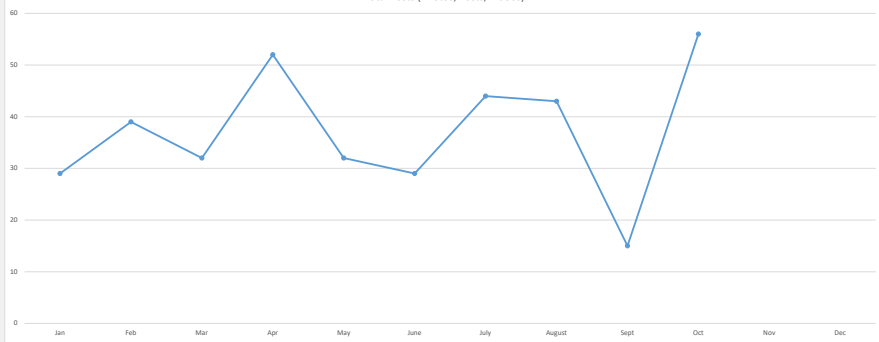
Engagements



Jan	Feb	Mar	Apr	May	June	July	August	Sept	Oct	Nov	Dec
	42214	49271	69422	62900	24400	61900	68200	23400	94,500		

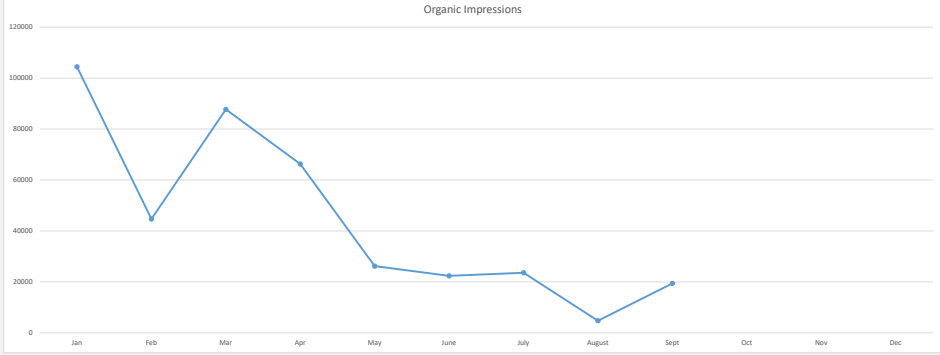
Jan	Feb	Mar	Apr	May	June	July	August	Sept	Oct	Nov	Dec
	528	838	974	503	663	1239	701	221	713		

Total Posts (Photos, Posts, Videos)

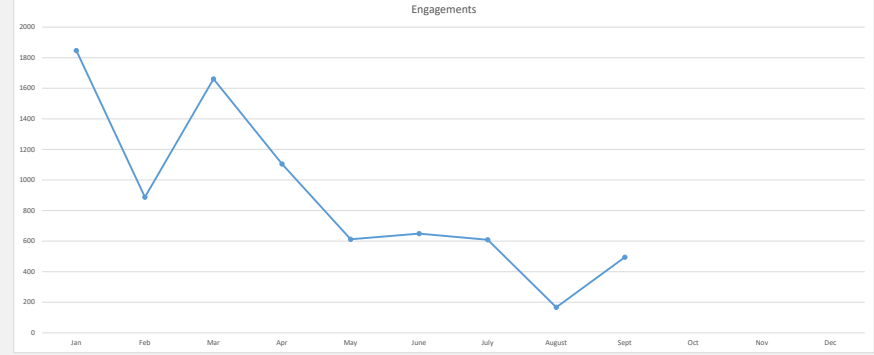


Jan	Feb	Mar	Apr	May	June	July	August	Sept	Oct	Nov	Dec
	29	39	32	52	32	29	44	43	15	56	

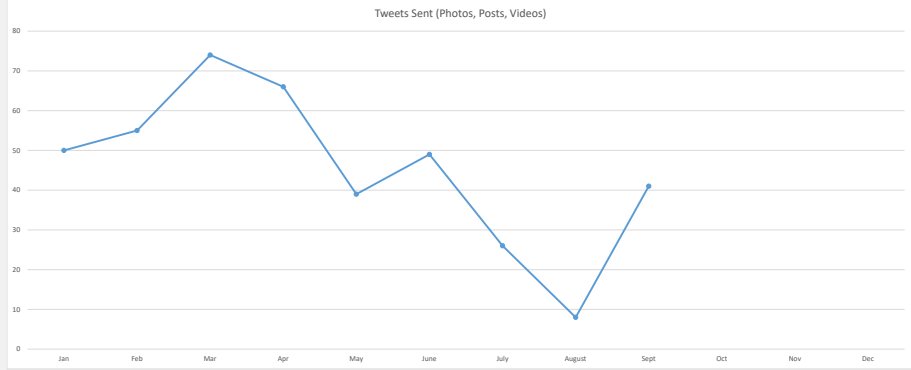
Discover Denbighshire Twitter



Month	Organic Impressions
Jan	104,404
Feb	44,687
Mar	87,704
Apr	66,300
May	26,200
June	22,400
July	23,600
August	4,753
Sept	19,400

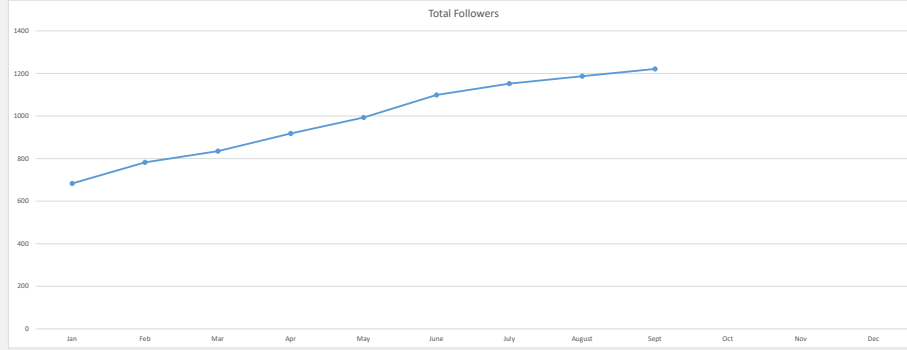


Month	Engagements
Jan	1,847
Feb	888
Mar	1,661
Apr	1,105
May	612
June	649
July	609
August	167
Sept	495



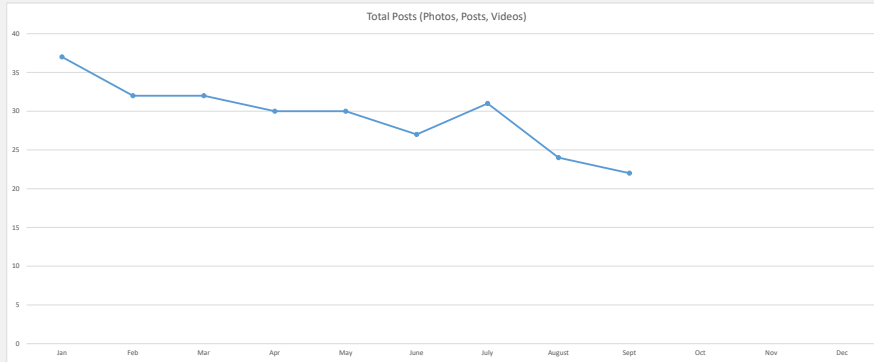
Month	Tweets Sent (Photos, Posts, Videos)
Jan	50
Feb	55
Mar	74
Apr	66
May	39
June	49
July	26
August	8
Sept	41

Discover Denbighshire Instagram



Jan	Feb	Mar	Apr	May	June	July	August	Sept	Oct	Nov	Dec
683	782	835	918	993	1099	1152	1187	1221			

Jan	Feb	Mar	Apr	May	June	July	August	Sept	Oct	Nov	Dec
4144	3942	3680	3739	3790	3312	4231	2925	3075			



Jan	Feb	Mar	Apr	May	June	July	August	Sept	Oct	Nov	Dec
37	32	32	30	30	27	31	24	22			

Digital Activity Report (Discover Denbighshire)- Jan 2018

Website

Number of Users	525
Number of Sessions	635
Page Views	1,421
Bounce rate	59.69%

E-Newsletter

ENG	
Number of Newsletters sent	1
Number of Opens	91
Open Rate	25.90%
Number of Clicks	19
Click Rate	5.40%

CYM

Number of Newsletters sent	1
Number of Opens	81
Open Rate	23%
Number of Clicks	2
Click Rate	0.60%

Facebook

Impressions	42,214
Engagements	528
Link Clicks	429
Net Likes	24
Total Post	29
Photos	15
Videos	1
Posts	13
Reactions	416
Comments	14
Shares	98

Twitter

Organic Impressions	104,404
Total Engagements	1,847
Link Clicks	127
Net Followers Gained	60
Tweets Sent	50
Mentions Received	98
Replies	13
Retweets	181
Likes	546

Instagram

Total Followers	683
Likes Received	4,144
Comments Received	90
Total Posts	37
Photos	35
Videos	2

Digital Activity Report (Discover Denbighshire) - Feb 2018

Website

Number of Users	633
Number of Sessions	741
Page Views	1,530
Bounce rate	64.78%



E-Newsletter

ENG	
Number of Newsletters sent	1
Number of Opens	102
Open Rate	29.00%
Number of Clicks	3
Click Rate	0.90%



CYM	
Number of Newsletters sent	0
Number of Opens	-
Open Rate	-
Number of Clicks	-
Click Rate	-

Facebook

Impressions	49,271
Engagements	838
Link Clicks	304
Net Likes	33
Total Post	39
Photos	15
Videos	1
Posts	23
Reactions	637
Comments	68
Shares	133

Twitter

Organic Impressions	44,687
Total Engagements	888
Link Clicks	68
Net Followers Gained	46
Tweets Sent	55
Mentions Received	105
Replies	6
Retweets	140
Likes	299

Instagram

Total Followers	782
Likes Received	3,942
Comments Received	77
Total Posts	32
Photos	30
Videos	1

Digital Activity Report (Discover Denbighshire) - Mar 2018

Website

Number of Users	717
Number of Sessions	838
Page Views	1,818
Bounce rate	53.46%



E-Newsletter

ENG	
Number of Newsletters sent	2
Number of Opens	236
Open Rate	
Number of Clicks	29
Click Rate	

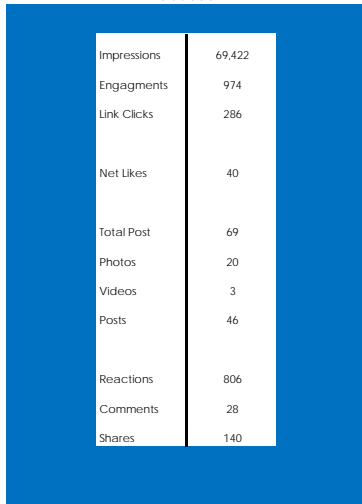
CYM

Number of Newsletters sent	2
Number of Opens	198
Open Rate	
Number of Clicks	40
Click Rate	



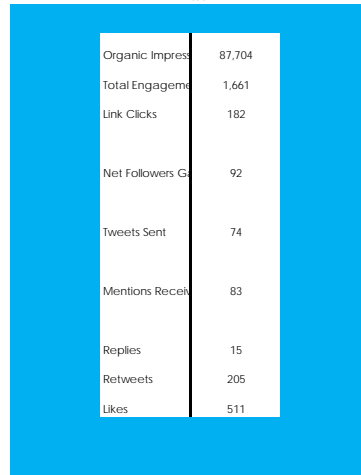
Facebook

Impressions	69,422
Engagements	974
Link Clicks	286
Net Likes	40
Total Post	69
Photos	20
Videos	3
Posts	46
Reactions	806
Comments	28
Shares	140



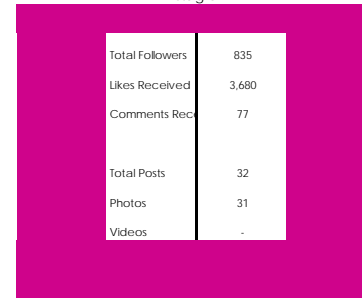
Twitter

Organic Impressions	87,704
Total Engagements	1,661
Link Clicks	182
Net Followers Gained	92
Tweets Sent	74
Mentions Received	83
Replies	15
Retweets	205
Likes	511



Instagram

Total Followers	835
Likes Received	3,680
Comments Received	77
Total Posts	32
Photos	31
Videos	-



Digital Activity Report (Discover Denbighshire)

Website

Number of Users	660
Number of Sessions	776
Page Views	1,669
Bounce rate	56.31%



E-Newsletter

	ENG
Number of Newsletters sent	-
Number of Opens	-
Open Rate	-
Number of Clicks	-
Click Rate	-

CYM

Number of Newsletters sent	-
Number of Opens	-
Open Rate	-
Number of Clicks	-
Click Rate	-



Facebook

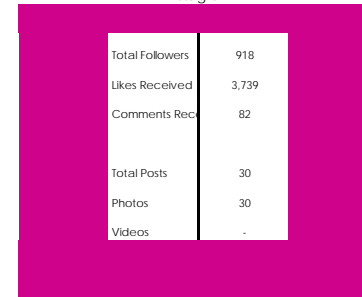
Impressions	62,900
Engagements	503
Link Clicks	158
Net Likes	14
Total Post	52
Photos	30
Videos	1
Posts	21
Reactions	411
Comments	11
Shares	81

Twitter

Organic Impressions	66,300
Total Engagements	1,105
Link Clicks	78
Net Followers Gained	44
Tweets Sent	66
Mentions Received	84
Replies	3
Retweets	128
Likes	370

Instagram

Total Followers	918
Likes Received	3,739
Comments Received	82
Total Posts	30
Photos	30
Videos	-



Digital Activity Report (Discover Denbighshire)

Website

Number of Users	544
Number of Sessions	628
Page Views	1,286
Bounce rate	57.32%

E-Newsletter

ENG	
Number of Newsletters sent	1
Number of Opens	120
Open Rate	35.10%
Number of Clicks	54
Click Rate	15.80%

CYM

Number of Newsletters sent	1
Number of Opens	106
Open Rate	31%
Number of Clicks	4
Click Rate	1.20%

Facebook

Impressions	24,400
Engagements	663
Link Clicks	12
Net Likes	31
Total Post	29
Photos	15
Videos	1
Posts	13
Reactions	559
Comments	32
Shares	72

Twitter

Organic Impressions	26,200
Total Engagements	612
Link Clicks	23
Net Followers Gained	47
Tweets Sent	39
Mentions Received	98
Replies	2
Retweets	89
Likes	249

Instagram

Total Followers	993
Likes Received	3,790
Comments Received	109
Total Posts	30
Photos	30
Videos	-

Digital Activity Report (Discover Denbighshire)

Website

Number of Users	725
Number of Sessions	962
Page Views	2,032
Bounce rate	61.23%



E-Newsletter

Number of Newsletters sent	ENG
Number of Opens	
Open Rate	
Number of Clicks	
Click Rate	

CYM

Number of Newsletters sent	
Number of Opens	
Open Rate	
Number of Clicks	
Click Rate	



Facebook

Impressions	61,900
Engagements	1239
Link Clicks	149
Net Likes	52
Total Post	44
Photos	19
Videos	4
Posts	20
Reactions	856
Comments	164
Shares	219

Twitter

Organic Impressions	22,400
Total Engagements	649
Link Clicks	23
Net Followers Gained	32
Tweets Sent	49
Mentions Received	143
Replies	7
Retweets	111
Likes	7

Instagram

Total Followers	1099
Likes Received	3,312
Comments Received	84
Total Posts	27
Photos	27
Videos	-

Digital Activity Report (Discover Denbighshire)

Website

Number of Users	838
Number of Sessions	1026
Page Views	2,459
Bounce rate	50.39%



E-Newsletter

	ENG
Number of Newsletters sent	
Number of Opens	
Open Rate	
Number of Clicks	
Click Rate	

CYM

Number of Newsletters sent	
Number of Opens	
Open Rate	
Number of Clicks	
Click Rate	



Facebook

Impressions	68,200
Engagements	701
Link Clicks	148
Net Likes	46
Total Post	43
Photos	18
Videos	0
Posts	25
Reactions	564
Comments	43
Shares	94

Twitter

Organic Impressions	23,600
Total Engagements	609
Link Clicks	24
Net Followers Gained	31
Tweets Sent	26
Mentions Received	112
Replies	4
Retweets	91
Likes	243

Instagram

Total Followers	1152
Likes Received	4,231
Comments Received	96
Total Posts	31
Photos	31
Videos	-

Digital Activity Report (Discover Denbighshire)

Website

Number of Users	791
Number of Sessions	896
Page Views	1,737
Bounce rate	51.23%



E-Newsletter

ENG	
Number of Newsletters sent	
Number of Opens	
Open Rate	
Number of Clicks	
Click Rate	

ENG

CYM

CYM	
Number of Newsletters sent	
Number of Opens	
Open Rate	
Number of Clicks	
Click Rate	



Facebook

Impressions	23,400
Engagements	221
Link Clicks	85
Net Likes	13
Total Post	15
Photos	7
Videos	0
Posts	8
Reactions	178
Comments	7
Shares	36

Twitter

Organic Impressions	4,753
Total Engagements	167
Link Clicks	12
Net Followers Gained	29
Tweets Sent	8
Mentions Received	75
Replies	2
Retweets	24
Likes	41

Instagram

Total Followers	1187
Likes Received	2,925
Comments Received	67
Total Posts	24
Photos	0
Videos	0

Digital Activity Report (Discover Denbighshire)

Website

Number of Users	502
Number of Sessions	572
Page Views	1,034
Bounce rate	61.36%



E-Newsletter

	ENG
Number of Newsletters sent	
Number of Opens	
Open Rate	
Number of Clicks	
Click Rate	

CYM

Number of Newsletters sent	
Number of Opens	
Open Rate	
Number of Clicks	
Click Rate	



Facebook

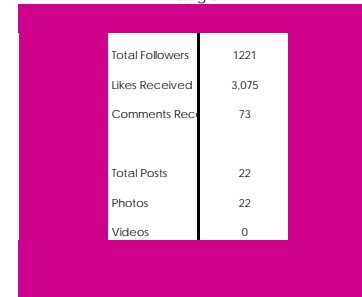
Impressions	94,500
Engagements	713
Link Clicks	176
Net Likes	17
Total Post	56
Photos	26
Videos	0
Posts	30
Reactions	588
Comments	11
Shares	114

Twitter

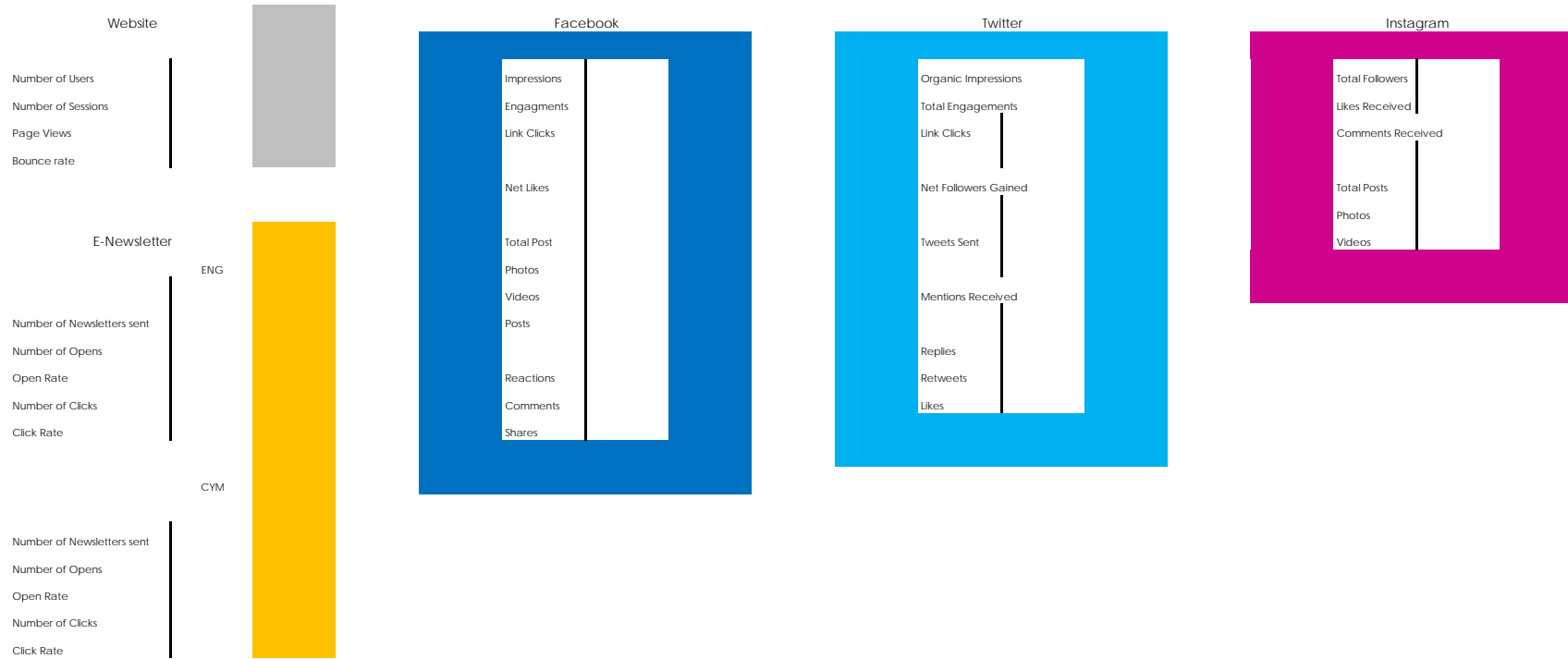
Organic Impressions	19,400
Total Engagements	495
Link Clicks	40
Net Followers Gained	27
Tweets Sent	41
Mentions Received	101
Replies	5
Retweets	74
Likes	169

Instagram

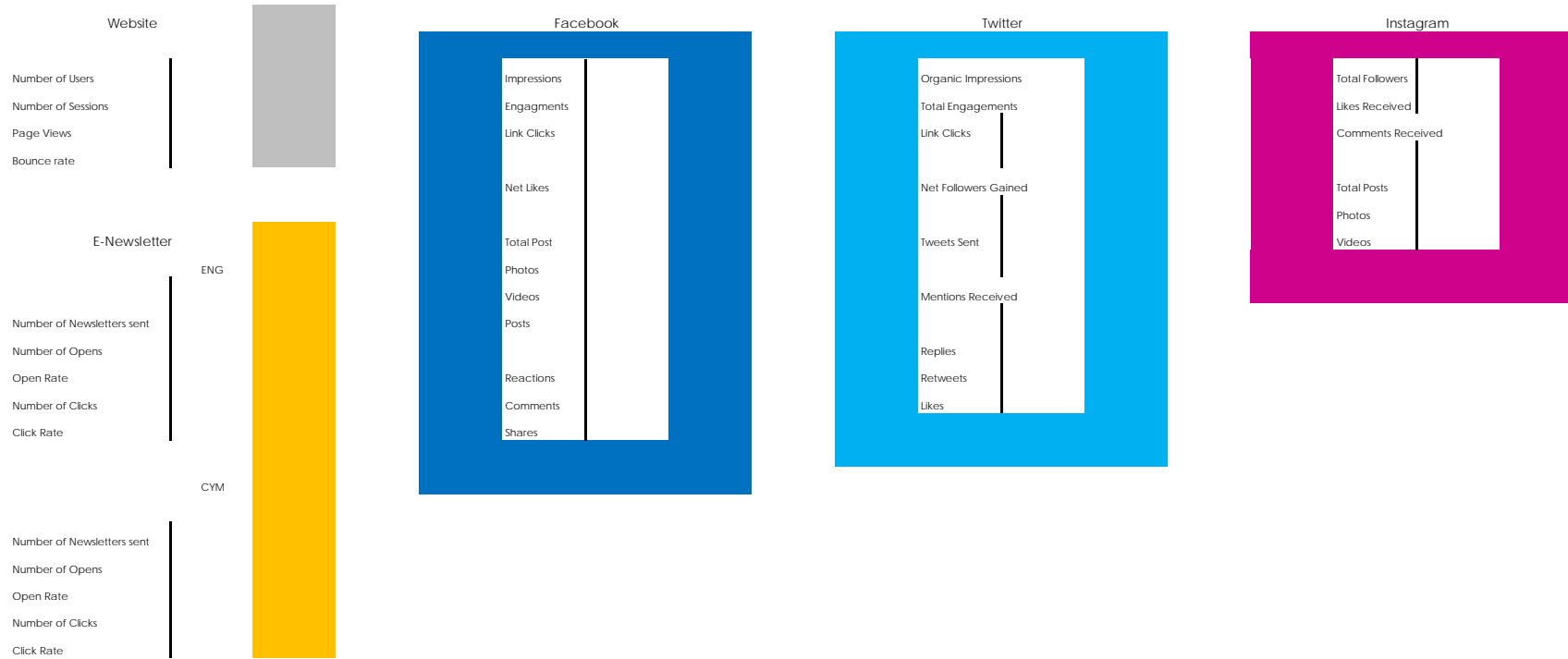
Total Followers	1221
Likes Received	3,075
Comments Received	73
Total Posts	22
Photos	22
Videos	0



Digital Activity Report (Discover Denbighshire)



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Digital Activity Report (Discover Denbighshire)

