

01/13/2016

DDN Communications –Email, Facebook & Website reports

Email Metrics – Year to Date:

Email addresses: Current 143 Initial- 63 addresses +127% Increase

44 Total Campaigns, average send size 83, average open rate 58.4% with an average open rate 12.7%

Email Campaign recap

Month	Contact Counts	Average Send Size	Average Open	Average Clicks	Open Rate	Click Rate
Jan - 16	1	143	77	3	53.8%	2.1%
Dec	3	142	77	5	54.5%	3.8%
Nov	6	140	71	14	50.7%	10.1%
Oct	7	124	68	15	55.1%	11.9%
Sept	4	95	56	11	59.3%	11.1%
Aug	4	91	54	14	59.3%	14.8%
July	5	67	41	5	60.7%	8.0%
June	1	73	42	5	57.5%	6.8%
May	4	70	38	14	53.4%	19.2%
April	9	58	39	11	66.9%	18.5%
Totals	44	83	48	10	58.4%	12.7%

Facebook Metrics as of Jan 13 2016

Total Likes: Current 413 Initial- 180 +129% Increase

94 Total Posts with an average reach of 113 people.

Month	Posts	Average Reach	Average Likes	% Like	Total Likes	% Mthly Change
Jan-16	3	45	0	0.0%	413	1.0%
Dec-15	6	153	1	0.7%	409	1.7%
Nov-15	12	64	1	1.0%	402	3.1%
Oct-15	14	91	1	1.3%	390	4.0%
Sep-15	10	155	3	1.9%	375	2.2%
Aug-15	7	113	2	1.4%	367	2.8%
Jul-15	11	149	1	0.7%	357	5.9%
Jun-15	5	144	1	0.7%	337	12.0%
May-15	5	92	1	1.1%	301	15.8%
Apr-15	5	97	1	1.4%	260	26.2%
Mar-15	3	120	1	0.8%	206	10.2%
Feb-15	6	110	4	3.2%	187	3.9%
Jan-15	7	102	5	5.3%	180	
Totals	94	113	1	1.2%		129.4%

Website Metrics

Total YTD Visits 2,624 to website with an average of 85.7 Visitors

2015 Month	Visits	% change	Visitors	Views/ visitor	% change
Feb	184		57	3.2	
Mar	228	23.91%	62	3.7	13.92%
Apr	290	27.19%	95	3.1	-16.99%
May	301	3.79%	72	4.2	36.95%
Jun	190	-36.88%	45	4.2	1.00%
Jul	225	18.42%	69	3.3	-22.77%
Aug	132	-41.33%	55	2.4	-26.40%
Sep	233	76.52%	99	2.4	-1.94%
Oct	420	80.26%	195	2.2	-8.48%
Nov	236	-43.81%	108	2.2	1.46%
Dec	185	-21.61%	58	3.2	45.97%
Totals	2624		915	2.9	
Average	243.9		85.7	2.8	