



COMMUNICATION ANALYTICS

ACCCA.ORG WEBSITE ANALYTICS

To understand our audience better, it is important to know why, how often and for how long users visit the ACCCA website. Looking at a 90 day period from 3/1 - 6/1, we will see that there are some obvious peaks in traffic. ACCCA's digital landscape is ever-changing, which also means our traffic will vary greatly throughout the year.



Sessions 14,925 ↓ -13% <small>vs. Previous 93 Days</small>	Pageviews 42,212 ↑ 12% <small>vs. Previous 93 Days</small>	Avg. Session Duration 1m 34s ↑ 56% <small>vs. Previous 93 Days</small>
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Sessions: The browsing session of a single user to the site.

Pageviews: A view of a page on the site that is being tracked by analytics.

(Note: each refresh of a page is also tracked as a page view.)

Avg. Session Duration: Total duration of all sessions (in seconds) / number of sessions



As we look at a 90 day snapshot, we can see that our session numbers were down 13% from the prior 90 days. However, that makes sense when we look at what was happening in the prior 90 days with the annual conference, budget workshop and other key events.

Page views and Session Duration increased during this 90 day period, mostly due to the summer program applications opening. You can even track when we sent promotion emails based on our site traffic. The high peaks you see in the graph above align with communications sent out to promote SJCA and summer programs, as well as the Board election and Member Survey.

We can also track the percentage of new vs. returning site visitors and what device they visited our site from.

Device Breakdown



● Desktop	78%
● Tablet	0%
● Mobile	21%

New vs. Returning Visitors



● New	91%
● Returning	9%

Top page visits:

- Home page
- SJCA Institute
- Admin 101 Application
- Events & Programs
- My Dashboard (*member login page*)

Future Goals: Drive more traffic to the website using emails and social media and track the effectiveness of specific campaigns.



CONSTANT CONTACT EMAIL ANALYTICS

ACCCA utilizes Constant Contact email program to send out all mass emails to the membership. ACCCA has consistently rated above the industry average for open rate and click rate. Taking a snapshot of the last 90 days, following the purple line, ACCCA's email **open rate is 59% - which is 21% higher than the industry average**. If we look at the blue line, indicating the click rate - meaning the user clicked on a hyperlink in the email message - our **click rate is 11% - which is 9% above the industry average**. Depending on the communication and what event is being promoted, the open and click rates can fluctuate greatly.

Campaign Summaries



Much like the website analytics show, most people are viewing the email campaigns from a desktop (94%) vs. a mobile device (6%).

Future Goals: Increase click rates on emails and track specific open/click rates by content.



SOCIAL MEDIA ANALYTICS

ACCCA is building a presence and audience on LinkedIn. As we become more active on this platform, we can see the impact of LinkedIn sending traffic to the ACCCA website.

Notable Highlights:

Number of followers: 1117 - *an increase of 40.6% in the last 90 days*

Follower Demographics - Top 3

- Los Angeles Metropolitan Area = 33%
- San Francisco Bay Area = 21.9%
- Greater Sacramento = 10.3%

Visitor Highlights: 533 page views and 249 unique visitors. *(Analytics are based on the total number of Page Views, unique visitors over time, and unique custom button clicks over time. Unique visitors are calculated daily and are not de-duplicated over multiple days. Data is measured across desktop and mobile for logged in LinkedIn members.)*

Metrics:

- Impressions = 11,597 *(this is the number of times a user sees a piece of content - our impressions are all organic with no sponsored content.)*
- Unique Views = 6,670
- Clicks = 814
- Reactions = 292
- Comments = 9
- Reposts = 10 *(increase of 25% from prior 90 days)*

Future Goals: Increase audience engagement and track reposts, comments and reactions to track trends on what type of content the followers are most drawn to.