



WINE. FOOD. ART.
13-22 MAY

2016 POST EVENT WEB STATISTICS



POST EVENT WEB STATS

FROM 1 MAY TO 31 MAY 2016

Total visitors



24,346

Total sessions



32,437

Avg. time spent



2m 1sec

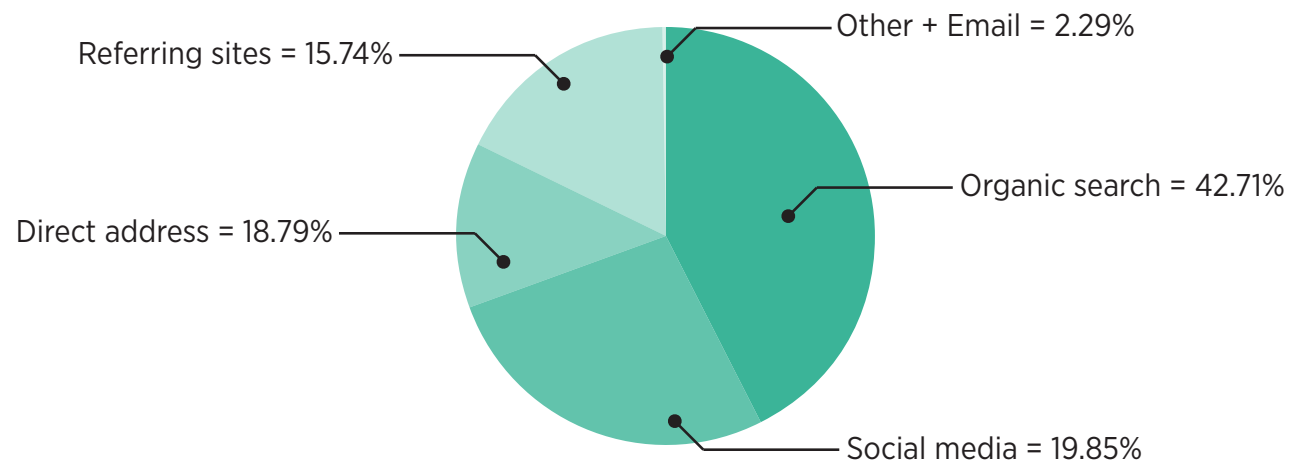
▲ +6.30%

Avg. pages/visit



2.43

✈ How did people land on the site?



WHAT DEVICES WHERE BEING USED?



MOBILE
= 63.77%



DESKTOP
= 29.43%



TABLET
= 6.80%

TOP 10 REFERRING WEBSITES

concreteplayground.com.au	= 20.92%
sydney.com	= 17.91%
weekendnotes.com	= 9.91%
mudgeewine.com.au	= 7.14%
competitions.com.au	= 7.01%
ellaslist.com.au	= 3.73%
competitionsguide.com.au	= 3.18%
lottos.com.au	= 2.34%
visitmudgeeregion.com.au	= 2.02%
dailytelegraph.com.au	= 2.00%

BEST PERFORMING SOCIAL CHANNEL





POST EVENT WEB STATS

FROM 1 MAY TO 31 MAY 2016

2439

ENTRIES FOR THE PYRMONT FESTIVAL COMPETITION, AN **INCREASE OF 144%** ON LAST YEAR... **OR 1,044 PEOPLE!**

30x

PYRMONT BUSINESSES PARTICIPATED

34x

PARTIPIPING MUDGEE REGION FOOD & WINE PRODUCERS



FACEBOOK ADS

BY KLIK COMMUNICATIONS

OVERVIEW

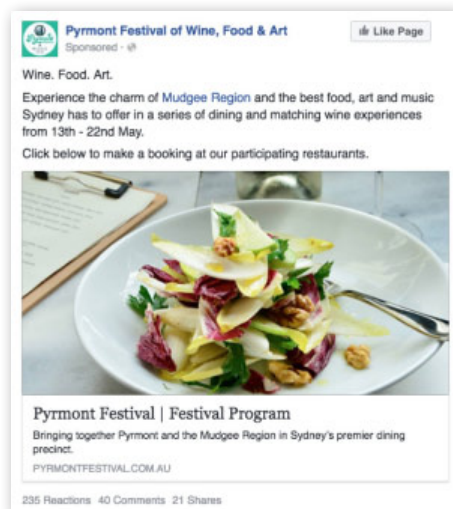
Our boosted posts performed extremely well on Facebook, with very low costs per engagement and costs per website clicks.

Out of the two posts, the Main Festival post outperformed the Dining Experience post, reaching almost 60K people and generating 76.7K impressions. We drove 801 website clicks from this post and it was shared by almost 100 people. Facebook rated the post 9/10 for relevancy, confirming that our target audience responded very strongly to the content.



POST 1: DINING EXPERIENCE

Reach:	37,137
Impressions:	51,503
Cost per engagement:	20 cents
Post reactions:	235
Comments:	40
Shares:	21
Website link clicks:	640
Cost per website click:	30 cents
Relevancy score:	8/10



POST 2: MAIN FESTIVAL

Reach:	59,297
Impressions:	76,734
Cost per engagement:	12 cents
Post reactions:	593
Comments:	141
Shares:	98
Website link clicks:	801
Cost per website click:	25 cents
Relevancy score:	9/10





PR SUMMARY

BY KLIK COMMUNICATIONS

SUMMARY

PRINT CLIPS	34	READERSHIP 1,738,292
ONLINE CLIPS	69	REACH 8,613,674

klick
communications