



Publito Presents

YOUR COMPANY'S DIGITAL ASSETS REPORT

OCTOBER 2017| ATHENS| 10.00 AM

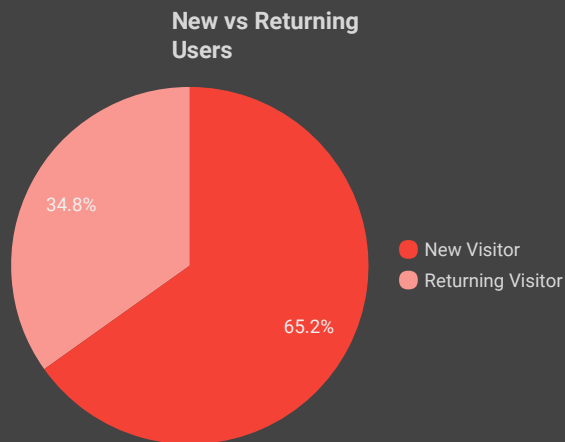
watch your report live at the following [link](#)

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GENERAL OVERVIEW

Cards used in the opening section offer a quick and brief overview of the period's performance. You have the option between comparative data and non-comparative.



It is possible to use pie charts to compare certain segments such as new vs returning users during a set period of time.

Sessions
55,719
↓ -17.0%

Pages / Session
2.3
↑ 9.6%

Users
40,446
↓ -18.9%

New Users
34,108

Avg. Session Duration
00:02:23
↑ 15.7%

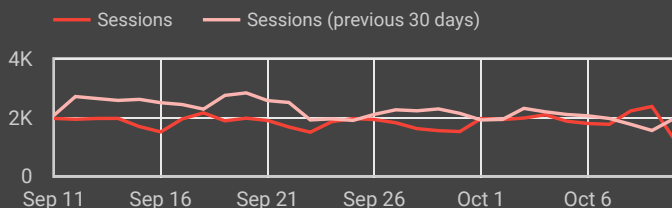
Avg. Page Load Time
14.43

Unique Pageviews
85,270
↓ -13.6%

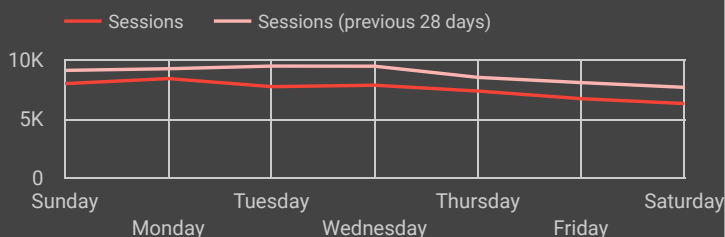
Pageviews
128,237
↓ -9.1%

Bounces
28,460

Bounce Rate
54.27%



A Month in Retrospect: a comparative visual representation of the website's performance between two months



Time Series Graphs provide a visual representation-comparative or non-comparative- of key metrics during the course of a given period.

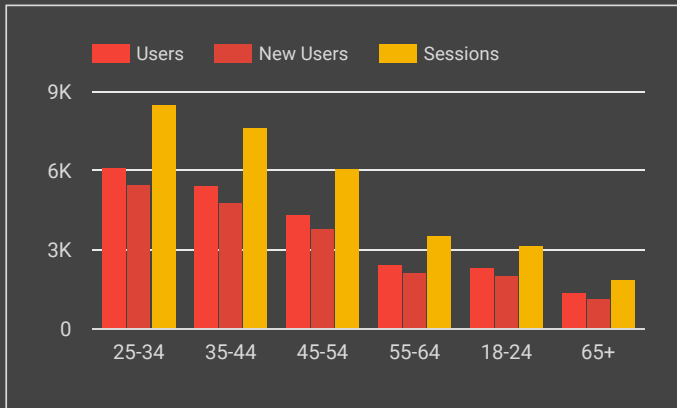
The metrics which may be analysed are the following: sessions, bounce rate, bounces, hits, avg session duration, and session duration.

One could also choose an analysis for the same key metrics but from a different time dimension such as: *minute, day of the week, hour of day, month of the year or year*. To use the latter two, we would have to wait for at least 12 months from the site launch in order to have any valuable insights.

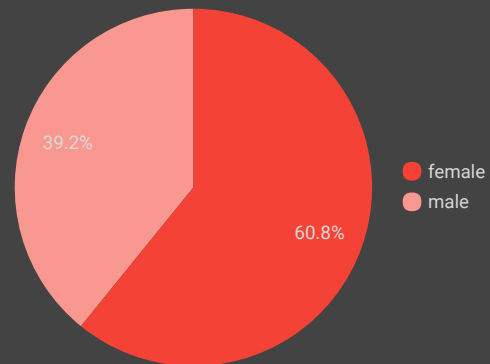


DEMOGRAPHICS OVERVIEW: A MONTH IN RETROSPECT

Age



Gender

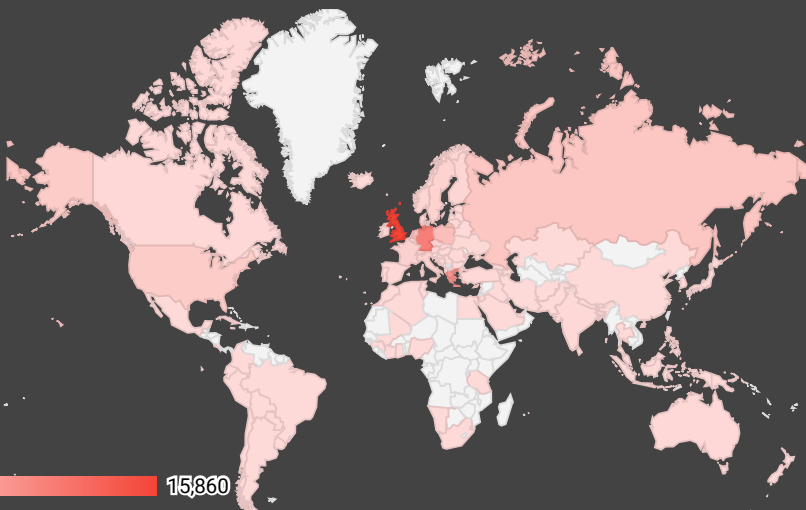


Audience Interests

	Affinity Category (reach)	Sessions ▾	Users	New Users
1.	Travel/Travel Buffs	24,207	16,940	14,740
2.	Media & Entertainment/TV Lovers	18,966	13,512	11,910
3.	News & Politics/News Junkies/...	18,143	12,823	11,280
4.	Food & Dining/Cooking Enthusia...	17,590	12,615	11,063
5.	Media & Entertainment/Book Lo...	17,180	12,157	10,626
6.	Shoppers/Value Shoppers	16,637	11,808	10,377
7.	Travel/Travel Buffs/Beachbound...	16,571	11,363	9,724
8.	Sports & Fitness/Health & Fitnes...	15,893	11,461	10,116
9.	Lifestyles & Hobbies/Business P...	15,825	11,277	9,885
10.	Lifestyles & Hobbies/Green Livin...	15,583	11,214	9,841

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Knowing your audience is crucial to promoting your brand. Audience age groups, gender, interests, geographical location, language and so on are fluid characteristics that adjust and change on a regular basis and consequently need to be constantly addressed.



The map on the left highlights the countries which bring you website the most traffic.

TECHNOLOGY OVERVIEW: A MONTH IN RETROSPECT

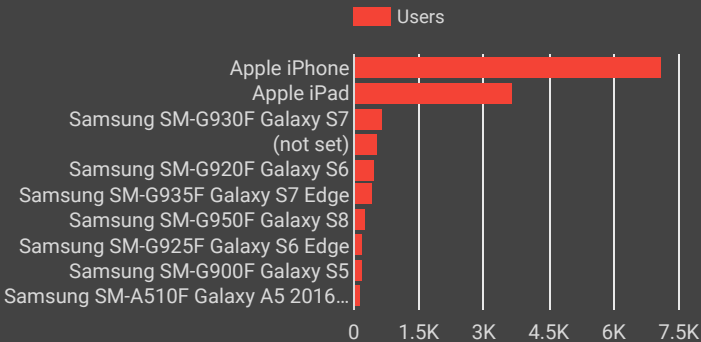


Browsers

	Browser	Users ▾	New Users	Sessions
1.	Chrome	14,098	12,604	19,731
2.	Safari	11,546	10,237	16,641
3.	Firefox	3,689	3,339	4,681
4.	Internet Expl...	3,357	3,013	4,127
5.	Samsung Int...	1,905	1,674	2,822
6.	Edge	1,300	1,139	1,712
7.	Android Web...	849	824	941
8.	Safari (in-app)	772	759	820
9.	Opera	191	181	268
10.	Android Bro...	136	128	209

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Mobile Devices Used



A technology overview of our audience gives valuable insights regarding behavior, financial status and preferences.

By combining demographics and tech, we can reach more precise conclusions on client audiences: ex. that a typical client customer is **a Chinese man, uses a desktop or mobile, is between 25-44, a travel buff who prefers iPhones.**

Moreover, we notice the following:

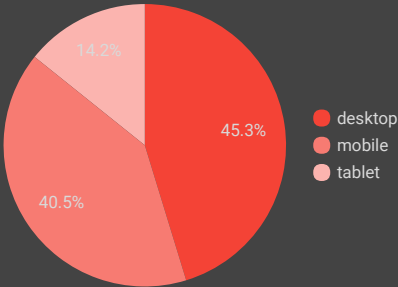
- audiences coming from desktops primarily use Chrome
- there is a **higher bounce rate** from users entering the website from mobile devices. These users view **less pages per session** and tend to spend **less time** on the website
- the number of desktop vs mobile users is almost equal.

Acquisition and Behavior Breakdown by Device Category

Device Category	Sessions ▾	% New Sessions	New Users	Pages / Session	Bounce Rate	Avg. Session Duration
desktop	23,739	67.69%	16,0...	2.61	48.57%	00:02:52
mobile	21,234	64.04%	13,5...	1.93	61.98%	00:01:40
tablet	7,470	60.28%	4,503	2.39	50.48%	00:02:55

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Type of Device Used to Access your Website





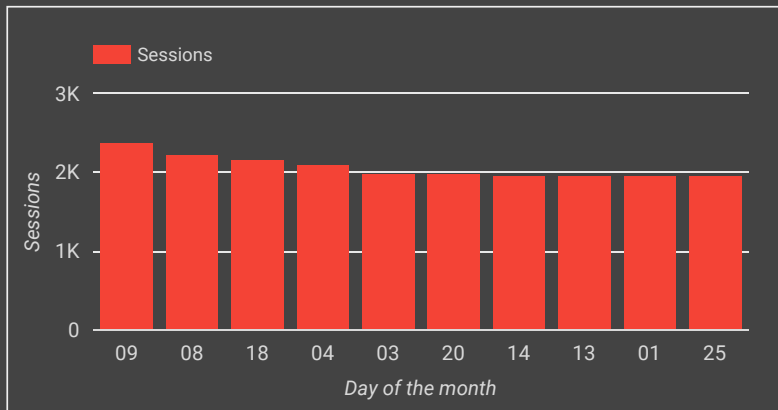
TRAFFIC OVERVIEW

Channels Bringing Traffic to your Website

	Acquisition Channel	Sessions ▾	% Δ	Avg. Session Duration	% Δ	Bounce Rate	% Δ
1.	Organic Search	30,355	-9.2% ↓	00:02:27	5.8% ↓	51.8%	-2.7% ↓
2.	Direct	18,225	-22.9% ↓	00:02:26	29.2% ↓	56.89%	-7.4% ↓
3.	Referral	2,030	-17.3% ↓	00:02:00	7.6% ↓	53.45%	3.9% ↓
4.	Social	1,209	-38.7% ↓	00:00:44	-6.1% ↓	73.7%	8.2% ↓
5.	Paid Search	330	102.5% ↑	00:00:52	30.7% ↓	73.33%	-4.4% ↓

The channels leading traffic to your website can be analysed in terms of sessions or users; if required, they can be juxtaposed to the previous period.

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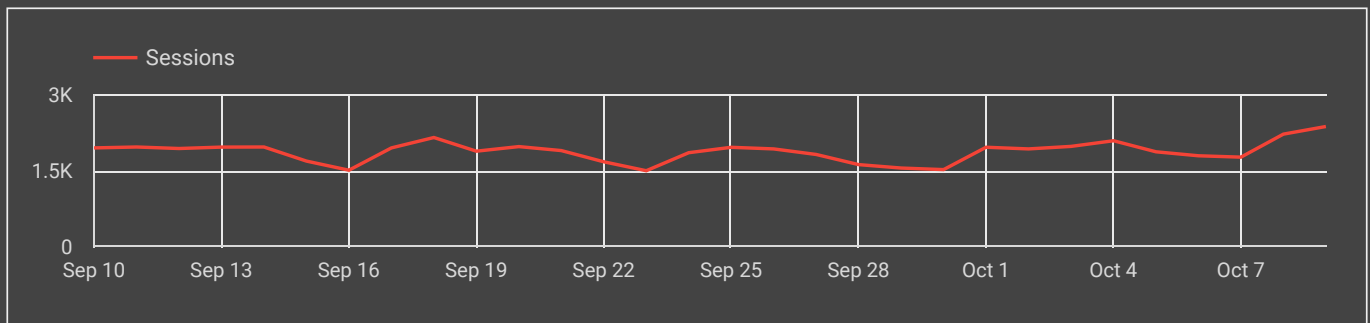


	Hour	Sessions ▾
1.	10 PM	3,698
2.	9 PM	3,498
3.	3 PM	3,415
4.	6 PM	3,378
5.	8 PM	3,347
6.	5 PM	3,264
7.	4 PM	3,237

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In the following graphs and pie chart, we examine traffic by date and weekday

- The most popular day was the **9th of October**.
- 10 p.m. is the time when there is most traffic and 3 a.m. when there is least.**





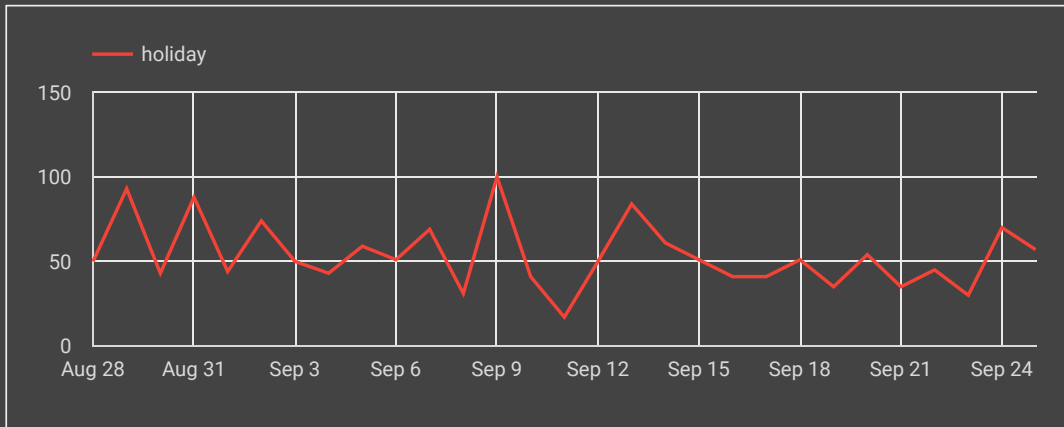
TEST CAMPAIGN RESULTS: ISRAEL

Using AdWords, we've run test campaigns for target audiences such as the UK, Germany, Russia & Israel. After the campaigns have been running for some time - usually a month- we start gathering valuable insights and data that help us find ways to best approach these audiences and ultimately, turn them into bookings.

For the purpose of this report, we use data on Israel.

In this section we also include, when applicable, surprising correlations to examine how we can turn leads into prospects.

Israel: Holiday Searches

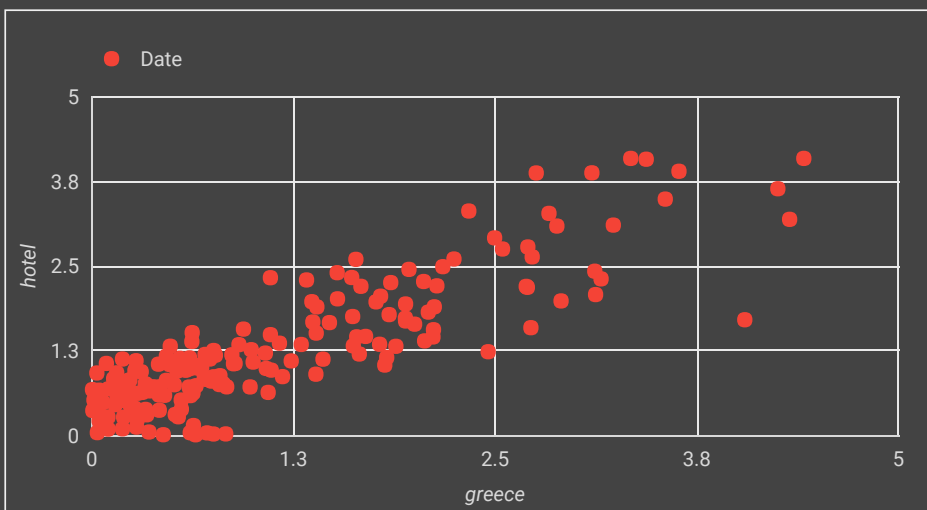


We notice that visitors from Israel make rather general keyword queries.

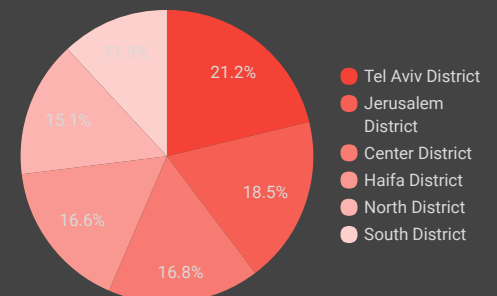
Bear in mind that we are no longer in the peak season and that people are less interested in holiday destinations.

Holiday searches have taken a downward turn.

The degree of searches made by Israelis on "Greece" greatly correlates with the search term "hotel" (see scatter diagram on the left). We find that the keyword "hotel" has around 60,500 average monthly searches from Israel (in the course of a year) with low competition and an estimate of an average cost per click at \$X.Y euros per user.



Areas Most Interested in Queries: Greece



SOCIAL IMPACT: FACEBOOK*



Facebook offers various valuable insights, such as page and post metrics and demographics.

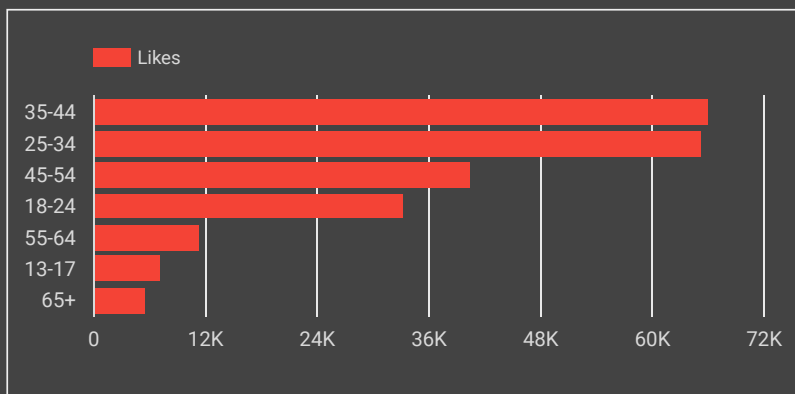
Facebook remains our primary social media focus since it is the most widely used medium. However when looking into FB insights, one must be cautious since, although it offers some valuable outcomes, FB users tend to represent themselves as they would like to be seen.

From Likes to Reach, Negative Feedback to Impressions and Engagement to Demographics -which we will examine more closely in the following Page- FB offers important metrics.

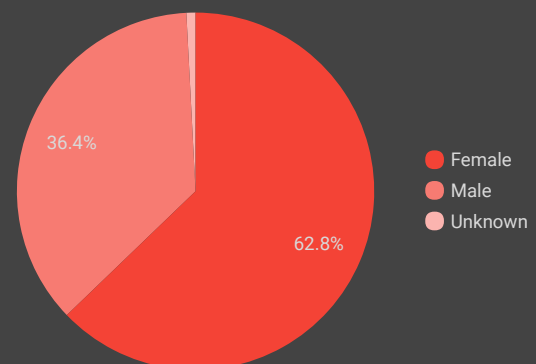
Total Post &
Page Likes

247,039

Likes by Age Group

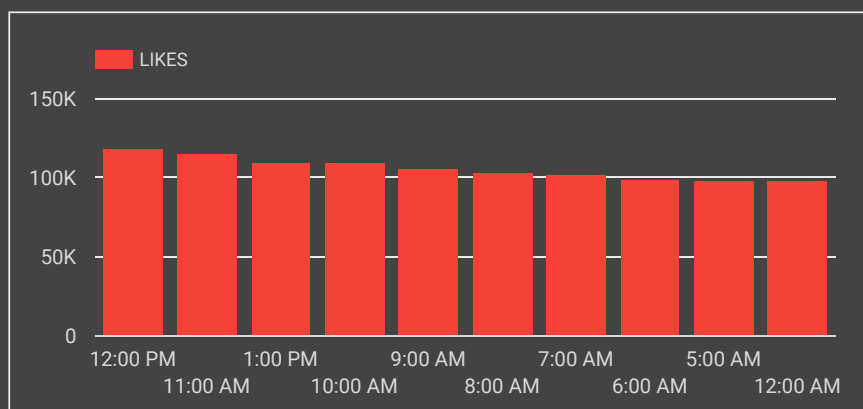


Likes by Gender



When it comes to analysing Facebook demographics, various different options are available. We have presented likes by age group and likes by gender. These metrics can be replaced if desired by reach, age group or gender.

We see from the graphs above that similarly to your website's audience FB visitors are primarily female; the top age group liking your website's FB here too is 25-44.



The chart at the left is pretty well balanced with the peak coming at around 12:00 PM.

* Different social media analytics are provided upon request.



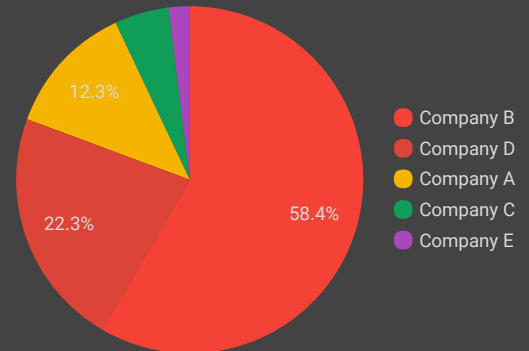
COMPETITOR ANALYSIS

Total Website Visits

	Domain	Visits ▾	Avg. Daily Visits	Pages/Visit
1.	Company E	307,800	10,993	3.41
2.	Company C	77,600	5,000	3.73
3.	Company A	31,600	5,000	1.12
4.	Company D	18,800	5,000	6.73
5.	Company B	5,600	5,000	2.24

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Global Rank



Competitor analysis offers us valuable comparative insights regarding other companies in the industry.

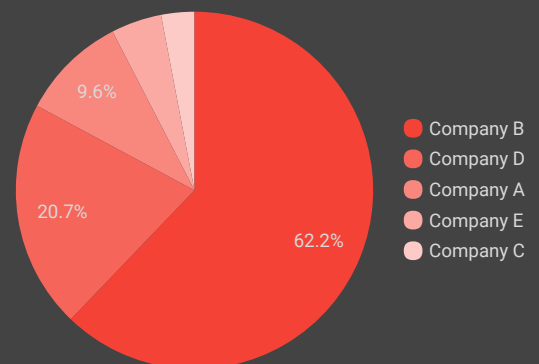
We can compare metrics such as website traffic, ranks and traffic share.

Other data such as traffic sources, keywords, social impact, country ranks and so on are also available.

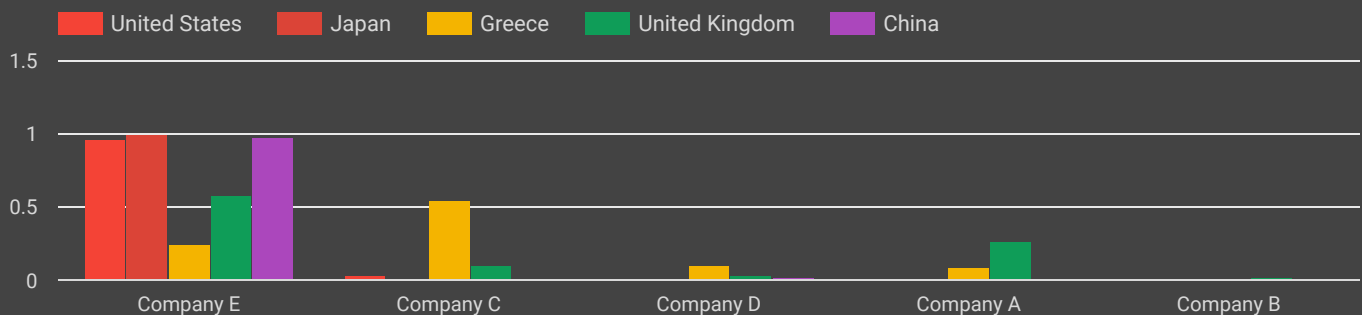
Metrics such as loading speed and responsiveness can be measured as well.

We can also choose to run a thorough analysis of a competitor of our choice.

Category Rank



Traffic Share by Country





[Contact us](#) for a full breakdown on how we can get from data warehousing to valuable insights, including information about the type of sources and tools we use.

WHY SHOULD YOU OUTSOURCE YOUR ANALYTICS?

Innovation is hugely time-driven. It requires the right infrastructure, skill set and mindset to get it done—on time

- Outsourcing data analytics offers more flexibility
- Outsourcing data analytics allows you to be free of unplanned stressors on a daily basis when it comes to overseeing in-house operations
- Outsourcing data analytics allows you to have global, world-class experts using state of the art and always updated tools
- Third-party validation is a huge advantage
- Outsourcing providers are able to offer both horizontal and vertical solutions packaged in a variety of configurations.

We hope that this report has been insightful and helpful.

We look forward to your comments and suggestions.

These reports are here to help you and we're here to make this happen.

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