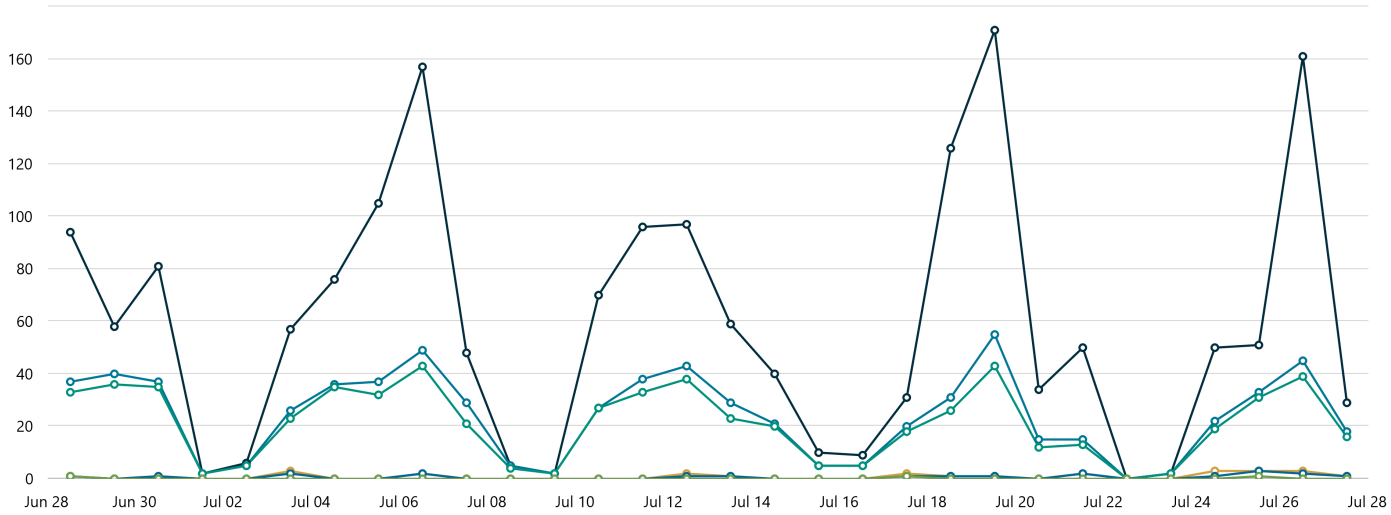
Social Pinpoint Demo

Report Type: Sitewide
Date Range: 28-06-2023 - 27-07-2023
Exported: 27-07-2023 13:15:51

Performance Summary
Information regarding key visitation and utilisation metrics for your Site or projects.



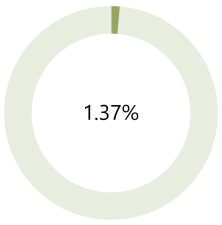
1,777 Views	729 Visits	471 Visitors	26 Contributions	14 Contributors	1 Followers

Views - The number of times a Visitor views any page on a Site.
Visits - The number of end-user sessions associated with a single Visitor.
Visitors - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day.
Contributions - The total number of responses or feedback collected through the participation tools.
Contributors - The unique number of Visitors who have left feedback or Contributions on a Site through the participation tools.
Followers - The number of Visitors who have 'subscribed' to a project using the 'Follow' button.

Conversions

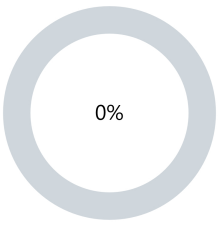
Information regarding how well your engagement websites converted Visitors to perform defined key actions.

Feedback



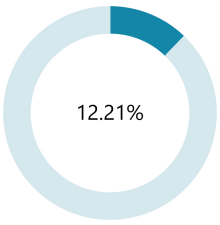
Percentage of visits where at least **1 contribution** was made.

Attention



Percentage of visits that lasted at least **1 active minute**.

Actions



Percentage of visits where at least **2 actions** were performed.

Participation

Information regarding how people have participated in your projects and activities.

Contributions by Activity
Contributions by Activity is a breakdown of contributions across each tool

Activity	Contributions	%
Social Map	11	42.31%
Quick Poll	8	30.77%
Form	5	19.23%
Forum	1	3.85%
Fund It	1	3.85%

Top Activities
Top Activities is the top 5 tools that received the highest contributions

Activity	Page Name	Contributions	Contributors
Social Map	Social Map	11	8
Quick Poll	Quick Poll	7	7
Form	Form	5	1
Quick Poll	Quick Poll	1	1
Fund It	Fund It	1	1

Projects

The current number and status of your Site's projects (e.g. engagement websites)

Project Status

110
Total Projects

66	13	31
Open	Active	Closed

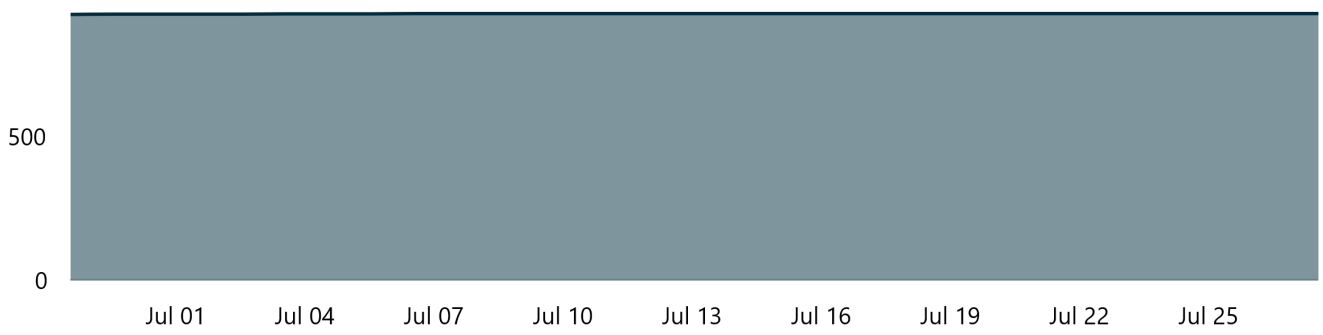
Top Visited Projects
Top Visited Projects is the top 5 projects the received the highest visits

Project Name	Visitation %	Visits	Visitors
Children's art competition	22.4%	99	91
Social Map	14.71%	65	55
Fund It	13.57%	60	45
Activity centre revitalisation	10.18%	45	39
Gather	8.6%	38	31

People

Information regarding who has participated in your projects and activities.

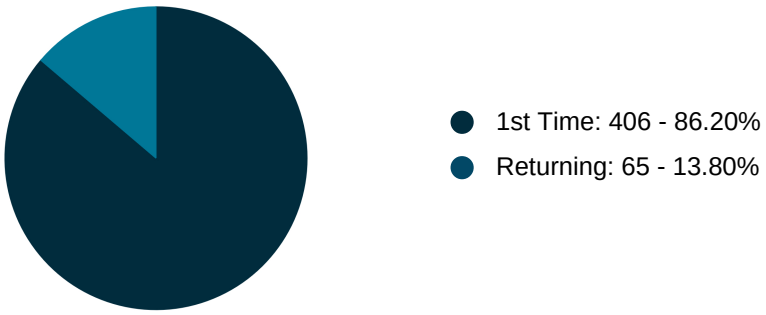
Membership Activity
Membership Activity is the total, new and returning members over the selected period.



927	3	0
Total Members	New Members	Returning Members

Total Members - The total number of registered Members.
New Members - The number of Members who have registered within the specified reporting date range.
Returning Members - The number of existing Members who have returned within the specified reporting date range.

Visitor Profile
Visitor Profile is a comparison between new visitor and returning over the selected period



First Time - The number of Visitors that are visiting a Site for the first time within the reporting date range.
Returning - The number of Visitors that have made more than one Visit to a Site within the reporting date range.

Acquisition

Information regarding the method by which Visitors arrived to your Site or projects.

Referral Types
Referral traffic is the segment of traffic that arrives on your website through another source, like through a link on another domain.

Direct - Visitors who have arrived at a Site by entering the exact web address or URL of the page.
Search Engine - Visitors who have arrived at a Site via a search engine. Such as Google, Yahoo, etc.
Websites - Visitors who have arrived at the Site after clicking a link located on an external website.
Social Media - Visitors who have arrived at a Site by clicking a link from a known social media site such as Facebook, Twitter, LinkedIn, etc.
Campaigns - Visitors who have arrived through a campaign (using a UTM). See your email campaign report for more details on campaigns sent from this platform.

Downloads

Information regarding your downloads, the total set of unique documents downloaded, total downloads of all files, and your top downloads.

856
Total Documents

28
Total Downloads

Top Downloads
Top file downloads in your selection, ordered by the number of downloads.

File Title	File Type	Downloads
HiVE_Feedback_Tool_Comparison.pdf	PDF	6
Terms of Service.pdf	PDF	5
The_HiVE_-_Information_Pack_2021.pdf	PDF	3
Test document.docx	DOCX	3
cpgraffiti.pdf	PDF	3

Email Campaigns

Information regarding your email campaigns, your total campaigns, the total number of recipients, and your top campaigns by click-through rate (clicks as a percentage of total recipients).

0
Email Campaigns Sent

0
Total Recipients

0%
Click-through Rate

No Data Available