



# MRS. GREEN'S WORLD<sup>SM</sup>

## Quarterly Report

Q2 April – June 2018

Media	Total/Avg. for Quarter
<b>Web Stats</b>	
• Visitors	6,251 (131.7% ^)
• Pageviews	8,858 (33.9% ^)
• Sessions by Location (AZ / US/ International)	1,734 / 5,373/ 878
• New Visitor/Returning Visitor	74.5%/25.5%
• Bounce Rate *	87.54%
<b>Show Listenership</b>	
• Podcast Listens	175,049 (12.3% ^)
<b>Newsletter</b>	
• Subscribers**	5,195 (1.2% ^)
• Open rate	12.7% avg.
<b>Twitter</b>	
• Followers	3,703 (.33% ^)
<b>Facebook</b>	
• Page Likes	7,328 (3% ^)

Media	Total/Avg. for Quarter
<ul style="list-style-type: none"> <li>Facebook Impressions</li> </ul>	169,909
<ul style="list-style-type: none"> <li>Top Facebook post (measured by engagement)</li> </ul>	June 1 <sup>st</sup> Kathryn Hayhoe Climate solutions podcast post
<ul style="list-style-type: none"> <li>Facebook Demographics (Gender and Age)</li> </ul> <p>*This quarter the overall trend was a slight increase in engagement with older demographics and a decrease in engagement with younger demographics. Overall the change was very small.</p>	Females 78%, Males 22%  19.2% – 65+ 20.9% – 55-64 19.8% – 45-54 19.5% – 35-44 15.5% – 25-34 5% – 18-24 0.1% – 13-17
<b>YouTube</b>	
<ul style="list-style-type: none"> <li>Video Views / Subscribers</li> </ul>	19,528 total views (1.8% ^) 92 subscribers
<b>LinkedIn</b>	
<ul style="list-style-type: none"> <li>Connections</li> </ul>	3,243 (2.5% ^)
<b>Pinterest</b>	
<ul style="list-style-type: none"> <li>Followers</li> </ul>	1,849 (.2%^)
<b>Instagram</b>	
<ul style="list-style-type: none"> <li>Followers</li> </ul>	Insufficient data
<b>Google+</b>	

Media	Total/Avg. for Quarter
• Followers	163 (239.5%^)
<b>Events &amp; Presentations</b>	
<ul style="list-style-type: none"> <li>• Number of Events Attended</li> <li>• Number of Attendees at Events</li> </ul> <p><b>Event Highlights:</b>  Planet Forward  Scale-Up  CEDO Board Meeting  Women’s Foundation Luncheon  Agave Fest  Pachamama Global Gathering  Chapman Pet Adoption Event  MGW Workshops @ The Core at La Encantada  Sustainable Living Forum</p>	<p style="text-align: right;">17 total 1,945 total</p>

\*Bounce Rate - is the number of visits in which a person leaves your website from the landing page without browsing any further. After further research, I actually think the fact that we have relatively high bounce rates is ok. I think most site users are there to listen to a specific podcast or read a specific blog – and then they move on – which would lead us to have a high bounce rate. Ultimately, we want to give a reason to stay and look around, but that will be a work in progress. The important thing is that they’re their in the first place. THIS METRIC WILL NOT BE A PART OF THE REPORT WE RELEASE TO THE PUBLIC. Without an understanding of the aforementioned – I think this metric is out of context and makes no sense.