

IEEE 802 ANNIVERSARY

IEEE SA Campaign Performance as of 3-6-2020



WEBPAGE: BY THE NUMBERS

	As of 3/6/20	Week 3 - As of __	Week 4 - As of __
Page Views	906		
Avg Time on page	2:27		
Form Submissions	5		
Total Clicks	374		
Click-Through rate	41.28%		

WEBSITE: USER JOURNEY

Where they came from:

- Most users came from visiting the Standards website
- Other users primarily came from Newsletters and Social Media
- The rest came from direct links and other sources

What they did while here:

- Most users visited the Standards homepage after visiting the 802 page
- Nearly the same amount of users interacted with the 802 page and the associated bio page
- The rest visited a variety of web pages across the Standards Association website

Where they dropped off:

- Most users left the 802 page directly
- A smaller subset of users left from the Standards homepage
- The rest were a variety of web pages across the Standards Association website

SOCIAL MEDIA

2/26-3/6	Facebook	Twitter	LinkedIn	Totals
Number of posts	3	3	3	9
Engagement (Likes/Shares/ Comments)	37	59	51	147
Engagement Rate	.02% (Industry Benchmark .09%)	.011% (Industry Benchmark .07%)	1.93% (Industry Benchmark .204%)	N/A
Reach/ Impressions	5,069	4,297	734	10,100

THANK YOU
