



Appendix 1 Website, Social Media, and Email Analytics

January 2015–December 2015 Analytics

User Profiles

New visitor: 67%

Returning visitor: 33%

Country

US: 50%

UK: 6%

India: 5%

France: 4%

Canada: 2%

Australia: 2%

Kenya: 1%

Indonesia: 1%

Brazil: 1%

Germany: 1%

Language

English: 82%

French: 6%

Spanish: 3%

Portuguese: 1%

User behavior stats

Source

Organic Search: 45%

+ 53% year-over-year

Once on the website, users exhibit Moderate engagement, which is an average # of pageviews and time on page

Direct: 35%

+ 79%

Once on the website, users exhibit Very High engagement, which is more than average # of pageviews and time on page



Referral: 18%

+40%

Once on the website, users exhibit High Engagement, which is more than average # of pageviews and time on page

Social Media: 2%

+33%

Once on the website, users exhibit Low engagement, which is less than average # of pageviews and time on page

Email 1%

+1,444% (9 vs. 139 sessions year-over-year)

Once on the website, users exhibit Low engagement, which is less than average # of pageviews and time on page

Landing pages

Hotspots landing page: 30%

Homepage: 15%

Grants/Calls for Proposals: 6%

Other: 49%

Most visited sections

Any Hotspots page: 63%

Any Region page: 11%

Any Grants page: 7%

French site: 4%

Japanese site: 1%

Click events (Sessions with events: 14%, +46% year-over-year)

Google Translator: 56%, + 75%

Project Database: 37%, +23%

Download: 6%, +1%

Mail: 1%, + 363%

Outbound: 1%, + 36%

User technical stats

Browser

Chrome: 52%

Safari: 17%

Firefox: 13%

IE: 12 %



OS

Desktop: 81%
+ 39% year-over-year
Windows: 60%
Mac: 15%
Mobile: 19%
+ 112% year-over-year
iPhone: 11%
Android: 6%

Screen resolution

Desktop: 81%
1366x768: 32%
1280x800: 9%
1920x1080: 8%
1440x900: 7%
1280x1024: 5.5%
1600x900: 5%
Mobile: 19%
768x1024: 3.5%
360x640: 3%
320x568: 3%
375x667: 2%

January 2016–September 2016 Analytics

User Profiles

New visitor: 67% (72,549)
Returning visitor: 33% (34,888)

Country

US: 53% (57,327 sessions)
UK: 6% (6,109)
India: 5% (5,031)
France: 3% (2,845)
Canada: 2% (2,391)
Australia: 2% (1,937)
Kenya: 1% (1,377)
Brazil: 1% (1,299)



Philippines: 1% (1,192)
Germany: 1% (1,143)

Language

English: 83%
French: 5%
Spanish: 2%
Portuguese: 1%

User behavior stats

Source

Organic Search: 49%
+ 49% year-over-year
Moderate engagement (average # of pageviews and time on page)
Direct: 32%
+ 53%
Very High engagement (more than average # of pageviews and time on page)
Referral: 14%
-1%
High Engagement
Social Media: 6%
+355%
Low engagement (less than average # of pageviews and time on page)
Email 1%
+1,444% (9 vs. 139 sessions year-over-year)
Low engagement

Landing pages

Hotspots landing page: 30%
Homepage: 15%
Grants/Calls for Proposals: 6%
Other: 49%

Most visited sections

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Digital Products Performance Indicators

Website

Benchmarks: 11% increase in website visitors per month in 2014

2015 performance: 55% increase

Jan-Jun 2016 performance: 44% increase

Goal: 15% increase

Notes: Publication of hotspot pages is largely responsible for significant growth in 2015; Increase in email volume will drive further growth

Email

Benchmarks: 11% open rate, 5.4% click through rate

2015 performance: 26% OR, 5.4% CTR

2016 performance: 38% OR, 26% CTR

Goal: 27% OR, 6% CTR

Notes: Increases in email volume may exert negative pressure on response rates, while increasing overall engagement. New ConstantContact format and very targeted emails most likely account for the excellent CTR.

Blog/Our Stories

July–December, 2015: 23% year-over-year increase in unique pageviews

Goal: 20% increase in unique pageviews

Notes: Our Stories section of website was launched July 2014.

Video

2015 performance: Videos have received 100–200 views

2016 performance: “Western Ghats” has 522 views, “Endemic Species” has 553, and “Am I Eligible” has 1,092. Other videos have an average of 128 views.

Goal: 300 views in first year for new videos

Notes: Dedicated emails and use of video at events will help drive increase in views

Social Media

Benchmarks: 42% increase in Facebook fans, 2013 vs. 2014; 37% increase in Twitter fans, 2013 vs. 2014

2014 vs 2015: 70% increase in Facebook fans; 172% increase in Twitter fans

2015 vs 2016: 25% increase in Facebook fans; 39% increase in Twitter fans

Goal: 40% increase in Facebook fans; 30% increase in Twitter fans

Notes: 2015’s rapid growth on Facebook and Twitter reflects the transition from fledgling efforts to a more mature social media practice. A slower pace of growth is anticipated moving forward.