

# Mushrooms Council

## October Social Activity Report

October 2015: Media Impressions and Metrics*				
Program	October 2015 Impressions	% of October 2014 Impressions	2015 Total Impressions	% of 2014 Impressions To Date
Social	551,750	13.5%	36,975,226	31%

Online Assets	October 2015
<b>Twitter</b>	
Twitter Impressions	46,570
Twitter Followers	7,187
Monthly Follower Growth	88
<b>Facebook*</b>	
Facebook Impressions	261,968
Facebook Fans	198,207
Monthly Fan Growth	1,704
<b>Pinterest</b>	
Pins from Profile Impressions	57,720
Repins from Profile	337
Pins from MushroomInfo.com Impressions	213,292
Repins from MushroomInfo.com	1,035
Pinterest Followers	10,982
Monthly Follower Growth	-177
Repins	1,035
<b>YouTube</b>	
Total Video Views	29,920
Monthly View Growth	2,726
YouTube Subscribers	249
YouTube Subscriber Growth	11
<b>Mushroom Channel Blog</b>	
Unique Monthly Page Views	8,902
<b>MushroomInfo.com</b>	
Monthly Sessions	43,312
Monthly Page Views	95,472
Average Time Spent on Site**	:46
Average Time Spent on Site: Organic	:38
Average Time Spent on Site: Paid	1:05
Percentage of Returning Visitors	14.9%
<b>Newsletter Metrics***</b>	
Number of Subscribers	3,324
Open Rate	23.3%
Click Through Rate	5.3%
Referrals to Mushroominfo.com	264

**Note:** The Digital and Social Media numbers reported in the past nine months were found to be at a discrepancy with the statistics reported by the social/digital channels. Analytics pulled directly from these channels and Google Analytics are now being reported, starting in October 2015. For this reason, many of the numbers (Impressions and Page Views) will see a decline. Additionally, traditional media metrics will be temporarily unavailable while new tracking mechanisms are explored for 2016 implementation. A comprehensive 2015 media coverage report will be completed to include October – December media once the new tracking mechanism is in place.

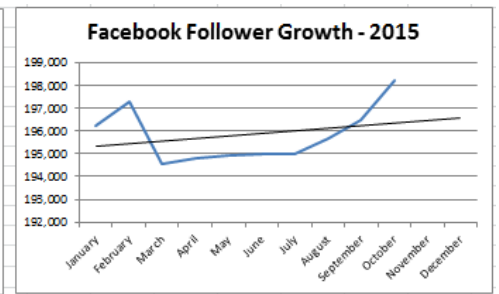
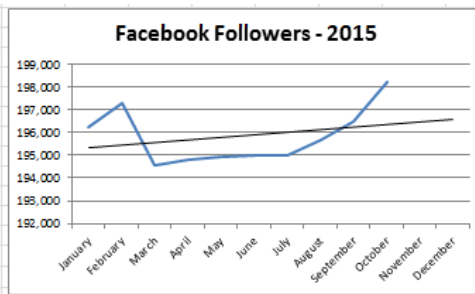
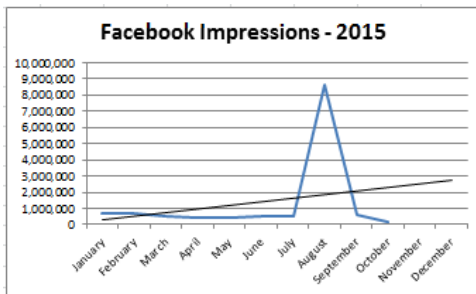
\*Please note that due to Facebook algorithm changes, brands across the spectrum are noticing a decrease in organic and paid reach. We continue to evolve our strategy based on new updates.

\*\* According to Nielsen data, the overall average of time spent on websites is 56 seconds

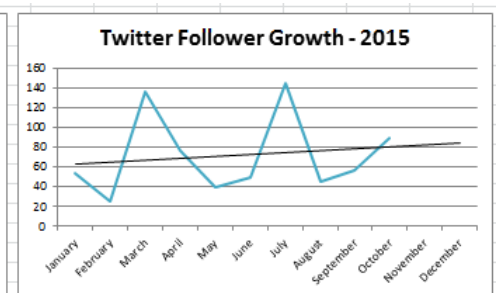
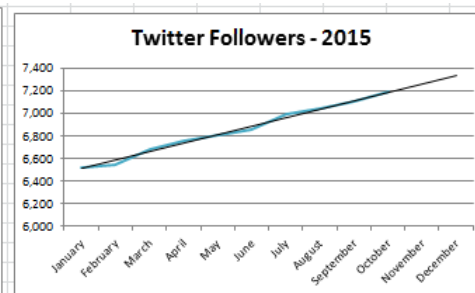
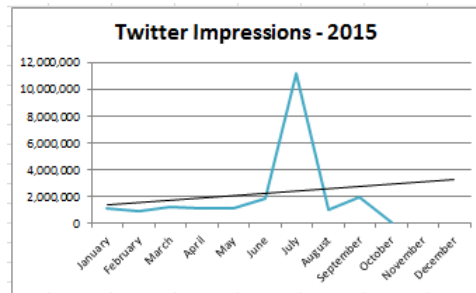
\*\*\* Industry standard newsletter open rates (as of March 2013): 21.7% open rate and 8.3% click-through rate (Source: Epsilon).

# Impressions, Followers and Growth by Social Channel

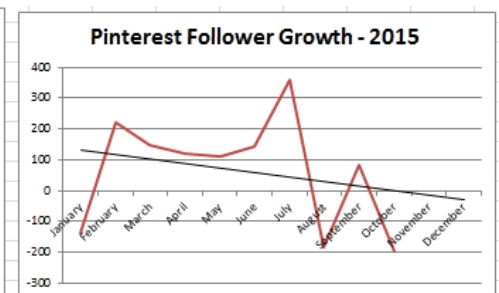
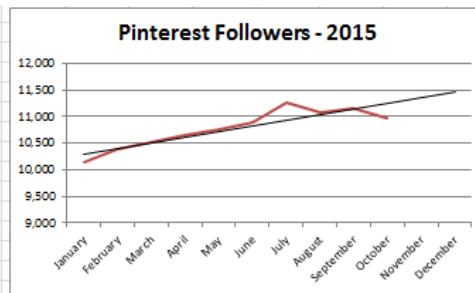
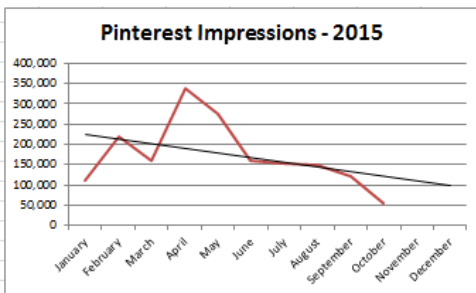
## Facebook



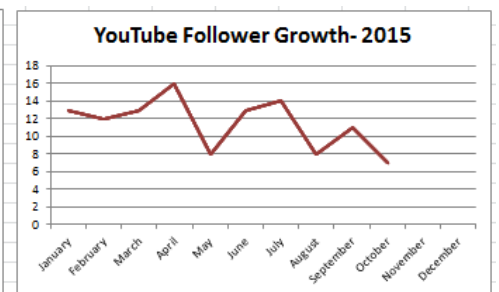
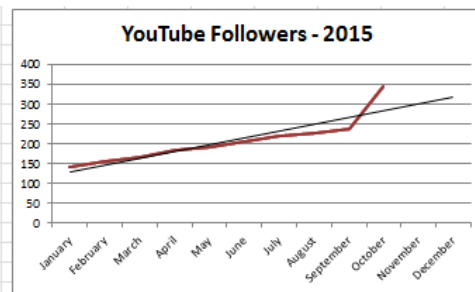
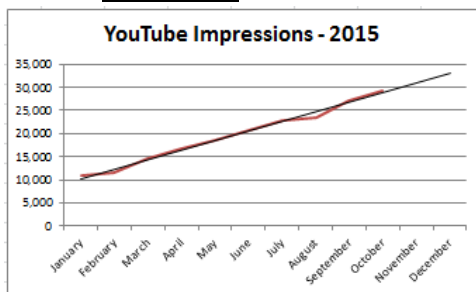
## Twitter



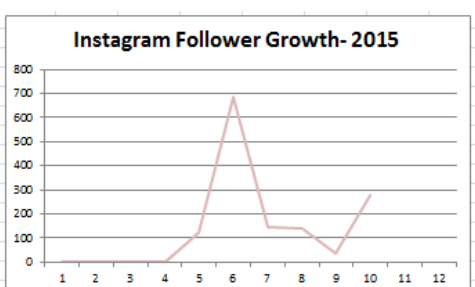
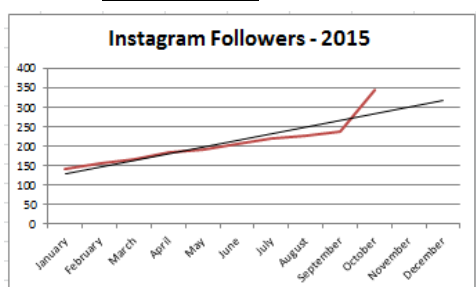
## Pinterest



## YouTube



## Instagram



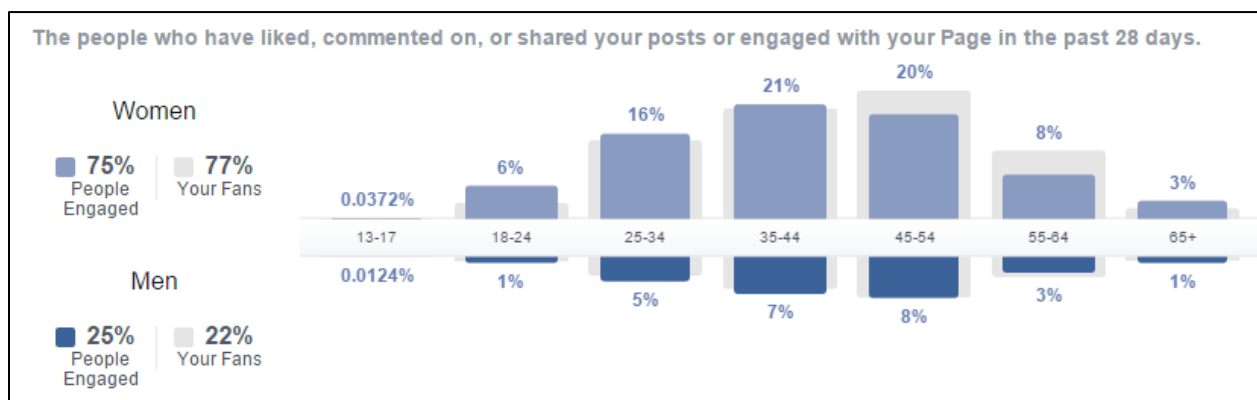
## Facebook

Followers to date: **198,199**

In October, 74% of the people we reached were **females**, and 21% of those females were age 35-44. The top three cities where people saw our posts were **Chicago, New York and Los Angeles**.



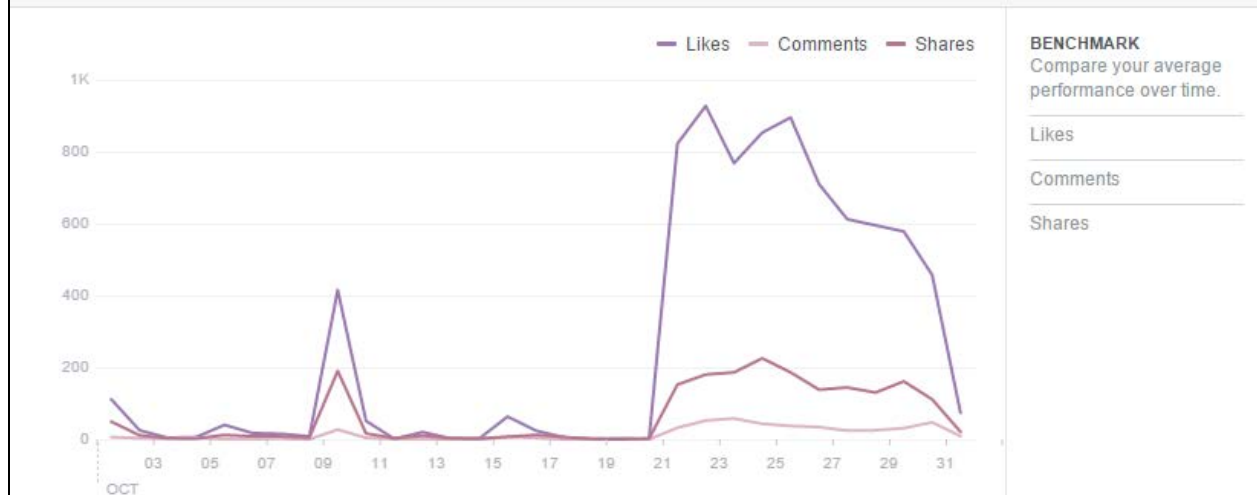
While the chart above illustrates the demographics of our reach, the graph below shows the demographics of the people **who have engaged with our page** (either by liking, commenting, or sharing our posts). 75% of the people who are engaging with our page are females, 21% between the ages of 25-34.



The graph below illustrates the ways our fans engaged with our content during the month of October. “Likes” lead as the preferred method of engagement, followed by shares and comments. Content posted on [October 21st](#) caused a spike in engagement resulting in **6,823 likes, 1,515 shares, and 303 comments**. Followed by peaks on October 23, 24<sup>th</sup> and 25<sup>th</sup>.

## Likes, Comments, and Shares

These actions will help you reach more people.



This post,

<https://business.facebook.com/MushroomChannel/photos/a.76931322597.102235.56835992597/10154248676417598/?type=3> received the **highest organic reach** during the month of October with a **total of 507 Total Likes, 218 Total Shares, 30 Total Comments**, a reach of **11,424**.

### Post Details

Reported stats may be delayed from what appears on posts

**The Mushroom Channel**

Published by Kellie Burch [?] · October 9 at 9:00am · Edited [?] ·

Stuff yourself with mushrooms this fall with these delicious stuffed 'shroom recipes. Check them out here: <http://mushro.ms/1jS934u>

11,424 people reached

Boost Unavailable

**11,424** People Reached

**755** Likes, Comments & Shares

<b>507</b> Likes	<b>386</b> On Post	<b>121</b> On Shares
<b>30</b> Comments	<b>4</b> On Post	<b>26</b> On Shares
<b>218</b> Shares	<b>216</b> On Post	<b>2</b> On Shares

**760** Post Clicks

<b>248</b> Photo Views	<b>156</b> Link Clicks	<b>356</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>3</b> Hide Post	<b>10</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

## **Facebook Promoted Post Report**

### **Post #1: Stuffed Mushroom Contest**

Total Likes: 6,823

Total Shares: 1,515

Total Comments: 303

Total Impressions: 159,848

**Cost: \$500.00**

**Average CPM: \$0.32**

**Cost Per Result: \$0.06**

**The Mushroom Channel**  
Published by Kellie Burch [?] · October 21 at 2:34pm · 🌐

Get excited! Fall has arrived and we're celebrating with a Stuffed Shroom-Off Sweepstakes. Time to get creative and send in your best stuffed mushroom recipes for a chance to win a Cuisinart 8-Cup Food Processor! Enter here: <http://mushro.ms/1kroYH8>

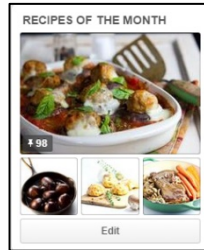


## Pinterest

Followers to date: **10,960**

Featuring various recipes from Mushroominfo.com on Pinterest has resulted in a direct increase in traffic to the Mushroominfo.com recipe database and blog posts. In October, Pinterest referred **1,037** to Mushroominfo.com.

[This pin](#), **Spinach and Mushroom Quiche**, drove **61 visits** to MushroomInfo.com in October and has been **repinned 392 times**.



### RECIPES OF THE MONTH

The Mushroom Channel relies on Pinterest as a source of cross promotion to highlight featured blog post recipes at the start of every month. A [Featured Recipe Board](#) highlights all of our [blogger ambassador recipes](#). New recipes are added every month.

Total Pins: **98**

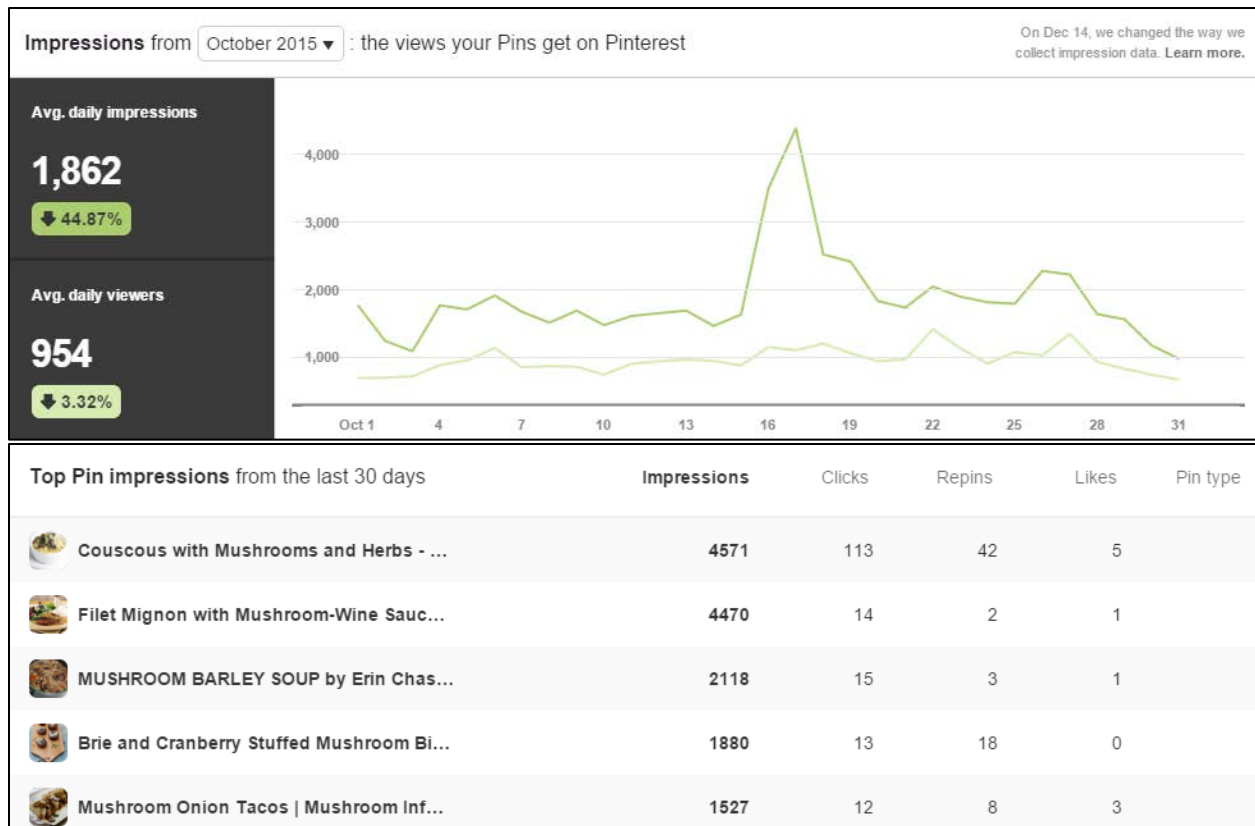
Repins: **3,709 repins** to date

Impression: **9245** for October

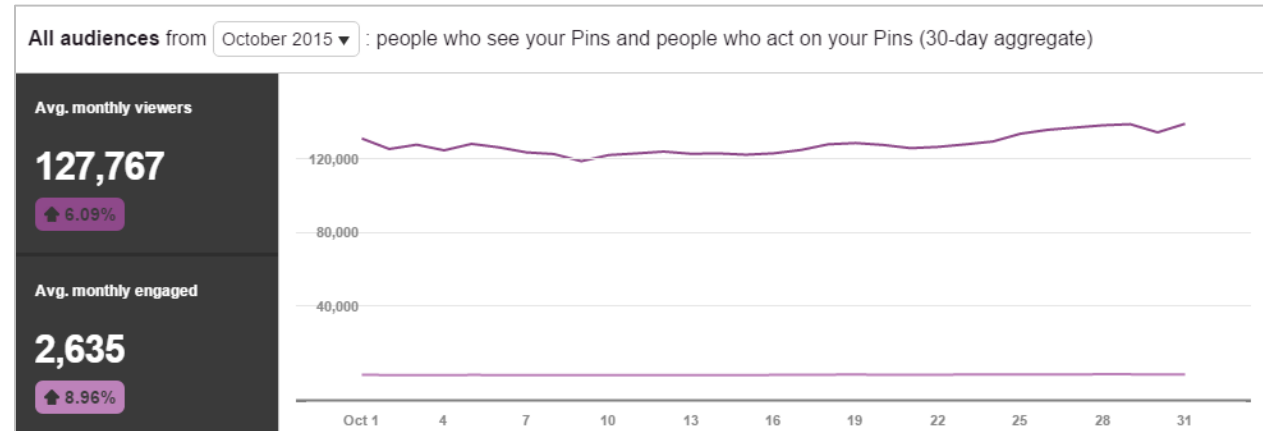
Pinterest's analytics dashboard enables us to see how many impressions our pins make each month, plus average daily viewers. Analytics also gives an overview of your audience including Average Monthly Viewers and Average Monthly Engaged.

### Impressions

The daily average number of times your pins appeared on Pinterest in the main feed, in search results, or on boards.



## Demographic Overview



**Avg. monthly viewers:** The average number of unique impressions of your Pins each month.

**Avg. monthly engaged:** The average number of people who engaged (repinned, clicked, etc.) with your Pins each month.



## Mushrooms on the Menu: Foodservice Posts Shared Across Social

Beyond engaging with consumers, bloggers, and influencers on social media, the Mushroom Council also engaged regularly with restaurants and other foodservice establishments that menu mushrooms.

Throughout October, the Council promoted **4 mushroom foodservice menu** items. Twitter and Facebook have become key social channels for the Council to amplify foodservice promotions and connect with top chains on an ongoing basis.

### Two Ten Jack:

- [Facebook](#)

### Roost:

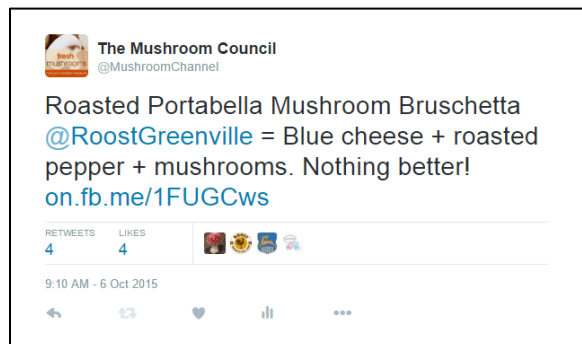
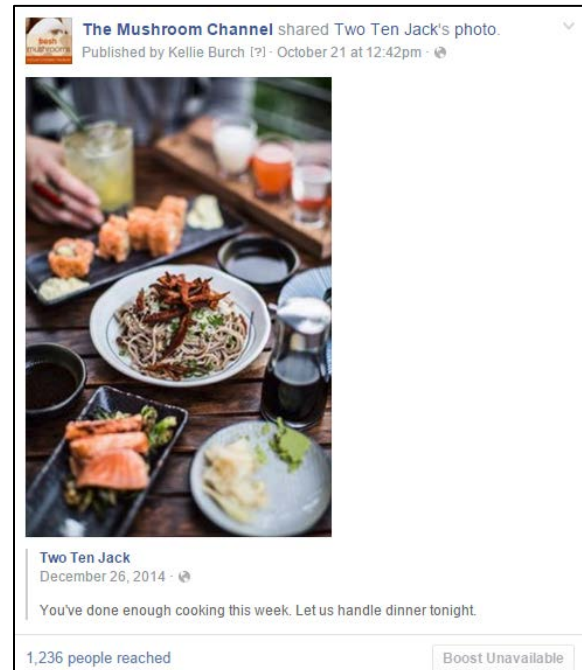
- [Facebook](#)
- [Twitter](#)

### Bernie's Burgers

- [Twitter](#)

### Applebee's

- [Twitter](#)





## Website Sources of Traffic

The following table includes the top 10 sources driving traffic to the Mushroom Council website. Following organic Google searches, paid SEM, and direct visits. For the month of October, **BuzzFeed**, with **3,093 visits** was the largest source of traffic, followed by **Pinterest**, with **1,037 visits**, and **Chez Us** with **670**.

**Buzzfeed.com** drove **3,093 Visits** from three articles.

1. [27 Super Satisfying Low-Carb Dinners](#) (featured our Portabella and Halloumi "Burgers" recipe) totalling **2,555 visits**
2. [27 Better ways to eat Ramen](#) (feature our Spicy Mushroom Miso Ramen recipe) totalling **293 visits**
3. [29 Meatless Meals that aren't Pasta](#) (featured our Portabella and Halloumi "Burgers" recipe) totalling **229 visits**

Source / Medium ?	Sessions ? ↓	Pages / Session ?
	<b>43,312</b> % of Total: 100.00% (43,312)	<b>2.20</b> Avg for View: 2.20 (0.00%)
1. <a href="#">google / organic</a>	17,769 (41.03%)	2.26
2. <a href="#">google / cpc</a>	8,344 (19.26%)	2.65
3. <a href="#">(direct) / (none)</a>	6,092 (14.07%)	2.33
4. <a href="#">buzzfeed.com / referral</a>	3,093 (7.14%)	1.18
5. <a href="#">pinterest.com / referral</a>	1,037 (2.39%)	1.86
6. <a href="#">corp.stumbleupon.com / referral</a>	756 (1.75%)	1.03
7. <a href="#">chezus.com / referral</a>	670 (1.55%)	1.70
8. <a href="#">addapinch.com / referral</a>	463 (1.07%)	1.46
9. <a href="#">bing / organic</a>	388 (0.90%)	1.64
10. <a href="#">lafujimama.com / referral</a>	331 (0.76%)	1.08

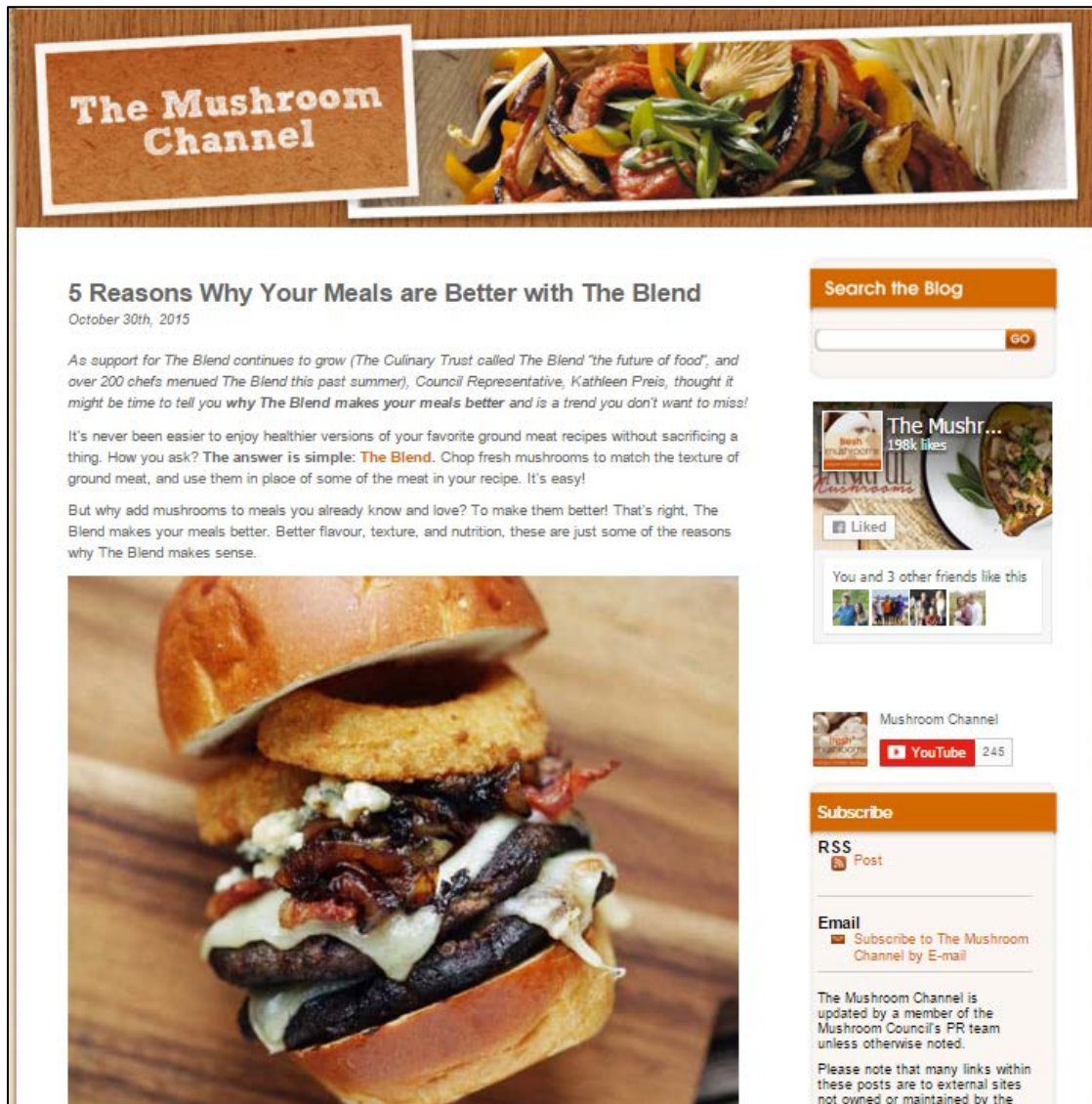
Search ad words accounted for **20.07 percent** of total visits in October. Top performing paid keywords included: mushroom recipes, recipes for meatloaf, mushroom soup, stuffed mushrooms, vitamin D foods, sautéed mushrooms, cream of mushroom soup

## Website Sources of Traffic (2009 to YTD)

Source / Medium ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?
	<b>3,930,399</b> % of Total: 100.00% (3,930,400)	<b>2.77</b> Avg for View: 2.77 (0.00%)	<b>00:01:07</b> Avg for View: 00:01:07 (0.00%)
1. <a href="#">google / organic</a>	1,785,401 (45.43%)	2.35	00:00:56
2. <a href="#">google / cpc</a>	676,619 (17.22%)	4.11	00:01:14
3. <a href="#">(direct) / (none)</a>	501,775 (12.77%)	2.73	00:01:18
4. <a href="#">pinterest.com / referral</a>	90,565 (2.30%)	2.22	00:00:45
5. <a href="#">yahoo / organic</a>	79,424 (2.02%)	2.49	00:01:12
6. <a href="#">facebook.com / referral</a>	75,039 (1.91%)	3.85	00:01:55
7. <a href="#">buzzfeed.com / referral</a>	69,808 (1.78%)	1.23	00:00:30
8. <a href="#">bing / organic</a>	61,728 (1.57%)	2.83	00:01:12
9. <a href="#">addapinch.com / referral</a>	27,683 (0.70%)	1.65	00:00:49
10. <a href="#">stumbleupon.com / referral</a>	26,435 (0.67%)	1.17	00:00:16

## Website, Mushroom Channel Blog & Blogger Relations

- The Mushroom Channel published three blog posts that garnered 352 page views and accounted for .37% of all website referral traffic in October.
  - [Curry Tomato and Crimini Mushroom Shakshuka](#)
  - [Stuff Yourself with Mushrooms this Fall](#)
  - [5 Reasons Why Your Meals are Better with The Blend](#)
- Search ad words accounted for 8.6 percent of total visits in October. Top performing paid keywords included: mushroom recipes, mushroom and beef meatloaf, and soup.



Shares (from the AddThis tool on the mushroominfo.com)

Top Content	Shares
Mushroom Meatloaf with Mushroom Gravy	16
Sautéed Campfire Mushrooms	11
Mushroom, Apple and Walnut stuffed squash	7
Bacon Blue Cheese Stuffed Mushrooms	5
Buttermilk Biscuits and Mushroom Gravy	4
Curry Tomato and Cremini Mushroom Shakshuka	3
Burgundy Mushrooms	2

### Top Services

	Shares
Pinterest Pin It	63
Print	12
Email	11
Facebook	10
Twitter	5

## Bit.ly

Click Throughs on Our Shared Links (via Twitter & Facebook)

Total: **1,402 clicks** on our bitly links in October

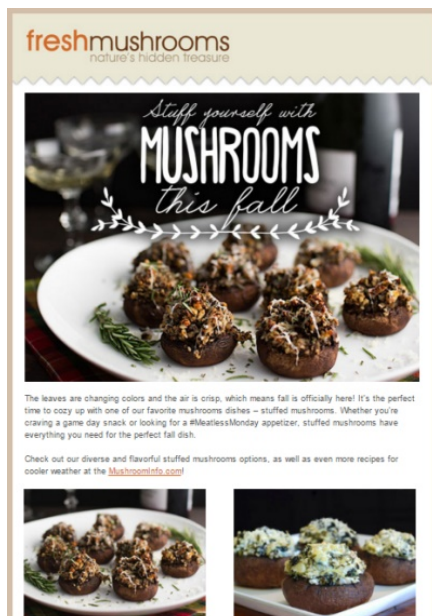
- 1) Mushroom Channel Facebook App | **984 clicks**
- 2) Stuff Yourself with Mushrooms this Fall | **278 clicks**
- 3) 5 Reasons Why Your Meals are Better with The Blend | **17clicks**
- 4) Baby Bella, Red Pepper and Arugula Sandwich | **3 clicks**

## Recipe of the Month - Consumer Newsletter

### List Growth

Subscribers on October 1st: 3,324

Subscribers on October 31st: 3,342



### October Recipe of the Month:

**Stuff Yourself with Mushrooms this Fall**

Open Rate: 23.2%

Click Through Rate: 5.3%

Social Shares: 0

Unsubscribes: 9

Complaints: 1

Most Clicked Recipe: Crab Stuffed Mushrooms

Benchmarking:

Industry Average: 23.1%

List Average: 26.7%



## Tasted Video Partnership Stats

### Video #1

[Shiitake + Tofu Cookoff at Phorage - Mushroom Chef Down!](#)

**Views:** 22,018

**Comments:** 94

**Likes:** 397



### Video #2

[Porcini + Beef Cook-Off at The Federal - Mushroom Chef Down!](#)

**Views:** 12,624

**Comments:** 72

**Likes:** 283



### Video #3

[Maitake + Chicken Cook-Off at FIG - Mushroom Chef Down!](#)

**Views:** 13,609

**Comments:** 113

**Likes:** 379



### Video #4

[Crimini + Burgers Cook-Off at The Upper West - Mushroom Chef Down!](#)

**Views:** 10,565

**Comments:** 65

**Likes:** 317

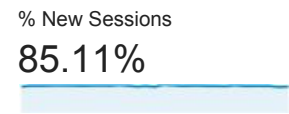
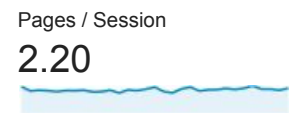
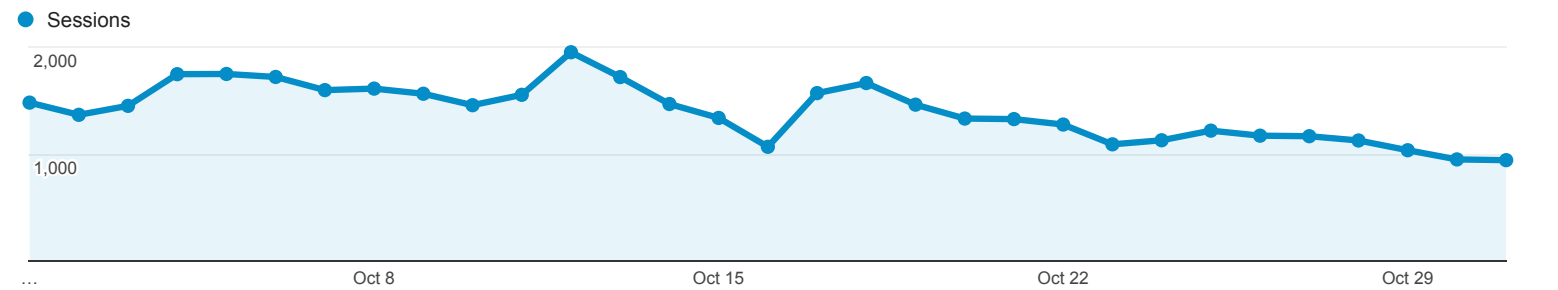


# Audience Overview

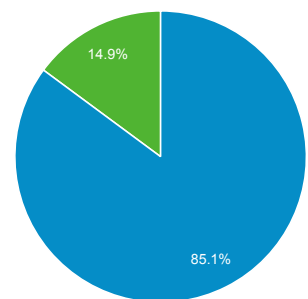
Oct 1, 2015 - Oct 31, 2015

All Sessions  
100.00%

## Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	35,187	81.24%
2. en-gb	4,313	9.96%
3. en	1,041	2.40%
4. en-ca	620	1.43%
5. en-au	321	0.74%
6. de	106	0.24%
7. es	98	0.23%
8. en-in	96	0.22%
9. fr	92	0.21%
10. pt-br	83	0.19%

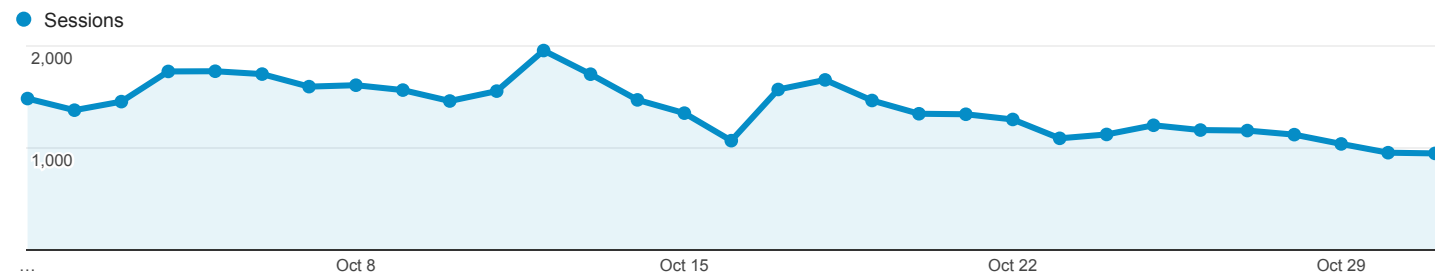
All Traffic

Oct 1, 2015 - Oct 31, 2015

 All Sessions  
100.00%

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Longer than 1 min. 30 sec. (Goal 1 Conversion Rate)	Longer than 1 min. 30 sec. (Goal 1 Completions)	Longer than 1 min. 30 sec. (Goal 1 Value)
	43,312 % of Total: 100.00% (43,312)	85.13% Avg for View: 85.11% (0.02%)	36,871 % of Total: 100.02% (36,863)	37.71% Avg for View: 37.71% (0.00%)	2.20 Avg for View: 2.20 (0.00%)	00:00:46 Avg for View: 00:00:46 (0.00%)	8.30% Avg for View: 8.30% (0.00%)	3,596 % of Total: 100.00% (3,596)	\$3,596.00 % of Total: 100.00% (\$3,596.00)
1. google / organic	17,769 (41.03%)	87.78%	15,597 (42.30%)	9.97%	2.26	00:00:37	5.90%	1,048 (29.14%)	\$1,048.00 (29.14%)
2. google / cpc	8,344 (19.26%)	81.92%	6,835 (18.54%)	57.48%	2.65	00:01:05	14.41%	1,202 (33.43%)	\$1,202.00 (33.43%)
3. (direct) / (none)	6,092 (14.07%)	77.89%	4,745 (12.87%)	26.36%	2.33	00:00:50	8.24%	502 (13.96%)	\$502.00 (13.96%)
4. buzzfeed.com / referral	3,093 (7.14%)	92.63%	2,865 (7.77%)	94.05%	1.18	00:00:30	4.04%	125 (3.48%)	\$125.00 (3.48%)
5. pinterest.com / referral	1,037 (2.39%)	82.64%	857 (2.32%)	52.56%	1.86	00:00:36	5.88%	61 (1.70%)	\$61.00 (1.70%)
6. corp.stumbleupon.com / referral	756 (1.75%)	97.35%	736 (2.00%)	97.35%	1.03	00:00:04	0.93%	7 (0.19%)	\$7.00 (0.19%)
7. chezus.com / referral	670 (1.55%)	89.70%	601 (1.63%)	57.01%	1.70	00:00:23	5.67%	38 (1.06%)	\$38.00 (1.06%)
8. addapinch.com / referral	463 (1.07%)	88.98%	412 (1.12%)	89.85%	1.46	00:00:39	6.26%	29 (0.81%)	\$29.00 (0.81%)
9. bing / organic	388 (0.90%)	92.01%	357 (0.97%)	58.51%	1.64	00:00:45	9.28%	36 (1.00%)	\$36.00 (1.00%)
10. lafujimama.com / referral	331 (0.76%)	88.82%	294 (0.80%)	93.96%	1.08	00:00:23	3.32%	11 (0.31%)	\$11.00 (0.31%)

Rows 1 - 10 of 305



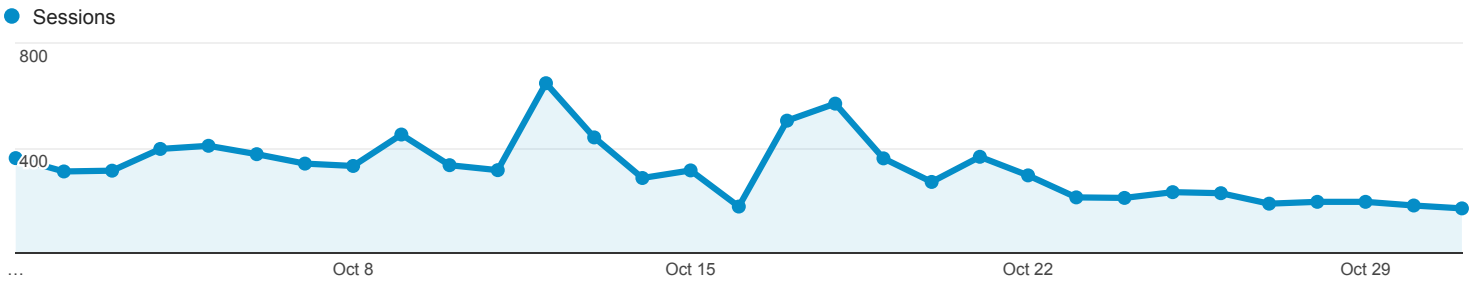
Referral Traffic

Oct 1, 2015 - Oct 31, 2015

 All Sessions  
23.00%

Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Longer than 1 min. 30 sec. (Goal 1 Conversion Rate)	Longer than 1 min. 30 sec. (Goal 1 Completions)	Longer than 1 min. 30 sec. (Goal 1 Value)
	9,963 % of Total: 23.00% (43,312)	87.86% Avg for View: 85.11% (3.22%)	8,753 % of Total: 23.74% (36,863)	76.87% Avg for View: 37.71% (103.88%)	1.62 Avg for View: 2.20 (-26.41%)	00:00:43 Avg for View: 00:00:46 (-8.18%)	6.87% Avg for View: 8.30% (-17.31%)	684 % of Total: 19.02% (3,596)	\$684.00 % of Total: 19.02% (\$3,596.00)
1. <a href="#">buzzfeed.com</a>	3,093 (31.04%)	92.63%	2,865 (32.73%)	94.05%	1.18	00:00:30	4.04%	125 (18.27%)	\$125.00 (18.27%)
2. <a href="#">pinterest.com</a>	1,037 (10.41%)	82.64%	857 (9.79%)	52.56%	1.86	00:00:36	5.88%	61 (8.92%)	\$61.00 (8.92%)
3. <a href="#">corp.stumbleupon.com</a>	756 (7.59%)	97.35%	736 (8.41%)	97.35%	1.03	00:00:04	0.93%	7 (1.02%)	\$7.00 (1.02%)
4. <a href="#">chezus.com</a>	670 (6.72%)	89.70%	601 (6.87%)	57.01%	1.70	00:00:23	5.67%	38 (5.56%)	\$38.00 (5.56%)
5. <a href="#">addapinch.com</a>	463 (4.65%)	88.98%	412 (4.71%)	89.85%	1.46	00:00:39	6.26%	29 (4.24%)	\$29.00 (4.24%)
6. <a href="#">lafujimama.com</a>	331 (3.32%)	88.82%	294 (3.36%)	93.96%	1.08	00:00:23	3.32%	11 (1.61%)	\$11.00 (1.61%)
7. <a href="#">m.facebook.com</a>	315 (3.16%)	91.75%	289 (3.30%)	36.83%	2.92	00:00:47	10.79%	34 (4.97%)	\$34.00 (4.97%)
8. <a href="#">mushroomcouncil.org</a>	228 (2.29%)	62.28%	142 (1.62%)	31.58%	4.99	00:03:55	33.77%	77 (11.26%)	\$77.00 (11.26%)
9. <a href="#">bellalimento.com</a>	223 (2.24%)	72.20%	161 (1.84%)	88.79%	1.17	00:00:29	5.83%	13 (1.90%)	\$13.00 (1.90%)
10. <a href="#">5dollarinnerners.com</a>	191 (1.92%)	87.43%	167 (1.91%)	91.10%	1.17	00:00:22	5.24%	10 (1.46%)	\$10.00 (1.46%)

Rows 1 - 10 of 284

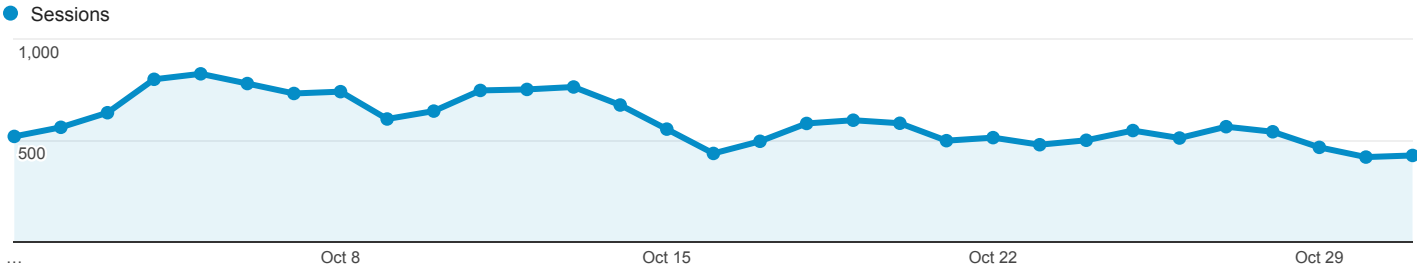
Organic Search Traffic

Oct 1, 2015 - Oct 31, 2015

 All Sessions  
42.85%

Explorer

Summary



Keyword	Acquisition			Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Longer than 1 min. 30 sec. (Goal 1 Conversion Rate)	Longer than 1 min. 30 sec. (Goal 1 Completions)	Longer than 1 min. 30 sec. (Goal 1 Value)	
	18,559 % of Total: 42.85% (43,312)	87.92% Avg for View: 85.11% (3.30%)	16,317 % of Total: 44.26% (36,863)	11.42% Avg for View: 37.71% (-69.70%)	2.25 Avg for View: 2.20 (1.97%)	00:00:37 Avg for View: 00:00:46 (-19.89%)	6.03% Avg for View: 8.30% (-27.38%)	1,119 % of Total: 31.12% (3,596)	\$1,119.00 % of Total: 31.12% (\$3,596.00)	
1. (not provided)	16,436 (88.56%)	88.53%	14,550 (89.17%)	10.74%	2.24	00:00:33	5.54%	911 (81.41%)	\$911.00 (81.41%)	
2. nutritional value of mushrooms	132 (0.71%)	87.88%	116 (0.71%)	3.03%	2.45	00:00:19	5.30%	7 (0.63%)	\$7.00 (0.63%)	
3. mushroom nutrition	117 (0.63%)	88.89%	104 (0.64%)	2.56%	2.66	00:00:36	8.55%	10 (0.89%)	\$10.00 (0.89%)	
4. beat with a shovel the weak google spots addons.mozilla.org/en-us/firefox/addon/ilovevitaly/	105 (0.57%)	0.00%	0 (0.00%)	64.76%	1.53	00:07:15	34.29%	36 (3.22%)	\$36.00 (3.22%)	
5. mushroom nutritional value	73 (0.39%)	93.15%	68 (0.42%)	2.74%	2.52	00:00:15	6.85%	5 (0.45%)	\$5.00 (0.45%)	
6. mushroom farming	49 (0.26%)	85.71%	42 (0.26%)	22.45%	2.53	00:01:31	14.29%	7 (0.63%)	\$7.00 (0.63%)	
7. mushrooms nutrition	49 (0.26%)	85.71%	42 (0.26%)	0.00%	2.65	00:01:14	16.33%	8 (0.71%)	\$8.00 (0.71%)	
8. mushroom benefits	48 (0.26%)	87.50%	42 (0.26%)	25.00%	2.31	00:00:42	8.33%	4 (0.36%)	\$4.00 (0.36%)	
9. nutrients in mushrooms	40 (0.22%)	92.50%	37 (0.23%)	7.50%	2.42	00:00:55	12.50%	5 (0.45%)	\$5.00 (0.45%)	
10. mushrooms nutritional value	35 (0.19%)	85.71%	30 (0.18%)	5.71%	2.23	00:00:23	5.71%	2 (0.18%)	\$2.00 (0.18%)	

Rows 1 - 10 of 937

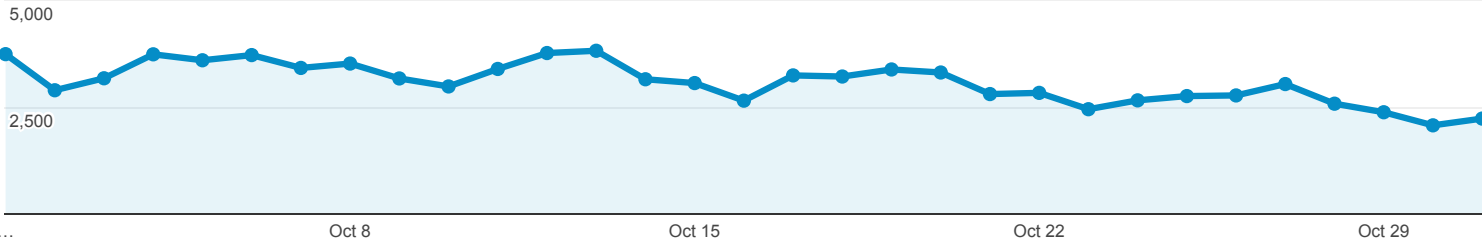
Pages

Oct 1, 2015 - Oct 31, 2015

All Sessions  
100.00%

Explorer

Pageviews




Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	95,472 % of Total: 100.00% (95,472)	56,244 % of Total: 100.00% (56,244)	00:00:38 Avg for View: 00:00:38 (0.00%)	43,312 % of Total: 100.00% (43,312)	37.71% Avg for View: 37.71% (0.00%)	45.37% Avg for View: 45.37% (0.00%)	\$1.53 % of Total: 100.00% (\$1.53)
1. /benefits/	39,480 (41.35%)	17,896 (31.82%)	00:00:25	17,656 (40.76%)	5.12%	44.34%	\$0.63 (41.17%)
2. /mushroomchannel/2011/05/02/portabella-and-halloumi-burgers-from-food-for-my-family/	4,128 (4.32%)	3,890 (6.92%)	00:05:36	3,883 (8.97%)	93.00%	91.93%	\$0.52 (34.05%)
3. /growing-mushrooms/six-steps-to-mushroom-farming/	3,651 (3.82%)	1,985 (3.53%)	00:01:01	1,921 (4.44%)	37.27%	51.63%	\$1.27 (82.60%)
4. /recipes/	3,218 (3.37%)	1,938 (3.45%)	00:00:37	1,830 (4.23%)	37.28%	32.69%	\$2.34(152.87%)
5. /mushroom-meatloaf-with-mushroom-gravy/	2,675 (2.80%)	2,108 (3.75%)	00:01:10	2,064 (4.77%)	73.06%	73.53%	\$0.66 (42.83%)
6. /varieties/	2,305 (2.41%)	1,386 (2.46%)	00:00:52	1,035 (2.39%)	57.87%	44.34%	\$1.95(127.47%)
7. /growing-mushrooms/	1,888 (1.98%)	1,041 (1.85%)	00:00:56	892 (2.06%)	29.37%	48.25%	\$1.73(112.56%)
8. /category/mushroom-recipes/	1,316 (1.38%)	709 (1.26%)	00:00:28	32 (0.07%)	25.00%	15.58%	\$3.84(250.57%)
9. /cream-of-mushroom-soup/	1,224 (1.28%)	894 (1.59%)	00:00:38	839 (1.94%)	54.23%	57.84%	\$0.94 (61.01%)
10. /campfire-mushrooms/	1,112 (1.16%)	743 (1.32%)	00:00:20	734 (1.69%)	50.95%	63.94%	\$0.41 (26.61%)
11. /mushroomchannel/2015/09/18/vegetable-noodle-bowl-with-mushrooms/	976 (1.02%)	953 (1.69%)	00:02:33	949 (2.19%)	97.15%	96.93%	\$0.11 (7.05%)
12. /homepage/	974 (1.02%)	745 (1.32%)	00:01:09	442 (1.02%)	33.94%	35.11%	\$3.66(238.46%)
13. /mushroomchannel/2011/09/12/mushroommasterslunch/	824 (0.86%)	782 (1.39%)	00:05:39	777 (1.79%)	94.72%	93.81%	\$0.39 (25.45%)
14. /stuff-yourself-with-mushrooms-this-fall/	782 (0.82%)	586 (1.04%)	00:00:39	62 (0.14%)	9.68%	22.89%	\$4.94(322.43%)
15. /recipes-main/	748 (0.78%)	280 (0.50%)	00:00:05	15 (0.03%)	0.00%	6.15%	\$3.57(233.01%)
16. /all-about-vitamin-d/	548 (0.57%)	397 (0.71%)	00:00:58	350 (0.81%)	66.29%	65.51%	\$1.28 (83.65%)
17. /dining-out/	532 (0.56%)	234 (0.42%)	00:00:39	199 (0.46%)	19.60%	38.53%	\$1.27 (83.09%)
18. /	493 (0.52%)	376 (0.67%)	00:04:14	365 (0.84%)	51.51%	52.54%	\$3.06(199.37%)
19. /history-and-background/	472 (0.49%)	287 (0.51%)	00:01:33	253 (0.58%)	44.66%	53.39%	\$1.60(104.34%)
20. /mushroomchannel/2013/03/19/simple-and-delicious-mushroom-saute/	462 (0.48%)	428 (0.76%)	00:04:53	419 (0.97%)	89.98%	89.18%	\$0.92 (60.21%)

	<a href="#">and-delicious-mushroom-sauce/</a>							
21.	<a href="/research/?openAll=yes">/research/?openAll=yes</a>	<b>441</b> (0.46%)	203 (0.36%)	00:00:52	19 (0.04%)	10.53%	29.48%	\$8.29(540.58%)
22.	<a href="/bacon-blue-cheese-stuffed-mushrooms/">/bacon-blue-cheese-stuffed-mushrooms/</a>	<b>432</b> (0.45%)	326 (0.58%)	00:00:21	320 (0.74%)	49.69%	55.32%	\$0.91 (59.44%)
23.	<a href="/mushrooms-of-the-world/">/mushrooms-of-the-world/</a>	<b>430</b> (0.45%)	329 (0.58%)	00:00:34	326 (0.75%)	40.18%	40.47%	\$2.04(133.06%)
24.	<a href="/mushroomchannel/2012/05/18/spinach-mushroom-quiche/">/mushroomchannel/2012/05/18/spinach-mushroom-quiche/</a>	<b>400</b> (0.42%)	372 (0.66%)	00:04:36	370 (0.85%)	93.51%	92.25%	\$0.51 (32.97%)
25.	<a href="/category/mushroom-recipes/page/2/">/category/mushroom-recipes/page/2/</a>	<b>369</b> (0.39%)	206 (0.37%)	00:00:27	6 (0.01%)	0.00%	8.67%	\$6.82(444.98%)

Rows 1 - 25 of 2199

# Location

ALL » COUNTRY: United States

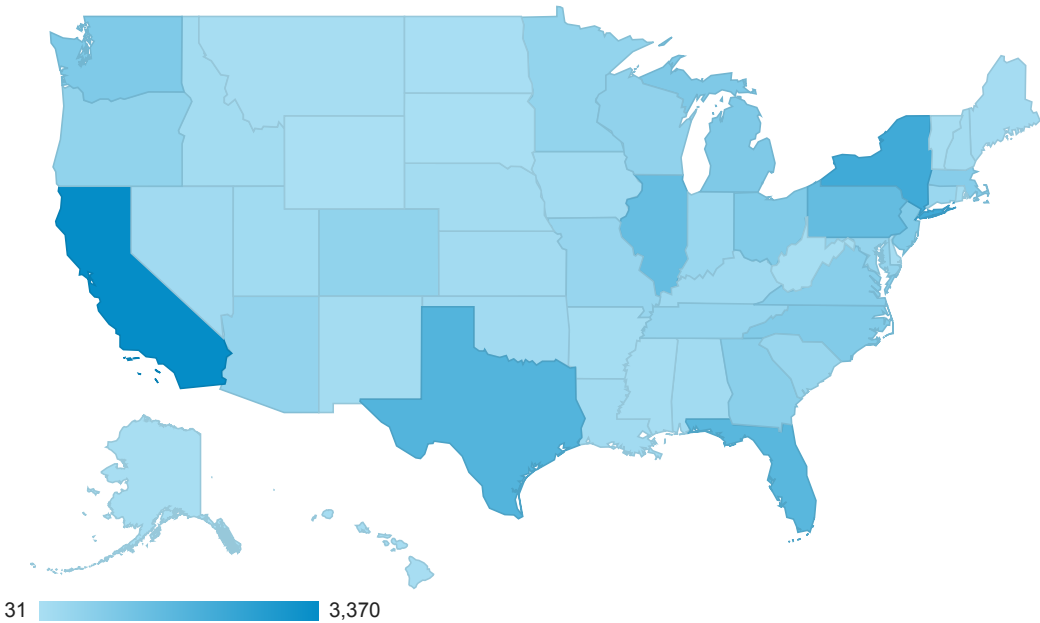


All Sessions  
63.91%

Map Overlay

Summary

Oct 1, 2015 - Oct 31, 2015



Region	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Longer than 1 min. 30 sec. (Goal 1 Conversion Rate)	Longer than 1 min. 30 sec. (Goal 1 Completions)	Longer than 1 min. 30 sec. (Goal 1 Value)
	27,682 % of Total: 63.91% (43,312)	84.71% Avg for View: 85.11% (-0.47%)	23,449 % of Total: 63.61% (36,863)	39.62% Avg for View: 37.71% (5.07%)	2.29 Avg for View: 2.20 (3.99%)	00:00:47 Avg for View: 00:00:46 (0.54%)	8.89% Avg for View: 8.30% (7.08%)	2,461 % of Total: 68.44% (3,596)	\$2,461.00 % of Total: 68.44% (\$3,596.00)
1. California	3,370 (12.17%)	84.01%	2,831 (12.07%)	36.62%	2.23	00:00:51	8.99%	303 (12.31%)	\$303.00 (12.31%)
2. New York	2,185 (7.89%)	84.85%	1,854 (7.91%)	37.99%	2.18	00:00:38	7.51%	164 (6.66%)	\$164.00 (6.66%)
3. Texas	1,800 (6.50%)	85.78%	1,544 (6.58%)	36.56%	2.06	00:00:28	6.22%	112 (4.55%)	\$112.00 (4.55%)
4. Florida	1,674 (6.05%)	84.23%	1,410 (6.01%)	40.86%	2.47	00:00:55	9.92%	166 (6.75%)	\$166.00 (6.75%)
5. Pennsylvania	1,456 (5.26%)	80.98%	1,179 (5.03%)	42.03%	2.85	00:01:09	11.47%	167 (6.79%)	\$167.00 (6.79%)
6. Illinois	1,423 (5.14%)	85.95%	1,223 (5.22%)	37.10%	2.33	00:00:44	7.80%	111 (4.51%)	\$111.00 (4.51%)
7. Michigan	908 (3.28%)	85.13%	773 (3.30%)	41.85%	2.37	00:00:47	8.59%	78 (3.17%)	\$78.00 (3.17%)
8. Washington	894 (3.23%)	83.89%	750 (3.20%)	38.14%	2.22	00:00:44	8.95%	80 (3.25%)	\$80.00 (3.25%)
9. New Jersey	865 (3.12%)	83.12%	719 (3.07%)	43.70%	2.53	00:01:05	11.21%	97 (3.94%)	\$97.00 (3.94%)
10. Ohio	862 (3.11%)	86.19%	743 (3.17%)	41.76%	2.34	00:00:57	11.60%	100 (4.06%)	\$100.00 (4.06%)