

Mushrooms Council

February Social Activity Report

February 2016: Media Impressions and Metrics		
Program	Monthly Impressions	Annual Impressions YTD*
Media (Print)	83,139,478	130,920,577
Media (Online)	751,158,517	1,164,537,337
Media (Broadcast)	68,462,644	91,078,954
Total Media Impressions		1,386,537,868
Social/Digital	3,094,519	5,207,361

ONLINE ASSETS	FEBRUARY 2016	JANUARY 2016	PERCENT CHANGE
Facebook			
Facebook Impressions	1,297,415	689,110	+88.3%
Facebook Fans	199,977	198,589	+0.7%
Monthly Fan Growth	1,388	649	n/a
Twitter			
Twitter Impressions	100,700	59,465	+69.3%
Twitter Followers	7,740	7,379	+1.2%
Monthly Follower Growth	91	107	n/a
Pinterest			
Pins from Profile Impressions	711,757	562,719	+26.5%
Repins from Profile	2,072	1,586	+30.6%
Pins from MushroomInfo.com Impressions	922,842	744,947	+23.9%
Repins from MushroomInfo.com	2,922	2,132	+37.1%
Pinterest Followers	11,485	11,256	+2.0%
Monthly Follower Growth	229	116	n/a
Instagram			
Total Engagements (Likes, Comments)	917	798	+14.9%
Followers	1,843	1,724	+6.9%
Monthly Follower Growth	119	124	n/a
YouTube			
Total Video Views	39,104	36,347	+7.6%
Monthly Video Views	2,757	2,625	+5.1%
YouTube Subscribers	299	283	+5.7%
YouTube Subscriber Growth	16	14	n/a
Mushroom Channel Blog			
Monthly Page Views	4,719	N/A***	n/a
MushroomInfo.com			
Monthly Sessions	58,131	53,178	+9.3%
Monthly Page Views	123,649	113,863	+8.6%
Average Time Spent on Site*	0:50	:45	+11.1%
Percentage of Returning Visitors	12.7%	11.8%	+0.9%
Newsletter Metrics**			
Number of Subscribers	3,923	3,368	+16.5%
Open Rate	25.8%	23.3%	+2.5%
Click Through Rate	5.8%	5.1%	+0.7%
Referrals to Mushroominfo.com	383	252	+52.0%

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

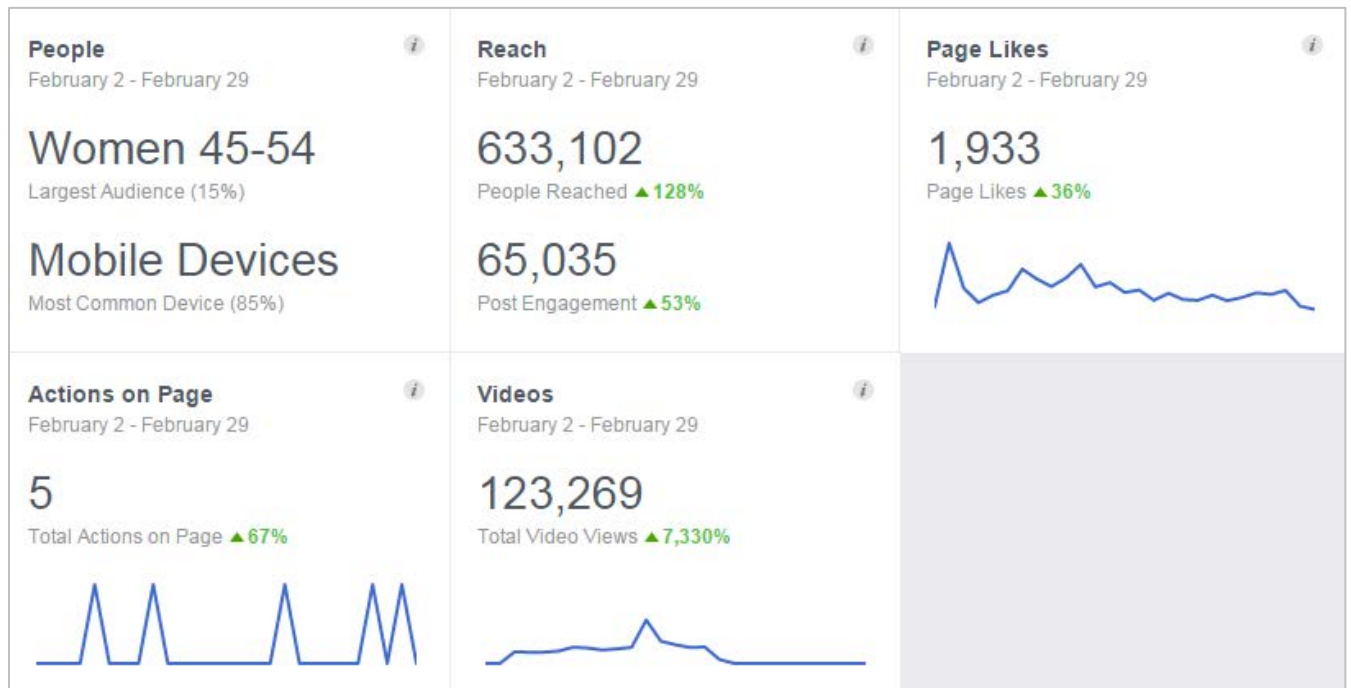
** Industry standard newsletter open rates (as of March 2013): 21.7% open rate and 8.3% click-through rate (Source: Epsilon).

***Unavailable due to major website updates in January/February.

Facebook

Followers to date: **199,983**

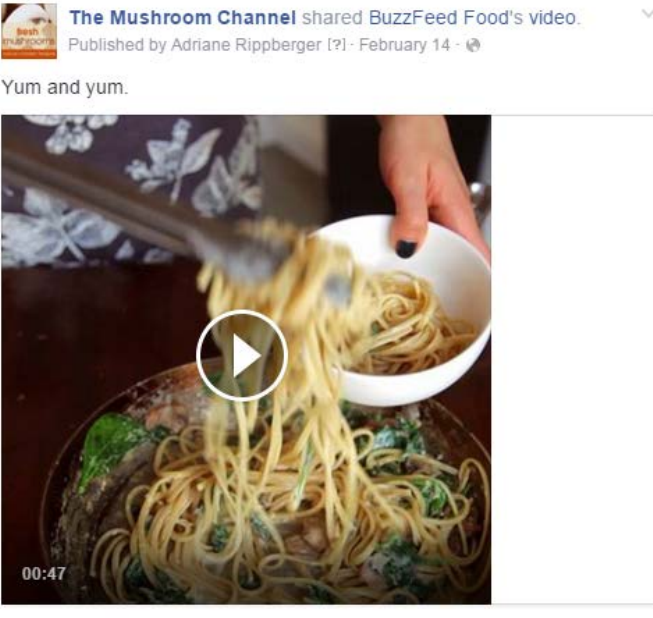
28 Day Activity Overview:



The graph below illustrates the ways our fans engaged with our content during the month of February. “Likes” lead as the preferred method of engagement, followed by shares and comments. Content posted on February 5th, 9th and 15th caused spikes in engagement (likes and shares).



This [post shared from BuzzFeed](#) received the **highest organic reach** during the month of February with a total of 1,289 Total Likes, 14,740 views, 36 Total Comments, a reach of **44,583**.



The Mushroom Channel shared BuzzFeed Food's video.
Published by Adriane Ripberger [?] · February 14 · 🌐

Yum and yum.

23,171,290 Views

BuzzFeed Food
February 14 · 🌐

Lighter Alfredo Pasta with Mushrooms and Spinach. // <http://bzfd.it/1T7XMuk>

44,583 people reached Boost Unavailable

👍 Pamela Hills, Julia Bryant Gebauer and 1.2K others 33 Comments 🗨️

👍 Like 💬 Comment ➦ Share

44,583 People Reached

14,740 Video Views

1,289 Likes, Comments & Shares

1,253 Likes	1,245 On Post	8 On Shares
36 Comments	35 On Post	1 On Shares
0 Shares	0 On Post	0 On Shares




3,465 Post Clicks

0 Photo Views	238 Link Clicks	3,227 Other Clicks ⓘ
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NEGATIVE FEEDBACK

10 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

February's Top 3 Facebook Posts

Messages Sent	Reach ▾	Engaged	Talking	Likes	Comments	Shares
 Brunch with The Blend: For those who love a classic break... <i>February 05, 2016 11:46 am</i>	324.2k	6.6k	781	560	46	275
 Johnny Rockets' new Portobello Chicken Sandwich = mouthwa... <i>February 06, 2016 11:30 am</i>	159.4k	12.3k	9.9k	9.7k	130	548
 Bigger is better when it comes to stuffed mushrooms! Whic... <i>February 04, 2016 5:33 pm</i>	49.7k	3.4k	1.8k	1.4k	199	537

Facebook Promoted Posts

FEBRUARY OVERVIEW:

Total Promoted Posts: 12
Total Likes: 18,358
Total Shares: 2,631
Total Comments: 402
Total Impressions: 858,697
Average CPM: \$1.87
Average CPE: \$0.03

Promoted Post #1: Brunch with The Blend (Video)

Total Video Views: 101,364
Total Impressions: 339,624
Total Likes: 208
Total Shares: 102
Total Comments: 14
CPM: \$0.59

Promoted Post #2: Pork Mushroom Fried Rice Recipe (The Blend)

Total Impressions: 39,941
Total Likes: 1,497
Total Shares: 336
Total Comments: 30
CPM: \$1.25

Promoted Post #3: #StuffedMushroomDay: Bacon Recipes

Total Impressions: 16,225
Total Likes: 483
Total Shares: 269
Total Comments: 26
CPM: \$1.23

Promoted Post #4: #StuffedMushroomDay: Artichoke Recipes

Total Impressions: 8,660
Total Likes: 381
Total Shares: 133
Total Comments: 26
CPM: \$2.31

Promoted Post #5: #StuffedMushroomDay: Meat Recipes

Total Impressions: 6,612
Total Likes: 333
Total Shares: 101
Total Comments: 23
CPM: \$3.02

Promoted Post #6: #StuffedMushroomDay: Portobello Recipes

Total Impressions: 9,178

Total Likes: 336
Total Shares: 132
Total Comments: 14
CPM: \$2.18

Promoted Post #7: Brunch with Mushrooms (Blog Post)

Total Impressions: 48,483
Total Likes: 1,743
Total Shares: 232
Total Comments: 50
CPM: \$2.06

Promoted Post #8: Caprese-Stuffed Mushrooms Recipe

Total Impressions: 39,840
Total Likes: 1,456
Total Shares: 412
Total Comments: 61
CPM: \$1.26

Promoted Post #9: Mushroom-Chorizo-Stuffed Mushrooms Recipe

Total Impressions: 11,727
Total Likes: 435
Total Shares: 139
Total Comments: 7
CPM: \$1.71

Promoted Post #10: Steak & Mushrooms Recipe (Blogger)

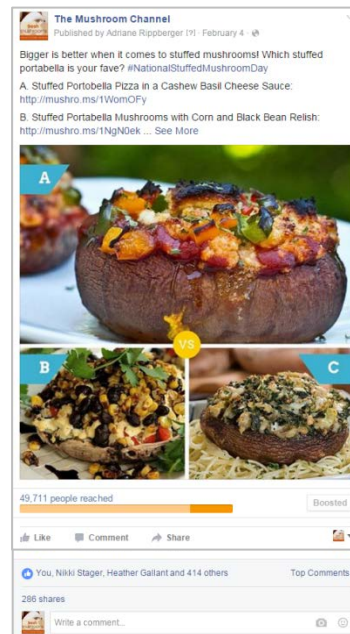
Total Impressions: 39,096
Total Likes: 1,174
Total Shares: 133
Total Comments: 24
CPM: \$4.18

Promoted Post #11: Johnny Rockets Portobello Chicken Sandwich

Total Impressions: 263,253
Total Likes: 9,451
Total Shares: 447
Total Comments: 112
CPM: \$4.18

Promoted Post #12: Sausage-Mushroom Frittata Muffins (The Blend)

Total Impressions: 36,058
Total Likes: 861
Total Shares: 195
Total Comments: 15
CPM: \$1.39



Pinterest

Followers to date: **11,812**

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 January, Pinterest referred **1,890** to Mushroominfo.com. [This pin](#), **Long Grain and Wild Rice with Mushrooms**, drove **238 visits** to MushroomInfo.com in February and has been **repinned 1337 times, and liked 115 times**.

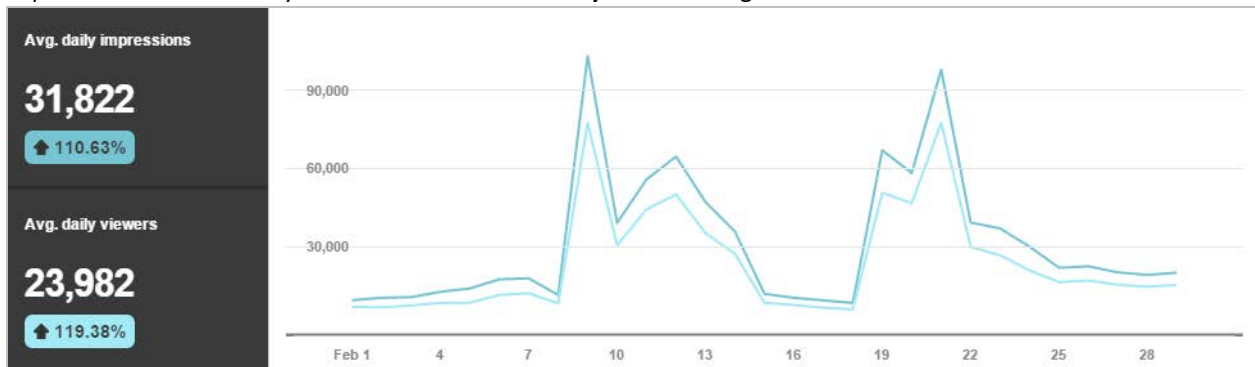
Pinterest Promoted Pins

FEBRUARY OVERVIEW:

Total Promoted Posts: 5 Total Impressions: 431,601
Total Repins: 727 Average CPC: \$0.55
Total Clicks: 493

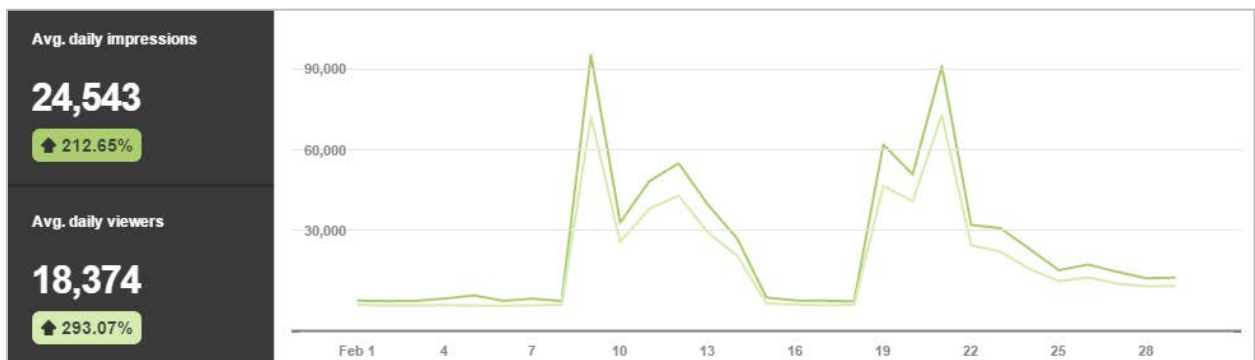
Activity from MushroomInfo.com

Impressions from February 2016: the views **Pins from your website** get on Pinterest



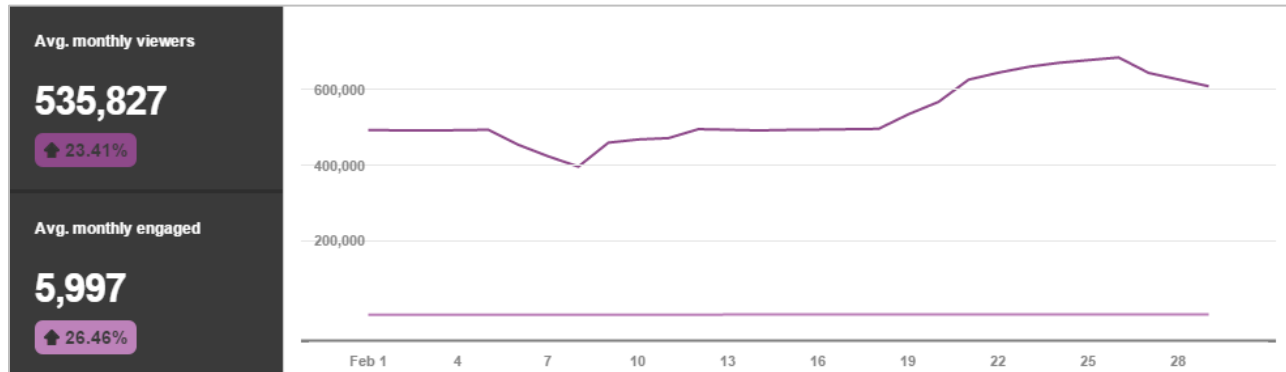
Impressions

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



Top Pin impressions from the last 30 days		Impressions	Clicks	Repins	Likes	Pin type
	Mushrooms with Long Grain and Wild Ri...	162629	455	564	55	P
	Mushrooms 101: How to Select and Stor...	114604	76	50	11	P
	INSTRUCTIONS: 1) Follow The Mushroom...	112538	54	197	33	P
	Pepper Burrito "Bowls" (Stuffed Peppers...	106451	138	260	25	P
	Incorporate The Blend into your morning...	71824	146	214	18	P

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.

Country	Audience	Metro	Audience
United States	573947	Washington, DC (Hagrstwn)	29890
Canada	22562	New York	24599
United Kingdom	5104	Philadelphia	22960
Australia	4218	Los Angeles	22837
Netherlands (Nederland)	3184	Atlanta	22268

Twitter: Top Tweets

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements
	The Mushroom Council @MushroomChannel · Feb 17 Congrats to all of the fabulous chefs and restaurants who made the 2016 @beardfoundation Awards Semifinalists! mushro.ms/1oqqyeJ View Tweet activity			6,737	92
	The Mushroom Council @MushroomChannel · Feb 3 Have you tried @JohnnyRockets' new Portobello Chicken Sandwich yet? mushro.ms/1ODyJdA pic.twitter.com/T0oi6S41Aq View Tweet activity			3,893	59
	Promoted in campaigns			45,024	2,331
	The Mushroom Council @MushroomChannel · Feb 8 From fruity chanterelles to meaty portobellos, learn how to identify the most popular #mushroom varieties. realsimple.com/food-recipes/s...			1,545	26

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 January, the Council promoted **6 mushroom foodservice menu items** and **1 blog post on the Mushroom Channel Blog**. Twitter and Facebook have become key social channels for the Council to amplify foodservice promotions and connect with top chains on an ongoing basis.

Johnny Rockets

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

Longhorn Steakhouse

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

Applebee's

- [Facebook](#)

Seasons 52

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

Clover

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

USC Campus Restaurants

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



The Mushroom Channel
February 6 · 🌐

Johnny Rockets' new Portobello Chicken Sandwich = mouthwatering-ly good. It's around for a limited time so get it while you can!

SMOKY • CHEESE
Portobello
CHICKEN SANDWICH

Like Comment Share

👍 🗨️ 🗨️ 9.7K Top Comments

598 shares 89 comments



The Mushroom Council
@MushroomChannel

Day 1 of @USCHospitality's #Mushroomapalooza! Burgers from @TheLabUSC @USCTraditions & Everybody's Kitchen

RETWEET 1 LIKES 3

Website Sources of Traffic

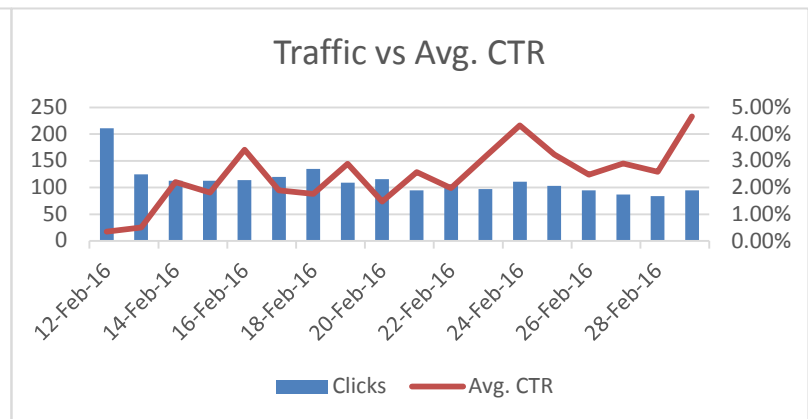
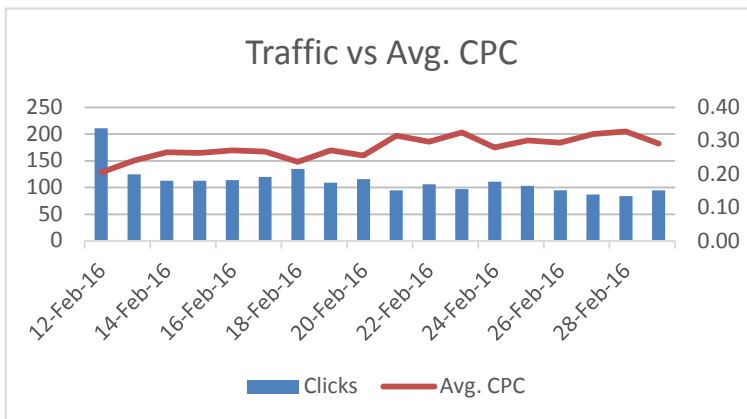
The table to the right includes the top 10 sources driving traffic to the Mushroom Council website. Following organic Google searches and direct visits, **Pinterest** (1,850 visits) was the largest source of traffic, followed by **Bing search** (1,446 visits) and **Yahoo Food** (1,250 visits).

Website Sources of Traffic (2009 to YTD)

Source	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	798,707 % of Total: 19.43% (4,110,083)	82.14% Avg for View: 84.46% (-2.75%)	656,026 % of Total: 18.90% (3,471,320)	58.89% Avg for View: 33.15% (77.61%)	2.49 Avg for View: 2.74 (-9.24%)	00:01:14 Avg for View: 00:01:06 (11.64%)
1. pinterest.com	96,372 (12.07%)	79.92%	77,025 (11.74%)	39.34%	2.20	00:00:45
2. facebook.com	76,602 (9.59%)	63.70%	48,792 (7.44%)	38.88%	3.81	00:01:54
3. buzzfeed.com	74,633 (9.34%)	89.61%	66,876 (10.19%)	91.73%	1.22	00:00:29
4. addapinch.com	29,473 (3.69%)	87.10%	25,672 (3.91%)	86.67%	1.62	00:00:48
5. stumbleupon.com	27,103 (3.39%)	97.90%	26,533 (4.04%)	77.59%	1.17	00:00:16
6. m.facebook.com	26,809 (3.36%)	81.52%	21,855 (3.33%)	34.51%	2.35	00:00:43
7. bellalimento.com	26,209 (3.28%)	81.74%	21,422 (3.27%)	84.82%	1.73	00:00:58
8. lafujimama.com	23,054 (2.89%)	83.45%	19,239 (2.93%)	89.94%	1.35	00:00:42
9. chezus.com	21,616 (2.71%)	90.91%	19,651 (3.00%)	67.16%	2.36	00:01:03
10. tasteofhome.com	17,294 (2.17%)	88.35%	15,279 (2.33%)	59.90%	2.81	00:01:45

Source / Medium	Acquisition
	Sessions
	58,131 % of Total: 100.00% (58,131)
1. google / organic	33,717 (58.00%)
2. (direct) / (none)	10,709 (18.42%)
3. pinterest.com / referral	1,850 (3.18%)
4. bing / organic	1,446 (2.49%)
5. yahoo / organic	1,250 (2.15%)
6. m.facebook.com / referral	1,248 (2.15%)
7. buzzfeed.com / referral	1,220 (2.10%)
8. facebook.com / referral	605 (1.04%)
9. addapinch.com / referral	430 (0.74%)
10. blog.mushroominfo.com / referral	426 (0.73%)

February Search Engine Marketing (SEM):



How have direct response channels trended over time?

- As this is the benchmark month, there are no previous months to measure or compare clicks and cost per clicks.
- Daily visitors have averaged **113 visits per day**.
- The Cost Per Click trended slightly upward; however as seen in the next graph this is due to higher quality keywords (and multiple, low volume, very specific keywords) which resulted in improved click through rates.

How have awareness channels trended over time?

- With a daily budget of \$30/day for the MushroomInfo.com website, the approach was to target a number of low cost, low volume keywords to appeal to an audience with a very defined search pattern.
- The final day of February (and to continue into March) introduced the monthly keyword variations and in this case, "Potassium" related terms, which had a large improvement on CTR.

Website, Mushroom Channel Blog & Blogger Relations

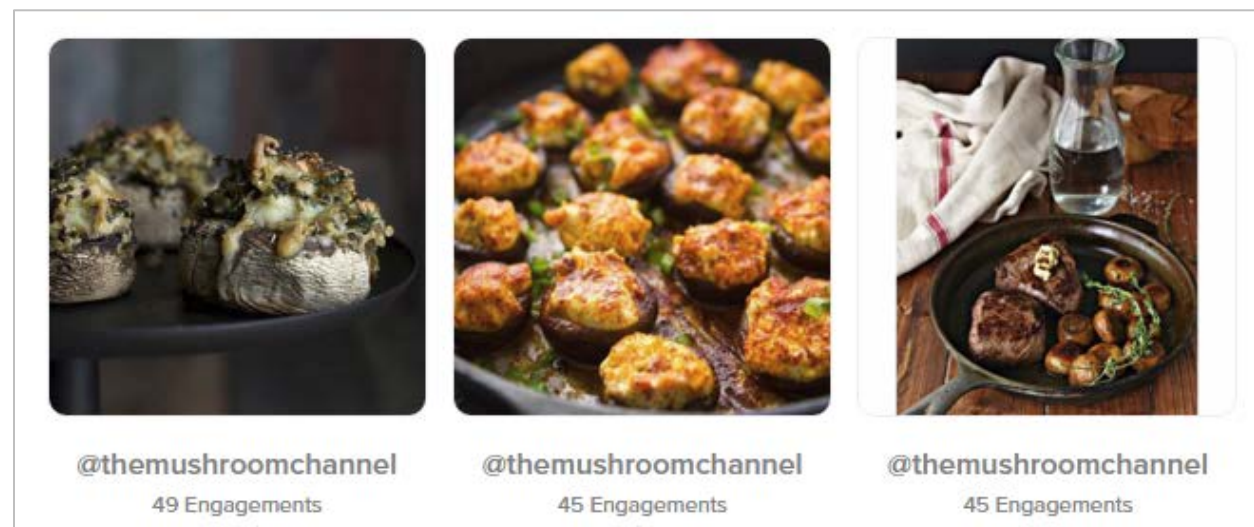
The Mushroom Channel published six blog posts that garnered 949 page views and accounted for 0.77% of all website referral traffic in February.

- [Show Your Heart Some Love with Mushrooms](#)
- [Brunching with Mushrooms](#)
- [Steak with Herb Sautéed Mushrooms](#)
- [Mushrooms 101: How to Select & Store Mushrooms](#)
- [Baked Sausage and Mushroom Frittata Muffins](#)
- [Mighty Mushroom Menu Pinterest Contest](#)

Recipe video post: Brunch with The Blend resulted in over 107,000 views.



Instagram



AddThis.com

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

Top Content	Shares
Total Shares in February	176
Benefits	7
Roasted Mushroom Parsnip Soup	7
Six Steps to Mushroom Farming	6
Garlic-Bacon Mushroom Bites	5
The Blend	5

Shares (from the AddThis tool on the Mushroom Channel Blog)

Top Content	Shares
Total Shares in February	177
Portabella & Halloumi Burgers	55
Baked Sausage and Mushroom Frittata Muffins	25
Simple and Delicious Mushroom Sauté	17
Oyster Mushroom Lentil Soup	12
Mushrooms with Long Grain & Wild Rice	12

Bit.ly

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

- 1) Brunching with Mushrooms | **1,665 clicks**
- 2) Baked Sausage and Mushroom Frittata | **345 clicks**
- 3) Thai Style Coconut Soup | **339 clicks**
- 4) Mighty Mushroom Pinterest Contest | **345 clicks**
- 5) Garlic Bacon Mushroom Bites | **235 clicks**

Recipe of the Month - Consumer Newsletter

List Growth

Subscribers on February 1st: 3,923

Subscribers on February 31st: 4,058

The month of February is all about the heart... as we celebrate Valentine's Day and American Heart Month. With heart disease being the top killer and cause of death in the United States, February is a great time to reward the foods you consume to help keep your heart healthy. One simple tip for your diet: swap cakesie and fillings made dense by blending them with mushrooms. Mushrooms are naturally low in calories, fat free and cholesterol free, and add delicious flavor.

In celebration of this heart focused month, we're sharing dishes to make hearts happy - from romantic appetizers for two to hearty meals for the entire family.

Cakesie Stuffed Mushrooms
Swap cakesie mushrooms with mushrooms.
http://bit.ly/18W0A0U

Mushroom Chicken Stuffed Mushrooms
Try them today.
http://bit.ly/18W0A0U

February Recipe of the Month:

[**Show Your Heart Some Love with Mushrooms**](#)

Open Rate: 26.0%

Click Through Rate: 5.9%

Social Shares: 0

Unsubscribes: 21

Complaints: 2

Most Clicked Recipe: Roasted Mushroom Parsnip Soup

Benchmarking:

Industry Average: 22.4%

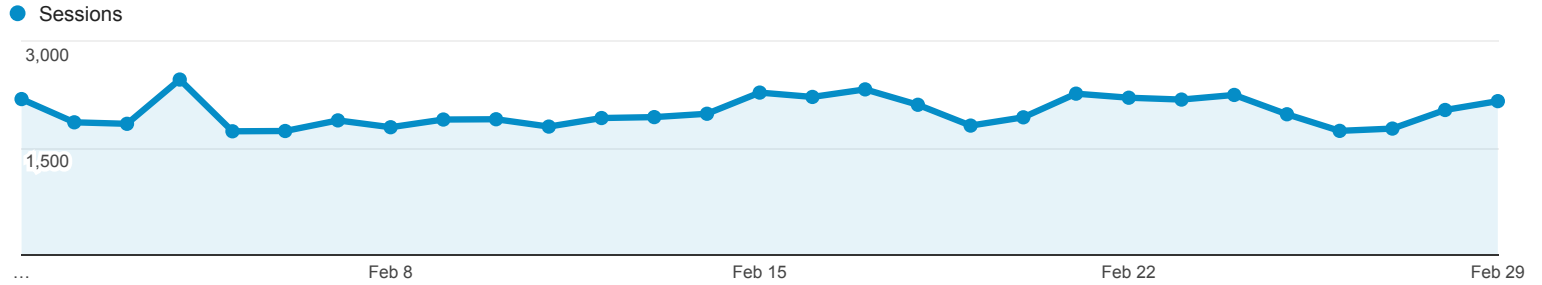
List Average: 26.2%

Feb 1, 2016 - Feb 29, 2016

Audience Overview

All Users
100.00% Sessions

Overview



Sessions
58,131

Users
51,838

Pageviews
123,649

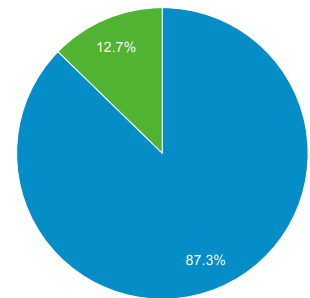
Pages / Session
2.13

Avg. Session Duration
00:00:50

Bounce Rate
37.22%

% New Sessions
87.28%

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	44,921	77.28%
2. en-gb	7,610	13.09%
3. en	1,295	2.23%
4. en-ca	1,251	2.15%
5. en-au	506	0.87%
6. en-in	214	0.37%
7. es	122	0.21%
8. en-ie	114	0.20%
9. fr	111	0.19%
10. de	102	0.18%

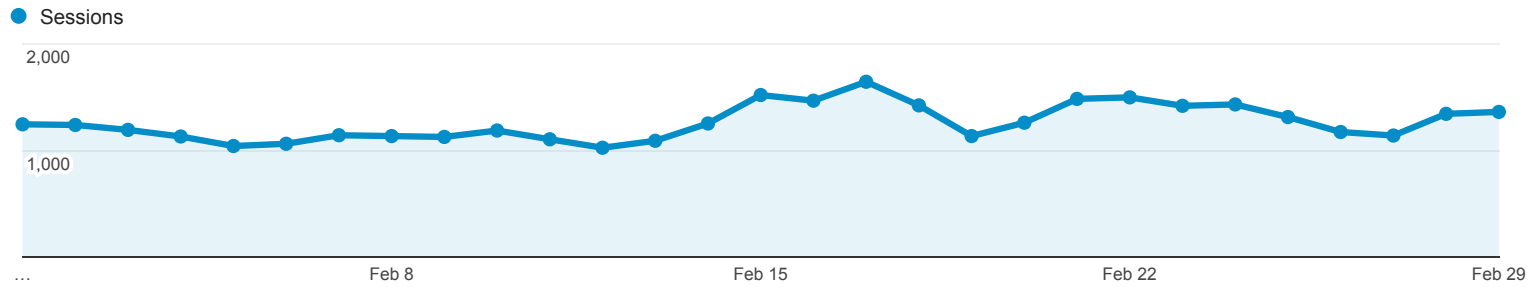
Feb 1, 2016 - Feb 29, 2016

Organic Search Traffic

All Users
62.93% Sessions

Explorer

Summary



Keyword	Acquisition			Behavior			Conversions Goal 1: Longer than 1 min. 30 sec.		
	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)
	36,584 <small>% of Total: 62.93% (58,131)</small>	88.58% <small>Avg for View: 87.28% (1.49%)</small>	32,406 <small>% of Total: 63.87% (50,734)</small>	33.78% <small>Avg for View: 37.22% (-9.24%)</small>	2.04 <small>Avg for View: 2.13 (-4.30%)</small>	00:00:44 <small>Avg for View: 00:00:50 (-12.43%)</small>	7.52% <small>Avg for View: 8.30% (-9.40%)</small>	2,750 <small>% of Total: 57.02% (4,823)</small>	\$2,750.00 <small>% of Total: 57.02% (\$4,823.00)</small>
1. (not provided)	31,971 (87.39%)	88.80%	28,391 (87.61%)	35.08%	1.98	00:00:42	7.16%	2,288 (83.20%)	\$2,288.00 (83.20%)
2. mushroom cultivation	232 (0.63%)	83.62%	194 (0.60%)	6.47%	2.84	00:01:08	12.93%	30 (1.09%)	\$30.00 (1.09%)
3. mushroom farming	170 (0.46%)	86.47%	147 (0.45%)	11.76%	2.51	00:00:43	9.41%	16 (0.58%)	\$16.00 (0.58%)
4. mushrooms	165 (0.45%)	87.88%	145 (0.45%)	24.24%	2.53	00:01:15	13.33%	22 (0.80%)	\$22.00 (0.80%)
5. mushroom	116 (0.32%)	93.10%	108 (0.33%)	8.62%	3.59	00:01:33	20.69%	24 (0.87%)	\$24.00 (0.87%)
6. mushroom nutrition	94 (0.26%)	87.23%	82 (0.25%)	17.02%	2.09	00:00:22	6.38%	6 (0.22%)	\$6.00 (0.22%)
7. mushroom production	82 (0.22%)	82.93%	68 (0.21%)	3.66%	3.30	00:01:54	12.20%	10 (0.36%)	\$10.00 (0.36%)
8. mushrooms nutrition	65 (0.18%)	87.69%	57 (0.18%)	7.69%	2.22	00:00:38	10.77%	7 (0.25%)	\$7.00 (0.25%)
9. nutritional value of mushrooms	54 (0.15%)	90.74%	49 (0.15%)	11.11%	2.33	00:00:20	9.26%	5 (0.18%)	\$5.00 (0.18%)
10. mushroom nutritional value	46 (0.13%)	86.96%	40 (0.12%)	4.35%	2.26	00:00:20	2.17%	1 (0.04%)	\$1.00 (0.04%)

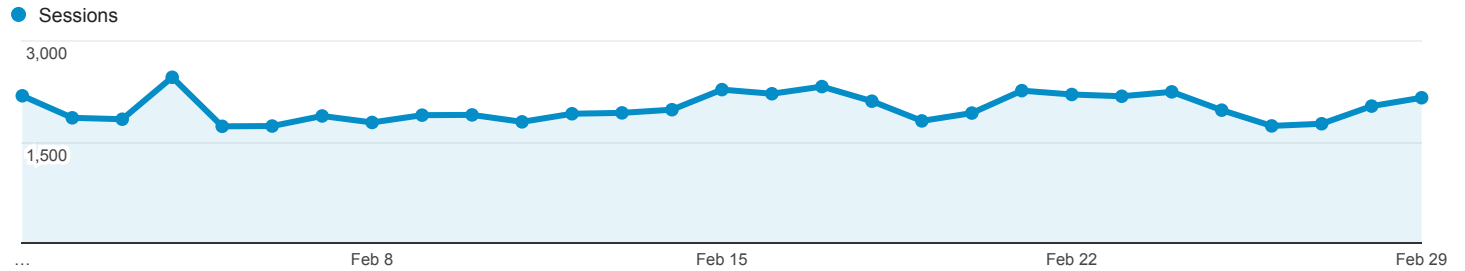
Feb 1, 2016 - Feb 29, 2016

All Traffic

All Users
100.00% Sessions

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)
	58,131 % of Total: 100.00% (58,131)	87.28% Avg for View: 87.28% (0.00%)	50,735 % of Total: 100.00% (50,734)	37.22% Avg for View: 37.22% (0.00%)	2.13 Avg for View: 2.13 (0.00%)	00:00:50 Avg for View: 00:00:50 (0.00%)	8.30% Avg for View: 8.30% (0.00%)	4,823 % of Total: 100.00% (4,823)	\$4,823.00 % of Total: 100.00% (\$4,823.00)
1. google / organic	33,717 (58.00%)	88.52%	29,847 (58.83%)	31.99%	2.05	00:00:43	7.38%	2,487 (51.57%)	\$2,487.00 (51.57%)
2. (direct) / (none)	10,709 (18.42%)	85.61%	9,168 (18.07%)	23.17%	2.48	00:00:59	9.67%	1,036 (21.48%)	\$1,036.00 (21.48%)
3. pinterest.com / referral	1,850 (3.18%)	85.57%	1,583 (3.12%)	59.14%	1.68	00:00:44	6.32%	117 (2.43%)	\$117.00 (2.43%)
4. bing / organic	1,446 (2.49%)	91.42%	1,322 (2.61%)	65.42%	1.76	00:00:59	9.34%	135 (2.80%)	\$135.00 (2.80%)
5. yahoo / organic	1,250 (2.15%)	86.72%	1,084 (2.14%)	40.56%	2.01	00:00:52	9.20%	115 (2.38%)	\$115.00 (2.38%)
6. m.facebook.com / referral	1,248 (2.15%)	83.65%	1,044 (2.06%)	11.14%	2.93	00:00:43	8.65%	108 (2.24%)	\$108.00 (2.24%)
7. buzzfeed.com / referral	1,220 (2.10%)	94.43%	1,152 (2.27%)	95.41%	1.06	00:00:19	3.03%	37 (0.77%)	\$37.00 (0.77%)
8. facebook.com / referral	605 (1.04%)	79.67%	482 (0.95%)	71.74%	1.66	00:00:57	11.74%	71 (1.47%)	\$71.00 (1.47%)
9. addapinch.com / referral	430 (0.74%)	90.70%	390 (0.77%)	94.88%	1.07	00:00:19	2.79%	12 (0.25%)	\$12.00 (0.25%)
10. blog.mushroominfo.com / referral	426 (0.73%)	73.94%	315 (0.62%)	26.29%	6.60	00:04:34	33.57%	143 (2.96%)	\$143.00 (2.96%)

Rows 1 - 10 of 371

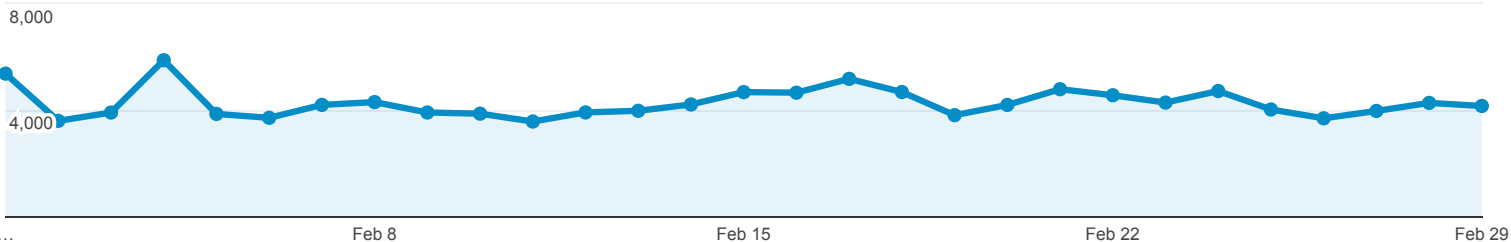
Feb 1, 2016 - Feb 29, 2016

Pages

All Users
100.00% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	123,649 % of Total: 100.00% (123,649)	69,927 % of Total: 100.00% (69,927)	00:00:44 Avg for View: 00:00:44 (0.00%)	58,126 % of Total: 100.00% (58,126)	37.22% Avg for View: 37.22% (0.00%)	47.01% Avg for View: 47.01% (0.00%)	\$1.39 % of Total: 100.00% (\$1.39)
1. /benefits/	42,166 (34.10%)	20,638 (29.51%)	00:00:31	20,359 (35.03%)	17.61%	47.27%	\$0.72 (51.56%)
2. /growing-mushrooms/six-steps-to-mushroom-farming/	14,658 (11.85%)	7,870 (11.25%)	00:00:54	7,720 (13.28%)	37.84%	50.99%	\$1.13 (80.98%)
3. /growing-mushrooms/	4,752 (3.84%)	2,737 (3.91%)	00:01:10	2,424 (4.17%)	39.32%	50.69%	\$1.78(127.63%)
4. /mushroom-meatloaf-with-mushroom-gravy/	3,460 (2.80%)	2,061 (2.95%)	00:00:54	2,040 (3.51%)	44.46%	55.72%	\$0.88 (63.43%)
5. /varieties/	2,371 (1.92%)	1,122 (1.60%)	00:00:52	487 (0.84%)	37.17%	28.30%	\$3.58(256.43%)
6. /2011/05/02/portabella-and-halloumi-burgers-from-food-for-my-family/	2,264 (1.83%)	2,167 (3.10%)	00:05:17	2,158 (3.71%)	95.13%	94.35%	\$0.38 (27.17%)
7. /preparation-tips/	1,348 (1.09%)	796 (1.14%)	00:00:30	741 (1.27%)	33.47%	54.45%	\$0.85 (60.99%)
8. /category/mushroom-recipes/	1,229 (0.99%)	646 (0.92%)	00:00:25	253 (0.44%)	20.16%	18.06%	\$4.40(315.50%)
9. /overstuffed-portabella-mushrooms/	1,223 (0.99%)	694 (0.99%)	00:00:39	648 (1.11%)	31.43%	51.51%	\$0.82 (58.59%)
10. /recipes-main/	1,190 (0.96%)	394 (0.56%)	00:00:08	25 (0.04%)	0.00%	5.13%	\$3.56(255.19%)
11. /history-and-background/	1,098 (0.89%)	703 (1.01%)	00:01:35	622 (1.07%)	55.47%	56.28%	\$1.70(122.21%)
12. /stuffed-mushrooms-with-breadcrumbs-and-cheese/	1,052 (0.85%)	562 (0.80%)	00:00:48	556 (0.96%)	29.68%	52.09%	\$0.75 (53.85%)
13. /all-about-vitamin-d/	1,023 (0.83%)	624 (0.89%)	00:01:10	517 (0.89%)	45.26%	55.03%	\$1.65(118.03%)
14. /caprese-stuffed-mushroom/	983 (0.79%)	504 (0.72%)	00:00:44	484 (0.83%)	19.01%	46.59%	\$1.35 (96.90%)
15. /2015/11/17/mushrooms-with-long-grain-and-wild-rice/	922 (0.75%)	840 (1.20%)	00:06:38	838 (1.44%)	91.05%	90.13%	\$0.78 (55.58%)
16. /garlic-bacon-mushroom-bites/	908 (0.73%)	456 (0.65%)	00:00:47	374 (0.64%)	12.57%	39.21%	\$1.44(103.48%)
17. /homepage/	886 (0.72%)	679 (0.97%)	00:01:13	433 (0.74%)	30.48%	30.47%	\$4.48(321.60%)
18. /selection-storage-and-care/	802 (0.65%)	436 (0.62%)	00:00:45	87 (0.15%)	39.08%	24.19%	\$4.16(298.53%)
19. /2011/09/12/mushroommasterslunch/	799 (0.65%)	748 (1.07%)	00:04:04	746 (1.28%)	94.77%	92.87%	\$0.39 (27.90%)
20. /marsala-mushroom-cream-sauce-over-beer-braised-beef/	750 (0.61%)	443 (0.63%)	00:00:49	429 (0.74%)	39.86%	57.87%	\$0.84 (60.38%)

21.	/mushroom-blendability/	724 (0.59%)	399 (0.57%)	00:00:57	197 (0.34%)	35.03%	28.18%	\$3.68(264.21%)
22.	/campfire-mushrooms/	704 (0.57%)	431 (0.62%)	00:00:33	424 (0.73%)	41.75%	58.10%	\$0.62 (44.76%)
23.	/	677 (0.55%)	560 (0.80%)	00:01:37	522 (0.90%)	58.24%	57.16%	\$2.42(173.91%)
24.	/research/?openAll=yes	620 (0.50%)	310 (0.44%)	00:01:09	29 (0.05%)	17.24%	29.19%	\$8.03(575.79%)
25.	/dining-out/	616 (0.50%)	279 (0.40%)	00:00:47	265 (0.46%)	25.66%	39.77%	\$1.27 (90.99%)

Rows 1 - 25 of 2256

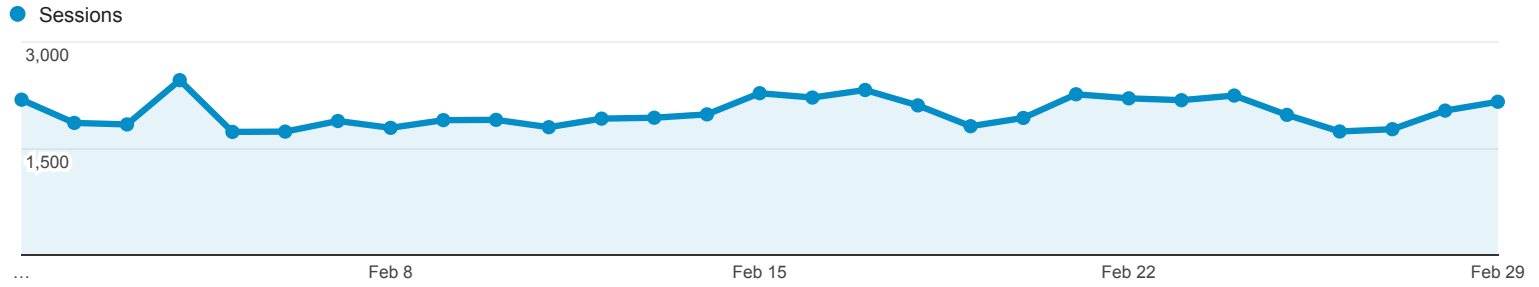
Feb 1, 2016 - Feb 29, 2016

New vs Returning

All Users
100.00% Sessions

Explorer

Summary



User Type	Sessions	Sessions	Contribution to total:
	58,131 % of Total: 100.00% (58,131)	58,131 % of Total: 100.00% (58,131)	
1. ■ New Visitor	50,735	87.28%	
2. ■ Returning Visitor	7,396	12.72%	

Rows 1 - 2 of 2

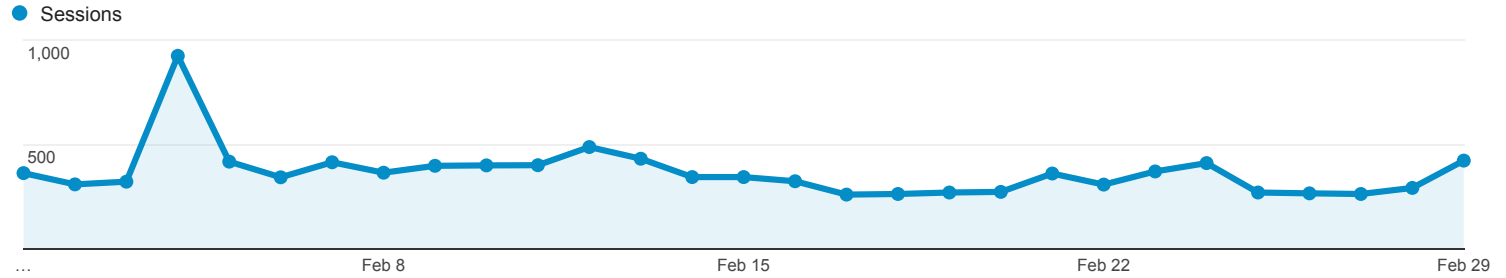
Feb 1, 2016 - Feb 29, 2016

Referral Traffic

All Users
18.22% Sessions

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)
	10,593 % of Total: 18.22% (58,131)	85.51% Avg for View: 87.28% (-2.02%)	9,058 % of Total: 17.85% (50,734)	63.05% Avg for View: 37.22% (69.42%)	2.07 Avg for View: 2.13 (-2.72%)	00:01:00 Avg for View: 00:00:50 (20.48%)	9.26% Avg for View: 8.30% (11.62%)	981 % of Total: 20.34% (4,823)	\$981.00 % of Total: 20.34% (\$4,823.00)
1. pinterest.com	1,850 (17.46%)	85.57%	1,583 (17.48%)	59.14%	1.68	00:00:44	6.32%	117 (11.93%)	\$117.00 (11.93%)
2. m.facebook.com	1,248 (11.78%)	83.65%	1,044 (11.53%)	11.14%	2.93	00:00:43	8.65%	108 (11.01%)	\$108.00 (11.01%)
3. buzzfeed.com	1,220 (11.52%)	94.43%	1,152 (12.72%)	95.41%	1.06	00:00:19	3.03%	37 (3.77%)	\$37.00 (3.77%)
4. facebook.com	605 (5.71%)	79.67%	482 (5.32%)	71.74%	1.66	00:00:57	11.74%	71 (7.24%)	\$71.00 (7.24%)
5. addapinch.com	430 (4.06%)	90.70%	390 (4.31%)	94.88%	1.07	00:00:19	2.79%	12 (1.22%)	\$12.00 (1.22%)
6. blog.mushroominfo.com	426 (4.02%)	73.94%	315 (3.48%)	26.29%	6.60	00:04:34	33.57%	143 (14.58%)	\$143.00 (14.58%)
7. lafujimama.com	395 (3.73%)	91.39%	361 (3.99%)	95.19%	1.06	00:00:21	3.54%	14 (1.43%)	\$14.00 (1.43%)
8. chezus.com	320 (3.02%)	89.69%	287 (3.17%)	56.88%	1.70	00:00:27	5.94%	19 (1.94%)	\$19.00 (1.94%)
9. healthyfoodhouse.com	283 (2.67%)	95.76%	271 (2.99%)	96.47%	1.05	00:00:16	3.53%	10 (1.02%)	\$10.00 (1.02%)
10. mushroomcouncil.org	252 (2.38%)	65.87%	166 (1.83%)	34.13%	4.56	00:03:41	30.16%	76 (7.75%)	\$76.00 (7.75%)

Rows 1 - 10 of 355

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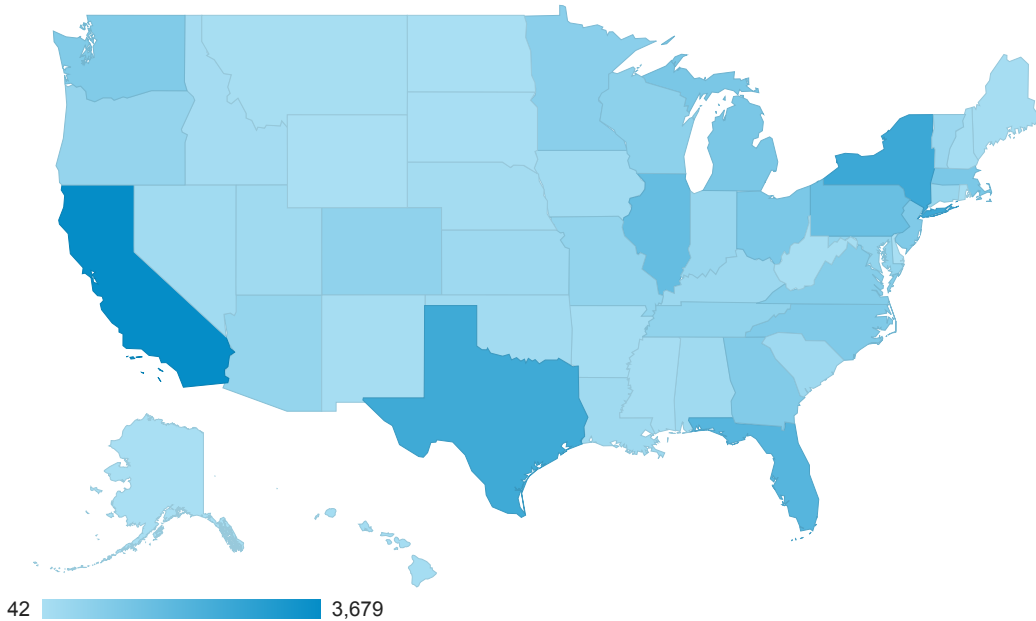
Location

ALL » COUNTRY: United States

All Users
55.79% Sessions

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions <small>Goal 1: Longer than 1 min. 30 sec.</small>		
	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)
	32,429 <small>% of Total: 55.79% (58,131)</small>	86.44% <small>Avg for View: 87.28% (-0.95%)</small>	28,033 <small>% of Total: 55.25% (50,734)</small>	37.26% <small>Avg for View: 37.22% (0.12%)</small>	2.18 <small>Avg for View: 2.13 (2.51%)</small>	00:00:49 <small>Avg for View: 00:00:50 (-1.47%)</small>	8.36% <small>Avg for View: 8.30% (0.72%)</small>	2,710 <small>% of Total: 56.19% (4,823)</small>	\$2,710.00 <small>% of Total: 56.19% (\$4,823.00)</small>
1. California	3,679 (11.34%)	87.50%	3,219 (11.48%)	37.84%	2.16	00:00:41	7.20%	265 (9.78%)	\$265.00 (9.78%)
2. New York	2,460 (7.59%)	85.77%	2,110 (7.53%)	35.93%	2.09	00:00:54	8.05%	198 (7.31%)	\$198.00 (7.31%)
3. Texas	2,405 (7.42%)	86.28%	2,075 (7.40%)	30.23%	2.28	00:00:49	7.28%	175 (6.46%)	\$175.00 (6.46%)
4. Florida	1,884 (5.81%)	87.69%	1,652 (5.89%)	36.15%	2.10	00:00:42	7.91%	149 (5.50%)	\$149.00 (5.50%)
5. Illinois	1,566 (4.83%)	85.38%	1,337 (4.77%)	31.42%	2.16	00:00:40	8.62%	135 (4.98%)	\$135.00 (4.98%)
6. Pennsylvania	1,482 (4.57%)	85.90%	1,273 (4.54%)	39.81%	2.44	00:01:09	10.86%	161 (5.94%)	\$161.00 (5.94%)
7. Michigan	1,100 (3.39%)	85.36%	939 (3.35%)	34.36%	2.30	00:00:50	8.82%	97 (3.58%)	\$97.00 (3.58%)
8. Massachusetts	1,074 (3.31%)	88.45%	950 (3.39%)	50.65%	1.94	00:00:39	6.89%	74 (2.73%)	\$74.00 (2.73%)
9. Ohio	1,072 (3.31%)	85.73%	919 (3.28%)	39.55%	2.24	00:00:47	8.02%	86 (3.17%)	\$86.00 (3.17%)
10. North Carolina	977 (3.01%)	88.02%	860 (3.07%)	39.51%	1.99	00:00:46	7.78%	76 (2.80%)	\$76.00 (2.80%)

