

Mushrooms Council

April 2016 Social Activity Report

Program	Monthly Impressions	Annual Impressions YTD*
Social/Digital	1,804,180	9,724,245
#BlendedBurgerProject	1,330,760	1,330,760
Total Social/Digital Impressions		11,055,005

ONLINE ASSETS	APRIL 2016	MARCH 2016	PERCENT CHANGE
#BlendedBurgerProject Hashtag			
Hashtag Impressions	1,330,760	n/a	n/a
Number of Posts	117	n/a	n/a
Number of Users	83	n/a	n/a
Facebook			
Facebook Impressions	537,775	485,341	+10.8%
Facebook Fans	200,671	200,331	+0.2%
Monthly Fan Growth	340	354	n/a
Twitter			
Twitter Impressions	53,405	76,200	-29.9%
Twitter Followers	7,692	7,612	+1.1%
Monthly Follower Growth	80	142	n/a
Pinterest*			
Pins from Profile Impressions	517,202	901,081	-42.6%
Repins from Profile	1,654	4,944	-66.5%
Pins from MushroomInfo.com Impressions	637,586	1,179,747	-46.0%
Repins from MushroomInfo.com	2,789	6,201	-55.0%
Pinterest Followers	12,224	12,016	+1.7%
Monthly Follower Growth	208	531	n/a
Instagram			
Total Engagements (Likes, Comments)	855	1,060	-19.3%
Followers	2,168	2,046	+6.0%
Monthly Follower Growth	122	203	n/a
YouTube			
Total Video Views	47,520	42,002	+13.1%
Monthly Video Views	5,519	2,808	+96.5%
YouTube Subscribers	324	317	+2.2%
YouTube Subscriber Growth	7	18	n/a
Mushroom Channel Blog			
Monthly Page Views	5,949	7,258	-18.0%
MushroomInfo.com*			
Monthly Sessions	51,838	66,467	-22%
Monthly Page Views	107,211	146,137	-26.6%
Average Time Spent on Site**	0:50	0:50	+/-0%
Percentage of Returning Visitors	13.2%	13.3%	+0.1%
Newsletter Metrics***			
Number of Subscribers	4,293	4,170	+2.9%
Open Rate	20.4%	25.4%	-5.0%

Click Through Rate	2.4%	5.5%	-3.1%
Referrals to Mushroominfo.com	298	392	-24.0%

*Drop in numbers due to spike in March stats from Pinterest-focused campaign (acted as a website traffic driver as well)

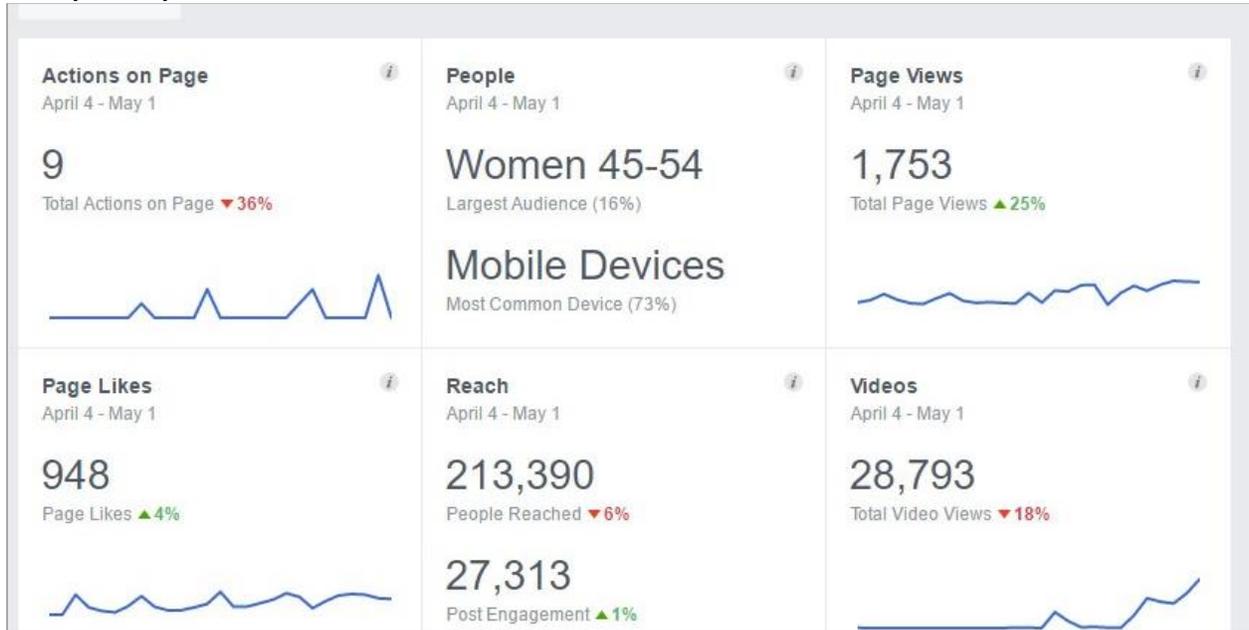
** According to Nielsen data, the overall average of time spent on websites is 56 seconds

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

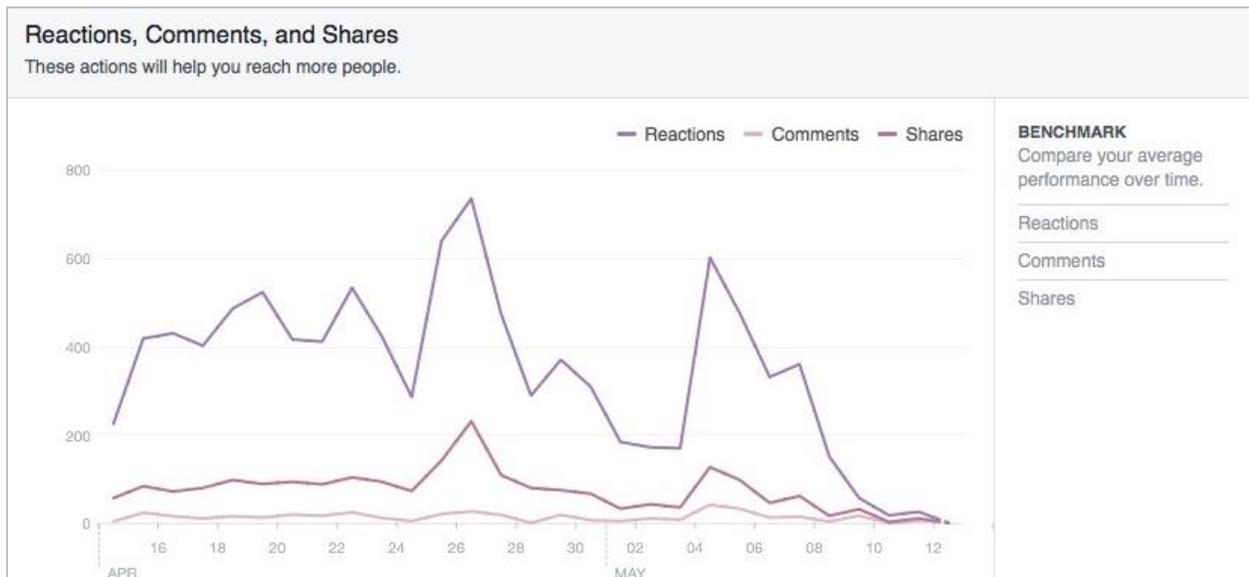
Facebook

Followers to date: **200,867**

28 Day Activity Overview:



The graph below illustrates the ways our fans engaged with our content during the month of April. “Likes” lead as the preferred method of engagement, followed by shares and comments. Content posted on April 19th, 22nd and 26th caused spikes in engagement (likes and shares).



This post shared from Bon Appetit Magazine received the **highest organic reach during the month of April** with a total of 357 Total Likes, 15 Total Loves, 2 Total Wows, **33,152 people reached**, 10 Total Comments, and 2,736 post clicks.

The Mushroom Channel shared Bon Appétit Magazine's post. ▼
Published by Adriane Ripberger [?] · April 3 · 🌐

Grill 'em, roast 'em, sear 'em - but first, read these tips.

Bon Appétit Magazine
March 31 · 🌐

Leave as mushroom as possible for success by avoiding these common mistakes.



Kindly Stop Committing These Crimes Against Mushrooms

Avoid soggy, gray, rubbery mushrooms by avoiding these common mistakes.

BONAP. IT | BY BON APPÉTIT MAGAZINE

33,152 people reached Boost Unavailable

👍❤️👏 Brigitte Truman, Jake Adler and 370 others 10 Comments ▼

👍 Like 💬 Comment ➦ Share

33,152 People Reached

384 Reactions, Comments & Shares

357 👍 Like	355 On Post	2 On Shares
15 ❤️ Love	15 On Post	0 On Shares
2 👏 Wow	2 On Post	0 On Shares
10 Comments	10 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

2,736 Post Clicks

0 Photo Views	2,057 Link Clicks	679 Other Clicks 📄
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NEGATIVE FEEDBACK

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

April's Top 3 Facebook Posts

Messages Sent	Reach ▼	Engaged	Talking	Reactions	Comments	Shares
 <p>Enjoy the newest way to eat a "cheeseburger." <i>April 26, 2016 10:57 am</i></p>	152.1k	3.3k	320	245	21	131
 <p>Umami-rich mushrooms and a poached egg literally Make.Thi... <i>April 25, 2016 11:54 am</i></p>	35.6k	3.0k	2.3k	2.1k	63	444
 <p>Grill 'em, roast 'em, sear 'em - but first, read these tips. <i>April 03, 2016 11:28 am</i></p>	33.1k	2.5k	391	384	10	--

Facebook Promoted Posts

APRIL OVERVIEW:

Total Promoted Posts: 9
Total Likes: 6,306
Total Shares: 1,224
Total Comments: 122
Total Impressions: 213,573
Average CPM: \$2.09
Average CPE: \$0.04

Promoted Post #1: [Blend Your Way to a Better Weekend \(Blenditarian\)](#)

Total Impressions: 12,727
Total Likes: 392
Total Shares: 44
Total Comments: 7
CPM: \$2.36
CPE: \$0.04

Promoted Post #2: [Mushroom Zucchini Boats](#)

Total Impressions: 22,228
Total Likes: 1,395
Total Shares: 413
Total Comments: 30
CPM: \$1.35
CPE: \$0.01

Promoted Post #3: [Cheeseburger Quesadillas \(Blend\)](#)

Total Impressions: 22,943
Total Likes: 1,034
Total Shares: 181
Total Comments: 20
CPM: \$2.18
CPE: \$0.03

Promoted Post #4: [Beef-Mushroom Chili \(Blend\)](#)

Total Impressions: 26,786
Total Likes: 1,001
Total Shares: 215
Total Comments: 21
CPM: \$1.87
CPE: \$0.03

Promoted Post #5: [Blend Your Way to a Fresh Menu \(Blenditarian\)](#)

Total Impressions: 15,489
Total Likes: 445
Total Shares: 48
Total Comments: 6
CPM: \$3.23
CPE: \$0.07



The Mushroom Channel
Published by Adriane Ripberger [?] · April 26 at 11:57am · 🌐

Enjoy the newest way to eat a "cheeseburger."

MUSHROOM COUNCIL PRESENTS
CHEESEBURGER QUESADILLA
How to Make Cheeseburger Quesadillas
00:39

227,937 people reached Boosted

👍❤️👍 247 22 Comments 161 Shares

👍 Like 💬 Comment ➦ Share

Promoted Post #6: [Mushroom Ramen](#)

Total Impressions: 29,727
Total Likes: 1,156
Total Shares: 166
Total Comments: 22
CPM: \$1.68
CPE: \$0.03

Promoted Post #7: [Blend Your Way to Family Favorites \(Blenditarian\)](#)

Total Impressions: 27,555
Total Likes: 689
Total Shares: 127
Total Comments: 11
CPM: \$1.81
CPE: \$ 0.04

Promoted Post #8: [Cheeseburger Quesadilla Video](#)

Total Views: 15,316
Total Impressions: 51,069
Total Likes: 34
Total Shares: 16
Total Comments: 3
CPM: \$1.45
CPE: \$0.01

Promoted Post #9: [Blend Your Way to New Flavors \(Blenditarian\)](#)

Total Impressions: 5,049
Total Likes: 160
Total Shares: 14
Total Comments: 2
CPM: \$2.92
CPE: \$0.06

Pinterest

Followers to date: **12,300**

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 April, Pinterest referred **1,344 to Mushroominfo.com**. This pin, [Long Grain and Wild Rice with Mushrooms](#), drove 83 visits to MushroomInfo.com in April and has been interacted with (repined and liked) **3.8K times**.

Pinterest Promoted Pins

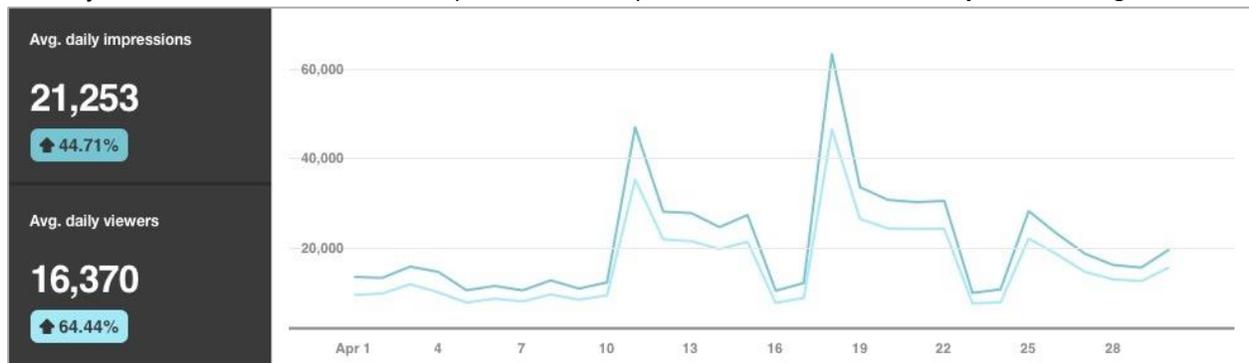
APRIL OVERVIEW:

Total Promoted Posts: 6 Total Impressions: 375,148

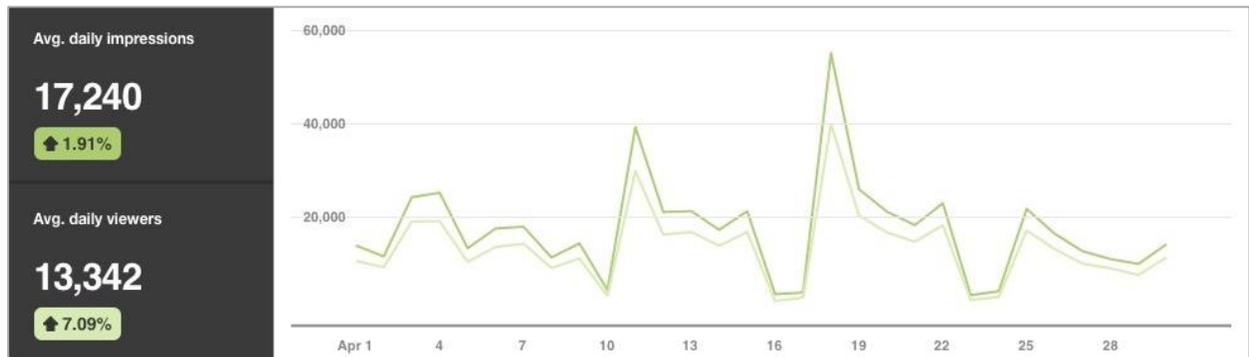
Total Repins: 826 Average CPC: \$0.61

Total Clicks: 769

Activity from MushroomInfo.com: Impressions from April 2016: the views **Pins from your website** get on Pinterest

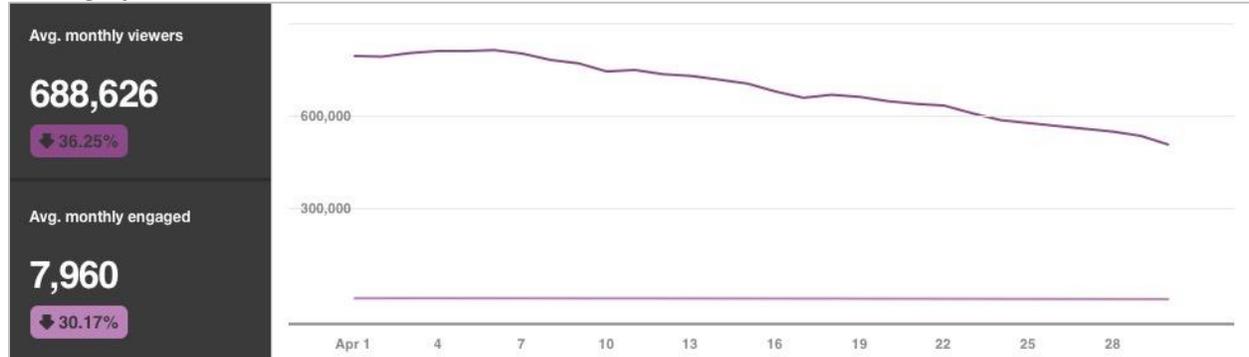


Impressions: The daily average number of times **your pins** appeared in the main feed, in search results, or on boards.



Top Pin impressions in the last 30 days from www.mu...	Impressions	Repins	Clicks	Likes	Pin type
 Spinach Polenta with Mushrooms, Leek a...	65418	150	84	11	P
 Seven-Minute Spring Ramen Bowl	64626	88	133	6	P
 One-pot Blended Chili & Macaroni	57870	90	106	10	P
 Mushroom Zucchini Boats are full of feist...	51794	110	192	9	P
 Fill quesadillas with your favorite burger t...	51524	123	137	15	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	349811	Washington, DC (Hagrstwn)	18590
Canada	16765	Los Angeles	15704
United Kingdom	4692	New York	14631
Australia	4115	Philadelphia	14604
Netherlands (Nederland)	2696	Atlanta	13798

Twitter: Top Tweets

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements
	<p>The Mushroom Council @MushroomChannel · Apr 6</p> <p>.@jennlouis+@Cooking_Light met up to explore #blendedburgers & the results are in: they're delicious AND nutritious! mushro.ms/1RP4W2Y</p> <p>View Tweet activity</p>			5,807	47
	<p>The Mushroom Council @MushroomChannel · Apr 11</p> <p>Mushroom Zucchini Boats are full of feisty flavors (and ready <20 min!) mushro.ms/1pkI7xd via @CheekyKitchen pic.twitter.com/RNUfBSwrA</p> <p>View Tweet activity</p>			2,699	53
	<p>The Mushroom Council @MushroomChannel · Apr 9</p> <p>DYK: Mushrooms are the leading source of the antioxidant selenium in the produce aisle. #HealthFact pic.twitter.com/Ea7QWTODe</p>			1,864	39

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 April, the Council promoted **6 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.

Longhorn Steakhouse

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

Applebee's

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

Seasons 52

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

Ruby Tuesday

- [Facebook](#)

Clover

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

Logan's Roadhouse

- [Facebook](#)



Website, Mushroom Channel Blog & Blogger Relations

Mushroom Channel Blog:

The Mushroom Channel published seven blog posts that garnered 441 page views and accounted for 0.68% of all website traffic in April.

- [30-Minute Meals with Mushrooms](#)
- [Blend In. Stand Out: The Blended Burger Project is Back](#)
- [Blend Your Way to a Better Weekend](#)
- [Blend Your Way to a Fresh Menu](#)
- [Blend Your Way to Family Favorites](#)
- [WATCH: How to Make Cheeseburger Quesadillas](#)
- [Blend Your Way to New Flavors](#)

Recipe Video:

The Cheeseburger Quesadilla recipe video is still being promote and has more than 46,000 views.



#Blenditarian Blogger Campaign:

Throughout April, we partnered with influential food bloggers to develop blend-focused recipes and share more insight into the Blenditarian lifestyle. Each week during April, five new bloggers brought The Blend to life in authentic, custom recipe posts that showcased their method and tips, and inspired readers to join the Blenditarian lifestyle.

Campaign highlights include:

- 20 food, health and/or eco-friendly influencers
- 20 blog posts and more than 100 blend prep/recipe photos
- 4.8 million impressions (blogs + social)
- 1.6 million reach (blogs)
- 351 clicks to The Blend webpage
- 2,800+ social shares from readers (and counting)

Blenditarian recipes included

1. [Korean Rice Bowls with Turkey and Mushrooms](#)
2. [Easy Mushroom Kefta Kebob](#)
3. [Bacon Honey Bourbon Chicken Meatballs](#)
4. [Crispy Golden Dumplings](#)
5. [Greek Baked Eggs](#)
6. [Philly Cheesesteak Skillet Dip](#)
7. [Beef and Mushroom Strudel with Fontina](#)
8. [Beef and Mushroom Empanadas](#)
9. [Turkey Potstickers With A Sriracha Dipping Sauce](#)
10. [Easy Salisbury Steak with Mushroom Gravy](#)
11. [Healthy Taco Lettuce Wraps with a Secret Ingredient](#)
12. [Creamy Enchiladas with Crimini Mushrooms & Pork](#)

13. [Crunchy Taco Bake](#)
14. [Tater Tot Casserole](#)
15. [Mushroom Spinach Homemade Sausage Patties {Paleo & Whole30}](#)
16. [Easy Shepherd's Pie with Ground Turkey and Portobello Mushrooms](#)
17. [Blended Burgers](#)
18. [Slow Cooker Turkey Sausage Bolognese Sauce](#)
19. [Sausage Stuffed Portobello Mushrooms](#)
20. [Quick Mushroom Beef Stroganoff Skillet Supper](#)

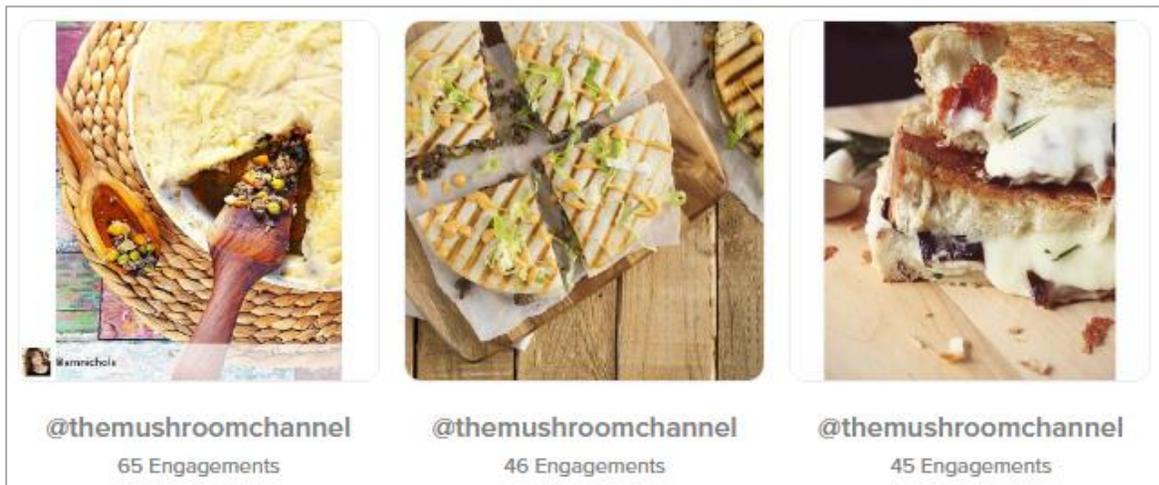
Throughout the month we saw high quality comments from blog readers really thinking about mushrooms and The Blend (and identifying as blenditarians!).

I'm definitely a blenditarian, lol. I always add veggies like spinach or mushrooms and onions to burger patties.

love this idea. blenditarian here!!! mushrooms are such great thickeners!

This is such a great idea and I am kicking myself for not thinking of this cool "blending" trick.

Instagram



AddThis.com

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

Top Content	Shares
Total Shares in April	
Benefits	16
Campfire Mushrooms	11
Six Steps to Mushroom Farming	9

Blended Chili Macaroni	7
The Blend	7

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

Top Content	Shares
Total Shares April	
Portabella & Halloumi Burgers	39
Mushrooms with Long Grain & Wild Rice	21
Cheesy Sausage and Mushroom Pasta Skillet	11
Mushroom Sauté	10
Mushrooms Masters Lunch	6

Bit.ly

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

- 1) Italian Style Shiitake Pecan Burger | **138 clicks**
- 2) Grilled Cheese with Balsamic Roasted Mushrooms | **60 clicks**
- 3) Cremini-Lamb Burger | **32 clicks**
- 4) Why Chef Jenn Louis Says “No Thanks” to All-Beef Patties via Cooking Light | **31 clicks**
- 5) 30-Minute Meals with Mushrooms - Mushroom Channel | **25 clicks**

Recipe of the Month - Consumer Newsletter



List Growth:

Subscribers on April 1st: 4,170
 Subscribers on April 31st: 4,293

April Recipe of the Month:
[30 Minute Meals with Mushrooms](#)

Open Rate: 26.6%
 Click Through Rate: 5.9%
 Social Shares: 0
 Unsubscribes: 12
 Complaints: 1

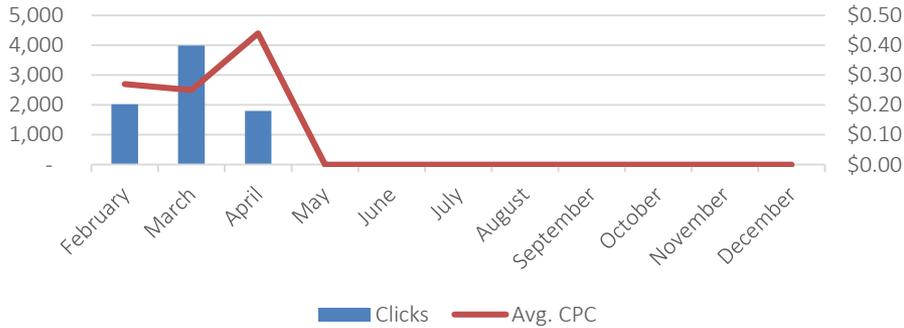
Most Clicked Recipe: Seven Minute Spring Ramen Bowl

Benchmarking:

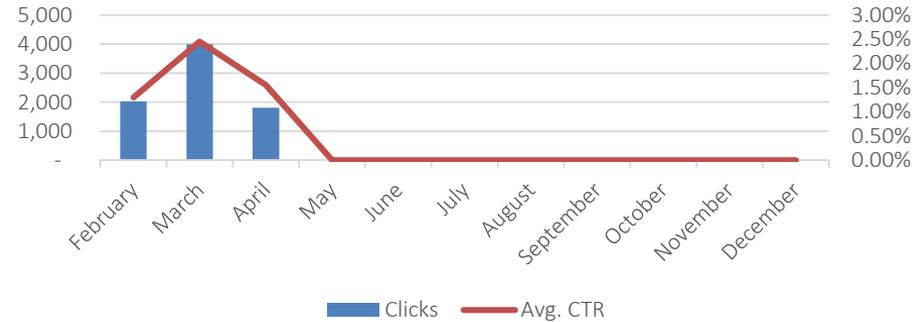
Industry Average: 22.1%
 List Average: 26.2%

Mushroom Info Campaign, KPI Summary

Traffic vs Avg. CPC



Traffic vs CTR



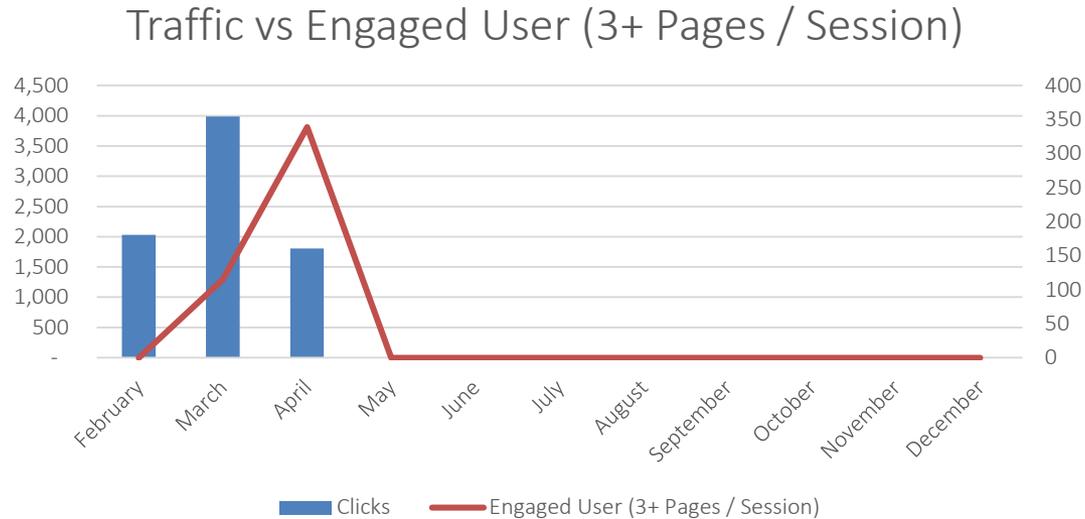
How have PPC channels trended over time?

- Visits from March to April have decreased by approximately 54% as the budget allocation was adjusted away from the “General Mushroom” terms towards “Blend / Blended Hamburger” terms (see the Blend Campaign for details).
- The Cost Per Click trended upwards as more actionable terms were targeted, with high competition. **The average was \$0.44/click.**
- Click through rates have decreased as well with higher competition; however, the conversion rates on the mushroominfo.com website increased drastically.
- **Bid adjustments made:** 6:00am – 8:30am = -25%; 8:30am-10:30am = +25% and ads only run from 6:00am – 10:00pm each day.

What are the most important action items for the next month?

SEM Opportunity	Action
Continue testing ad copy variations for more competitive keywords to decrease CPC but improve CTR	Test variations of headlines, descriptions, and call to actions.

Mushroom Info Campaign, KPI Summary



How have engagements trended over time?

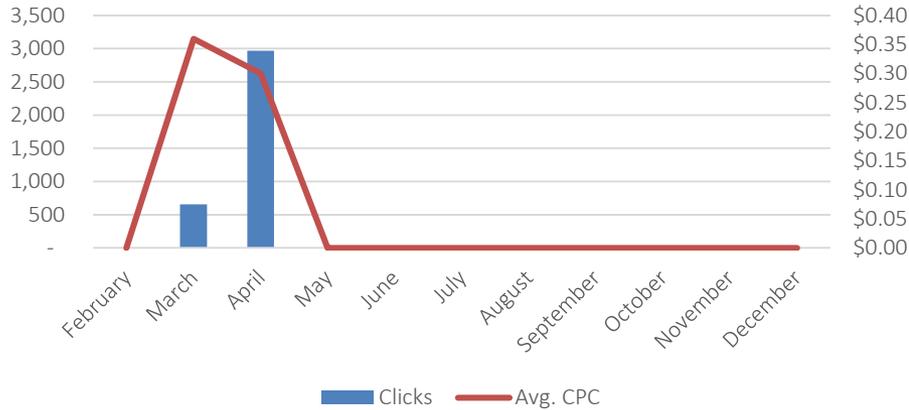
- There were 339 visitors from 1,806 clicks that visited three pages (and therefore considered engaged) after clicking on the advertisement.
- The conversion rate of an engaged visitor increased by over 650% from 2.88% to 18.77% with recipe terms (but not landing on specific recipes) converting the best.

What are the most important action items for the next month?

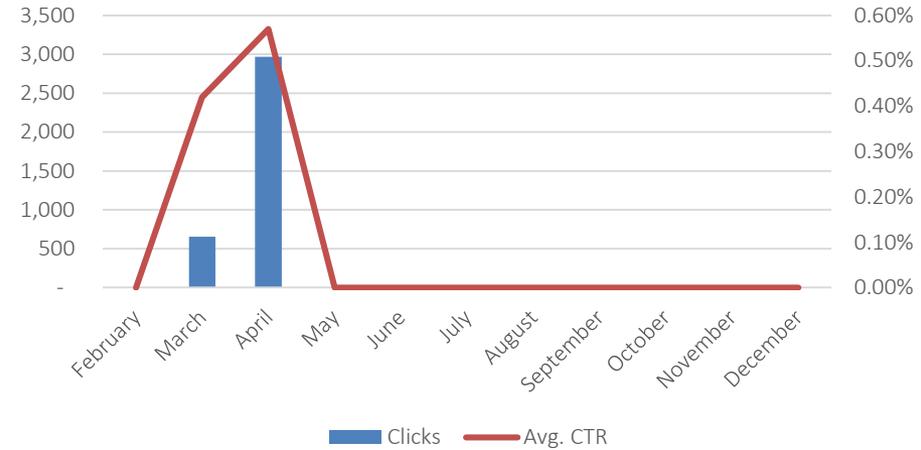
SEM Opportunity	Action
New seasonal keywords	Implement new keywords & ad groups for summer months

The Blend Campaign, KPI Summary

Traffic vs Avg. CPC



Traffic vs CTR



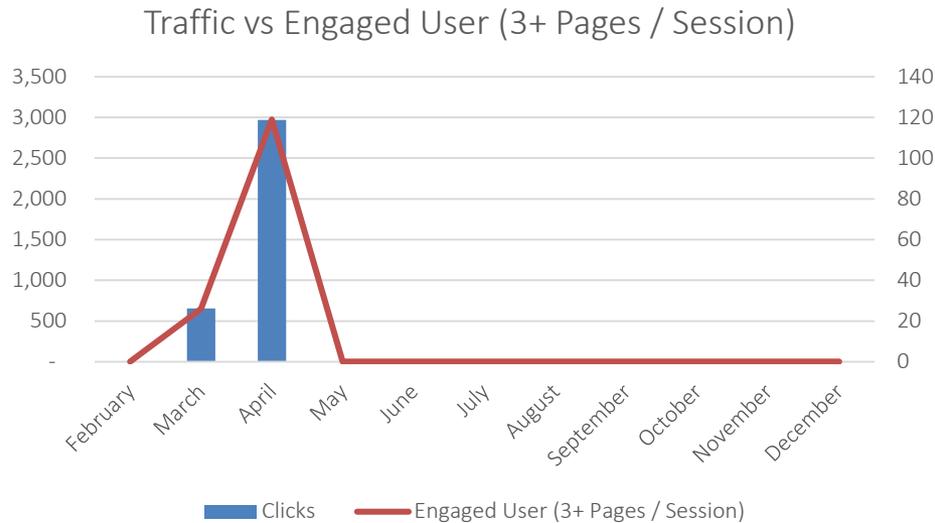
How have PPC channels trended over time?

- Blend keyword traffic increased by 450% from March to April (largely due to increased budget) but cost per clicks fell from \$0.36 to \$0.30 and click through rates improved from 0.42% to 0.57%.
- Focusing on optimizing keywords for this campaign will be crucial for ongoing success.

What are the most important action items for the next month?

SEM Opportunity	Action
Chef on-boarding.	Pause campaign for chef onboarding.

The Blend Campaign, KPI Summary



How have engagements trended over time?

- There was 119 visitors from 2,970 clicks that visited three pages (and therefore considered engaged) after clicking on the advertisement.
- The conversion rate of an engaged visitor increased from 3.97% to 4.01%.
- The blendability-recipes converted the best as a landing page this past month.

What are the most important action items for the next month?

SEM Opportunity	Action
Chef on-boarding.	Create on-boarding campaign.

SEM Report & KPI

Engagement data will become more and more accurate over the next couple of months as reports will begin to include email opt-ins as well. While we cannot tie opt-ins to referral source, the total email opt-ins for April 2016 was 141.

Cost per Engagement = Cost / Total Engagements

Cost: \$1,683.23

Engaged Users: 458

Cost / Engagement = \$3.68

Note: A good result for Cost per Engagement varies depending on industry, ad network and competition. Our goal is to work towards the lowest possible Cost per Engagement and demonstrate continuous improvement over time.

The Google AdWords campaigns have accounted for 9.21% of total traffic with top performing keywords being:

Blend Keywords:

- 1) Mushroom burger(s)
- 2) Healthy hamburger recipes
- 3) Meat replacements

General Mushroom Info Keywords:

- 1) Cooked mushrooms
- 2) Stuffed mushroom recipes
- 3) Foods with potassium



CleverGirlsColl



CleverGirlsCollective

CAMPAIGN REPORT

The Mushroom Council

The Blend

May 12, 2016

Clever Girls®

CAMPAIGN **OVERVIEW**

CAMPAIGN SUMMARY & RESULTS
BLOG SERIES
FEEDBACK & LOVE
GLOSSARY

CAMPAIGN SUMMARY

CAMPAIGN GOAL

Engage influencers to create authentic, branded content in support of The Mushroom Council to:

- Create awareness and online conversations about The Blend and Blenditarians before the summer season
- Spread the Mushroom Council message that “Mushrooms can be blended into favorite meaty recipes for healthy and tasty meals” via creative blog stories and stunning DIY-imagery
- Activate an army of food-loving, environmentally conscious, and health-focused influencers to create unique recipes that demonstrate the versatility and deliciousness of mushrooms

KEY CAMPAIGN ELEMENTS

- Blog Series with 20 sponsored blog posts, and amplification via Twitter, Facebook, and Instagram between April 4 – April 29, 2016

CAMPAIGN RESULTS: THE NUMBERS

1.5M **PROJECTED**
COMBINED IMPRESSIONS

4.8M **TOTAL**
COMBINED IMPRESSIONS

CAMPAIGN RESULTS: THE NUMBERS

CHANNEL STATS



POSTS: 20
IMPRESSIONS: 2,602,882



TWEETS: 188
IMPRESSIONS: 1,733,710



POSTS: 20
IMPRESSIONS: 375,470



POSTS: 21
IMPRESSIONS: 123,341

BLOG
SERIES

BLOG SERIES OVERVIEW

Clever Girls selected 20 **Recipe, Food, Health, or Eco-friendly influencers** who are **mushroom (and meat) lovers**

SELECTED BLOGGERS

- Received \$20 Visa gift cards to **purchase mushrooms**, ground meat, and any additional ingredients for recipes
- Created **original recipes**, using The Blend technique
- Wrote **blog posts** featuring the recipes, highlighting The Blend messaging, and encouraging readers to learn more about the technique
- Amplified posts via **Twitter, Facebook, and Instagram**

BLOG SERIES: THE NUMBERS

BLOG STATS

TOTAL PARTICIPANTS:

20

BLOG POSTS:

20

BLOG IMPRESSIONS:

2,602,882

BLOG REACH:

1,654,599

BLOG SERIES: ENGAGEMENT

AMPLIFICATION STATS

TWITTER

RETWEETS: 145

LIKES: 144

FACEBOOK

SHARES: 50

COMMENTS: 307

LIKES: 727

INSTAGRAM

COMMENTS: 136

LIKES: 2,122

BLOG SERIES: SAMPLES

The image shows a screenshot of the 'a little CLAIREification' blog homepage. The header features the blog's name in a mix of red and black fonts, with the tagline 'BRIGHT IDEAS FOR THE BUSY & BUDGET MINDED'. A navigation menu includes links for 'home', 'about', 'projects', 'recipes', 'essential oils 101', 'featured', and 'advert'. A 'Subscribe via Email' form is located in the top right corner. The main content area displays a post titled 'Beef and Mushroom Strudel with Fontina' by Claire, dated April 18, 2016, with 7 comments. The post includes a thank-you note to the Mushroom Council and a brief introduction to the recipe. To the right of the text are two images: one showing a pile of sliced mushrooms and another showing the finished strudel with a lattice crust. A search bar and a 'Search My Blog' button are visible on the left side of the page. At the bottom of the page, there is a promotional banner for 'Starter Kit FREEBIES'.

a little
CLAIREification
BRIGHT IDEAS FOR THE BUSY & BUDGET MINDED

Subscribe via Email
enter email & hit enter

home about projects recipes essential oils 101 featured advert

Advertise with us Report this ad

Welcome, I'm Claire! A working Mama to 3 boys, self proclaimed **CHEESE ADDICT** & lover of all things **CRAFTY** and **DELICIOUS!** I love bringing you "BRIGHT IDEAS On A Budget" so come on in & have a look around. You can find out more **JUICY TIDBITS** about me **HERE!**

Beef and Mushroom Strudel with Fontina

April 18, 2016 By Claire — 7 Comments

Thank you to the **Mushroom Council** for sponsoring this post. [Click here](#) to learn about **The Blend**, a cooking technique of blending mushrooms with ground beef to create more delicious, nutritious and sustainable meals.

Sometimes you come across a recipe that is just so good you can't wait to try it. This Beef and Mushroom Strudel with Fontina is definitely one of those recipes that might not have always been the case if my "**mushroom mission**" had failed ago...

ALittleClaireification.com

ALittleClaireification.com

WANT TO TRY ESSENTIAL OILS?
Starter Kit FREEBIES

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Clever Girls®

BLOG SERIES: SAMPLES

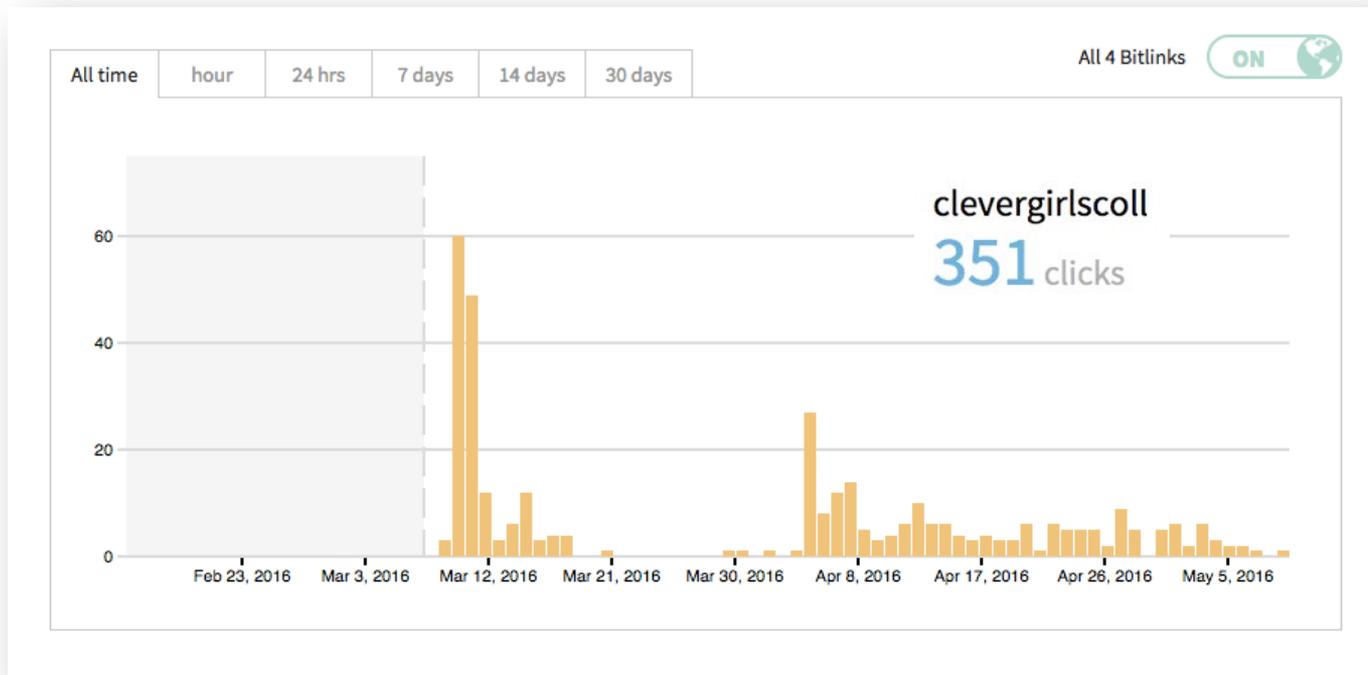
The screenshot shows the top portion of a blog post. At the top left is the logo for 'Kim's Cravings' with the tagline 'MAKING CRAVEABLE EATS HEALTHIER' and a small illustration of an apple. To the right are navigation links for 'HOME', 'CONTACT', and 'PRIVACY POLICY & DISCLAIMER', along with social media icons for YouTube, Facebook, Instagram, Twitter, Pinterest, RSS, and another YouTube icon. Below this is a secondary navigation bar with links for 'HOME', 'ABOUT', 'WORK WITH ME', 'RECIPE INDEX', 'RECIPE', and 'OUTSIDE'. The main heading of the post is 'Healthy Taco Lettuce Wraps with a Secret Ingredient', dated 'April 6, 2016 by Kim' with a 'Leave a Comment' link. The text begins with a thank you to the 'Mushroom Council' and a link to 'The Blend'. It then describes the recipe as having a secret ingredient (mushrooms) that makes the meat filling more flavorful and nutritious. A small image of the lettuce wraps is visible at the bottom left of the screenshot.



KIMSCRAVINGS.COM

Clever Girls®

BLOG SERIES: CLVR.LI RESULTS



- Clever Girls measured click-throughs using a trackable “Clvr.li” URL
- Clever Girls bloggers **generated 351 clicks to The Blend webpage on the Fresh Mushrooms website** between **March 8 – May 9, 2016**

BLOG COMMENTS

Mushroom Spinach Homemade Sausage Patties {Paleo & Whole30}

APRIL 12, 2016

BY: MICHELE

22 COMMENTS



Savannah

May 7, 2016 at 4:41 pm

Okay, now THIS looks good! I absolutely adore mushrooms, so I'd add a ton to this dish, but I know it'd just make it that much better. This is such a simple, yet delectable meal that I cannot wait to try. Thanks for sharing! x

Easy Salisbury Steak with Mushroom Gravy

April 4, 2016 by sara • 14 comments

Patricia @ Grab a Plate says:

APRIL 4, 2016 AT 9:55 PM

Oh! I just love these little patties – so clever! I'm a mushroom lover, and can imagine how yummy these are – great idea!



Sausage Stuffed Portobello Mushrooms

April 20, 2016 [12 Comments](#)

Lori @ Foxes Love Lemons says:

April 19, 2016 at 1:01 PM

Love this recipe! Sometimes I remember to grab mushrooms and use them to bulk up a dish so I don't have to buy quite so much meat, but I don't remember to do that as often as I should. I need to start making it more of a habit.

SOCIAL SHARES

Many readers shared the posts onto their own social networks, resulting in **2,809 social shares** as of May 12, 2016

Easy Salisbury Steak with Mushroom Gravy

april 4, 2016 by sara • 14 comments

499 36 8 3 546 SHARES



546 TOTAL SOCIAL SHARES

Bitz n' Giggles

Mushroom Spinach Homemade Sausage Patties {Paleo & Whole30}

APRIL 12, 2016 BY: MICHELE 22 COMMENTS



413 TOTAL SOCIAL SHARES

TATER TOT CASSEROLE

April 7, 2016 By Emily Buys — Leave a Comment

Sharing is caring!



356 TOTAL SOCIAL SHARES

SLOW COOKER TURKEY SAUSAGE BOLOGNESE SAUCE

April 22, 2016 by Julia — 4 Comments



313 TOTAL SOCIAL SHARES

FEEDBACK & BRAND LOVE

“What a fun campaign. Thanks for allowing me to be a part of it!” – Andrea V.

“I really loved doing this campaign! It was fun to come up with a recipe for mushrooms considering how often they are in our household! Would love to work with you again!” – Claire M.

“I am a huge mushroom fan and cook with them several times a week. My “go to” burger includes ground mushrooms and bell pepper right in the patty! I think I would be an ideal candidate to work on The Blend concept because it is something I already use and love!” – Annie H.

“I love The Mushroom Council! I have worked with them multiple times and we blend mushrooms into our ground meat every single time we use it.” – Chrystal J.



CleverGirlsColl



CleverGirlsCollective

THANK YOU!

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GLOSSARY

BLOG IMPRESSIONS: the combined total # of blog impressions for all participants; #s reflect the bloggers' most recent 30 days of traffic

BLOG REACH: the combined total # of unique blog visitors for all participating bloggers; #s reflect the bloggers' most recent 30 days of traffic

CLEVER GIRLS BADGE: Tracking pixel installed on every Clever Girls blog that aggregates monthly traffic

CLVR.LI: a Clever Girls-branded bit.ly "bitmark" that allows us to track # of clicks to/from a specific URL

ENGAGEMENT: instances of someone interacting with online content (sharing, liking, commenting, RTing, etc.)

TOTAL SOCIAL IMPRESSIONS: the combined number of impressions a campaign receives across social media channels

TWITTER IMPRESSIONS: the potential # of times a hashtag could be viewed, as calculated by # of Tweets x # of followers

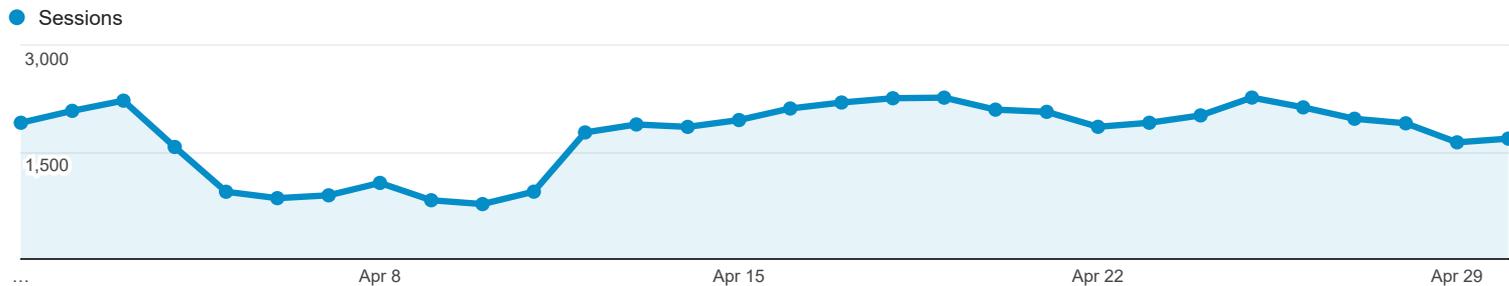
TWITTER REACH: combined # of followers of people who used a hashtag

Apr 1, 2016 - Apr 30, 2016

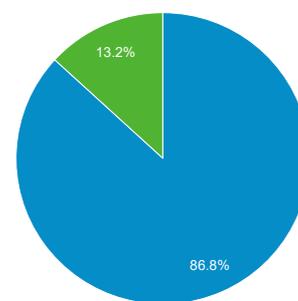
Audience Overview

All Users
100.00% Sessions

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	40,215	77.60%
2. en-gb	5,966	11.51%
3. en	1,333	2.57%
4. en-ca	1,287	2.48%
5. en-au	596	1.15%
6. en-in	136	0.26%
7. fr	104	0.20%
8. en-sg	100	0.19%
9. es	97	0.19%
10. en-za	94	0.18%

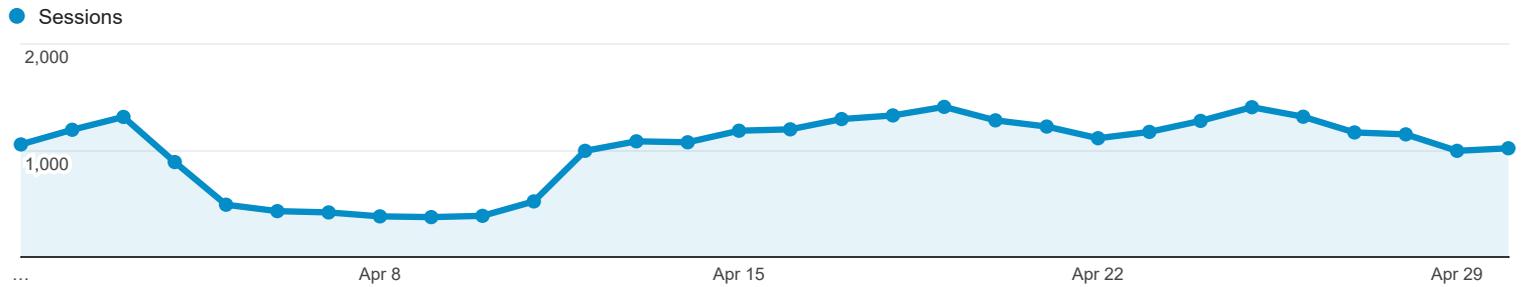
Apr 1, 2016 - Apr 30, 2016

Organic Search Traffic

All Users
58.24% 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)
	30,182 % of Total: 58.24% (51,826)	88.15% Avg for View: 86.82% (1.53%)	26,605 % of Total: 59.13% (44,994)	36.10% Avg for View: 39.84% (-9.40%)	1.99 Avg for View: 2.07 (-3.60%)	00:00:45 Avg for View: 00:00:50 (-9.42%)	7.49% Avg for View: 8.27% (-9.46%)	2,260 % of Total: 52.73% (4,286)	\$2,260.00 % of Total: 52.73% (\$4,286.00)
1. (not provided)	26,834 (88.91%)	88.31%	23,696 (89.07%)	37.32%	1.95	00:00:45	7.15%	1,919 (84.91%)	\$1,919.00 (84.91%)
2. mushroom cultivation	165 (0.55%)	84.85%	140 (0.53%)	12.12%	2.64	00:00:55	10.30%	17 (0.75%)	\$17.00 (0.75%)
3. mushrooms	161 (0.53%)	91.93%	148 (0.56%)	38.51%	2.02	00:00:55	12.42%	20 (0.88%)	\$20.00 (0.88%)
4. mushroom farming	127 (0.42%)	84.25%	107 (0.40%)	11.81%	2.43	00:00:34	7.87%	10 (0.44%)	\$10.00 (0.44%)
5. mushroom	122 (0.40%)	93.44%	114 (0.43%)	9.02%	2.84	00:01:19	15.57%	19 (0.84%)	\$19.00 (0.84%)
6. mushroom nutrition	72 (0.24%)	88.89%	64 (0.24%)	29.17%	1.97	00:00:31	6.94%	5 (0.22%)	\$5.00 (0.22%)
7. mushroom production	61 (0.20%)	85.25%	52 (0.20%)	4.92%	3.25	00:01:22	14.75%	9 (0.40%)	\$9.00 (0.40%)
8. nutritional value of mushrooms	52 (0.17%)	88.46%	46 (0.17%)	9.62%	2.40	00:00:20	3.85%	2 (0.09%)	\$2.00 (0.09%)
9. mushroom nutritional value	32 (0.11%)	71.88%	23 (0.09%)	3.12%	2.28	00:00:35	9.38%	3 (0.13%)	\$3.00 (0.13%)
10. nutrients in mushrooms	24 (0.08%)	79.17%	19 (0.07%)	16.67%	2.00	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)

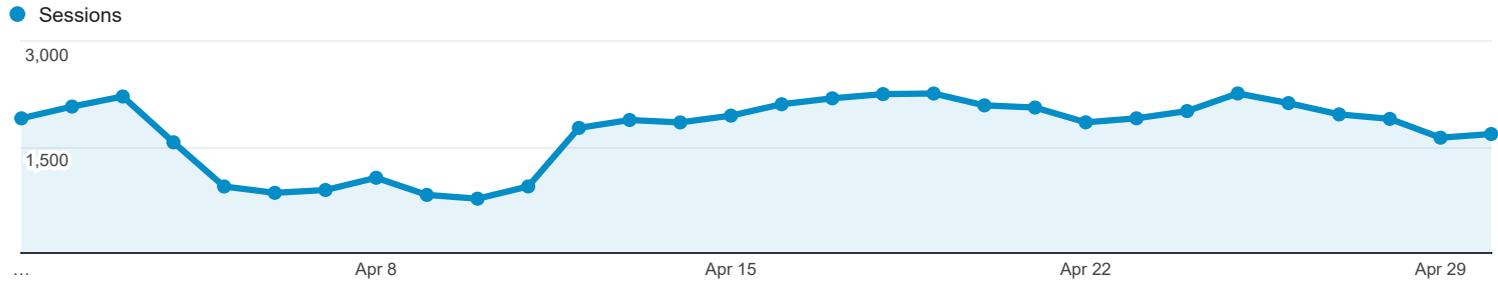
Apr 1, 2016 - Apr 30, 2016

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)
	51,826 % of Total: 100.00% (51,826)	86.82% Avg for View: 86.82% (0.00%)	44,994 % of Total: 100.00% (44,994)	39.84% Avg for View: 39.84% (0.00%)	2.07 Avg for View: 2.07 (0.00%)	00:00:50 Avg for View: 00:00:50 (0.00%)	8.27% Avg for View: 8.27% (0.00%)	4,286 % of Total: 100.00% (4,286)	\$4,286.00 % of Total: 100.00% (\$4,286.00)
1. google / organic	27,710 (53.47%)	87.97%	24,377 (54.18%)	33.94%	2.02	00:00:45	7.36%	2,040 (47.60%)	\$2,040.00 (47.60%)
2. (direct) / (none)	10,001 (19.30%)	84.19%	8,420 (18.71%)	27.32%	2.36	00:00:59	9.29%	929 (21.68%)	\$929.00 (21.68%)
3. google / cpc	2,234 (4.31%)	88.59%	1,979 (4.40%)	51.30%	2.49	00:01:02	13.25%	296 (6.91%)	\$296.00 (6.91%)
4. pinterest.com / referral	1,344 (2.59%)	85.27%	1,146 (2.55%)	57.22%	1.58	00:00:48	6.70%	90 (2.10%)	\$90.00 (2.10%)
5. bing / organic	1,312 (2.53%)	92.07%	1,208 (2.68%)	72.18%	1.60	00:00:44	8.46%	111 (2.59%)	\$111.00 (2.59%)
6. yahoo / organic	1,042 (2.01%)	88.00%	917 (2.04%)	43.67%	2.00	00:00:46	9.12%	95 (2.22%)	\$95.00 (2.22%)
7. chezus.com / referral	946 (1.83%)	92.71%	877 (1.95%)	68.60%	1.74	00:00:32	4.55%	43 (1.00%)	\$43.00 (1.00%)
8. m.facebook.com / referral	852 (1.64%)	82.51%	703 (1.56%)	14.20%	2.44	00:00:31	6.34%	54 (1.26%)	\$54.00 (1.26%)
9. buzzfeed.com / referral	842 (1.62%)	91.09%	767 (1.70%)	94.89%	1.06	00:00:13	3.09%	26 (0.61%)	\$26.00 (0.61%)
10. facebook.com / referral	486 (0.94%)	80.25%	390 (0.87%)	80.04%	1.72	00:00:59	8.02%	39 (0.91%)	\$39.00 (0.91%)

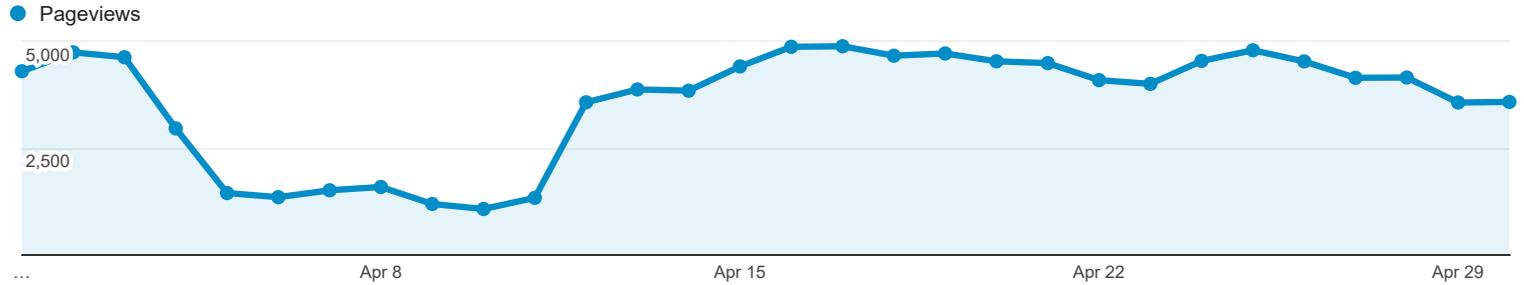
Rows 1 - 10 of 386

Apr 1, 2016 - Apr 30, 2016

Pages

All Users
100.00% Pageviews

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	107,216 % of Total: 100.00% (107,216)	62,974 % of Total: 100.00% (62,974)	00:00:47 Avg for View: 00:00:47 (0.00%)	51,825 % of Total: 100.00% (51,825)	39.84% Avg for View: 39.84% (0.00%)	48.34% Avg for View: 48.34% (0.00%)	\$1.44 % of Total: 100.00% (\$1.44)
1. /benefits/	34,486 (32.16%)	16,886 (26.81%)	00:00:32	16,655 (32.14%)	16.67%	47.38%	\$0.75 (52.18%)
2. /growing-mushrooms/six-steps-to-mushroom-farming/	12,912 (12.04%)	7,135 (11.33%)	00:01:04	6,986 (13.48%)	42.26%	52.72%	\$1.13 (78.11%)
3. /growing-mushrooms/	3,922 (3.66%)	2,338 (3.71%)	00:01:22	2,074 (4.00%)	43.25%	52.83%	\$1.68(116.60%)
4. /mushroom-blendability/	2,991 (2.79%)	1,761 (2.80%)	00:00:39	1,568 (3.03%)	35.20%	49.35%	\$1.37 (95.17%)
5. /category/the-blend/	2,365 (2.21%)	1,330 (2.11%)	00:00:22	1,241 (2.39%)	31.75%	45.12%	\$1.16 (80.58%)
6. /varieties/	2,069 (1.93%)	1,053 (1.67%)	00:00:51	477 (0.92%)	40.88%	32.77%	\$3.04(210.61%)
7. /campfire-mushrooms/	1,873 (1.75%)	1,319 (2.09%)	00:00:41	1,309 (2.53%)	60.12%	68.61%	\$0.43 (29.71%)
8. /category/mushroom-recipes/	1,868 (1.74%)	1,267 (2.01%)	00:00:36	975 (1.88%)	40.62%	34.69%	\$3.02(209.80%)
9. /2011/05/02/portabella-and-halloumi-burgers-from-food-for-my-family/	1,414 (1.32%)	1,349 (2.14%)	00:05:00	1,344 (2.59%)	94.57%	94.27%	\$0.37 (25.66%)
10. /history-and-background/	1,342 (1.25%)	821 (1.30%)	00:01:59	732 (1.41%)	57.65%	55.07%	\$1.98(137.38%)

Rows 1 - 10 of 2194

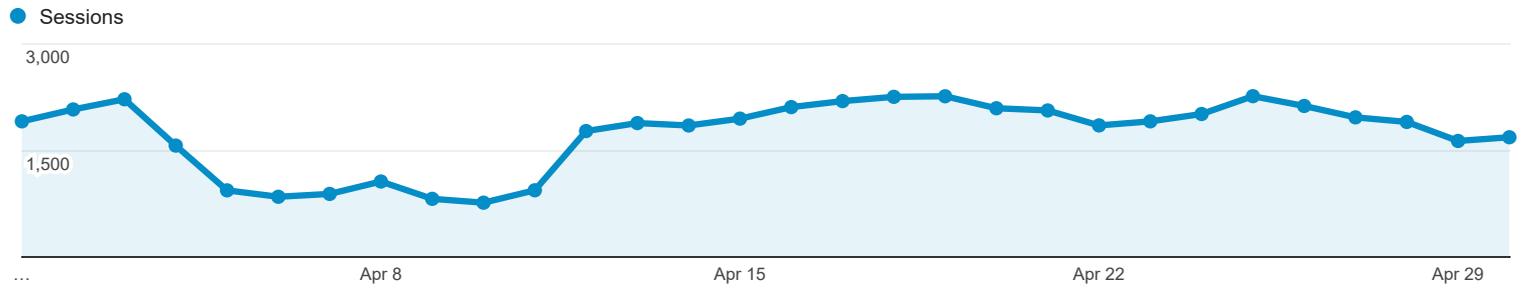
Apr 1, 2016 - Apr 30, 2016

New vs Returning

All Users
100.00% Sessions

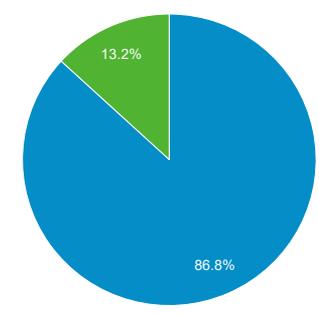
Explorer

Summary



User Type	Sessions	Sessions
1. ■ New Visitor	44,994	86.82%
2. ■ Returning Visitor	6,832	13.18%

Contribution to total:
Sessions



Rows 1 - 2 of 2

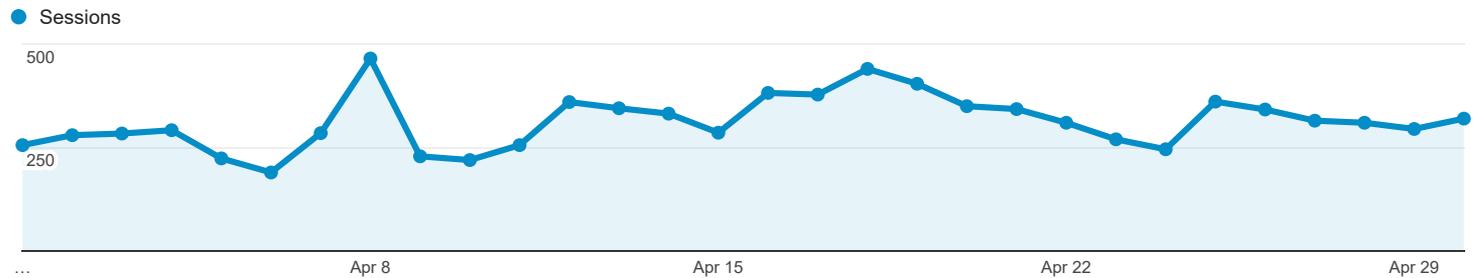
Apr 1, 2016 - Apr 30, 2016

Referral Traffic

All Users
18.02% 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)
	9,340 <small>% of Total: 18.02% (51,826)</small>	85.44% <small>Avg for View: 86.82% (-1.59%)</small>	7,980 <small>% of Total: 17.74% (44,994)</small>	62.51% <small>Avg for View: 39.84% (56.87%)</small>	1.90 <small>Avg for View: 2.07 (-8.29%)</small>	00:00:52 <small>Avg for View: 00:00:50 (4.95%)</small>	8.50% <small>Avg for View: 8.27% (2.79%)</small>	794 <small>% of Total: 18.53% (4,286)</small>	\$794.00 <small>% of Total: 18.53% (\$4,286.00)</small>
1. pinterest.com	1,344 (14.39%)	85.27%	1,146 (14.36%)	57.22%	1.58	00:00:48	6.70%	90 (11.34%)	\$90.00 (11.34%)
2. chezus.com	946 (10.13%)	92.71%	877 (10.99%)	68.60%	1.74	00:00:32	4.55%	43 (5.42%)	\$43.00 (5.42%)
3. m.facebook.com	852 (9.12%)	82.51%	703 (8.81%)	14.20%	2.44	00:00:31	6.34%	54 (6.80%)	\$54.00 (6.80%)
4. buzzfeed.com	842 (9.01%)	91.09%	767 (9.61%)	94.89%	1.06	00:00:13	3.09%	26 (3.27%)	\$26.00 (3.27%)
5. facebook.com	486 (5.20%)	80.25%	390 (4.89%)	80.04%	1.72	00:00:59	8.02%	39 (4.91%)	\$39.00 (4.91%)
6. addapinch.com	399 (4.27%)	91.23%	364 (4.56%)	89.97%	1.12	00:00:29	5.51%	22 (2.77%)	\$22.00 (2.77%)
7. mushroomcouncil.org	304 (3.25%)	58.88%	179 (2.24%)	41.12%	4.01	00:03:02	28.29%	86 (10.83%)	\$86.00 (10.83%)
8. tpc.google syndication.com	278 (2.98%)	94.24%	262 (3.28%)	3.96%	2.93	00:00:42	8.63%	24 (3.02%)	\$24.00 (3.02%)
9. lafujimama.com	274 (2.93%)	86.13%	236 (2.96%)	95.62%	1.06	00:00:16	3.28%	9 (1.13%)	\$9.00 (1.13%)
10. blog.mushroominfo.com	265 (2.84%)	72.08%	191 (2.39%)	35.85%	5.18	00:05:07	30.94%	82 (10.33%)	\$82.00 (10.33%)

Rows 1 - 10 of 367

Apr 1, 2016 - Apr 30, 2016

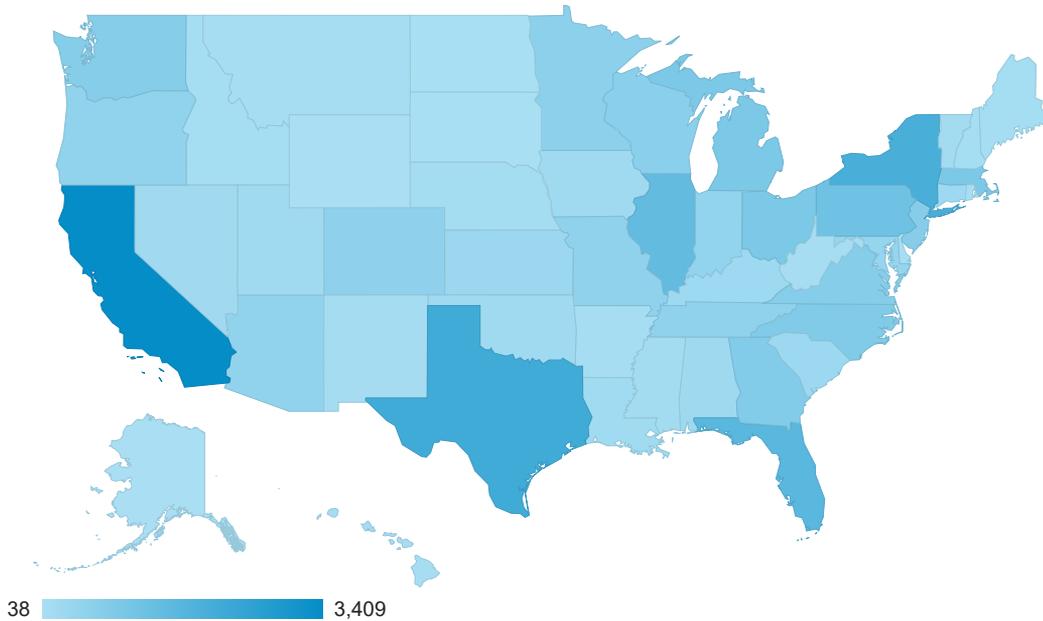
Location

ALL » COUNTRY: United States

All Users
56.87% Sessions

Map Overlay

Summary



Region	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)
	29,476 % of Total: 56.87% (51,826)	86.78% Avg for View: 86.82% (-0.04%)	25,579 % of Total: 56.85% (44,994)	39.26% Avg for View: 39.84% (-1.46%)	2.13 Avg for View: 2.07 (3.16%)	00:00:48 Avg for View: 00:00:50 (-3.72%)	8.15% Avg for View: 8.27% (-1.42%)	2,403 % of Total: 56.07% (4,286)	\$2,403.00 % of Total: 56.07% (\$4,286.00)
1. California	3,409 (11.57%)	86.83%	2,960 (11.57%)	38.28%	2.06	00:00:53	8.30%	283 (11.78%)	\$283.00 (11.78%)
2. Texas	2,178 (7.39%)	87.14%	1,898 (7.42%)	31.31%	2.13	00:00:45	7.44%	162 (6.74%)	\$162.00 (6.74%)
3. New York	2,016 (6.84%)	88.05%	1,775 (6.94%)	36.61%	2.08	00:00:36	6.80%	137 (5.70%)	\$137.00 (5.70%)
4. Florida	1,678 (5.69%)	88.14%	1,479 (5.78%)	39.93%	2.09	00:00:41	7.63%	128 (5.33%)	\$128.00 (5.33%)
5. Illinois	1,483 (5.03%)	87.86%	1,303 (5.09%)	36.48%	2.30	00:00:46	7.55%	112 (4.66%)	\$112.00 (4.66%)
6. Pennsylvania	1,248 (4.23%)	85.82%	1,071 (4.19%)	42.23%	2.06	00:00:40	8.49%	106 (4.41%)	\$106.00 (4.41%)
7. Michigan	987 (3.35%)	86.63%	855 (3.34%)	35.56%	2.07	00:00:37	6.89%	68 (2.83%)	\$68.00 (2.83%)
8. Massachusetts	983 (3.33%)	86.88%	854 (3.34%)	53.10%	1.93	00:00:41	7.43%	73 (3.04%)	\$73.00 (3.04%)
9. Ohio	980 (3.32%)	87.35%	856 (3.35%)	41.63%	2.09	00:00:34	7.55%	74 (3.08%)	\$74.00 (3.08%)
10. North Carolina	879 (2.98%)	86.35%	759 (2.97%)	41.18%	2.01	00:00:48	7.74%	68 (2.83%)	\$68.00 (2.83%)

