

Mushroom Council May 2016 Social Activity Report

May 2016: Media Impressions and Metrics		
Program	Monthly Impressions	Annual Impressions YTD*
Social/Digital	2,179,531	11,903,776
#BlendedBurgerProject	5,603,928	6,934,688

ONLINE ASSETS	MAY 2016	APRIL 2016	PERCENT CHANGE
#BlendedBurgerProject Hashtag			
Hashtag Impressions	5,603,928	1,330,760	+321.1%
Number of Posts	645	117	+451.3%
Number of Users	416	83	+401.2%
Facebook			
Facebook Impressions	598,561	537,775	+11.3%
Facebook Fans	201,017	200,671	+0.2%
Monthly Fan Growth	346	340	n/a
Twitter			
Twitter Impressions	85,797	53,405	+60.7%
Twitter Followers	7,760	7,692	+0.9%
Monthly Follower Growth	68	80	n/a
Pinterest*			
Pins from Profile Impressions	651,234	517,202	+25.9%
Repins from Profile	1,520	1,654	-8.1%
Pins from MushroomInfo.com Impressions	784,174	637,586	+23.0%
Repins from MushroomInfo.com	2,502	2,789	-10.3%
Pinterest Followers	12,428	12,224	+1.7%
Monthly Follower Growth	204	208	n/a
Instagram			
Total Engagements (Likes, Comments)	1,054	855	+23.3%
Followers	2,293	2,168	+5.8%
Monthly Follower Growth	125	122	n/a
YouTube			
Total Video Views	50,206	47,520	+5.7%
Monthly Video Views	2,686	5,519	-51.3%
YouTube Subscribers	332	324	+2.5%
YouTube Subscriber Growth	8	7	n/a
Mushroom Channel Blog			
Monthly Page Views	5,147	5,949	-13.9%
MushroomInfo.com			
Monthly Sessions	56,025	51,838	+8.1%
Monthly Page Views	119,229	107,211	+11.2%
Average Time Spent on Site*	0:46	0:50	-8.0%
Percentage of Returning Visitors	13%	13.2%	-0.2%
Newsletter Metrics**			
Number of Subscribers	4,379	4,293	+2.0%
Open Rate	23.6%	20.4%	+3.2%
Click Through Rate	4.3%	2.4%	+1.9%
Referrals to Mushroominfo.com	321	298	+7.7%

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

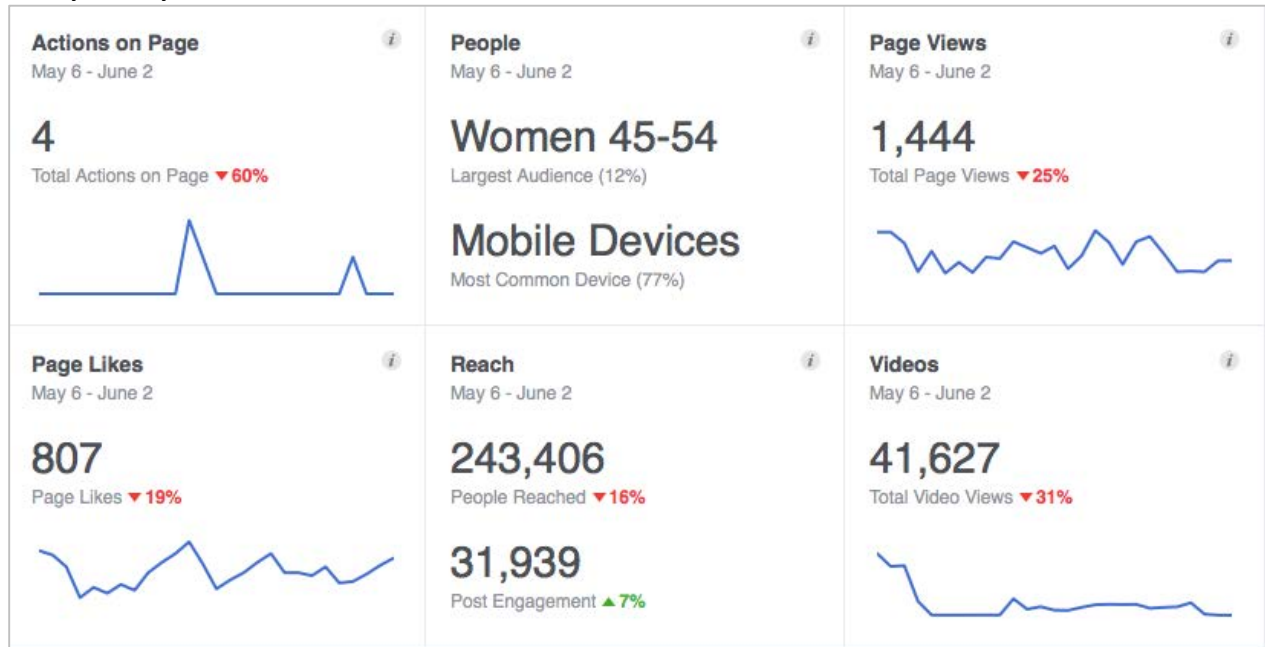
** According to Nielsen data, the overall average of time spent on websites is 56 seconds

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

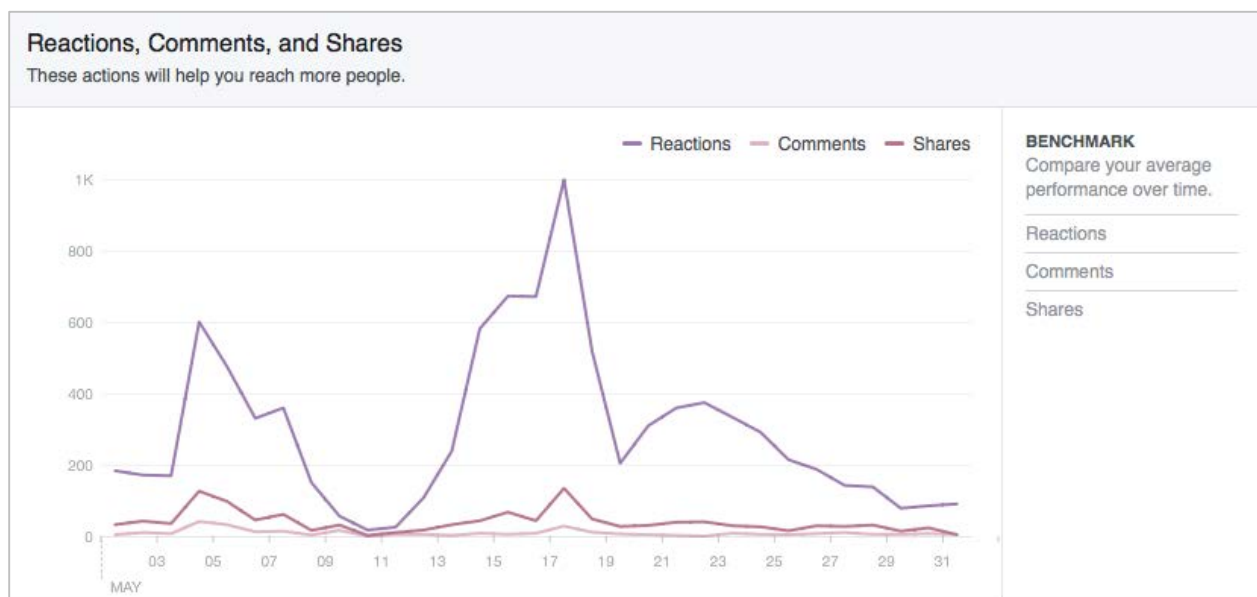
Facebook

Followers to date: **201,000**


28 Day Activity Overview:



The graph below illustrates the ways our fans engaged with our content during the month of May. “Likes” lead as the preferred method of engagement, followed by shares and comments. Content posted on May 4th, 16th and 17th caused spikes in engagement (likes and shares).




This post about KGW-TV Blended Burger Project segment received the **highest organic reach during the month of May** with a total of 26 Total Likes, 1 Total Love, **3,255 people reached**, 2 Total Comments, and 50 post clicks.



The Mushroom Channel

Published by Holly Jefferis [?] · May 24 at 1:17pm · 🌐

Momentum builds as the Blended Burger Project approaches! Check out our segment on [KGW-TV](#) to see how Portland chefs are gearing up for the competition.



5 Oregon chefs compete in 'Blended Burger Project'

If you were served a burger made partially with mushrooms, would you even notice a difference?

KGW.COM | BY TEGNA

3,255 people reached

Boost Unavailable

Ellen Manganiello, Brenda Norwood and 19 others 2 Comments 2 Shares

Like Comment Share

3,255 People Reached

37 Reactions, Comments & Shares

26 Like	21 On Post	5 On Shares
1 Love	0 On Post	1 On Shares
5 Comments	4 On Post	1 On Shares
5 Shares	2 On Post	3 On Shares

50 Post Clicks

1 Photo Views	24 Link Clicks	25 Other Clicks ⓘ
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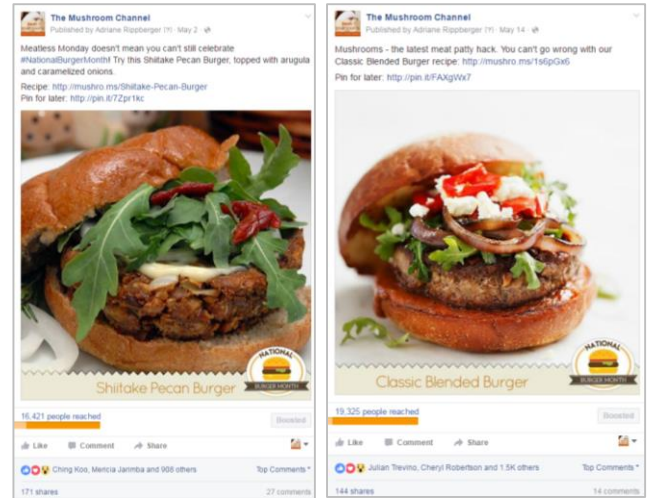
NEGATIVE FEEDBACK

4 Hide Post	4 Hide All Posts
0 Report as Spam	0 Unlike Page

Facebook Promoted Posts

May OVERVIEW:

Total Promoted Posts: 20
 Total Likes: 9,422
 Total Shares: 657
 Total Comments: 115
 Total Impressions: 480,083
 Average CPM: \$2.92
 Average CPE: \$0.05



Facebook Paid Post Results	Video Views	Impressions	Likes	Shares	Comments	Avg. CPM	Avg. CPE
	68,562	480,083	9,422	657	115	\$2.92	\$0.05
Video: Cheeseburger Quesadillas (Blend)	57,006	228,684	113	53	16	\$0.55	\$0.00
Video: Mushroom Crepes	11,556	29,093	66	43	3	\$1.72	\$0.00
Try a Blend Burger this NBM (How-to)		90,123	104	4	0	\$2.22	\$0.03
Classic Blend Burger (Blend)		21,481	1,385	110	13	\$2.33	\$0.03
Meatless Monday Pecan Burger		15,464	803	136	25	\$1.29	\$0.02
Graffiti Burger (Blend)		12,476	787	39	4	\$2.40	\$0.03
Chicken Blend Burger (Blend)		9,640	683	32	4	\$3.11	\$0.04
Cremeni Lamb Burger (Blend)		11,986	612	51	11	\$2.09	\$0.03
Meatless Monday Haloumi Burger		8,385	499	35	10	\$3.38	\$0.04
Meatless Monday Balsamic Portobello Burgers		10,140	404	54	8	\$2.96	\$0.05
Go Bold with Exotic Blenditarian Dishes		11,706	324	29	5	\$3.01	\$0.06
Loaded Blended Burger (Blend)		3,009	145	19	2	\$4.57	\$0.06
BYOB Infographic (Blend)		5,648	87	5	3	\$4.43	\$0.14
<i>Targeted BBP Posts</i>							
BBP: The larder + the delta		6,005	369	12	1	\$2.50	\$0.03
BBP: Blue Dragon		6,058	2,667	13	3	\$2.48	\$0.05
BBP: Altabira City Tavern		2,887	120	4	3	\$5.20	\$0.10
BBP: RnR Scottsdale		3,159	113	3	1	\$4.75	\$0.11
BBP: Lincoln		3,268	105	10	2	\$4.59	\$0.12
BBP: Rae's Cusine		871	36	5	1	\$1.86	\$0.03

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 May, Pinterest referred **1,786 to Mushroominfo.com**. This pin, Long Grain and Wild Rice with Mushrooms, drove 58 visits to MushroomInfo.com in May and has been interacted with (repined and liked) **4.4K times**.

Pinterest Promoted Pins

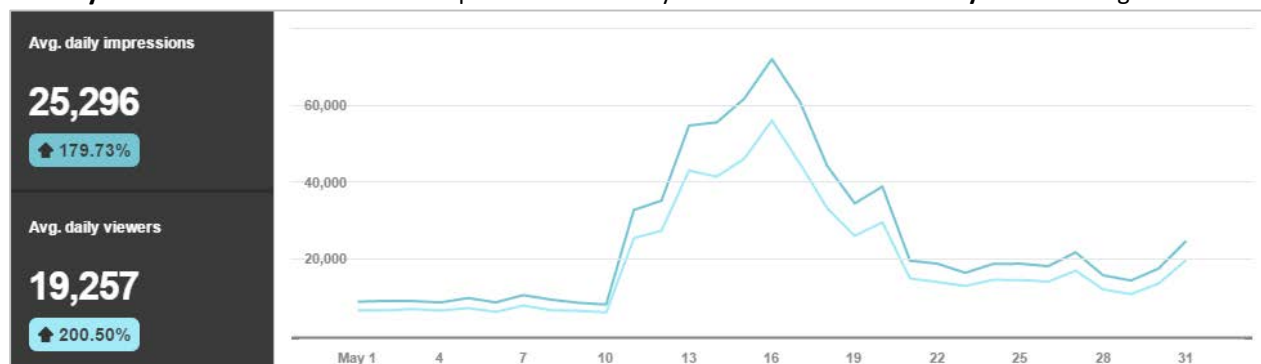
MAY OVERVIEW:

Total Promoted Posts: 7 Total Impressions: 469,909

Total Repins: 792 Average CPC: \$0.94






Total Clicks: 494

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

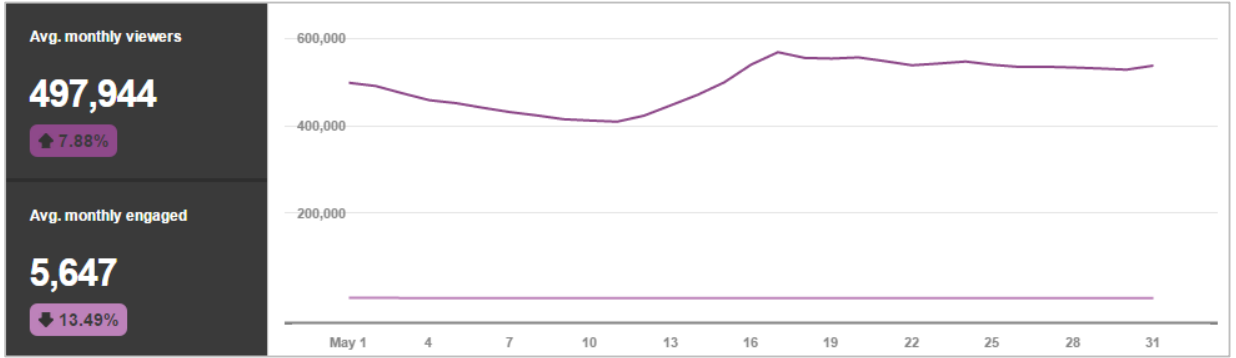


Impressions: The daily average number of times **your pins** appeared in the main feed, in search results, or on boards.



Top Pin impressions in the last 30 days from www.mus...		Impressions	Repins	Clicks	Likes	Pin type
	Mushroom Burger Topped with Brie, Zest...	164429	345	175	37	P
	This simple mushrooms with long grain a...	54639	410	1148	38	
	Meat patty hack: Classic Blended Burger	45704	20	63	1	P
	Mushroom Haloumi Burgers	45314	49	55	6	P
	Summer Vegetable Sauté	40991	66	65	7	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	411514	Washington, DC (Hagrstwn)	21066
Canada	16191	New York	17577
United Kingdom	5564	Atlanta	17492
Australia	4601	Philadelphia	17306
Netherlands (Nederland)	2689	Los Angeles	16863

Twitter: Top Tweets

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	The Mushroom Council @MushroomChannel · May 23 You only need a few ingredients to make this Mushroom Haloumi burger for #MeatlessMonday mushro.ms/Mushroom-Halou... pic.twitter.com/NeVshV9Jbx View Tweet activity			2,057	33	1.6%
	The Mushroom Council @MushroomChannel · May 19 Lots of #BlendedBurger action happening tonight at @ChefFight! pic.twitter.com/GMSxR3HnNA View Tweet activity			1,446	38	2.6%
	The Mushroom Council @MushroomChannel · May 21 Craving Italian? Indulge in the Beef & Maitake Mushroom Meatball Burger from @LincolnPDX! #blendedburgerproject pic.twitter.com/6PJoCYb0Fv View Tweet activity			1,418	14	1.0%
	The Mushroom Council @MushroomChannel · May 25 Mushrooms + Eggs = Better Together! #NationalEggMonth @IncredibleEggs pic.twitter.com/BEQR1gzYrM View Tweet activity			1,375	24	1.7%

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 May, the Council promoted **7 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.

Culver's

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

RnR Scottsdale

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

Bonefish Grill

- [Facebook](#)

Sbarro

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

Perkins Restaurant & Bakery

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

Precita Park Café

- [Instagram](#)

The Larder + The Delta

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

Flour Restaurant

- [Instagram](#)

Marin Restaurant and Bar

- [Instagram](#)

Garces Trading Company

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

Altabira City Taven

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

Graffiti

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

Lincoln Restaurant

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

Blue Dragon Hawaii

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

Rae's Cuisine

- [Instagram](#)

Mad Greens

- [Facebook](#)



Website, Mushroom Channel Blog & Blogger Relations

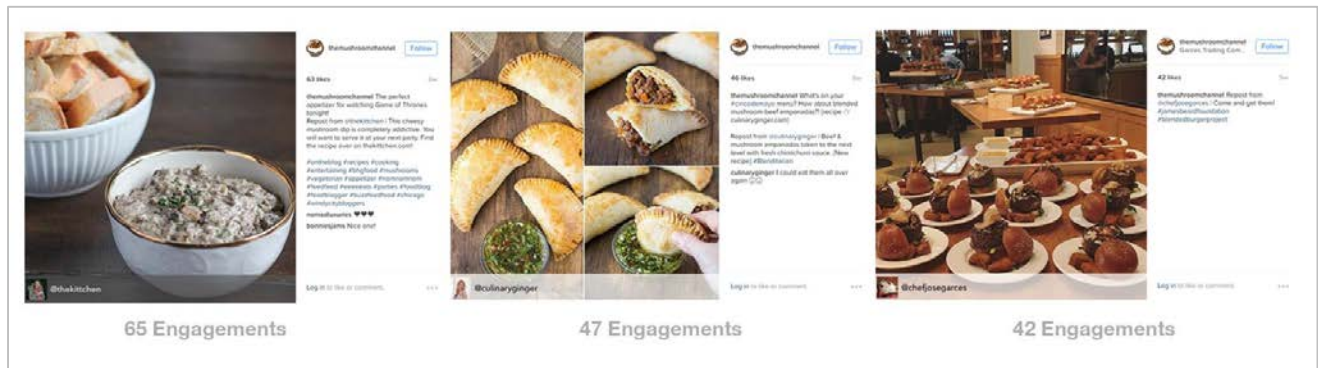
Blog Posts:

The Mushroom Channel published six blog posts that garnered 364 page views and accounted for 0.31% of all website traffic in May.

- [Six Burgers You Need to Try This National Burger Month](#)
- [WATCH: Mushroom Crepes with Gruyere Béchamel Sauce for Mother's Day](#)
- [Cinco de Mayo Celebrations](#)
- [BYOB: Blend Your Own Burger](#)
- [Watch: How to Make Blended Burgers](#)
- [Culinary Fight Club: Let the Blended Burger Battles Begin!](#)



Instagram



AddThis.com for Social Sharing

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

Top Content	Shares
Total Shares in May	
Campfire Mushrooms	18
Six Steps to Mushroom Farming	12
Benefits	9
Earth and Turf Burger	6
Homepage	6

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

Top Content	Shares
Total Shares May	
Portabella & Halloumi Burgers	7
Mushrooms with Long Grain & Wild Rice	5
Risotto with Crispy Mushrooms	4
Chipotle Mushroom Zucchini Rolls	3
Mushrooms Masters Lunch with La Fuji Mama	2

Bit.ly


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

- 1) Campfire Mushrooms | **274 clicks**
- 2) Summer Entertaining with Mushrooms | **176 clicks**
- 3) BYOB Infographic | **175 clicks**
- 4) Blended Burger Project Voting | **145 clicks**
- 5) Classic Blended Burger | **133 clicks**

Recipe of the Month - Consumer Newsletter

Join in National Burger Month and this year we're celebrating by building better burgers.

freshmushrooms
FOOD & LIFESTYLE INSPIRATION



Six BURGERS YOU NEED TO TRY


With warm weather and sunny days on the horizon, we're busting out the sunglasses and grilling gear! May is National Burger Month and this year we're celebrating by building better burgers. Elevate your grill game with a dose of essential nutrients and umami flavor for [Spicy Pork Meat with Mushrooms](#), add a little zest with some white onion or scallions, or take your grill to the next level with a bold portabella or shiitake.

Building a Blended Burger is simple:


1. Chop up your favorite mushroom variety to match the consistency of the ground meat.
2. Blend the chopped mushrooms with the ground meat (we recommend a 20/70 blend of mushrooms/meat for burgers).
3. Cook your mushroom-meat blend to complete the burger recipe.

Optional: Prior to chopping, sear mushrooms for 10-15 minutes to enhance flavor. Cool, then chop and blend.


This National Burger Month, we're challenging you to [BYOB \(Build Your Own Burger\)](#). Need some inspiration? Browse our bounty of burger recipes below.




Cheese-Lovers Burger
Designed by renowned chef Hugh Acheson, this tantalizing blend burger is filled with bold umami flavors and topped with creamy Boursin cheese.



Blended Chicken Caprese Burger
Add a little variety to your burger with a flavorful chicken burger that's simple to make, and a lighter alternative to your beef burger.



Griffith Burger
Put some zing into your burger by blending beef



Loaded Blended Burger
It's all about the fixings with this burger. Check

List Growth:

Subscribers on May 1st: 4,293

Subscribers on May 31st: 4,323

May Recipe of the Month:

Six Burgers You Need to Try This Month

Open Rate: 21.6%

Click Through Rate: 2.5%

Social Shares: 0

Unsubscribes: 10

Complaints: 1

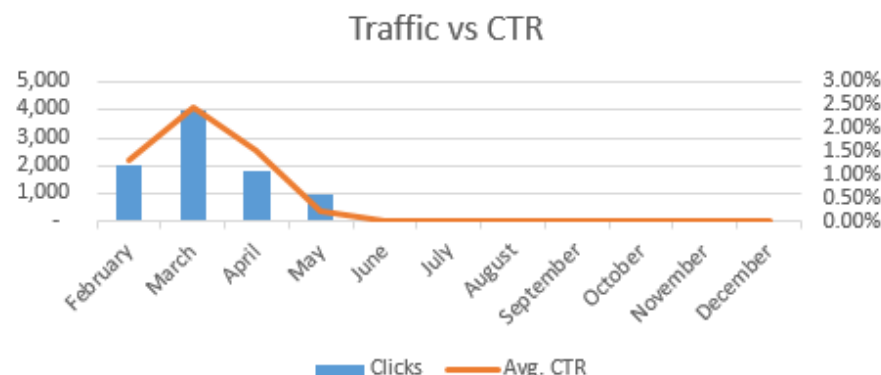
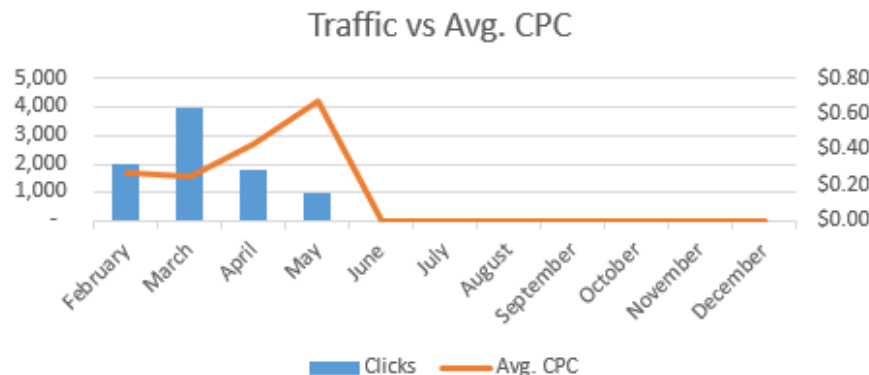
Most Clicked Recipe: Portabella Mushroom BBQ Burger

Benchmarking:

Industry Average: 21.9%

List Average: 25.7%

Mushroom Info Campaign, KPI Summary



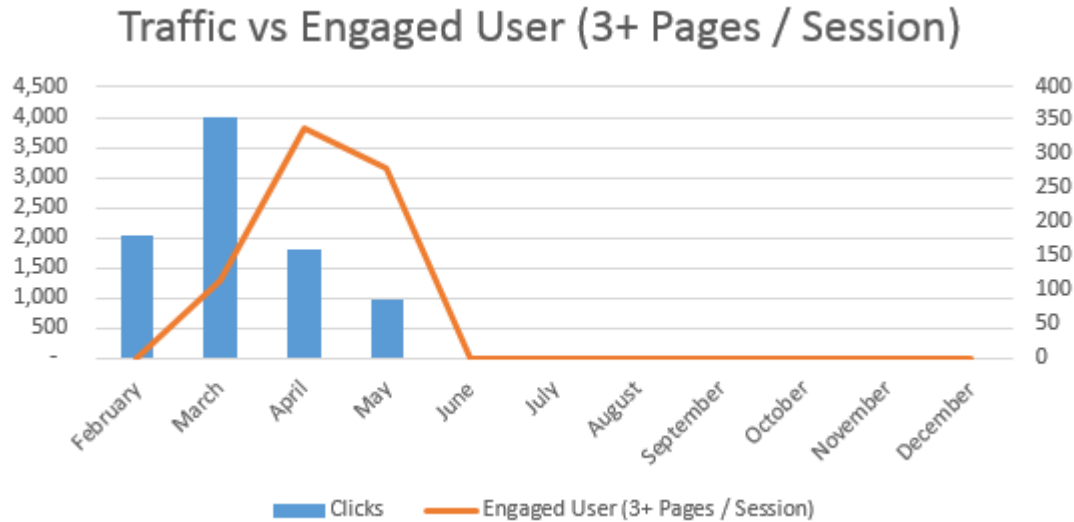
How have PPC channels trended over time?

- Visits from April to May have decreased by approximately 46% as the budget allocation was adjusted away from the “General Mushroom” terms towards Chef Onboarding terms (see the Chef Onboarding Campaign for details).
- The Cost Per Click trended upwards as more particular terms such as “immunity boosting foods” were targeted, with higher competition than general recipe related terms. **The average was \$0.67/click.**
- Click through rates have decreased as well with higher competition; however, the conversion rates on the mushroominfo.com website increased.
- **Bid adjustments maintained:** 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



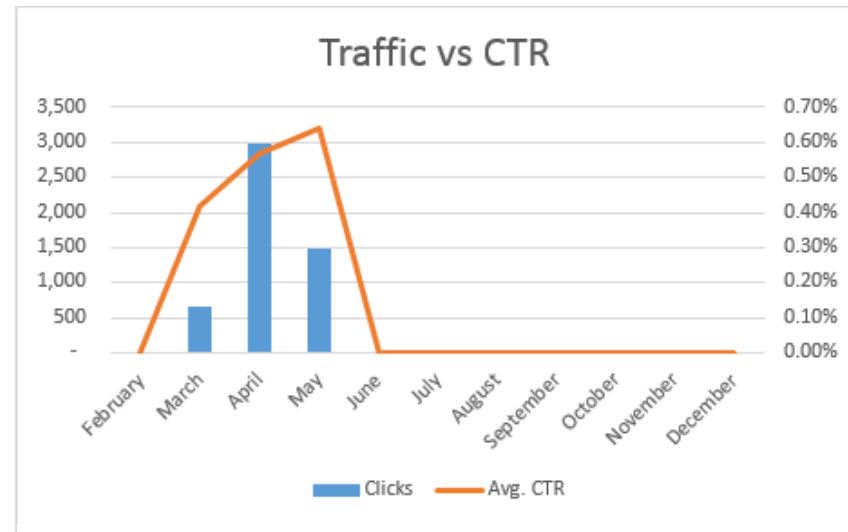
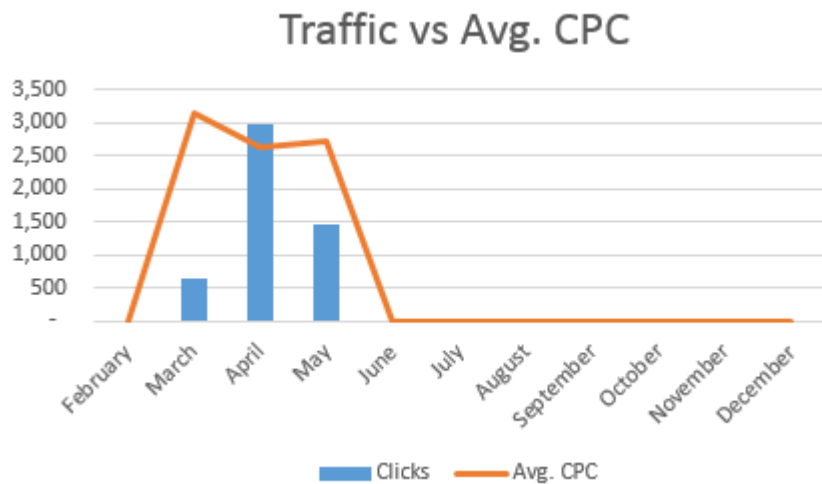
How have engagements trended over time?

- There were 280 visitors from 972 clicks that visited at least three pages (and therefore considered engaged) after clicking on the advertisement.
- The conversion rate of an engaged visitor increased by over 50% from 18.77% to 28.81% with recipe terms (but not landing on specific recipes) still 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



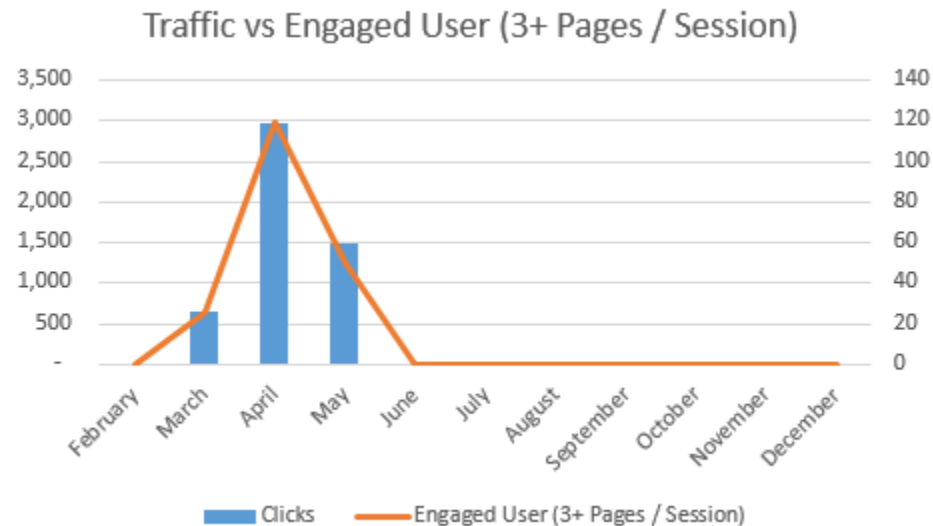
How have PPC channels trended over time?

- Blend keyword traffic increased by 50% from April to May (largely due to decreased budget reallocated to Chef onboarding) but cost per clicks remained almost stable moving from \$0.30 to \$0.31 and click through rates improved from 0.57% to 0.64%.
- Focusing on optimizing keywords for this campaign will be crucial for ongoing success as the campaign unfolds throughout the summer.

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

SEM Opportunity	Action
Chef on-boarding.	Pause campaign for chef onboarding.
Promote new content as it's written	Create ads for one-off and ongoing, new Blend content.

The Blend Campaign, KPI Summary



How have engagements trended over time?

- There was 50 visitors from 1,478 clicks that visited three or more pages (and therefore considered engaged) after clicking on the advertisement.
- The conversion rate of an engaged visitor fell from 4.01% to 3.38%.
- The blendability-recipes converted the best as a landing page this past month.

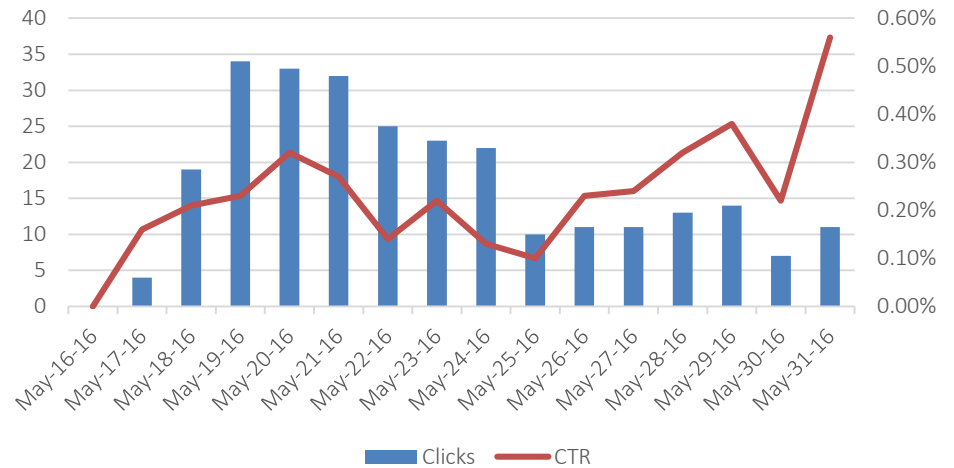
What are the most important action items for the next month?

SEM Opportunity	Action
Chef on-boarding tapering off	End chef onboarding slowly over the first two weeks of June

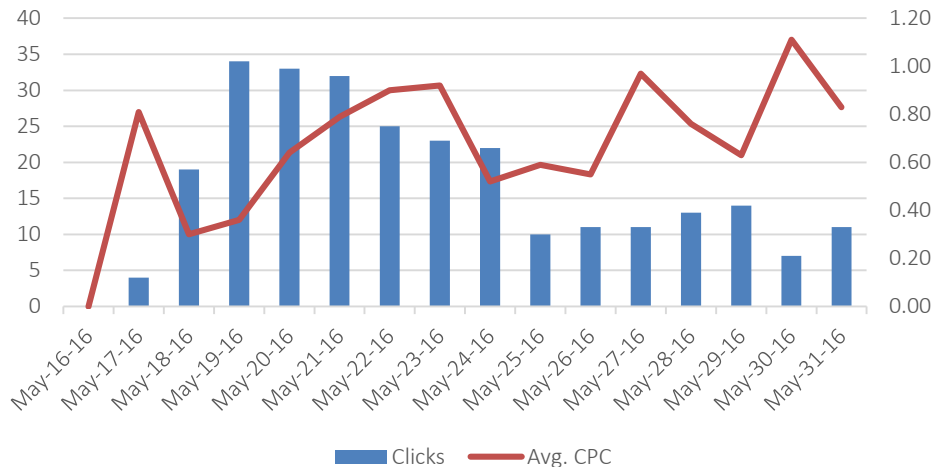
Chef Onboarding Statistics

Chef Onboarding Information	
Total Clicks	269
Avg. CTR	0.21%
Avg. CPC	\$0.67
Total Cost	\$180.91

Clicks vs. Avg. CTR



Clicks vs. Avg. CPC



Chef Onboarding Information:

The campaign ran from May 16, 16 and is continuing to run until June 14, 16.

There was a low total cost due to low search volumes. Measuring any conversions is not possible as it is on a separate website.

Click through rates started improving towards the end of the month with CPC slowly climbing upwards as well.

SEM Report & KPI

Total is spend is down significantly (from \$1,683.23 in April to \$651.42 in May) due to low keyword search volume around chef onboarding campaign. The total email opt-ins for **May 2016 was 106.**

Cost per Engagement = Cost / Total Engagements

Cost: \$651.42

Engaged Users: 330

Cost / Engagement = \$1.97

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 4.37% of total traffic with top performing keywords being:

Blend Keywords:

- 1) Hamburger recipes
- 2) Healthy hamburger recipes
- 3) Mushroom burger
- 4) Homemade hamburger recipe

General Mushroom Info Keywords:

- 1) Cooked mushrooms
- 2) Stuffed / mushroom recipes
- 3) Immunity Boosting Food

Chef Onboarding Keywords:

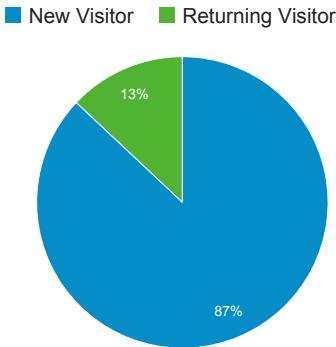
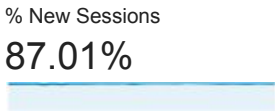
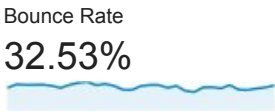
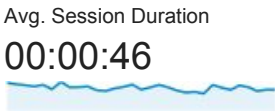
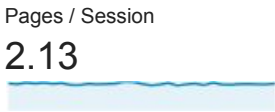
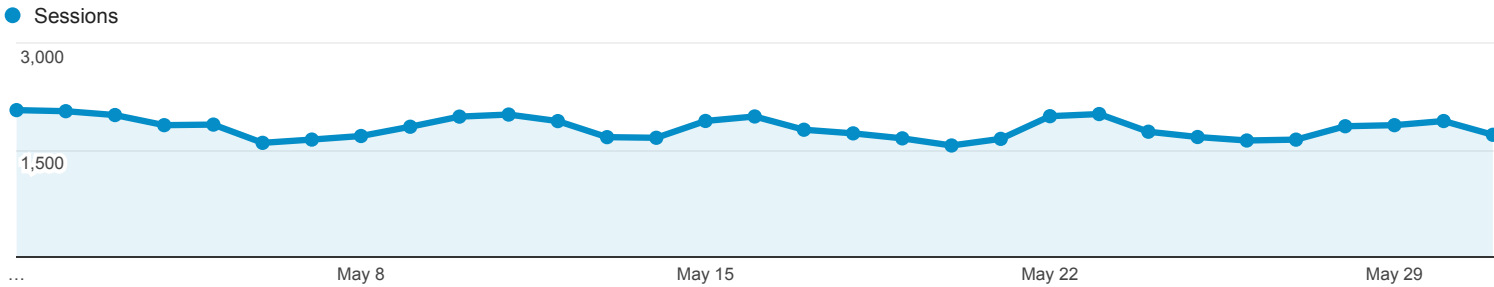
- 1) Cooking Competition
- 2) Burger Contest

Audience Overview

May 1, 2016 - May 31, 2016

All Users
100.00% Sessions

Overview



Language		Sessions	% Sessions
1.	en-us	42,154	75.24%
2.	en-gb	7,489	13.37%
3.	en	1,564	2.79%
4.	en-ca	1,442	2.57%
5.	en-au	835	1.49%
6.	en-in	168	0.30%
7.	en-sg	136	0.24%
8.	pt-br	135	0.24%
9.	de	101	0.18%
10.	en-ie	100	0.18%

Organic Search Traffic

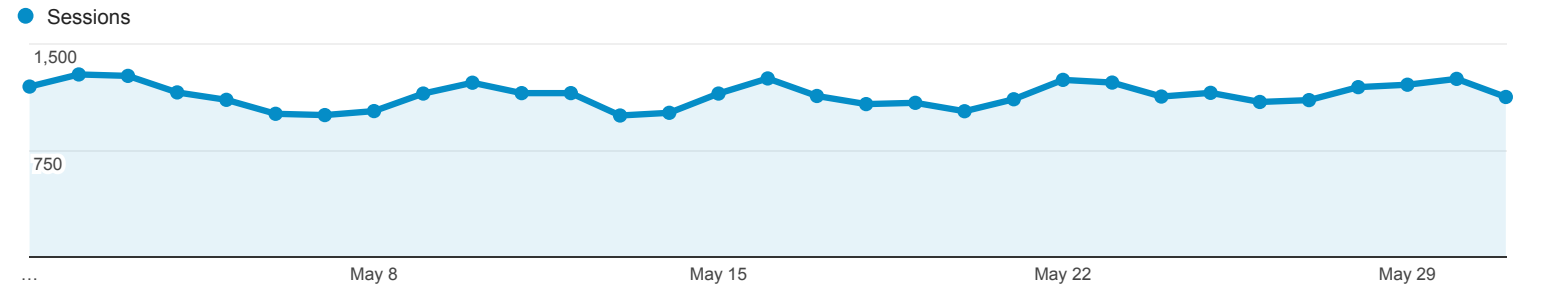
May 1, 2016 - May 31, 2016

ALL » DEFAULT CHANNEL GROUPING: Organic Search

All Users
62.99% Sessions

Explorer

Summary



Keyword		Acquisition			Behavior			Conversions	Goal 1: Newsletter sign up	
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Newsletter sign up (Goal 1 Conversion Rate)	Newsletter sign up (Goal 1 Completions)	Newsletter sign up (Goal 1 Value)
		35,291 % of Total: 62.99% (56,025)	87.90% Avg for View: 87.01% (1.03%)	31,020 % of Total: 63.64% (48,745)	29.04% Avg for View: 32.53% (-10.72%)	2.07 Avg for View: 2.13 (-2.86%)	00:00:42 Avg for View: 00:00:46 (-9.54%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1.	(not provided)	31,436 (89.08%)	88.19%	27,724 (89.37%)	30.21%	2.02	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.	mushroom cultivation	186 (0.53%)	81.18%	151 (0.49%)	7.53%	2.66	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.	mushroom	176 (0.50%)	89.77%	158 (0.51%)	7.39%	2.66	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.	mushroom farming	173 (0.49%)	85.55%	148 (0.48%)	10.40%	2.62	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.	mushrooms	117 (0.33%)	89.74%	105 (0.34%)	28.21%	2.09	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.	mushroom production	84 (0.24%)	77.38%	65 (0.21%)	4.76%	3.62	00:03:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.	mushroom nutrition	66 (0.19%)	86.36%	57 (0.18%)	10.61%	2.03	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	nutritional value of mushrooms	51 (0.14%)	80.39%	41 (0.13%)	7.84%	2.22	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.	mushroom cultivation procedure	46 (0.13%)	36.96%	17 (0.05%)	0.00%	3.00	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.	mushroom nutritional value	38 (0.11%)	86.84%	33 (0.11%)	5.26%	2.32	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)

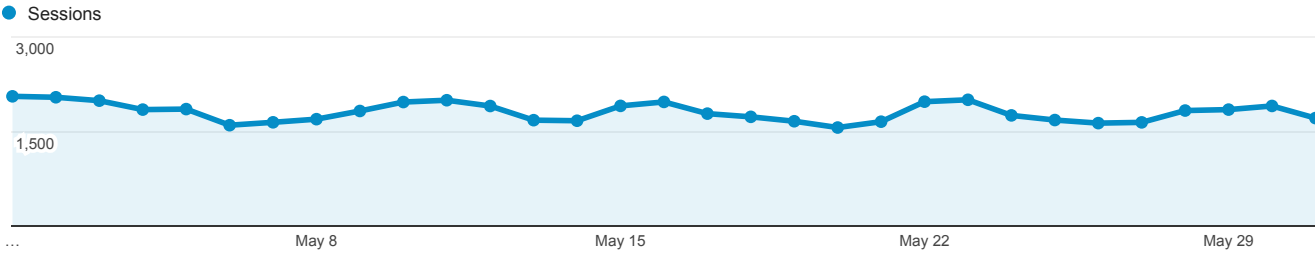
All Traffic

May 1, 2016 - May 31, 2016

All Users
100.00% Sessions

Explorer

Summary




Source / Medium	Acquisition			Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Newsletter sign up (Goal 1 Conversion Rate)	Newsletter sign up (Goal 1 Completions)	Newsletter sign up (Goal 1 Value)	
	56,025 % of Total: 100.00% (56,025)	87.01% Avg for View: 87.01% (0.00%)	48,745 % of Total: 100.00% (48,745)	32.53% Avg for View: 32.53% (0.00%)	2.13 Avg for View: 2.13 (0.00%)	00:00:46 Avg for View: 00:00:46 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	
1. google / organic	32,676 (58.32%)	87.73%	28,668 (58.81%)	27.22%	2.08	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. (direct) / (none)	8,473 (15.12%)	82.80%	7,016 (14.39%)	27.10%	2.35	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. pinterest.com / referral	1,786 (3.19%)	86.17%	1,539 (3.16%)	47.82%	1.71	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. com.google.android.googlequicksearchbox / referral	1,594 (2.85%)	95.86%	1,528 (3.13%)	1.13%	2.44	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. chezus.com / referral	1,359 (2.43%)	91.39%	1,242 (2.55%)	44.96%	1.72	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. bing / organic	1,251 (2.23%)	91.61%	1,146 (2.35%)	64.11%	1.86	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. yahoo / organic	1,232 (2.20%)	88.39%	1,089 (2.23%)	37.82%	1.92	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. google / cpc	1,206 (2.15%)	90.22%	1,088 (2.23%)	38.06%	3.35	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. countryliving.com / referral	803 (1.43%)	93.65%	752 (1.54%)	45.58%	1.71	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. buzzfeed.com / referral	641 (1.14%)	87.99%	564 (1.16%)	94.38%	1.06	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)	

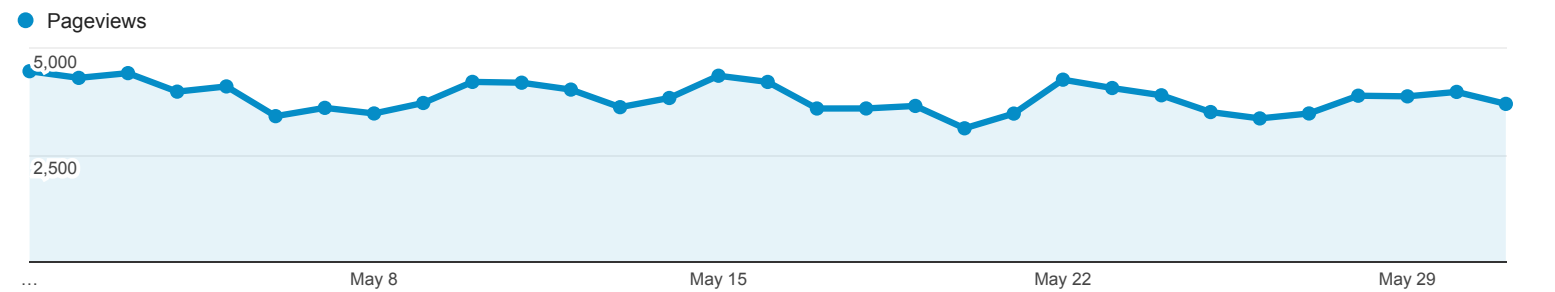
Rows 1 - 10 of 370

Pages

May 1, 2016 - May 31, 2016

 All Users
100.00% Pageviews

Explorer



	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		119,229 % of Total: 100.00% (119,229)	66,370 % of Total: 100.00% (66,370)	00:00:41 Avg for View: 00:00:41 (0.00%)	56,021 % of Total: 100.00% (56,021)	32.53% Avg for View: 32.53% (0.00%)	46.99% Avg for View: 46.99% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1.	m.mushroominfo.com/benefits/	39,350 (33.00%)	17,404 (26.22%)	00:00:24	17,306 (30.89%)	0.72%	43.46%	\$0.00 (0.00%)
2.	m.mushroominfo.com/growing-mushrooms/six-steps-to-mushroom-farming/	12,873 (10.80%)	5,348 (8.06%)	00:00:38	5,314 (9.49%)	1.26%	39.75%	\$0.00 (0.00%)
3.	www.mushroominfo.com/growing-mushrooms/six-steps-to-mushroom-farming/	3,537 (2.97%)	3,264 (4.92%)	00:04:58	3,155 (5.63%)	89.16%	87.19%	\$0.00 (0.00%)
4.	m.mushroominfo.com/campfire-mushrooms/	3,035 (2.55%)	1,443 (2.17%)	00:00:15	1,442 (2.57%)	0.62%	46.85%	\$0.00 (0.00%)
5.	m.mushroominfo.com/growing-mushrooms/	2,910 (2.44%)	1,278 (1.93%)	00:00:26	1,186 (2.12%)	1.18%	40.48%	\$0.00 (0.00%)
6.	www.mushroominfo.com/benefits/	2,642 (2.22%)	2,406 (3.63%)	00:03:56	2,300 (4.11%)	85.35%	82.70%	\$0.00 (0.00%)
7.	m.mushroominfo.com/varieties/	2,614 (2.19%)	941 (1.42%)	00:00:32	436 (0.78%)	1.38%	23.30%	\$0.00 (0.00%)
8.	m.mushroominfo.com/mushroom-blendability/	1,956 (1.64%)	894 (1.35%)	00:00:18	731 (1.30%)	1.37%	39.31%	\$0.00 (0.00%)
9.	www.mushroominfo.com/growing-mushrooms/	1,292 (1.08%)	1,088 (1.64%)	00:03:41	911 (1.63%)	81.23%	71.75%	\$0.00 (0.00%)
10.	www.mushroominfo.com/campfire-mushrooms/	1,223 (1.03%)	1,166 (1.76%)	00:02:49	1,148 (2.05%)	93.38%	91.09%	\$0.00 (0.00%)

Rows 1 - 10 of 2859

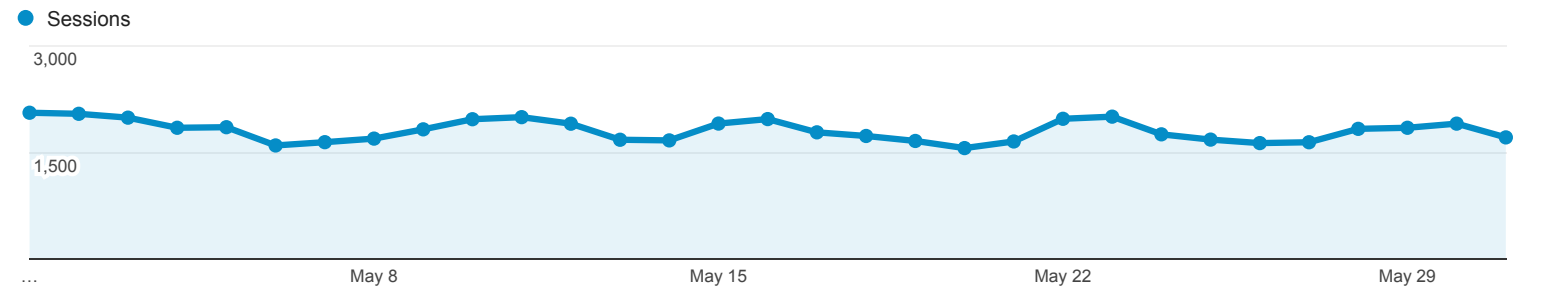
New vs Returning

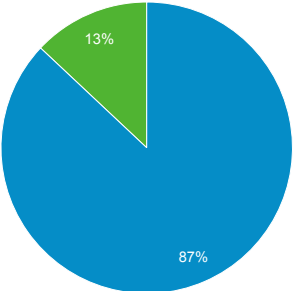
May 1, 2016 - May 31, 2016

All Users
100.00% Sessions

Explorer

Summary



User Type		Sessions	Sessions	Contribution to total:
		56,025 % of Total: 100.00% (56,025)	56,025 % of Total: 100.00% (56,025)	
1.	New Visitor	48,745	87.01%	
2.	Returning Visitor	7,280	12.99%	

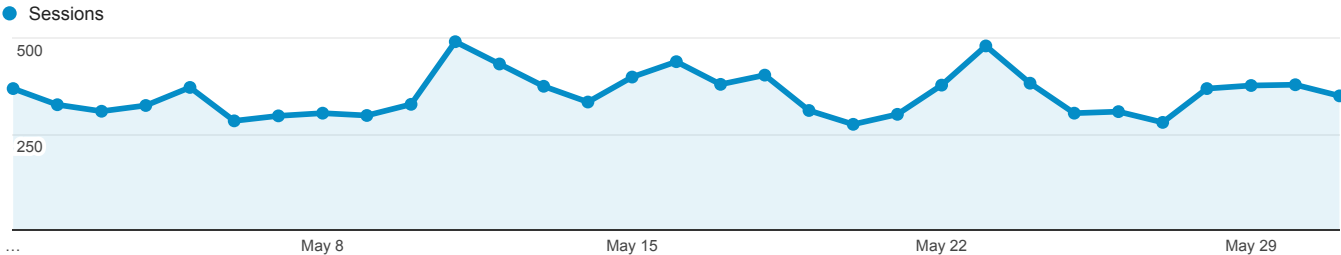
Referral Traffic

May 1, 2016 - May 31, 2016

 All Users
19.59% Sessions

Explorer

Summary



Source	Acquisition			Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Newsletter sign up (Goal 1 Conversion Rate)	Newsletter sign up (Goal 1 Completions)	Newsletter sign up (Goal 1 Value)	
	10,974 % of Total: 19.59% (56,025)	87.45% Avg for View: 87.01% (0.51%)	9,597 % of Total: 19.69% (48,745)	47.02% Avg for View: 32.53% (44.54%)	2.02 Avg for View: 2.13 (-5.06%)	00:00:47 Avg for View: 00:00:46 (2.07%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	
1. pinterest.com	1,786 (16.27%)	86.17%	1,539 (16.04%)	47.82%	1.71	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. com.google.android.googlequicksearchbox	1,594 (14.53%)	95.86%	1,528 (15.92%)	1.13%	2.44	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. chezus.com	1,359 (12.38%)	91.39%	1,242 (12.94%)	44.96%	1.72	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. countryliving.com	803 (7.32%)	93.65%	752 (7.84%)	45.58%	1.71	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. buzzfeed.com	641 (5.84%)	87.99%	564 (5.88%)	94.38%	1.06	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. m.facebook.com	544 (4.96%)	80.70%	439 (4.57%)	12.32%	2.52	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. mushroomcouncil.org	346 (3.15%)	56.36%	195 (2.03%)	38.15%	3.50	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. blog.mushroominfo.com	316 (2.88%)	79.11%	250 (2.60%)	31.33%	5.53	00:03:41	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. facebook.com	246 (2.24%)	77.64%	191 (1.99%)	81.71%	1.80	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. addapinch.com	241 (2.20%)	86.72%	209 (2.18%)	92.53%	1.12	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 10 of 351

Location

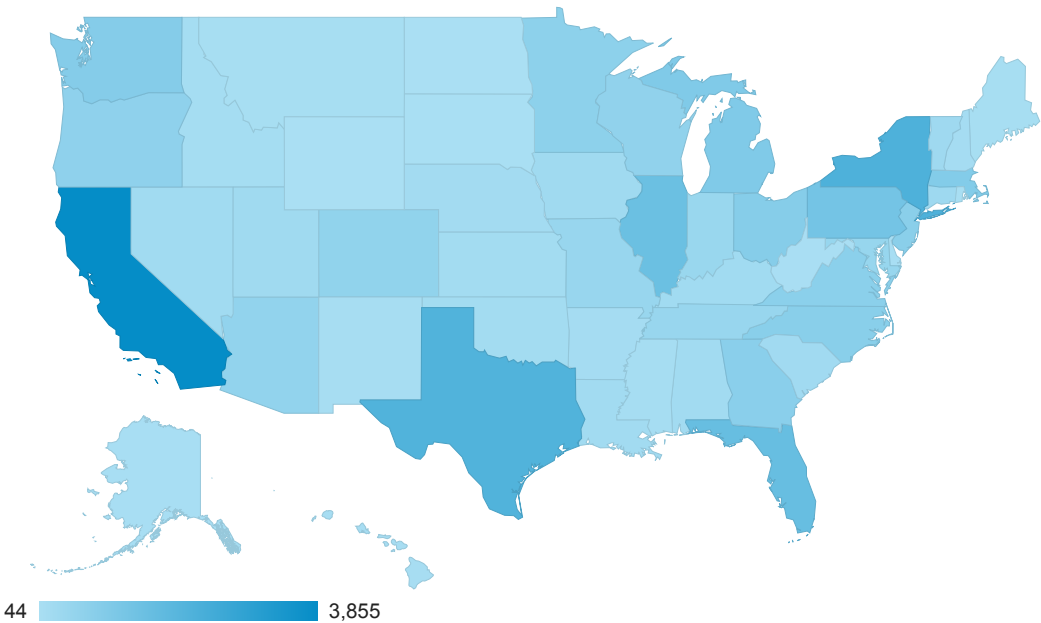
May 1, 2016 - May 31, 2016

ALL » COUNTRY: United States

 All Users
53.03% Sessions

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions	Goal 1: Newsletter sign up	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Newsletter sign up (Goal 1 Conversion Rate)	Newsletter sign up (Goal 1 Completions)	Newsletter sign up (Goal 1 Value)
	29,708 % of Total: 53.03% (56,025)	86.91% Avg for View: 87.01% (-0.11%)	25,818 % of Total: 52.97% (48,745)	32.82% Avg for View: 32.53% (0.87%)	2.18 Avg for View: 2.13 (2.43%)	00:00:44 Avg for View: 00:00:46 (-3.24%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. California	3,855 (12.98%)	86.90%	3,350 (12.98%)	33.85%	2.09	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. New York	2,176 (7.32%)	85.11%	1,852 (7.17%)	30.97%	2.14	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Texas	2,110 (7.10%)	87.01%	1,836 (7.11%)	25.07%	2.14	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Florida	1,587 (5.34%)	87.15%	1,383 (5.36%)	32.77%	2.20	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Illinois	1,490 (5.02%)	87.99%	1,311 (5.08%)	27.85%	2.09	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Pennsylvania	1,281 (4.31%)	84.54%	1,083 (4.19%)	35.28%	2.18	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Michigan	1,011 (3.40%)	89.71%	907 (3.51%)	28.59%	2.23	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Massachusetts	947 (3.19%)	88.07%	834 (3.23%)	48.68%	1.87	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Washington	909 (3.06%)	88.12%	801 (3.10%)	32.56%	2.16	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Ohio	880 (2.96%)	89.43%	787 (3.05%)	33.07%	2.18	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)

