

Mushroom Council June 2016 Social Activity Report

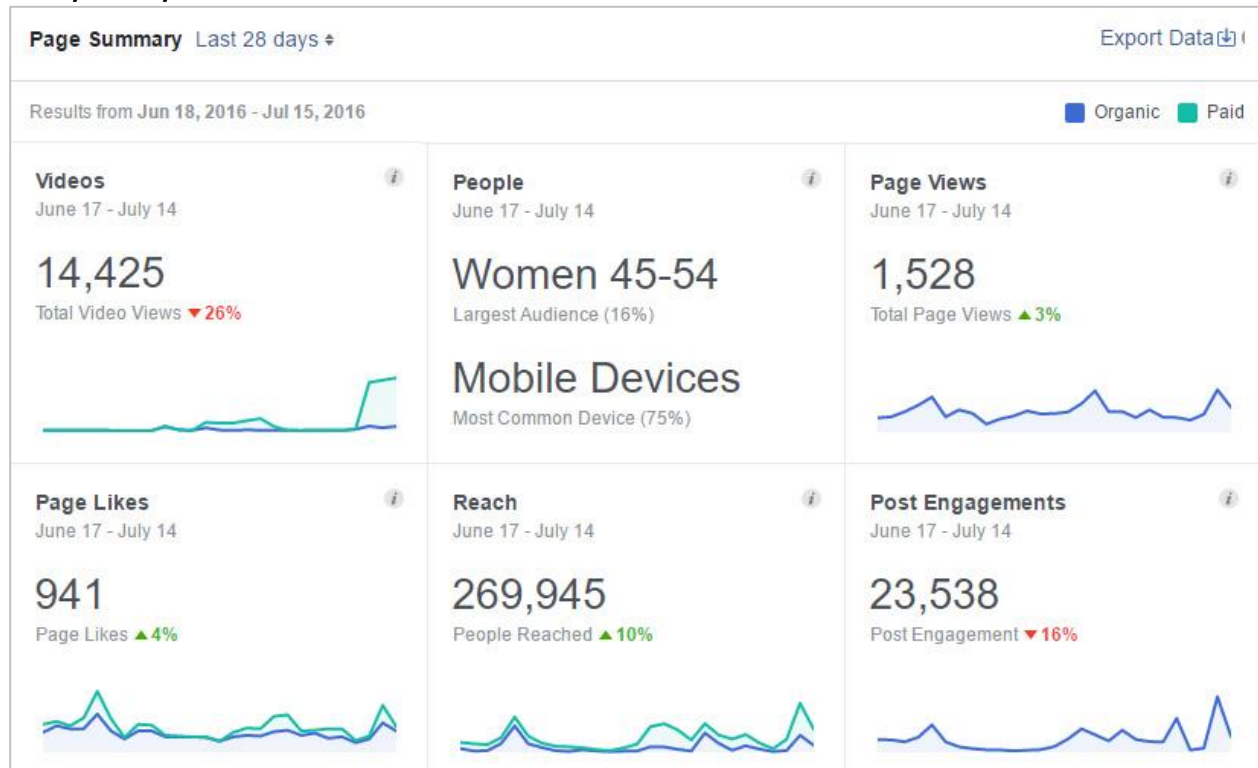
June 2016: Media Impressions and Metrics		
Program	Monthly Impressions	Annual Impressions YTD*
Social/Digital	1,488,170	13,391,946
#BlendedBurgerProject	6,066,278	13,000,966
Total Social/Digital Impressions		26,392,912

ONLINE ASSETS	JUNE 2016	MAY 2016	% CHANGE
#BlendedBurgerProject Hashtag			
Hashtag Impressions	6,066,278	5,603,928	+8.3%
Number of Posts	1,394	645	+116.1%
Number of Users	787	416	+89.2%
Facebook			
Facebook Impressions	258,763	598,561	-56.8%
Facebook Fans	201,566	201,017	+0.2%
Monthly Fan Growth	549	346	n/a
Twitter			
Twitter Impressions	54,191	85,797	-36.9%
Twitter Followers	7,833	7,760	+0.9%
Monthly Follower Growth	73	68	n/a
Pinterest*			
Pins from Profile Impressions	467,268	651,234	-28.2%
Repins from Profile	1,171	1,520	-23.0%
Pins from MushroomInfo.com Impressions	650,269	784,174	-17.1%
Repins from MushroomInfo.com	2,088	2,502	-16.6%
Pinterest Followers	12,600	12,428	+1.4%
Monthly Follower Growth	172	204	n/a
Instagram			
Total Engagements (Likes, Comments)	998	1,054	-5.3%
Followers	2,428	2,293	+5.9%
Monthly Follower Growth	135	125	n/a
YouTube			
Total Video Views	52,997	50,206	+5.6%
Monthly Video Views	2,791	2,686	+3.9%
YouTube Subscribers	339	332	+2.1%
YouTube Subscriber Growth	7	8	n/a
Mushroom Channel Blog			
Monthly Page Views	4,509	5,147	-12.4%
MushroomInfo.com			
Monthly Sessions	53,890	56,025	-3.8%
Monthly Page Views	110,216	119,229	-7.6%
Average Time Spent on Site	0:42	0:46	-8.7%
Percentage of Returning Visitors	12.6%	13%	-0.4%
Newsletter Metrics*			
Number of Subscribers	4,379	4,379	+/-0%
Open Rate	24.8%	23.6%	+1.2%
Click Through Rate	4.7%	4.3%	+0.4%
Referrals to Mushroominfo.com	336	321	+4.7%

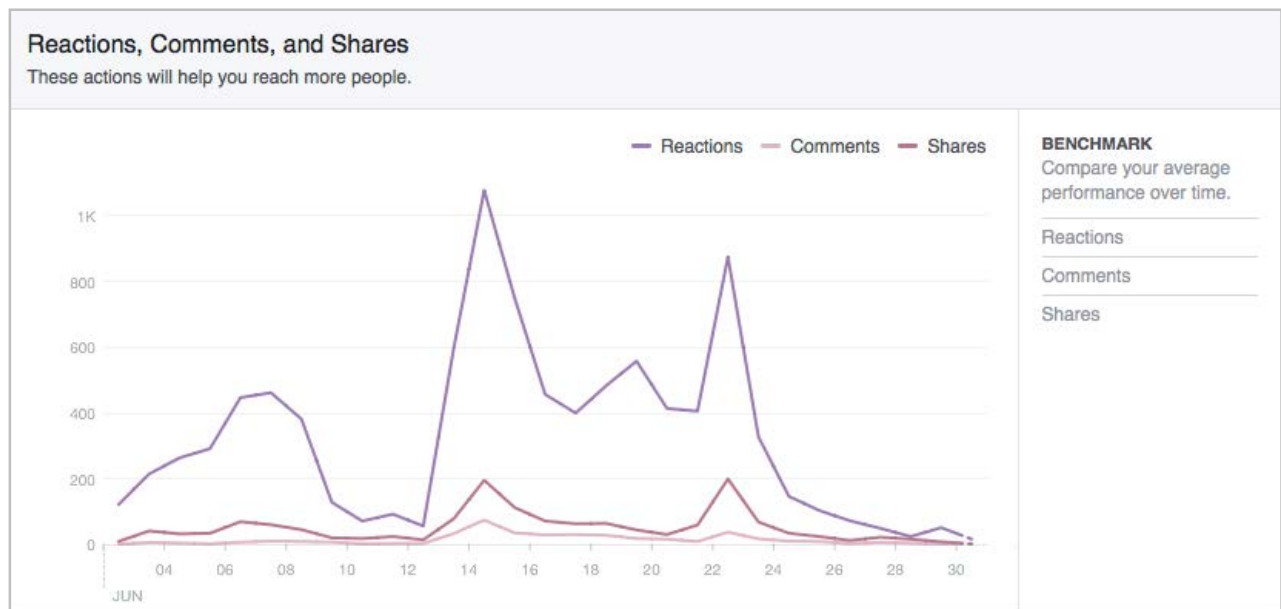
Facebook

Followers to date: **201,638**


28 Day Activity Overview:



The graph below illustrates the ways our fans engaged with our content during the past 28 days. “Likes” lead as the preferred method of engagement, followed by shares and comments. Content posted on June 14th, 19th and 23rd caused spikes in engagement (likes and shares).




This [Stuffed Portobello Mushrooms with Turkey Stuffing from Cabot Creamery](#) received the **highest organic reach during the month of June** with a total of 465 Total Likes, 18 Total Loves, **21,366 people reached**, 18 Total Comments, and 312 post clicks.

**The Mushroom Channel**

Published by Mushroom Council [?] · June 22 at 11:05am · 🌐

Is it dinnertime yet, Cabot Creamery Cooperative?!



Stuffed Portobello Mushrooms With Turkey Stuffing | Cabot Creamery

Looking to make something different and exciting? Well, these stuffed lactose free Portobello mushrooms are absolutely perfect for just about any family...

CABOTCHEESE.COOP

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$26 to reach up to 2,500 people.

21,366 people reached

Boost Post

👍❤️😮 Sara Wing, Gret Young and 395 others

8 Comments · 204 Shares

👍 Like

💬 Comment

➦ Share

21,366 People Reached

715 Reactions, Comments & Shares

465 👍 Like	376 On Post	89 On Shares
18 ❤️ Love	13 On Post	5 On Shares
1 😂 Haha	1 On Post	0 On Shares
9 😮 Wow	7 On Post	2 On Shares
18 Comments	10 On Post	8 On Shares
204 Shares	204 On Post	0 On Shares

629 Post Clicks

0 Photo Views	312 Link Clicks	317 Other Clicks ⓘ
-------------------------	---------------------------	------------------------------

NEGATIVE FEEDBACK

6 Hide Post	7 Hide All Posts
0 Report as Spam	0 Unlike Page

Facebook Promoted Posts

Facebook Paid/ Boosted Post Results	Video Views	Impressions	Likes	Shares	Comments	Avg. CPM	Avg. CPE
	9,092	136,573	6,851	779	153	\$4.72	\$0.11
Veal Made Easy Promotion: Portobello- Veal Burger (video)	3019	9916	12	4		2.52	0.01
Blended Polenta Bruschetta Recipe		4023	49	6	2	7.46	0.38
Mushroom & Pea Gazpacho Recipe		2458	36	9	3	12.21	0.39
Vitamin D in the Produce Aisle (blog post)		6198	240	40	12	8.07	0.15
Mushroom Egg Salad Recipe		4930	160	25		8.11	0.16
Steak & Mushrooms Recipe		15266	1537	101	28	1.97	0.02
Campfire Mushrooms Recipe		20468	1611	233	45	1.95	0.02
Mushroom Mango Salad Recipe		15046	946	112	28	1.66	0.02
BBP: Logan's burger + Find your local blended burger		3433	41	6	1	5.83	0.18
I Heart Walnuts Campaign Promotion (gif)	6073	17377	15		2	1.44	0.00
Summer Vegetable Sauté Recipe		7600	486	84	6	3.29	0.04
Surf & Turf Shrimp Portabella Fajitas		6524	554	51	3	4.60	0.04
Summer Entertaining Recipes (blog post)		7207	174	29	4	4.16	0.09
Loaded Blended Burger		7524	480	44	9	6.65	0.08

Mushroom Haloumi Burgers		8603	510	35	10	3.49	0.04
--------------------------	--	------	-----	----	----	------	------

Facebook Targeted Paid/ Boosted Post Results	Impressions	Likes	Shares	Comments	Avg. CPM	Avg. CPE
	28,606	715	53	17	\$10.27	\$0.31
Doc's Country Mart Blended Burger Promo (Oklahoma)	3572	77	6	2	7.00	0.21
Rae's Cuisine (Nashville)	7943	213	18	3	1.89	0.05
LUXBAR (Chicago)	2094	74	5		4.78	0.11
Triomphe Restaurant (New York City)	1268	48	1	1	7.89	0.14
Pier 23 Cafe (San Francisco)	806	35	5		12.41	0.19
Frostburg State University (Frostburg, MD)	1599	18	3	1	6.25	0.22
The Ainsworth (New York City)	1210	31			8.26	0.23
Vitascope Hall (New Orleans)	771	27	1	1	12.97	0.26
Nel Centro (Portland)	656	19	2	1	15.24	0.40
Quail Park (Visalia, CA)	904	26		1	11.06	0.31
Front Room Tavern (Dallas)	770	28			12.99	0.32
Smoke Restaurant (Dallas)	981	20		1	10.19	0.38
The Theodore (Dallas)	808	19	1		12.38	0.42
Bookstore Bar & Café (Seattle)	1043	13	2	1	9.59	0.37
Beach Tree Four Seasons (Hawaii)	578	16	1	2	17.30	0.40
Local 388 Burger Bar (Ballston Spa, NY)	897	10	1	1	11.15	0.34
Woodblock Redmond (Redmon, WA)	932	7	1	1	10.73	0.83
Härth (McLean, VA)	762	17		1	13.12	0.43
TAG Burger Bar (Denver)	1012	17	6		9.88	0.34

Pinterest

Followers to date: 12,644

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 June, Pinterest referred 1,609 to Mushroominfo.com. This pin, [Long Grain and Wild Rice with Mushrooms](#), drove 80 visits to MushroomInfo.com in May and has been interacted with (repined and liked) 4.9K times.

Pinterest Promoted Pins

JUNE OVERVIEW:

Total Promoted Posts: 6

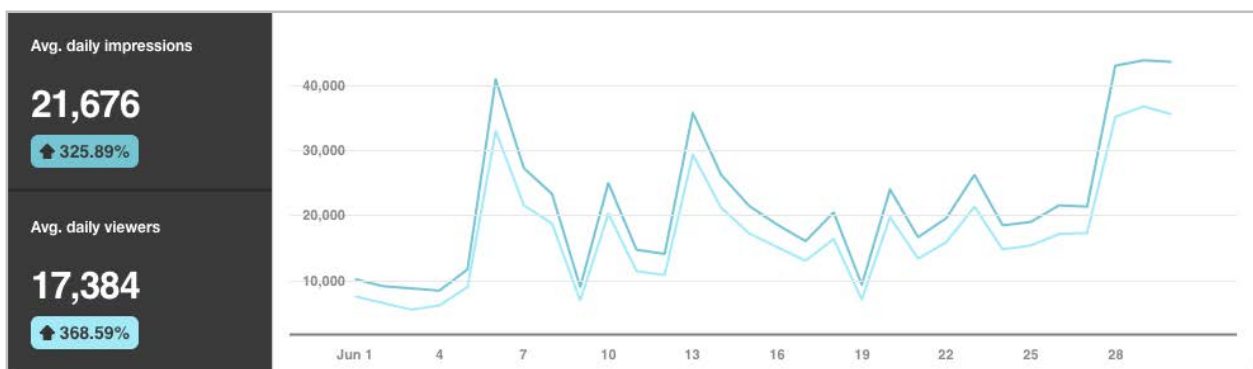
Total Impressions: 283,294

Total Repins: 444

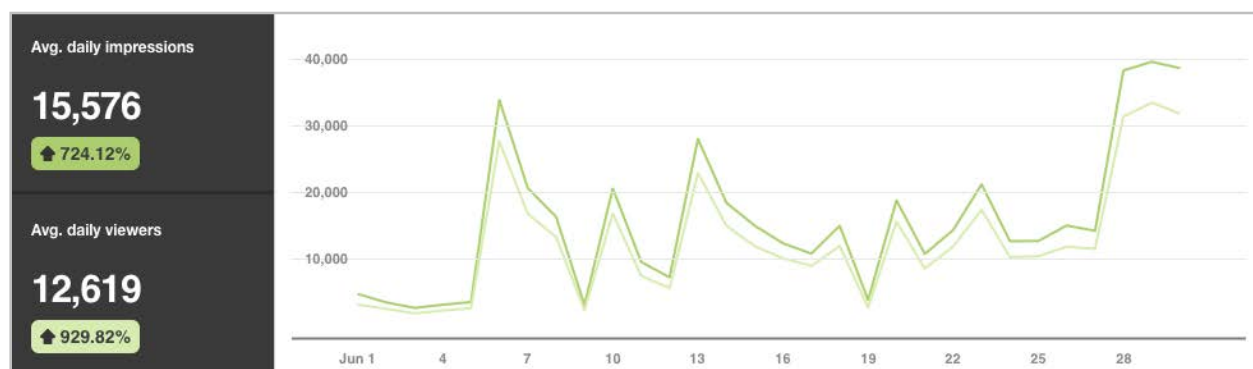
Average CPC: \$0.90

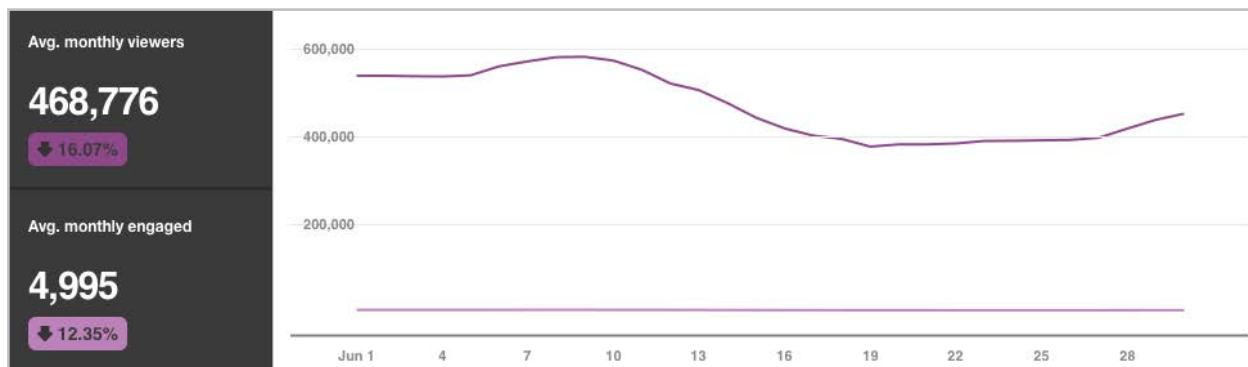
Total Clicks: 363

Activity from MushroomInfo.com: Impressions from June 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.





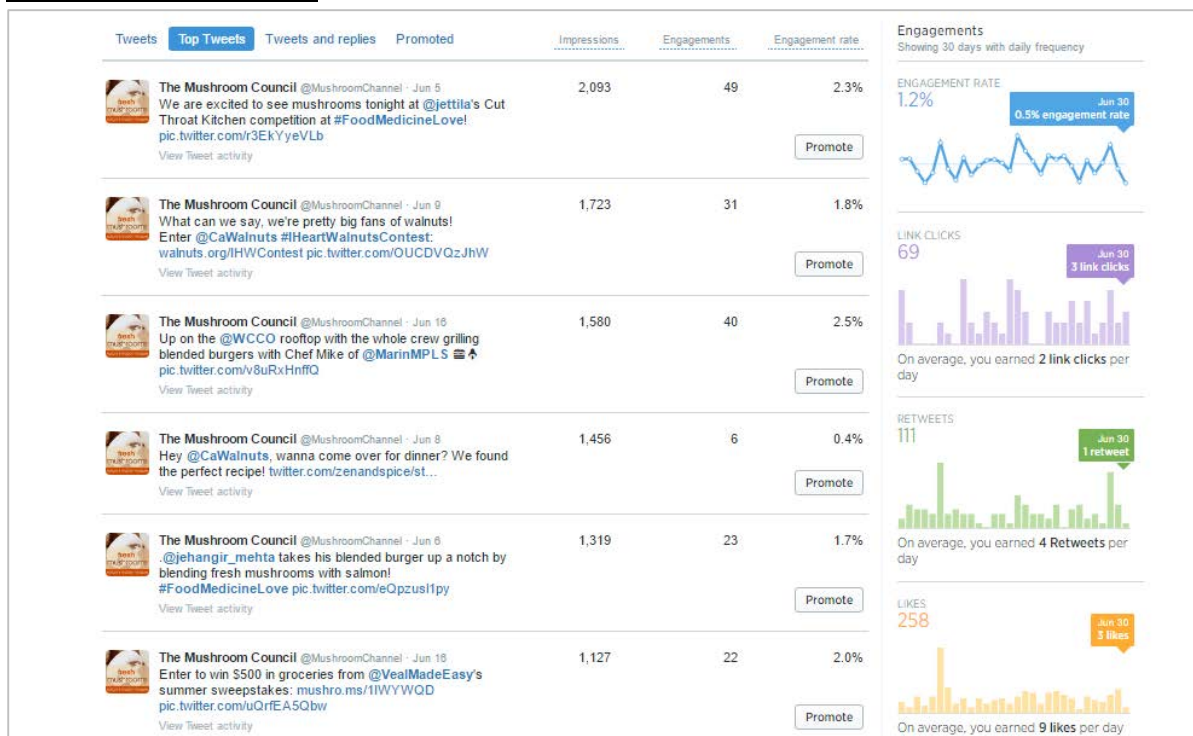
Demographic Overview

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	397,140	Washington, DC (Hagrstwn)	19,245
Canada	15,324	Atlanta	17,572
Australia	4,394	New York	17,486
United Kingdom	4,033	Philadelphia	16,713
Netherlands (Nederland)	2,580	Los Angeles	15,375

Twitter: Top Tweets



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 June, the Council promoted **22 mushroom Blended Burger Project menu items** & participants. Twitter, Facebook & Instagram have become key social channels for the Council to amplify foodservice promotions and connect with top chains on an ongoing basis.

RnR Scottsdale

- [Twitter](#)

The Hotel At Auburn

- [Twitter](#)

Front Room Tavern

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

Smoke Dallas

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

The Theodore

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

Bookstore Bar & Cafe

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

FS Hualalai

- [Twitter](#)

Woodblock

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

Luxbar

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

Nel Centro

- [Facebook](#)

Frostburg State University

- [Facebook](#)

Harth Restaurant

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

Local 388 Burger

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

Triomphe Restaurant

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

Nel Centro

- [Twitter](#)

Pier 23 Cafe

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

Beach Tree Four Seasons

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

Mill Valley Kitchen

- [Twitter](#) (retweet)

Tag Burger Bar

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

The Ainsworth

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

Vitacope Hall

- [Facebook](#)

Quail Park

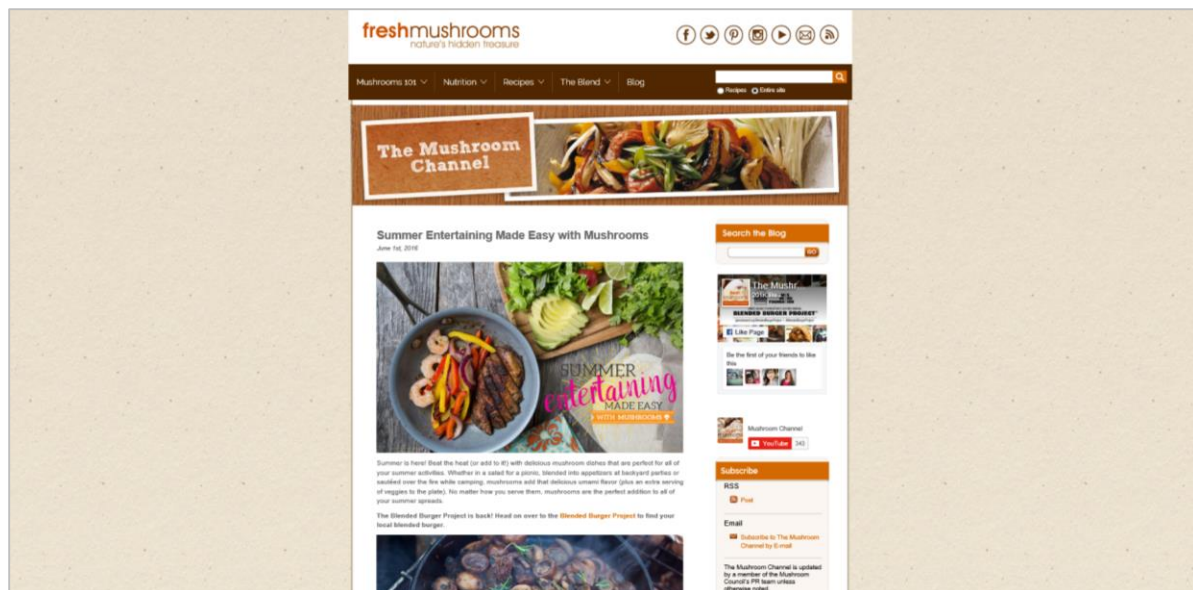
- [Facebook](#)

Website, Mushroom Channel Blog & Blogger Relations

Blog Posts:

The Mushroom Channel published five blog posts that garnered 411 page views and accounted for 0.37% of all page views in June.

- Summer Entertaining Made Easy with Mushrooms
- The Blended Burger Project is Back! Locate the Burger You'll Be Ordering Soon
- Win BIG with The Mushroom Council & Veal Made Easy
- Mushrooms: A Vitamin D Powerhouse in the Produce Aisle
- Savor Summertime with a Marinated Mushroom and Chickpea Salad



Instagram



AddThis.com for Social Sharing

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

Top Content	Shares
Total Shares in June	
Campfire Mushrooms	25
Six Steps to Mushroom Farming	20
Benefits	11
The Blend Fresh Mushrooms	9
Mushroom Blended Graffiti Burger	7

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

Top Content	Shares
Total Shares May	
Saver Summertime with a Marinated Mushroom and Chickpea Salad	19
Portabella and Halloumi Burgers	7
Mushrooms with Long Grain & Wild Rice	6
WATCH: Get Your Grill on with Billy Parisi's Shiitake Pork Burger	4
Blend Mushroom Beef and Swiss Burgers	3

Bit.ly

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

- 1) Marinated Grilled Mushrooms | **499 clicks**
- 2) Health Benefits of different types of mushrooms | **425 clicks**
- 3) Breakfast Mash-Up | **103 clicks**
- 4) Blended Burger Project Voting | **66 clicks**
- 5) Chef Dan Long's Blended Burger | **50 clicks**

Recipe of the Month - Consumer Newsletter

List Growth:


Subscribers on June 1st: 4,379

Subscribers on June 31st: 8,708

Summer is here! Beat the heat (or add to it!) with delicious mushroom dishes that are perfect for all of your summer activities.


[View this email in your browser.](#)

freshmushrooms
nature's hidden treasure




Summer is here! Beat the heat (or add to it!) with delicious mushroom dishes that are perfect for all of your summer activities. Whether in a salad for a picnic, blended into appetizers for backyard parties or sautéed over the campfire, mushrooms add that delicious umami flavor (plus an extra serving of veggies to the plate). No matter how you serve them, mushrooms are the perfect addition to all of your summer spreads.



The Blended Burger Project is back! Head on over to the [Blended Burger Project](#) to find your local blended burger.



Surf and Turf Shrimp Portabella Fajitas
Bring a sizzle to your summer nights with Surf and Turf Shrimp and Portabella Fajitas.



Campfire Mushrooms
Take your mushrooms camping! Cooking over a campfire gives mushrooms a deep smoky flavor.



June Recipe of the Month:

Summer Entertaining Made Easy with Mushrooms

Open Rate: 24.8%

Click Through Rate: 4.7%

Social Shares:

Unsubscribes: 13

Complaints: 3

Most Clicked Recipe: [Campfire Mushrooms](#)

Industry Average: 3%

List Average: 4.5%

Q2 Content Distribution Overview



2,142 Mushroom Council iTunes
video views



27,662 Mushroom Council
YouTube video views



CIAprochef.com/mushrooms:
1,530 unique page visits

Q2 Content Promotion Overview



6 posts
Reached 420,095 fans



5 tweets
Reached 214,948 followers



1 newsletter placement
Reached 55,524 subscribers

Program Promotion: Facebook



The Culinary Institute of America

June 5 at 6:00am · 🌐

Learn how to properly sauté and roast mushrooms for perfectly golden browned results with CIA Chef Bill Briwa: <http://bit.ly/1PaCZlm>



👍 Like 💬 Comment ➦ Share

👍❤️ 147

Top Comments ▾

25 shares



Julie Hill They look so nice bet they taste even better

Like · Reply · June 5 at 1:59pm

147 likes
25 shares

June 5 Facebook posts:

- The Culinary Institute of America, 203,277 Page Likes
- The Culinary Institute of America at Greystone, 10,717 Page Likes
- The Culinary Institute of America at San Antonio, 6,824 Page Likes



Program Promotion: Facebook



The Culinary Institute of America

May 1 at 7:00am · 🌐

For your Cinco de Mayo celebration, try these tacos filled with a spicy blend of mushrooms and ground beef. <http://bit.ly/1SUsLGU>



👍 Like 💬 Comment ➦ Share

👍❤️😮 240

Top Comments ▾

23 shares

240 likes
23 shares

May 1 Facebook posts:

- The Culinary Institute of America, 181,736 Page Likes
- The Culinary Institute of America at Greystone, 10,717 Page Likes
- The Culinary Institute of America at San Antonio, 6,824 Page Likes



Program Promotion: Twitter



May 31, June 1, 2 and 4 tweet



The CIA @CIACulinary · Jun 4

How to properly sauté and roast mushrooms with CIA Chef Bill Briwal
bit.ly/2831YTe



43,593 The Culinary Institute of America Followers

Program Promotion: Twitter



May 3 tweet



The CIA
@CIACulinary

 Follow

#Cinco de Mayo recipe? #Tacos with mushroom and ground beef blend!
bit.ly/1Pn6Ghw



RETWEETS

2

LIKES

4



3:01 PM - 3 May 2016

40,576 The Culinary Institute of America Followers

Program Promotion: CIAprochef Smartbrief Newsletter

June 29, 2016

Special
Edition

ProChef SmartBrief

From The Culinary Institute of America



CENTER FOR FOODS OF THE AMERICAS

LATIN CUISINE ISSUE



SIGN UP - FORWARD

Blending meat and mushrooms for Mexican meals



Watch this video demonstration, as Chef Bill Briwa shows us how to create a mushroom-meat blend in classic Mexican dishes. Adding authentic Mexican flavors such as toasted cumin, chipotle chile, oregano and cilantro, Briwa uses this versatile filling in tacos, burritos, quesadillas, enchiladas and more. [Watch this and many more mushroom recipe demos here!](#)

Mushroom Council content featured in
CIAprochef Smartbrief newsletter

55,524 CIAprochef Smart Brief Newsletter Subscribers

John Barkley
Director of Digital Media, Strategic Initiatives

The Culinary Institute of America
2555 Main Street
St. Helena, CA 94574

Direct: 707-967-2405
Mobile: 707-287-8050
Email: j_barkle@culinary.edu

Claudia Ramer
Digital Media Manager, Strategic Initiatives

The Culinary Institute of America
2555 Main Street
St. Helena, CA 94574

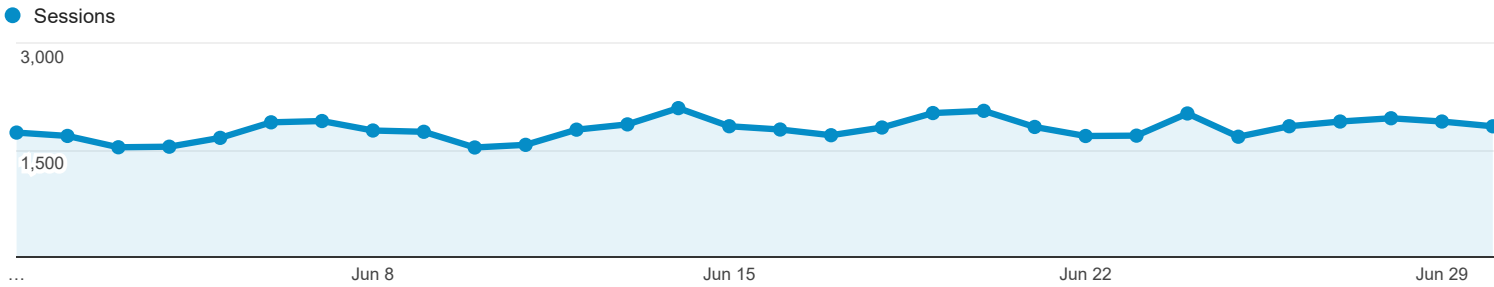
Direct: 707.967.2509
Email: c_ramer@culinary.edu

Audience Overview

Jun 1, 2016 - Jun 30, 2016

All Users
100.00% Sessions

Overview



Sessions
53,860

Users
48,094

Pageviews
110,139

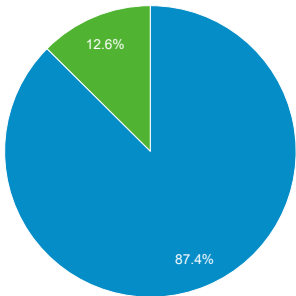
Pages / Session
2.04

Avg. Session Duration
00:00:42

Bounce Rate
34.97%

% New Sessions
87.44%

New Visitor Returning Visitor



Language		Sessions	% Sessions
1.	en-us	40,803	75.76%
2.	en-gb	7,139	13.25%
3.	en-ca	1,484	2.76%
4.	en	1,010	1.88%
5.	en-au	928	1.72%
6.	en-in	187	0.35%
7.	pt-br	153	0.28%
8.	es	128	0.24%
9.	(not set)	120	0.22%
10.	en-sg	108	0.20%

Organic Search Traffic

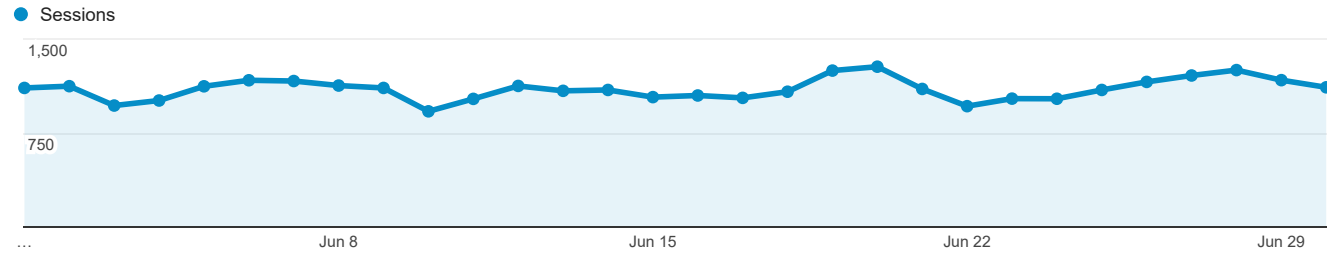
Jun 1, 2016 - Jun 30, 2016



All Users
61.17% Sessions

Explorer

Summary



Keyword	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Longer than 1 min. 30 sec. (Goal 1 Conversion Rate)	Longer than 1 min. 30 sec. (Goal 1 Completions)	Longer than 1 min. 30 sec. (Goal 1 Value)
	32,947 % of Total: 61.17% (53,860)	87.70% Avg for View: 87.44% (0.30%)	28,896 % of Total: 61.36% (47,095)	33.10% Avg for View: 34.97% (-5.37%)	1.97 Avg for View: 2.04 (-3.61%)	00:00:38 Avg for View: 00:00:42 (-10.21%)	6.62% Avg for View: 7.24% (-8.63%)	2,181 % of Total: 55.89% (3,902)	\$2,181.00 % of Total: 55.89% (\$3,902.00)
1. (not provided)	29,223 (88.70%)	87.89%	25,684 (88.88%)	35.02%	1.94	00:00:38	6.51%	1,902 (87.21%)	\$1,902.00 (87.21%)
2. mushroom cultivation	205 (0.62%)	80.49%	165 (0.57%)	7.80%	2.35	00:00:28	4.88%	10 (0.46%)	\$10.00 (0.46%)
3. mushroom farming	201 (0.61%)	88.56%	178 (0.62%)	7.46%	2.33	00:00:29	6.97%	14 (0.64%)	\$14.00 (0.64%)
4. mushroom	160 (0.49%)	89.38%	143 (0.49%)	10.00%	2.19	00:00:17	6.88%	11 (0.50%)	\$11.00 (0.50%)
5. mushrooms	120 (0.36%)	85.83%	103 (0.36%)	20.00%	2.39	00:01:25	16.67%	20 (0.92%)	\$20.00 (0.92%)
6. mushroom nutrition	74 (0.22%)	93.24%	69 (0.24%)	9.46%	2.05	00:00:07	2.70%	2 (0.09%)	\$2.00 (0.09%)
7. nutritional value of mushrooms	68 (0.21%)	88.24%	60 (0.21%)	8.82%	2.19	00:00:19	5.88%	4 (0.18%)	\$4.00 (0.18%)
8. mushroom production	65 (0.20%)	89.23%	58 (0.20%)	3.08%	2.60	00:00:29	9.23%	6 (0.28%)	\$6.00 (0.28%)
9. mushrooms nutrition	58 (0.18%)	87.93%	51 (0.18%)	12.07%	1.95	00:00:10	1.72%	1 (0.05%)	\$1.00 (0.05%)
10. mushroom nutritional value	33 (0.10%)	84.85%	28 (0.10%)	6.06%	2.06	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 1876

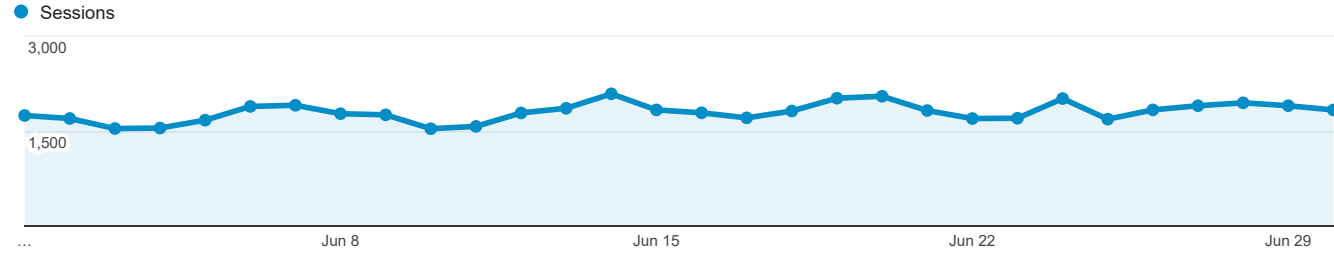
All Traffic

Jun 1, 2016 - Jun 30, 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	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)	
	53,860 % of Total: 100.00% (53,860)	87.44% Avg for View: 87.44% (0.00%)	47,095 % of Total: 100.00% (47,095)	34.97% Avg for View: 34.97% (0.00%)	2.04 Avg for View: 2.04 (0.00%)	00:00:42 Avg for View: 00:00:42 (0.00%)	7.24% Avg for View: 7.24% (0.00%)	3,902 % of Total: 100.00% (3,902)	\$3,902.00 % of Total: 100.00% (\$3,902.00)	
1. google / organic	30,820 (57.22%)	87.52%	26,973 (57.27%)	31.82%	1.98	00:00:37	6.43%	1,983 (50.82%)	\$1,983.00 (50.82%)	
2. (direct) / (none)	8,403 (15.60%)	87.18%	7,326 (15.56%)	25.32%	2.35	00:00:52	8.28%	696 (17.84%)	\$696.00 (17.84%)	
3. pinterest.com / referral	1,610 (2.99%)	86.02%	1,385 (2.94%)	46.27%	1.79	00:00:37	6.21%	100 (2.56%)	\$100.00 (2.56%)	
4. countryliving.com / referral	1,528 (2.84%)	89.99%	1,375 (2.92%)	36.52%	1.73	00:00:18	3.14%	48 (1.23%)	\$48.00 (1.23%)	
5. bing / organic	1,058 (1.96%)	91.68%	970 (2.06%)	61.63%	1.83	00:00:55	11.34%	120 (3.08%)	\$120.00 (3.08%)	
6. chezus.com / referral	1,040 (1.93%)	91.44%	951 (2.02%)	44.90%	1.78	00:00:26	4.71%	49 (1.26%)	\$49.00 (1.26%)	
7. com.google.android.googlequicksearchbox / referral	997 (1.85%)	95.69%	954 (2.03%)	0.80%	2.48	00:00:33	6.42%	64 (1.64%)	\$64.00 (1.64%)	
8. google / cpc	989 (1.84%)	89.89%	889 (1.89%)	29.32%	3.10	00:01:16	15.98%	158 (4.05%)	\$158.00 (4.05%)	
9. yahoo / organic	968 (1.80%)	88.95%	861 (1.83%)	38.43%	1.93	00:00:36	7.33%	71 (1.82%)	\$71.00 (1.82%)	
10. m.facebook.com / referral	681 (1.26%)	88.84%	605 (1.28%)	4.55%	2.37	00:00:15	3.67%	25 (0.64%)	\$25.00 (0.64%)	

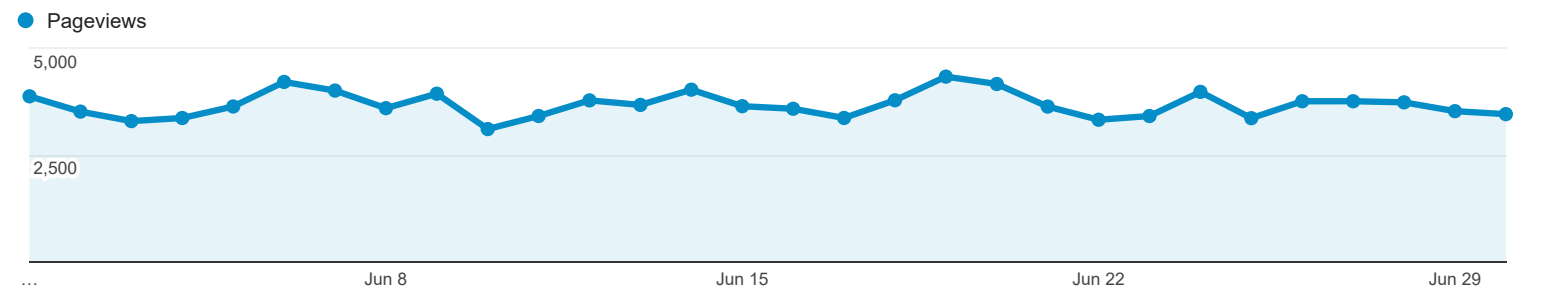
Rows 1 - 10 of 361

Pages

Jun 1, 2016 - Jun 30, 2016

 All Users
100.00% Pageviews

Explorer



	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		110,139 % of Total: 100.00% (110,139)	63,213 % of Total: 100.00% (63,213)	00:00:40 Avg for View: 00:00:40 (0.00%)	53,856 % of Total: 100.00% (53,856)	34.97% Avg for View: 34.97% (0.00%)	48.90% Avg for View: 48.90% (0.00%)	\$1.25 % of Total: 100.00% (\$1.25)
	1. /benefits/	37,934 (34.44%)	18,858 (29.83%)	00:00:31	18,647 (34.62%)	17.97%	48.21%	\$0.68 (54.16%)
	2. /growing-mushrooms/six-steps-to-mushroom-farming/	14,333 (13.01%)	8,276 (13.09%)	00:00:42	8,170 (15.17%)	37.93%	55.17%	\$0.88 (70.09%)
	3. /campfire-mushrooms/	6,611 (6.00%)	4,033 (6.38%)	00:00:28	4,014 (7.45%)	40.44%	59.16%	\$0.43 (34.23%)
	4. /growing-mushrooms/	3,484 (3.16%)	1,942 (3.07%)	00:01:08	1,677 (3.11%)	32.80%	48.56%	\$1.83(146.43%)
	5. /mushroom-blendability/	2,831 (2.57%)	1,632 (2.58%)	00:00:35	1,436 (2.67%)	33.77%	48.25%	\$1.33(106.47%)
	6. /varieties/	2,732 (2.48%)	1,245 (1.97%)	00:00:43	606 (1.13%)	31.19%	29.54%	\$3.02(241.97%)
	7. /category/mushroom-recipes/	1,532 (1.39%)	963 (1.52%)	00:00:33	687 (1.28%)	35.23%	31.20%	\$3.15(252.16%)
	8. /2011/05/02/portabella-and-halloumi-burgers-from-food-for-my-family/	1,310 (1.19%)	1,242 (1.96%)	00:05:23	1,236 (2.30%)	93.85%	93.59%	\$0.42 (33.45%)
	9. /mushroom-blended-graffiti-burger/	1,222 (1.11%)	697 (1.10%)	00:01:01	672 (1.25%)	32.44%	52.95%	\$1.01 (81.07%)
	10. /all-about-vitamin-d/	1,091 (0.99%)	698 (1.10%)	00:00:43	613 (1.14%)	43.23%	58.20%	\$1.15 (92.08%)
	11. /stuffed-mushrooms-with-breadcrumbs-and-cheese/	990 (0.90%)	529 (0.84%)	00:00:44	515 (0.96%)	27.96%	52.02%	\$0.90 (72.17%)
	12. /preparation-tips/	914 (0.83%)	533 (0.84%)	00:00:30	485 (0.90%)	33.20%	52.52%	\$0.93 (74.48%)
	13. /history-and-background/	885 (0.80%)	554 (0.88%)	00:00:57	497 (0.92%)	45.27%	56.95%	\$1.16 (93.18%)
	14. /homepage/	784 (0.71%)	627 (0.99%)	00:01:02	395 (0.73%)	35.70%	33.93%	\$3.80(303.81%)
	15. /overstuffed-portabella-mushrooms/	782 (0.71%)	493 (0.78%)	00:00:45	482 (0.89%)	43.78%	60.36%	\$0.61 (48.70%)
	16. /category/the-blend/	778 (0.71%)	427 (0.68%)	00:00:25	348 (0.65%)	20.40%	39.72%	\$1.75(139.83%)
	17. /	748 (0.68%)	636 (1.01%)	00:01:30	618 (1.15%)	70.55%	67.65%	\$1.70(135.79%)
	18. /selection-storage-and-care/	748 (0.68%)	388 (0.61%)	00:00:35	95 (0.18%)	37.89%	24.73%	\$3.95(316.43%)
	19. /recipes-main/	627 (0.57%)	224 (0.35%)	00:00:08	13 (0.02%)	0.00%	5.90%	\$4.58(366.95%)
	20. /2015/11/17/mushrooms-with-long-grain-and-wild-rice/	617 (0.56%)	565 (0.89%)	00:05:57	559 (1.04%)	92.31%	91.41%	\$0.57 (45.90%)
	21. /research/?openAll=yes	582 (0.53%)	267 (0.42%)	00:01:22	50 (0.09%)	6.00%	27.15%	\$6.93(554.26%)

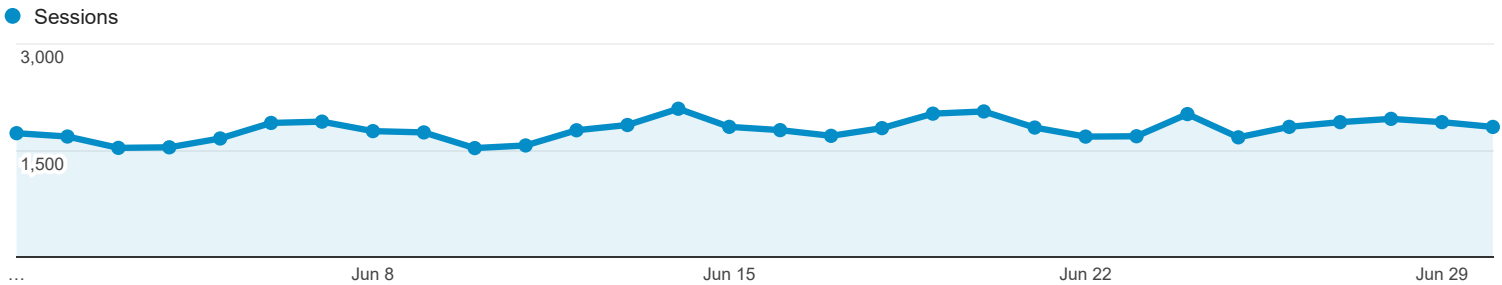
New vs Returning

Jun 1, 2016 - Jun 30, 2016

All Users
100.00% Sessions

Explorer

Summary



User Type		Sessions	Sessions	Contribution to total:
		53,860 % of Total: 100.00% (53,860)	53,860 % of Total: 100.00% (53,860)	Sessions
1.	New Visitor	47,095	87.44%	
2.	Returning Visitor	6,765	12.56%	

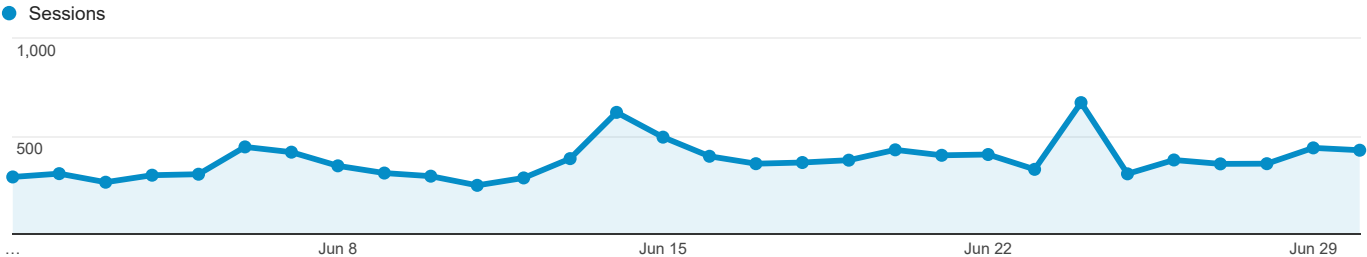
Referral Traffic

Jun 1, 2016 - Jun 30, 2016

 All Users
20.98% 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)	
	11,299 % of Total: 20.98% (53,860)	87.23% Avg for View: 87.44% (-0.24%)	9,856 % of Total: 20.93% (47,095)	47.75% Avg for View: 34.97% (36.52%)	1.92 Avg for View: 2.04 (-5.91%)	00:00:42 Avg for View: 00:00:42 (0.51%)	7.25% Avg for View: 7.24% (0.05%)	819 % of Total: 20.99% (3,902)	\$819.00 % of Total: 20.99% (\$3,902.00)	
1. pinterest.com	1,610 (14.25%)	86.02%	1,385 (14.05%)	46.27%	1.79	00:00:37	6.21%	100 (12.21%)	\$100.00 (12.21%)	
2. countryliving.com	1,528 (13.52%)	89.99%	1,375 (13.95%)	36.52%	1.73	00:00:18	3.14%	48 (5.86%)	\$48.00 (5.86%)	
3. chezus.com	1,040 (9.20%)	91.44%	951 (9.65%)	44.90%	1.78	00:00:26	4.71%	49 (5.98%)	\$49.00 (5.98%)	
4. com.google.android.googlequicksearchbox	997 (8.82%)	95.69%	954 (9.68%)	0.80%	2.48	00:00:33	6.42%	64 (7.81%)	\$64.00 (7.81%)	
5. m.facebook.com	681 (6.03%)	88.84%	605 (6.14%)	4.55%	2.37	00:00:15	3.67%	25 (3.05%)	\$25.00 (3.05%)	
6. buzzfeed.com	610 (5.40%)	90.82%	554 (5.62%)	94.26%	1.07	00:00:26	4.10%	25 (3.05%)	\$25.00 (3.05%)	
7. sporkful.com	538 (4.76%)	74.35%	400 (4.06%)	34.94%	1.92	00:00:59	9.11%	49 (5.98%)	\$49.00 (5.98%)	
8. msn.com	431 (3.81%)	97.22%	419 (4.25%)	83.99%	2.05	00:00:57	8.58%	37 (4.52%)	\$37.00 (4.52%)	
9. mushroomcouncil.org	306 (2.71%)	61.11%	187 (1.90%)	39.22%	4.04	00:03:54	29.41%	90 (10.99%)	\$90.00 (10.99%)	
10. blog.mushroominfo.com	279 (2.47%)	76.70%	214 (2.17%)	31.90%	2.95	00:01:42	21.51%	60 (7.33%)	\$60.00 (7.33%)	

Rows 1 - 10 of 344

Location

Jun 1, 2016 - Jun 30, 2016

ALL » COUNTRY: United States

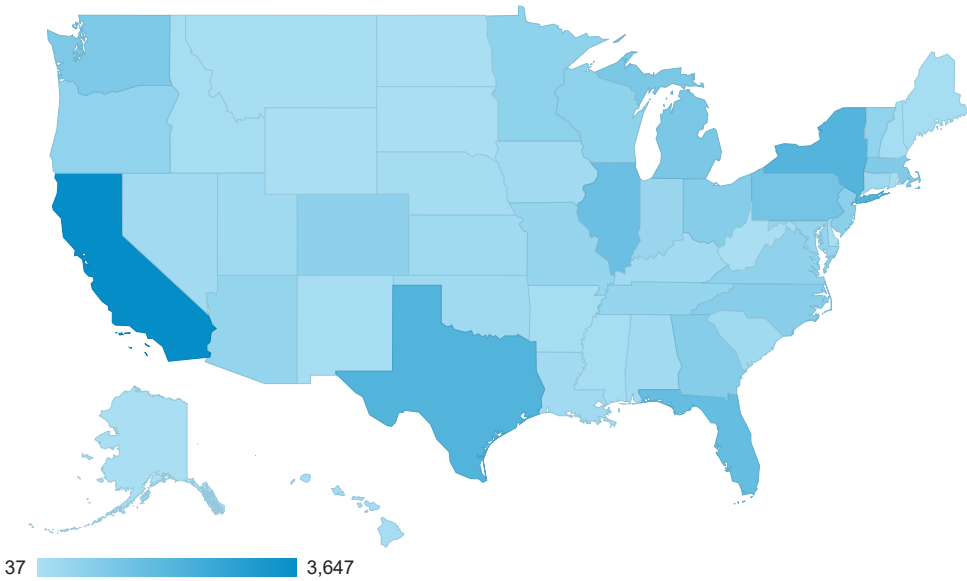


All Users

52.84% Sessions

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Longer than 1 min. 30 sec. (Goal 1 Conversion Rate)	Longer than 1 min. 30 sec. (Goal 1 Completions)	Longer than 1 min. 30 sec. (Goal 1 Value)
	28,462 % of Total: 52.84% (53,860)	86.93% Avg for View: 87.44% (-0.58%)	24,742 % of Total: 52.54% (47,095)	33.69% Avg for View: 34.97% (-3.67%)	2.12 Avg for View: 2.04 (3.72%)	00:00:44 Avg for View: 00:00:42 (5.20%)	7.37% Avg for View: 7.24% (1.75%)	2,098 % of Total: 53.77% (3,902)	\$2,098.00 % of Total: 53.77% (\$3,902.00)
1. California	3,647 (12.81%)	85.91%	3,133 (12.66%)	34.36%	2.01	00:00:40	6.80%	248 (11.82%)	\$248.00 (11.82%)
2. Texas	1,966 (6.91%)	87.33%	1,717 (6.94%)	25.79%	2.17	00:00:41	7.32%	144 (6.86%)	\$144.00 (6.86%)
3. New York	1,914 (6.72%)	86.42%	1,654 (6.68%)	35.84%	2.08	00:00:43	7.16%	137 (6.53%)	\$137.00 (6.53%)
4. Florida	1,540 (5.41%)	86.69%	1,335 (5.40%)	31.82%	2.21	00:00:52	7.86%	121 (5.77%)	\$121.00 (5.77%)
5. Illinois	1,430 (5.02%)	86.22%	1,233 (4.98%)	28.67%	2.22	00:00:41	5.87%	84 (4.00%)	\$84.00 (4.00%)
6. Pennsylvania	1,206 (4.24%)	86.57%	1,044 (4.22%)	38.06%	2.19	00:00:53	8.37%	101 (4.81%)	\$101.00 (4.81%)
7. Michigan	1,089 (3.83%)	88.52%	964 (3.90%)	28.83%	2.10	00:00:43	5.69%	62 (2.96%)	\$62.00 (2.96%)
8. Washington	991 (3.48%)	83.65%	829 (3.35%)	34.61%	2.08	00:00:44	6.96%	69 (3.29%)	\$69.00 (3.29%)
9. Massachusetts	941 (3.31%)	87.57%	824 (3.33%)	47.40%	1.89	00:00:32	6.27%	59 (2.81%)	\$59.00 (2.81%)
10. Georgia	842 (2.96%)	87.05%	733 (2.96%)	26.96%	2.12	00:00:34	7.24%	61 (2.91%)	\$61.00 (2.91%)