

# Performance report for **yoursite.com**

1st July - 31st July, 2019

# Performance Overview

vs. previous period

Visits

**26,985,011**

▲ 4.35%

Our visits were **above average** compared to the last 7 days.

Shares

**709,919**

▲ 0.5%

Our shares were **above average** compared to the last 7 days.

Referrals

**4,634,656**

▼ 5.99%

On average, 1 share generated 7 referrals.

Recirculation

**19.62%**

▲ 5.7%

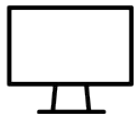
19.62% of referrals visit more than 1 page.

# Performance Overview

## Shares by device & tool



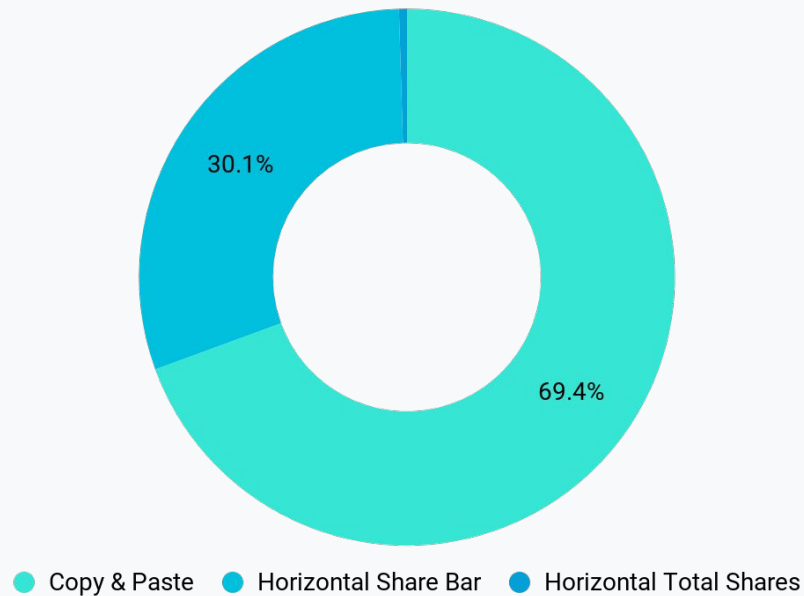
85.73%



6.05%



8.21%



# Most Shared Story






## The 5 best cocktail bars in Lisbon

Visits  
**106,172**  
▲ 4.5%

Shares  
**5,546**  
▲ 1.03%

Referrals  
**24,047**  
▲ 4.35%

Recirculation  
**12%**  
▼ 5.99%

	Shares	Referrals
 Facebook	933	40,661
 Copy & Paste	4,650	1,208
 Twitter	691	39,453

# Most Shared Stories



## 10 Best Places for Sushi in Tokyo

f 15,6%

72,6%

11,7%

Shares  
**5,546**



Referrals  
**106,172**



## 30 Treks in India

f 15,6%

72,6%

11,7%

Shares  
**4,522**



Referrals  
**24,075**



## What You Need To Know About Surfing in Bali

f 15,6%

72,6%

11,7%

Shares  
**48,590**



Referrals  
**5,546**



## The Best Scenic Train Rides in America

f 15,6%

72,6%

11,7%

Shares  
**5,546**



Referrals  
**106,172**



## The Best Countries for Vegetarians

f 15,6%

72,6%

11,7%






Shares  
**5,546**



Referrals  
**106,172**

# Top Channels

(by shares)

		Shares	Referrals	Ratio
#1		461,978	919,886	On average, 1 <b>Dark Social</b> share generated 2 referrals
#2		129,681	3,662,285	On average, 1 <b>Facebook</b> share generated 28 referrals
#3		117,824	35,949	On average, 1 <b>Twitter</b> share generated less than 1 referral
#4		129,681	3,662,285	On average, 1 <b>Reddit</b> share generated 2 referrals
#5		117,824	35,949	On average, 1 <b>Instagram</b> share generated less than 1 referral



**The large majority of our shares, approximately 75%, were made in Dark Social. The second channel with the most shares was Facebook, with 43%.**

This means that, in general, our audience prefers sharing our content through private messaging apps. However, Facebook had the highest return in terms of referrals. This means that fewer shares in Facebook generated more traffic to the website than more shares in Dark Social channels.

# Top Channels

(by recirculation)

Referrals

Recirculation

Recirculation  
Depth

#1



14,446



23.2%

1.97

#2



83



20.9%

1.93

#3



978,316



19.2%

2.58

#4



4,813,787



19.2%

2.58

#5



37,964



19.2%

2.58





Recirculation measures the percentage of website visitors who visited a page and then visited another page, within the same session.

**When people came to our website through Instagram they recirculated more. This means that 23.2% of Instagram referrals visited more than one page. On average, they visited 2 more pages.**

# #1 Location: Finland



**96.9% of our  
shares**

Shares  
**736,887**








Referrals  
**5,571,643**

## Top regions by shares

	Shares	Referrals
Uusimaa	60.89%	59.66%
Finland Proper	11.48%	12.11%
Päijät-Häme	6.40%	10.45%
Pirkanmaa	5%	4.5%
Satakunta	4.6%	3.1%
Central Finland	2.1%	1.0%

# Top Locations

[View more...](#)

		Shares	Referrals
	<b>Finland</b>	736,887	5,571,643
	<b>Sweden</b>	3,829	40,661
	<b>United States of America</b>	4,650	1,208
	<b>Estonia</b>	691	39,453
	<b>Spain</b>	933	40,661
	<b>Germany</b>	4,650	1,208
	<b>United Kingdom</b>	691	39,453

# Top Authors

(by shares)

		Shares	Referrals
Roger Federer	<div></div>	52,811	40,661
Rafael Nadal	<div></div>	4,650	1,208
Serena Williams	<div></div>	691	39,453
Andy Murray	<div></div>	933	40,661
Maria Sharapova	<div></div>	4,650	1,208
Andre Agassi	<div></div>	691	39,453



In the last month, ***Roger Federer*** was responsible for **52,811** shares to our site, equivalent to **7.43%** of all shares.

# Top Sections

(by shares)

		Shares	Referrals
Lifestyle	—————	225,272	40,661
Food	—————	124,478	391,110
Travel	—————	87,029	511,680
Health	—————	933	40,661
Cinema	—————	4,650	1,208
Fashion	—————	691	39,453



**In the last month, articles in the **Lifestyl** section was responsible for **225,272** shares, equivalent to **39.69%** of all shares.**