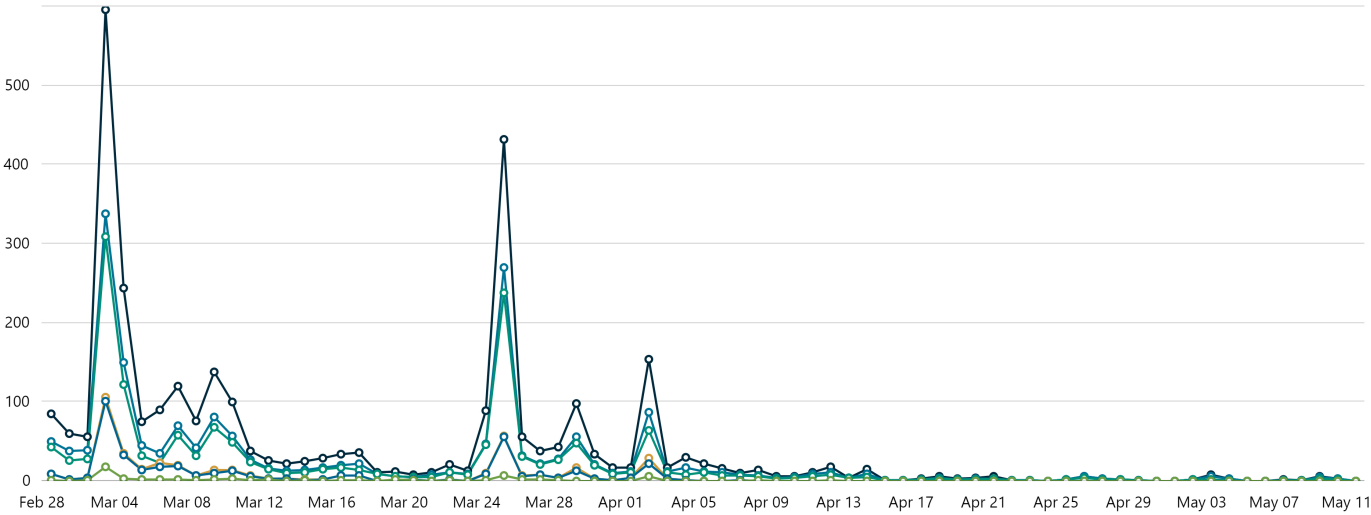


Casey Conversations

Report Type: Project
Project Name: Have Your Say on Casey's Climate Action Plan
Date Range: 28-02-2022 - 11-05-2022
Exported: 11-05-2022 08:58:11

Performance Summary

Information regarding key visitation and utilisation metrics for your Site or projects.



3,138
Views

1,869
Visits

1,574
Visitors

430
Contributions

395
Contributors

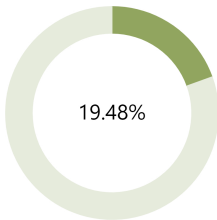
66
Followers

Views - The number of times a Visitor views any page on a Site.
Visits - The number of end-user sessions associated with a single Visitor.
Visitors - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day.
Contributions - The total number of responses or feedback collected through the participation tools.
Contributors - The unique number of Visitors who have left feedback or Contributions on a Site through the participation tools.
Followers - The number of Visitors who have 'subscribed' to a project using the 'Follow' button.

Conversions

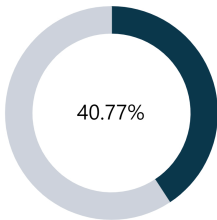
Information regarding how well your engagement websites converted Visitors to perform defined key actions.

Feedback



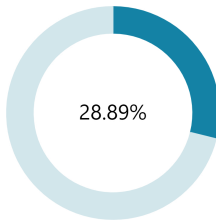
Percentage of visits where at least 1 **contribution** was made.

Attention



Percentage of visits that lasted at least 1 **active minute**.

Actions





Percentage of visits where at least 2 **actions** were performed.

Participation

Information regarding how people have participated in your projects and activities.

Contributions by Activity		
Contributions by Activity is a breakdown of contributions across each tool		
Activity	Contributions	%
Form	430	100%

Top Activities				
Top Activities is the top 5 tools that received the highest contributions				
Activity		Page Name	Contributions	Contributors
	Form	Climate Action Plan Survey	390	354
	Form	Climate Workshop Expression of Interest	40	39

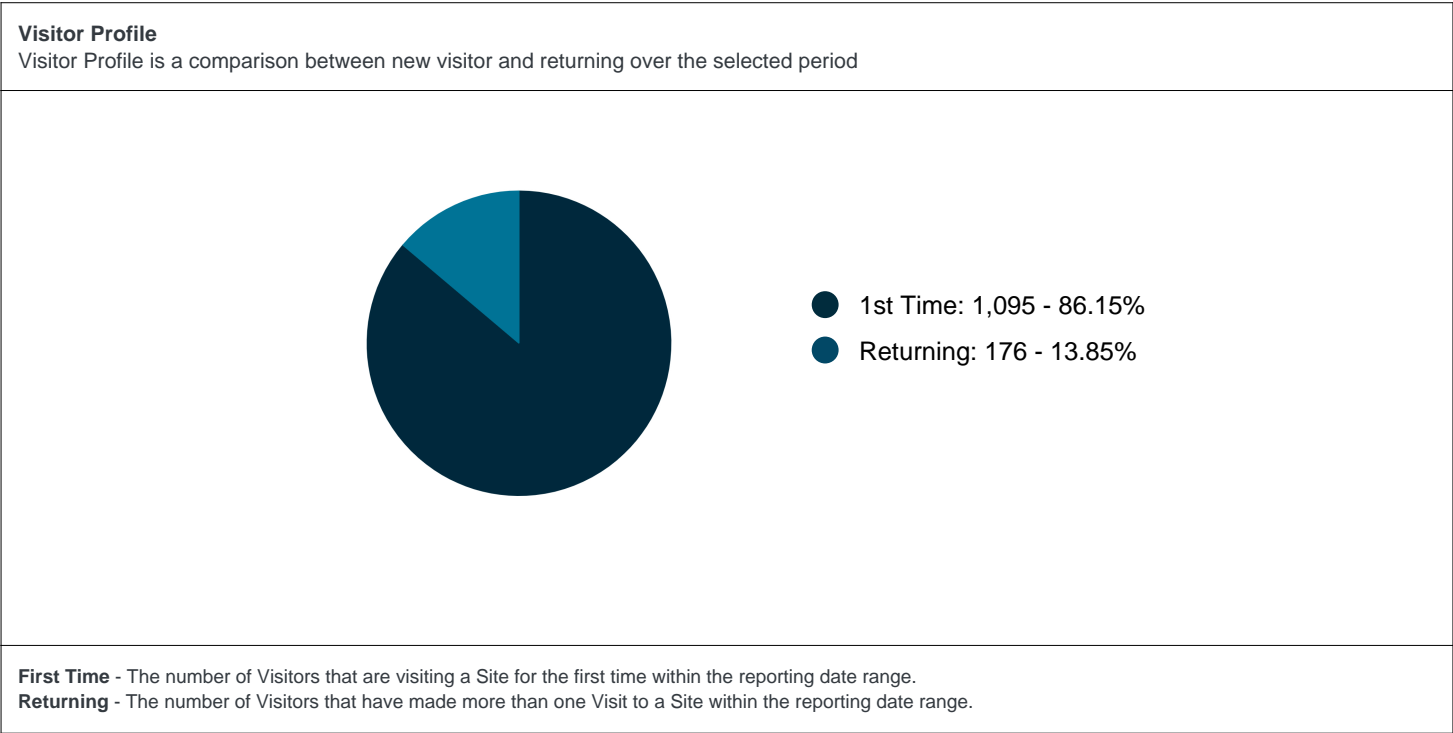
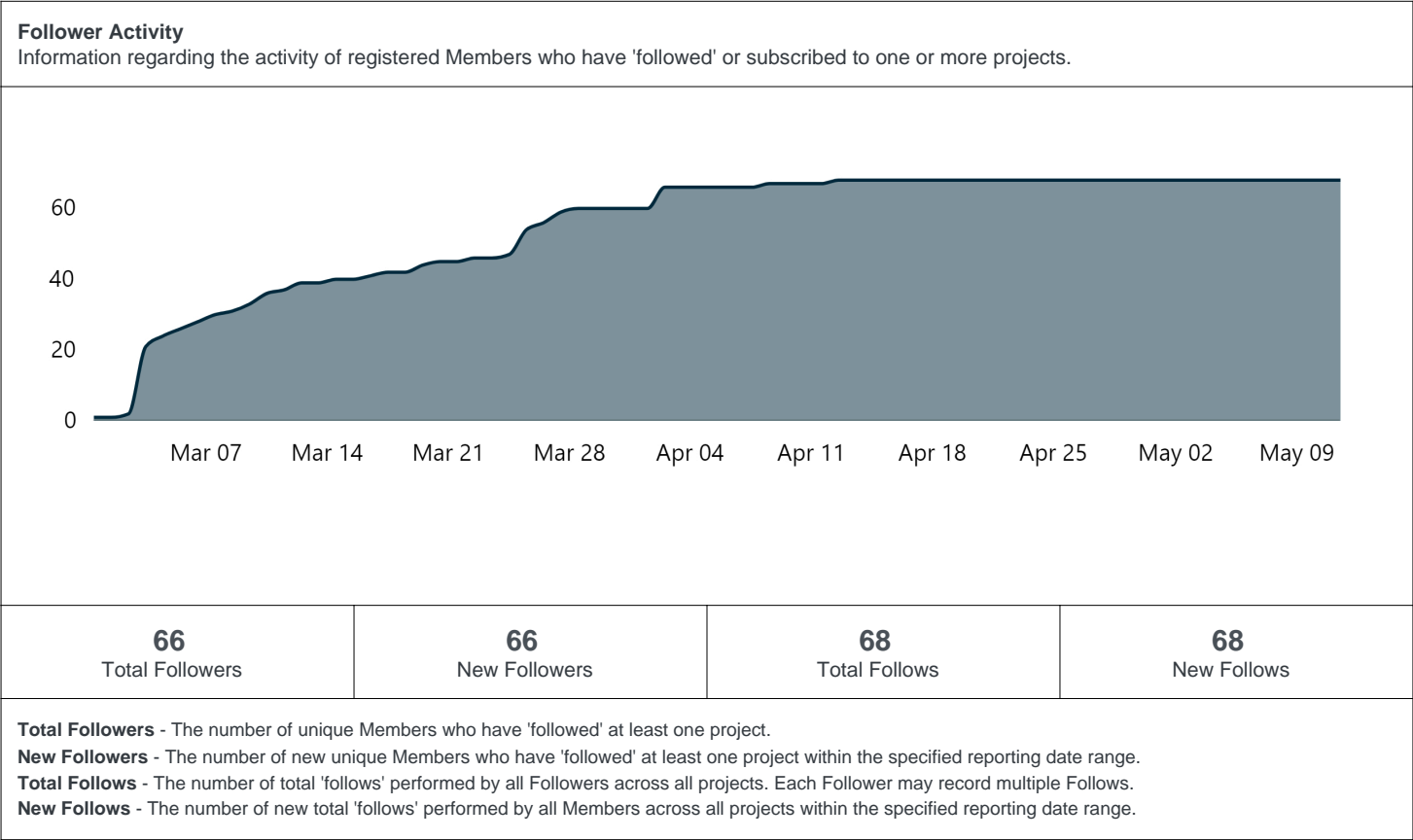
Projects

The current number and status of your Site's projects (e.g. engagement websites)

Engagement Time		Top Visited Pages			
<div><div>5</div><div>Days</div></div> <div><div>10</div><div>Hours</div></div> <div><div>8</div><div>Minutes</div></div>		Summary information for the top five most visited Pages.			
		Page Name	Visitation %	Visits	Visitors
		Have Your Say on Casey's Climate Action Plan	89.17%	1,664	1,242
		Climate Action Plan Survey	47.11%	879	636
		Climate Workshop Expression of Interest	6.43%	120	97
Mar 3rd 2022 Peak Visitation Date	Thursday Peak Visitation Day				

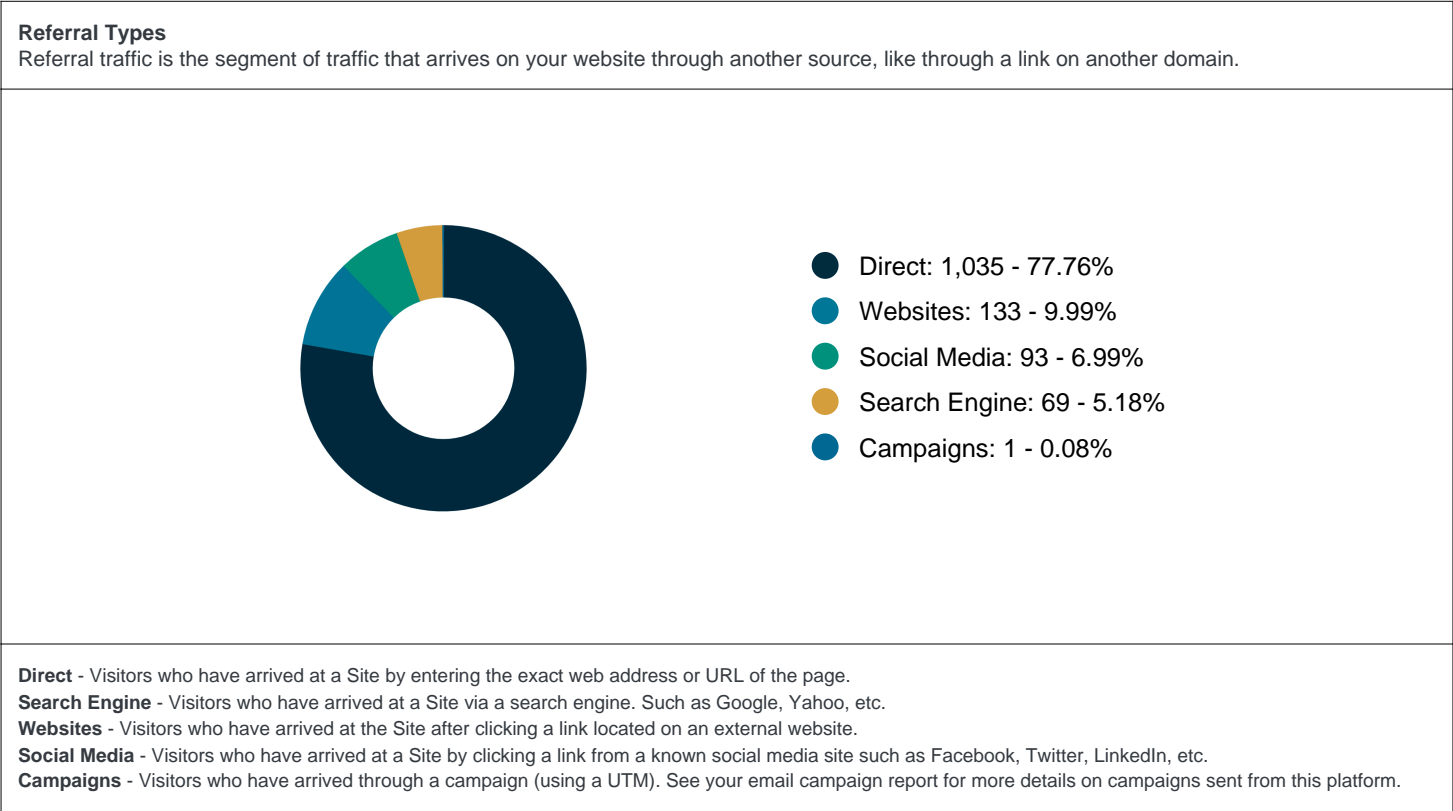
People

Information regarding who has participated in your projects and activities.



Acquisition

Information regarding the method by which Visitors arrived to your Site or projects.



Downloads

Information regarding your downloads, the total set of unique documents downloaded, total downloads of all files, and your top downloads.

 14 Total Documents	 363 Total Downloads
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Top Downloads

Top file downloads in your selection, ordered by the number of downloads.

File Title	File Type	Downloads
Simplified Chinese_Climate Action Plan translation_SCH.pdf	PDF	47
Sinhalese-climate-action-plan-translation_SI.pdf	PDF	47
Arabic_City of Casey-Climate Action.pdf	PDF	39
Hazaragi_Climate Action Plan translation.pdf	PDF	39
Dari_Climate Action Plan translation.pdf	PDF	34

Email Campaigns

Information regarding your email campaigns, your total campaigns, the total number of recipients, and your top campaigns by click-through rate (clicks as a percentage of total recipients).

 1 Email Campaigns Sent	 1,064 Total Recipients	 3.85% Click-through Rate
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Top Campaigns

Top email campaigns that have activity in your selection, ordered by click-through rate (clicks as a percentage of total recipients).

Campaign Name	Recipients	Clicks	Click-through Rate
Have Your Say on Casey's Climate Action Plan!	1,064	41	3.85%