

	Page	Pageviews
1.	/wheres-my-nearest-recycling-centre/	37,266
2.	/	31,041
3.	/what-do-i-do-with/	19,606
4.	/recycle-centre/arkwright-street-recyclin...	10,302
5.	/recycle-centre/bredbury-parkway-recyc...	8,988
6.	/recycle-centre/adswood-road-recyclin...	8,550
7.	/recycle-centre/chester-road-recycling-c...	8,291
8.	/recycle-centre/longley-lane-recycling-c...	8,112
9.	/recycling-centres/	7,325
10.	/recycle-centre/bayley-street-recycling-c...	7,143

1 - 100 / 10906 < >

	Search Term	Pageviews
1.	Plasterboard	28
2.	Compost	24
3.	renew	18
4.	van	14
5.	Where can you take do...	10
6.	asbestos	10
7.	Media bank	10
8.	Paint	8
9.	Asbestos	8
10.	Staff	8

1 - 100 / 242 < >

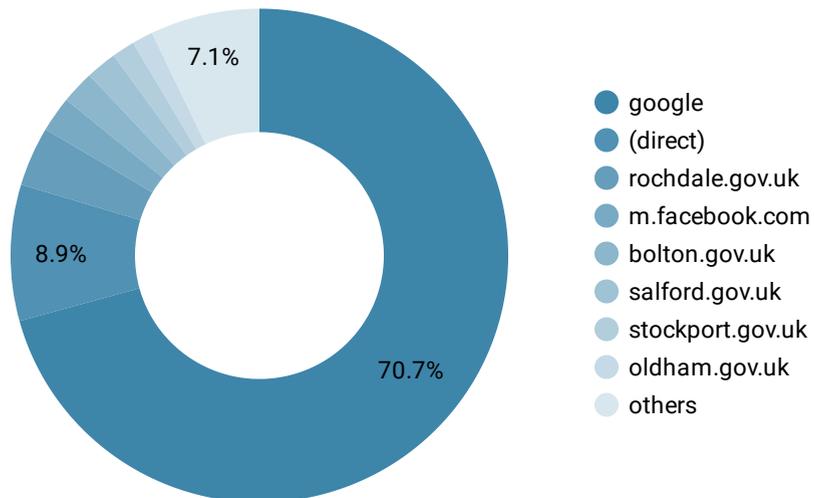
Sessions
78,212
↑ 10.3%

Pageviews
288,578
↑ 8.5%

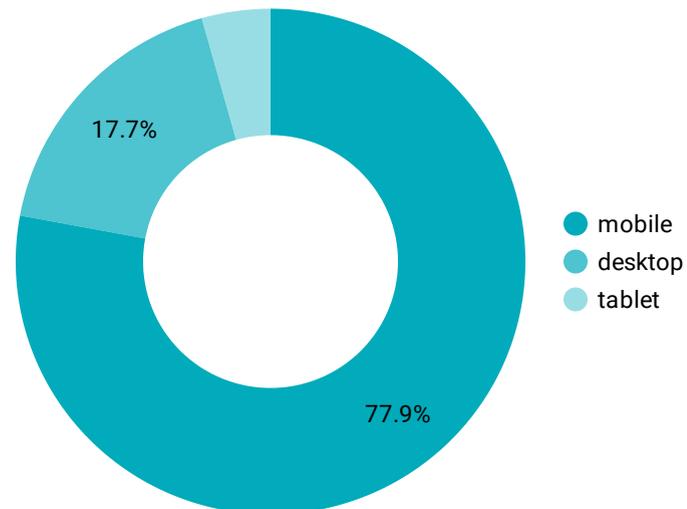
New Users
55,444
↑ 6.6%

Users
59,529
↑ 9.0%

Source / Sessions



Device / Users



Sessions

The period of time a user is active on your site or app. If a user is inactive for 30 minutes or more, any future activity is attributed to a new session.

Pageviews

An instance of a page being loaded (or reloaded) in a browser.

New users

The number of first-time users during the date range

Users

Users who have initiated at least one session during the date range



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Posts sent **46**
Post total reach **16,762**
Post total impressions **17,405**
Engaged users **463**

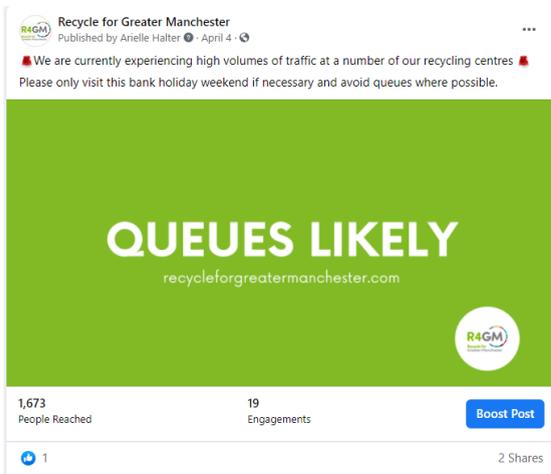


Tweets sent **104**
Impressions **72,933**
Engagements **1,159**



Posts sent **25**
Reach **2,889**
Interactions **31**

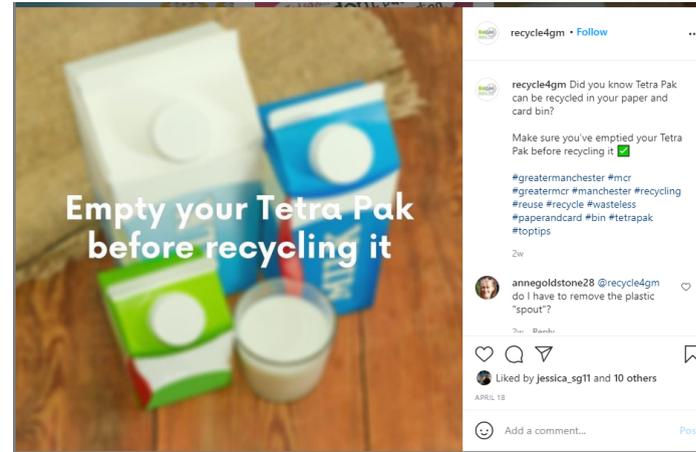
Top post by reach



Top tweet by impressions



Top post by reach



Views **6.2k**
Watch time **359.4 (hours)**
Subscribers **+38**

Top videos



5,116 of the total views - In Vessel composting



155 of the total views - Greater Manchester's Mechanical Biological Treatment - how is my waste turned into energy?

Reach

The number of people where the post entered their screen. Posts include statuses, photos, links, videos and more.

Impressions

The number of times a post entered a person's screen. Posts include statuses, photos, links, videos and more.

Engagements/Interactions

The number of people who engaged in certain ways with a post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post.

R4GM mailing list

No. sent **2**

08/04/2021

Opens **487 (40.8%)**
Clicks **67 (5.6%)**

22/04/2021

Opens **445 (37.4%)**
Clicks **48 (4%)**

Mailbox / social enquiries

No. of enquiries **167**

Digital advertising (page 3 and 4)

Salford paper and card (14.04.2021 - 28.04.2021)

Device	Impressions	Clicks	CTR
Computer	163,101	132	0.081%
Console	3	0	0
Phone	191,685	224	0.117%
Tablet	17,962	38	0.212%
TV	2	0	0
Not Specified	7908	2	0.025%
TOTAL:	361,614	388	0.107%

Creative	Impressions	Clicks	CTR
120 x 600	52,596	42	0.08%
300 x 250 (nappies)	167,143	163	0.098%
300 x 50	75,069	61	0.081%
300 x 600	55,509	83	0.15%
728 x 90	23,839	25	0.105%
970 x 250 (nappies)	4805	20	0.416%
TOTAL:	361,614	388	0.107%

DOMAIN	CTR
onegreenplanet.org	1.124%
inews.co.uk	0.497%
express.co.uk	0.388%
newsnow.co.uk	0.33%
theboltonnews.co.uk	0.203%
mirror.co.uk	0.161%
manchestereveningnews.co.uk	0.107%
dailymail.co.uk	0.071%
mumsnet.com	0.057%
metro.co.uk	0.035%

Tameside paper and card (15.02.2021 - 31.03.2021)

Device	Impressions	Clicks	CTR
Computer	142,063	395	0.278%
Console	184	0	0
Phone	695,297	952	0.137%
Tablet	21,573	91	0.422%
TV	79	0	0
Other	77,497	42	0.054%
TOTAL:	936,693	1480	0.158%

Creative	Impressions	Clicks	CTR
120 x 600	45,596	89	0.195%
160 x 600	30,286	50	0.165%
300 x 250	198,631	314	0.158%
300 x 50	159,707	270	0.169%
300 x 600	113,660	202	0.178%
320 x 50	357,414	444	0.124%
728 x 90	19,759	72	0.364%
970 x 250	11,640	39	0.335%
TOTAL:	936,693	1480	0.158%

DOMAIN	CTR
dailymail.co.uk	0.153%
womanandhome.com	0.327%
metro.co.uk	0.187%
manchestereveningnews.co.uk	0.115%
msn.com	4.44%
mumsnet.com	0.066%
thesun.co.uk	0.2%
babynames.com	0.444%
dailystar.co.uk	0.22%
onogreenplanet.org	0.775%

Whitelist (standard)
 Impressions: 288,593
 Clicks: 266

Audience data (standard)
 Impressions: 5,949
 Clicks: 15

Whitelist (high impact)
 Impressions: 56,078
 Clicks: 89

Audience data (premium)
 Impressions: 17,284
 Clicks: 21

Whitelist (standard)
 Impressions: 773,794
 Clicks: 1,160

Audience data (standard)
 Impressions: 38,278
 Clicks: 98

Whitelist (high impact)
 Impressions: 124,441
 Clicks: 222

Audience data (premium)
 Impressions: 180
 Clicks: 0



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Nappies - Ted Says (11.03.2021 - 22.03.2021)

Device	Impressions	Clicks	CTR
Computer	253,478	402	0.159%
Phone	1,053,959	2032	0.193%
Tablet	114,319	478	0.418%
TV	4	0	0
Other	76,529	100	0.131%
TOTAL:	1,498,298	3012	0.201%

Creative	Impressions	Clicks	CTR
120 x 600	32727	90	0.275%
160 x 600	12499	40	0.32%
300 x 250	76143	246	0.323%
300 x 50	49072	87	0.177%
300 x 600	63687	138	0.217%
320 x 50	87426	169	0.193%
728 x 90	10984	42	0.382%
970 x 250	11810	44	0.373%
TOTAL:	344,348	856	0.249%

DOMAIN	CTR
dailymail.co.uk	0.214%
thesun.co.uk	0.149%
metro.co.uk	0.222%
manchestereveningnews.co.uk	0.091%
whattoexpect.com	0.432%
amummytoo.co.uk	0.109%
ok.co.uk	0.257%
news.sky.com	0.062%
netmums.com	0.09%
mumsnet.com	0.058%

Whitelist (standard)

Impressions: 1,277,644
Clicks: 2,592

Whitelist (premium)

Impressions: N/A
Clicks: N/A

Whitelist (standard)

A list of websites contextually relevant websites to serve the ads on.

Whitelist (high impact)

A list of contextually relevant websites to serve the ads on using 970x250 or 300x600 sized banners.

Audience data (standard)

Data collection companies will classify internet users into categories based on their online behaviour.

Audience data (premium)

Data collection companies will classify internet users into categories based on their online behaviour. The premium data targeting will either be more niche or the users will have shown much higher affinity with the audience segment.

Click-through rate (CTR)

Click-through rate is the ratio of users who click on a specific link to the number of total users who view an advertisement.