

Most Popular Website Posts

Stats for February 2017

Title	View	Views
Top 5 Takeaways From The 2017 Winter Cycling Congress	View	197
BikeBrampton	View	175
Bike the Creek	View	95
Events	View	83
Home page / Archives	View	76
Top 5 Things to Do at Heart Lake Conservation Area	View	61
Top 5 Bike Lanes	View	50
Meeting Minutes	View	45
Brampton Community Rides	View	44
Main and Queen - Downtown Streetscape	View	44
Posts	View	41
Trail Maps and Routes	View	40
What kind of bike rider are you? Conformist, Momentumist or Recklist? : TreeHugger	View	39
Top 5 Ways to Meet People who Love Cycling	View	35
Top 5 Multiuse Paths	View	28

Facebook

Stats|

Results from Feb 09, 2017 - Mar 08, 2017

■ Organic ■ Paid**Actions on Page** i

February 8 - March 7

1

Total Actions on Page ▲0%**Page Views** i

February 8 - March 7

17

Total Page Views ▼43%**Page Likes** i

February 8 - March 7

9

Page Likes ▲125%**Reach** i

February 8 - March 7

9,539

People Reached ▲425%**Post Engagements** i

February 8 - March 7

1,022

Post Engagement ▲83%**Videos** i

February 8 - March 7

7

Total Video Views ▲600%

Total Page Likes as of Today: 233



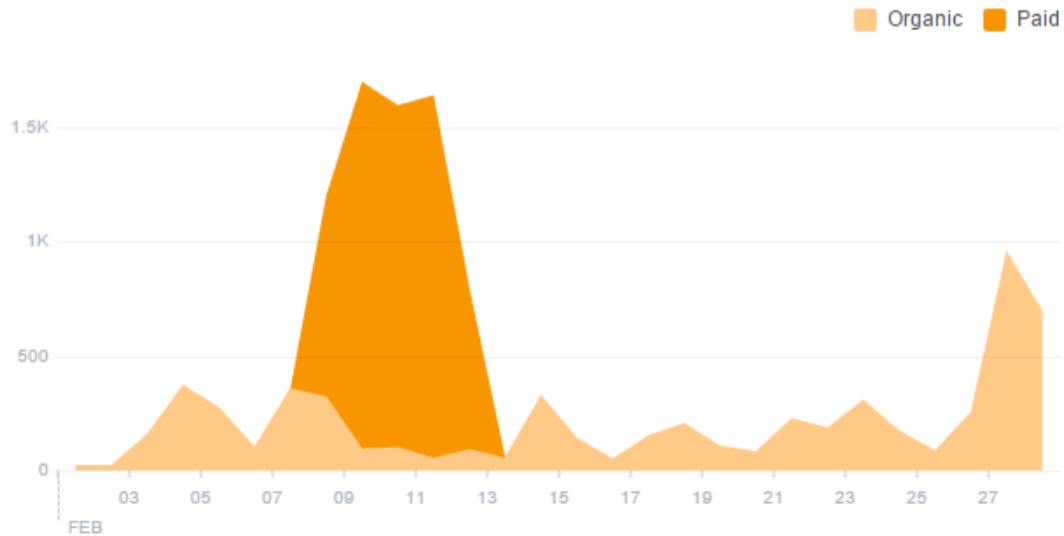
BENCHMARK

Compare your average performance over time.

Total Page Likes

Post Reach

The number of people your posts were served to.



BENCHMARK

Compare your average performance over time.

Organic

Paid

Reach: Organic / Paid



Post Clicks

Reactions, Comments & Shares



Published	Post	Type	Targeting	Reach	Engagement	Promote
01/13/2017 9:01 am	 Next time you go to IKEA Canada to buy a bookshelf, cooking ut			667 	93 17 	
02/28/2017 2:01 pm	 What kind of bike rider are you? Conformist, Momentumist or Re			470 	55 15 	
02/27/2017 9:01 am	 Main and Queen - Downtown Brampton Streetscape http://bikebr			883 	55 31 	
03/06/2017 12:37 pm	 An Old Breed of Brampton Cyclists via Bramptonist. http://bikebr			569 	46 31 	
03/03/2017 2:03 pm	 More City Containers in new pilot with DHL Express in Frankfurt			788 	29 31 	
02/26/2017 4:58 pm	 Take a Bike Basics Course - get ready for Bike to School Week 2			540 	21 11 	
02/03/2017 9:03 pm	 BikeBrampton loves convenient bike parking, right near the doo			699 	20 27 	
01/07/2017 12:00 pm	 Remove it and They Will Disappear via Raise the Hammer. htt			631 	20 9 	
01/08/2017 7:01 pm	 Math myth-busting some of our worst urban planning misconce			580 	18 7 	
02/17/2017 9:01 pm	 Top 5 Things to Do at Heart Lake Conservation Area Cycling Hi			334 	18 19 	
01/12/2017 9:03 am	 The City of Brampton is developing an Active Transportation Ma			668 	16 24 	

Reach: Organic / Paid

Post Clicks

Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/27/2017 9:01 am	 Main and Queen - Downtown Brampton Streetscape http://bikebr			883 	55 31 	Boost Post
03/03/2017 2:03 pm	 More City Containers in new pilot with DHL Express in Frankfurt			788 	29 31 	Boost Post
02/03/2017 9:03 pm	 BikeBrampton loves convenient bike parking, right near the doo			699 	20 27 	Boost Post
01/06/2017 10:01 am	 Did you know that you can use The City of Brampton Online Ser			672 	11 18 	Boost Post
01/12/2017 9:03 am	The City of Brampton is developing an Active Transportation Ma			668 	16 24 	Boost Post
01/13/2017 9:01 am	 Next time you go to IKEA Canada to buy a bookshelf, cooking ut			667 	93 17 	Boost Post
01/07/2017 12:00 pm	 Remove it and They Will Disappear via Raise the Hammer. htt			631 	20 9 	Boost Post
02/07/2017 9:03 pm	 Looking to connect with like-minded cyclists, make new friends a			597 	8 20 	Boost Post
01/08/2017 7:01 pm	 Math myth-busting some of our worst urban planning misconce			580 	18 7 	Boost Post
03/06/2017 12:37 pm	 An Old Breed of Brampton Cyclists via Bramptonist. http://bikebr			569 	46 31 	Boost Post
02/26/2017 4:58 pm	 Take a Bike Basics Course - get ready for Bike to School Week 2			540 	21 11 	Boost Post

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS

213

224

221

206

206

203

212

Sun

Mon

Tue

Wed

Thu

Fri

Sat

TIMES



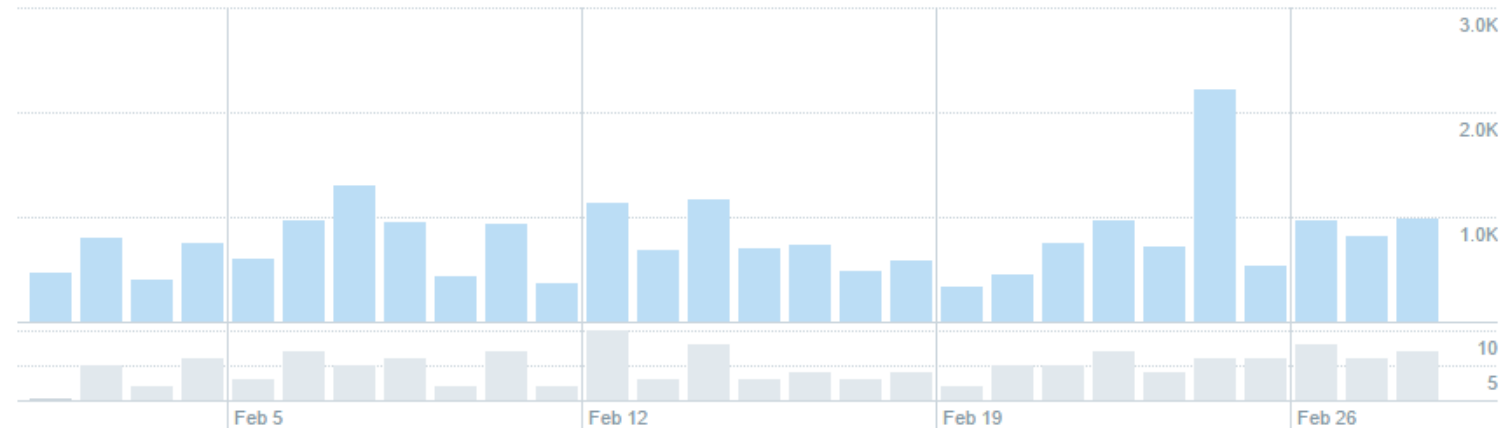
Twitter Stats|

Tweet activity

February 2017

Export data

Your Tweets earned **22.2K impressions** over this **28 day** period



YOUR TWEETS

During this 28 day period, you earned **794 impressions** per day.



BikeBrampton @bikebrampton · Feb 24

We're expecting Rain Shower in **#Brampton**. Prepare for a wet **#bikebrampton**. ift.tt/2eHpVYu

[View Tweet activity](#)

78

0

0.0%



BikeBrampton @bikebrampton · Feb 24

Good evening **#bikebrampton!** Sunset is approaching. Please put your lights on, and have a great ride **#Brampton!**

[View Tweet activity](#)

107

1

0.9%



BikeBrampton @bikebrampton · Feb 24

Mapping the Urban Bike Utopias of the 1890s
bikebrampton.ca/2017/02/24/map...

[View Tweet activity](#)

170

2

1.2%



BikeBrampton @bikebrampton · Feb 24

We're expecting Rain in **#Brampton**. Prepare for a wet **#bikebrampton**. ift.tt/2eHpVYu

[View Tweet activity](#)

91

0

0.0%



BikeBrampton @bikebrampton · Feb 24

Good morning **#bikebrampton!** Sunrise is approaching, but please keep your lights on for 30 more minutes. Have a great day **#Brampton!**

[View Tweet activity](#)

95

0

0.0%

Engagements

Showing 28 days with daily frequency

Engagement rate

1.4%



Link clicks

107



On average, you earned **4 link clicks** per day

Retweets

44



On average, you earned **2 Retweets** per day



BikeBrampton @bikebrampton · Feb 16

119

1

0.8%

Good evening #bikebrampton! Sunset is approaching.
Please put your lights on, and have a great ride #Brampton!

[View Tweet activity](#)



BikeBrampton @bikebrampton · Feb 16

117

1

0.9%

Good morning #bikebrampton! Sunrise is approaching, but
please keep your lights on for 30 more minutes. Have a great
day #Brampton!

[View Tweet activity](#)



BikeBrampton @bikebrampton · Feb 14

93

2

2.2%

These are all Bikes. Cargo Bikes. fb.me/2IY1ecLzw

[View Tweet activity](#)



BikeBrampton @bikebrampton · Feb 14

383

35

9.1%

Happy Valentines Day! These are the top 5 points from [#WCC17](#) that we loved most. [#CycleON...](#)
bikebrampton.ca/2017/02/14/top...
pic.twitter.com/D7H6WlebUe

[View Tweet activity](#)



BikeBrampton @bikebrampton · Feb 14

120

1

0.8%

Happy Valentines Day! These are the top 5 points from [#WCC17](#) that we loved most. [#CycleON](#) [#frostbike](#)
[#bikewinter...](#) fb.me/4UzurZHDY

[View Tweet activity](#)



BikeBrampton @bikebrampton · Feb 14

162

1

0.6%

Good morning [#bikebrampton](#)! Sunrise is approaching, but please keep your lights on for 30 more minutes. Have a great day [#Brampton](#)!

[View Tweet activity](#)



BikeBrampton @bikebrampton · Feb 7

Top 5 Ways to Meet People who Love Cycling in Brampton
Bike the Creek - June 24, 2017 Brampton Community Rides
-... fb.me/1ahl4tvLo

[View Tweet activity](#)

221

10

4.5%



BikeBrampton @bikebrampton · Feb 7

Top 5 Ways to Meet People who Love Cycling
bikebrampton.ca/2017/02/07/top...

[View Tweet activity](#)

198

9

4.5%



BikeBrampton @bikebrampton · Feb 7

Good evening **#bikebrampton!** Sunset is approaching.
Please put your lights on, and have a great ride **#Brampton!**

[View Tweet activity](#)

191

1

0.5%



BikeBrampton @bikebrampton · Feb 7

Commit to riding your bike to work or school on February
10th! **#WinterBikeToWorkDay #CycleON #biketo...**
fb.me/5HtsZEBdg

[View Tweet activity](#)

323

6

1.9%



BikeBrampton @bikebrampton · Feb 7

A city of 200,000 people in Finland has more bike lanes than
Canada's largest city.
#CycleON #biketo #bikebrampton
bit.ly/2lgCIsP

[View Tweet activity](#)

288

5

1.7%

Tweets

Top Tweets

Tweets and replies

Promoted

ImpressionsEngagementsEngagement rate

BikeBrampton @bikebrampton · Feb 10
 #Brampton weather alert from Environment Canada,
 #bikebrampton twitter.com/ECAAlertON4/sta...

View Tweet activity

535

2

0.4%

Promote



BikeBrampton @bikebrampton · Feb 12
 #Brampton weather alert from Environment Canada,
 #bikebrampton twitter.com/ECAAlertON4/sta...

View Tweet activity

476

2

0.4%

Promote



BikeBrampton @bikebrampton · Feb 13
 The #Brampton Cycling Advisory Committee February 16,
 2017 agenda is available. #brampoli #bikebrampton
 fb.me/6p64HGxoX

View Tweet activity

455

10

2.2%

Promote



BikeBrampton @bikebrampton · Feb 11
 Good evening #bikebrampton! Sunset is approaching.
 Please put your lights on, and have a great ride #Brampton!

View Tweet activity

397

3

0.8%

Promote



BikeBrampton @bikebrampton · Feb 14
 Happy Valentines Day! These are the top 5 points from
 #WCC17 that we loved most. #CycleON...
 bikebrampton.ca/2017/02/14/top...
 pic.twitter.com/D7H6WlebUe

View Tweet activity

383

35

9.1%

Promote

Email Stats |

Average Email Campaign Stats of MailChimp Customers by Industry

Industry

[<http://mailchimp.com/resources/research/email-marketing-benchmarks/>]

Non-Profit

Open: 25.2%

Click: 2.84%

Unsubscribe: 0.19%

Other

Open: 23.28%

Click: 2.92%

Unsubscribe: 0.28%



BikeBrampton News - Issue 13 - Featuring: Top 5 Bike Lanes

Sent to 154 out of 154

BikeBrampton News

46.8% - 7.8% - 0%

<input type="checkbox"/>	BikeBrampton Urgent Action Request: Main and Queen - Downtown Streetscape	Sent to 37 out of 37	Urgent Action Requests	40.5% - 16.2% - 0%	February 26, 2017	February 27, 2017
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<input type="checkbox"/>	BikeBrampton Urgent Action Request: Bike to School Week - Bike Month	Sent to 36 out of 36	Urgent Action Requests	63.9% - 2.8% - 0%	February 23, 2017	February 23, 2017
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