



# MRS. GREEN'S WORLD<sup>SM</sup>

## Quarterly Report Q3 July – September 2019

Media	Total/Avg. for Quarter
<b>Web Stats</b>	
• Visitors	3,989 (42% ^)
• Pageviews	6,281 (37.6% ^)
• Sessions by Location (AZ / US/ International)	1,368 / 5,039/ 628
• New Visitor/Returning Visitor	77.5%/22.5%
<b>Show Listenership</b>	
• Podcast Listens	188,805 (3.16% ^)
<b>Newsletter</b>	
• Subscribers	3,709 (7% ^)
• Open rate	11.3% avg.
<b>Twitter</b>	
• Followers	3,693 (.46% ^)
<b>Facebook</b>	
• Page Likes	7,842 (.21% ^)
• Page Follows	8,192 (.31% ^)
• Facebook Impressions	199,744

Media	Total/Avg. for Quarter
<ul style="list-style-type: none"> <li>Facebook Engagement</li> </ul>	23,321
<ul style="list-style-type: none"> <li>Top Facebook post (measured by engagement) 50.8% engagement</li> </ul>	Ikea To Use Mushroom Based Packaging... How cool is this? #planetorplastic #noplanetb
<ul style="list-style-type: none"> <li>Top Facebook post (measured by reaction) 1,167 reactions</li> </ul>	Ikea To Use Mushroom Based Packaging... How cool is this? #planetorplastic #noplanetb
<ul style="list-style-type: none"> <li>Facebook Demographics</li> </ul>	Females 78%, Males 22%
<b>YouTube</b>	
<ul style="list-style-type: none"> <li>Video Views / Subscribers</li> </ul>	21,122 total views 139 subscribers
<b>LinkedIn</b>	
<ul style="list-style-type: none"> <li>Connections</li> </ul>	3,547 (1.14% ^)
<b>Instagram</b>	
<ul style="list-style-type: none"> <li>Followers</li> </ul>	1,727 (2.67% ^)
<b>Events &amp; Presentations</b>	

Media	Total/Avg. for Quarter
<ul style="list-style-type: none"> <li>• Number of Events Attended</li> <li>• Number of Attendees at Events</li> </ul> <p><b>Event Highlights:</b>  2 Climate Reality Project, Tucson meetings  Local First Arizona Roadshow</p>	<p style="text-align: right;">7 total  813 total</p>