



MRS. GREEN'S WORLDSM

Quarterly Report Q1 January – March 2020

Media	Total/Avg. for Quarter
Web Stats	
• Visitors	8,652 (58.9% ^)
• Pageviews	13,099 (38.6% ^)
• Sessions by Location (AZ / US/ International)	1,310 / 2,422/785
• New Visitor/Returning Visitor	84.6%/15.4%
Show Listenership	
• Podcast Listens	186,360 (.34% ^)
Newsletter	
• Subscribers	3,425 (.17% ^)
• Open rate	11% avg.
Twitter	
• Followers	3,692 (.19% ^)
Facebook	
• Page Likes	7,870 (1.5% ^)
• Page Follows	8,343 (1.5% ^)

Media	Total/Avg. for Quarter
• Facebook Impressions	51,302
• Facebook Engagement	7,454
• Top Facebook post (measured by engagement) 16.25% engagement	March 16, 2019 post about empty grocery store shelves and supporting locally owned businesses during COVID-19 crisis (boosted post)
• Top Facebook post (measured by reaction) 164 reactions	Sharing article about Jane Fonda Hits 2020 Oscars in Recycled Gown After Swearing Off Clothing Purchases
• Facebook Demographics	Females 77%, Males 22%
YouTube	
• Video Views / Subscribers	21,919 total views 148 subscribers
LinkedIn	
• Connections	3,684 (1.26% ^)
Instagram	
• Followers	1,778 (.06% ^)
Events & Presentations	

Media	Total/Avg. for Quarter
<ul style="list-style-type: none">• Number of Events Attended• Number of Attendees at Events <p>Event Highlights: Youth On Their Own Lunch Lunch and Learns at TEP, Hotel Congress and Chapman GreenBiz 2020 Evolutionary Business Council annual meeting</p>	<p style="text-align: right;">16 total 3,110 total</p>