

FEB
2016

UNEP DIGITAL METRICS

FEB
2016



1,985,919
Visits



21,800,981
Page Views



00:23:29
Avg. Time
Spent



161,800
Returning
Visitors



Devices

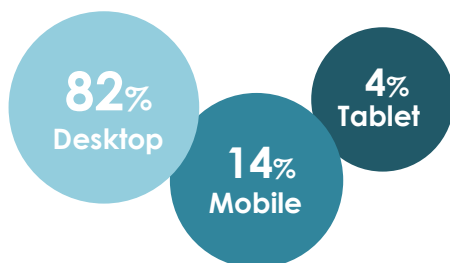
www.unep.org

↓ 21.7%
since last month

↑ 49.2%
since last month

↓ 5.9%
since last month

↓ 23%
since last month



Source: Google Analytics

Source: Webtrends



215,359 Total Fans

1,694,425
People saw
UNEP's messages

2.5% ↑

Total Fans
from last month

45% ↑

Total Reach
from last month

Top Post:
Post: What are the links
between Health and
Environment?
77,642 readers & 1,262
Reactions/Comments/Sh
ares
58% male,
24% aged between 18-34



485,307 Total Followers

Top Tweet:
Global Warming:
What is the impact
of #ClimateChange
on the planet?
ow.ly/YcoWU
825 retweets
1.5K likes and 408K
Impressions



61% male,
Located in USA,
UK and India

1.4% ↑

Total Followers
from last month

8.2M ↑

IMPRESSIONS
By UNEP Tweets



4,729 Total Subscribers

Total Views 18,008

2.4% ↑

Total Subscribers
from last month

0.3% ↓

Total Views
from last month

Top Video:
The Antarctic
Ozone Hole
14,786 views



Followers compared to
previous month: 12.2% ↑

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VISITS

Month	Total visits	Average per Day	Average Visit Duration
Feb-16	1,985,919	70,925	00:21:33
Jan-16	3,086,792	96,362	0:23:29
Dec-15	2,559,603	318,677	0:20:10
Total for last three months	7,632,314		

KEY FACTS

Total visits year to date: 5,072,711

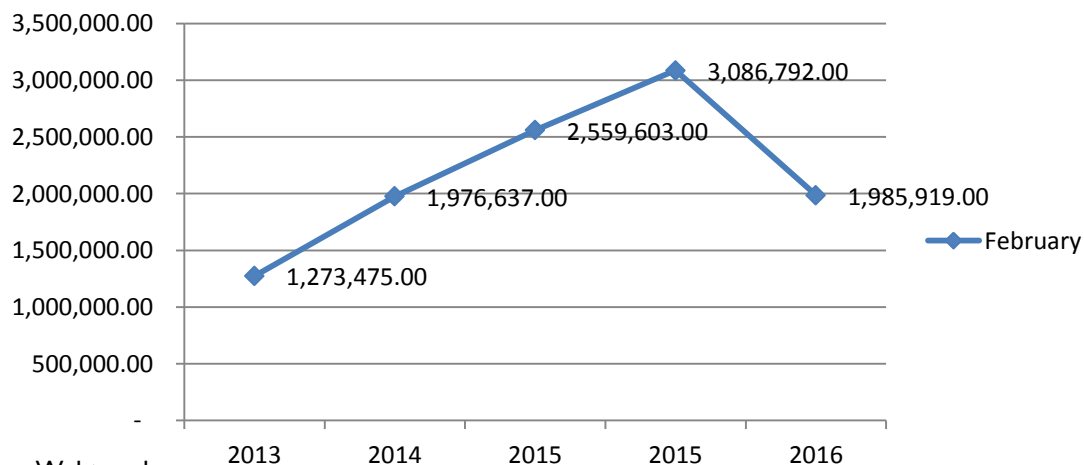
Visits compared to previous month
-21.70% ↓

Tuesday 16th was the most active and
Saturday 6th the least active day

Average visits per visitor 1.61

Total monthly visits compared to the previous years

February



Source: Webtrends



1
WEBSITE

2
DOWNLOADS

3
SOCIAL MEDIA

4
FACEBOOK

5
TWITTER

6
YOUTUBE

7
GLOSSARY

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VISITORS

Month	Total visitors	Daily average	Peak day
Feb-16	1,234,808	44,100	16-Feb
Jan-16	2,075,097	69,169	12-Jan
Dec-15	3,053,971	214,318	23-Dec
Total visitors for last 3 months	6,363,876		

Source: Webtrends

Most popular browsers used by visitors

Browser	% of total
Chrome	49.04%
Internet Explorer	16.58%
Firefox	13.89%
Safari	12.37%
Opera Mini	2.63%
Edge	1.53%
Android Browser	1.13%
Opera	0.85%
UC Browser	0.76%
Safari (in-app)	0.63%

Source: Google Analytics

KEY FACTS

Total visitors year to date: 3,309,905

Visitors compared to previous month
25% ↓

Returning visitors compared to
previous month 23% ↓

UNEP visitors by age group

25-34 - 30.98%

18-24 - 29.34%

35-44 - 18.04%

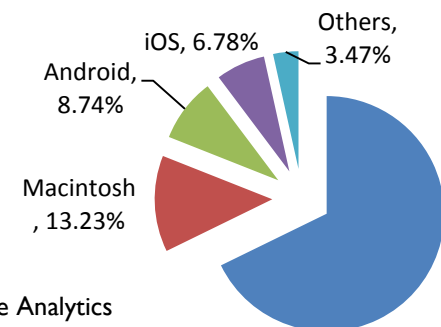
45-54 - 10.93%

55-64 - 6.70%

65+ - 4.01%

60% of UNEP
audience is between
ages 18-34 years

Most popular operating systems used by visitors

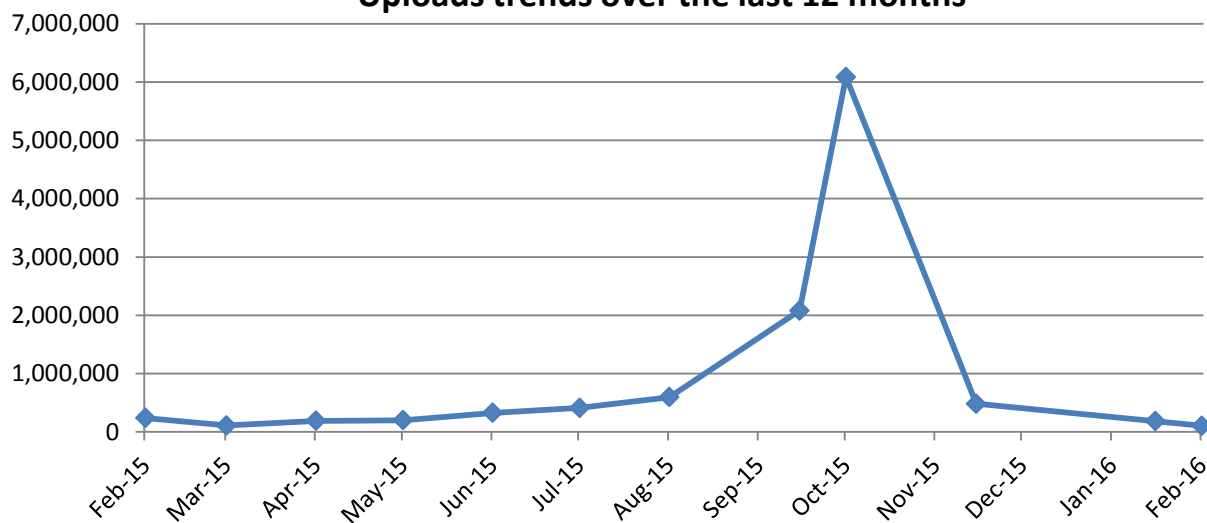


Source: Google Analytics

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UPLOADS

Uploads trends over the last 12 months



KEY FACTS

Total uploads this month were 104,003 compared to the baseline 0.48% ↓

Baseline : 105,000

Content types

- Html (html, css, js, asp, aspx)
- Images (jpg, png, gif)
- Documents (doc, xls, ppt)
- Videos (avi, mov, mp4, flv)

	Most updated sites	Uploads	% Uploads
1	http://www.unep.org/	15,147	14.56%
2	http://www.unep.org/ieacp/iea/trainers.aspx	6,336	6.09%
3	http://www.unep.org/About/sgb/cpr_portal/	3,176	3.05%
4	http://www.unep.org/vacancies/subscribe/	2,488	2.39%
5	http://www.unep.org/esm/	2,292	2.20%
6	http://www.unep.org/chemicalsandwaste/	2,146	2.06%
7	http://www.unep.org/disastersandconflicts/	2,113	2.03%
8	http://www.unep.org/climatechange/	1,690	1.62%
9	http://www.unep.org/ecosystemmanagement/	1,591	1.53%
10	http://www.unep.org/resourceefficiency/	1,498	1.44%

* Uploads

Uploaded files indicate the content that has changed on the website either through updates to existing content or insertion of new content types including pages (html, asp, aspx files), documents (pdf, .doc, .docx) and images (jpeg, gif, e.t.c)

Source: Webtrends

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MICROSITES

Top 20 Microsites this Month

1	NewsCentre
2	UNEP Annual Report 2013
3	WED – Global
4	DEWA
5	Experts
6	GEO
7	Resource Efficiency
8	Climate and Clean Air Coalition (CCAC)
9	Publications
10	UNEP and the Post-2015 Agenda
11	Climate Change
12	Disasters and Conflicts
13	Green Economy
14	Transport
15	Chemicals and Waste
16	UNEP Year Book Report
17	Environmental Education and Training
18	Governing Council (GC)
19	The Partnership for Clean Fuels and Vehicles (PCFV)
20	Regional Office for Africa (ROA)

Source: Webtrends

KEY FACTS

Top listed websites based on Google ranking using the search term “UNEP”:

1. UNEP
2. UNEP Finance Initiative: Innovative financing for sustainability
3. United Nations Environment Programme - Wikipedia
4. UN Environment (@UNEP) | Twitter
5. UNEP – Facebook
6. UNEP-World Conservation Monitoring Centre (WCMC)
7. Renewables 2015 Global Status Report - Ren21.net
8. UNEP – YouTube
9. UNEP/GRID – Sioux falla
10. GRID-Arendal and Environment

* **Micro-site**

A microsite is a separately promoted part of a larger website. A microsite is designed to meet separate objectives and has a separate web address (or Uniform Resource Locator) as its home page. Typically, a microsite resides on the same web server and reflects the branding and overall visual design of the larger site with which it is associated.

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COUNTRIES

Top 10 Countries this Month

	Country	New Users	% of Total
1	United States	35,425	16.37%
2	United Kingdom	15,917	7.36%
3	Kenya	9,417	4.35%
4	India	13,541	6.26%
5	Canada	8,092	3.74%
6	France	6,519	3.01%
7	Germany	6,041	2.79%
8	Mexico	6,974	3.22%
9	China	5,911	2.73%
10	Philippines	5,732	2.65%

Top 10 Cities this Month

	City	New Users	% of Total
1	Nairobi	3,201	1.48%
2	London	5,042	2.33%
3	Paris	2,587	1.20%
4	New Delhi	3,410	1.58%
5	New York	2,551	1.18%
6	Geneva	1,796	0.83%
7	Bangkok	1,454	0.67%
8	Singapore	1,702	0.79%
9	Washington	1,311	0.61%
10	Sydney	2,034	0.94%

Source: Google Analytics

KEY FACTS

The website reached 231 countries and 11,660 cities this month.

Northern America was the sub-continent with most visits at (18.53%), Western Europe was second (12%) and Northern Europe third (10.45% of total visits)

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REFERRALS

Top 10 Referring Domains this month

	Domain		
1	google.com		
2	google.co.in		
3	google.co.uk		
4	bing.com		
5	Google.com.ph		
6	Google.ca		
7	google.com.mx		
8	Google.com.fr		

KEY FACTS

Google remains the top referral to the UNEP website.

Direct Traffic is 66%

* **Direct Traffic**

Represents traffic to the web site with no referrer either due to:

- the visitor typed the domain name directly into their browser,
- the visitor bookmarked the site, or

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_16035

