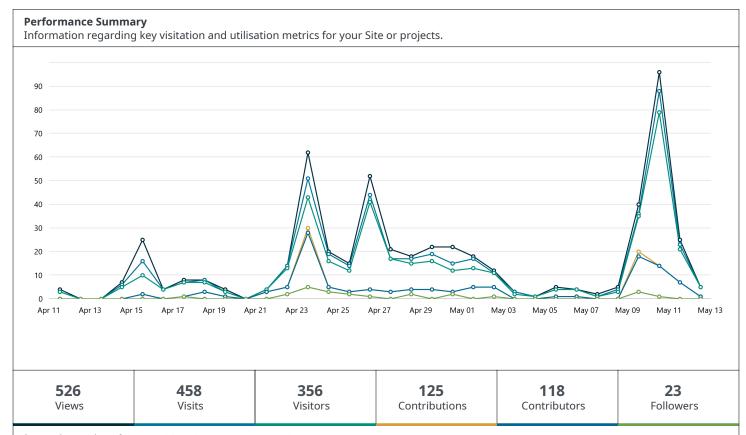
Jump In Kawartha Lakes

Report Type: Project

Project Name: Blue Box Regulation Impacts to ICI Properties

Date Range: 11-04-2025 - 12-05-2025 Exported: 12-05-2025 09:14:37



Views - The number of times a Visitor views any page on a Site.

Visits - The number of end-user sessions associated with a single Visitor.

Visitors - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day.

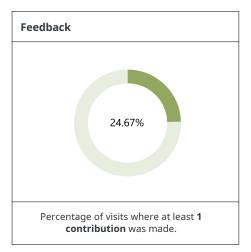
Contributions - The total number of responses or feedback collected through the participation tools.

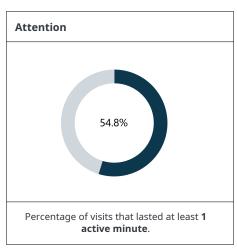
Contributors - The unique number of Visitors who have left feedback or Contributions on a Site through the participation tools.

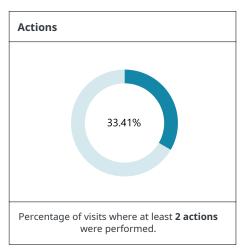
Followers - The number of Visitors who have 'subscribed' to a project using the 'Follow' button.

Conversions

Information regarding how well your engagement websites converted Visitors to perform defined key actions.







Participation

Information regarding how people have participated in your projects and activities.

Contributions by Activity Contributions by Activity is a breakdown of contributions across each tool				
Activity	Contributions	%		
I Form	125	100%		

Top Activities Top Activities is the top 5 tools that received the highest contributions					
		Activity	Page Name	Contributions	Contributors
	I	Form	Blue Box Regulation Impacts to ICI Properties	125	118

Projects

The current number of published projects on your site

Engagement Time			
O Days	_	8 urs	18 Minutes
Apr 23rd 2025 Peak Visitation			aturday Visitation Day
Date			

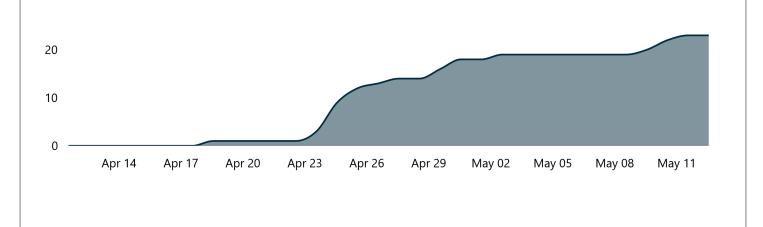
Top Visited Pages Summary information for the top five most visited Pages			
Page Name	Visitation %	Visits	Visitors
Blue Box Regulation Impacts to ICI Properties	100%	453	351

People

Information regarding who has participated in your projects and activities.

Follower Activity

Information regarding the activity of registered Members who have 'followed' or subscribed to one or more projects.



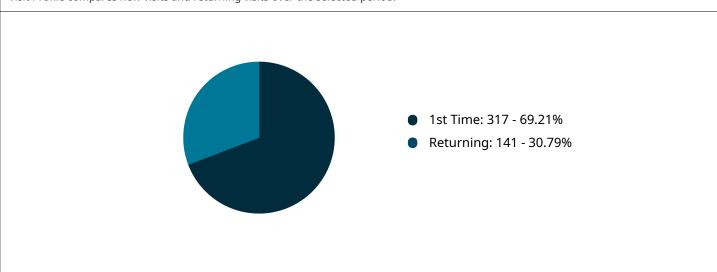
23	23	23	23
Total Followers	New Followers	Total Follows	New Follows

Total Followers - The number of unique Members who have 'followed' at least one project.

New Followers - The number of new unique Members who have 'followed' at least one project within the specified reporting date range. **Total Follows** - The number of total 'follows' performed by all Followers across all projects. Each Follower may record multiple Follows. **New Follows** - The number of new total 'follows' performed by all Members across all projects within the specified reporting date range.

Visit Profile

Visit Profile compares new visits and returning visits over the selected period.



First Time - The number of Visits that are visiting a Site for the first time within the reporting date range. **Returning** - The number of Visits that have made more than one Visit to a Site within the reporting date range.

Acquisition

Information regarding the method by which Visitors arrived to your Site or projects.

Referral Types

Referral traffic is the segment of traffic that arrives on your website through another source, like through a link on another domain.



Direct: 376 - 82.10%

Search Engine: 35 - 7.64%

Websites: 24 - 5.24%

Social Media: 23 - 5.02%

Campaigns: 0 - 0.00%

Direct - Visits from Visitors who enter the exact URL or click an untracked link (e.g., from emails without UTM parameters).

Search Engine - Visits from search results on engines like Google or Bing.

Websites - Visits from links on external sites, excluding search engines and social media.

Social Media - Visits from links on platforms like Facebook, LinkedIn, or X.

Campaigns - Visits from tracked marketing efforts using UTM parameters, such as email campaigns or paid ads.



Downloads

Information regarding your downloads, the total set of unique documents downloaded, total downloads of all files, and your top downloads.



Total Downloads

Top Downloads

Top file downloads in your selection, ordered by the number of downloads.

File Title	File Type	Downloads
WM2025-001.pdf	PDF	10
Letter Blue Box Regulation Impacts to ICI FINAL.pdf	PDF	8
Eligible Source vs NES_ICI_Jump In_accessible.pdf	PDF	6
2024-235 By-Law for Collection and Management of Waste and Recyclables Within The City of Kawartha Lakes.pdf	PDF	1

Email Campaigns

Information regarding your email campaigns, your total campaigns, the total number of recipients, and your top campaigns by click-through rate (clicks as a percentage of total recipients).



Email Campaigns Sent



43 Total Recipients



Top Campaigns

Top email campaigns that have activity in your selection, ordered by click-through rate (clicks as a percentage of total recipients).

Campaign Name	Recipients	Clicks	Click-through Rate
Blue Box Regulation Impacts to ICI Properties	43	6	13.95%