



THE CRAWFORD FUND
For a Food Secure World

Digital Report

2018 Annual Conference

6-27 August, 2018

Prepared by Samuel Stacey

Key Performance Indicators

Impressions

Tweets

Contributors

Social Media

Twitter #cfconf2018

14,500,000 total potential

1,784 total incl. retweets

333 total

TOP CONTRIBUTORS

	TWEETS	RETWEETS	POTENTIAL IMPRESSIONS
@ShaunCoffey	295	16	9.8M
@CrawfordFund	302	321	1.7M
@JulieBishopMP	2	0	520.8k
@ICRISAT	15	69	302.5k
@SandroDemaio	14	67	240.9k
@ACIARAustralia	20	71	114.1k
@WendyUmberger	87	83	101.8k
@croakeyblog	4	0	85.7k
@CGIAR	1	0	77.4k
@ACIARCEO	53	75	76.4k

[View contributors report »](#)

AVG TWEETS/DAY

81.1

POTENTIAL
IMPRESSIONS/TWEET

8,124

POTENTIAL
IMPRESSIONS/DAY

658.8k

RETWEET RATE

4.0

Key Performance Indicators

Pageviews

Visitors

Time on page

Bounce rate

Website

All conference pages

<https://www.crawfordfund.org/events/2018-conference/>*











3,307 total

2,680 total

1:58 average

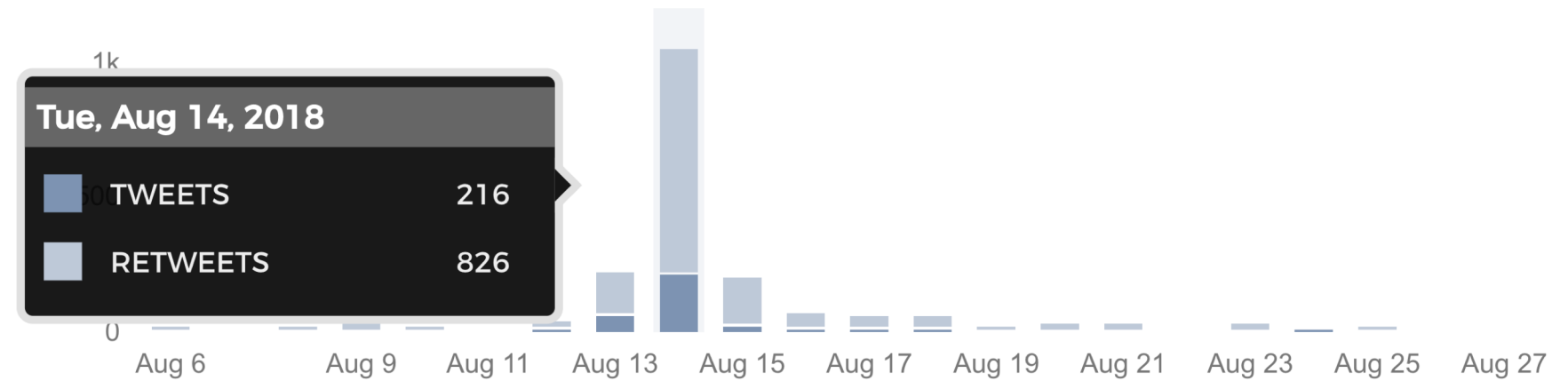
57.57% average

Top pages by pageviews

1.	/events/2018-conference/		1,001 (30.27%)
2.	/events/2018-conference/2018-program/		825 (24.95%)
3.	/events/2018-conference/speakers/		294 (8.89%)
4.	/events/2018-conference/conference-topics-overview/		139 (4.20%)
5.	/events/2018-conference/2018-conference-media/		138 (4.17%)
6.	/events/2018-conference/2018-registration-fees/		112 (3.39%)
7.	/events/2018-conference/keynote-listeners/		90 (2.72%)
8.	/events/2018-conference/sir-john-crawford-memorial-address-2018/		87 (2.63%)
9.	/events/2018-conference/2018-conference-scholars/		79 (2.39%)
10.	/events/2018-conference/speakers/dr-jessica-fanzo/		52 (1.57%)

Traffic Per Day

Twitter Activity



Website Pageviews

