

Digital Analytics

July 1 – 31, 2021



WEBSITE USER SUMMARY



Users
4,689 | 290% ▲



New Users
4,580 | 307% ▲

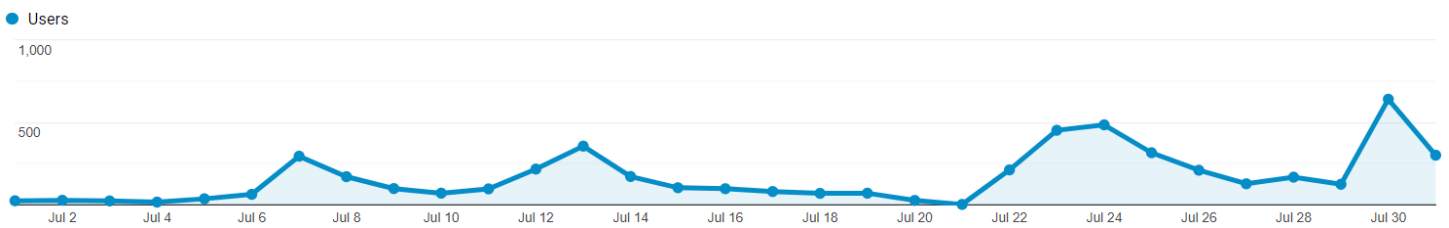


Total Pageviews
10,795 | 253% ▲



Session Duration
1m 24s | 4% ▼

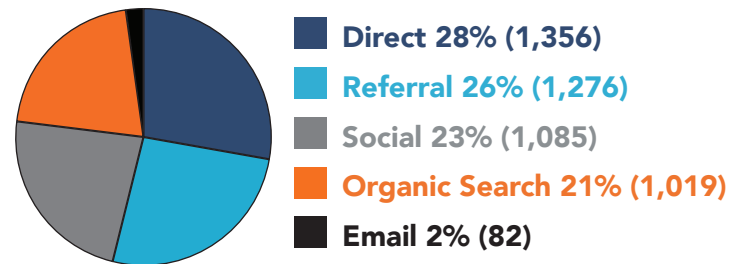
PEAK USAGE DATES



WEBSITE DETAILS

Top Pageviews	Views
Home	4,024
Construction	1,893
Guess the Gallons	1,041

TRAFFIC TYPE TO HOME PAGE



DEVICE SUMMARY



Mobile
68% (3,196)



Desktop
29% (1,346)



Tablet
3% (148)

GOVDELIVERY SUMMARY



Text Sign Ups
499 (1,319 total)



Email Sign Ups
225 (1,632 total)



Total Sign Ups
2,951 (as of 8/1/21)

Social Analytics

July 1 – 31, 2021



Impressions
23,554 | 425% ▲

Engagements
2,075 | 574% ▲

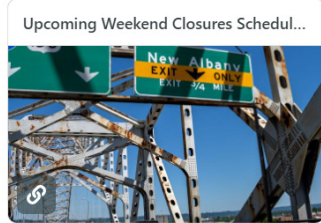
Link Clicks
328 | 4,000% ▲

New Audience
132 | 408% ▲

TOP POSTS



We're a month out from the first weekend closure. 🚧 Westbound I-64 will be closed from 10 p.m. on Friday August 27 to 6 a.m.



Total engagements: 771
Comments: 77
Shares: 136



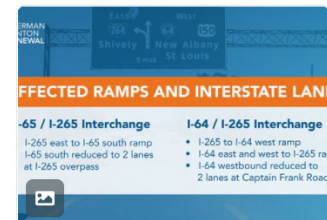
🚧 Ramp shoulder improvements are scheduled to last approximately 1-2 weeks and will require nighttime lane closures



Total engagements: 316
Comments: 17
Shares: 26



Project Update: Ramp shoulder improvements are scheduled to begin next week. Some of the ramps at the I-65 / I-265



Total engagements: 253
Comments: 9
Shares: 66



Impressions
10,184 | 677% ▲

Engagements
202 | 296% ▲

Link Clicks
42 | 740% ▲

New Audience
17 | 1,800% ▲

TOP POSTS



We're a month out from the first weekend closure. 🚧 Westbound I-64 will be closed from 10pm August 27 to 6am August 30. Eastbound I-64 will be closed from 10pm September 10 to 5am September 13.

Learn more at: bit.ly/3fcjx9b 🚧 📌
@KYTCDistrict5 | @INDOTSoutheast



Upcoming Weekend Closures Scheduled for Sherman Minton Bridge - Sherman ... Full weekend directional closures of the Sherman Minton Bridge are scheduled for late August and early September.
@shermanmintonrenewal.com

Total engagements: 30
Likes: 0
Retweets: 3



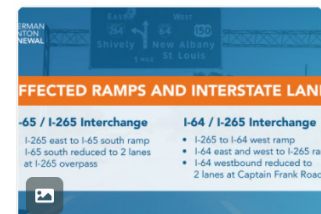
🚧 Ramp shoulder improvements are scheduled to last approximately 1-2 weeks. Following completion, both eastbound and



Total engagements: 29
Likes: 2
Retweets: 2



Project Update: Ramp shoulder improvements are scheduled to begin next week. Some of the ramps at the I-65 / I-265



Total engagements: 28
Likes: 3
Retweets: 2