WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees
FROM: President Sabah Randhawa by Donna Gibbs, V.P. for University Relations and Marketing
DATE: February 14, 2020
SUBJECT: University Relations and Marketing Report
PURPOSE: Information Item

Purpose of Submittal:
A written report is provided on the recent activities of University Relations and Marketing.

Supporting Information:
Report Attached
The following is a briefing on a wide range of marketing, community development, media relations, content production, web development and graphic design initiatives produced since the last Trustees report. In addition, following are a few key items of note.

Western Crossing Innovation Park Update

The Port of Bellingham-WWU P3 team has continued to meet twice monthly to move forward on the next steps outlined in the development plan approved by the Port Commission and Board of Trustees in December, 2019.

We were recently invited to tour and meet with the development team behind the Surrey BC Health and Technology District, the largest innovation district in Canada, at 260 acres and one million square feet, located in the country’s fastest growing economy since 2013. It has a unique advantage being ideally located directly across from Surrey Memorial Hospital, one of Canada's busiest hospitals. In conjunction with Simon Fraser University, the District is designed as a collaborative cluster of multinational and start-up companies, international partners, clinical and research facilities, scientists, innovators and entrepreneurs, who work together in partnership to accelerate the implementation of healthcare technologies and solutions.

The development team is comprised of Dayhu Group of Companies, a leading real estate investment, development, and property management company with over four million square feet of industrial, commercial and retail properties across Western Canada, and the Lark Group, a design-build general contractor and construction management company with particular expertise in public-private partnerships. The development team has recently been purchasing land in the downtown Bellingham opportunity zone, and has expressed great interest in the Western Crossing Innovation Park concept.

The Port-WWU team was greatly impressed and inspired by the quality of the Surrey development, the breadth of research teams, companies and start-ups engaged in the district, and the development team’s commitment and savvy approach to community engagement. They generously shared many lessons learned with our team and gave us much to think about. We look forward to staying in touch with them as our P3 team gets to work on a more detailed definition of the Western Crossing Innovation Park project area and potential tenants to catalyze the development. At this point, we feel confident in having an RFP for development proposals issued before the end of 2020.

College of Science & Engineering Dean Brad Johnson and his faculty colleagues have been in dialogue with several potential tenants including federal and state agencies who have ongoing research projects and talent pipelines established with Western. During the Discussion Items portion of the meeting on February 14, we will share more detailed information about potential partnerships built around the theme of climate and hazard mitigation, including the U.S. Geological Survey, the Cascades Volcano Observatory, the Pacific Northwest Seismic Network and the Pacific Northwest National Laboratory, among other potential partners.
“Go Northwest of Ordinary” Out-of-State Recruitment Marketing Campaign

We continue to be encouraged by early results from our OOS recruitment marketing campaign. Following are performance metrics from December, a month in which prospective students are typically distracted by holiday activities. As of December, out-of-state requests for information are up 8% compared to the year ago period, and out-of-state applications are up 6% y-o-y.

- 159 conversions generated (36% increase m-o-m)
- Direct conversions are up 30% and view-through conversions increased by 19%
- Month-over-month conversions are increasing across all platforms as brand awareness grows bringing new prospects to our website
- Requests for information have remained consistent m-o-m at 17
- Display advertising continues to be the top conversion driver generating 50% of conversions
- 98% of actions taken were apply button clicks
We have added Snapchat as a new channel with this campaign and we are encouraged by initial results showing that the target audience is highly engaged with the creative:

- Snapchat campaign is building brand awareness delivering 1.9M impressions
- Spike in impressions after swapping in new creative (see graph below)
- Video views: 84,808 (200% increase in video views)
- Video completions: 34,209 (Compared to 2,982 last month)
- Swipe ups: 25,115 (207% increase m-o-m)
- Swipe up rate: 1.32% (Higher ed benchmark: .96%)
University Communications

Our skilled professionals worked on a wide range of online and print, media relations, social media, video and graphic design projects, which included:

- KING 5 TV ran a story on Western’s largest gift in school history. Includes interviews with President Sabah Randhawa and Brad Johnson, dean of Western’s College of Science and Engineering. See: https://www.king5.com/article/news/education/wwu-10-million-donation/281-420df1bf-629d-4a1c-a88b-ce363895df39


- A Time Magazine article about head injuries and football quotes Western Psychology Professor Ira Hyman. See: https://time.com/5770136/football-dangers-children/

- The New Yorker quotes Andy Bunn, WWU professor of Environmental Sciences, in an article about Earth’s oldest trees. See: https://www.newyorker.com/magazine/2020/01/20/the-past-and-the-future-of-the-earths-oldest-trees

- Our office also helped with weather messaging about the snowstorms that closed Western’s main campus for four days in January. We also are helping university health officials with messaging to update and educate the campus about the new coronavirus that originated in China.

- In Publications, we were delighted to learn that WINDOW magazine, edited by Mary Gallagher, has received a Grand Gold Award in the 2020 Best of CASE VIII Awards Magazine Division. The prestigious award is given to the year’s top magazine entry, regardless of circulation size. Window also received a Gold Award in the magazine category of 75,000 circulation or greater. This is Western’s first Grand Gold Award from CASE Region VIII, the professional organization of communications and advancement professionals in universities, colleges and private schools in Washington, Oregon, Idaho, Montana and Western Canada.

- Kessa Volland, assistant director of Marketing, spent November and December working on Western’s new out-of-state recruitment campaign, “Go Northwest of Ordinary,” and maintaining our primary social media channels. She also assisted with a campus-wide marketing retreat, celebration and planning for World Kindness Day, and installation of more graphics on campus featuring the institutional values from Western’s strategic plan.

- Staff led by Suzanne Blais provided video support for the university branding campaign “Go Northwest of Ordinary”; and are preparing for the upcoming launch of an in-state continuation of the Make Waves campaign to support prospective student yield.

- John Thompson, Western’s chief science writer and University Communications assistant director, continues to work with colleagues in WebTech on a 10-week project on climate change on the WWU homepage that will debut at the end of February and continue with one story per week through Earth Day on April 22nd and the 50th Anniversary of Huxley.

- Senior Graphic Designers Chris Baker and Derek Bryson worked on a wide range of design projects with offices across campus, including fliers, posters, banners and online and social media design work. Some notable examples include: promotional materials for
Western’s Martin Luther King Jr. Day community breakfast and day of service; revised campus map and brochure for distribution in hotels, airport, port terminals and public venues in the community.

- Community Relations; winter safety messaging campaign for University Residences; website design for the Child Development Research Group; therapeutic groups promotional materials for the Counseling Center; Ralph Munro Institute banners, posters and handbills (speaker Elaine Weiss speaker for 100th anniversary of Women's Right to Vote); new bike campus map, and Scholarship Fair posters and TV display.
### WESTERN TODAY

**TOTAL SESSIONS**
- **62,734**

**TOP STORIES**
- What to do at Western when the snow starts to fall
- Western Launches ‘Building Washington’s Future’ campaign: Project to Expand Western’s Capacity in Critical STEM Areas
- Fred Kaiser and Grace Borsari Make Largest Single Private Gift to WWU for ‘Building Washington’s Future’ Campaign

### SOCIAL MEDIA

#### TWITTER
- **22,418** Total followers
- **-93** New followers
- **-0.41%** % gained
- **75** Engagements

#### FACEBOOK
- **49,626** Total followers
- **11** New followers
- **0.02%** % gained
- **10,527** Engagements

#### INSTAGRAM
- **21,237** Total followers
- **545** New followers
- **1.31%** % gained
- **34,012** Engagements

### FAMILY CONNECTION NEWSLETTER

#### NOVEMBER
- **13,147** Recipients
- **36.7%** Open rate
- Top clicks include: Drop-In Advising Labs information, Academic Advising’s Events Page, WWU Night at Zoolights information

#### DECEMBER
- **13,086** Recipients
- **28.5%** Open rate
- Top clicks include: Port of Bellingham Holiday Festival, The WWU Go Abroad Fair, Registrar’s Calendar
MEDIA STORIES

683
Total Stories

TOP STORIES

• Mars rover overcomes 'attitude adjustment' (CNN)
• Muslim candidates in Michigan faced hate during political campaigns in 2018 (Detroit Free Press)
• A deep-sea magma monster, Axial Seamount, gets a body scan (The Indian Express)

CREATIVE SERVICES

GRAPHIC DESIGN

PHOTO & VIDEO

86
Total Projects

FEATURING

• Go Northwest of Ordinary Campaign - Denver Infl Airport
• Accounting Services - Fiscal Year 2019 Financial Report
• Child Development Research Group - Website Design
• History Department - Newsletter Template

FEATUREING

• We have been working hard on supporting the out-of-state campaign, Go Northwest of Ordinary, and preparing for the upcoming launch of an in-state continuation of the Make Waves campaign.
• For each video we produce and shoot a 2+ minute version, and for social media activation we produce a :30, a :10, and a :10 vertical, and a web background to make a complete set. We have completed four sets of videos for Go Northwest of Ordinary, and four sets for Make Waves. We have two more in the final stages of production now.
• We Like to Get Our Hands Dirty https://vimeo.com/373272281/64c1d922b6
• Go Where Creativity Meets Strategy https://vimeo.com/374299175/db50300068
Community Relations

Notable projects and connections that enhance WWU visibility, improve community access, and increase community-to-university partnerships.

Martin Luther King Day Breakfast
- Community Relations assisted in the coordination of the second Annual MLK Day Community Breakfast & Day of Service by inviting 120 Whatcom County leaders, leading outreach efforts and coordinating event logistics. Approximately 400 students, staff, faculty and community members attended the breakfast which featured guest speaker, WWU alumnus, Jesse Moore, former Obama staffer and founder of Common Thread Strategies.

WWU Supporting the United States Census
- Community Relations is coordinating Western’s participation in the United States Census and serving on a countywide Census committee dedicated to ensuring that everyone is counted who lives in Whatcom County during the official census count.

Supporting Economic Development Alliance of Skagit County and Kitsap County
- In an effort to expand partnerships in Skagit County, Western is now a signature sponsor of the Economic Development Alliance of Skagit County. In addition to this sponsorship, President Randhawa joined other higher education leaders on a panel at their annual Economic Forecast Breakfast held on Tuesday, February 11, 2020. More than 400 local business leaders attended. In addition to President Randhawa, the panel included Skagit Valley College President, Thomas Keegan, University of Puget Sound President, Isiaah Crawford, and WSU Everett Chancellor, Paul Pitre.

Kitsap Economic Development Alliance (KEDA) Economic Forecast Breakfast
- Western played a significant role in KEDA’s economic forecast breakfast held on Friday, January 31, 2020. Hart Hodges and James McCafferty from the WWU Center for Economic and Business Research provided this year’s economic forecast and President Randhawa joined Olympic College President Marty Cavalluzzi in a presentation on workforce education and higher education in Kitsap County.

Additional Community Connections and Engagement
- Coordinated the creation of two new internships offered by Boundary Bay Brewery & Bistro. Boundary recently hired two students to fill the new roles.
- Assisted the Karen Morse Institute for Leadership by providing a comprehensive list of community and business leaders who could make strong candidates to serve on their newly created advisory board. The vetting process is underway.
- Supported Special Assistant to the Provost, Sue Guenter-Slesinger by connecting her with community and business leaders to assist in creating a Diversity Resource Guide for Western.
- Connected a representative from SHARC Energy Systems with WWU and community leaders as they seek to expand manufacturing and product sales into Bellingham.
- Paired the Happy Valley Neighborhood Association with a WWU student who lives in their neighborhood to serve on their board.
- Met with owners of Seattle-based SURF Incubator about potential WWU partnerships as they consider expanding into Bellingham. Connected them to faculty and staff who could benefit from a pathway to partnership.
- Solicited prizes from Bellingham Cider Co, Woods Coffee, and Mallard Ice Cream and Bantam 46 and served as Master of Ceremonies for WWU’s annual Holiday Party.
• Served as Master of Ceremonies for the Bellingham Regional Chamber of Commerce Annual Awards, which is Whatcom County’s largest business awards event hosting 400 attendees.

• Connected the College of Business and Economics with multiple business leaders through the Bellingham Regional Chamber of Commerce as they seek judges for this summer’s regional DECA competition held on campus.
Small Business Development Center

WWU SBDC Whatcom County

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<th>Q4-2019 Businesses Served</th>
<th>Clients</th>
<th>Non-Clients</th>
<th>Total Served</th>
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<td>135</td>
</tr>
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<th>Total Served</th>
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<td>Businesses Starts</td>
<td>2</td>
<td>8</td>
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<tr>
<td>Jobs Created &amp; Retained</td>
<td>206</td>
<td>241</td>
<td>315</td>
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</table>

Current Demographics

- Top Industries: Service Establishment; Health Care & Social Assistance; Accommodation & Food Services; Professional, Scientific, and Technical Services
- Top Areas of Counseling: Managing a Business; Buy/Sell Business; Financing/Capital; Start-up Assistance
- Rolling 12-Month Client’s Annualized Sales: $217.5M

Highlights

- TAG Summit - Spoke on Leadership panel
- Attended Chamber of Commerce 15th Annual Awards Dinner
- Team building event with Dennis Dashiell

Media

- [Is your business prepared for a minimum wage increase?](#)
The Northern Light
- [Seminar guides businesses through minimum wage increase](#)
BBJ Today
- [Employee ownerships: An important step to creating quality jobs in Bellingham](#)
BBJ Today
- [Big jump in minimum wage will mean tough choices for some Whatcom businesses](#)
The Bellingham Herald
- [Employee ownership: An important step to creating quality jobs in Bellingham” - BBJToday.com](#)
### 2019 Businesses Served

<table>
<thead>
<tr>
<th>Q4-2019 Businesses Served</th>
<th>Clients</th>
<th>Non-Clients</th>
<th>Total Served</th>
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<td>62</td>
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<tr>
<td>Information or Resources Provided</td>
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<tr>
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<td>143</td>
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**Current Demographics**

- **Top Industries:** Service Establishments, Manufacturer or Producer, Arts and Entertainment
- **Top Areas of Counseling:** Start-up Assistance, Marketing/Sales, Business Buy/Sell
- **Rolling 12-Month Jobs Supported:** 127
- **Rolling 12-Month Annualized Sales:** $6.6M

**Highlights**

- Q4 efforts dedicated primarily to successfully recruiting and onboarding new, permanent advisor for the center
- Invited to participate in Kitsap Bank Edg3 Fund Award Ceremony
- Invited to make presentation on SBDC to Kitsap Regional Libraries All-Staff Day
- Met with Kitsap Community Resources Exec. Director to learn about referrals to the iBest program

**Media**

- Press release published to announce new advisor, Jaime Forsyth, 11/1/19
- Kitsap SBDC feted in Kitsap Bank promotion for the 2019 Edg3 Awards
- Kitsap SBDC Advisor chosen for ‘20 under 40’ Entrepreneurship awards judges’ panel and ceremony
Tribal Liaison

Planning
- President Randhawa, the Tribal Liaison and Representative Debra Lekanoff met with the Lummi Indian Business Council on 12/2/19 to report on Western’s plans for securing support for building a Coast Salish-style longhouse on Western’s campus. The Tribal Liaison presented the current plans and requested the council’s support. The council gave positive comments for this endeavor and recognize the importance for all Native students at Western.
- A potential longhouse proposal package from Jones & Jones Architects has been obtained which includes a rendering of the prospective longhouse building. This is being used for pre-funding the proposal requests sent the Legislature and potential private donors.

Events
- The Pathfinder Scholars First-Year Interest Group (FIG) held an End of Quarter celebration for nine Native students after completing the launch of the first cohort course. The FIG is a cluster of three courses: two general education courses (The American Indian Experience AMST 202 and Writing Your Way Through Western ENG 101) linked with two two-credit seminars (Perspectives on Learning SMNR 101 and Purposeful Learning EDUC 108). The advantage of students meeting together as a small group in the seminar focused on Native Nations, Cultural Sovereignty and Academic Success supports a learning community environment to which can help students connect more quickly to university life, and foster a smoother transition from high school to college learning and expectations.
- WWU has been selected as the site for the 2020 I-LEAD Native American Youth Summit to be held in July 2020. The summit brings together Native American, Alaska Native and Pacific Islander youth from across the U.S. and Pacific Islands for a week of networking and learning around youth leadership and empowerment.

Training
- The Tribal Liaison continues to participate in New Employee Orientation sessions to share the goals and objectives of the Tribal Relations Office in support of diversity, equity and inclusion goals included in the WWU strategic plan.
- The Tribal Liaison continues to visit with departments upon request to present on the Tribal Relations office. This month presentations were made to the following:
  - Foundation Board members
  - Human Resources department
  - Admissions Recruitment team.

Advisory Functions
- Tribal affiliation work group has remained an ongoing process and we are currently designing changes for the online application process to include Native enrolled students and students who claim descendancy.

Relationship Building
- The Tribal Liaison attended the Tribal Leaders Congress meeting in Suquamish on December 4, 2019. The meeting included tribal leaders and educational leaders from throughout Washington State. The meeting was focused on legislative and tribal issues for K-12 and higher education.
- The Tribal Liaison is participating in a day of lobbying in Olympia with Native American Student Union students on behalf of funding for the WWU longhouse.
- The Tribal Liaison has been selected to participate in the selection process for the faculty positions of Assistant Professor and Associate Professor in Comparative Indigenous Studies for the Center for Canadian American Studies.
College and Career Readiness Grant
- Washington Campus Compact submitted a new grant proposal for a college and career readiness program designed to support underrepresented (racial/ethnic and socio-economic) K-16 students across Washington and Idaho. If selected, up to $890,042 of federal resources could be used to place AmeriCorps members on college campuses. They would coach 2,000 K-16 underrepresented students to complete grade-specific College and Career Readiness Portfolios designed to increase academic engagement and educational success.

Poverty Alleviation Grant
- Washington Campus Compact submitted a renewal grant proposal for the VISTA program to support poverty alleviation efforts with emphasis on supporting projects in the areas of: college access and success, food security, mental health, and STEM education.

Student Civic Leader Awards
- The fifth annual Student Civic Leader Awards ceremony will be held on April 27, 2020 to recognize outstanding student civic leaders from across the state. Governor Inslee will also select the top three student civic leaders – one from each institution type: state four-year institutions, community/technical colleges, and private institutions.
The migration of web content into the Drupal 8 platform on sites across campus continues to stretch WebTech. 45 sites are currently identified for migration to Drupal 8 through July of 2020. While the primary job duty of 2 of the 5 full-time WebTech employees is Drupal development, all staff and student employees are pitching in to attempt to make these migrations successful and timely.

During December and January the WebTech staff and students moved the Transportation department website, University Residences, and Organizational and Talent Development into Drupal 8. A revamped myWestern was also handled by WebTech during this time period replacing legacy technology that posed a myriad of potential risks and usability shortcomings. The migration of the transportation website also allowed a transition to the https protocol for all website addresses. This improves both security as well as search engine optimization.

Weather alerts worked properly across primary institutional website during the snow closures.
myWestern was a significant source of focus over the past two months, and is not captured in the issue count depicted. There were 90 separate myWestern issues that were resolved, and currently 21 remain open. myWestern aside, the ability to resolve more issues, 213, than those being created, 180, is always a great trend. The graduation of a recent student employee has affected throughput, but work continues apace as our recently hired student employees continue to gain experience.
Siteimprove Data

Carnegie - Undergrad

Focus Key Metric
- Connect - Visit Majors page

Budget
- Budget has not been set

Campaign start date
- 16/08/2019

Campaign end date
- 4/1/2020

Visit engagement

- Visits: 20,290
- Unique visitors: 16,498
- Page views: 23,056
- New visits vs. returning visits: 99% vs. 1%
- Avg. time on site: 1.14 sec.
- Page views per visit: 1.14
- Bounce rate: 93.74%

Return on Investment

Key Metric completions: 111, Cost: $1,110.00

Conversion rate: 0.55%

Budget spent: $1,110.00

Campaign performance

Traffic segments

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<tr>
<th>Term</th>
<th>Visits</th>
<th>Unique visitors</th>
<th>Key Metric completions</th>
<th>Conversion rate</th>
<th>Completion vs base</th>
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Showing all 6 items
### Visitor locations

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<th>Location</th>
<th>Visits</th>
<th>Bounce rate</th>
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<td>United States</td>
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<tr>
<td>Germany</td>
<td>51</td>
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</tr>
<tr>
<td>Canada</td>
<td>45</td>
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<td>Ireland</td>
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<td>Mexico</td>
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<td>India</td>
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</tr>
<tr>
<td>Brazil</td>
<td>6</td>
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1 - 10 of 35 items

### Visits distribution

#### Hour of day

![Hour of day graph]