

**BRAND X**

■ kontextURL Engagement Report (SAMPLE)

Tue, 15 Mar 2016 to Sun, 15 May 2016 (Mar 15, 2016 - May 15, 2016)



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Campaign: Campaign XYZ

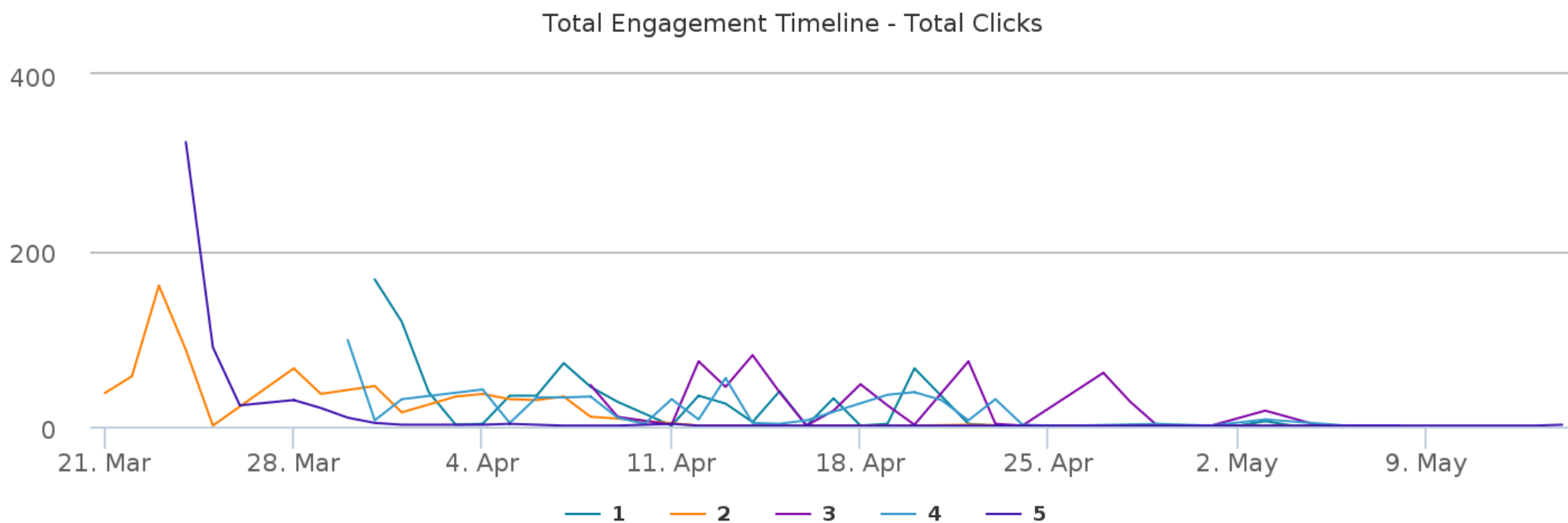
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Campaign: Campaign XYZ

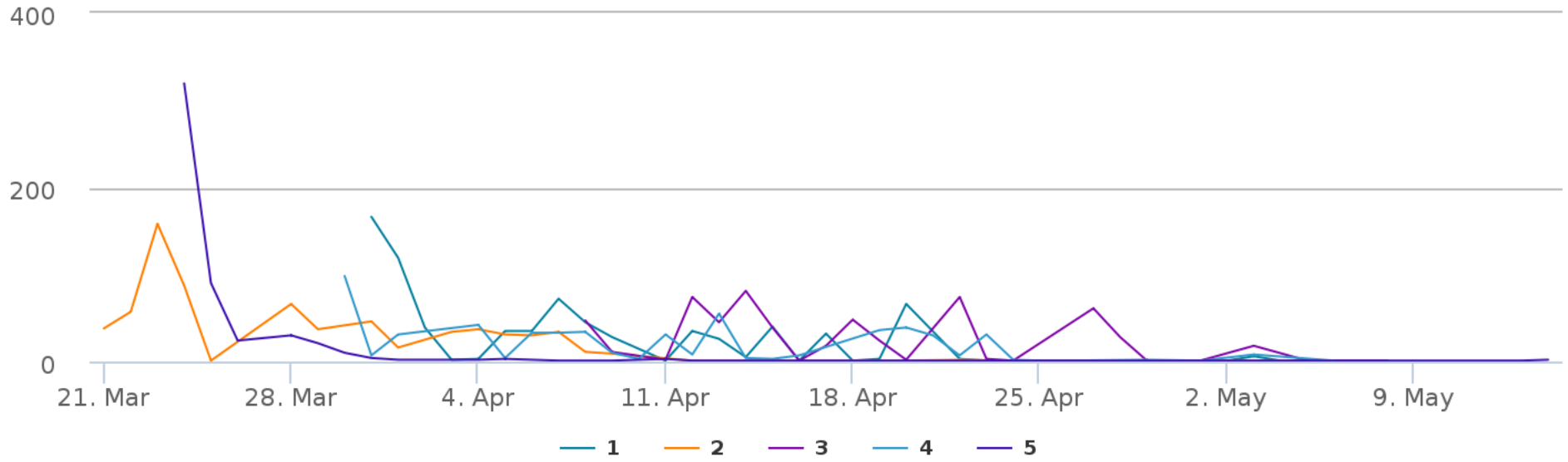
### TOTAL ENGAGEMENT TIMELINE(S)

	Content
1	GUIDE - How To Guide - Twitter Link
2	BLOG POST - XYZ - Twitter Link
3	VIDEO - How To XYZ
4	Webinar Invite Page - Twitter Link
5	Webinar Invite Page - Shared by Influencer "X"





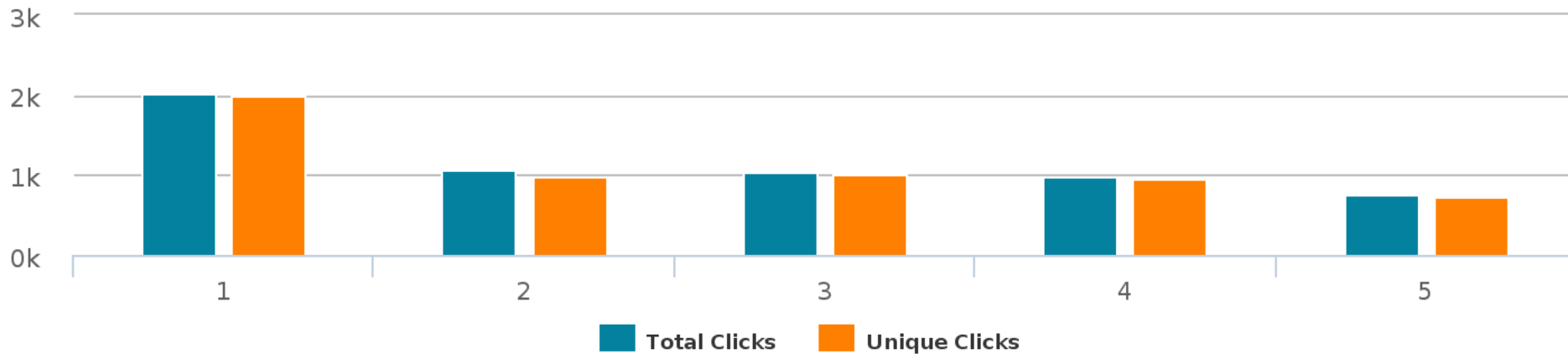
Total Engagement Timeline - Unique Clicks



## CONTENT BY ENGAGEMENT

	Content	Clicks	%	Uniques	%
1	http://www.brandx.com/	2025	34%	1986	34%
2	http://www.brandx.com/	1052	18%	982	17%
3	https://attende...	1025	17%	1015	17%
4	http://www.brandx.com/	983	16%	954	16%
5	http://www.brandx.com/	752	12%	738	13%
	<b>Subtotal</b>	<b>5837</b>		<b>5675</b>	
	<b>Total</b>	<b>12677</b>		<b>11212</b>	

Content by Engagement

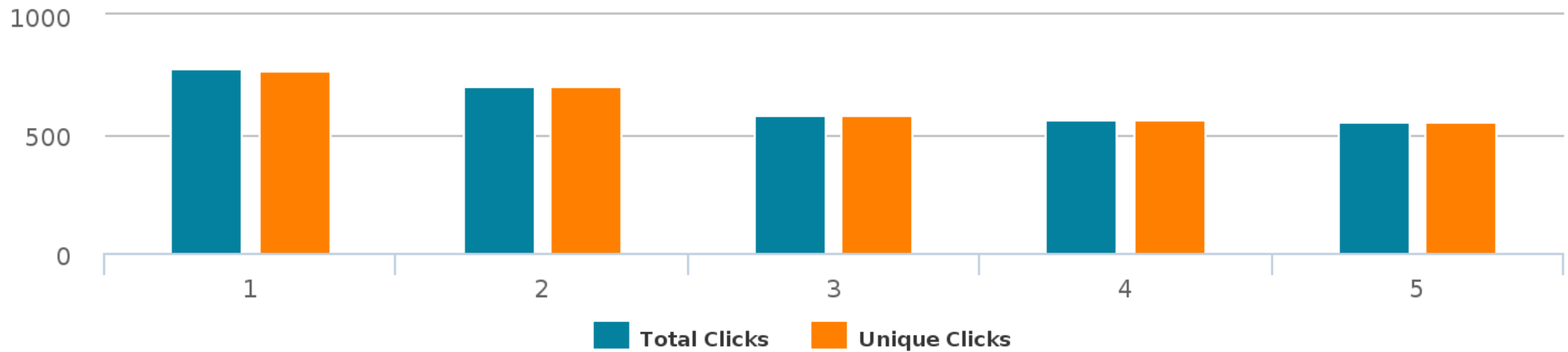




## KONTEXTURLS BY ENGAGEMENT

	kontextURLs	Clicks	%	Uniques	%
1	GUIDE - How To XYZ...	772	24%	771	24%
2	BLOG POST - XYZ - ...	701	22%	697	22%
3	VIDEO - How To XYZ...	581	18%	580	18%
4	Webinar Invite Page...	563	17%	562	17%
5	Webinar Invite Page...	552	17%	548	17%
	<b>Subtotal</b>	<b>3169</b>		<b>3158</b>	
	<b>Total</b>	<b>12677</b>		<b>11212</b>	

kontextURLs by Engagement

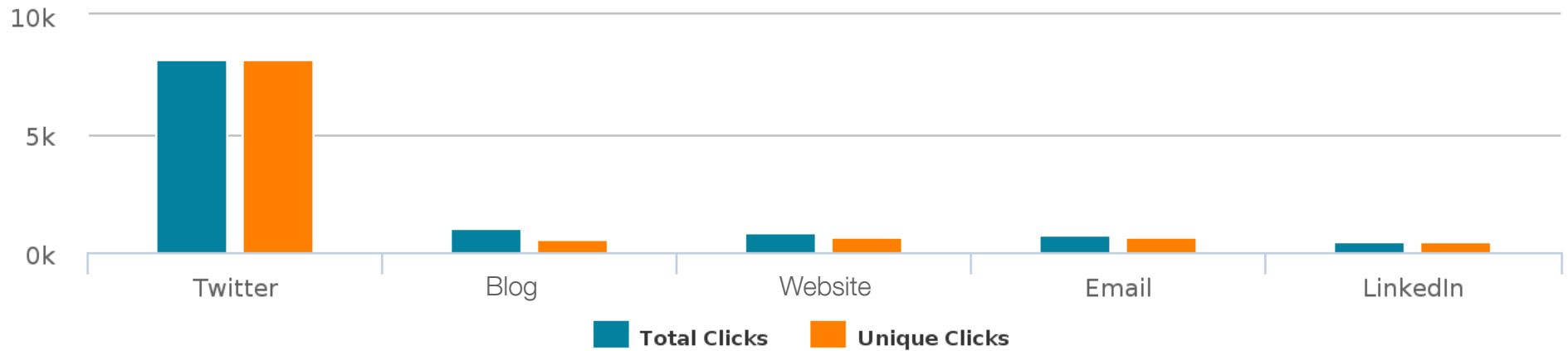




## CHANNELS BY ENGAGEMENT

Channels	Clicks	%	Uniques	%
Twitter	8152	72%	8088	78%
Blog	1001	8%	532	5%
Website	886	7%	653	6%
Email	721	6%	608	5%
LinkedIn	466	4%	450	4%
<b>Subtotal</b>	<b>11226</b>		<b>10331</b>	
<b>Total</b>	<b>12677</b>		<b>11212</b>	

Channels by Engagement

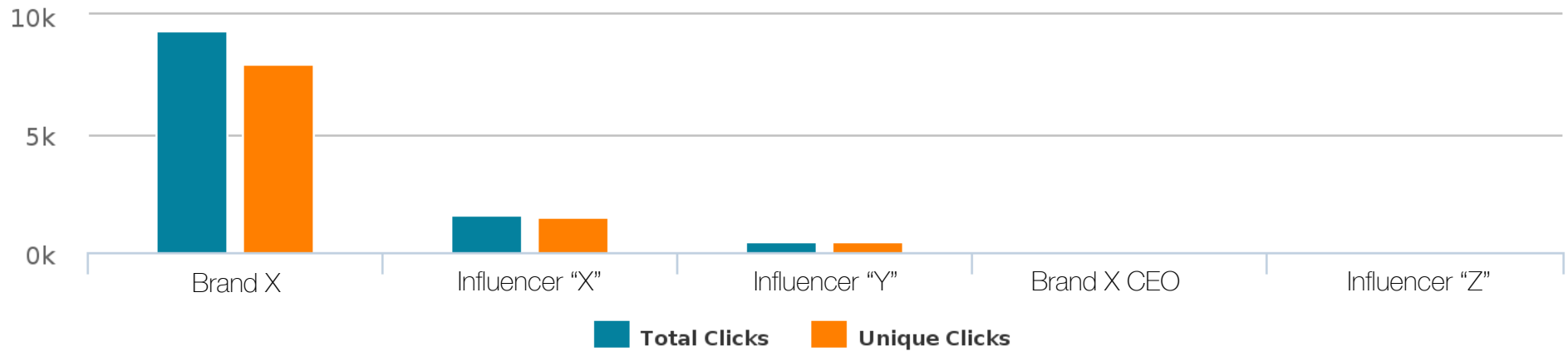




## INFLUENCERS BY ENGAGEMENT

Influencers	Clicks	%	Uniques	%
Brand X	9318	81%	7983	79%
Influencer "X"	1572	13%	1500	14%
Influencer "Y"	479	4%	479	4%
Brand X CEO	73	0%	73	0%
Influencer "Z"	60	0%	59	0%
<b>Subtotal</b>	<b>11502</b>		<b>10094</b>	
<b>Total</b>	<b>12677</b>		<b>11212</b>	

Influencers by Engagement



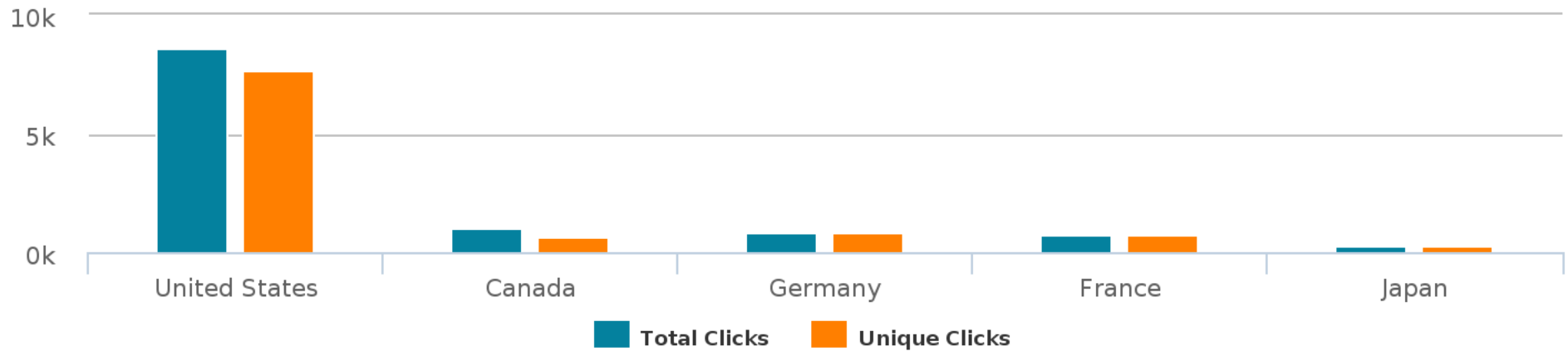




## GEOGRAPHY BY ENGAGEMENT

Geography	Clicks	%	Uniques	%
United States	8572	74%	7663	75%
Canada	995	8%	658	6%
Germany	840	7%	834	8%
France	778	6%	773	7%
Japan	275	2%	271	2%
<b>Subtotal</b>	<b>11460</b>		<b>10199</b>	
<b>Total</b>	<b>12677</b>		<b>11212</b>	

Geography by Engagement

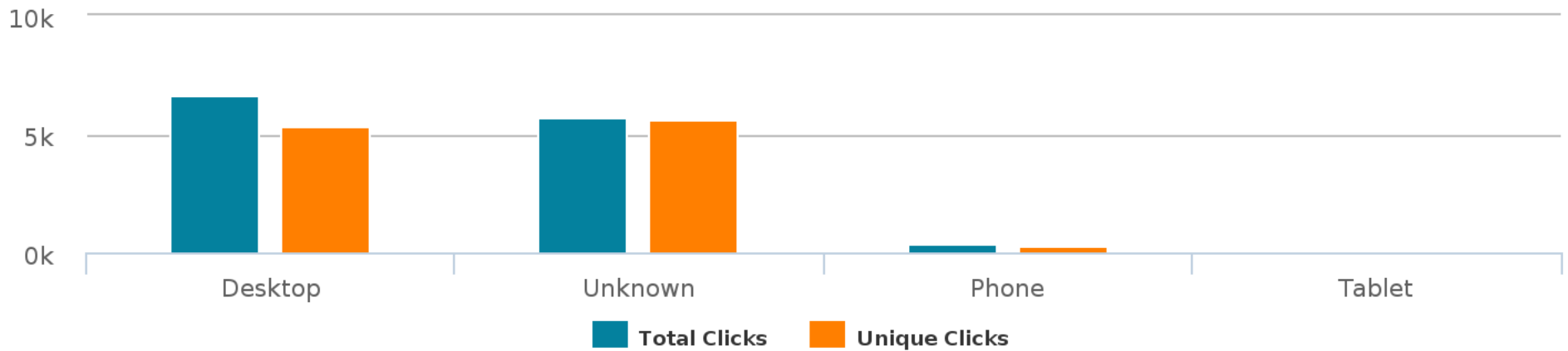




## DEVICE TYPE BY ENGAGEMENT

Device Type	Clicks	%	Uniques	%
Desktop	6649	52%	5311	47%
Unknown	5660	44%	5642	50%
Phone	333	2%	237	2%
Tablet	35	0%	24	0%
<b>Subtotal</b>	<b>12677</b>		<b>11214</b>	
<b>Total</b>	<b>12677</b>		<b>11212</b>	

Device Type by Engagement

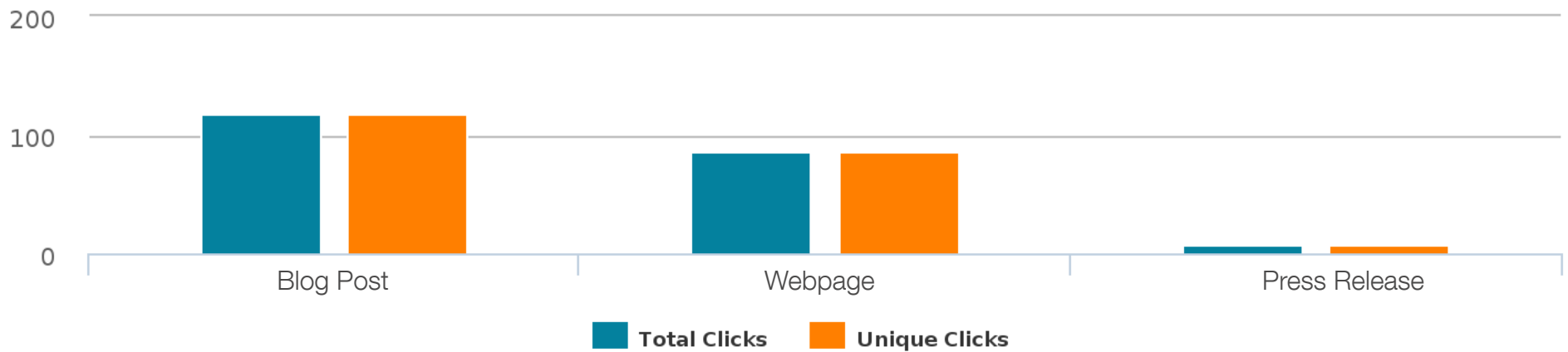




## CONTENT TYPE BY ENGAGEMENT

Content Type	Clicks	%	Uniques	%
Blog Post	117	55%	117	55%
Webpage	86	40%	86	40%
Press Release	8	3%	7	3%
<b>Subtotal</b>	<b>211</b>		<b>210</b>	
<b>Total</b>	<b>12677</b>		<b>11212</b>	

Content Type by Engagement



## Meet KontextURLs

kontextURLs enable digital marketers to gain complete visibility into audience engagement with their content. In other words, your audience's entire digital journey is now visible to you. This is particularly important in the ever-changing industry of content marketing, with the rise of off-site content distribution, influencer marketing and social.

kontextURLs give you the ability to track content everywhere and report on performance. Unlimited content tags and taxonomies enable you to see this performance by channel, by influencer, by campaign, and more. This data is critical to any brand or digital agency looking to inform strategies for their organization or clients.

Contact us today to see how KontextURLs can work for you

<http://gshift.it/meetkurls>