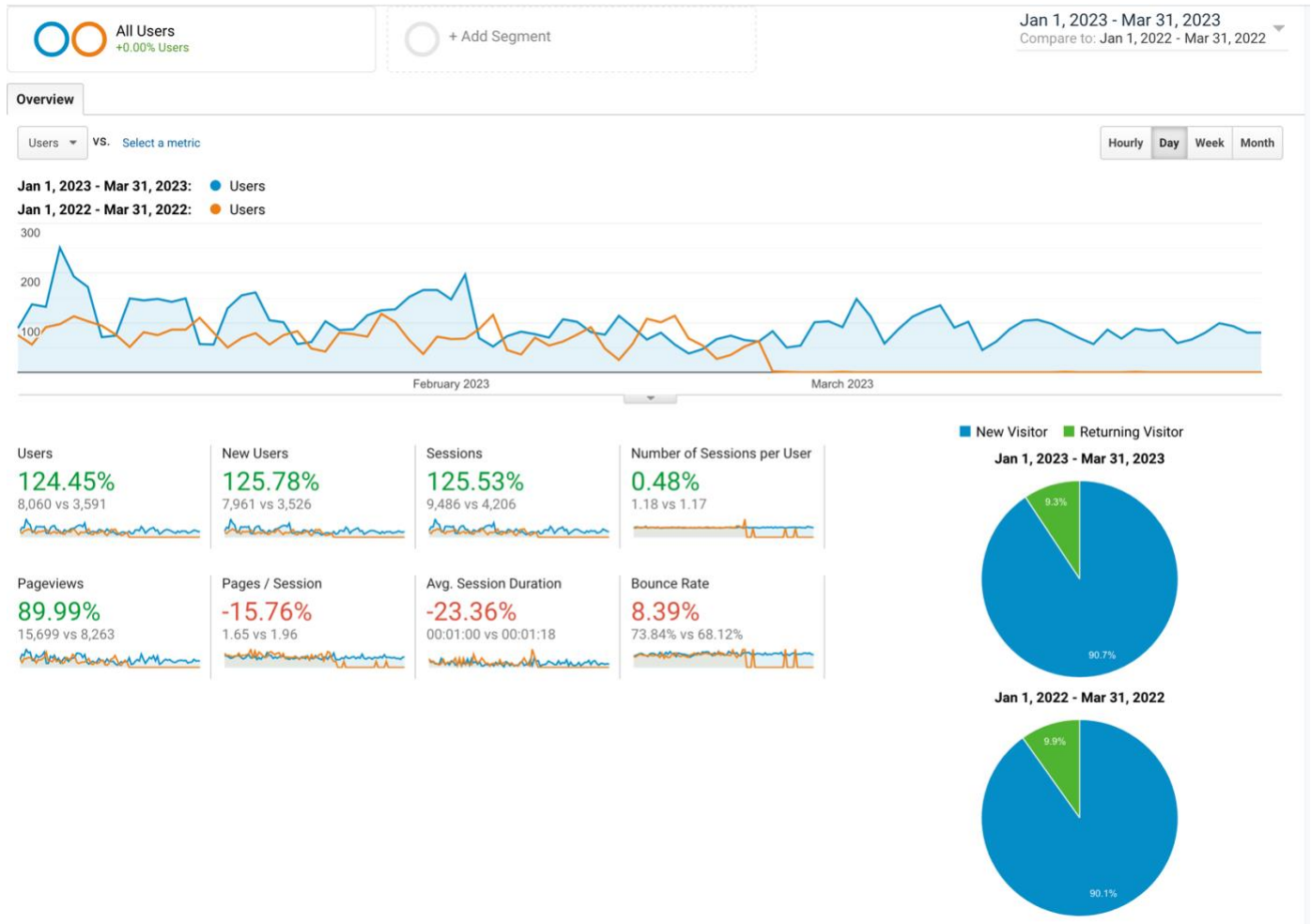


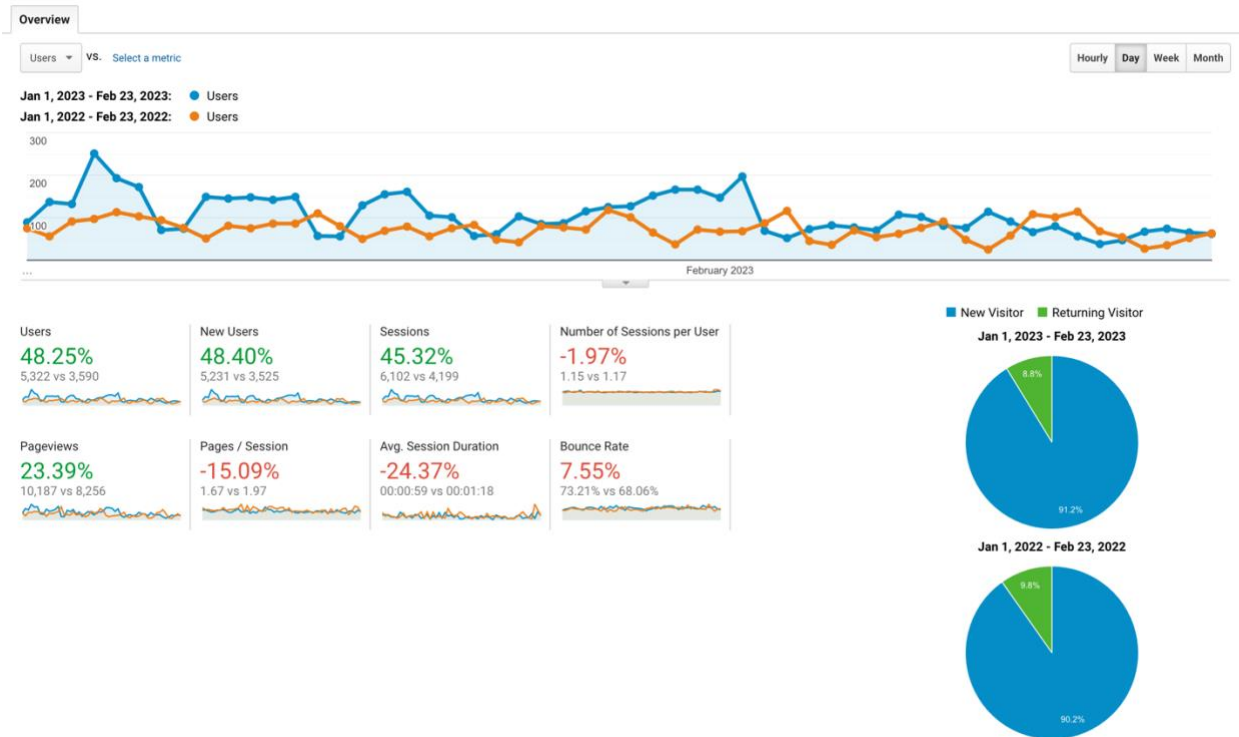
**Tianyu Arts & Culture, Inc.**  
**Digital Analytics Report**  
**Q1: January 1 – March 31, 2023**  
**Data vs. Q1 2022**

**Website Traffic and Insights**



- Q1 web traffic metrics
  - +124% Users: **8,060** vs. 3,591 (4,469 more users in 2023 vs. 2022)
  - +90% Pageviews: **15,699** vs. 8,263 (7,436 more pageviews in 2023 vs. 2022)
  - +126% Sessions: **9,486** vs. 4,206 (5,280 more sessions in 2023 vs. 2022)
- Note that Google Analytics stopped tracking user data on February 23<sup>rd</sup>, 2022 (orange line) due to the changes Tianyu made to their website. When comparing the data until 2022’s stop date on February 23<sup>rd</sup>, the increase was 48% (see data and graph below).
- Nearly all the acquisition channels saw increased user traffic except for display, resulting in En Route reallocating the budget from display to search ads. Our Google ads review showed that search ads have a better engagement rate for Tianyu’s B2B Google ads campaign.

**Q1 data through February 23<sup>rd</sup> vs. the same period in 2022**



- **+48%** Users: **5,322** vs. 3,590 (1,732 more users in 2023 vs. 2022)
- **+23%** Pageviews: **10,187** vs. 8,256 (1,931 more pageviews in 2023 vs. 2022)
- **+45%** Sessions: **6,102** vs. 4,199 (1,903 more sessions in 2023 vs. 2022)

**Channels of Acquisition** - where is the web traffic coming from?

Acquisition			
	Users ↓	New Users ↓	Sessions ↓
	124.45% ↑	125.78% ↑	125.53% ↑
1 Organic Search	151.54% ↑		
2 Direct	81.46% ↑		
3 Referral	625.50% ↑		
4 Social	170.00% ↑		
5 Paid Search	264.13% ↑		
6 Display	57.98% ↓		
7 (Other)	100.00% ↑		

- Organic search: **3,343** vs. 1,329 | Through February 23: **2,104** vs. 1,329
  - 151% increase from Q1 2022 | Through February 23: 58% increase
  - The growth is a result of this quarter’s marketing efforts from social media, paid ads, and press opportunities generating more brand awareness and increased reach.
  - The page getting the most organic traffic is “traditional-Chinese-cultural-performances-events” webpage (see page 3).
  - En Route’s updates to Tianyu’s website on the blog and events pages help improve SEO, enhancing indexing on search engines and can help increase organic traffic.
- Direct: **1,742** vs. 960 | Through February 23: **1,083** vs. 959
  - 81% increase from Q1 2022 | Through February 23: 13% increase
  - This increase in Direct traffic is a result of this quarter’s marketing efforts from social media posts and paid ads (Google and social ads), generating more brand awareness and increased reach.
- Referral: **1,081** vs. 149 | Through February 23: **479** vs. 149
  - 625% increase from Q1 2022 | Through February 23: 221% increase
  - The increase in referral traffic results from a large number of clicks to Tianyu’s linktr.ee. The interest in this event caused increased traffic to Tianyu’s social platforms, especially Instagram, where this linktr.ee link lives.
  - Top Referrals:

- Linktr.ee (696 users) – Linktr.ee is a social media landing page service that lets users build a page with any number of links to other sites and web pages. This is used on Tianyu’s Instagram.
  - Boothamphitheatre.com (77 users) – Website from Cary, NC festival
  - Louisvilliezoo.org (60 users)
  - Jbzoo.org (12 users) – Website John Ball Zoo in Grand Rapids, MI
  
- Social: **837** vs. 310 | Through February 23: **702** vs. 310
  - **170%** increase from Q1 2022 | Through February 23: **126%** increase
  - This is due to the Facebook-focused ad we ran featuring the “Bird Lanterns”. This had an engagement objective and, as a result, brought in a lot of new users to the website’s home and event pages from January 25<sup>th</sup> - February 2<sup>nd</sup>.
  - Top social referrals: Facebook (817 users), YouTube (5 users), Instagram – excluding linktr.ee (6 users), LinkedIn (4 users), and Twitter (3 users).
  - Of the 817 Facebook social referrals, 802 were new users.
  
- Paid search: **812** vs. 223 | Through February 23: **731** vs. 223
  - **264%** increase from Q1 2022 | Through February 23: **228%** increase
  - This is a result of the change in ad delivery and a significant decrease in display ads in exchange for more search ads.
  - The Home, Our Service, and Chinese Arts Crafts pages were the top landing pages from Google Ads.
  
- Display: 279 vs. **664** | Through February 23: 237 vs. **664**
  - **58%** decrease from Q1 2022 | Through February 23: **64%** decrease
  - This decrease is due to En Route limiting display ads and running more search ads with a higher conversion rate. Since conversions for display traffic have been lower in the past, the focus shifted to search ads, a parameter that would yield better results.

2022 Q1	2022 Q2	2022 Q3 <small>*MISSING MONTH OF JULY</small>	2022 Q4	2023 Q1
3,591 users	No data available	4,827 users	8,983 users	8,060 users
8,263 pageviews	No data available	10,196 pageviews	18,647 pageviews	15,699 pageviews
Google Ads Spend: \$691	Google Ads Spend: \$316	Google Ads Spend: \$497	Google Ads Spend: \$896	Google Ads Spend: \$737

**Top Landing Pages**

PAGE	Q1 2023 USERS	Q1 2022 USERS	% CHANGE
Homepage	3,864	2,153	80% ↑
Traditional Chinese cultural performance events	1,364	412	231% ↑
Events	1,201	256	369% ↑
Blog Chinese New Year and lantern festival traditions	789	46	1,615% ↑
Careers	350	31	1,029% ↑
Our service	225	74	204% ↑
About us	175	88	99% ↑
Lantern festivals	139	64	117% ↑
Blog	124	92	35% ↑
Contact us	80	50	60% ↑

**Top Landing Page Content Referral Sources**

<input type="checkbox"/>	Landing Page <sup>?</sup>	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>
		<b>1,081</b> % of Total: 13.41% (8,060)	<b>1,030</b> % of Total: 12.94% (7,961)	<b>1,279</b> % of Total: 13.48% (9,486)
<input type="checkbox"/>	1. <a href="#">/events/</a>	<b>624</b> (56.01%)	588 (57.09%)	733 (57.31%)
<input type="checkbox"/>	2. <a href="#">/</a>	<b>380</b> (34.11%)	361 (35.05%)	427 (33.39%)
<input type="checkbox"/>	3. <a href="#">/our-service/</a>	<b>35</b> (3.14%)	30 (2.91%)	37 (2.89%)
<input type="checkbox"/>	4. <a href="#">/blog/smartphone-wallpaper-backgrounds/</a>	<b>11</b> (0.99%)	9 (0.87%)	11 (0.86%)
<input type="checkbox"/>	5. <a href="#">/lantern-festivals/</a>	<b>8</b> (0.72%)	0 (0.00%)	14 (1.09%)
<input type="checkbox"/>	6. <a href="#">/8-free-virtual-backgrounds-that-transport-you-to-a-lantern-festival/</a>	<b>7</b> (0.63%)	6 (0.58%)	7 (0.55%)
<input type="checkbox"/>	7. <a href="#">/blog/</a>	<b>7</b> (0.63%)	7 (0.68%)	7 (0.55%)
<input type="checkbox"/>	8. <a href="#">/careers/</a>	<b>7</b> (0.63%)	7 (0.68%)	8 (0.63%)
<input type="checkbox"/>	9. <a href="#">/color-a-lantern/</a>	<b>7</b> (0.63%)	7 (0.68%)	7 (0.55%)
<input type="checkbox"/>	10. <a href="#">/about-us/</a>	<b>6</b> (0.54%)	3 (0.29%)	6 (0.47%)

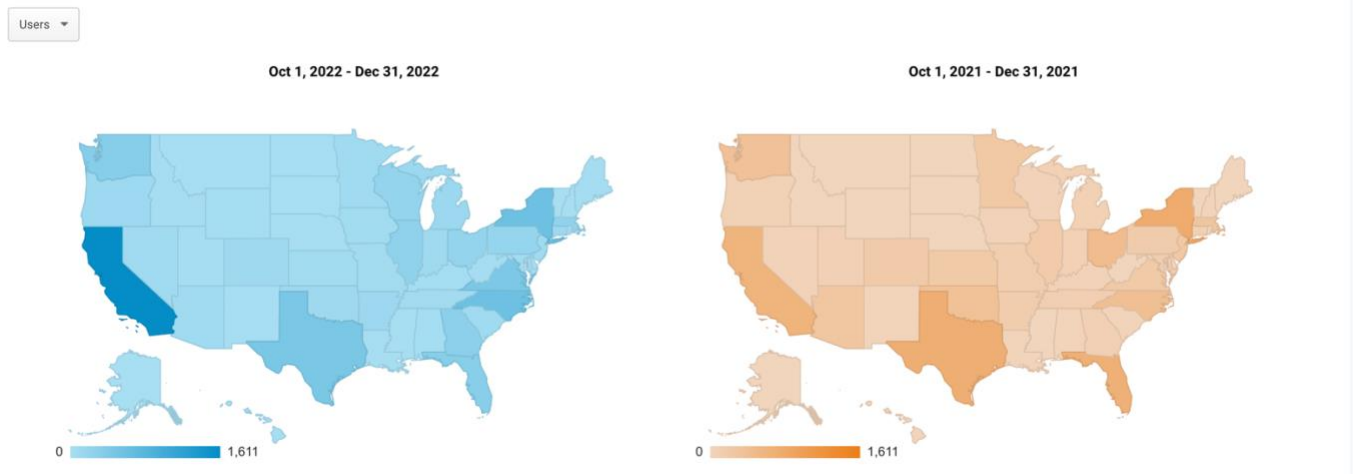
- The increase in traffic to the “events” landing pages is a result of Tianyu’s Instagram growth, reaching more users and increasing following which we can track through Google Analytics. En Route’s focus on Instagram and content highlighting different festivals is why the “events” page has continued to grow.

## Site Content Breakdown

Top five blog pages by visitor traffic:

1. Blog Chinese New Year and lantern festival traditions (878 users)
2. Blog homepage (292 users)
3. Blog Chinas culture timeless traditions explained (62 users)
4. Blog traditional Chinese music and beyond (28 users)
5. Blog smartphone wallpaper backgrounds (27 users)

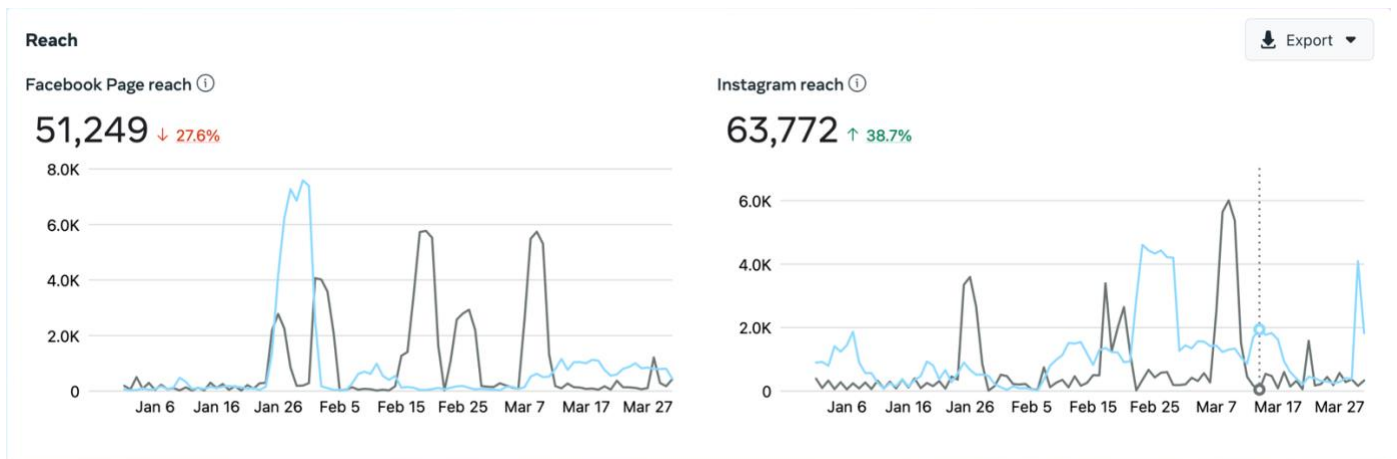
## Geographic Data



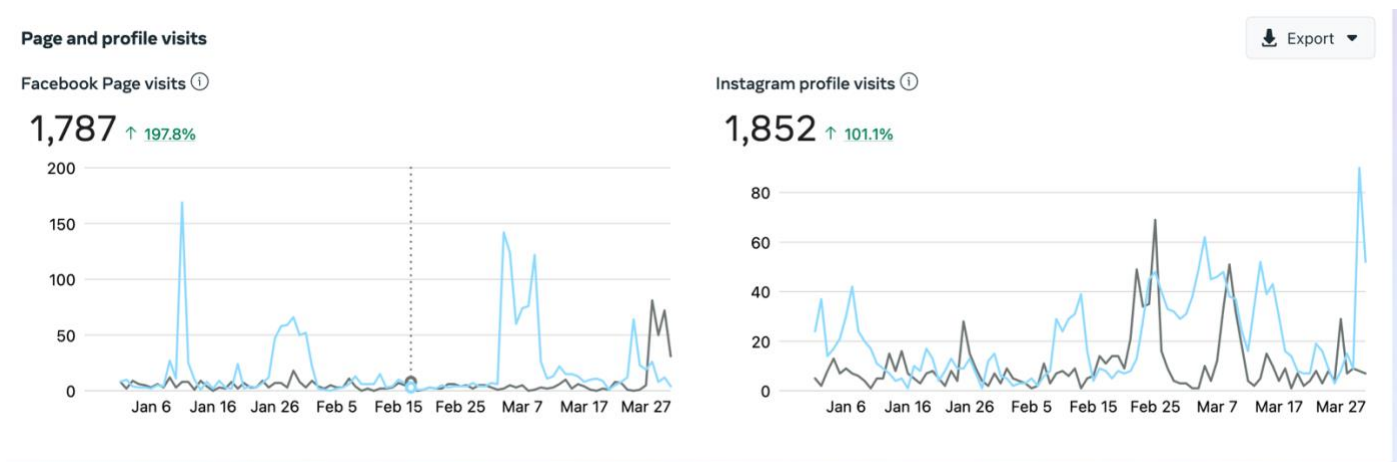
REGION	Q1 2023 USERS	Q1 2022 USERS	% CHANGE
California	1,194	422	183% ↑
New York	425	314	35% ↑
Texas	417	234	78% ↑
Florida	383	232	65% ↑
Ohio	328	103	218% ↑
Virginia	320	56	471% ↑
North Carolina	297	120	147% ↑
Washington	255	178	43% ↑
Georgia	228	35	551% ↑
Illinois	220	87	153% ↑

**Total Social Media Reach (Organic & Paid) Q1 2023 vs. Q1 2022**

- On Facebook, there was a **27%** decrease in reach in Q1 2023, reaching **51,249** people vs. 70,786 during the same period in 2022.
  - Per Tianyu’s request, we pulled back our ad budget on the Facebook platform to focus most of our efforts on building followers on Instagram, as a result, this caused Tianyu’s Facebook reach to drop. However, although Facebook’s reach has dropped, as you can see below, we have still increased profile page visits.
- On Instagram, there was a **39%** increase in reach in Q1 2023, reaching **63,772** people vs. 45,979 during the same period in 2022.



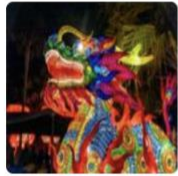
**Social Media Page Profiles and Visits Q1 2023 vs. Q1 2022**





## Facebook's Top-performing Organic posts for Q1 2023

### Highest reach on a post ⓘ



Facebook post

The closer you look, the more you'll see!  
🔍👁️ Thousands of LED lights are lightin...

Jan 27, 2023, 4:00 PM

This post reached **554%** more Accounts Center accounts (1,033 Accounts Center accounts) than your median post (158 Accounts Center accounts) on Facebook.

### Highest reactions on a post ⓘ



Facebook post

The closer you look, the more you'll see!  
🔍👁️ Thousands of LED lights are lightin...

Jan 27, 2023, 4:00 PM

This post received **1,475%** more reactions (63 reactions) than your median post (4 reactions) on Facebook.

### Highest comments on a post ⓘ



Facebook post

#LanternLovers, are you ready for 2023?  
🌟 We want to thank each and every one...

Mar 5, 2023, 4:27 PM

This post received 4 comments compared to your median post (0 comments) on Facebook.

\*Accounts Center is where you can manage connected experiences (like logging in across your accounts) for your Facebook, Instagram, and Meta accounts. You can add Facebook, Instagram, and Meta accounts to the same Accounts Center.

## Instagram's Top-performing Organic posts for Q1 2023

### Highest reach on a post ⓘ



Instagram post

Today is National Find a Rainbow Day! 🌈  
If you're looking for one, you're sure to...

Apr 3, 2023, 4:39 PM

This post reached **183%** more Accounts Center accounts (1,458 Accounts Center accounts) than your median post (515 Accounts Center accounts) on Instagram.

### Highest likes on a post ⓘ



Instagram post

Today is National Find a Rainbow Day! 🌈  
If you're looking for one, you're sure to...

Apr 3, 2023, 4:39 PM

This post received 162 likes.

### Highest comments on a post ⓘ



Instagram post

Dragons come in all shapes and sizes! 🐉  
From our giant lanterns to tiny ornament...

Jan 24, 2023, 4:00 PM

This post received **400%** more comments (10 comments) than your median post (2 comments) on Instagram.

\*Accounts Center is where you can manage connected experiences (like logging in across your accounts) for your Facebook, Instagram, and Meta accounts. You can add Facebook, Instagram, and Meta accounts to the same Accounts Center.

Top-performing post for Q1 2023



The image shows an Instagram post from the account 'tianyuarts culture'. The main visual is a photograph of a lantern festival at night. In the foreground, there are several large, glowing circular lanterns in blue, yellow, and white. A sign in the upper left of the photo reads 'Interactive Displays'. The background shows other festival lights and people. The post text includes a promotional message for the festival, a paragraph about the festival's offerings, and a call to action to purchase tickets. The post has 739 likes and was posted on February 20, 2023.

tianyuarts culture • Following ...  
Original audio

tianyuarts culture 🧑🏻‍🦧 Your little ones will never forget the night they visited our lantern festival, so why not give them an experience of a lifetime? Buy your tickets now and join us for an unforgettable adventure! Experience the magic of lanterns like never before! 🏮

We're proud to host festivals that offer incredible opportunities to learn, explore, and discover the beauty of lanterns. Our festivals are perfect for kids and families, featuring interactive displays, fun activities, and endless enchantment. ✨

Purchase your tickets today by visiting the link in our bio

739 likes  
FEBRUARY 20

Add a comment... Post

- Reached: 38.9k
- Likes and reactions: 1,513 (739 on the post & 774 on the ad)
- Comments: 1
- Shares: 26
- Link clicks: 107
- Date posted: February 20, 2023

## Social Media Audience Demographics (to date)

### Audience

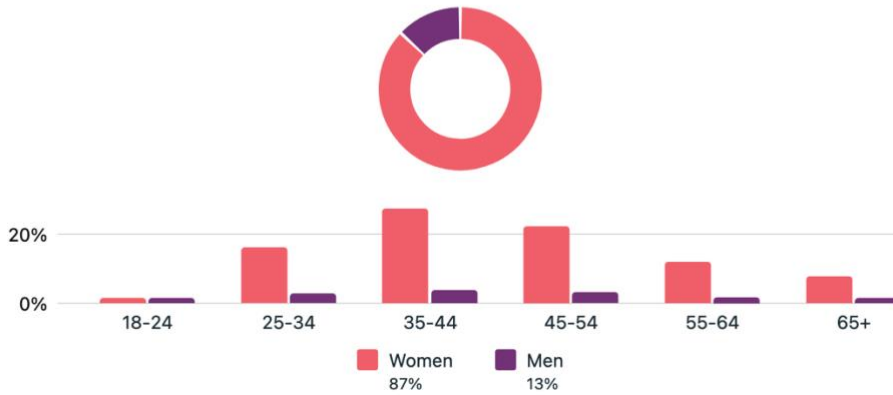
Current audience

Potential audience

Facebook Page likes ⓘ

8,316

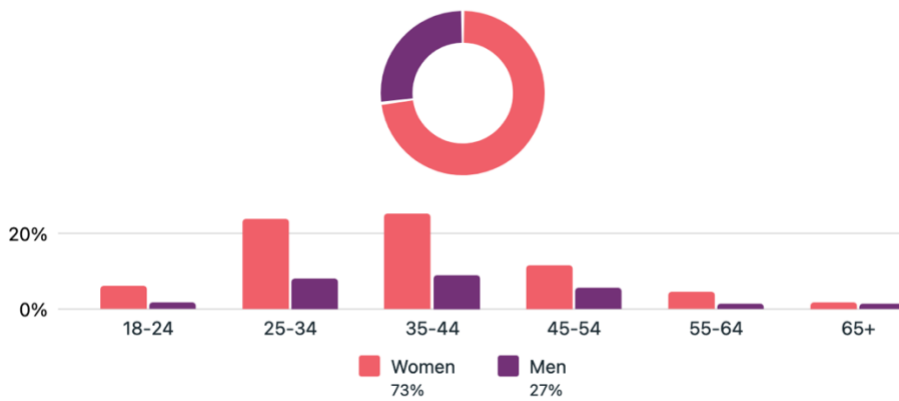
Age & gender ⓘ



Instagram followers ⓘ

2,985

Age & gender ⓘ



**Number of Social Media Followers (Year-over-Year)**

PLATFORM	2023 FOLLOWERS IN APRIL	2022 FOLLOWERS IN APRIL	% CHANGE
Facebook	8,636	6,802	21% ↑
Twitter	167	158	6% ↑
Instagram	2,943	1,753	68% ↑
LinkedIn	146	109	34% ↑

**Social Media Follower Growth Q1 (number of follower growth during this period)**

PLATFORM	2023 FOLLOWER GROWTH JANUARY – MARCH	2022 FOLLOWER GROWTH JANUARY – MARCH
Facebook	903	41
Twitter	-2	2
Instagram	201	45
LinkedIn	6	9