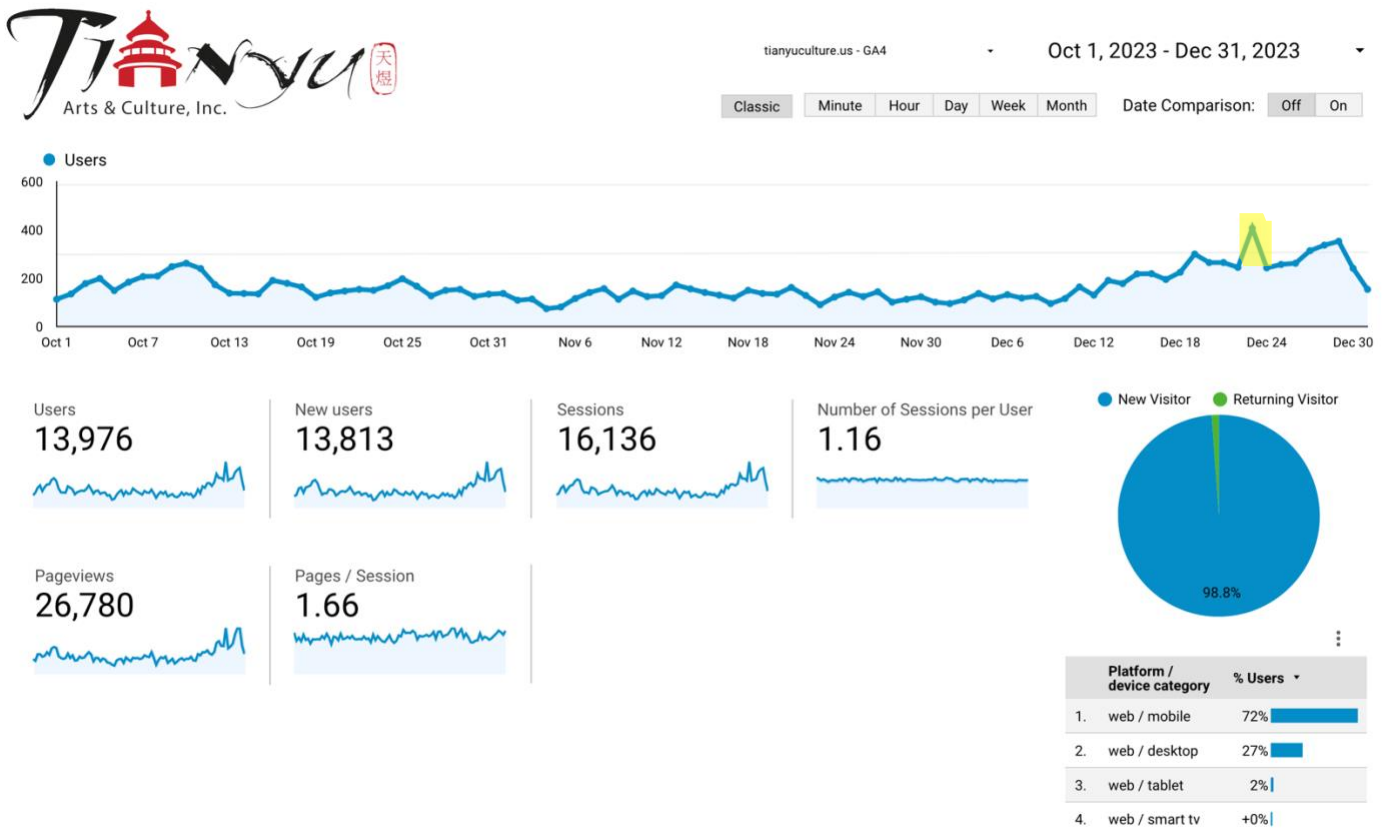


Tianyu Arts & Culture, Inc.
Digital Analytics Report
Q4: October 1 – December 31, 2023
Data vs. Q4 2022

Website Traffic and Insights

Google Analytics 4 Data (2023)



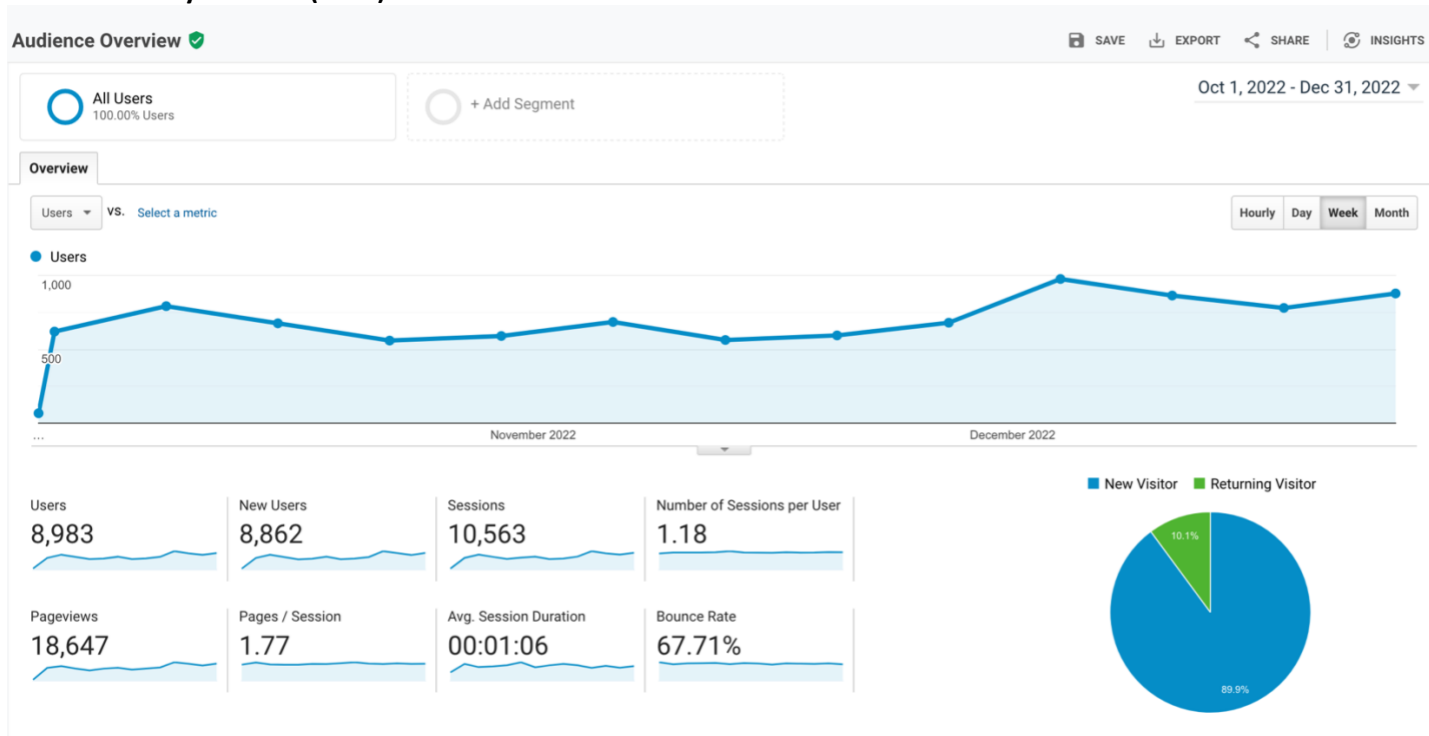
- Q4 2023 vs. 2022 web traffic metrics
 - **+55%** Users: **13,976** vs. 8,983 (4,993 more users in 2023 vs. 2022)
 - **+43%** Pageviews: **26,780** vs. 18,647 (8,133 more pageviews in 2023 vs. 2022)
 - **+52%** Sessions: **16,136** vs. 10,563 (5,573 more sessions in 2023 vs. 2022)
- Due to Google Analytics mandatory upgrade from Universal to Ga4, we can no longer do an overlaid comparison chart like past reports of user data. Moving forward we will show separate graphs (one labeled Universal and the other Ga4) to explain the similarities and contrasts in the data we find.
 - Note Universal Analytics measures screen views in separate mobile-specific properties, whereas GA4 combines both web and app data in the same property. If you are tracking both web and app data in your GA4 property, be sure to take the additional app traffic into consideration when comparing pageview metrics between the two. To learn more

about Ga4 and Universal metric data visit:

<https://support.google.com/analytics/answer/11986666?hl=en#zippy=%2Cin-this-article>

- The spike of traffic shown on December 23, 2023, is due to pickup of the Google Ads Performance Max campaign. Pmax is a campaign type that allows advertisers to access multiple Ads channels (such as search, display, discover, YouTube, etc...) from a single campaign at once. The Pmax campaign started on December 13, 2023, and continued to increase user traffic until the campaign was paused due to budget limitations distributing ads across these various platforms proved beneficial to Tianyu's web traffic growth and is something En Route will continue to utilize moving forward.
- Based on data shown under the 'platform/device category' majority of users that visit Tianyu's website does so from a mobile device (72%), so it is important that mobile usability is top priority (see website audit section for insights on page 3).
- December 23, 2023, also had the highest number of visitations between **Q4 2023** and Q4 2022, having 394 users visit the website in a single day.
- Note that Google Analytics counts visitors as 'new' at midnight, which is why the percentage of new visitors is so high in comparison to returning users. Users are counted as new and may not be unique.

Universal Analytics Data (2022)

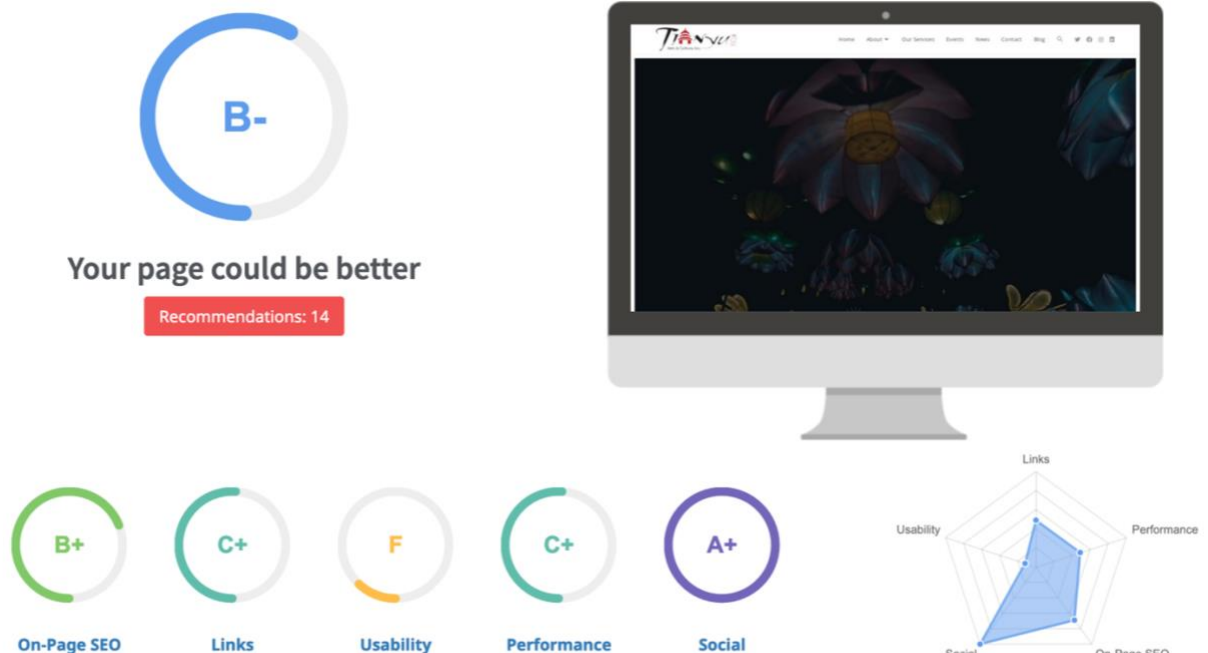


- Historically when looking at Q4 reports, December seems to have the most traffic of the three months since 2021. This is likely due to all the festival announcements; when looking at Google Analytics, the 'events' page is one of the top visited pages when users head to the website.
- All channels of acquisition saw an increase in user traffic (see the explanation as to why under the channels of acquisitions section).

Website Audit & Recommendations

Source: MOZ.com

Audit Results for tianyuculture.us



Report Generated: 9 January 6:49PM UTC [Refresh Results Now](#)

- Google is indicating that your page is scoring poorly on mobile page speed (see usability grade).
 - Recommended: It is important that your page is optimized for mobile and tablet experiences as today most web traffic comes from these sources. Fixing this will minimize user bounce rate which can indirectly affect search engine rankings.
- We found 54 total links. 28% of your links are external links and are sending authority to other sites. 2% of your links are nofollow links, meaning authority is not being passed to those destination pages.
 - Recommendation: It is recommended that you increase your backlinks with high domain authority sites.
- We found 16 images on your page and 13 of them are missing the alt attribute.

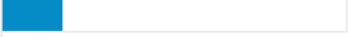
- Recommendation: Alt attribute or alt image specifies an alternate text for an area, if the image cannot be displayed. It is recommended that you add text to the alt attribute to define image.
- Your page has a low volume of text content which search engines can interpret as 'thin content'.
 - Recommendation: As a general guideline, it is recommended to have at least 500 words (current word count 290 on average) of content on a page to give it some ranking potential. However, this should be considered on a case-by-case basis. It may not be relevant for particular pages like 'contact us' pages for example.
- Your page has more than one H1 Tag.
 - Recommendation: It is generally recommended to only use one H1 Tag on a page. H1 tags are used to indicate the primary topic of your webpage to visitors and search engines. For visitors, the H1 heading plays an important role in their decision-making process whether or not to continue reading a page. For search engines it communicates relevancy of the page.
- Meta tag descriptions need revision.
 - Recommendation: A meta description tag generally informs and interests users with a short, relevant summary of what a particular page is about. They are like a pitch that convince the user that the page is exactly what they're looking for.

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

Ga4 2023

First user default channel group ▾ +		↓ New users	Engaged sessions	Engagement rate
		13,813 100% of total	4,759 100% of total	29.49% Avg 0%
1	Organic Search	5,021	1,872	30.66%
2	Direct	2,397	1,048	33.44%
3	Cross-network	2,093	487	21.46%
4	Referral	2,039	637	27.74%
5	Organic Social	1,621	338	18.59%
6	Display	331	239	62.73%
7	Paid Search	256	134	47.69%

Universal Analytics 2022

	Acquisition		
	Users ↓	New Users ↓	Sessions ↓
	8,983	8,862	10,563
1 ■ Organic Search	3,328		
2 ■ Direct	1,849		
3 ■ Referral	1,658		
4 ■ Paid Search	1,576		
5 ■ Social	355		
6 ■ Display	221		
7 ■ (Other)	25		

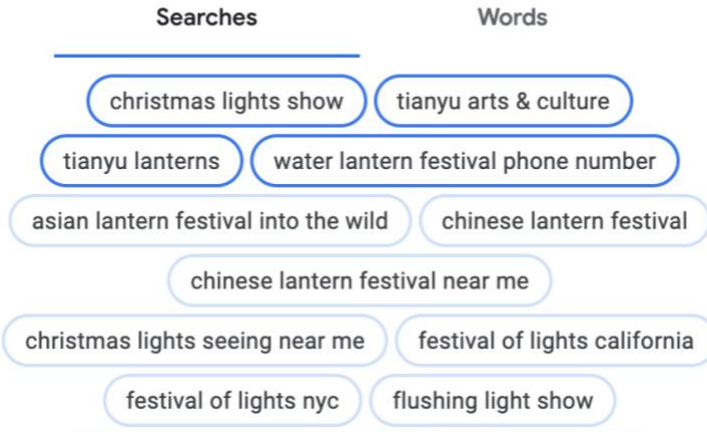
- Organic traffic: **5,021** vs. 3,328
 - 51% increase from Q4 2022
 - The page receiving the most Organic traffic aside of the home page (1,634 users) is the “tianyuculture.us/blog/chinese-new-year-and-lantern-festival-traditions/” webpage (938 users). En Route’s updates to Tianyu’s website on the blog and events pages help improve SEO, thus enhancing indexing on search engines and can help increase organic traffic.
- Direct: **2,397** vs. 1,849
 - 29% increase from Q4 2022
 - This increase in Direct traffic is a result of this quarter’s marketing efforts from social media posts and paid ads (Google and social media ads), generating more brand awareness and increased engagement.
- Referral: **2,039** vs. 1,658
 - 23% increase from Q4 2022
 - Top Referrals:
 - Linktr.ee (1,024 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 (521 users) – Cary, NC
 - Zoonewengland.org (223 users) – Boston, MA
 - Riverbanks.org (96 users) – Columbia, SC

- Stocktonlive.com (53 users) – Stockton, CA
 - Oaklandzoo.org (17 users) – Oakland, CA
 - Littlerockzoo.com (8 users) – Little Rock, AK
- Social traffic: **1,621** vs. 355
 - 356% increase from Q4 2022
 - The growth is a result of this quarter’s marketing efforts from social media posts, paid social ads, by generating more brand awareness, increased reach, and increased engagement.
 - Another reason for this growth is the increased amount of collaboration posts, influencer partnerships, and giveaways. The engagement we get from those posts is very high and has brought new users to visit Tianyu’s website.
 - Top social referrals:
 - Facebook (1,576 users)
 - Instagram – excluding linktr.ee (70 users)
 - LinkedIn (4 users)
 - Twitter (2 users)
- Display: **332** vs. 221
 - 50% increase from Q4 2022
 - This increase is due to the Performance Max campaign running Display type ads.
- Paid search & cross network: **2,349** vs. 1,601
 - 47% increase from Q4 2022
 - This increase is due to a combination of optimizing the current ads, updating keywords, bidding strategies, in addition to implementing new campaign types like Performance Max Ads.
 - Google Ads Performance Max is a combination of many Google Ads formats into one: Search, Display, Discovery, and Video Ads. With Performance Max Google automates your ads on these different networks and serves the best performing combination of creative assets and ad copy to maximize campaign performance, based on daily budget.

Google Ads Stats & Comparison (Paid only)

2022 Q3	2022 Q4	2023 Q3	2023 Q4
550 Interactions	2,037 Interactions	609 Interactions	3,276 Interactions
29,008 impressions	155,018 Impressions	51,818 Impressions	119,097 impressions
Google Ads Spend: \$497	Google Ads Spend: \$947	Google Ads Spend: \$627	Google Ads Spend: \$816

Top searches and words within searches where people saw your ads



Top Landing Pages

PAGE	Q4 2023 USERS	Q4 2022 USERS	% CHANGE
Homepage	4,462	5,918	-24% ↓
Events	3,406	989	244% ↑
Blog Chinese New Year and lantern festival traditions	1,071	55	1,847% ↑
Traditional Chinese cultural performances - events	976	1,084	-9% ↓
Lantern festivals	429	96	347% ↑
Contact us	407	64	536% ↑
About us	243	248	-2% ↓
Our service	230	138	67% ↑
Blog China's culture timeless traditions explained	168	59	185% ↑
News	75	115	-35% ↓

- Total Landing Page Users
 - Q4 2023 – 11,467
 - Q4 2022 – 8,766

Top Landing Page Content Referral Sources

	Landing page	First user medium ▼ ×	Sessions	↓ Users
			4,084 25.31% of total	3,702 26.63% of total
1	/events	referral	2,513	2,279
2	/	referral	1,414	1,307
3	/lantern-festivals	referral	65	48
4	/our-service	referral	39	35
5	/blog/chinese-new-year-and-lantern-festival-traditions	referral	18	15
6	/new-theme-new-mission	referral	17	13
7	/8-free-virtual-backgrounds-that-transport-you-to-a-lantern-festival	referral	11	11
8	/blog	referral	11	11
9	/about-us	referral	7	7
10	/contact-us	referral	10	4

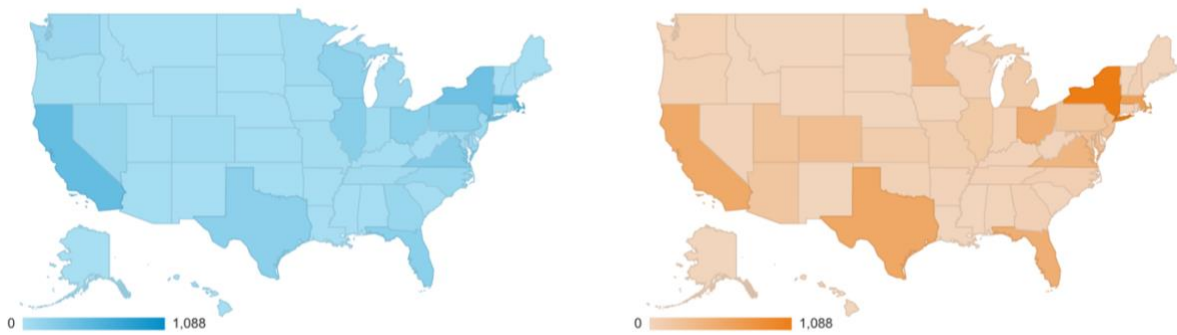
- The increase in traffic to the “events” landing pages is a result of Tianyu’s Instagram growth, reaching more users and increasing following which we can track through Google Analytics. En Route’s focus on social media and content highlighting different festivals is why the “events” page has continued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

Q4 2023 Site Content Breakdown

Top five blog pages by visitor traffic:

1. Blog China's culture timeless traditions explained (1,080 users)
2. Blog homepage (269 users)
3. Blog Chinas traditional chinese music and beyond (171 users)
4. Blog traditional Chinese music and beyond (35 users)
5. Blog smartphone wallpaper backgrounds (19 users)

Geographic Data



REGION	Q4 2023 USERS	Q4 2022 USERS	% CHANGE
California	2,127	1,611	32% ↑
North Carolina	1,653	576	187% ↑
Texas	922	469	96% ↑
Florida	837	318	163% ↑
Georgia	567	290	95% ↑
New York	539	575	-6% ↓
Virginia	518	439	18% ↑
Washington	460	338	36% ↑
Illinois	447	258	73% ↑
Ohio	372	215	73% ↑

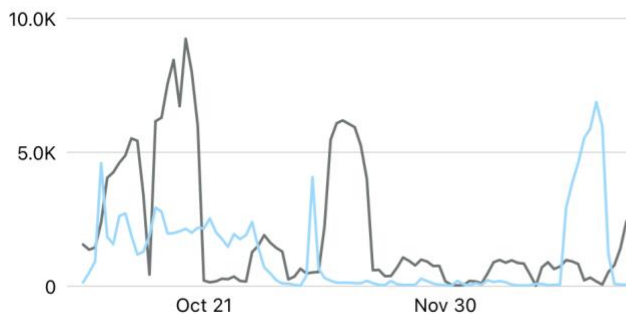
Total Social Media Reach (Organic & Paid) Q4 2023 vs. Q4 2022

- On Facebook, there was a **53%** decrease in reach in Q4 2023, reaching 69,987 users vs. **150,096** during the same period in 2022.
- On Instagram, there was a **67%** decrease in reach in Q4 2023, reaching 57,186 people vs. **174,480** during the same period in 2022.
 - As in past quarters, we are seeing a trend of Facebook and Instagram's reach dropping due to En Route narrowing Tianyu's target audiences and focusing on users who will actively engage with Tianyu's content. As you can see below, we have managed to increase profile page visits despite having lower reach. Facebook saw a **759.8%** increase in page visits and a **30%** increase in Instagram page visits.

Reach

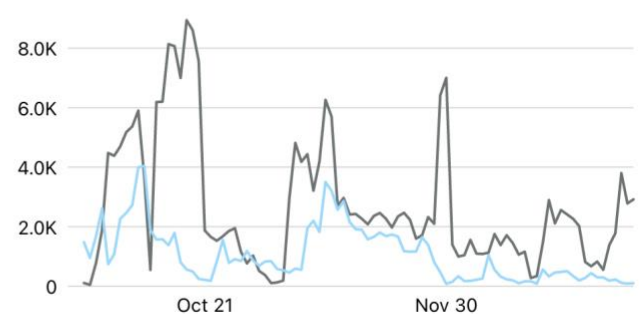
Facebook reach ⓘ

69,987 ↓ 53.4%



Instagram reach ⓘ

57,186 ↓ 67.2%

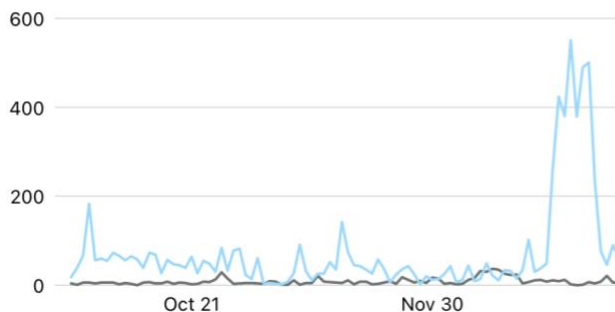


Social Media Page Profiles and Visits Q4 2023 vs. Q4 2022

Visits

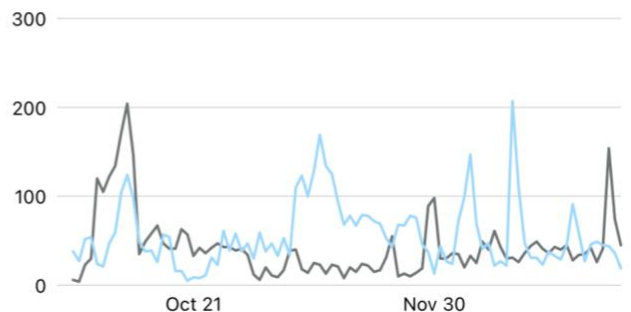
Facebook visits ⓘ

6,818 ↑ 759.8%



Instagram profile visits ⓘ

5,195 ↑ 30.6%



Facebook's Top-performing Organic posts for Q4 2023

Highest reach on a post ⓘ



Facebook post

You're in for a WILD November! 🎆 We're coming ...

Nov 8, 2023, 11:24 AM

This post's reach (6,062) is **1,147%** higher than your median post reach (486) on Facebook.

Highest comments on a post ⓘ



Facebook post

You're in for a WILD November! 🎆 We're coming ...

Nov 8, 2023, 11:24 AM

This post received 14 comments compared to your median post (0 comments) on Facebook.

Highest reactions on a post ⓘ



Facebook post

Embracing the spirit of #California at GLOWFARI,...

Dec 20, 2023, 6:21 PM

This post received **325%** more reactions (34 reactions) than your median post (8 reactions) 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 Q4 2023

Highest reach on a post ⓘ



Instagram post

Looking for some fun this weekend? Visit a lantern...

Oct 16, 2023, 4:05 PM

This post's reach (2,079) is **120%** higher than your median post reach (945) on Instagram.

Highest likes on a post ⓘ



Instagram post

NOW through Feb 25, 2024 at @houstonbotanic, Radiant...

Dec 11, 2023, 3:57 PM

This post received 7,026 likes.

Highest comments on a post ⓘ



Instagram post

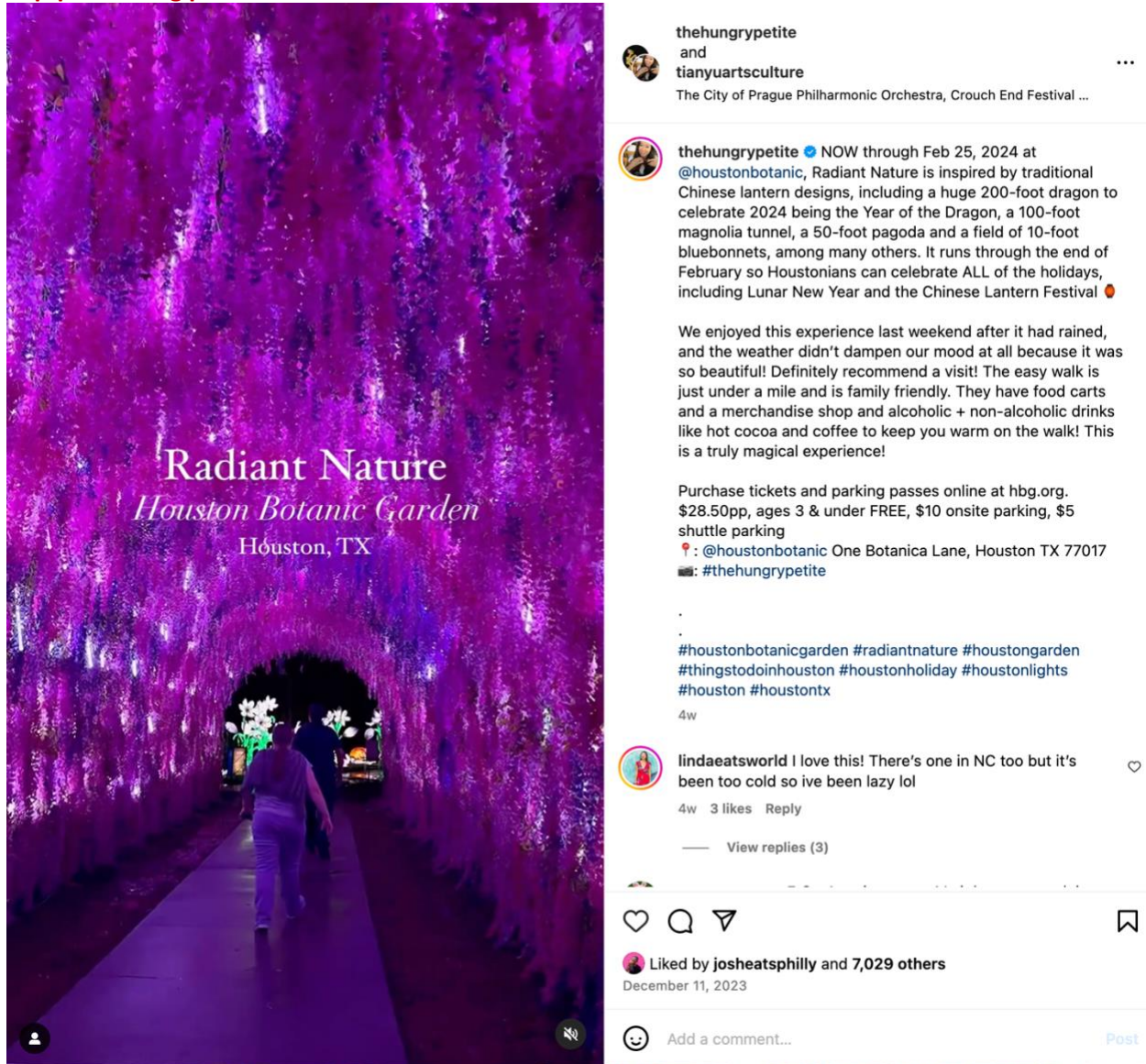
We're giving away TWO TICKETS to NC Chinese...

Jan 5, 2024, 4:38 PM

This post received **17,600%** more comments (177 comments) than your median post (1 comment) 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 Q4 2023



- Reached: 145,387
- **Replays: 40,889**
- Likes and reactions: 7,030
- Comments: 171
- Shares: 4,957
- Saves: 2,301

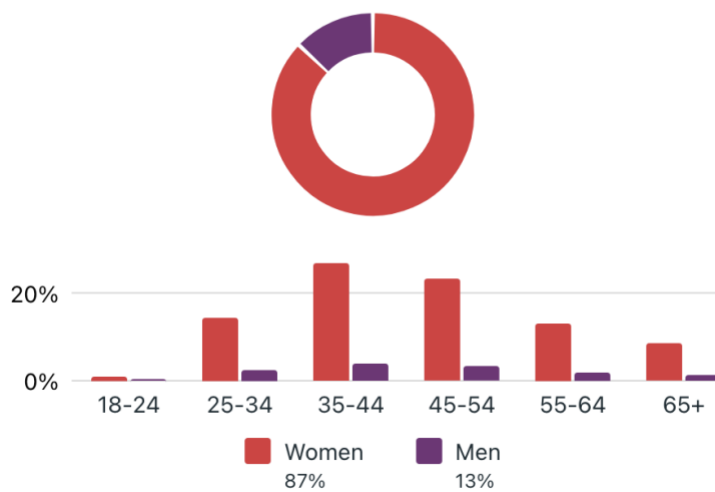
This is the first time Tianyu has ever had an influencer have the top performing post in a quarter. We believe this is due to not only the influencers following, but also the collaboration acceptance from Tianyu. Collaborative posts like video responds well to social media's algorithm, thereby causing the post to get shown around to more users.

Social Media Audience Demographics (to date)

Facebook followers ⓘ

10,034

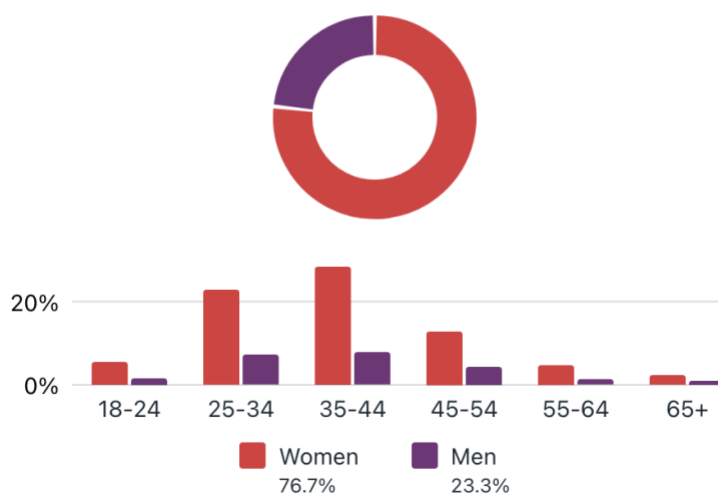
Age & gender ⓘ



Instagram followers ⓘ

5,608

Age & gender ⓘ



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

PLATFORM	2023 FOLLOWERS IN DECEMBER 31	2022 FOLLOWERS IN DECEMBER 31	% CHANGE
Facebook	9,993	7,471	34% ↑
Twitter	175	165	6% ↑
Instagram	5,316	2,612	51% ↑
LinkedIn	245	130	50% ↑

Social Media Follower Growth Q4 (number of follower growth during this period)

PLATFORM	2023 FOLLOWER GROWTH OCTOBER – DECEMBER	2022 FOLLOWER GROWTH OCTOBER – DECEMBER
Facebook	1,213	136
Twitter	3	-3
Instagram	645	320
LinkedIn	8	1