

HCA X SNK MARKETING DASHBOARD 2023

May 2023



April 2023

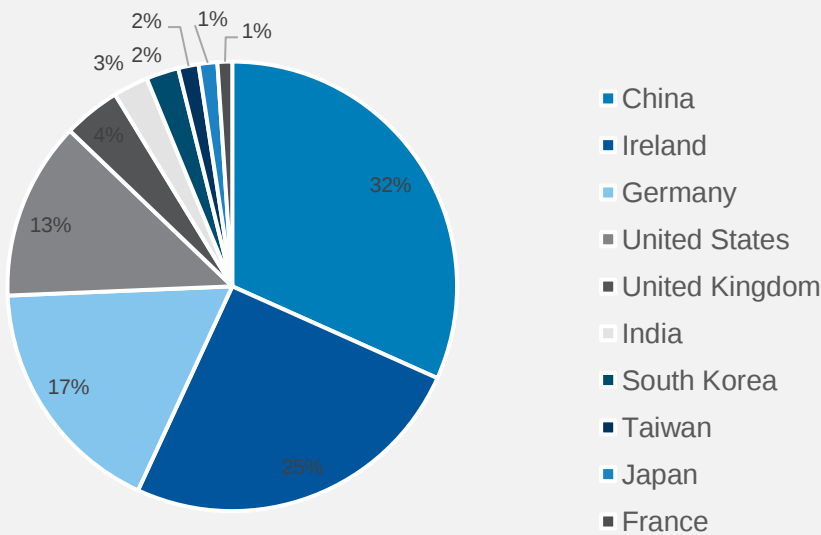


USER ANALYSIS // CHARACTERISTICS

Date: May 1, 2023



Top 10 User Locations (April 2023)

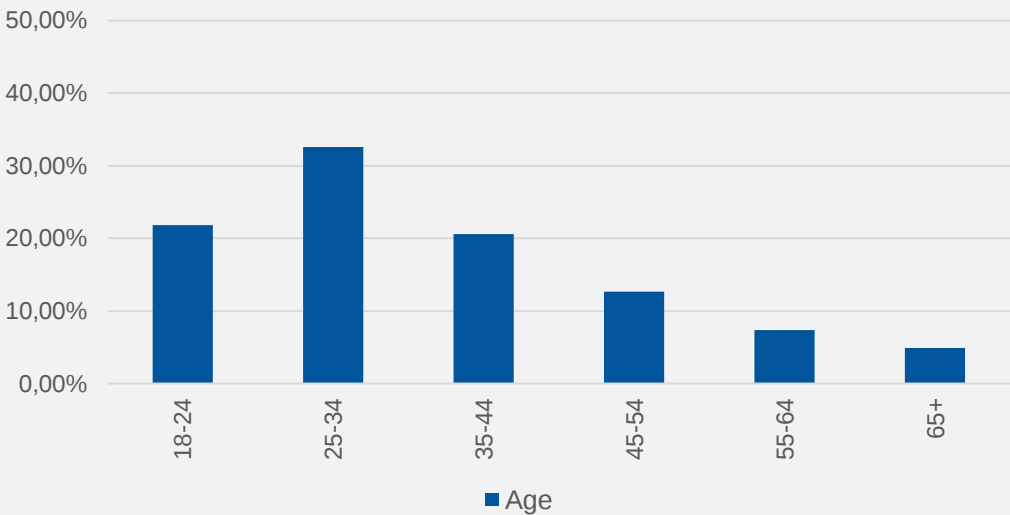


Visitors for Apr. 23 compared to Mar. 23:

- New Visitors: 4975 (+13,38%)
- Returning Visitors: 1341 (-12,70%)



User Demographics (April 2023)



Gender:

- Male Users: 68,30%
- Female Users: 31,70%

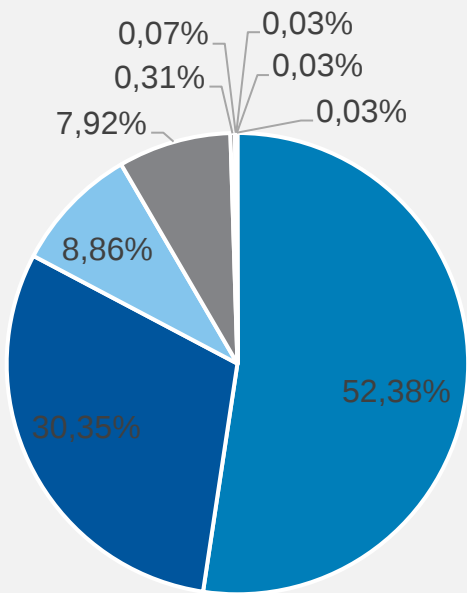


USER ANALYSIS // CHANNELS

Date: May 1, 2023



Top Channels Users come from (April 2023)



Total Users: 5702

- Organic Search
- Direct
- Paid Search
- Referral
- (Other)
- Display
- Generic Paid Search
- Social organic
- Email



Top Channel Sources (April 2023)

- Organic Search:
 - Google - 2211 Users (-11,35%)
 - Baidu - 474 Users (+4,41%)
 - Bing - 272 Users (-15,00%)
- Direct:
 - 1751 Users (+164,90%)
- Paid Search:
 - Baidu – 501 Users (-19,19%)
 - Google – 10 Users (-37,50%)
- Referral:
 - so.com – 82 Users (+26,15%)
 - cn.bing.com – 68 Users (+23,64%)
 - m.baidu.com – 48 Users (-26,15%)
 - scl.bjx.com.cn – 45 Users (0,00%)
 - hjjc.bjx.com.cn – 42 Users (-2,33%)

Sources for Apr. 23 compared to Mar. 23



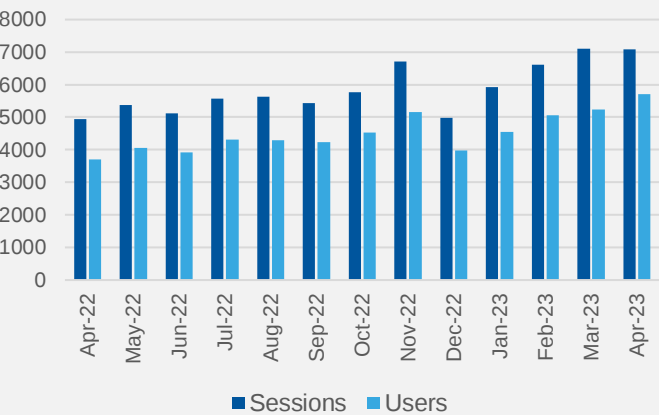
AWARENESS // GENERAL WEBSITE PERFORMANCE

Date: May 1, 2023



Monthly users and page views

Monthly users and session for complete HCA website in the last 12 months:



Key figures for Apr. 23 compared to Mar. 23:

- Sessions: 7084 **(-0,38%)**
- Users: 5702 **(+8,92%)**
- Page Views: 15015 **(-4,71%)**
- Av. Session duration: 3:36 min **(-0,86%)**



Top Pages per Business Line (April 2023)

OPT		SF		LM		SEMI	
Page name	Page views	Page name	Page Views	Page name	Page Views	Page name	Page Views
Transm. Calc. OPT	310 (-24,02%)	Part Number Finder SF Tubes	409 (+124,73%)	Tubes for Lamp Appl.	121 (+9,01%)	Products Semi. Manufacturing	232 (-7,57%)
Products for Optical Appl.	310 (-11,68%)	Medical Laser Systems	197 (-3,90%)	Part Number Finder LM	95 (-31,16%)	Semicond. Industry	222 (-25,25%)
Optical Materials	269 (-30,47%)	Production of Optical Fibers	130 (-0,76%)	Products for Technical Lamps	68 (-16,05%)	Part Number Finder BM	176 (-18,89%)
Part Number Finder	266 (+43,78%)	Tubes for Specialty Fibers	115 (-8,73%)	Transm. Calc. LM	62 (-37,37%)	Clear Fused Quartz	139 (-24,86%)
Optical Industry	183 (+28,87%)	Specialty Fiber Preforms	108 (-18,18%)	Environm. Applications	58 (+28,89%)	Brands Opaque Materials OM	119
Optical Materials UV	112 (+3,70%)	Products Optical Fiber	68 (-27,66%)	Brands HLQ	21	HSQ	87 (-47,59%)

Pages for Apr. 23 compared to Mar. 23



CONSIDERATION // WEBSITE TOOLS I (PART NUMBER FINDER)

Date: May 1, 2023

	OPT Go Live: 04.11.2020	LM Go Live: 07.12.2020	SF Go Live SF Tubes: 02.03.2021 Go Live SF Preforms: 17.06.2021	BM Go Live: 20.05.2021
CLICKS ■ Page views ▨ Unique page views				
INQUIRIES				
SUMMARY	▪ Av. p.v./unique p.v. last 3 months: 103 / 40 ▪ Av. inquiries last 3 months: 3	▪ Av. p.v./unique p.v. last 3 months: 78 / 66 ▪ Av. inquiries last 3 months: 1	▪ Av. p.v./unique p.v. last 3 months: 45 / 21 (SF Tubes), 148 / 123 (SF Preforms) ▪ Av. inquiries last 3 months: 1 / 1	▪ Av. p.v./unique p.v. last 3 months: 199 / 134 ▪ Av. inquiries last 3 months: 6



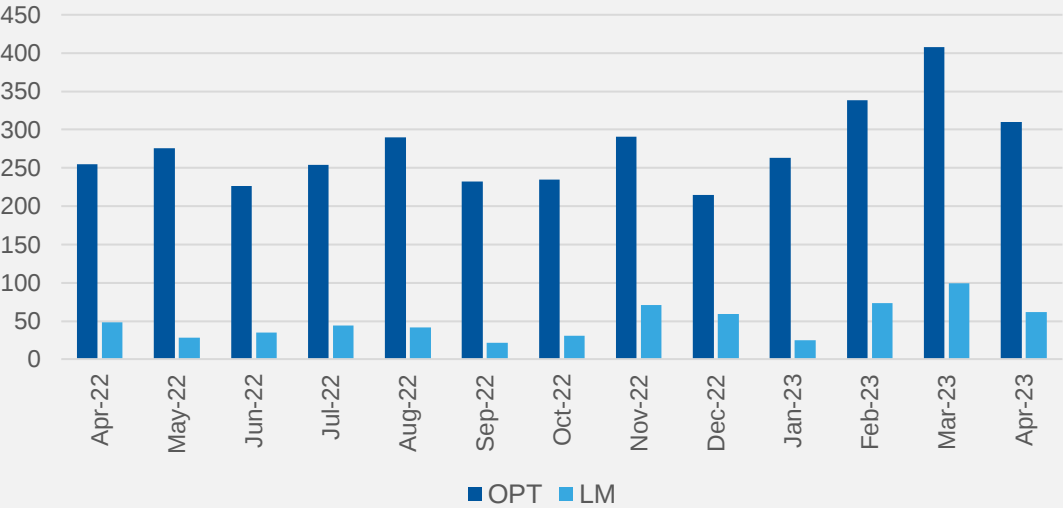
CONSIDERATION // WEBSITE TOOLS II (TRANSM. CALC./MINI PROGRAM)

Date: May 1, 2023



Transmission Calculator

Monthly page views for Transmission Calculator Optics & Lamp for the last 12 months:

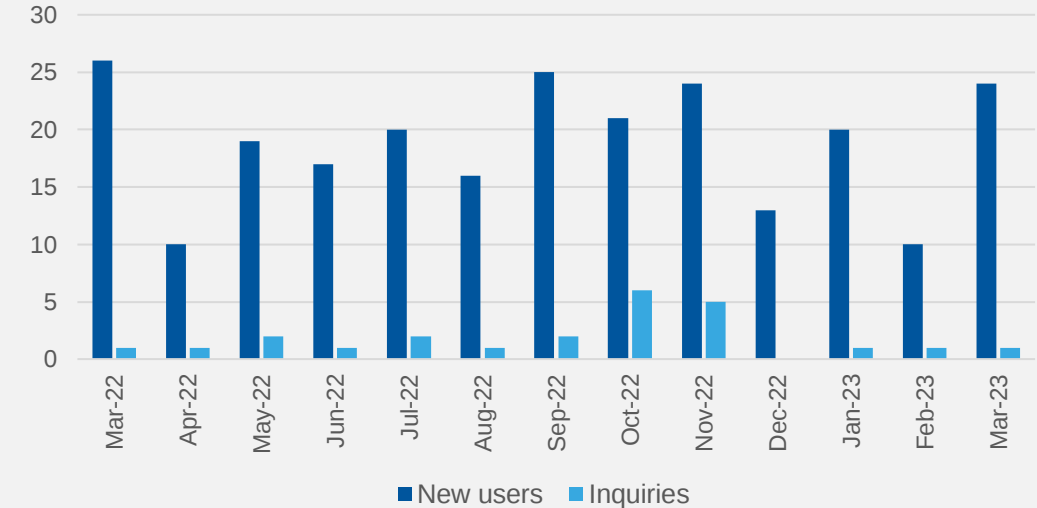


- Av. page views in the last 3 months OPT: 352
- Av. page views in the last 3 months LM: 78



WeChat Mini Program OPT

Monthly new users and inquiries for WeChat Mini Program (OPT) since Go Live in January 2022:



- Av. new users in the last 3 months : 18
- Av. inquiries in the last 3 months: 1

March 2023

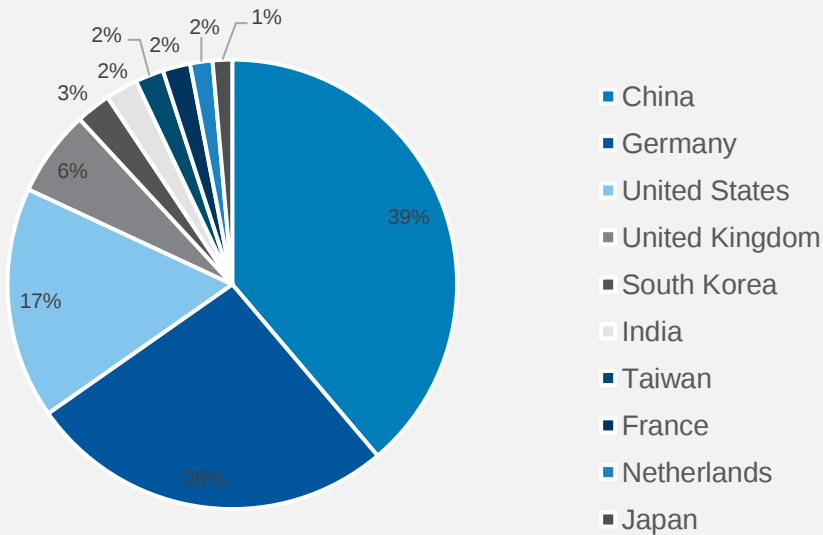


USER ANALYSIS // CHARACTERISTICS

Date: April 1, 2023



Top 10 User Locations (March 2023)

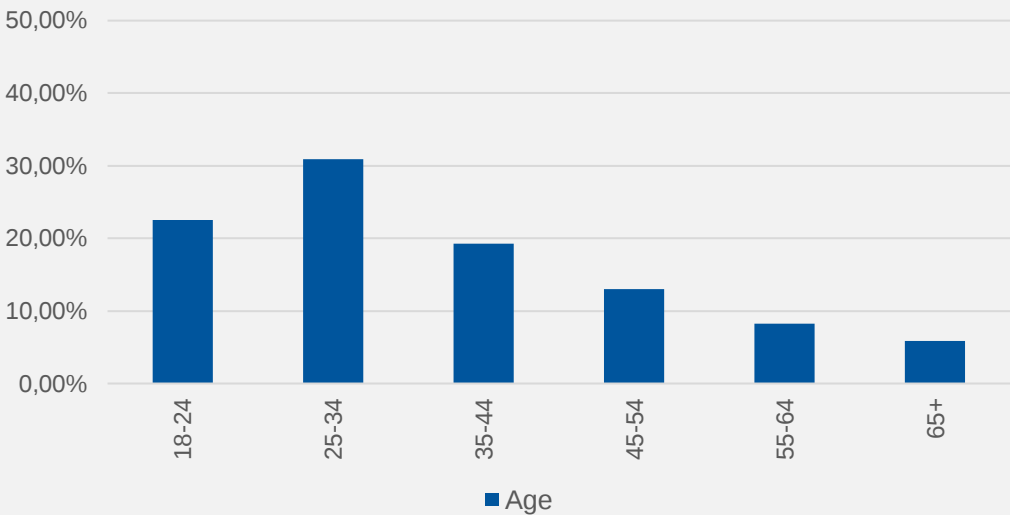


Visitors for Mar. 23 compared to Feb. 23:

- New Visitors: 4373 (+3,92%)
- Returning Visitors: 1602 (+6,87%)



User Demographics (March 2023)



Gender:

- Male Users: 68,80%
- Female Users: 31,20%

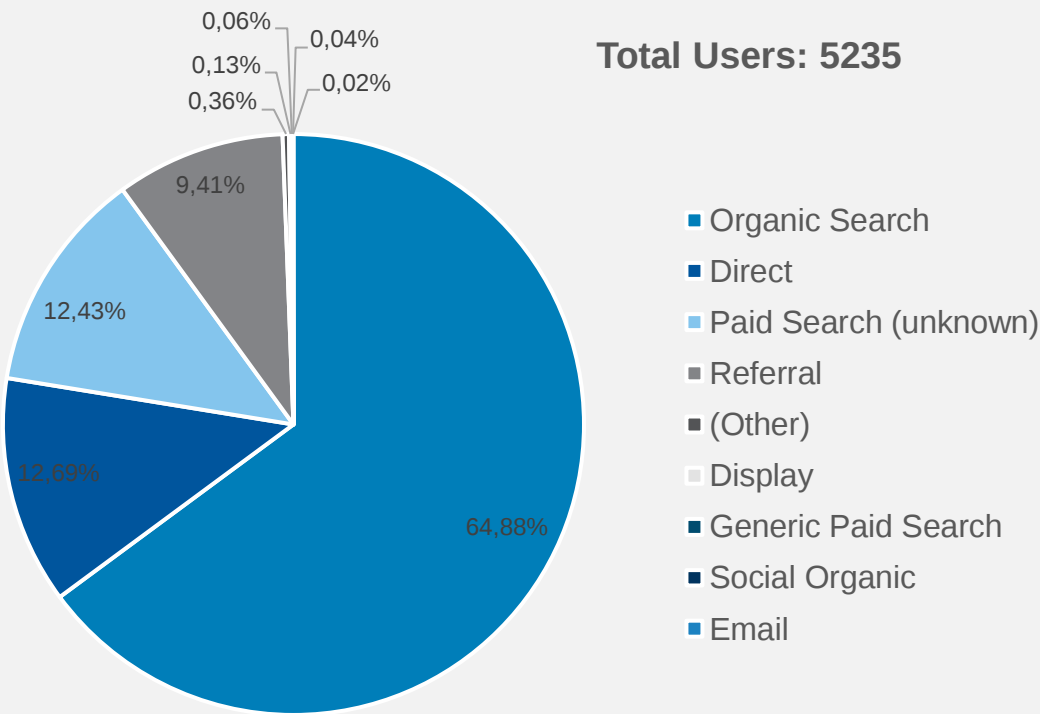


USER ANALYSIS // CHANNELS

Date: April 1, 2023



Top Channels Users come from (March 2023)



Top Channel Sources (March 2023)

- Organic Search:
 - Google - 2608 Users (+3,49%)
 - Baidu - 471 Users (+33,05%)
 - Bing - 329 Users (+21,85%)
- Direct:
 - 678 Users (-32,74%)
- Paid Search:
 - Baidu – 647 Users (+33,68%)
 - Google – 17 Users (+88,89%)
- Referral:
 - m.baidu.com – 67 Users (+8,06%)
 - so.com – 67 Users (+17,54%)
 - cn.bing.com – 58 Users (+34,88%)
 - hjjc.bjx.com.cn – 46 Users (+15,00%)
 - scl.bjx.com.cn – 46 Users (+4,55%)

Sources for Mar. 23 compared to Feb. 23



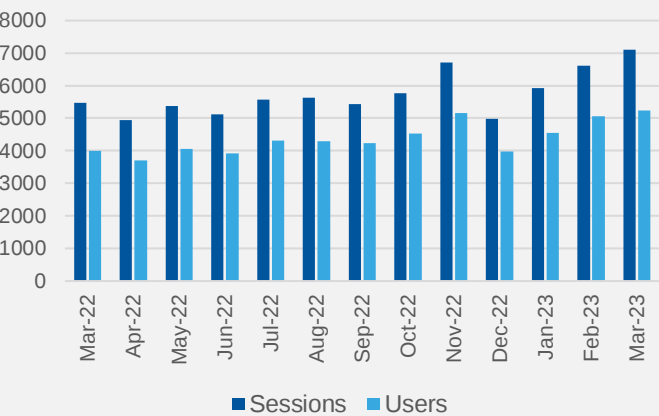
AWARENESS // GENERAL WEBSITE PERFORMANCE

Date: April 1, 2023



Monthly users and page views

Monthly users and session for complete HCA website in the last 12 months:



Key figures for Mar. 23 compared to Feb. 23:

- Sessions: 7111 (+7,48%)
- Users: 5235 (+3,38%)
- Page Views: 15757 (+3,6%)
- Av. Session duration: 4:06 min (-0,86%)



Top 5 Pages per Business Line (March 2023)

OPT		SF		LM		SEMI	
Page name	Page views	Page name	Page Views	Page name	Page Views	Page name	Page Views
Transm. Calc. OPT	408	Medical Laser Systems	205	Tubes for Lamp Appl.	138	Semicond. Industry	297
Optical Materials	385	Specialty Fiber Preforms	132	Transm. Calc. LM	99	Products Semi. Manufacturing	251
Products for Optical Appl.	351	Production of Optical Fibers	131	Products for Technical Lamps	81	Part Number Finder BM	217
Part Number Finder	185	Tubes for Specialty Fibers	126	Environm. Applications	45	Clear Fused Quartz	185
Optical Industry	142	Products Optical Fiber	94	Part Number Finder LM	121	HSQ	166
Optical Materials UV	108	Part Number Finder SF Tubes	182	Brands Heralux	16	HBQ	100



CONSIDERATION // WEBSITE TOOLS I (PART NUMBER FINDER)

Date: April 1, 2023

	OPT Go Live: 04.11.2020	LM Go Live: 07.12.2020	SF Go Live SF Tubes: 02.03.2021 Go Live SF Preforms: 17.06.2021	BM Go Live: 20.05.2021
CLICKS ■ Page views ▨ Unique page views				
INQUIRIES				
SUMMARY	▪ Av. p.v./unique p.v. last 3 months: 100 / 38 ▪ Av. inquiries last 3 months: 3	▪ Av. p.v./unique p.v. last 3 months: 78 / 68 ▪ Av. inquiries last 3 months: 2	▪ Av. p.v./unique p.v. last 3 months: 40 / 18 (SF Tubes), 68 / 43 (SF Preforms) ▪ Av. inquiries last 3 months: 1 / 1	▪ Av. p.v./unique p.v. last 3 months: 202 / 135 ▪ Av. inquiries last 3 months: 5



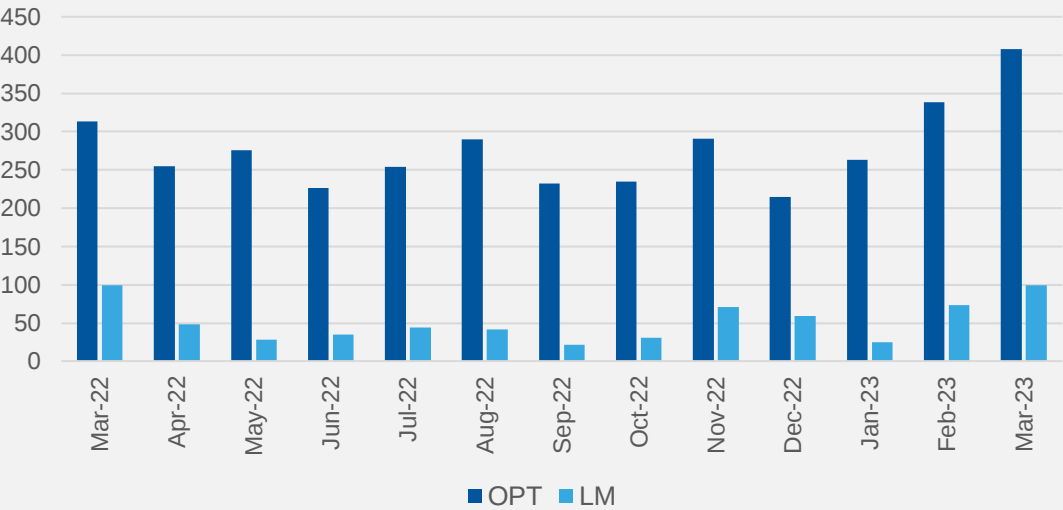
CONSIDERATION // WEBSITE TOOLS II (TRANSM. CALC./MINI PROGRAM)

Date: April 1, 2023



Transmission Calculator

Monthly page views for Transmission Calculator Optics & Lamp for the last 12 months:

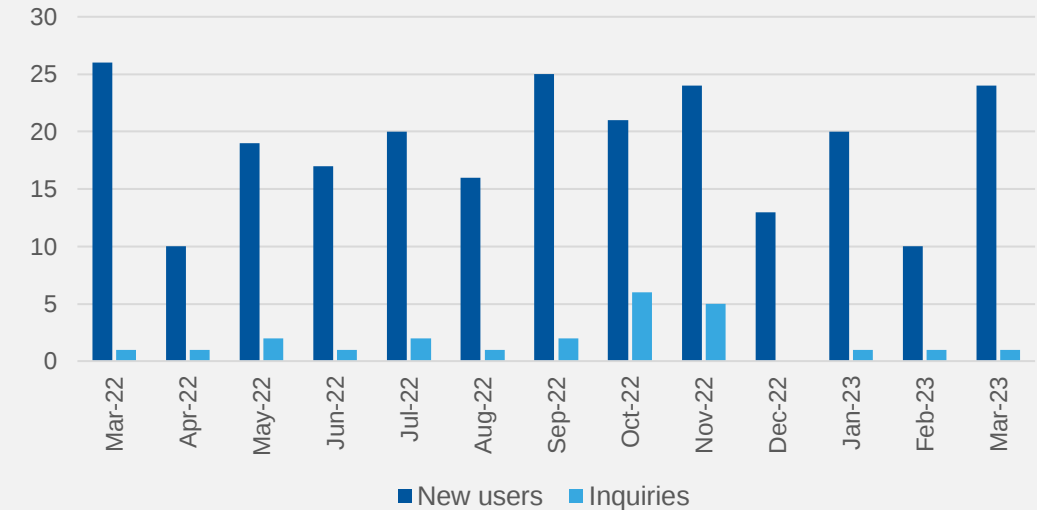


- Av. page views in the last 3 months OPT: **336**
- Av. page views in the last 3 months LM: **66**



WeChat Mini Program OPT

Monthly new users and inquiries for WeChat Mini Program (OPT) since Go Live in January 2022:



- Av. new users in the last 3 months : **18**
- Av. inquiries in the last 3 months: **1**

February 2023

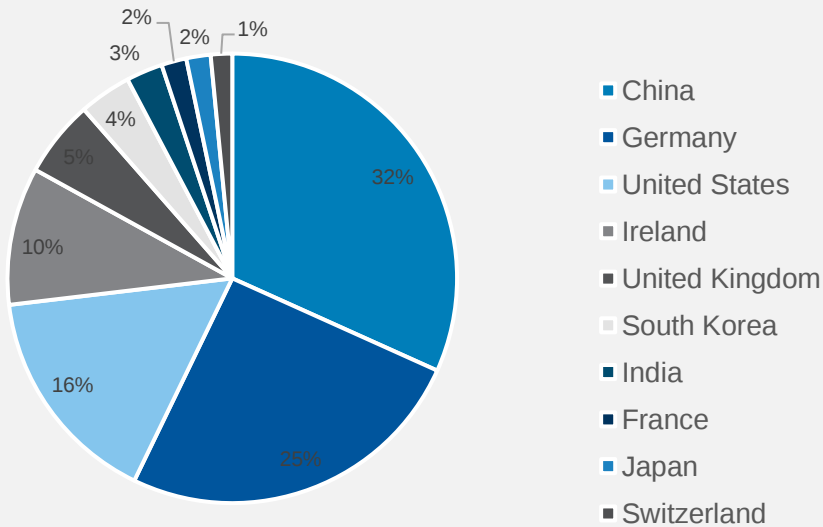


USER ANALYSIS // CHARACTERISTICS

Date: March 1, 2023



Top 10 User Locations (February 2023)

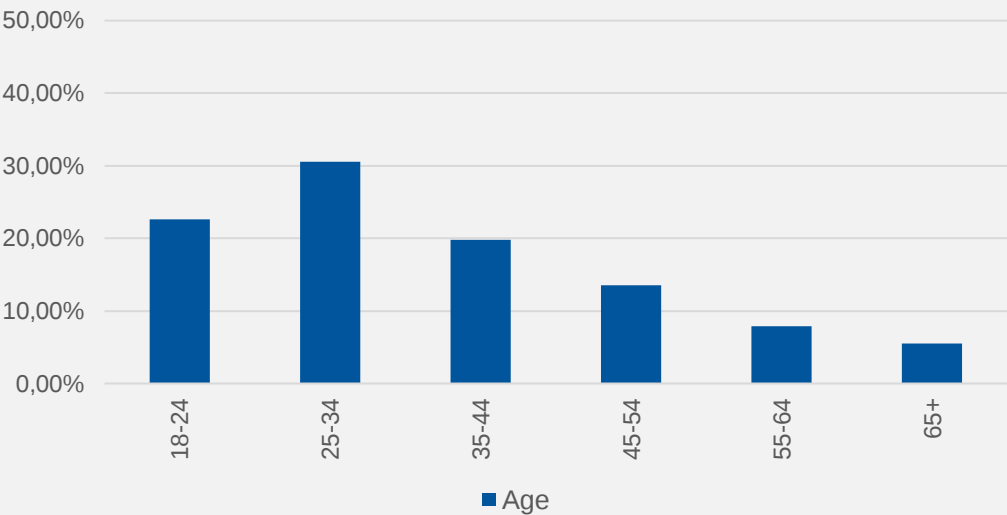


Visitors for Feb. 23 compared to Jan. 23:

- New Visitors: 4208 (+20,09%)
- Returning Visitors: 1499 (+15,04%)



User Demographics (February 2023)



Gender:

- Male Users: 66,60%
- Female Users: 33,40%

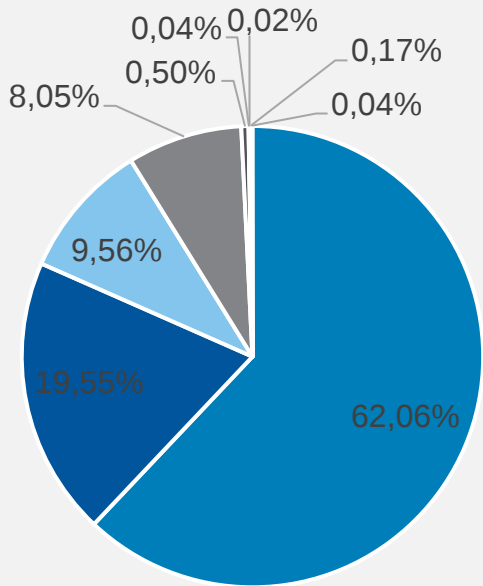


USER ANALYSIS // CHANNELS

Date: March 1, 2023



Top Channels Users come from (February 2023)



Total Users: 5064

- Organic Search
- Direct
- Paid Search
- Referral
- (Other)
- Display
- Generic Paid Search
- Social organic
- Email



Top Channel Sources (February 2023)

- Organic Search:
 - Google – 2520 Users (+9,90%)
 - Baidu - 354 Users (+107,02%)
 - Bing - 270 Users (+24,42%)
- Direct:
 - 1008 Users (+85,29%)
- Paid Search:
 - Baidu – 484 Users (-28,51%)
 - Google – 9 Users (0,00%)
- Referral:
 - m.baidu.com – 62 Users (+51,22%)
 - so.com – 57 Users (+50,00%)
 - scl.bjx.com.cn – 44 Users (+100,00%)
 - cn.bing.com – 43 Users (+258,33%)
 - hjjc.bjx.com.cn – 40 Users (+11,11%)

Sources for Feb. 23 compared to Jan. 23



AWARENESS // GENERAL WEBSITE PERFORMANCE

Date: March 1, 2023

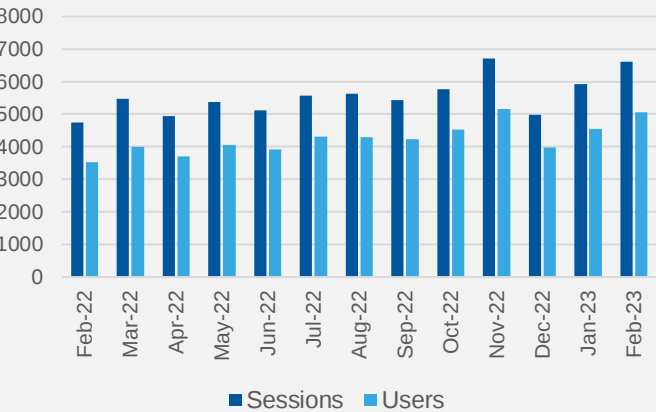


Monthly users and page views



Top 5 Pages per Business Line (February 2023)

Monthly users and session for complete HCA website in the last 12 months:



Key figures for Feb. 23 compared to Jan. 23:

- Sessions: 6616 (+11,76%)
- Users: 5064 (+11,32%)
- Page Views: 15210 (+17,22%)
- Av. Session duration: 4:08 min (+6,89%)

OPT		SF		LM		SEMI	
Page name	Page views	Page name	Page Views	Page name	Page Views	Page name	Page Views
Products for Optical Appl.	650	Medical Laser Systems	203	Tubes for Lamp Appl.	118	Products Semi. Manufacturing	234
Transm. Calc. OPT	290	Production of Optical Fibers	133	Products for Technical Lamps	102	Semicond. Industry	215
Optical Industry	144	Specialty Fiber Preforms	126	Part Number Finder LM	93	Part Number Finder BM	205
Aerospace & Astronomy	121	Tubes for Specialty Fibers	99	Transm. Calc. LM	73	Clear Fused Quartz	166
Part Number Finder	105	Rods for Specialty Fibers	87	Environm. Applications	58	HBQ	137
Optical Materials UV	93	Part Number Finder SF Tubes	32	HLQ	12	Opaque Materials	124



CONSIDERATION // WEBSITE TOOLS I (PART NUMBER FINDER)

Date: March 1, 2023

	OPT Go Live: 04.11.2020	LM Go Live: 07.12.2020	SF Go Live SF Tubes: 02.03.2021 Go Live SF Preforms: 17.06.2021	BM Go Live: 20.05.2021
CLICKS ■ Page views □ Unique page views				
INQUIRIES ■ Page views □ Unique page views				
SUMMARY	- Av. p.v./unique p.v. last 3 months: 110 / 49 - Av. inquiries last 3 months: 2	- Av. p.v./unique p.v. last 3 months: 87 / 74 - Av. inquiries last 3 months: 2	- Av. p.v./unique p.v. last 3 months: 19 / 10 (SF Tubes), 64 / 46 (SF Preforms) - Av. inquiries last 3 months: 0 / 0	- Av. p.v./unique p.v. last 3 months: 207 / 143 - Av. inquiries last 3 months: 5



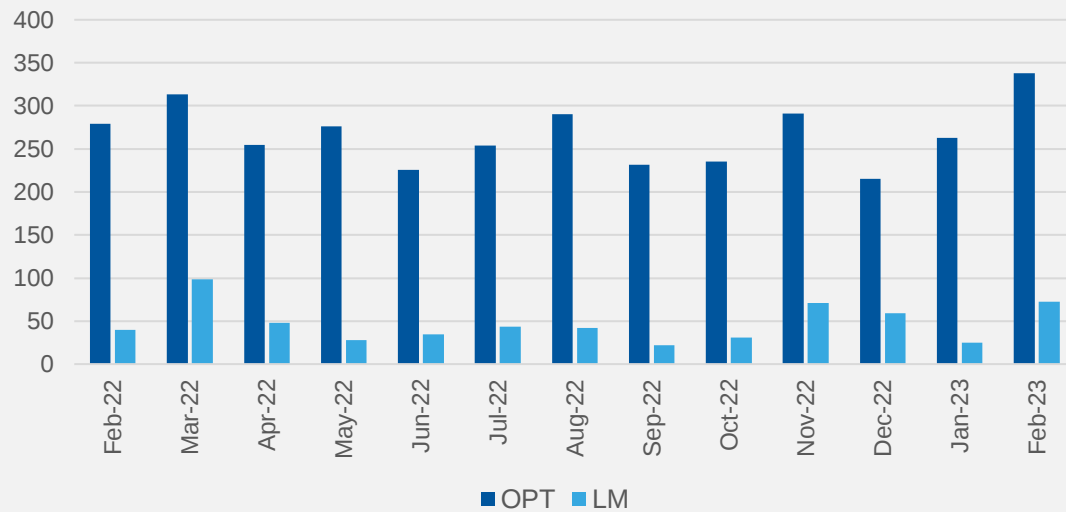
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Date: March 1, 2023



Transmission Calculator

Monthly page views for Transmission Calculator Optics & Lamp for the last 12 months:

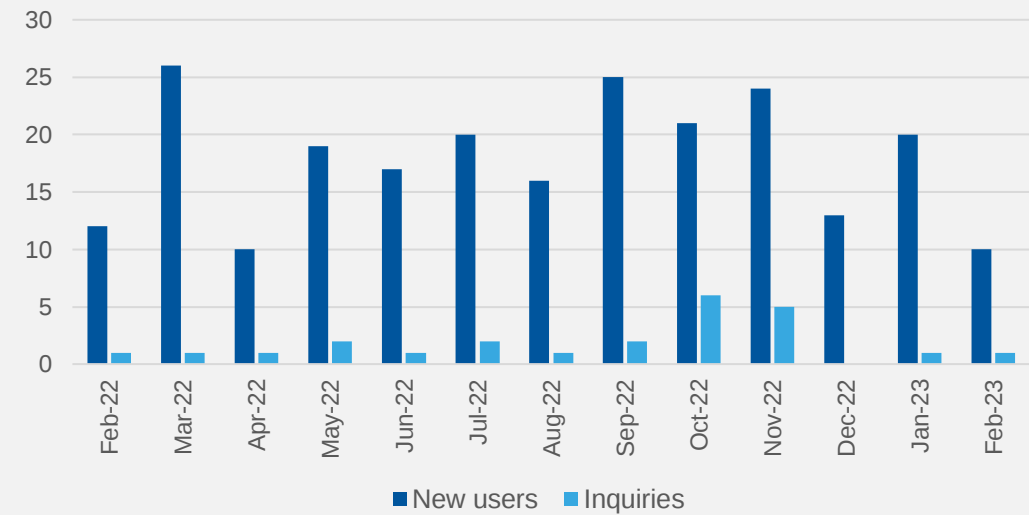


- Av. page views in the last 3 months OPT: **272**
- Av. page views in the last 3 months LM: **52**



WeChat Mini Program OPT

Monthly new users and inquiries for WeChat Mini Program (OPT) since Go Live in January 2022:



- Av. new users in the last 3 months : **14**
- Av. inquiries in the last 3 months: **1**