

PUBLIC BUYERS COMMUNITY PLATFORM

QUARTERLY REPORT AUGUST - OCTOBER 2023

WEBSITE TOP VISITORS

1. Italy

3,725 sessions

4. United States

2,831 sessions

2. Bulgaria

3,265 sessions

5. Romania

1,932 sessions

3. Spain

3,223 sessions

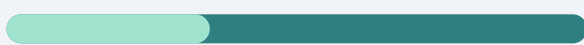
6. Portugal

1,927 sessions

COMMUNITIES

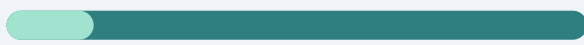
Public Buyers Community Platform is composed by **9 communities of practice** and by more than **1,100 members**.

Procurement of AI



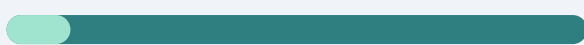
Members: 93

BIM and Public Procurement



Members: 47

PPE Alumni Network



Members: 37

SOCIAL MEDIA CAMPAIGNS

This digital campaign resulted in more than **3,5M impressions**, with the social media campaigns contributing to most of the website's incoming traffic during the reference period.

October saw the most activity, as ad spend was deliberately lower in August and September due to the summer period. Initially, only Twitter campaigns were active, but in October, Twitter campaigns were suspended while LinkedIn and the Google Display Network saw heightened advertising activity.

Twitter was by far the best-performing channel, reporting **2,9M impressions** and a reach of almost **900K users**, suggesting that the content and the ad assets resonated well with the target audience.

Google Ads was the second top-performing campaign, reporting more than **400K impressions** and a reach of almost **260K users**.

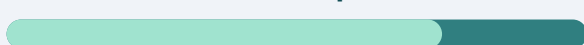
LinkedIn reported **240K impressions** and a reach of only **30K users**.

NEWSLETTERS

During the quarter, there were **195 new newsletter subscriptions**: 15 in August, 24 in September, and 156 in October.

During the reference period, two newsletters, September and October's 'Public Procurement Gazette', were distributed to subscribers. Comparatively, October's newsletter showed a slightly elevated click and open rate, indicating that October's audience had a stronger interest in the newsletter's content.

Newsletter No. 4 (September 2023)



Recipients: 2,691
Openings: 2,484
Clicks: 322

Newsletter No. 5 (October 2023)

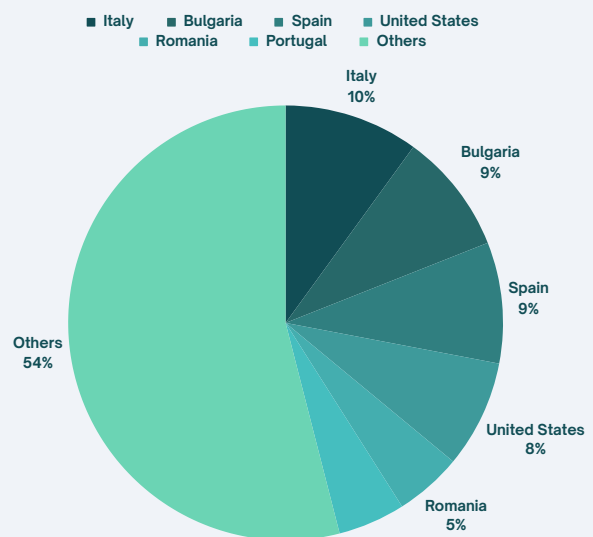


Recipients: 2,712
Openings: 2,594
Clicks: 326

Visit the platform:

<https://public-buyers-community.ec.europa.eu/>

PERCENTAGE OF VISITORS



The Public Buyers Community Platform website attracted around **27,000 visitors**, having totalized **39,000 visits** and almost **58,000 pageviews**.

This data shows that we have been reaching out visitors in several Member States, as well as in countries outside the European Union.

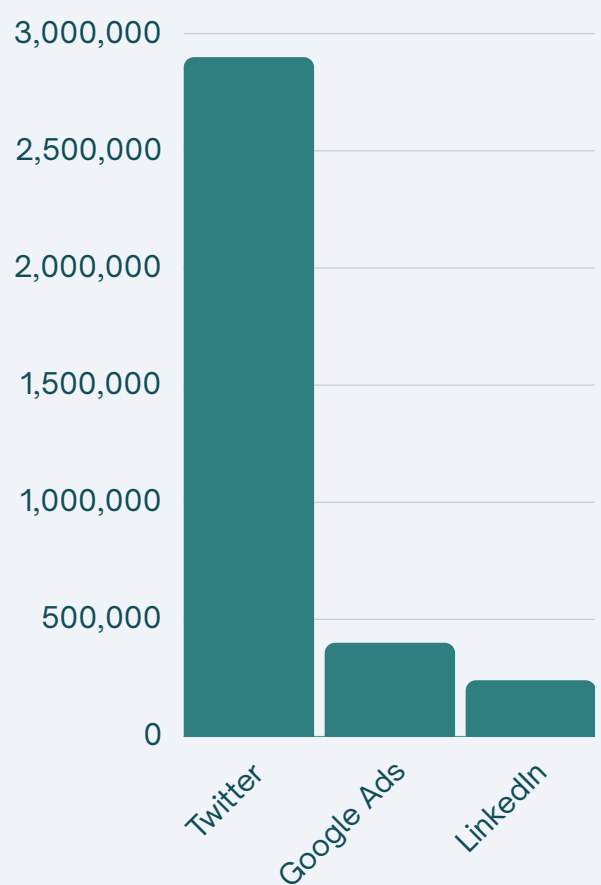
CHANNELS

The **social media campaigns** were the most prominent traffic channel, having contributed to almost **50%** of the total website traffic.

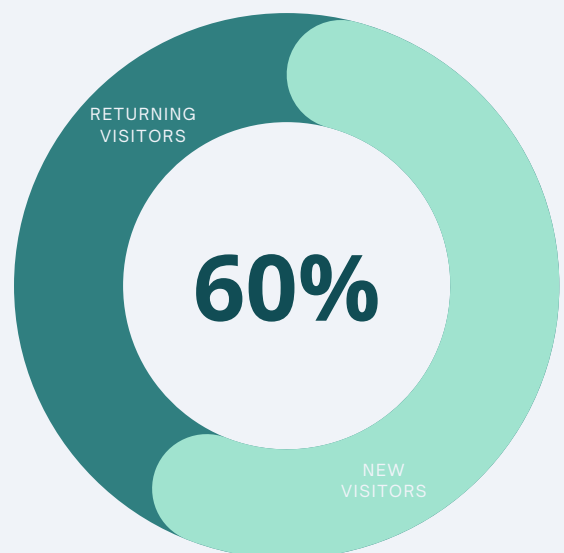
Search engine visitors represented the second-largest source of traffic, contributing **21%** to the number of overall visits.

Direct entries and **website referrals** followed closely, with **18%** and **12%** respectively.

NUMBER OF IMPRESSIONS



USERS BEHAVIOUR



Between August and October of 2023 most incoming website traffic was attributed to new visitors, who accounted for **60%** of the total.

Returning visitors represented over **40%** of total visitors. Notably, almost **72% of the sessions** from returning visitors were driven by the digital campaigns.