

# PUBLIC BUYERS COMMUNITY PLATFORM

QUARTERLY REPORT NOVEMBER 2023 - JANUARY 2024

## WEBSITE TOP VISITORS

### 1. Bulgaria

14,118 visitors

### 4. Cyprus

2,449 visitors

### 2. Romania

8,261 visitors

### 5. Portugal

1,819 visitors

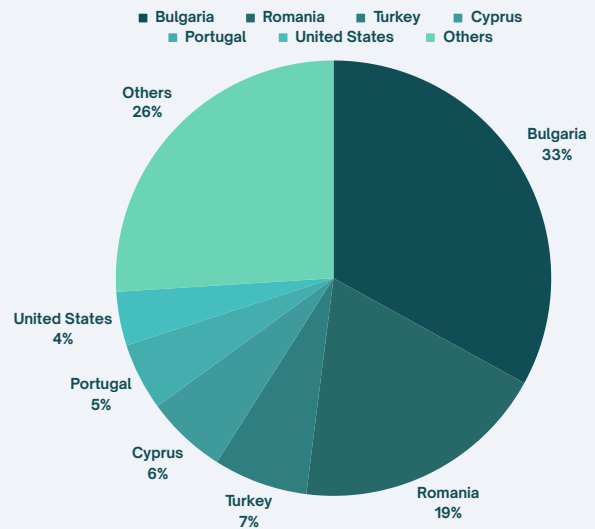
### 3. Turkey

2,690 visitors

### 6. United States

1,355 visitors

## PERCENTAGE OF VISITORS



The Public Buyers Community Platform website attracted around **44,000 visitors**, having totalized around **60,000 visits** and **93,000 pageviews**.

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

## COMMUNITIES

Public Buyers Community Platform is composed by **9 CoP's**, being **Procurement of AI** the one who has more members.

### Procurement of AI



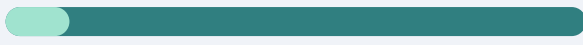
Members: 98

### BIM and Public Procurement



Members: 53

### PPE Alumni Network



Members: 39

## CHANNELS

The **social media campaigns** contributed to almost **75%** of the total website traffic.

The **direct entry channel** decreased to **12%**, the **website** channel's contribution fell to **8%** and the **search engine** channel's share shrank to **6%**.

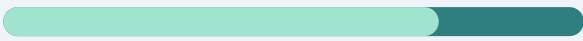
Despite these reductions, it is important to acknowledge an increase in the overall traffic share.

## NEWSLETTERS

A total of over more than 3000 individuals received our newsletters, with an average open rate of 103%. **November** stood out as the **leading month for engagement**, boasting an open rate of 117.8%.

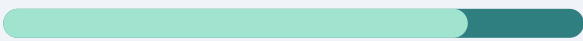
In November 2023, the newsletter also saw a notable increase in subscriptions, with **166 net subscriptions**, making it the month with the highest growth in net subscribers.

### Newsletter No. 6 (November 2023)



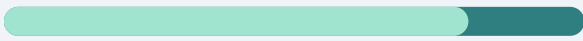
Recipients: 2845  
Openings: 3368  
Clicks: 292

### Newsletter No. 7 (December 2023)



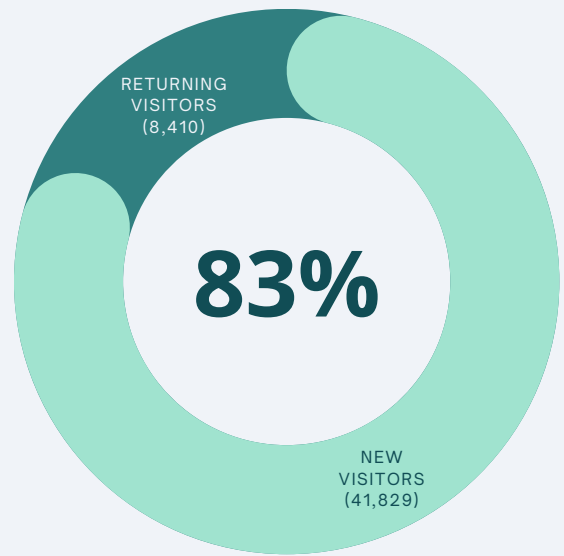
Recipients: 3020  
Openings: 3224  
Clicks: 481

### Newsletter No. 8 (January 2024)



Recipients: 3068  
Openings: 3247  
Clicks: 297

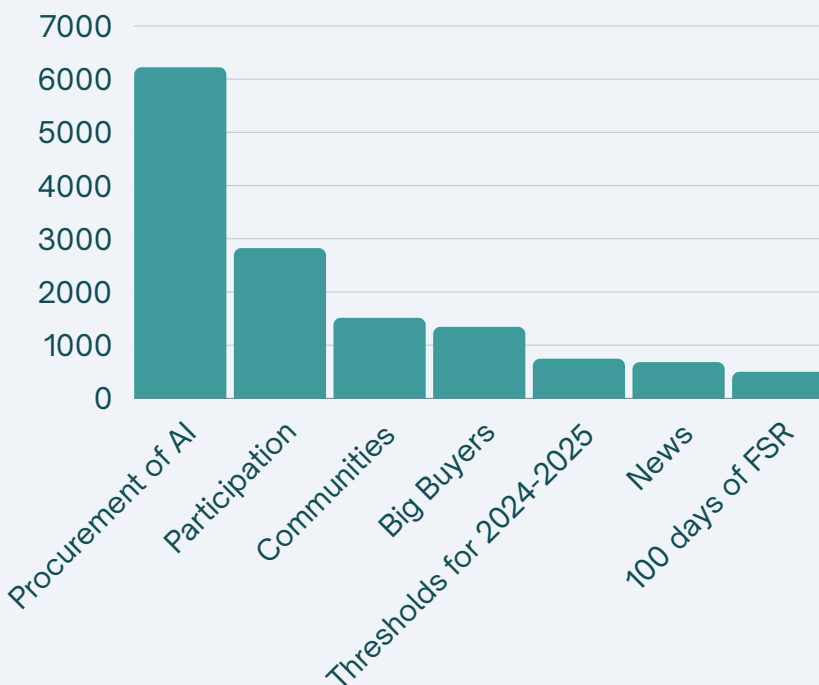
## USERS BEHAVIOUR



The proportion of first-time visitors reached **83%**, marking a significant rise from the **60% recorded in the previous period**.

Such an increase signals the success of the marketing initiatives, highlighting our ability to attract new users and deliver ads to individuals who had not visited the site before.

## TOP VIEWED PAGES



Apart from the Homepage, which is the most frequently viewed page, these were some of the most viewed pages during this quarter.

The top pages collectively garnered almost **69K** page views. Overall, these pages contributed to **75%** of the overall website traffic, a figure that closely mirrors the results that were recorded in the last quarter.

Visit the platform:

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