

PUBLIC BUYERS COMMUNITY PLATFORM

QUARTERLY REPORT APRIL - JULY 2023

WEBSITE TOP VISITORS

1. Italy 67,961 sessions	4. Portugal 38,289 sessions
2. Bulgaria 53,033 sessions	5. Greece 26,792 sessions
3. Spain 38,725 sessions	6. Romania 23,904 sessions

COMMUNITIES

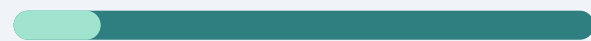
Public Buyers Community Platform is composed by **9 communities of practice**, which together account for almost **300 members**.

Procurement of AI



Members: 91

BIM and Public Procurement



Members: 47

Circular and Fair ICT Pact



Members: 34

SOCIAL MEDIA CAMPAIGNS

In order to create traffic and drive visitors to the Public Buyers Community Platform, a digital campaign was created with the use of Google Display, Twitter, and LinkedIn.

This campaign mix resulted in almost **28,5M impressions**, with the social media campaigns contributing to most of the website's incoming traffic during the reference period.

Google was by far the best-performing channel, reporting **12,9M impressions** and contributing 494K link clicks (95% of the total), suggesting that the content and the ad assets resonated well with the target audience.

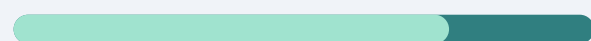
In terms of campaign effectiveness, **LinkedIn** was the second top-performing campaign, although delivering a lower number of impressions (**555K impressions**). This campaign also created awareness in the target audience by maximising the video views (278K video views).

Finally, **Twitter** ranked first in terms of the total impressions (**15M**). Nonetheless, the campaign strategy was the least effective.

NEWSLETTERS

During the website launch, the **Public Procurement Gazette** was aligned with the platform activities. **Newsletter No. 1** was the top performer in terms of openings. At the same time, the content published in **Newsletter No. 2** was more engaging for users as indicated by the 249 clicks, which was the highest number for all newsletters.

Newsletter No. 1 (May 2023)



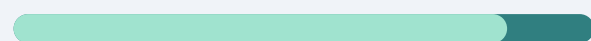
Recipients: 2,548
Openings: 2,667
Clicks: 128

Newsletter No. 2 (June 2023)



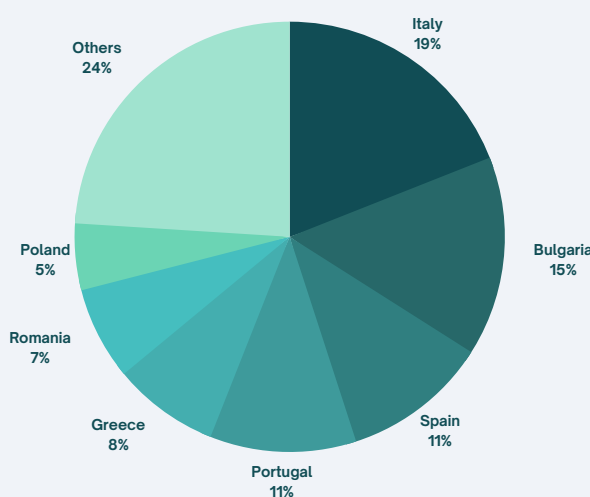
Recipients: 2,641
Openings: 2,402
Clicks: 249

Newsletter No. 3 (July 2023)



Recipients: 2,673
Openings: 1,997
Clicks: 144

PERCENTAGE OF VISITORS



The Public Buyers Community Platform website attracted **214,359 visitors** during the campaign.

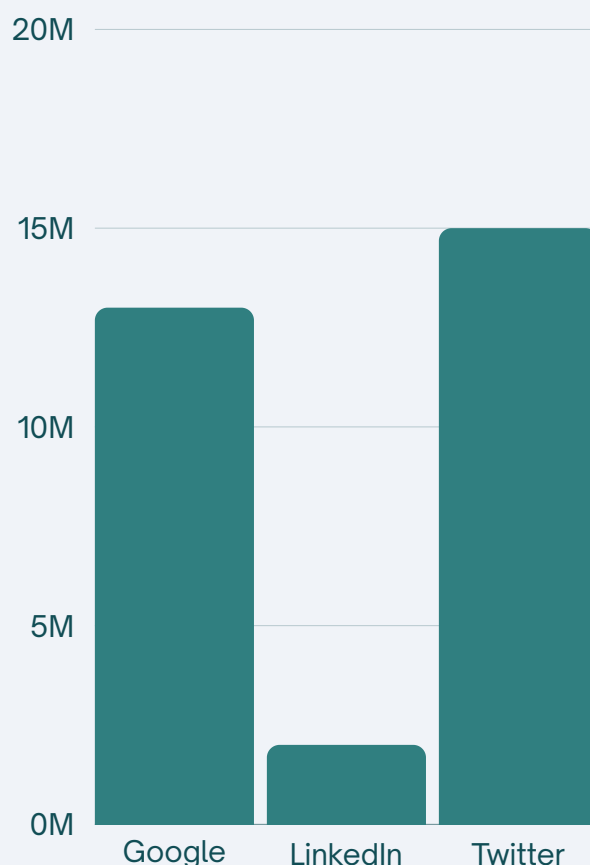
This data shows that we have been reaching out visitors in several Member States, more specifically Southern and Eastern Member States, which are usually more difficult to reach.

CHANNELS

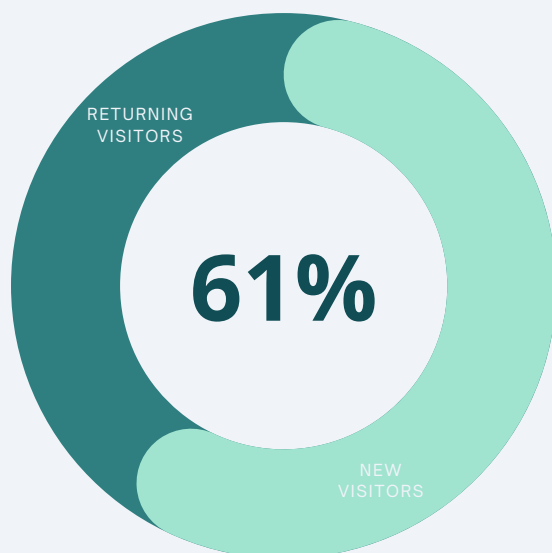
The **social media campaigns** were the most prominent traffic channel, having contributed to almost **95%** of the total website traffic.

Direct entry visitors represented the second largest source of traffic, contributing to almost **3%** of the overall website traffic volume. **Search engines**, website referrals, and social media (organic traffic) collectively accounted for a modest **2%** share of the total traffic.

NUMBER OF IMPRESSIONS (IN MILLION)



USERS BEHAVIOUR



Between April and July of 2023 most incoming website traffic was attributed to new visitors, who accounted for **61%** of the total.

Returning visitors represented over **39%** of total visitors, with most of them starting their navigation from the Public Buyers Community Platform website's home page.