

PUBLIC BUYERS COMMUNITY PLATFORM

QUARTERLY REPORT FEBRUARY 2024 - APRIL 2024

WEBSITE TOP VISITORS

1. Romania

11,876 visitors

4. United States

1,120 visitors

2. Bulgaria

6,885 visitors

5. Spain

819 visitors

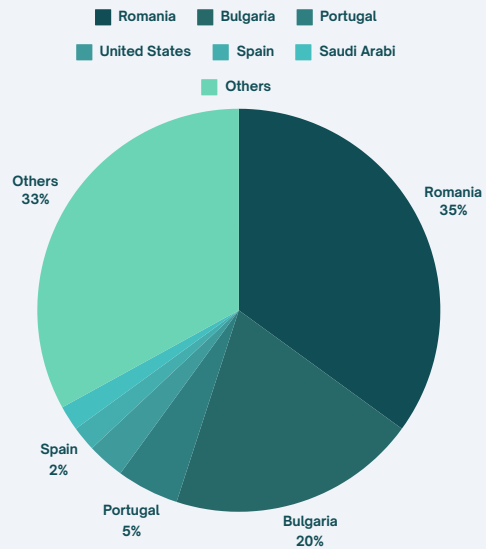
3. Portugal

1,652 visitors

6. Saudi Arabia

763 visitors

PERCENTAGE OF VISITORS



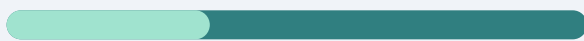
The Public Buyers Community Platform website attracted around **34,000 visitors**, having totalized around **49,000 visits** and **85,000 pageviews**.

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

COMMUNITIES

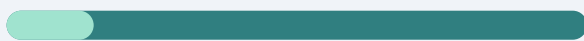
Public Buyers Community Platform is composed by **20 CoP's**, being **Procurement of AI** the one who has more members.

Procurement of AI



Members: 112

BIM and Public Procurement



Members: 63

PPE Alumni Network



Members: 41

CHANNELS

The **social media campaign** contributed to almost **71%** of the total website traffic, a decrease compared to the previous report.

The **direct entry channel** increased to **16%**, the **search engine** channel's contribution increased to **7%** and the **referral** channel is responsible for **6%** of the overall sessions.

NEWSLETTERS

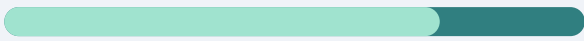
A total of over more than 3000 individuals received our newsletters, with an average open rate of 98.3%.

February stood out as the **leading month for engagement regarding the Newsletters**, boasting an open rate of 93.3%.

Along with the three Newsletters, this trimester also featured two Newsflashes.

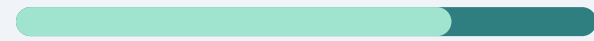
The **most successful** send out was the **Newsflash No. 2** which achieved the highest open rate (114.3%) with the highest number of recipients (3,254).

Newsletter No. 9 (February 2024)



Recipients: 3113
Openings: 2904
Clicks: 520

Newsflash No. 2 (March 2024)



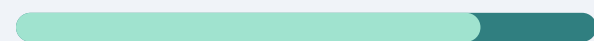
Recipients: 3254
Openings: 3718
Clicks: 6

Newsletter No. 10 (March 2024)



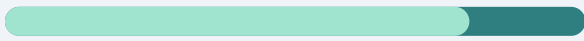
Recipients: 3171
Openings: 2793
Clicks: 224

Newsflash No. 3 (April 2024)



Recipients: 3104
Openings: 3521
Clicks: 5

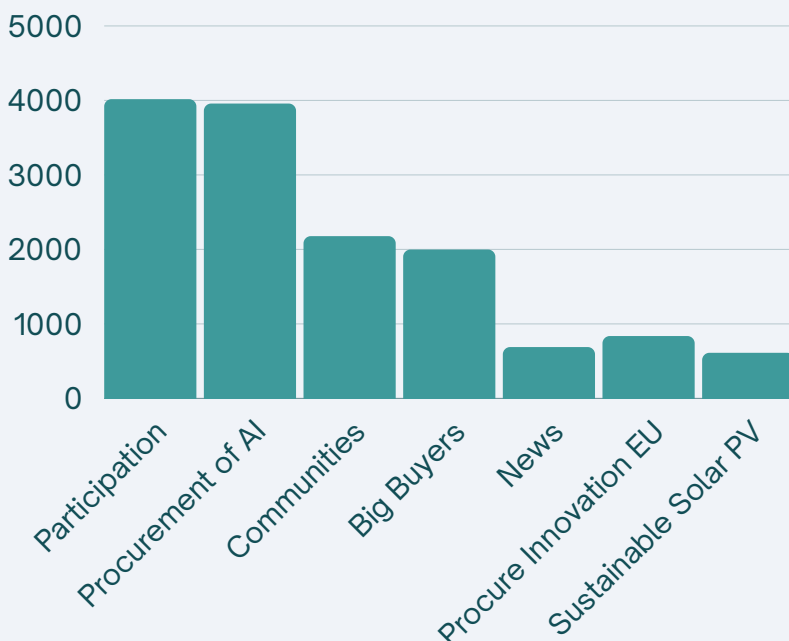
Newsletter No. 11 (April 2024)



Recipients: 3078
Openings: 2518
Clicks: 446

***Due to technical issues, Newsflash No. 2 and No. 3 recorded an unusually low number of clicks. This problem will be resolved at a later stage.**

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 **59K** page views. Overall, these pages contributed to **70%** of the overall website traffic, a figure that represents a decrease compared to the results that were recorded in the last quarter.

Although numbers are decreasing, the **quality of the visits has been increasing** with users visiting more pages (1.7 pages vs 1.5 recorded in the previous quarter) and for longer time (70 seconds vs 59).

Visit the platform:

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