



VintageMotorsport.com metrics and social engagement: 2020

Sources: Google analytics, Facebook analytics, Twitter analytics and Instagram analytics

Vintage Motorsport .com	January	February	March	April	May	June	July	August	September	Total and Average
users	15,260	7,633	10,545	12,945	10,899	12,707	19,376	12,188	16,956	118,509 13,168
sessions	18,778	10,404	13,949	17,144	14,392	17,404	26,802	16,133	24,046	159,052 17,672
pageviews	26,765	15,422	20,149	24,438	21,229	25,434	39,501	23,479	36,426	232,843 25,871
Facebook reach	27,514	24,803	37,848	26,507	26,309	49,619	47,649	43,609	38,056	321,914 35,768
FB Engaged users	1,980	1,625	2,635	1,616	1,155	2,434	3,479	2,565	2,481	19,970 2,219
Facebook shares	170	153	119	108	41	102	126	108	84	1,011 112
Facebook likes	1,316	1,098	1,582	920	509	1,382	2,239	1,326	1,607	11,949 1,331
Facebook comments	52	48	65	55	19	49	129	82	57	556 62
Twitter impressions	4,305	7,229	5,314	3,440	10,492	20,421	12,533	17,759	18,738	100,231 11,137
Twitter engagements	55	107	70	45	126	342	192	218	272	1,427 159
Twitter retweets	4	9	4	1	9	17	6	16	21	87 10
Twitter likes	8	25	10	8	30	46	27	34	55	243 27
Twitter URL clicks	30	49	39	24	45	199	115	117	127	745 83
Instagram engagements	825	657	1,045	966	218	481	717	259	570	5,738 638