



Website &  
Mailer  
Analytics  
(1 Apr 2023 –  
30 Aug 2023)



Global  
**Urban &  
Advanced Air**  
Summit **Asia**

27 - 28 September 2023 | Singapore

SHAPING THE FUTURE OF AIR TRAVEL

# Overall Traffic Stats

Users

**153.69%**

31,569 vs 12,444



New Users

**147.62%**

30,522 vs 12,326



Sessions

**120.03%**

46,708 vs 21,228



Number of Sessions per User

**-13.27%**

1.48 vs 1.71



Pageviews

**117.13%**

69,624 vs 32,066



Pages / Session

**-1.32%**

1.49 vs 1.51



Avg. Session Duration

**-42.46%**

00:00:50 vs 00:01:27



Bounce Rate

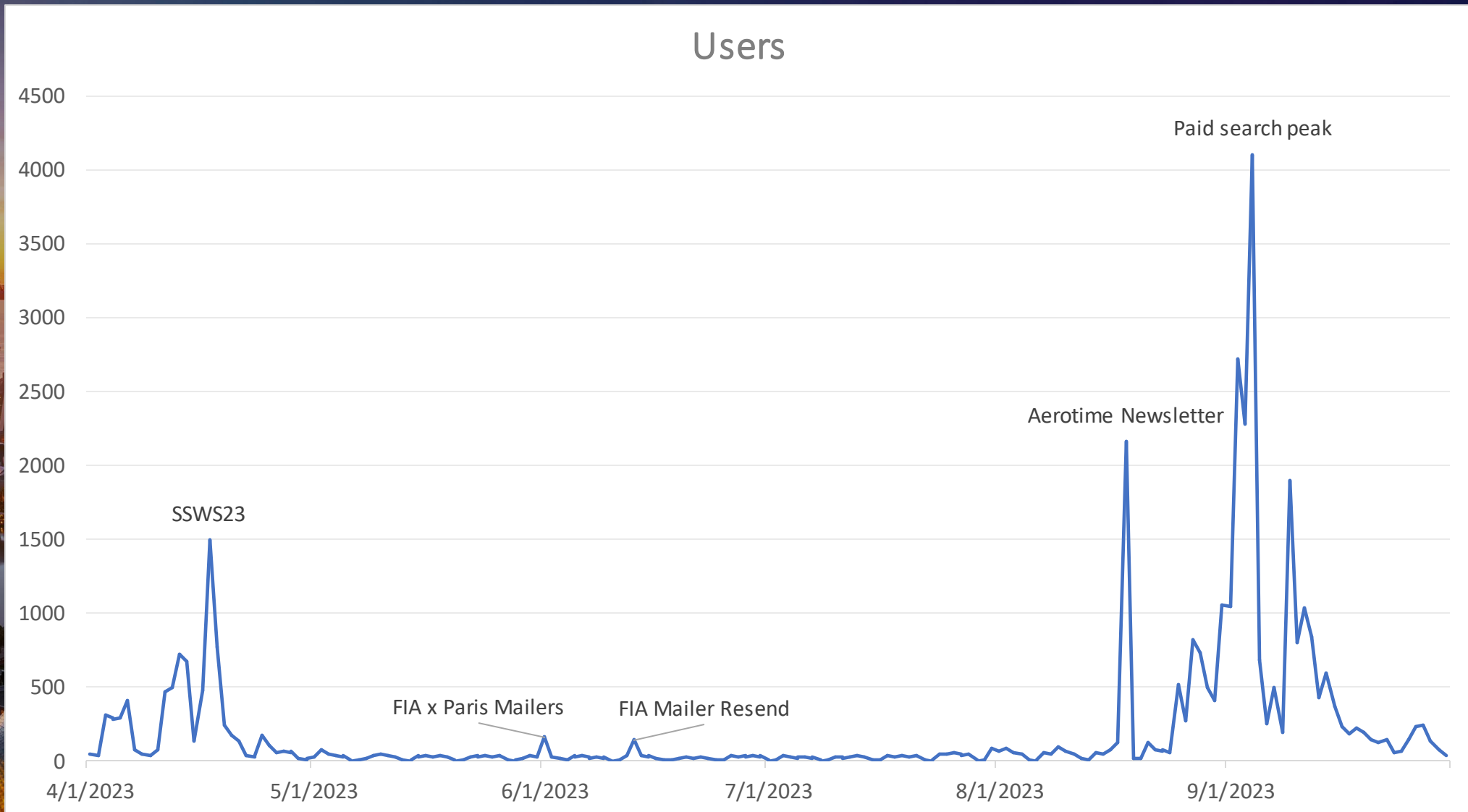
**-1.05%**

74.50% vs 75.29%



1 Apr – 30 Aug  
Compared to SSWS23  
Campaign

# Overall Traffic: Users to the Events Microsite



# Device Breakdown

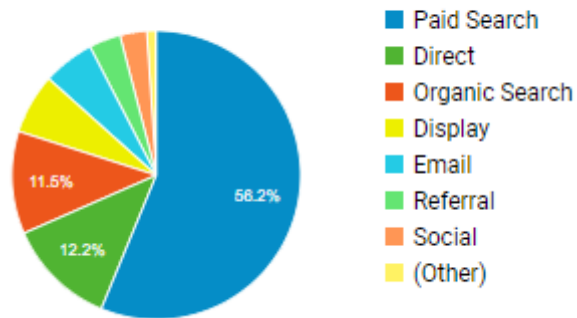
Device Category <span>?</span>	Acquisition			Behavior		
	Users <span>?</span> ↓	New Users <span>?</span>	Sessions <span>?</span>	Bounce Rate <span>?</span>	Pages / Session <span>?</span>	Avg. Session Duration <span>?</span>
	<b>31,569</b> % of Total: 100.00% (31,569)	<b>30,536</b> % of Total: 100.05% (30,522)	<b>46,708</b> % of Total: 100.00% (46,708)	<b>74.50%</b> Avg for View: 74.50% (0.00%)	<b>1.49</b> Avg for View: 1.49 (0.00%)	<b>00:00:50</b> Avg for View: 00:00:50 (0.00%)
1. mobile	<b>20,879</b> (66.49%)	<b>20,742</b> (67.93%)	<b>30,938</b> (66.24%)	<b>72.25%</b>	<b>1.54</b>	<b>00:00:41</b>
2. desktop	<b>10,356</b> (32.98%)	<b>9,628</b> (31.53%)	<b>15,548</b> (33.29%)	<b>78.93%</b>	<b>1.39</b>	<b>00:01:09</b>
3. tablet	<b>166</b> (0.53%)	<b>166</b> (0.54%)	<b>222</b> (0.48%)	<b>77.93%</b>	<b>1.43</b>	<b>00:00:37</b>

# Acquisition: Top Channels

Default Channel Grouping	Acquisition	
	Users ? ↓	New Users ?
	31,569 % of Total: 100.00% (31,569)	30,536 % of Total: 100.05% (30,522)
1. Paid Search	18,157 (56.22%)	17,939 (58.75%)
2. Direct	3,940 (12.20%)	3,861 (12.64%)
3. Organic Search	3,706 (11.48%)	2,989 (9.79%)
4. Display	2,170 (6.72%)	2,168 (7.10%)
5. Email	1,867 (5.78%)	1,633 (5.35%)
6. Referral	1,143 (3.54%)	835 (2.73%)
7. Social	970 (3.00%)	858 (2.81%)
8. (Other)	342 (1.06%)	253 (0.83%)

Default Channel Grouping	Acquisition	
	Users ? ↓	New Users ?
	12,083 % of Total: 100.00% (12,083)	11,962 % of Total: 100.00% (11,962)
1. Direct	4,094 (31.37%)	4,078 (34.09%)
2. Organic Search	3,594 (27.54%)	3,122 (26.10%)
3. Email	2,619 (20.07%)	2,447 (20.46%)
4. Referral	1,257 (9.63%)	1,015 (8.49%)
5. Social	1,014 (7.77%)	907 (7.58%)
6. (Other)	470 (3.60%)	393 (3.29%)
7. Display	1 (0.01%)	0 (0.00%)

Top Channels



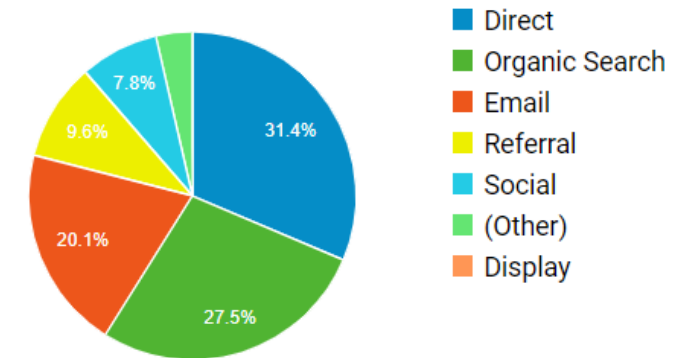
GUAAS23  
Campaign

1 Apr – 30  
Sept

SSWS23  
Campaign

30 Nov 22 – 21  
Apr 23

Top Channels



# Acquisition: Top Sources

Source / Medium ?	Acquisition	
	Users ? ↓	New Users ?
(GUAAS23 Campaign)	31,569 % of Total: 100.00% (31,569)	30,536 % of Total: 100.05% (30,522)
1. google / cpc	18,157 (56.02%)	17,939 (58.75%)
2. (direct) / (none)	3,940 (12.16%)	3,861 (12.64%)
3. google / organic	3,239 (9.99%)	2,642 (8.65%)
4. newsletter / banner	2,166 (6.68%)	2,165 (7.09%)
5. ActiveCampaign / email	1,219 (3.76%)	1,019 (3.34%)
6. bing / organic	388 (1.20%)	259 (0.85%)
7. linkedin.com / referral	260 (0.80%)	228 (0.75%)
8. email_signature / email	237 (0.73%)	225 (0.74%)
9. LinkedIn / social	186 (0.57%)	153 (0.50%)
10. banner / social	153 (0.47%)	148 (0.48%)

Source / Medium ?	Users ? ↓	New Users ?
(SSWS23 Campaign)	12,083 % of Total: 100.00% (12,083)	11,962 % of Total: 100.00% (11,962)
1. (direct) / (none)	4,094 (31.05%)	4,078 (34.09%)
2. google / organic	3,136 (23.78%)	2,746 (22.96%)
3. ActiveCampaign / email	1,659 (12.58%)	1,503 (12.56%)
4. email signature / email	485 (3.68%)	474 (3.96%)
5. bing / organic	404 (3.06%)	313 (2.62%)
6. email_signature / email	351 (2.66%)	344 (2.88%)
7. linkedin.com / referral	289 (2.19%)	255 (2.13%)
8. enrolment.engage-powered.com / referral	260 (1.97%)	139 (1.16%)
9. LinkedIn / social	238 (1.80%)	187 (1.56%)
10. statics.teams.cdn.office.net / referral	194 (1.47%)	158 (1.32%)

# Acquisition: Top Campaigns

Campaign ?	Source / Medium ?	Acquisition	
		Users ? ↓	New Users ?
(GUAAS23 Campaign)		3,844 % of Total: 12.18% (31,569)	3,711 % of Total: 12.16% (30,522)
1. <a href="#">guaas_aerotime</a>	newsletter / banner	2,166 (54.86%)	2,165 (58.34%)
2. <a href="#">MKG_TK</a>	banner / social	153 (3.88%)	148 (3.99%)
3. <a href="#">FIA2024: Meet us in Paris (Trade Visitors)</a>	ActiveCampaign / email	142 (3.60%)	140 (3.77%)
4. <a href="#">THBBF56_Eftvfgfe_Abj</a>	fzbvy_fvtabghf / email	123 (3.12%)	119 (3.21%)
5. <a href="#">FIA2024: Meet us in Paris (Trade Visitors) (Re-send)</a>	ActiveCampaign / email	122 (3.09%)	122 (3.29%)
6. <a href="#">guaas23</a>	AAIS / email	94 (2.38%)	89 (2.40%)
7. <a href="#">GUAAS Asia 2023: Agenda Speaker Update</a>	ActiveCampaign / email	89 (2.25%)	76 (2.05%)
8. <a href="#">GUAAS23_Register_Now</a>	email_signature / email	60 (1.52%)	54 (1.46%)
9. <a href="#">FINN x GUAAS solus</a>	ActiveCampaign / email	59 (1.49%)	55 (1.48%)
10. <a href="#">GUAAS Asia 2023: See you next month!</a>	ActiveCampaign / email	59 (1.49%)	50 (1.35%)

# Partners Performance: Overview

Partner	Website Users	New Users
AeroTime	2249	2242
AAIS	197	118
AAMIC	40	31
MAIA	35	33
JUIDA	33	27
BritCham	3	3



# Partners Performance: In-Depth

Source	Medium	Website Users	New Users
Newsletter (AeroTime)	banner	2187	2170
AAIS	email	197	118
Juida	email	33	27
AAMIC	advert	29	24
MAIA	referral	29	17
AeroTime News / Sept 2	email	27	26
AeroTime News / Sept 16	email	22	21
AeroTime News / Sept 9	email	18	18
Website (AeroTime)	logo	11	8
AAMIC	banner	11	7
MAIA	email	6	6
AeroTime News / Sept 23	email	5	4
BritCham	referral	2	2
BritCham	email	1	1

# Blog/Article Performance

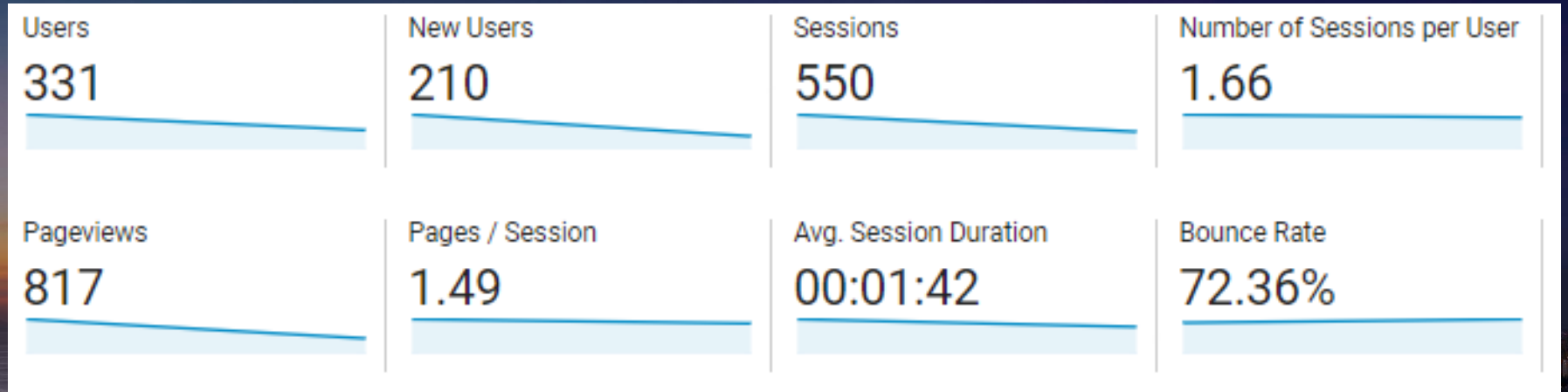
Blog / Article	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
Global Urban & Advanced Air Summit to land in Singapore	163	123	00:03:00	78	58.97%	49.69%
GUAAS Asia announces 2023 speaker programme	101	88	00:00:23	62	45.16%	47.52%
GUAAS Asia 2023 Topics Explored	94	84	00:00:39	42	38.10%	40.43%
GUAAS Asia partners with Royal Aeronautical Society	70	61	00:03:06	45	73.33%	68.57%
GUAAS Asia Exploring the Potential of eVTOL	22	16	00:03:46	9	33.33%	45.45%
GUAAS Asia annouced future focused agenda	21	17	00:04:36	8	50.00%	38.10%
Average	79	65	00:02:35	41	49.82%	48.29%

# Mailer Performance

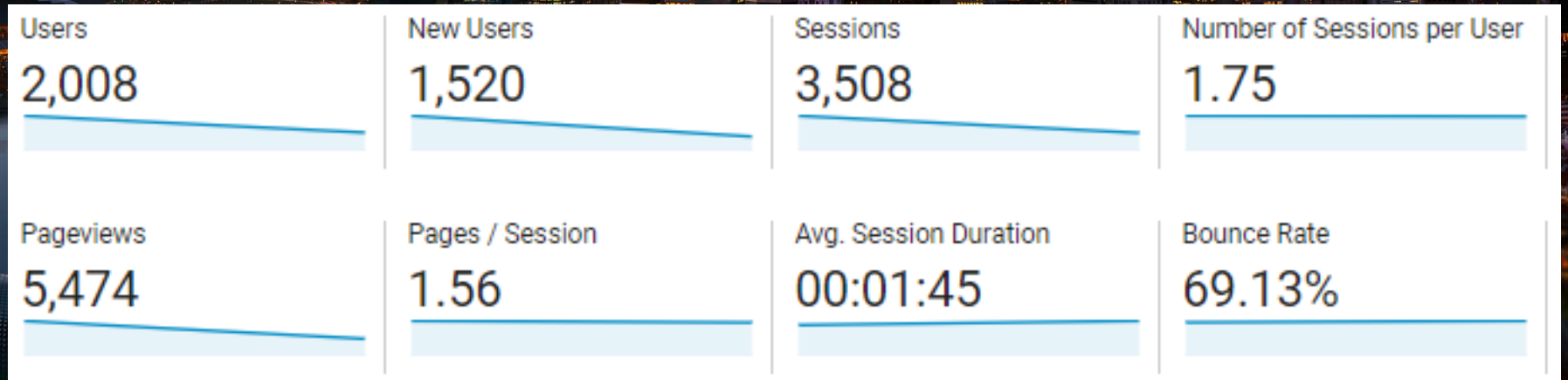
Name	Subject Line(s)	List	Sent On	Recipients	Sent	Opened	Clicks	Open %	CTR %	Unsubscribe%	Bounce %	
GUAAS Asia 2023 Launch	Join us at Global Urban & Advanced Air Summit Asia 2023	Global Urban & Advanced Air Summit Asia 2023 - Registration Open!	Farnborough International Aerospace Events, GUAAS 2021 - Visitor, GUAAS 2021 - Exhibitors, GUAAS 2021 - Speakers, GUAAS 2022 Visitors & Delegates, GUAAS 2022 Speakers, GUAAS 2022 Exhibitors	11/04/2023	7387	7375	2377	188	32.18	2.55	0.34	0.16
GUAAS Asia 2023: June Push	GUAAS Asia 2023 - Discounted Rate ending soon!	Global Urban & Advanced Air Summit Asia 2023 - Discounted Rate!	Farnborough International Aerospace Events, GUAAS 2021 - Visitor, GUAAS 2021 - Exhibitors, GUAAS 2021 - Speakers, GUAAS 2022 Visitors & Delegates, GUAAS 2022 Speakers, GUAAS 2022 Exhibitors	15/06/2023	7748	7740	1894	147	24.45	1.9	0.4	0.1
GUAAS Asia 2023: Agenda Announced	GUAAS Asia 2023: Agenda Announced!	Agenda announced for Global Urban & Advanced Air Summit Asia 2023	Farnborough International Aerospace Events, GUAAS 2021 - Visitor, GUAAS 2021 - Exhibitors, GUAAS 2021 - Speakers, GUAAS 2022 Visitors & Delegates, GUAAS 2022 Speakers, GUAAS 2022 Exhibitors	20/07/2023	7850	7822	2318	172	29.53	2.19	0.31	0.36
GUAAS Asia 2023: Agenda & Speaker Update	GUAAS23 Agenda: Leading Speakers Announced!	Leading speakers announced for GUAAS Asia 2023! Book your pass now	Farnborough International Aerospace Events, GUAAS 2021 - Visitor, GUAAS 2021 - Exhibitors, GUAAS 2021 - Speakers, GUAAS 2022 Visitors & Delegates, GUAAS 2022 Speakers, GUAAS 2022 Exhibitors, GUAAS Asia 2023 (FIA22 Asia Future Flight TV), GUAAS Asia 2023 (FIA22 Asia TV), GUAAS Asia 2023 (FIA22 Future Flight TV), GUAAS 2023 - Agenda Download, GUAAS 2023 - Register Interest, GUAAS Newsletter Sign-ups	17/08/2023	9434	9394	2670	237	28.3	2.51	0.69	0.42
GUAAS Asia 2023: See you next month!	GUAAS23 Agenda: More Speakers Announced!	More Speakers Announced for GUAAS Asia 2023! Book your pass now	Farnborough International Aerospace Events, GUAAS 2021 - Visitor, GUAAS 2021 - Exhibitors, GUAAS 2021 - Speakers, GUAAS 2022 Visitors & Delegates, GUAAS 2022 Speakers, GUAAS 2022 Exhibitors, GUAAS Asia 2023 (FIA22 Asia Future Flight TV), GUAAS Asia 2023 (FIA22 Asia TV), GUAAS Asia 2023 (FIA22 Future Flight TV), GUAAS 2023 - Agenda Download, GUAAS 2023 - Register Interest, GUAAS Newsletter Sign-ups	31/08/2023	9402	9386	2432	115	25.87	1.22	0.44	0.17
FINN x GUAAS Solus	FEATURE: GUAAS Asia 2023 - Book your pass now!	N/A	FINN Database, FIA2020 - FINN Subscription	05/09/2023	52020	51936	9193	270	17.67	0.52	0.22	0.16

# Traffic During the Event

GUAAS Asia  
27-28 Sept 2023



SSWS23  
17-18 April 2023



# QR Code Performance

Main GUAAS event QR code (Event week: 25-29 Sept)

Total: 75 Scans  
54 in Singapore  
12 in UK

AAMIC Banner

Total: 7 Scans  
4 in China  
2 in UK

AAMIC Advert

Total: 27 Scans  
24 in China  
2 in UK