



International 470 Class Association

Report on Social Media Site Analytics & Infographics

Sept 1st, 2017 – April 30th, 2019





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LATEST NEWS

archive

25 Apr 2019

SAILING INSTRUCTIONS FOR 2019 470 EUROPEANS ARE PUBLISHED



World Class At

SAILING INSTRUCTIONS

470 CLASS
OPEN EUROPEAN CHAMPIONSHIP
6 - 14 MAY 2019

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25 Apr 2019

SAILING INSTRUCTIONS
FOR 2019 470
EUROPEANS ARE
PUBLISHED

21 Apr 2019

SNOW-HANSEN/WILLCOX
& OLIVEIRA/BARBACHAN
THE WINNERS OF 2019
WCS EVENT IN GENOA

6 Apr 2019

MIXED CREWS
WELCOMED ON 470
EUROPEAN
CHAMPIONSHIP IN MAY

28 Mar 2019

CLOSING IN ON OLYMPIC
QUALIFICATION FOR
TOKYO 2020

SOCIAL NETWORKS



FACEBOOK



#470SAILING



You and 453 other friends like this



470 CHAMPIONSHIPS

> 2018

> 2019

> 2020



TAKE A WATCH ...



LATEST RESULTS

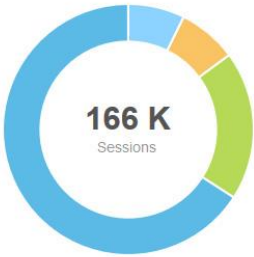
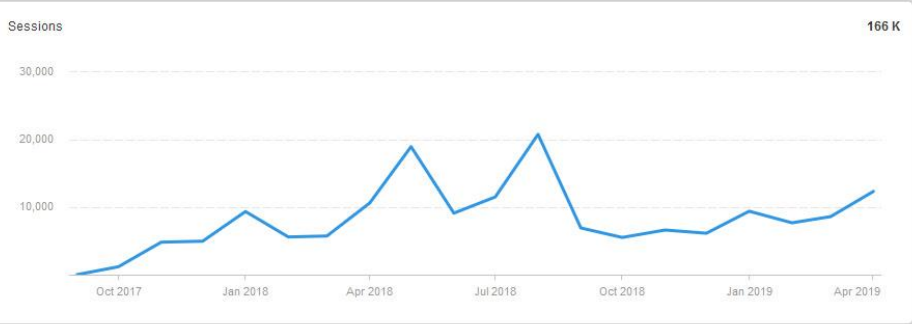
> see all

470 EVENTS

> see all



470.org Sessions / Search



- Organic Search - 109 K
- Direct - 31,839
- Social - 12,653
- Referral - 12,106
- (Other) - 6

166 K

Sessions

2.40

Pages/Session

00:02:12

Avg. Session Duration

49.13%

% New Sessions

56.40%

Bounce Rate

0

Goal Completions

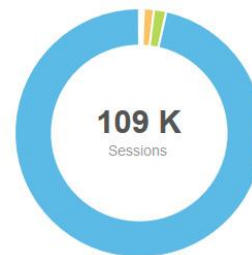
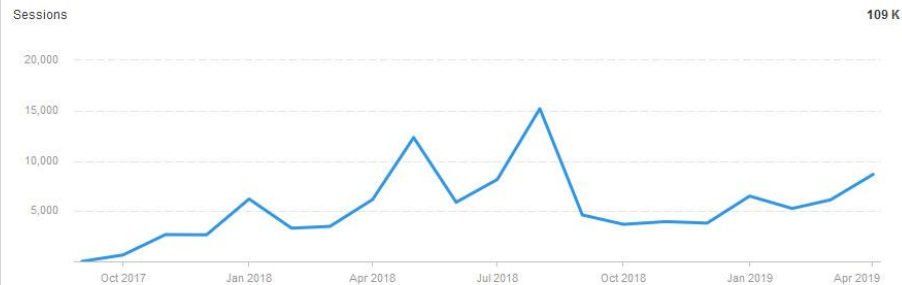
Showing 5 of 5 Rows

Search

Channel	Sessions	Pages/Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions
Organic Search	109,235	2.36	00:02:07	48.78%	57.88%	0
Direct	31,839	2.65	00:02:31	50.05%	48.21%	0
Social	12,653	1.78	00:01:29	51.85%	70.49%	0
Referral	12,106	2.71	00:02:46	47.46%	49.84%	0
(Other)	6	1.00	00:00:00	100.00%	100.00%	0



"470" Organic search / Sites that direct traffic



- google - 105 K
- bing - 1,776
- yahoo - 1,472
- yandex - 344
- baidu - 227
- naver - 129
- sogou - 16
- ask - 9

109 K

Sessions

2.36

Pages/Session

00:02:07

Avg. Session Duration

48.78%

% New Sessions

57.88%

Bounce Rate

0

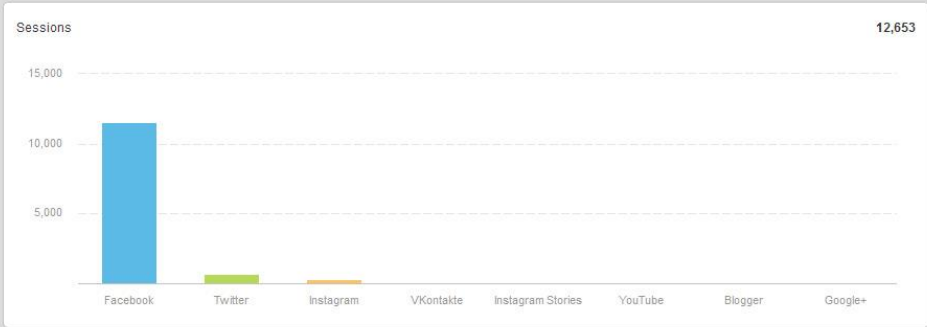
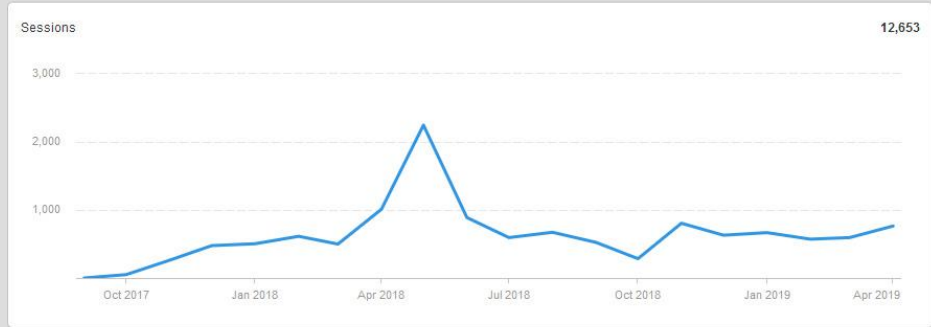
Goal Completions

Showing 50 of 244 Rows

Search

Keyword	Sessions	Pages/Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions
(not provided)	108,013	2.35	00:02:06	48.71%	57.97%	0
(not set)	548	3.18	00:04:51	46.17%	46.72%	0
470	89	2.07	00:01:25	86.52%	70.79%	0
amazon	73	1.14	00:00:00	100.00%	93.15%	0
www.470.org	67	4.96	00:09:18	4.48%	10.45%	0
cache:http://www.470.org/	35	4.69	00:03:58	0.00%	17.14%	0
as 470 international	19	3.00	00:06:10	15.79%	15.79%	0
http://www.monaco-usa.org	19	17.84	00:19:34	100.00%	0.00%	0
470 sailing	13	2.69	00:04:04	46.15%	30.77%	0
as470 international	13	2.38	00:02:59	7.69%	15.38%	0
site.www.470.org	13	1.00	00:00:00	100.00%	100.00%	0
470 european championship 2018	9	1.11	00:00:24	11.11%	88.89%	0
470 international	9	2.11	00:02:53	11.11%	33.33%	0

Social media directing traffic to 470.org



12,653
Sessions

1.78
Pages/Session

00:01:29
Avg. Session Duration

51.85%
% New Sessions

70.49%
Bounce Rate

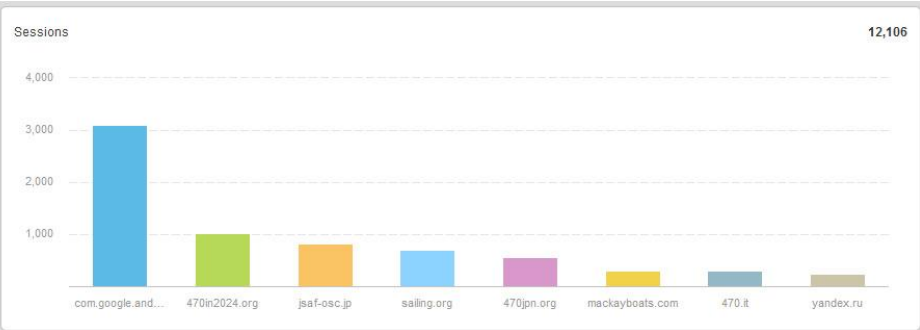
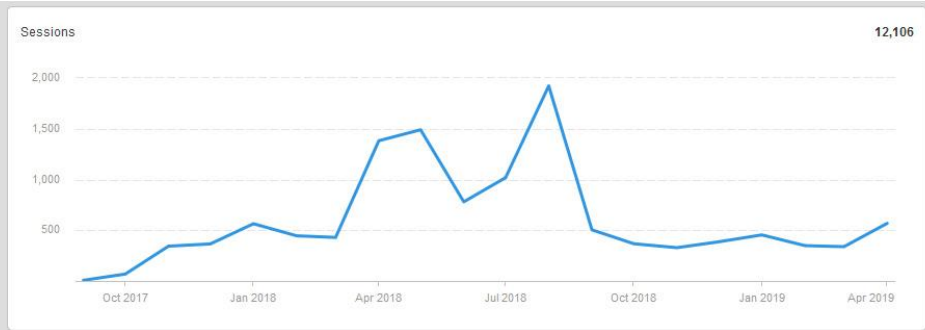
0
Goal Completions

Showing 12 of 12 Rows

Social Network	Sessions	Pages/Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions
Facebook	11,571	1.76	00:01:27	52.02%	71.92%	0
Twitter	695	1.84	00:01:38	33.09%	61.01%	0
Instagram	296	2.36	00:01:37	84.46%	37.50%	0
Vkontakte	24	1.75	00:00:46	58.33%	79.17%	0
Instagram Stories	21	1.24	00:00:39	100.00%	80.95%	0
YouTube	19	3.95	00:05:05	68.42%	57.89%	0
Blogger	1	0.75	00:00:15	0.00%	57.14%	0
Google+	1	0.75	00:00:15	0.00%	57.14%	0



Referral sites



12,106
Sessions

2.71
Pages/Session

00:02:46
Avg. Session Duration

47.46%
% New Sessions

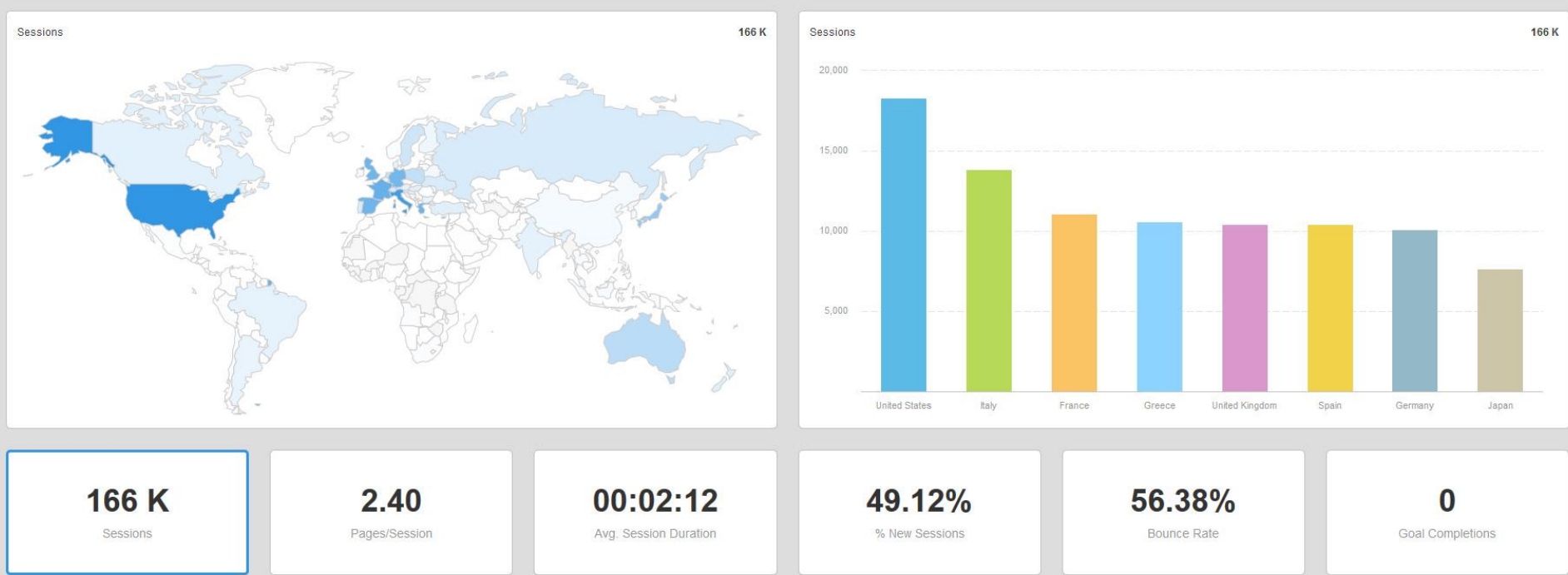
49.84%
Bounce Rate

0
Goal Completions

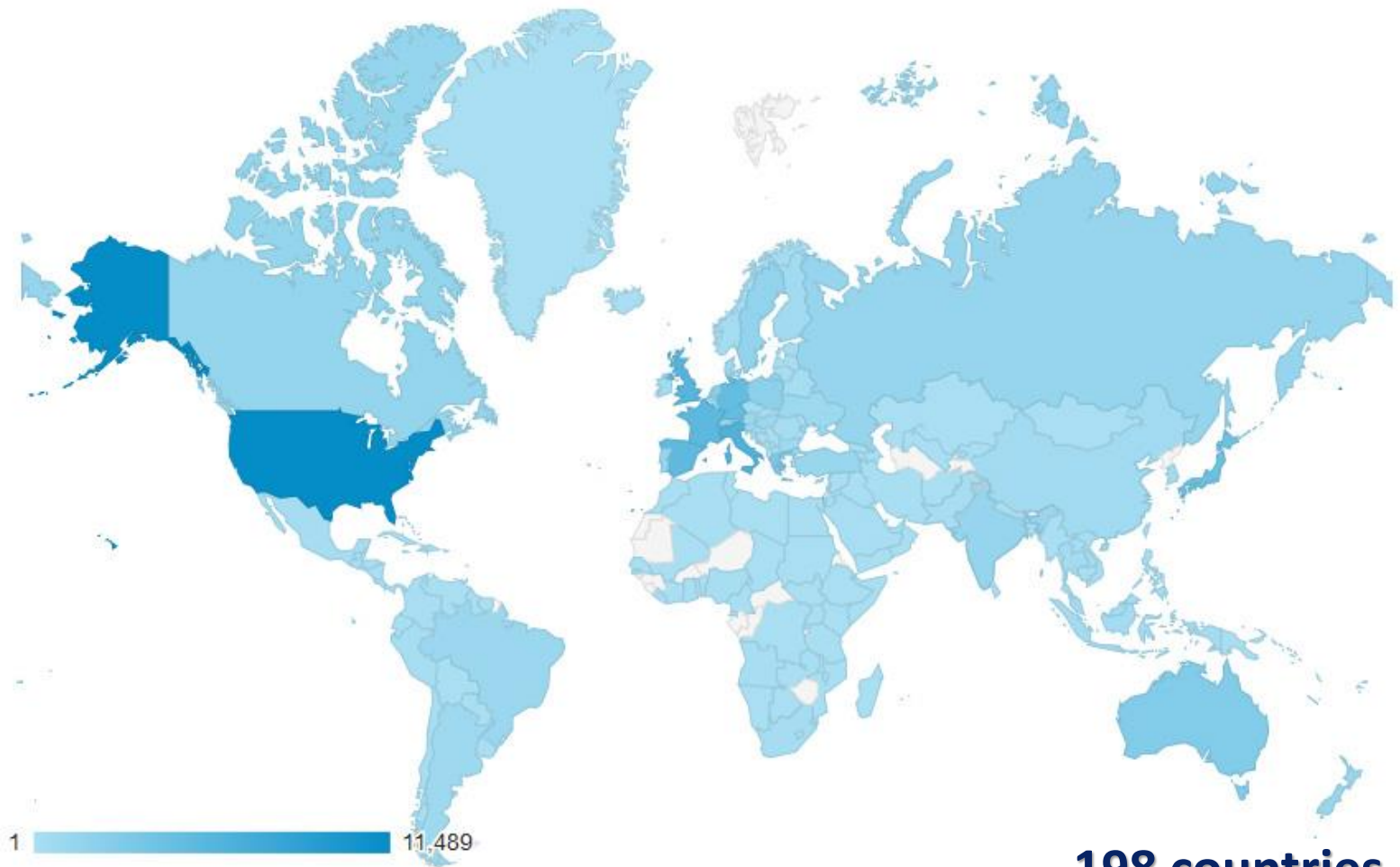
Showing 50 of 456 Rows

Source	Sessions	Pages/Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions
com.google.android.googlequicksearchbox	3,105	2.43	00:03:21	29.66%	49.76%	0
470in2024.org	1,015	1.50	00:01:09	57.64%	79.51%	0
jsaf-osc.jp	813	3.02	00:02:10	41.70%	43.91%	0
sailing.org	702	4.42	00:04:27	51.00%	27.49%	0
470jpn.org	555	2.79	00:02:21	53.87%	52.97%	0
mackayboats.com	307	2.93	00:04:47	37.46%	42.67%	0

Audience












































Audience – World map

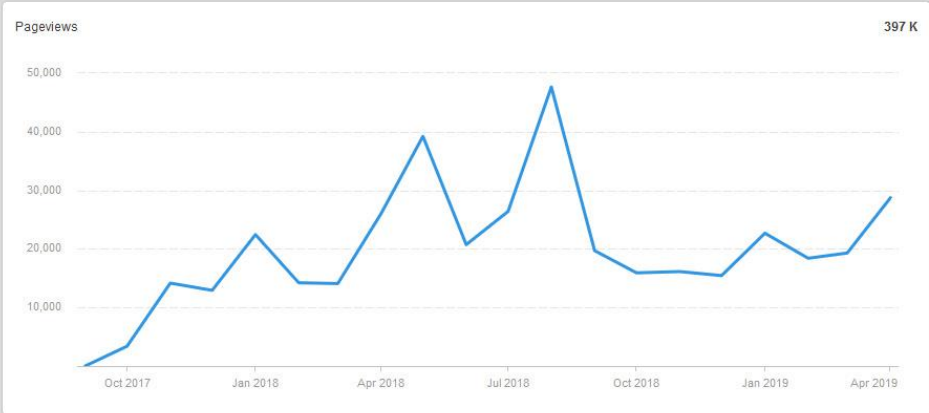


198 countries



		80,406		21.	 Brazil	1,079	(1.29%)
		% of Total: 100.00%		22.	 Austria	1,030	(1.23%)
		(80,406)		23.	 Denmark	1,026	(1.22%)
1.	 United States	11,489	(13.70%)	24.	 Hungary	977	(1.16%)
2.	 Italy	6,224	(7.42%)	25.	 Ukraine	881	(1.05%)
3.	 United Kingdom	5,733	(6.83%)	26.	 Slovenia	834	(0.99%)
4.	 France	5,318	(6.34%)	27.	 Argentina	785	(0.94%)
5.	 Spain	5,170	(6.16%)	28.	 Belgium	732	(0.87%)
6.	 Germany	4,784	(5.70%)	29.	 Bulgaria	707	(0.84%)
7.	 Japan	4,173	(4.97%)	30.	 Croatia	611	(0.73%)
8.	 Greece	3,231	(3.85%)	31.	 Hong Kong	579	(0.69%)
9.	 Australia	2,719	(3.24%)	32.	 China	570	(0.68%)
10.	 Poland	2,005	(2.39%)	33.	 Finland	536	(0.64%)
11.	 Netherlands	1,873	(2.23%)	34.	 South Korea	490	(0.58%)
12.	 Sweden	1,597	(1.90%)	35.	 Singapore	481	(0.57%)
13.	 Canada	1,440	(1.72%)	36.	 Ireland	396	(0.47%)
14.	 Israel	1,431	(1.71%)	37.	 Thailand	396	(0.47%)
15.	 Russia	1,356	(1.62%)	38.	 Malaysia	386	(0.46%)
16.	 India	1,354	(1.61%)	39.	 Indonesia	380	(0.45%)
17.	 Portugal	1,321	(1.57%)	40.	 Czechia	318	(0.38%)
18.	 Switzerland	1,293	(1.54%)	41.	 Estonia	267	(0.32%)
19.	 New Zealand	1,199	(1.43%)				
20.	 Turkey	1,176	(1.40%)				

Page views



397 K
Pageviews

324 K
Unique Pageviews

2.40
Pages/Session

00:01:34
Avg. Time on Page

166 K
Entrances

56%
Bounce Rate

42%
Exit Rate

Top pages viewed

Page	Pageviews	Unique Pageviews	Pages/Session	Avg. Time on Page	Entrances
/	72,804	57,624	1.36	00:01:09	53,611
/content/buy-and-sell	16,813	13,614	2.04	00:03:43	8,233
/default/events/index/ini/1	16,599	12,800	8.25	00:00:31	2,011
/default/events/event/text/2018-470-open-european-ch...	10,447	9,443	1.30	00:02:49	8,041
/default/events/event/text/2019-trofeo-s-a-r-princesa-s...	7,582	6,511	1.32	00:02:22	5,748
/default/events/event/text/2018-470-junior-world-cham...	6,869	5,950	1.43	00:03:41	4,789
/default/events/event/text/2018-aarhus-sailing-world-c...	5,892	5,007	1.43	00:02:09	4,117
/default/index/index/ini/1	5,408	3,993	6.15	00:01:37	879
/default/events/content/id/470-championships-results...	4,883	1,700	6.15	00:02:03	794
/default/events	4,825	4,014	2.76	00:00:37	1,747
/content/470-tuning-guides-and-boat-preparation	4,797	2,843	2.31	00:02:58	2,073
/default/events/event/text/2018-470-junior-european-c...	4,673	4,124	1.47	00:02:46	3,170
/default/for2024/content/id/470-in-2024	4,488	3,763	2.55	00:02:15	1,759
/default/news	3,717	2,971	5.13	00:00:48	725
/default/events/event/text/2018-470-junior-world-cham...	3,322	2,934	2.20	00:03:18	1,512
/default/classinfo	3,153	2,300	11.47	00:00:35	275
/default/technical/content/id/all-about-measurement	3,127	2,135	16.37	00:00:50	191
/default/events/content/id/470-championship-organis...	2,961	2,552	2.60	00:02:47	1,138
/default/events/event/text/2019-trofeo-s-a-r-princesa-s...	2,791	2,506	1.35	00:02:36	2,066
/default/events/event/text/2018-470-north-american-ch...	2,717	2,460	1.43	00:03:49	1,893



<https://www.fb.com/470olympicsailing/>

f 470 Olympic Sailing

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470 Olympic Sailing
@470olympicsailing

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Manage promotions



Liked Follow Share

Visit group

Create post Live Event Offer Job



Write a post...

Photo/Video

Get messages

Feeling/Activ...

Share a recent photo from your Instagram account

Only you can see this



3 videos added this week that you can crosspost
91 videos available to crosspost. See videos.

Photos



ABOUT 470 OLYMPIC SAILING

Olympic equipment of choice for the men's and women's ...

The 470 is an Olympic Class Dinghy recognized by World Sailing. Sailed by both men and women, it was...

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Page tips

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How to create effective posts
Short, visual posts created for the right audience are more successful.



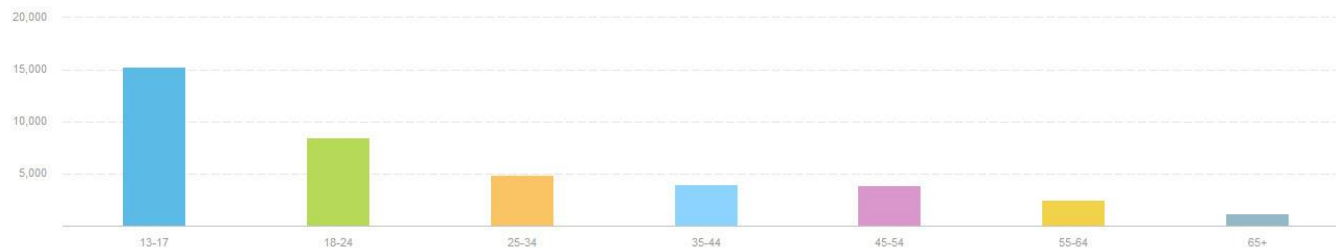
Likes / Age / Gender



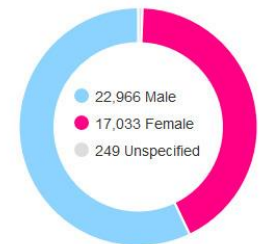
40,090

Total Likes

Age



Gender



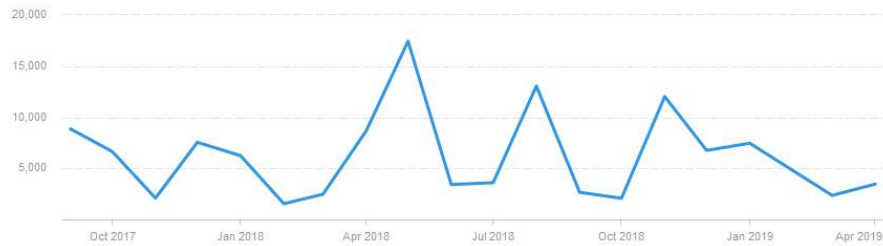


Facebook Engagement



Audience Engagement

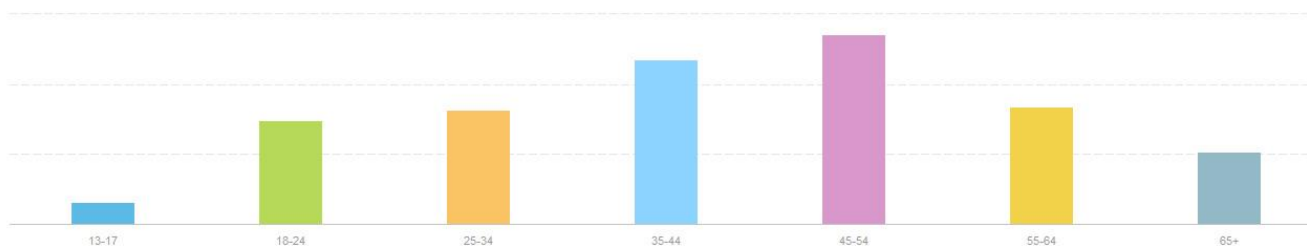
123 K



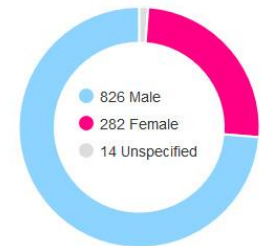
123 K
Engagements

- Likes - 111 K
- Shares - 8,264
- Comments - 3,361

Age



Gender



- 826 Male
- 282 Female
- 14 Unspecified

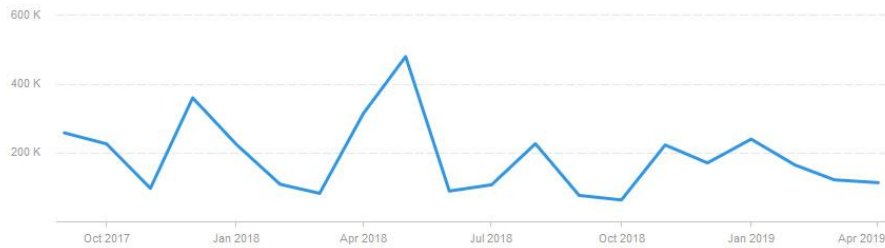


Facebook Reach

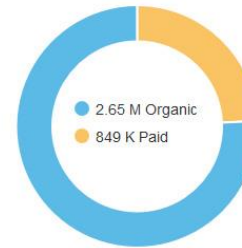


Total Reach

3.74 M



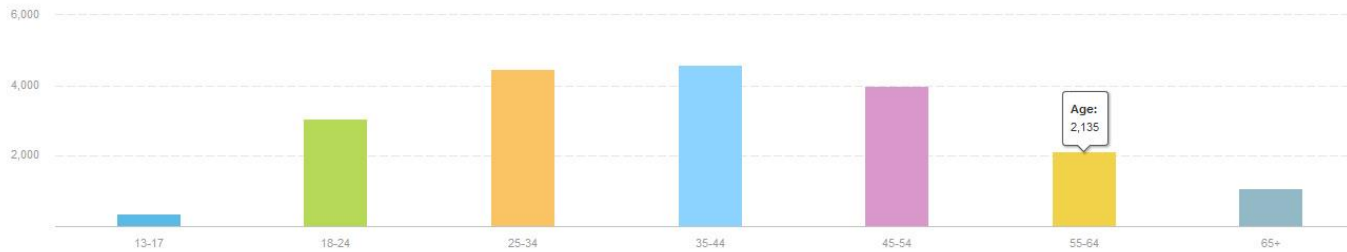
Organic vs Paid Reach



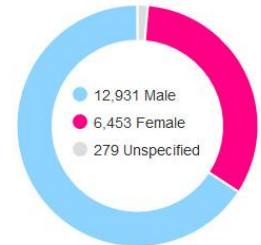
Video Views



Age



Gender





<https://www.instagram.com/470olympicsailing/>

Instagram

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470olympicsailing

Edit Profile



260 posts

10k followers

1,234 following

470 Olympic Sailing 🇦🇺

...Youth to Olympics and beyond... #470class #470sailing #470life 🇦🇺

www.470.org



470 Book

Insights



POSTS

IGTV

SAVED

TAGGED





<https://twitter.com/470Sailing>



Tweets **6,926** Following 281 Followers 6,170 Likes 2 Lists 1

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470 Olympic Sailing

@470Sailing

Olympic Equipment of choice for the men's and women's two person dinghy events - raced in over 60 countries and 6 continents

🌐 Global

🌐 470.org

📅 Joined December 2009

Tweets Tweets & replies Media



470 Olympic Sailing @470Sailing · Apr 10

📺 The top three 470 Women's crews in the world will all be battling it out for gold in Genoa 🇮🇹 Who do you think will grab victory in this fleet? 🙌

#hwcsgenoa 🇮🇹 #HWCS #470olympicsailing #470in2024 #470Life #sail470



470 Olympic Sailing

📺 The top three 470 Women's crews in the world will all be battling it out for gold in Genoa 🇮🇹 Who do you think will grab victory in this fleet? 🙌 #hwcsgenoa 🇮🇹 [facebook.com](https://www.facebook.com/470Sailing)

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@49erSailing



Finn Class
@Finn_Class



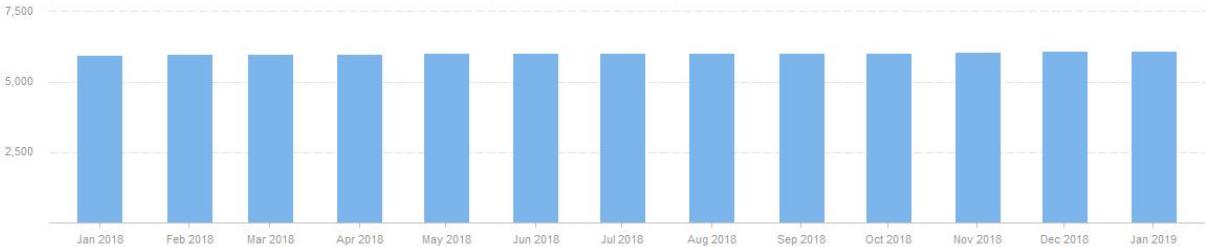
Insights



6,104
Total Followers

Followers

6,104



Likes 349



Retweets 169



Tweets 618





<https://www.youtube.com/470OlympicSailing>

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470OlympicSailing

1,616 subscribers

SUBSCRIBED 1.6K



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2018 470 Junior World Championship - Official...

119 views • 4 weeks ago



2018 470 Junior World Championship - Day 5

105 views • 4 weeks ago



2018 470 Junior World Championship - Day 2



2018 470 Junior World Championship - Day 1

101 views • 4 weeks ago



2018 470 Junior World Championship - Day 6

31 views • 4 weeks ago



2018 470 European Championships Burgas BGR...

469 views • 7 months ago



2018 470 European Championship - Day 6



2018 470 European Championship - Day 5

831 views • 8 months ago



470 downwind with Kilian Wagen and Gregoire Siegwart

1.2K views • 8 months ago



2018 470 European Championship - Day 4

454 views • 8 months ago



2018 470 European Championship - Day 3

569 views • 8 months ago



470 start line tactics with Kilian Wagen and Gregoire...

1.1K views • 8 months ago



470OlympicSailing



UPLOADS
204

SUBSCRIBERS
1,632

VIDEO VIEWS
481,338

COUNTRY

CHANNEL TYPE
Sports

USER CREATED
Dec 4th, 2009



2,601,756th
SUBSCRIBER RANK

2,985,496th
VIDEO VIEW RANK

4,428,621st
SOCIAL BLADE RANK

3,330 ▲30.5%
VIEWS FOR THE LAST 30 DAYS

10 ▲12.5%
SUBSCRIBERS FOR THE LAST 30 DAYS

€0.76 - €12
ESTIMATED MONTHLY EARNINGS

€9 - €145
ESTIMATED YEARLY EARNINGS



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Int 470 Class

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int 470

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0 Following

23,918 Photos

Joined 2017

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World Championships

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Junior European Championships

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Trofeo Princesa Sofia

6 albums | [Edit Mosaic](#)



World Cup Series

14 albums | [Edit Mosaic](#)

23918 Photos

68 Albums



International 470 Class Association



Report