



Analytics: Analyzing Search, Social, and Advertising Traffic

Janette Toral

<http://digitalfilipino.com>

#DIGITALFILIPINO

What's your
Real Intention and Purpose?

Marketing content across customer lifecycle

1. Contact
2. Connection
3. Conversation
4. Consideration
5. Consumption
6. Community



Reference:

<http://www.marketingprofs.com/articles/2013/10245/managing-marketing-content-across-the-customer-lifecycle>

Start analyzing your site's traffic in 3 steps

1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

Find reports & more

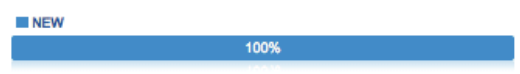
- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Overview
- Locations
- Traffic Sources
- Content
- Events
- Conversions
- Audience
- Acquisition
- Behavior
- Conversions
- Goals
 - Overview
 - Goal URLs
 - Reverse Goal Path

Overview

Right now

2

active visitors on site



Pageviews

Per minute



Per second



Top Referrals:

Source	Active Visitors
There is no data for this view.	

Top Social Traffic:

Source	Active Visitors
1. Facebook	1

Top Keywords:

Keyword	Active Visitors
There is no data for this view.	

Top Active Pages:

Active Page	Active Visitors
1. influencerbootcamp.digita...count/digitalfilipino.com	2 100.00%

Top Locations:



Mar 8, 2014 - Apr 7, 2014

Audience Overview

Email Export Add to Dashboard Shortcut

All Visits
100.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month



Visits

8,209

Unique Visitors

6,263

Pageviews

16,100

Pages / Visit

1.96

Avg. Visit Duration

00:02:37

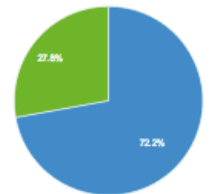
Bounce Rate

73.01%

% New Visits

72.07%

New Visitor Returning Visitor



Demographics

Language

Country / Territory

City

System

Language

Language	Visits	% Visits
1. en-us	7,220	87.95%
2. fil	232	2.83%
3. en-gb	195	2.38%
4. en-ph	184	2.24%

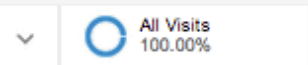
Find reports & more

- Dashboards
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- Traffic Sources
- Content
- Events
- Conversions
- Audience
 - Overview
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Custom
 - Visitors Flow
- Acquisition

Find reports & more

Acquisition Overview

Email Export Shortcut



Top Channels Edit Channel Grouping

	Acquisition			Behavior		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
	8,209	72.07%	5,916	73.01%	1.96	00:02:37
Organic Search	4,345	<div style="width: 72.07%;"></div>		73.99%	<div style="width: 100%;"></div>	
Direct	1,788	<div style="width: 21.79%;"></div>		69.97%	<div style="width: 100%;"></div>	
Social	1,431	<div style="width: 17.43%;"></div>		75.54%	<div style="width: 100%;"></div>	
Referral	597	<div style="width: 7.27%;"></div>		69.18%	<div style="width: 100%;"></div>	
Email	48	<div style="width: 0.58%;"></div>		68.75%	<div style="width: 100%;"></div>	

To see all 5 Channels click [here](#).

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience**
- Acquisition
 - Overview
 - Channels
 - All Traffic
 - All Referrals
 - Campaigns
 - Keywords
 - Cost Analysis **BETA**
 - AdWords
 - Social
 - Search Engine Optimization
- Behavior
- Conversions

Find reports & more

- Dashboards**
- Shortcuts
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 - All Traffic
 - All Referrals
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 - Keywords
 - Cost Analysis **BETA**
 - AdWords
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- Behavior
- Conversions

Referral Traffic

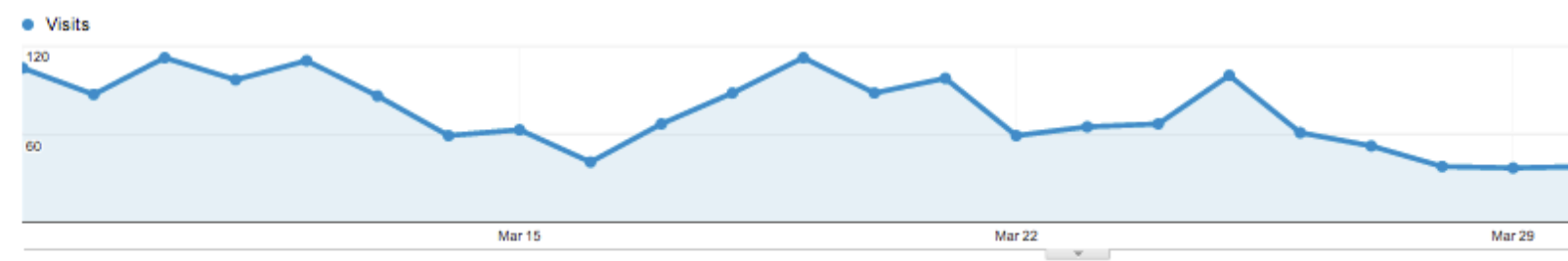
Customize Email Export Add to Dashboard Shortcut

All Visits
 24.70%

Explorer

Summary **Site Usage** Goal Set 1 Goal Set 2 Ecommerce

Visits vs. Select a metric



Primary Dimension: **Source** Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Source	Acquisition			Behavior			Avg. Visit Duration
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit		
	2,028 % of Total: 24.70% (8,209)	63.12% Site Avg: 72.07% (-12.42%)	1,280 % of Total: 21.64% (5,916)	73.67% Site Avg: 73.01% (0.91%)	1.97 Site Avg: 1.96 (0.37%)	00:02:28 Site Avg: 00:02:37 (-5.72%)	
1. facebook.com	710(35.01%)	56.20%	399(31.17%)	70.00%	2.23	00:02:57	
2. m.facebook.com	606(29.88%)	59.57%	361(28.20%)	83.50%	1.38	00:01:17	
3. digitalfilipino.com	74(3.65%)	25.68%	19(1.48%)	31.08%	3.95	00:08:25	
4. semalt.com	66(3.25%)	100.00%	66(5.16%)	100.00%	1.00	00:00:00	

- Find reports & more
- Dashboards
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- Audience
- Acquisition
 - Overview
 - Channels
 - All Traffic
 - All Referrals
 - Campaigns
 - Keywords
 - Paid
 - Organic
 - Cost Analysis **BETA**
 - AdWords
 - Social
 - Search Engine Optimization
- Behavior
- Conversions

Organic Search Traffic

Customize Email Export - Add to Dashboard Shortcut

All Visits 52.93%

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Visits vs. Select a metric

Visits



Primary Dimension: **Keyword** Source Landing Page Other -

Plot Rows Secondary dimension - Sort Type: Default -

Keyword	Acquisition			Behavior		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
	4,345 % of Total: 52.93% (8,209)	76.52% Site Avg: 72.07% (6.19%)	3,325 % of Total: 56.20% (5,916)	73.99% Site Avg: 73.01% (1.35%)	1.83 Site Avg: 1.96 (-6.94%)	00:02:30 Site Avg: 00:02:37 (-4.14%)
1. (not provided)	3,835 (88.26%)	76.95%	2,951(88.75%)	73.79%	1.83	00:02:35
2. e-commerce in the philippines	27 (0.62%)	25.93%	7(0.21%)	77.78%	1.48	00:00:57
3. (not set)	11 (0.25%)	81.82%	9(0.27%)	81.82%	1.18	00:00:26
4. http://digitalfilipino.com/	11 (0.25%)	63.64%	7(0.21%)	36.36%	6.91	00:08:15

Mar 8, 2014 - Apr 7

Find reports & more

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Events

AdSense

Experiments

In-Page Analytics

Conversions

Overview

Email Export Add to Dashboard Shortcut

All Visits 100.00%

Overview

Pageviews vs. Select a metric

Hourly Day Week

Pageviews



Pageviews
16,100

Unique Pageviews
12,372

Avg. Time on Page
00:02:43

Bounce Rate
73.01%

% Exit
50.99%

Site Content

Page

Page Title

Site Search

Search Term

Events

Event Category

Page

Page	Pageviews	% Pageviews
1. digitalfilipino.com/digitalfilipino.com	1,659	10.30%
2. digitalfilipino.com/introduction-cybercrime-prevention-act-republic-act-10175/digitalfilipino.com	1,166	7.24%
3. influencerbootcamp.digitalfilipino.com/course/digital-lead-generation-customer-relationship-management-real-estate-industry/digital-filipino.com	953	5.92%
4. digitalfilipino.com/ai1ec_event/davao-e-commerce-creators-boot-camp-wordpress/digitalfilipino.com?instance_id=	892	5.54%
5. digitalfilipino.com/accepting-payments-online/digitalfilipino.com	633	3.93%
6. digitalfilipino.com/state-of-e-commerce-in-the-philippines-2013/digitalfilipino.com	446	2.77%
7. digitalfilipino.com/winners-digitalfilipino-web-awards-2014/digitalfilipino.com	429	2.66%
8. digitalfilipino.com/tax-guidelines-e-commerce-transactions-philippines/digitalfilipino.com	426	2.65%

Dashboard

Search

- Traffic from Search
- Keyword Rankings
- On-Page Optimization
- Crawl Diagnostics
- Social
- Links
- Brand & Mentions

Research Tools

- Open Site Explorer
- Fresh Web Explorer
- Rank Tracker

Search Overview

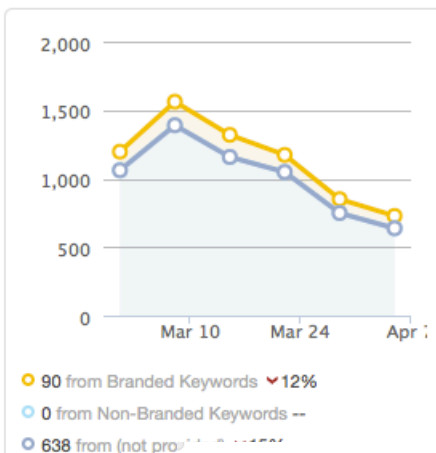
Help

Export PDF

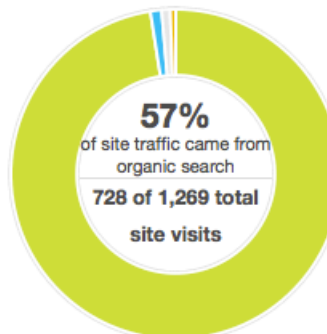
Timeframe: **Weekly (Mar 30 - Apr 5, 2014)**

Traffic from Organic Search

Organic Search History



Organic Search Breakdown by Engine



- 710 google ↓ 13%
- 8 bing ↓ 125%
- 6 yahoo ↓ 217%
- 4 other ↓ 200%

VISITS from organic search

728

View History »

KEYWORDS that sent organic search visits

78

View History »

URLS that received organic search visits

111

View History »

Mentions of All Brand Queries Apr 5

Page Title/URL	Feed Authority	Query	Links to	Date Found
[BOT] PDEA airs concern over online purchase of illegal drugs http://drugpolicycentral.com/bot/article/abs-cbnnews10058.htm	79	e-commerce philippines		2014-04-06
Startup aims to poach workers at tech bus stops - Yahoo News Philippines https://ph.news.yahoo.com/startup-aims-poach-workers-tech-212440561.html	58	e-commerce philippines		2014-04-05
Factory Unlocked Apple iPhone 4 16GB Black 6 0 1 iOS 5 OMP Clean IMEI w Box... http://www.ebay.com/itm/FACTORY-UNLOCKED-APPLE-IPHONE-4-16GB-B...	67	digital marketing philippines		2014-04-05
Awesome Factory Unlocked Apple iPhone 4 8GB Black 7 0 4 iOS Clean IMEI Mtin... http://www.ebay.com/itm/AWESOME-FACTORY-UNLOCKED-APPLE-IPHON...	67	digital marketing philippines		2014-04-05
Top Casino Companies To Own For 2014 http://www.topstocks2015.com/top-casino-companies-to-own-for-2014-2.html	48	digital marketing philippines		2014-04-05
Innovative and Memorable Designs — Creating A Lasting Impression Smashing ... http://www.smashingmagazine.com/2012/08/14/creating-lasting-impression/	52	e-commerce philippines		2014-04-05
Dove #realbeauty gains 66M impressions in two hours Inquirer Lifestyle http://lifestyle.inquirer.net/156260/dove-realbeauty-gains-66m-impressions-in-...	72	digital marketing philippines		2014-04-05
Apart From This There Are Few Other Organizations That Are Not Satisfied By Th... http://morantmal.wordpress.com/2014/04/05/apart-from-this-there-are-few-o-...	52	e-commerce philippines		2014-04-05
The Linden Suites Ortigas: Where to Stay in Manila (Splurge Option) The Poor Tr... http://www.thepoortraveler.net/2014/04/linden-suites-review-manila-hotels/	66	digital marketing philippines		2014-04-05
India's losing 70% incremental voice & call centre business to Philippines: Study http://www.allvoices.com/contributed-news/16829049-indias-losing-70-incre-...	68	e-commerce philippines		2014-04-05
Mission Accomplished RichardDetrich.com http://richarddetrich.com/2014/04/05/mission-accomplished/	41	digital marketing philippines		2014-04-05
Hot Casino Stocks To Invest In 2014 http://www.topstocks2015.com/bot-casino-stocks-to-invest-in-2014.html	48	digital marketing philippines		2014-04-05

Site Overview

[Site Comparisons](#)

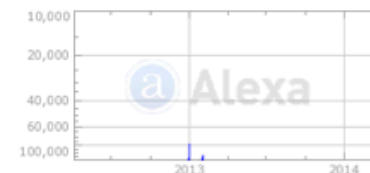
[Keyword Research](#) 🔒

[Sites Linking In](#)

How popular is digitalfilipino.com?

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank

188,648 ▲ 23,929

Rank in Philippines

1,416

[View All Metrics](#)

Top Content

What are the top entry points and most viewed pages on my site?

Top Entry Pages	Pageviews	Top Viewed Pages	Pageviews
digitalfilipino.com	1,286	digitalfilipino.com	1,526
digitalfilipino.com/introduction-cy...	1,032	digitalfilipino.com/introduction-cy...	1,070
digitalfilipino.com/alliec_event/dav...	714	digitalfilipino.com/alliec_event/dav...	716
digitalfilipino.com/accepting-payme...	544	digitalfilipino.com/accepting-payme...	583
digitalfilipino.com/tax-guidelines-...	351	digitalfilipino.com/state-of-e-comm...	410

[See All](#)

[See All](#)

Unique Visitors and Pageviews

How much traffic does this site get?

Daily Unique Visitors

111

Daily Pageviews

177

Monthly Unique Visitors

Pending

Monthly Pageviews

Pending

How engaged are visitors to digitalfilipino.com?

Bounce Rate

64.30% ▲ 6.00%

Daily Pageviews per Visitor

2.00 ▼ 25.56%

Daily Time on Site

3:16 ▼ 18.00%

Location

Where are my site's visits coming from?

Visits by Country



Country	Percent of Visits
Philippines	83.87%
United States	4.39%
India	1.67%
Singapore	1.34%
Hong Kong	0.69%

[See All](#)

Where do digitalfilipino.com's visitors come from?



Search Traffic

What percentage of visits to this site come from a search engine?



11.30% ▼ 3.00%

Top Keywords from Search Engines

Which search keywords send traffic to this site?

Keyword	Percent of Search Traffic
1. digitalfilipino	18.08%
2. janette toral	9.87%
3. digital marketing for real est...	8.61%
4. philippines payment gateway	0.11%
5. top sites in the philippines	0.11%

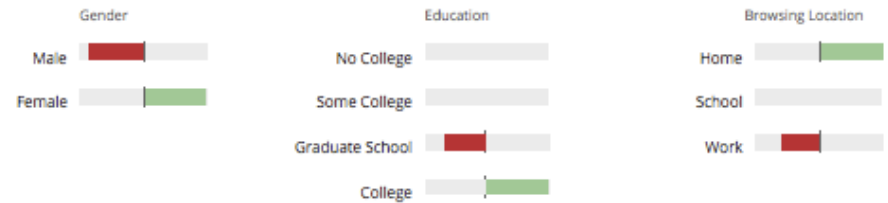
[Upgrade to View](#)

Who visits digitalfilipino.com?



Audience Demographics

How similar is this site's audience to the general Internet population?



[Upgrade to View](#)

Upstream Sites

Which sites did people visit immediately before this site?

Site	Percent of Unique Visits
1. facebook.com	27.9%
2. google.com.ph	10.8%
3. google.com	9.2%

[More](#)

Audience Geography

Where are this site's visitors located?

Visitors by Country



Country	Percent of Visitors	Rank in Country
Philippines	82.3%	1,416
United States	5.4%	-
India	1.5%	-
Singapore	1.4%	-
Brazil	0.8%	-

[More](#)

What sites link to digitalfilipino.com? ?

Total Sites Linking In **354**

Site	Page
1. google.com	plus.url.google.com/mobileapp
2. facebook.com	facebook.com
3. yahoo.com	dir.yahoo.com/regional/countries/phill...
4. linkedin.com	linkedin.com/lite/external-redirect?ur...
5. wikipedia.org	en.wikipedia.org/wiki/Janette_Toral

More

What sites are related to digitalfilipino.com? ?

Related Links

1. infomanc.com
2. money.webmanila.com
3. alleba.com
4. webphilippines.com
5. pics.org.ph

More

Categories with Related Sites

[Regional](#) > [Asia](#) > [Philippines](#) > [Business and Economy](#) > [Computers and Internet](#) > [Internet](#) > [E-Commerce](#)

Sites with similar names

1. digitalfilipinocom.ning.com
2. digitalfilipinoclub.blogspot.com
3. caveniofilipino.blogspot.com
4. Inratfilinino.com

Where do visitors go on digitalfilipino.com? ?

Subdomain	Percent of Visitors
digitalfilipino.com	98.31%
ecommercebootcamp.digitalfilipino.com	2.30%
Influencerbootcamp.digitalfilipino.com	0.57%
certified.digitalfilipino.com	0.33%

How fast does digitalfilipino.com load? ?

Very Slow (5.194 Seconds), 94% of sites are faster.

Where can I find more info about digitalfilipino.com? ?



DigitalFilipino: An E-Commerce Guide for the Filipino
[E-Commerce Boot Camp](#) | [E-Commerce Entrepreneur Program](#)

Site Description

Website of Janette Toral, an e-commerce advocate, featuring her e-commerce Insights, workshops, boot camps, trainings, and research.

How did digitalfilipino.com look in the past?

Contact

Janette Toral
 51 Zapphire St. , Fern Village Tandang Sora
 Quezon City, MM 1116
 PHILIPPINES
 digitalfilipino [at] gmail.com

[Edit Site Info](#)

Historical Traffic Trends

Date Range:

6 months



Alexa Traffic Rank

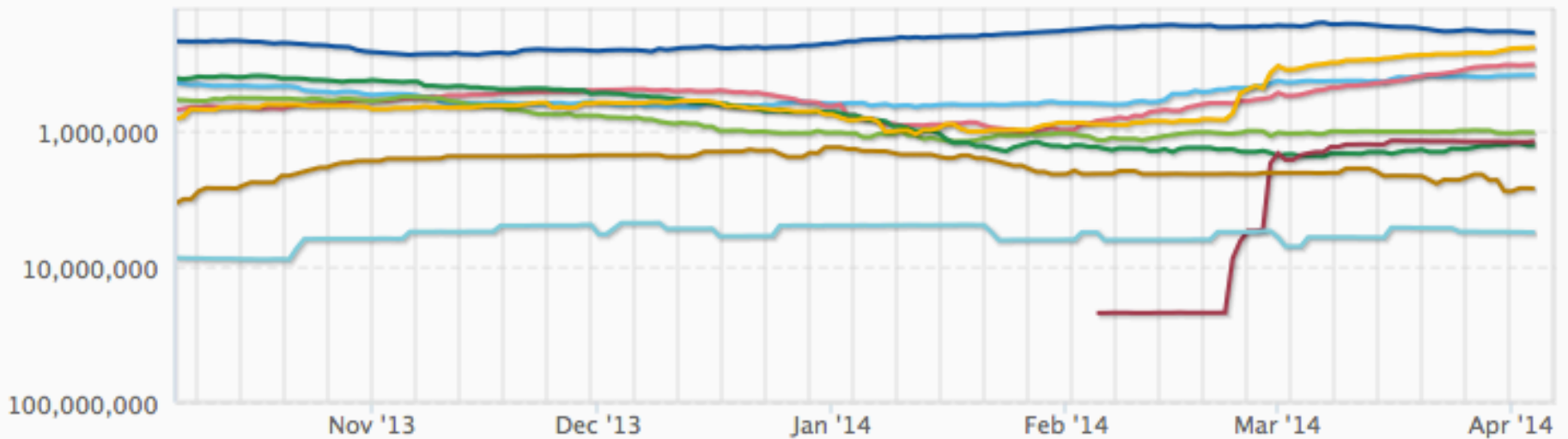
Reach %

Pageviews %

Pageviews/User

Bounce %

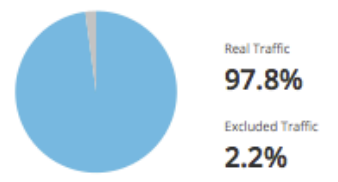
Time on Site



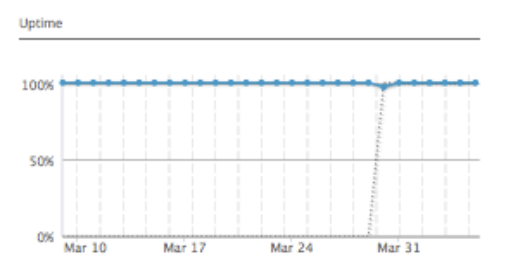
Performance How much traffic is my site getting? ?

Unique Visitors	Visits
Pageviews	

Counting Real People
 How much traffic to your website is from real people and is included in your site's metrics? [Learn More](#)



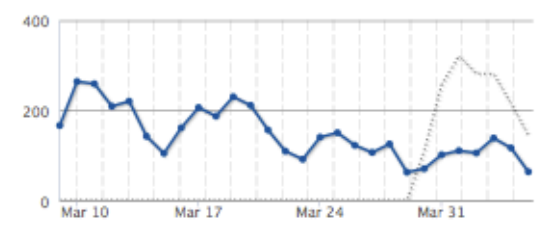
Uptime What percentage of the time is your site up and available? ?



Outage Date	Start Time	Duration (mins)	Type
Mar 30	07:35	40	Down

[See All](#)

Search Referrals

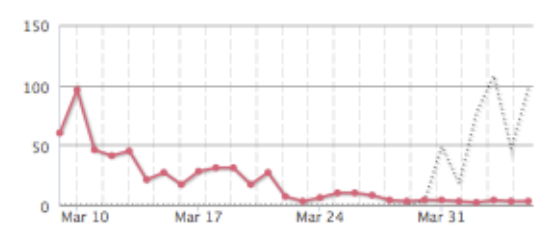


Search Engine	Percent
Google	95.7%
Bing	1.4%
Ask	1.3%
Yahoo	1.3%
SearchResults	0.0%

[See All](#)

Social How many referrals is my site getting from social networks? ?

Social Referrals



Social Network	Percent
Facebook	91.8%
Twitter	5.5%
LinkedIn	1.8%
Google	0.9%

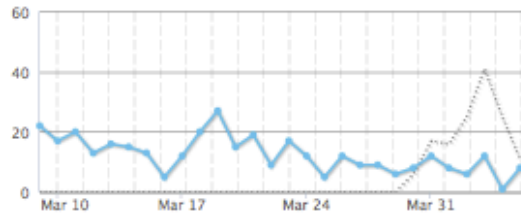
[See All](#)

Social Metrics for Home Page

Likes	81
Shares	52
+1's	160

Link How many referrals is my site getting from links on other websites?

Link Referrals



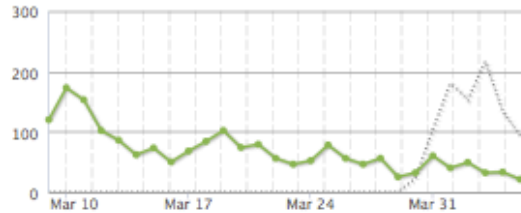
Last 28 days **348** ▲ 146.81%
 Previous 28 days **141**

Website	Percent
semalt.com	8.0%
crawler.semalt.com	7.5%
janettetotal.com	5.2%
searchinfluencer.com	4.6%
entrepreneur.com.ph	4.6%

[See All](#)

Direct How many referrals is my site getting from people directly navigating to the site?

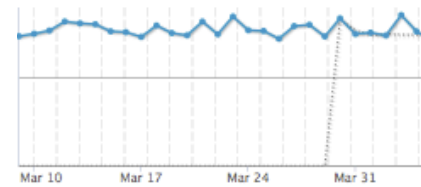
Direct



Last 28 days **1,908** ▲ 110.13%
 Previous 28 days **908**

Engagement Is the content on my site engaging?

Bounce Rate (%) Pageviews / Visit
 Minutes / Visit



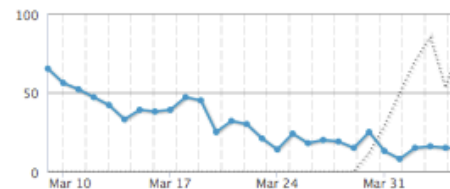
Last 28 days **77.30%** ▲ 2.32%
 Previous 28 days **75.55%**

Subdomain	Percent of Pageviews
digitalfilipino.com	95.74%
ecommercebootcamp.digitalfilipino.com	2.39%
influencerbootcamp.digitalfilipino.com	1.57%
certified.digitalfilipino.com	0.30%

[See All](#)

Mobile How many visits is my site getting from mobile devices?

Mobile Visits



Last 28 days **828** ▲ 116.19%
 Previous 28 days **383**

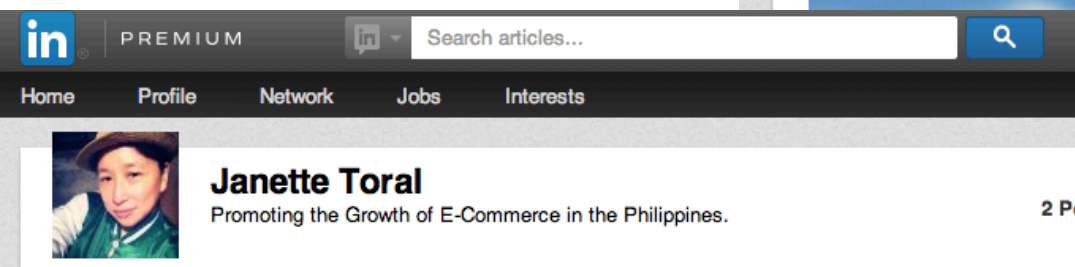
Device	Percent
Non-mobile	85.6%
Phone	10.5%
Tablet	3.9%

Platform	Percent
Android	57.7%
iOS	39.6%
Symbian	1.1%
Blackberry	1.0%
Windows	0.4%

BLOGGING WILL BE MORE COMPETITIVE.



LinkedIn PREMIUM Search articles...
10 Years of Blogging and Moving Forward
March 24, 2014 | 234 views | 6 likes | 1 comment
3 tweets | 110 likes | 10 g+1 | 15 shares



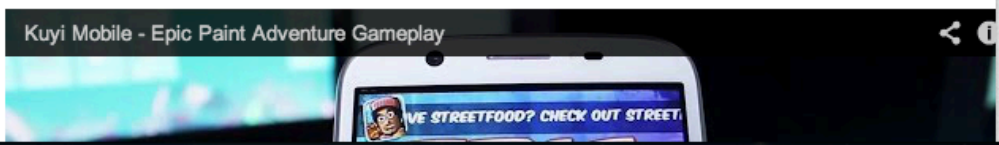
LinkedIn PREMIUM Search articles...
Home Profile Network Jobs Interests
Janette Toral
Promoting the Growth of E-Commerce in the Philippines.



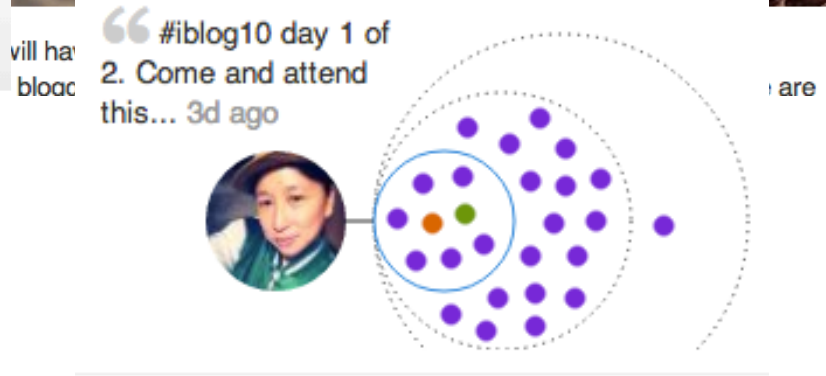
Promoting Mobile Games through Influencers (Epic Paint Adventure experience)
March 20, 2014 | 308 views | 7 likes | 0 comments
7 tweets | 29 likes | 6 g+1 | 20 shares

When you have limited budget, promoting a new product or service will be constrained. This was the challenge of Filipino game developer Erick Garayblas of [Kuyi Mobile](#) had as he prepared for the global release of Epic Paint Adventure (available in [IOS](#) and [Android](#)) mobile game.

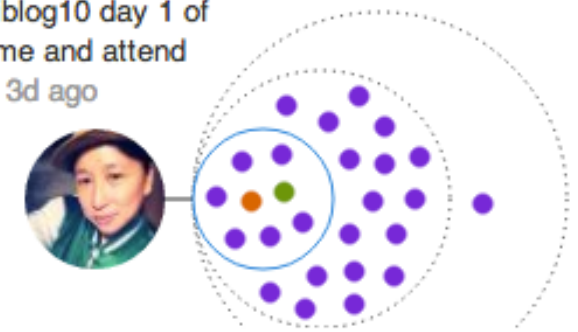
To work-around this limitation, he used various social media (such as a [Facebook event page](#)) to spread the word and asked for help. I think what got people moving to help involves the following factors:



Who's Viewed Your Updates < 7/51 >
58 views | 2 likes | 3 comments




“ #iblog10 day 1 of 2. Come and attend this... 3d ago



Lessons learned on Outdoor Adventure Park blogger relations

Last April 5, Vance Madrid attended an Outdoor Adventure Park launch. She tagged along her mom and nephew. Instead of having a fun-filled experience, her mom today is in the hospital pending major operation and Vance reaching out to the blogging community for help.

 Janette Toral

Stories

Views Reads Read Ratio Recommendations



Lessons learned on Outdoor Adventure Park blogger relations

[View story](#) · [Referrers](#)

678 463 68% 1

Lessons learned on Outdoor Adventure Park blogger relations

SOURCE	VIEWS
facebook.com	578
email, IM, and direct	46
twitter.com	33
medium.com	9
google.com.ph	7
hootsuite.com	2
mail.google.com	2
linkedin.com	1



KAILANGAN AYUSIN ANG PARAAN NG PAG-BUWIS SA MGA PILIPINO. PARA SA ISANG MATUWID NA DAAN—NA HINDI MAPANG-API SA MGA ORDINARYONG PILIPINO MABABA ANG KAALAMAN SA BUWIS.

Simplifying the Philippines Internal Revenue Code

Maybe it is time

 Janette Toral in I. M. H. O.

Medium.com as a powerful blogging platform.

 **Janette Toral**
@digitalfilipino

Twitter Report: Top Five Reasons Why Anne Curtis @annecurtissmith Is The Number One Filipino Celebrity On Twitter shar.es/kj3gE

Reply Delete Favorite More

RETWEETS
75


FAVORITES
86



7:48 PM - 24 Jul 2013

Reply to @annecurtissmith


 **Anne Curtis-Smith** @annecurtissmith · Jul 24
@digitalfilipino thank you for this! :)
Details Reply Retweet Favorite More

 **Janette Toral** @digitalfilipino · Jul 24
@annecurtissmith you are welcome po. :)
Details Reply Delete Favorite More



- Advanced Search
- All people
 - People you follow
 - Everywhere
 - Near you

Who to follow · Refresh · View all

-  **Kris Bernal** @soKRISme Follow
-  **Diva Montelaba** @imdivamo... Follow
-  **GMA Party Pilipinas** @Party...



#iBlog10

Results for #iBlog10

Turn on hashtag alerts for this search


Save

Top / All

 **resly amador** @cablay28 · 1h
"@GMANewsOnline: VIDEO: Howie Severino, ibinahagi ang ebolusyon ng news gathering at coverage sa iBlog forum gmane.ws/1qbLzDg #iBlog10
Expand Reply Retweet Favorite More

 **Joalore** @clickflickca · 2h
@clickeric Must be nice...recently joined an #iBlog10 chat in Philippines. Hope you're having fun! What a life you live! Amazing!
View conversation Reply Retweet Favorite More

 **Raymond Nicolas** @reimundniklaus · 3h
BLOGGED: #iBlog10 The 10th Philippine Blogging Summit reimundniklaus.tumblr.com/post/819433919...
View summary Reply Retweeted Favorite More

 **Reggie Ramos** @dronthego · 3h
Btw, thanks to @digitalfilipino and the rest for organizing #iBlog10! It inspired me to aim for a much higher goal than i ever imagined!
Expand Reply Retweeted Favorite More

 **Juliet Z. Cruz** @globalpinay · 3h
Good morning Monday! #iBlog10 fb.me/2PtUEJCJV



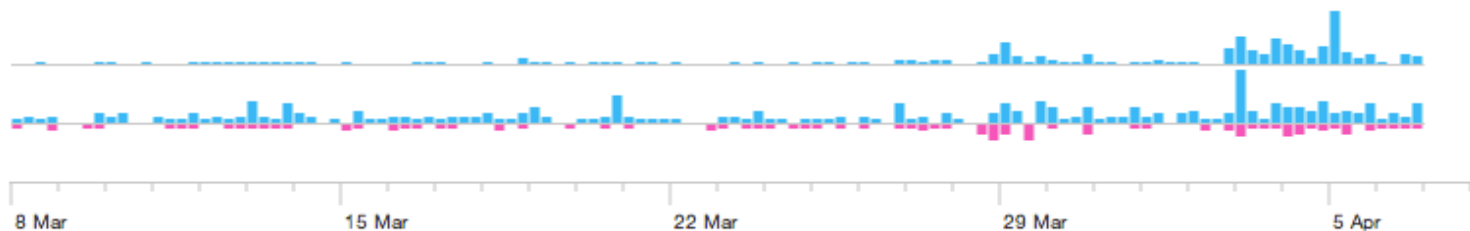
Tweet activity

Download CSV

Mentions, Follows, Unfollows (6-hour increments, all in Pacific time)

483 mentions

272 follows
99 unfollows



Top interests ?

- 53% Pop
- 50% Business and news
- 42% Romance (Movies and television)
- 42% Comedy (Movies and television)
- 41% Technology
- 35% Politics and current events
- 32% Reality TV
- 31% Business and finance
- 28% Action and adventure
- 25% Entrepreneurship



Top cities

- 19% Makati, PH
- 12% Quezon City, PH
- 7% Manila, PH
- 4% Cebu, PH
- 2% Pasig, PH

Analytics Followers Twitter Cards Janette Toral

Followers

9,379 followers as of 4/5/2014 (days shown in Pacific time)

A line graph showing the number of followers over time. The y-axis ranges from 0 to 9,383. The x-axis shows dates: 17 Nov, 9 Mar, 29 Jun, 19 Oct, 8 Feb. The number of followers shows a steady upward trend.

Interests

Most unique interests ?

- 50% Business and news
- 24% Tech news
- 11% Startups
- 10% SEO

Location

Top countries and states

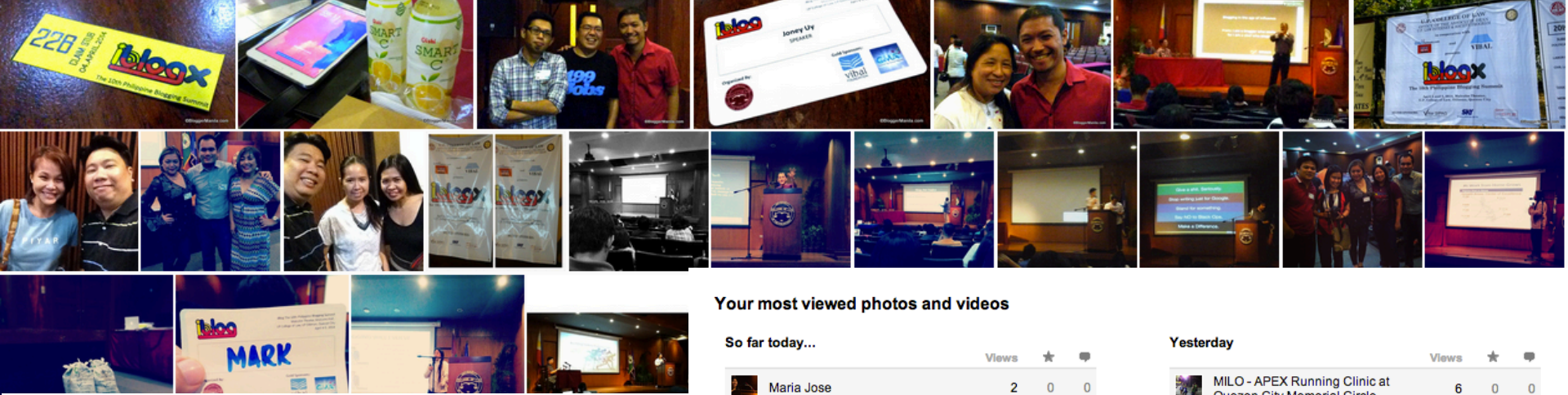
- PHL
- Other

Gender

58% M 44% F

Your followers also follow

- 38% annecurtissmith · Profile
- 37% ANCALERTS · Profile



Your most viewed photos and videos

So far today...

	Views	★	🗨
Maria Jose	2	0	0
Telecommunications - Smart.com.ph	2	0	0
Marvin of Home & Haven	2	0	0
Chikka.com - Chat category	2	0	0
AyosDito.ph - Classifieds category	2	0	0
Nokia.com.ph - Gadgets category	2	0	0
Pep.ph - Entertainment category	2	0	0
Typhoon2000.ph - Reference category	2	0	0
Globe.com.ph - Telecommunication category	2	0	0
John Lloyd Cruz addresses fans	1	0	0

[All photos and videos...](#)

Yesterday

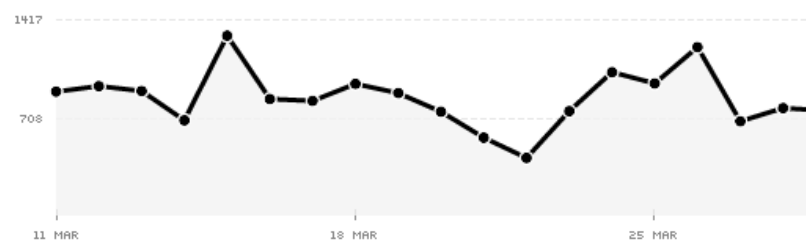
	Views	★	🗨
MILO - APEX Running Clinic at Quezon City Memorial Circle	6	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	6	0	0
Portal - Ph.Yahoo.com	5	0	0
Domains.ph - E-Service category	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0

[All photos and videos...](#)

Stats for: Your account

Stats are shown in GMT, where it's currently 3.46AM on 7th April 2014 (Mon)

Daily aggregate views on your account



View counts

	So far today	Yesterday	All time
Photos and Videos	43	720	242,612
Photostream	40	121	81,602
Sets	41	144	97,516
Collections	0	0	226
Galleries	0	0	526
	124	985	422,482

Search for people, pages, or posts


Hangouts

Home Hangouts On Air

Hangouts On Air

Start a Hangout On Air

Broadcast your conversation to the world for free on YouTube. Learn more



Janette Toral
Attended AIE College
lives in Quezon City, Philippines
1,977,353 views




About Posts Photos YouTube +1's Reviews

Share what's new...

Text Photos Link Video Event

Janette Toral #iblog10
Shared publicly - Yesterday 8:26 PM

Thank you +Mighty Rasing for the kind inclusion. #iblog10




Notes, Excerpts, & Reflections from iBlog10 with Carlo Ople, Brad Geiser, Bien Nillos, Sonnie Santos & Janette Toral
pinoyyuppie.com

In this special episode of the Happy Media Podcast...

Janette Toral #Blogger
Shared publicly - 1:07 PM

Helping this blogger out will be greatly appreciated.



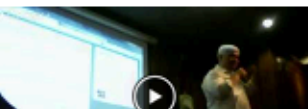
Lessons learned on Outdoor Adventure Park blogger relations
medium.com

Janette Toral #iblog10
Shared publicly - Apr 5, 2014

#iblog10 day 2. Join this free event today. Details at <http://www.iblogph.com>

Janette Toral
Shared publicly - Apr 4, 2014

With Tonyo Cruz and Francis Acero.



- You may know View more
- Adrian Benipayo
 - Philips Yu
 - Brad Geiser

Janette Toral #phnet20
Shared publicly - Yesterday 8:09 PM

Congratulations +Jonji Y. Gonzales for a successful #phnet20 event.



TenMinutes.Ph Celebrates Internet Anniversary In Cebu The Cool Way
tenminutes.ph

TenMinutes.PH organized the...

About 21,600 results (0.34 seconds)

DigitalFilipino: E-Commerce, Digital Marketing in the Philippi...



digitalfilipino.com/

by Janette Toral - in 4,740 Google+ circles

Discussion and insight on e-commerce developments in the Philippines. Personal site of **Janette Toral** to support her advocacy in promoting e-commerce growth ...

About Us

DigitalFilipino.com started last September 17, 1999 to promote ...

E-Commerce Boot Camp

DigitalFilipino E-Commerce Boot Camp by Janette Toral. Sign In ...

Janette Toral

Janette Toral is an e-commerce advocate in the Philippines. She ...

[More results from digitalfilipino.com »](#)

Digital Influencer Boot Camp

Digital Influencer Boot Camp by Janette Toral. Sign In. Sign In.

DigitalFilipino Disclaimer

DigitalFilipino Disclaimer. All parties submitting materials ...

Contact us

You can contact Janette Toral for the following: 1. Invitation to ...

Janette Toral (digitalfilipino) on Twitter

<https://twitter.com/digitalfilipino>

The latest from **Janette Toral (@digitalfilipino)**. Promoting the growth of the Philippines since 1997. Philippines.

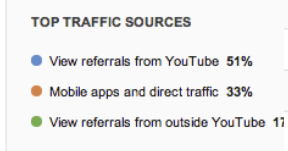
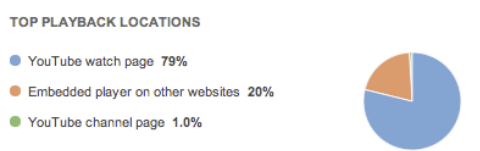
Social media can back-up your main site.

The screenshot shows a Slideshare profile for Janette Toral. The profile includes a bio, location (Quezon City, NCR, Philippines), and a list of activities. The main content is a presentation titled "Digital Media Habits of Young Children" by Janette Toral. The presentation is currently on slide 1 of 17. The slide content includes the title, a photo of Janette Toral, and her contact information: "Janette Toral http://digitalfilipino.com" and "Facebook: digitalfilipino Twitter: digitalfilipino". The right sidebar shows a list of presentations, documents, and videos.

Demographics



Discovery



Top 10 Videos

Browse all content

Video	Views ↓	Estimated minutes watched	Total estimated earnings
Katy Perry endorses Proactiv Anti-Pimple An...	66	31	\$0.02
Promotion of advocacy campaigns through s...	62	88	\$2.46
Building Communities through Blogging #iblog10	45	192	\$0.00
Making Cafe Mocha using K Fee Machine an...	40	58	\$0.21
Nestle Wellness FITFIL Fitness Boot Camp ...	39	47	\$0.00
Integrating Feedburner in Blogger.com	37	85	\$0.13
Facebook as a Passport and Future Uses by ...	36	49	\$0.04
FITFIL Fitness Boot Camp Cebu Ambassado...	36	74	\$0.00
Bloggers as New Media Personalities #iblog10	32	230	\$0.00
Justin Bieber endorses Proactiv Solutions	30	11	\$0.00

Janette Toral

Videos: 171 • Created: May 23, 2006 • Lifetime views: 221,931

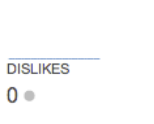
[CHANNEL](#)

Last 30 days (Mar 8, 2014 – Apr 6, 2014)

Performance



Engagement



YouTube PH

What to Watch

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- Music
- Sports
- Gaming

Browse channels

SHA 2 Sign in now to see your channels and recommendations!

[Sign in](#)

Janette Toral [Subscribe](#)

Home **Videos** Playlists Discussion About

Uploads Date added (newest - oldest)

Bloggers as Activist #iblog10
2 days ago

Blogging as Part of Internet Marketing and Advertisin...
2 days ago

Bloggers as Digital Marketers #iblog10
2 days ago

Building Communities through Blogging #iblog10
2 days ago

Vibal Foundation Presentation #iblog10
3 days ago

Bloggers as New Media Personalities #iblog10
3 days ago

Webinar demo
4 months ago

Bloggers as Digital Influencers - 2nd Laguna...
4 months ago

STATUS **DELIVERY** Active **SCHEDULE** Mar 17, 2014 - Apr 14, 2014 | 8:00pm - 8:00pm **BUDGET** \$5.00 | Daily **SPENT TODAY** \$1.36 of \$5.00 **LIFETIME SPENT** \$111.32 of \$144.96

WEBSITE CLICKS **1,129** **REACH** **129,090** **FREQUENCY** **4.28** **TOTAL SPENT** **\$111.32** **AVG. COST PER WEBSITE CLICK** **\$0.10**

March 17, 2014 - April 14, 2014



All Except Deleted Edit Ads View Report

1 Result

Status?	Ad?	Delivery?	Results?	Cost?	Reach?	Frequency?	Clicks?	Click-Through Rate?	Spent Today	Total Spent?	Max. Bid?	Avg. Price?
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> influencerbootcamp.digitalfilipino.com/course/digital-lead-generation-custo... - Website Clicks - Ad	<input checked="" type="checkbox"/> Active	1,129 Website Clicks	\$0.09 Per Website Click	129,090	4.28	2,380	0.431%	\$1.36	\$111.32	Auto Optimized CPM	\$0.20 Optimized CPM

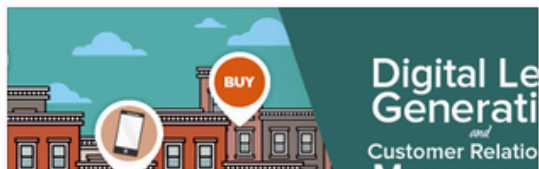
Ad Preview Edit Creative

Targeting Edit Targeting

Performance Edit Pricing

Janette C. Toral
Sponsored ·

Online class starts April 15. One year e-learning access. 12 sessions training program.



Potential Audience for this ad: 720,000 people

- Location: Philippines
- Age: 21 - 55
- Interests: Real estate investment trust, Townhouse, Commercial property, Apartment, Real estate pricing, National Association of Realtors, Mortgage loans, Luxury real estate, Creative real estate investing, Vacation rental, Estate agent, Vacation property, Real estate investment club, Estate (land), Real estate development, Property management, Landlord, Real estate appraisal, Leasehold estate, Condominium, Private equity real estate, Terraced house, Real estate investing, Real estate broker, Real estate, Foreclosure or Real property
- Friends of people connected to: Janette C. Toral

Actions

1,679 Total Actions?

1,129 Website Clicks?

466 Post Likes?

66 Page Likes?

18 Other Actions?

See full actions report

Facebook Ads Reporting

Reports Full Report: 2014-01-09 to 2014-04-08 (edited) Schedule Save Share Export

Reports

Edit Columns Clear Filters

Dates: Custom 01/09/14 to 04/08/14 All days

Ad name is + Add Filter

Start Date	End Date	Ad	Placement	Reach	Frequency	Impressions	Clicks	Unique Clicks	Click-Through Rate (CTR)	Unique Click-Through Rate (uCTR)	Spend
2014-01-09	2014-04-08	influencerbootcamp.digitalfilipino	News Feed on D	27,064	1.76	47,727	306	239	0.641%	0.883%	\$16.63
2014-01-09	2014-04-08	influencerbootcamp.digitalfilipino	News Feed on M	64,885	2.02	131,022	1,934	1,438	1.476%	2.216%	\$87.05
2014-01-09	2014-04-08	influencerbootcamp.digitalfilipino	Right Column Ad	56,495	4.38	246,233	75	61	0.030%	0.108%	\$4.15
2014-01-09	2014-04-08	influencerbootcamp.digitalfilipino	Right Column Ad	36,937	3.45	127,432	65	57	0.051%	0.154%	\$3.49

What's your
Real Intention and Purpose?



**Twitter:
@digitalfilipino**

Facebook: digitalfilipino

