

## Appendix 1 – Teesside Freeport / Invest Tees Valley Quarterly Marketing Performance Statistics

WEBSITE					
Q4 2022/23		Versus Q4 2021/22		Versus Q3 2022/23	
Website Hits				📺	
Invest	<b>1,171</b>	Invest	<b>45%</b> ↓	Invest	<b>11%</b> ↓
Freeport	<b>1,424</b>	Freeport	<b>13%</b> ↑	Freeport	<b>6%</b> ↓
Page views				📺	
Invest	<b>2,400</b>	Invest	<b>52%</b> ↓	Invest	<b>14%</b> ↓
Freeport	<b>5,017</b>	Freeport	<b>10%</b> ↑	Freeport	<b>15%</b> ↑
New visitors				👤	
Invest	<b>1,157</b>	Invest	<b>44%</b> ↓	Invest	<b>9%</b> ↓
Freeport	<b>1,382</b>	Freeport	<b>16%</b> ↑	Freeport	<b>6%</b> ↓

COMMUNICATIONS AND PR		
METRICS	📈	OUTPUT
📅	Press releases	<b>15</b>
👍	Sentiment	<b>93.6%</b>
🏠	AVE	<b>£5.91</b>
📖	Media articles	<b>395</b>
👥	Reach	<b>613m</b>