








Appendix 1 – Teesside Freeport / Invest Tees Valley Quarterly Marketing Performance Statistics Q2 2023 (Jul – Sept)

WEBSITE		
Q2 2023	Versus Q2 2022	Versus Q1 2023
Website Hits 1,498	-29% ↓	-50% ↓ 
Page views 5,258	-12% ↓	38% ↑ 
New visitors 1,444	-51% ↓	-51% ↓ 

COMMUNICATIONS AND PR  	
 Issued 5 press releases	 74.6%
AVE £27m 	897 media articles 

Marketing Glossary of Terms / Notes to Infographics

1. Marketing statistics are provided on a quarterly basis and provided as above
2. We follow best practice guidance set out by the Chartered Institute of Public Relations. The CIPR recommend measuring media activity in terms of Articles Generated, AVE, Sentiment, and Potential Reach.
 - **Articles Generated** refers to the total number of articles published by individual media outlets either on, or mentioning, a particular topic.
 - **AVE** is Advertising Value Equivalent - the amount that it would cost to buy the equivalent amount of advertising space in a publication or broadcast, calculated by column inches and article prominence.
 - **Potential Reach** is the potential number of individuals who would have been reached by the article, based on readership and viewership/listenership figures.
 - **Sentiment** is the overall tone of the coverage, recorded using keyword analysis of articles - either positive, neutral or negative.