



Monthly SP3 query impressions

SP3 Search statistics

Green > 110%
Red < 90%

- We saw a drop in impressions against the 6 month average for a number of countries but positively not the major regions France, India, Germany, Spain, UK and USA.
- Looking at organic pageviews this had the largest increase in India, possibly due to the PPC campaign there causing increased interest and therefor more organic traffic as well as the paid traffic.
- UK saw an increase in both organic searches and organic pageviews. Most likely as a result of the influencer videos generating more interest.

Impressions	March	April	May	June	July	August	September	October	November	December	January	February	Total	6 month VAR	6 month av
Australia	134	173	106	170	154	124	273	234	141	131	152	143	1792	80%	179
Austria	50	60	51	36	41	37	54	42	41	24	39	34	475	87%	39
Belgium	65	51	36	46	21	21	43	39	36	30	29	35	417	99%	35
Canada	219	177	224	177	117	138	271	282	227	216	162	194	2210	86%	225
China	23	20	14	18	9	8	26	13	23	13	15	16	182	91%	18
Denmark	36	35	24	34	26	31	45	41	28	13	27	34	340	109%	31
Finland	20	15	9	11	12	12	27	22	6	14	17	15	165	89%	17
France	324	347	261	314	220	167	347	322	306	272	280	363	3160	115%	315
Germany	355	342	252	294	233	205	395	374	280	224	237	314	3191	103%	304
Hong Kong	107	75	63	63	46	35	74	58	56	53	30	32	660	63%	51
India	423	375	444	514	449	498	739	720	611	593	664	657	6030	99%	664
Italy	186	159	155	147	103	80	173	191	145	116	116	194	1571	124%	156
Japan	264	273	450	366	243	245	277	267	277	209	181	240	3052	99%	242
Mexico	112	60	81	114	97	70	128	82	93	67	91	87	995	95%	91
Netherlands	83	87	89	79	50	75	131	88	62	86	55	102	885	117%	87
Norway	32	30	11	33	20	24	33	38	32	20	19	24	292	87%	28
Poland	50	90	94	55	36	46	88	75	162	73	72	98	841	104%	95
Portugal	64	36	34	36	24	22	26	38	27	29	30	50	366	150%	33
Saudi Arabia	19	19	15	5	10	14	37	52	39	26	28	25	264	72%	35
Singapore	34	50	40	45	48	34	69	56	81	64	56	47	577	76%	62
South Korea	128	122	164	89	132	150	131	135	103	134	81	81	1369	73%	111
Spain	207	203	381	207	121	79	143	186	168	147	109	161	1951	106%	152
Sweden	56	57	51	47	32	33	52	57	35	24	27	30	471	80%	38
Switzerland	45	53	63	43	54	29	78	73	55	54	68	57	615	89%	64
Taiwan	123	100	93	102	94	84	126	89	76	113	74	66	1074	73%	91
Turkey	119	108	93	54	71	47	89	112	125	121	110	71	1049	68%	105
United Arab Emirates	30	31	33	29	20	26	67	57	33	23	36	30	385	73%	41
United Kingdom	578	552	543	499	478	427	761	708	694	595	765	797	6600	111%	720
United States	1697	1708	1625	1550	1168	1262	2300	2195	1939	1847	1429	1789	18720	93%	1917
Grand Total	5583	5408	5499	5177	4129	4023	7003	6646	5901	5331	4999	5786	59699	97%	5944

Monthly SP3 organic pageviews

Country	202403	202404	202405	202406	202407	202408	202409	202410	202411	202412	202501	202502	Grand Total	6 month VAR	6 month average
Australia	86	95	66	83	83	59	127	139	65	51	53	76	983	89%	85
Austria	24	41	29	23	27	25	35	25	27	23	17	25	321	99%	25
Belgium	27	25	21	21	8	14	22	18	18	27	17	11	229	58%	19
Canada	76	88	101	76	79	82	125	146	104	188	163	104	1,332	75%	138
China	440	437	103	94	70	104	78	92	84	141	118	123	1,884	116%	106
Denmark	15	17	18	6	16	23	18	33	9	1	6	11	173	85%	13
Finland	16	7	1	4	3	5	8	12	8	8	5	7	84	88%	8
France	252	239	157	171	144	86	224	211	250	149	229	214	2,326	101%	213
Germany	194	212	135	108	144	96	173	230	135	79	122	209	1,837	132%	158
Hong Kong	57	79	61	59	49	26	65	54	53	45	37	36	621	74%	48
India	306	281	398	338	124	136	130	142	124	129	169	304	2,581	183%	166
Italy	113	134	113	98	74	46	114	159	70	83	74	85	1,163	87%	98
Japan	95	111	103	106	69	86	92	76	102	73	46	78	1,037	100%	78
Mexico	68	50	52	85	67	43	59	66	66	42	37	36	671	71%	51
Netherlands	26	33	30	21	14	27	47	38	23	27	18	21	325	72%	29
Norway	21	21	11	18	20	15	14	17	20	20	7	14	198	91%	15
Poland	19	35	24	14	17	35	32	24	64	14	33	35	346	104%	34
Portugal	25	38	23	23	11	12	20	16	14	12	11	16	221	108%	15
Saudi Arabia	13	5	7	2	8	9	5	9	4	9	8	6	85	88%	7
Singapore	23	33	24	20	16	18	37	28	32	30	40	24	325	75%	32
South Korea	85	101	104	80	93	114	81	118	102	89	84	62	1,113	69%	89
Spain	197	181	276	138	97	61	129	143	110	134	111	113	1,690	92%	123
Sweden	36	37	36	12	14	19	22	34	24	10	9	10	263	65%	18
Switzerland	40	22	39	32	20	12	31	47	34	36	31	50	394	131%	38
Taiwan	39	30	40	29	29	23	40	26	27	70	77	28	458	63%	45
Türkiye	43	58	51	26	38	27	30	53	29	27	15	23	420	78%	30
United Arab Emirates	6	5	18	9	24	23	15	17	8	11	23	15	174	101%	15
United Kingdom	257	266	225	196	205	159	339	208	204	156	242	280	2,735	118%	238
United States	636	665	547	476	382	477	585	613	481	437	543	505	6,347	96%	527
Grand Total	3,235	3,346	2,813	2,368	1,945	1,862	2,697	2,792	2,291	2,121	2,345	2,521	30,336	102%	2,461