

SOCIAL MEDIA & WEBSITE REPORT

April, 2025



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NatPower Global



NatPower UK



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NatPower Global



April 2025

980



Website unique visitors
April 2025

CTR

WEBSITE

8,60%

+8,2% THAN PREVIOUS MONTH

52,2% Direct
36,95% Search engine
3,45% Referral Websites
2,5% Social Media

Website traffic

LinkedIn



124 new followers

Facebook



322 pageviews

This month

Facebook: 16.7%



LinkedIn: 83.3%



Social Media referral Website traffic

Website – Pages and traffic

WEBSITE

Frequent Query

1. natpower
2. natpower h
3. natpower battery storage
4. natpower group
5. natpower uk
6. natpower milano
7. natpower marine
8. fabrizio zago

Device breakdown



Desktop 3900 (88.3%)



Mobile 1200 (11.7%)



Tablet 17 (0.1%)

Website – Pages and traffic

[WEBSITE](#)

Popular pages

1. Homepage (31.5%)
2. What and where (5.8%)
3. About us (5%)
4. Our team (4.7%)
5. "Untitled" (4.5%)
6. NatPower H (3%)
7. Careers. (2.9%)
8. Pagina 404 (2.6%)
9. Contacts (1.9%)

Website – Pages and traffic

WEBSITE

Country	Clicks	Impressions	CTR(%)
Italy	337	1642	20.5%
France	50	328	15.2%
United Kingdom	370	2625	14.1%
Spain	18	142	12.7%
Netherlands	13	107	12.7%
Switzerland	10	94	10.6%
Pakistan	10	95	10.5%
Germany	19	219	8.7%
India	31	648	4.8%
United States	59	2828	2.1%

INSIGHT

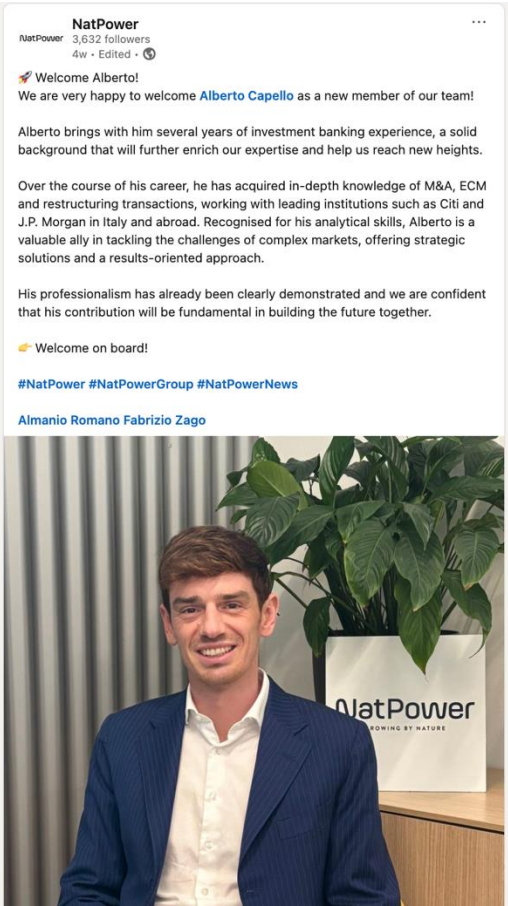
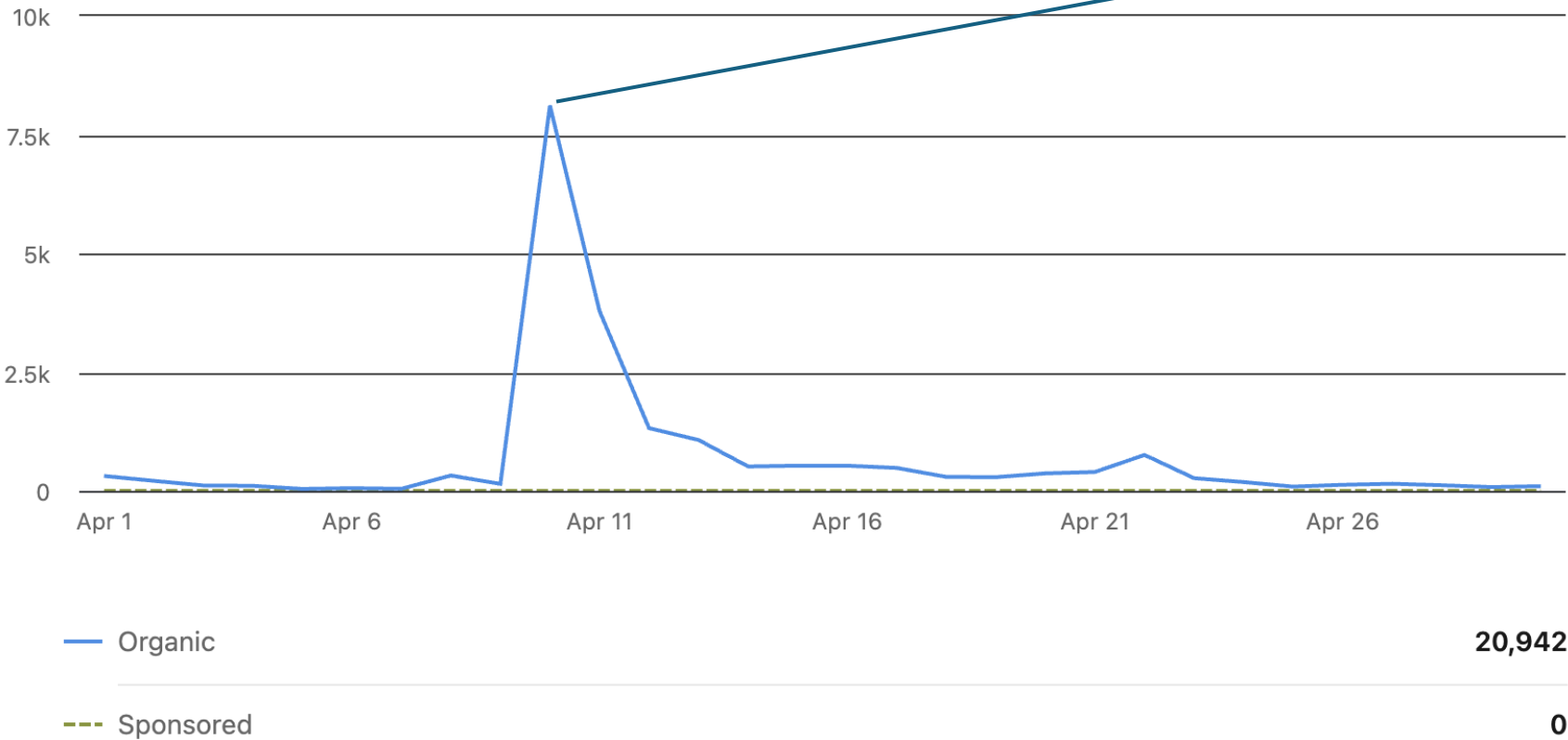
This data refers to the **performance of our content across different countries**, highlighting how users are engaging based on impressions, clicks, and click-through rate (CTR).

Italy, France, and the United Kingdom are not only among the countries with the highest number of impressions but also show **strong engagement**, with **Italy leading with a CTR of 20.5%**. This indicates a high level of **relevance and interest** from users in these markets.

In contrast, the **United States**, despite having the **highest number of impressions (2,828)**, shows a **very low CTR (2.1%)**, suggesting that the content may **lack appeal, relevance, or targeting effectiveness** for the American audience.

This presents an opportunity to **optimize messaging, SEO, or content localization** in high-visibility but underperforming markets like the U.S., while also **consolidating and potentially expanding efforts** in countries where both visibility and engagement are high.

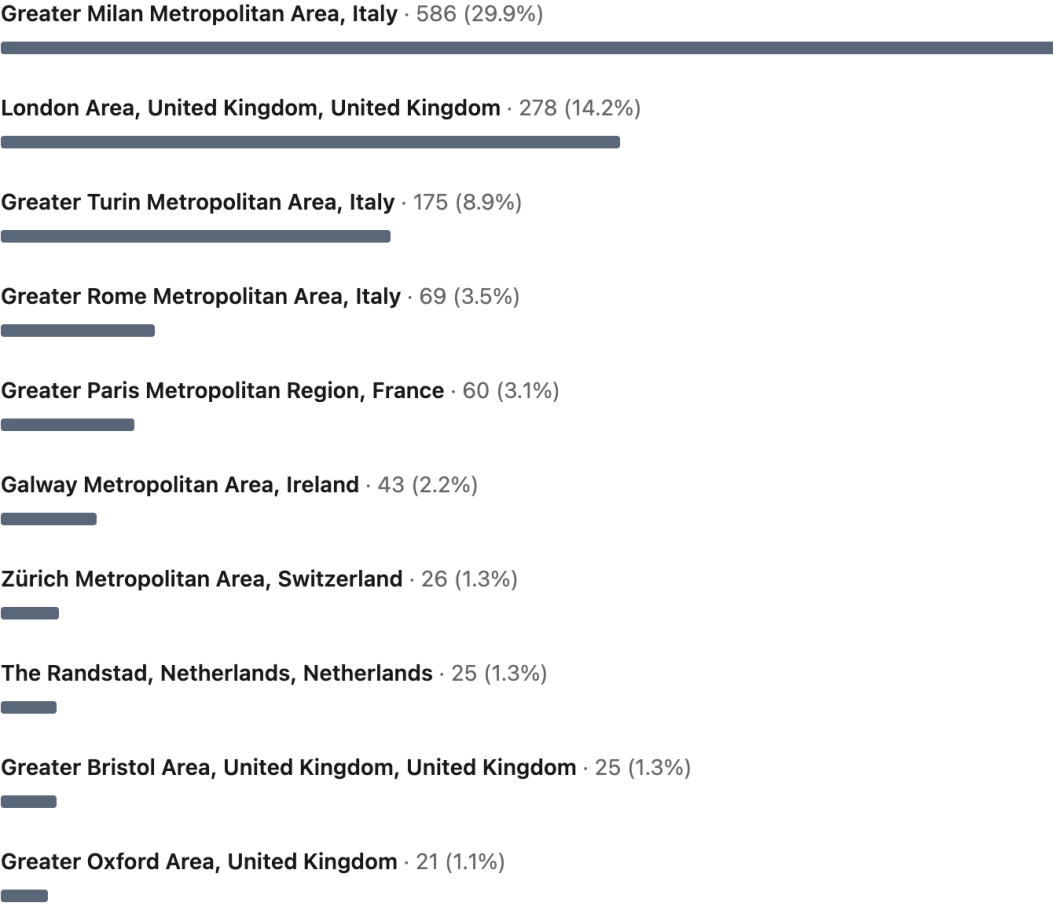
Social media | Content impressions April 2025



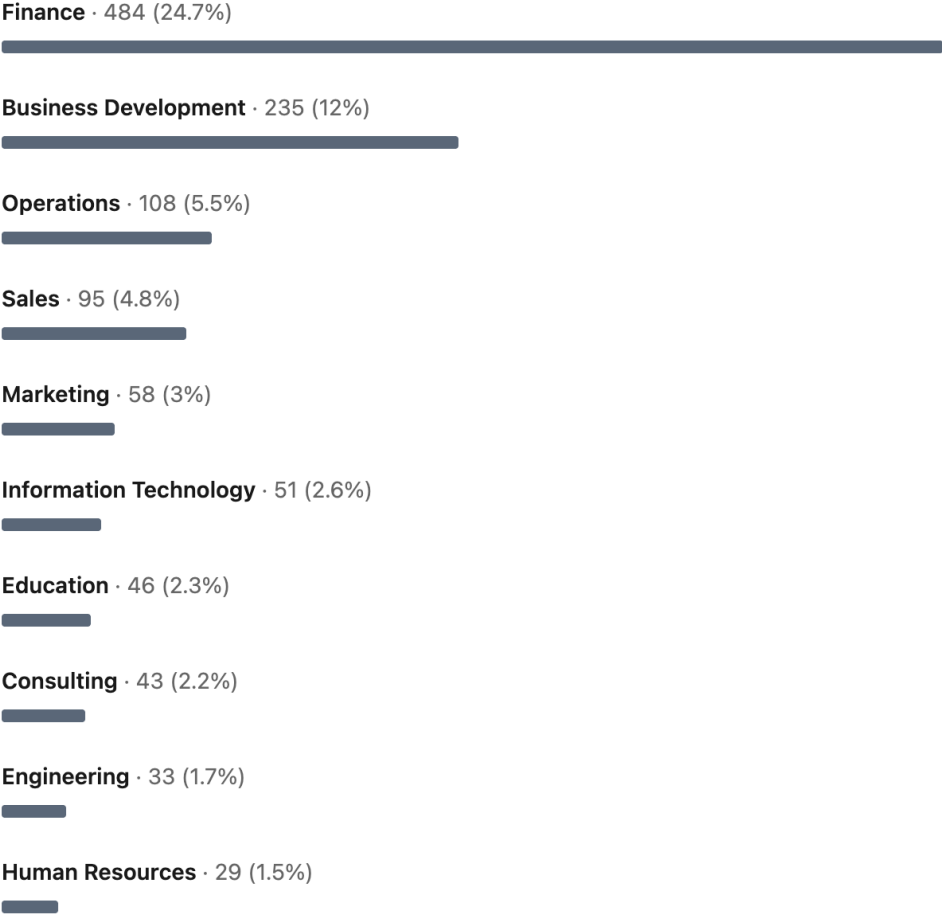
Social media | Page visitors April 2025



Geographic



Job Function

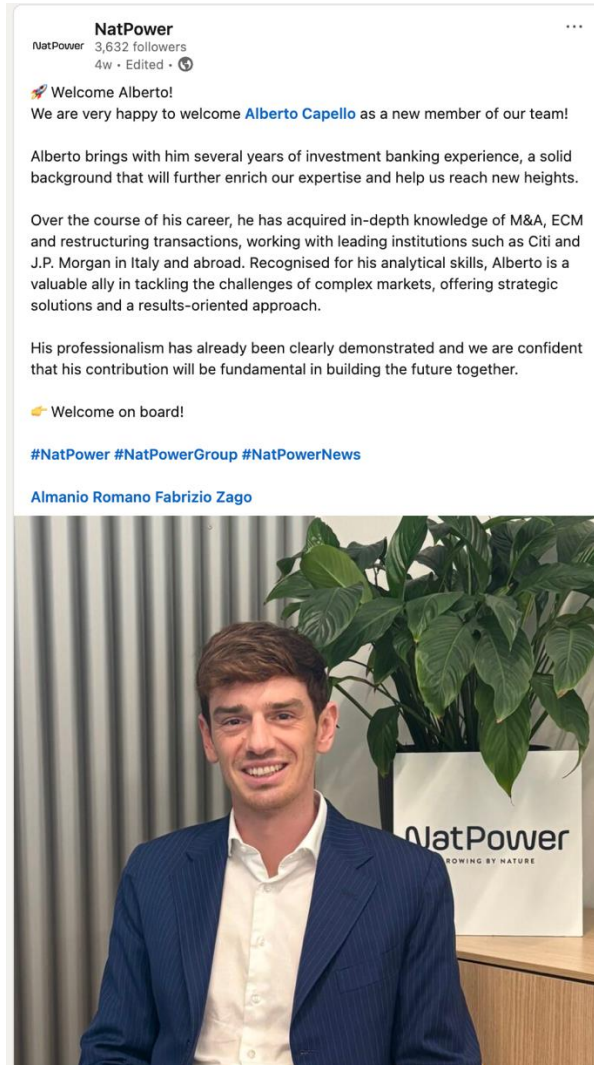


Social media | Top Posts April 2025

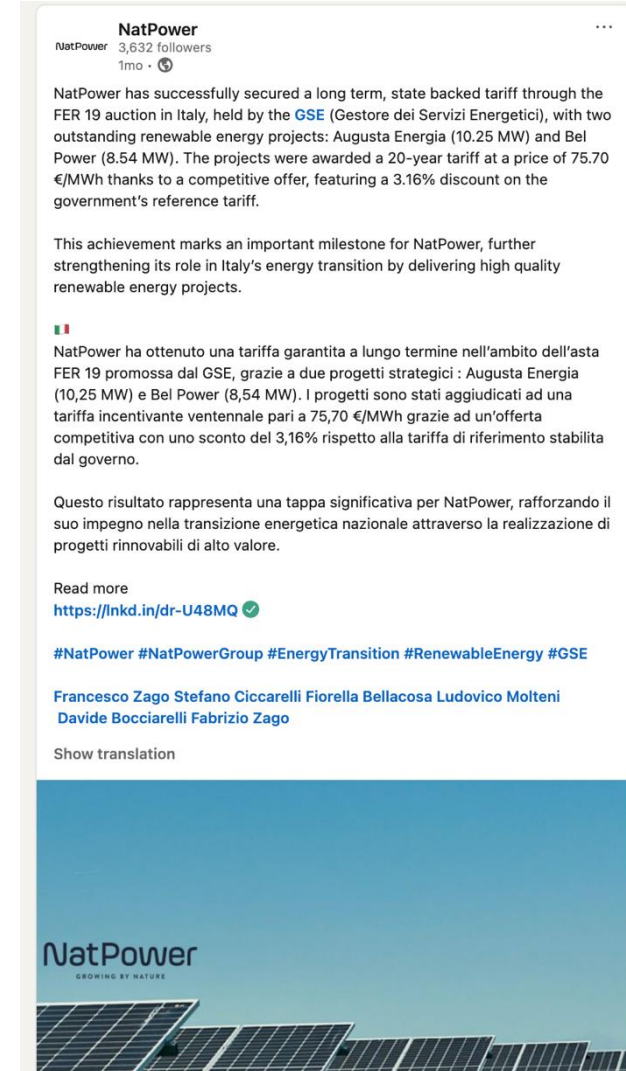
*data 08/05/25



16.113 Impressions
2.021 Clicks
13% CTR
230 Reactions



2.367 Impressions
118 Clicks
4.99% CTR
64 Reactions



Dashboard April – NatPower Global



WEBSITE

Unique users	% Unique users vs previous month	Website Impressions	% Website Impressions vs previous month	Clicks	% Clicks vs previous month	CTR	% CTR vs previous month
980	-48.42%	7530	-21,28%	901	-14,3%	8,60%	-8,86%



LINKEDIN

New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month
124	+195.2%	1960	+126.7%	918	+126.7%	20942	+582.3%	332	+514.8%



FACEBOOK

New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Reach	% Reach vs previous month	Interactions
1	100%	322	+222%	67	+76.3%	7



INSTAGRAM

New followers	% New followers vs previous month	Page views	% Page views vs previous month	Reach	% Reach vs previous month	Interactions	% Interactions vs previous month
5	-54.5%	388	-26.8%	90	-21.1%	3	-62.5%

Website Performance

This month saw a drop in total traffic compared to March (1,900 users), mainly due to the website relaunch and server migration, which caused temporary downtime and affected visibility.

That said, the **CTR 8,6% increased significantly**, showing that those who did visit were highly interested. **Direct traffic is now over 50%**, which means more people are looking for NatPower by name.

Geographic Insights

The majority of website clicks came from the United Kingdom (34.6%) and Italy (31.5%), followed by the United States (5.5%). **Together, these three countries accounted for over 70% of total clicks.**

The data shows that our content performs best in **Italy, France, and the UK**, with high engagement and strong CTR, especially in Italy. Conversely, although the **U.S. has the highest number of impressions, its low CTR** suggests the content may not be well-targeted or engaging for that audience. This highlights the need to optimize content strategy in the U.S. while continuing to strengthen efforts in high-performing markets.

Social Media Performance

LinkedIn
+124 new followers

LinkedIn generated 83.3% of all website visits from social media, confirming its role as the **primary driver of social media traffic**. This strong performance reflects not only LinkedIn’s continued growth but also the **effectiveness of the content strategy** in engaging the platform's audience. The high share of traffic suggests that users are **actively responding to our messaging**, underlining LinkedIn’s strategic importance in our digital communication efforts.

Facebook
•322 pageviews this month
•Facebook brought in 16.7% of the social media traffic
Facebook is performing better than in previous months. Pageviews increased, and it supported a small share of traffic to the website. Engagement is still limited but improving.

Instagram
5 new followers (down 54.5% from March)
388 pageviews, 90 reach, and 3 interactions, all down from the previous month
Instagram had the weakest performance this month.

NatPower UK



April 2025 – NatPower UK



939

Website unique users April 2025

CTR

WEBSITE

11,9%

40,4 % Direct

47,8 % Search engine

5,7% Website referrals

1,1 % Social Media

Website traffic

LinkedIn



44

New followers in April

LinkedIn



5289

Impressions this month

Facebook 0



LinkedIn 100%



Instagram 0%



**Social Media referral
Website traffic**

Website – Pages and traffic

**WEBSITE**

Frequent Query (by clicks)

1. natpower uk
2. Natpower
3. nat power uk
4. Ynni Celyn
5. Swinford energy park
6. nat power
7. Brant energy storage
8. pauline stichelbaut
9. gwyddelwern battery storage
10. Bellmoor

Popular pages

1. NatPower UK (Homepage) (22,9%)
2. Our projects (10,5%)
3. Our team (6,9%)
4. About us (3,4%)
5. Alderley (3%)
6. Bellmoor (2,9%)
7. Investors (2,8%)

Website – Pages and traffic

[WEBSITE](#)

Top Countries (Clicks)



United Kingdom (86,6%)



France (5,90%)



USA (1,12%)

Others (6,9%)

Website – Pages and traffic



WEBSITE

Country	Clicks	Impressions	CTR(%)
France	74	268	27,61
UK	1080	5237	20,62
Pakistan	8	51	15,69
Ireland	11	85	12,94
Switzerland	3	27	11,11
Netherlands	4	56	7,14
India	11	251	4,38
Italy	14	563	2,49
Germany	3	123	2,44
USA	14	1385	1,01

INSIGHT

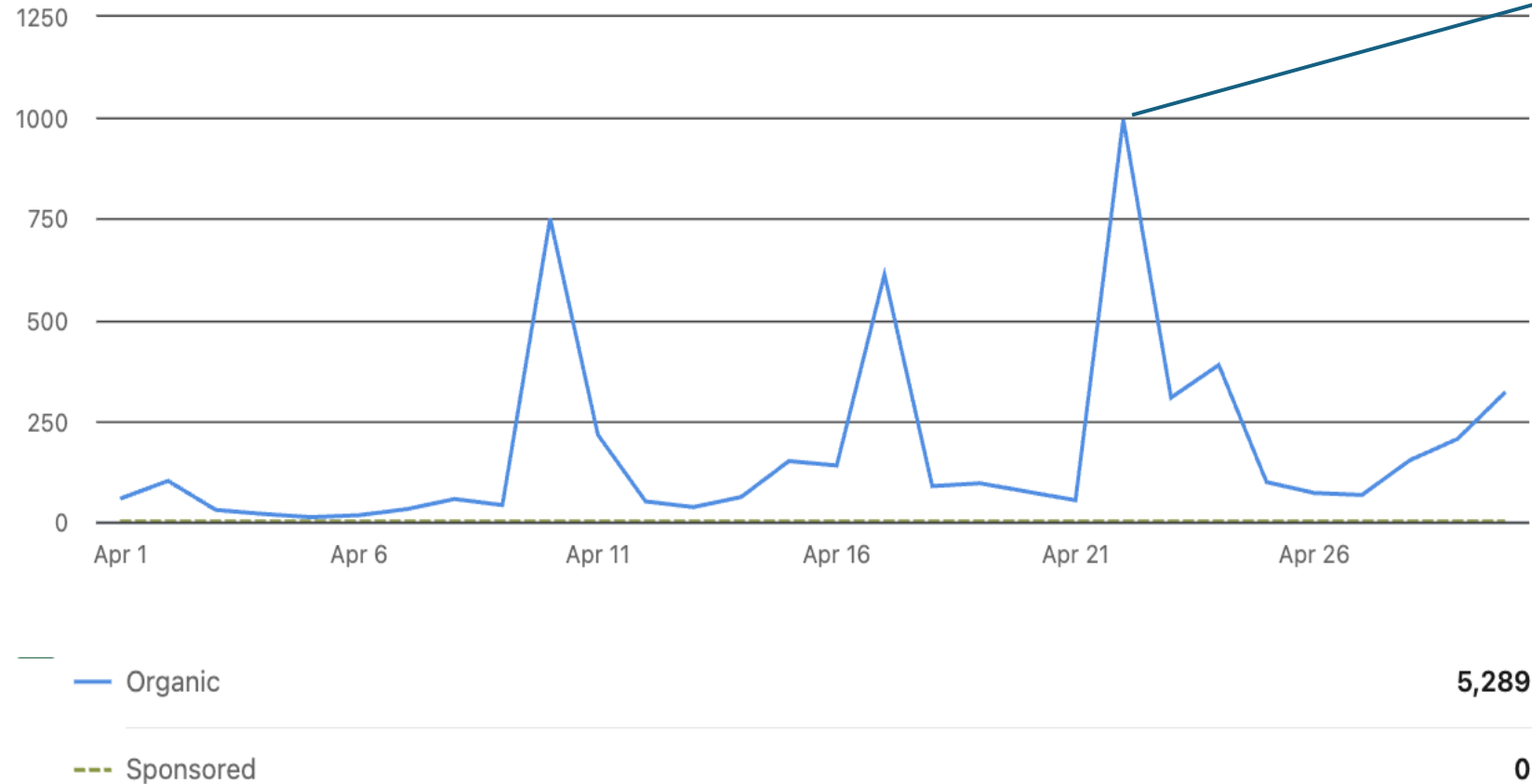
This data refers to the **performance of our content across different countries**, highlighting how users are engaging based on impressions, clicks, and click-through rate (CTR).


The data shows **strong performance in France and the UK**, which lead in engagement with CTRs of **27.6%** and **20.6%** respectively, indicating high content relevance and strong audience response.

Emerging markets like Pakistan (15.7%) and Ireland (12.9%) also show promising CTRs despite lower volumes, suggesting potential for growth with targeted efforts.

In contrast, countries like **Italy (2.5%)**, **Germany (2.4%)**, and especially the **USA (1.0%)**, have **low CTRs**, despite a relatively high number of impressions (especially in the U.S.), signaling a possible **misalignment between content and audience expectations** in these regions.

Social media | Content impressions April 2025



**NatPower UK**
6,017 followers
2w · 🌐


Today's theme for #EarthDay2025 is #OurPowerOurPlanet 🌐 a prompt to commit to harnessing the power of renewable energy with a call to triple global generation of renewable energy by 2030.

We're thrilled to see the transition to renewable energy taking priority on the main stage this year – increasing generation and improving our ability to store energy is what we're here to do 🌱

But we know the switch to renewable energy can come with questions. There are many myths around the true efficacy of renewables, as well as the safety of Battery Energy Storage Systems (BESS); it's essential that communities feel confident and safe in their energy supply, having trust in renewable energy supply.

That's why we're using today to bust 5 myths about renewable energy, swipe through below 📱

You can discover more about our commitment to nature and communities on our website: natpower.uk/impact/ ?



Myth: Renewable energy projects harm local ecosystems and disrupt biodiversity.

Reality: Legislation requires a minimum 30% biodiversity uplift for all renewable energy projects built in the UK. At NatPower UK, we go even further by seeking to replace 100% land and water lost to our projects.

Myth: Solar energy is not a viable clean energy technology solution for the UK, because solar panels need direct sunlight to work.

Reality: Even on duller days, solar panels can still convert sunlight into electricity. The UK has already installed 12 gigawatts of solar capacity and it is expected to rise to 70 gigawatts by 2030.

Myth: Transition will leave the least off benefiting the UK's clean energy transition.

+2 Government is committed to ensuring the UK's clean energy transition is inclusive, with schemes designed to create private sector investment in clean energy, supporting the local and global economy.

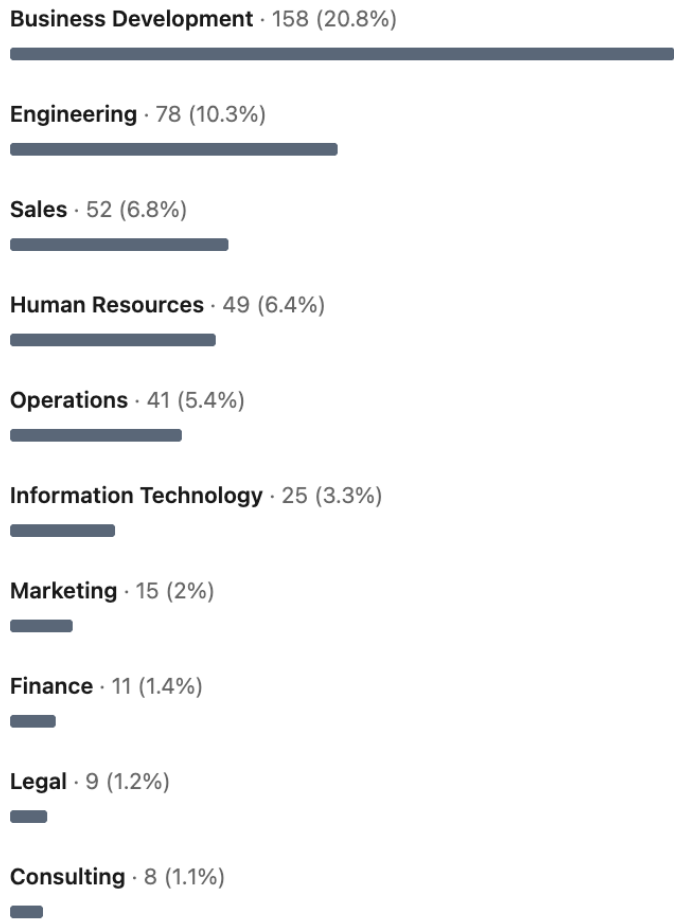


Social media | Page visitors April 2025

Geographic



Job Function



Social media | Top Posts April 2025



*data 08/05/25

1271 Impressions
74 Clicks
6% CTR
39 Reactions

NatPower UK
6,017 followers
1mo · 🌐

Is achieving Net-Zero truly possible at a national scale?

Our Managing Director, [John Sturman](#), speaks with [Tom Raftery](#) on the latest episode of the Climate Confident podcast. They cover:

- Why grid decarbonisation might be the first step towards a net zero economy
- How this will create green jobs and reduce electricity prices across the nation
- What NatPower UK is doing to work alongside communities to deliver real benefit

Listen to the podcast episode here: <https://lnkd.in/erFZCCPD> or on your favourite podcast app by searching "Climate Confident".

JOHN STURMAN, MANAGING DIRECTOR, NATPOWER UK

NatPower

994 Impressions
54 Clicks
5% CTR
54 Reactions

NatPower UK
6,017 followers
3w · 🌐

Fast-Tracking Renewable Energy Projects 🇬🇧

The UK's clean energy transition is set to accelerate with new planning reforms that could unlock 150 major renewable projects, including solar farms and wind turbines. With the Planning and Infrastructure Bill expected soon, policymakers are aiming to streamline approvals and drive a clean energy boom to support economic growth.

At NatPower UK, we know that speeding up planning processes is key to delivering the infrastructure needed to meet net-zero targets. As we continue to develop large-scale renewable energy projects, we welcome policy changes that enable faster, smarter, and more sustainable energy solutions.

What's your take on these proposed planning reforms? Let's discuss how we can make the UK's energy transition a reality.

NatPower

The UK's clean energy transition is set to accelerate with new planning reforms that could unlock 150 major renewable projects.

Dashboard April – NatPower UK



WEBSITE							
Unique visitors	% Unique visitors vs previous month	Website Impressions	% Website Impressions vs previous month	Clicks	% Clicks vs previous month	CTR	% CTR vs previous month
939	-57.75%	10572	+42.77%	1255	-10.36%	11.9%	-6.30%



LINKEDIN									
New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month
44	-58.1%	760	-27.9%	317	-22.7%	5289	+140.8%	124	+300%

Website Performance

This month, as reported for NatPower Global, performance saw a drop in total traffic compared to March, due to temporary downtime and reduced visibility during the upload of the new site.

CTR stands at 11.9%, a slight drop compared to March but still a strong result above benchmarks.

The data highlights strong content performance in **France (27.6% CTR)** and the **UK (20.6%)**, confirming high audience engagement and effective messaging in these markets.

Pakistan and **Ireland** also show encouraging CTRs, suggesting potential for further growth. In contrast, **Italy**, **Germany**, and especially the **U.S.** exhibit low CTRs despite significant visibility, indicating a need to refine and better tailor content to these audiences. These insights support a strategy focused on strengthening high-performing regions while optimizing efforts in underperforming but high-potential markets.

In this case too, the social media activities, in particular LinkedIn, have had a good impact on the traffic to the website.

Social Media Performance

LinkedIn

Social Media Performance

LinkedIn

+44 followers (↓58.1%)
 5,289 impressions (↑+140.8%)
 124 reactions (↑+300%)
 760 pageviews (↓27.9%)
 317 unique visitors (↓22.7%)

Performance improved significantly in impressions and reactions, showing **strong engagement despite fewer new followers**.

NatPower Italia



April 2025 – NatPower Italia



209

Website unique users April 2025

CTR

WEBSITE

7,60%

10 % Direct
29,5 % Search engine
60,1% Website referrals
0 % Social Media

Website traffic

Website – Pages and traffic

[WEBSITE](#)

Popular pages

1. NatPower Italia (Homepage) (59,02%)
2. Homepage English (11,48%)
3. Chi siamo (11,48%)
4. Progetti (9,84%)
5. Contacts (3,28%)
6. Contatti (1,64%)
7. Il nostro approccio (1,64%)
8. Qui sommes nous (1,64%)

Top Countries (Clicks)



Italia (99%)



UK (1%)

Website – Pages and traffic

WEBSITE

Country	Clicks	Impressions	CTR(%)
United Kingdom	1	6	16,7%
Italy	36	459	7.8%
France	0	19	0%
United States	0	18	0%
Japan	0	8	0%
Spain	0	4	0%
Luxembourg	0	4	0%
Brazil	0	4	0%
India	0	3	0%
Switzerland	0	2	0%

The data confirms that the content is well targeted to the Italian market, which is the site's target audience. In fact, Italy records the highest number of clicks (36) and a positive CTR of 7.8%, against 459 impressions: a clear sign that Italian users are actively interacting with the proposed content.

Even the UK, although with minimal volumes, shows a good sign of interest (CTR 16.7%), while the other countries show impressions but no clicks.

This is consistent with a strategy focused on the Italian audience, and the data suggests that the efforts are correctly targeted.

Dashboard April – NatPower Italia



WEBSITE							
Unique visitors	% Unique visitors vs previous month	Website Impressions	% Website Impressions vs previous month	Clicks	% Clicks vs previous month	CTR	% CTR vs previous month
209	-	1126	-	86	-	7,60%	-

Website Performance

209 unique visitors in April 2025 – this marks the first full month of activity for the new NatPower Italia website, launched as a subsite of the global NatPower platform.

Traffic origin:

- 10% Direct – still building brand visibility
- 29.5% Search engine – early SEO presence
- 60.1% Other website referrals – likely routed from the global site
- 0% Social media – to be developed

CTR stands at 7.6%, a solid start considering it's the initial launch period with limited external promotion.

The **audience is almost entirely Italian (99%)**, reflecting successful national targeting. A small number of visitors came from the UK and other countries, but with no recorded engagement yet.

The Italian clicks , with a CTR of 7.8%, confirm that the content is well targeted and the Italian audience is actively engaged.

With almost 10% of the traffic, the website has a good interest in the projects page.

Note: As the Italian website is newly integrated within the global platform, current performance reflects its early-stage visibility. Metrics are expected to improve as SEO indexing, internal links, and promotional channels ramp up.

NatPower Kazakhstan



April 2025 – NatPower Kazakhstan



74

Website unique users April 2025

CTR

WEBSITE

1,40%

14,9 %	Direct
4,1%	Search engine
77,1%	Website referrals
0%	Social Media

Website traffic

Website – Pages and traffic

[WEBSITE](#)

Popular pages

1. NatPower KZ (Homepage) (75,95%)
2. Our projects (6,16%)
3. About us (6,01%)
4. About us (RU) (3,37%)
5. Media (3,08%)
6. Homepage (RU) (2,79%)
7. Contacts (2,64%)

Top Countries (Impressioni)



Italy (39,13%)



US (20,65%)



Kazakhstan (10,87%)

Others (29,35%)

Dashboard April – NatPower Kazakhstan



WEBSITE							
Unique visitors	% Unique visitors vs previous month	Website Impressions	% Website Impressions vs previous month	Clicks	% Clicks vs previous month	CTR	% CTR vs previous month
74	-	359	-	5	-	1,40%	-

Website Performance

74 unique visitors in April 2025 – the first full month of activity for the newly launched NatPower Kazakhstan website, which is now fully integrated as a subsite within the global NatPower platform.

Top pages:

- Homepage (75.95%)
- Our Projects (6.16%)
- About Us (6.01%)
- About Us [RU], Media, Homepage [RU], and Contacts (2.64%–3.37%)

Traffic origin:

- 14.9% Direct – limited initial brand familiarity in the region
- 4.1% Search engine – early-stage indexing
- 77.1% Other website referrals – primarily from internal navigation or global site integration
- 0% Social Media

CTR stands at 1.4%, reflecting a typical pattern for newly indexed websites. This will likely improve as content structure, SEO, and campaign visibility are enhanced over time.

Geography: The audience is currently dispersed, with most impressions coming from:

- Italy (39.1%)
- USA (20.7%)
- Kazakhstan (10.9%)
- Others (29.4%)

Note: As this website has just been launched under the global framework, traffic is still stabilizing. The majority of users are accessing it through internal referrals, and visibility in Kazakhstan is expected to grow with upcoming localization and communication efforts.

NatPower US



April 2025 – NatPower US



91

Website unique users April 2025

CTR

WEBSITE

1,90%

17,6 % Direct

29,7 % Search engine

48,3% Website referrals

0 % Social Media

Website traffic

Website – Pages and traffic

WEBSITE

Popular pages

1. NatPower US (Homepage) (81,09%)
2. Our projects (4,39%)
3. Media (4,39%)
4. Homepage (it) (3,73%)
5. About us (3,59%)
6. Homepage (fr) (2,80%)

Top Countries (Clicks)



Italy (47,37%)



US (21,05%)



UK (15,79%)

Others 15,79%

Website – Pages and traffic

WEBSITE

Country	Clicks	Impressions	CTR(%)
France	3	69	4,3%
Italy	9	227	4%
US	4	206	1,9%
UK	3	666	0,5%
India	0	43	0%
Spain	0	37	0%
Brasil	0	31	0%
Germany	0	29	0%
Netherlands	0	20	0%
Pakistan	0	17	0%

INSIGHT

The data shows moderate engagement in the main markets, with France (4.3%), Italy (4%) and the US (1.9%) recording both impressions and clicks, indicating a minimal level of interest and interaction with the content.

In particular, Italy remains one of the countries with the most consistent performance in terms of clicks (9) and CTR, confirming a discreet alignment between content and target. France shows a slightly higher CTR, but with much lower absolute numbers.

The UK, despite the high number of impressions (666), has a very low CTR (0.5%), suggesting that the content is not sufficiently relevant or attractive to this audience.

In the other countries (India, Spain, Brazil, Germany, Netherlands, Pakistan), there are only impressions but no clicks, bringing the CTR to 0%: this may indicate low relevance of the content, ineffective visibility or simply a non-priority target for this type of message.

Dashboard April – NatPower US



WEBSITE							
Unique visitors	% Unique visitors vs previous month	Website Impressions	% Website Impressions vs previous month	Clicks	% Clicks vs previous month	CTR	% CTR vs previous month
91	-	3292	-	63	-	1,90%	-

Website Performance

91 unique visitors in April 2025 – this marks the first full month for the new NatPower US website, launched as a dedicated subsite within the global NatPower platform.

Top pages:

- Homepage (81.09%)
- Our Projects & Media (4.39% each)
- Homepage [IT], About Us, Homepage [FR] (2.8%–3.73%)

Traffic origin:

- 17.6% Direct – early signs of growing awareness
- 29.7% Search engine – SEO still gaining traction
- 48.3% Other website referrals – mostly via internal links on the global site
- 0% Social Media

Website impressions: 3,292

- The content has been viewed many times, suggesting good visibility, probably due to campaigns or SEO.

CTR is currently 1.9%, in line with other newly launched subsites. This figure is expected to grow as indexing improves and awareness expands across channels.

Top Countries (by clicks):

- Italy (47.4%) – strong internal redirection from global
- US (21.1%) – the primary market starting to engage
- UK (15.8%)
- Others (15.8%)

Note: As a newly added presence within the global ecosystem, the US website is still building reach and visibility. Its performance will likely improve with dedicated SEO efforts, localization, and targeted campaigns in the coming months.

NatPower H



April 2025 – NatPower H

NatPower H has just launched it's LinkedIn page in February 2025

LinkedIn Followers



97

New page

LinkedIn

5625

Content impressions
(in April)

LinkedIn

183

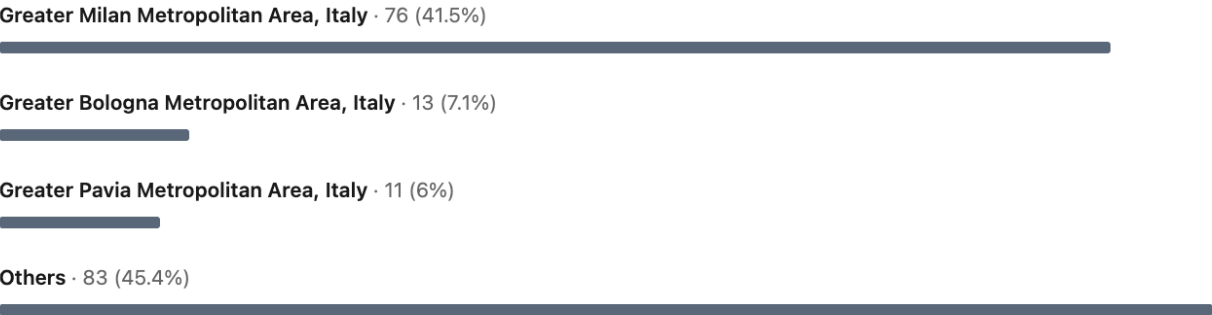
Pageviews in April



Social media | Page visitors April 2025



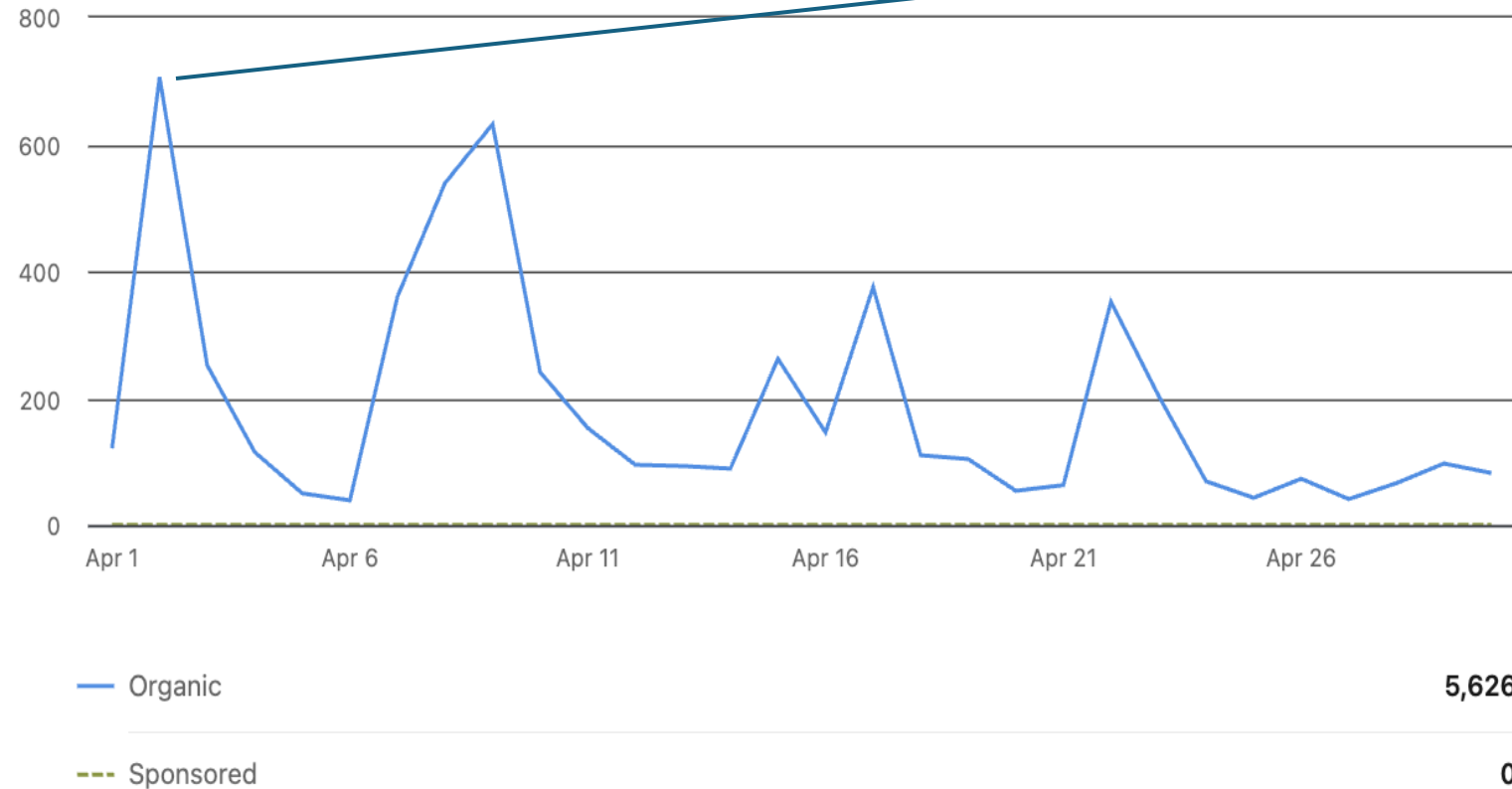
Geographic



Job Function



Social media | Content impressions April 2025



NatPower H
419 followers
1mo · Edited ·

NatPower H is pleased to participate in the first edition of the Polimi Nautical Hub, organized by **Physis PEB**. The event will take place on April 4th, 2024, at the **Politecnico di Milano**, Bovisa La Masa Campus in Milan. The exhibition area will be open from 9:00 AM in front of Building BL28, while company speeches will begin at 2:30 PM in Carassa e Dadda Hall - BL28.

This initiative brings together students, companies, and experts to explore the future of nautical innovation. As a company committed to the **#energytransition**, NatPower H is actively developing **#hydrogen**-based solutions to accelerate the decarbonization of the maritime sector. Our presence at this event reflects not only our dedication to sustainable innovation but also our strong belief in the value of collaboration with academia and young talent. Engaging with students and future professionals is essential to fostering new ideas and driving forward the technological advancements that will shape the industry in the years to come.

Participation in the event is free, and registration is available at the following link: <https://lnkd.in/dT9nskaP>

SPECIAL GUEST:
FH2O BOAT BY
RAINBOW TEAM

**POLIMI
NAUTICAL
HUB**

EXHIBITION & CONFERENCE
FRIDAY, APRIL 4

POLITECNICO DI MILANO

CAMPUS BOVISA LA MASA, FROM 9.00 TO 18.00



Social media | Top Posts April 2025

*data 08/05/25

1538 Impressions
52 Clicks
3,38%. CTR
58 Reactions

NatPower H
408 followers
1mo • 🌐


Si chiama Viking Libra e segna un passo fondamentale verso il futuro della navigazione sostenibile. Si tratta della prima nave da crociera al mondo alimentata da **#idrogeno** stoccato a bordo, utilizzato sia per la propulsione che per la generazione di energia elettrica.

La **#VikingLibra** avrà una lunghezza di 239 metri, una stazza lorda di 54.300 tonnellate e sarà in grado di ospitare fino a 998 passeggeri. La sua innovativa propulsione a idrogeno, combinata con un sistema avanzato di celle a combustibile a membrana elettrolitica polimerica (PEM), consentirà alla nave di generare fino a 6 megawatt di potenza, operando a zero emissioni. Una tecnologia che le permetterà di accedere anche alle aree marittime più sensibili dal punto di vista ambientale. Consegna prevista per la fine del 2026, la nave è attualmente in costruzione presso il cantiere **FINCANTIERI** di Ancona.

Il progetto è stato sviluppato in collaborazione con Fincantieri e Viking, una delle principali compagnie crocieristiche a livello globale. Un contributo determinante arriva da **Isotta Fraschini Motori S.p.A.** che ha progettato il sistema di celle a combustibile e una soluzione innovativa per il carico e lo stoccaggio dell'idrogeno direttamente a bordo, affrontando le attuali sfide della catena di approvvigionamento.

Una rivoluzione tecnologica che parla il linguaggio di Natpower H, impegnata nel fornire soluzioni energetiche sostenibili e all'avanguardia. Con questo progetto, l'idrogeno verde trova una nuova applicazione nel settore marittimo, accelerando la transizione verso un futuro a zero emissioni.

Show translation






1477 Impressions
50 Clicks
3,39%. CTR
27 Reactions

NatPower H
408 followers
1mo • Edited • 🌐

NatPower H is pleased to participate in the first edition of the Polimi Nautical Hub, organized by **Physis PEB**. The event will take place on April 4th, 2024, at the **Politecnico di Milano**, Bovisa La Masa Campus in Milan. The exhibition area will be open from 9:00 AM in front of Building BL28, while company speeches will begin at 2:30 PM in Carassa e Dadda Hall - BL28.

This initiative brings together students, companies, and experts to explore the future of nautical innovation. As a company committed to the **#energytransition**, NatPower H is actively developing **#hydrogen**-based solutions to accelerate the decarbonization of the maritime sector. Our presence at this event reflects not only our dedication to sustainable innovation but also our strong belief in the value of collaboration with academia and young talent. Engaging with students and future professionals is essential to fostering new ideas and driving forward the technological advancements that will shape the industry in the years to come.

Participation in the event is free, and registration is available at the following link: <https://lnkd.in/dT9nskaP> ✓



Dashboard April – NatPower H



LINKEDIN									
New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month
97	+36.6%	183	+61.9%	98	50.8%	5625	+192.3%	175	+337.5%



Social Media Performance – LinkedIn

Although the NatPower H website is not yet live, the LinkedIn page — launched in February 2025 — continues to show strong early performance.

- +97 new followers in April (+36.6% vs March)
- 5,625 content impressions (+192.3%)
- 183 pageviews (+61.9%)
- 98 unique visitors (+50.8%)
- 175 reactions (+337.5%)

This steady growth in engagement, visibility, and reach reflects strong organic content performance with no paid campaigns.

Audience breakdown:

- Location: Primarily from Italy — Milan (41.5%), Bologna (7.1%), and Pavia (6%)
- Job Function: Most page visitors are in Business Development, Sales, and Marketing, signaling relevant B2B interest.

Note: With the website still pending launch, LinkedIn has been the main communication channel — and it's performing well. This engagement lays a solid foundation for when the NatPower H website officially goes live.

NatPower Marine



April 2025 – NatPower Marine

627



Website unique visitors
April 2025

CTR

WEBSITE

6,6 %

58,3 % Direct
22,7 % Search engine
12,3 % Website referrals
2,1 % Social Media

Website traffic

LinkedIn Followers



91

New followers

LinkedIn

6603

Content impressions
(in April)

LinkedIn 100%



Social Media referral
Website traffic

Website – Pages and traffic

Frequent Query (by clicks)

1. natpower marine
2. nat power marine
3. natpower
4. stefano sommadossi
5. natpower uk
6. nat power
7. sox marine
8. marine electric vessel solutions
9. nat power uk
10. uk ports power

Popular pages

- 1.Home – 56,5%
- 2.About Us – 10,7%
- 3.Our Solution – 9%
- 4.The Challenge – 3,7%
- 5.Marine Italy – 3.6%
- 6.Team – 3,5%
- 7.Resources – 3,4
- 8.Our Solution: Ports – 2,9%
- 9.Contact us – 2,8 %

Website – Pages and traffic

Top Countries (Clicks)



United Kingdom 31,6%



USA 8,42%



Germany 7,89%

Others 52,11%

Website – Pages and traffic

Country	Clicks	Impressions	CTR(%)
Greece	7	16	43,8%
Germany	15	53	28,3%
Hong Kong	6	24	25%
Spain	13	63	20,6%
Netherlands	4	36	11,1%
United Kingdom	60	916	6,6%
Italy	12	215	5,6%
United States	16	374	4,3%
France	2	71	2,8%
India	3	135	2,2%

INSIGHT

The data shows that Greece, Germany, and Hong Kong have the highest CTRs, indicating strong engagement relative to the number of impressions.

This could suggest that users in these countries find the content particularly relevant or are being reached through more targeted or compelling messages.

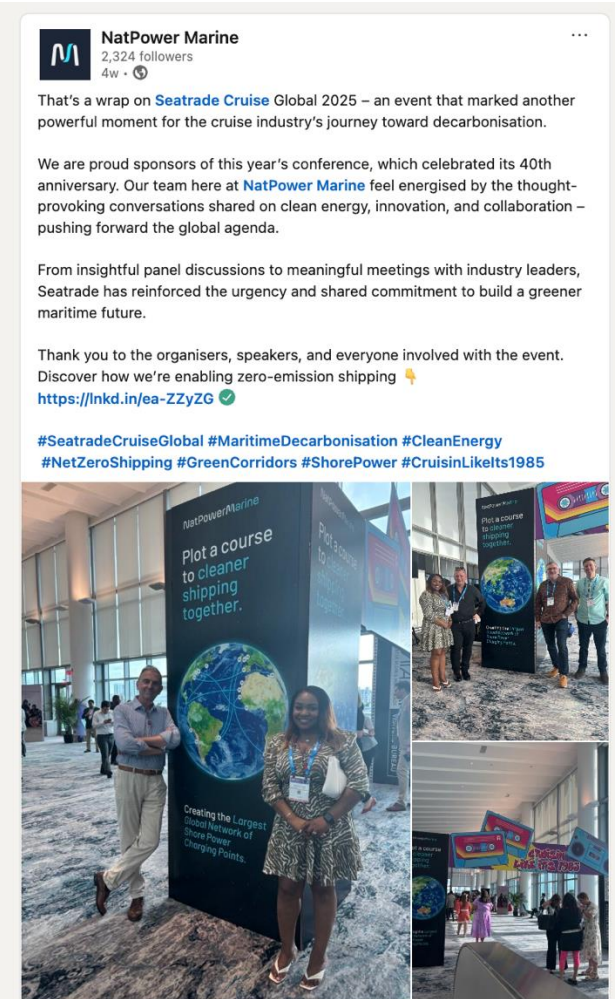
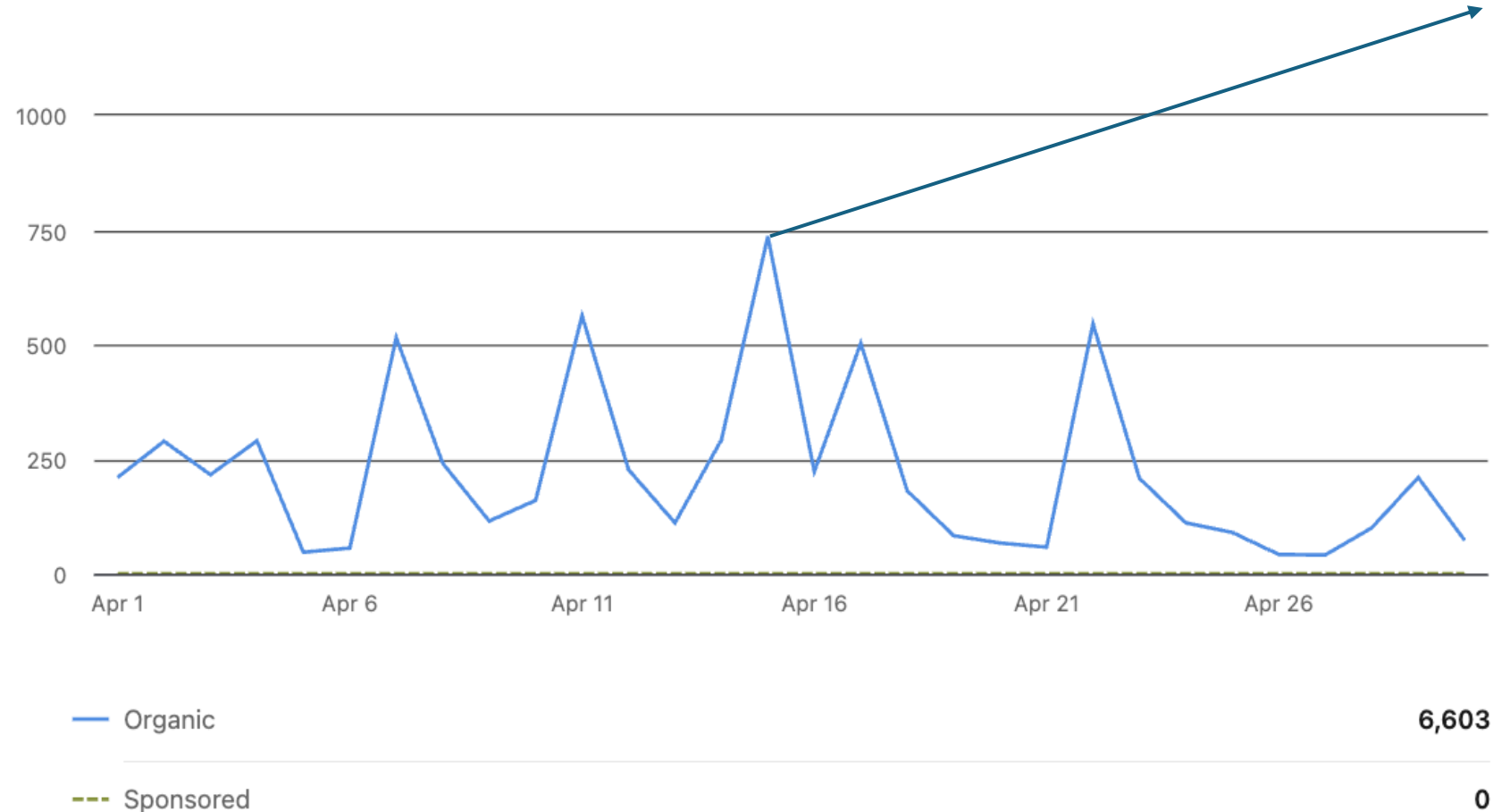
On the other hand, countries like the UK and the US have high impression volumes but much lower CTRs, which may reflect broader but less targeted visibility or less appealing messaging.

Low CTRs in countries like India and France could be due to poor targeting, language mismatches, or less relevance of the content to local audiences.

Social media | Content impressions April 2025



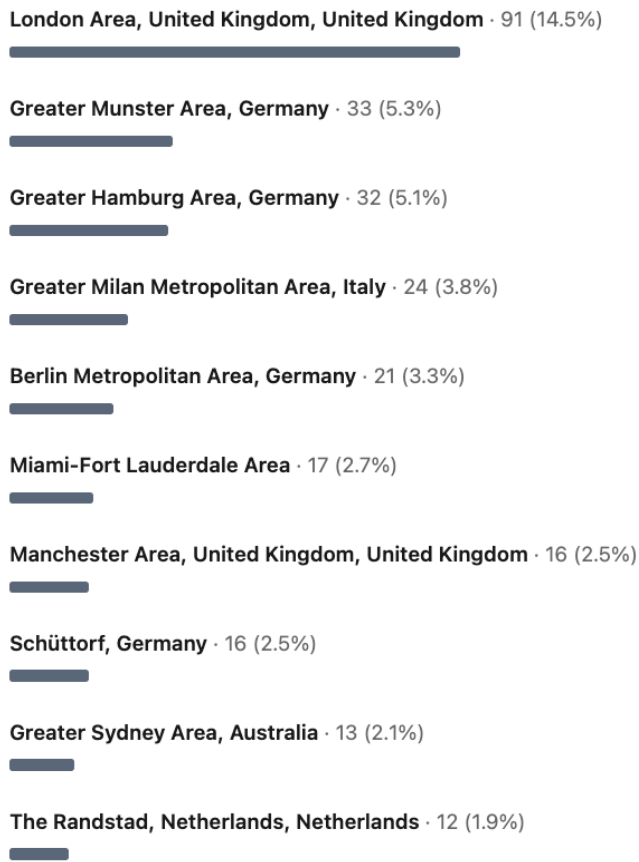
SOCIAL MEDIA



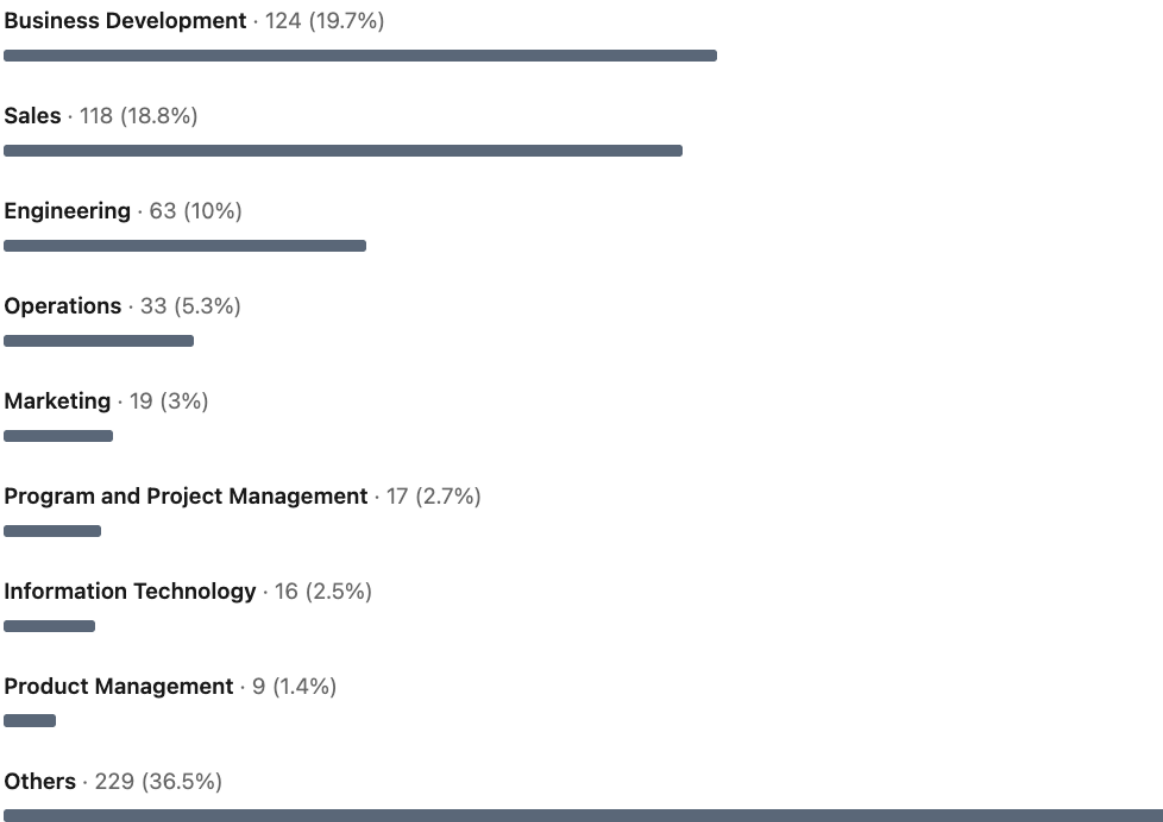
Social media | Page visitors April 2025



Geographic



Job Function



Social media | Top Posts April 2025

*data 08/05/25



SOCIAL MEDIA

1139 Impressions
140 Clicks
12,29%. CTR
79 Reactions

NatPower Marine
 2,323 followers
 1mo · 🌐

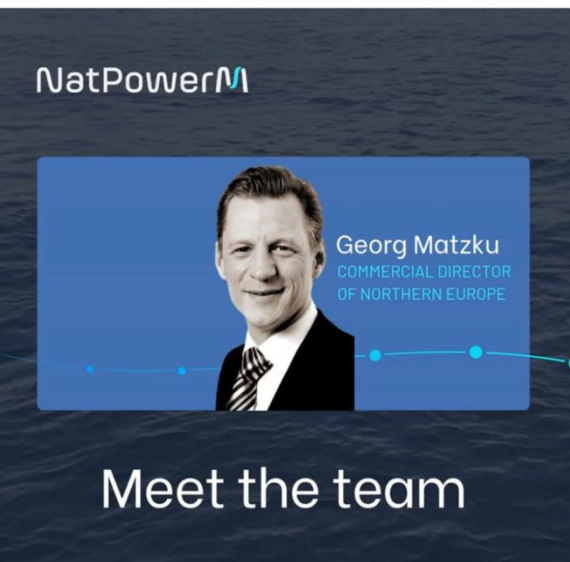
We are pleased to announce the appointment of [Georg Matzku](#) as our new Commercial Director in charge of Northern Europe 🇪🇺🇩🇪

With over six years as Director of Shore Power at [Wabtec Corporation](#) and a decade of experience in strategic marketing and sales, Georg brings extensive expertise across key sectors including maritime, renewable energy and logistics. As a member of the Executive Board of Directors at [EOPSA - European Onshore Power Supply Association](#), he has been instrumental in advancing shore power solutions globally.

Georg will lead the development of [NatPower Marine](#)'s global network of e-charging points, supporting the maritime industry's transition to clean shore power and propulsion charging.

His leadership will be critical to unlocking £3bn of investment for shore power infrastructure across 120 ports by 2030, providing Shipping Lines and Ports with the necessary solutions for smart, low-emission operations.

Learn more about our team and mission here 📄
<https://lnkd.in/ecUzaZFM> ✓



774 Impressions
93 Clicks
12,02%. CTR
38 Reactions

NatPower Marine
 2,323 followers
 1mo · 🌐

Our team attended the CLIA Business on the Bay cruise celebration in Miami on Monday evening, joining industry leaders in recognising progress and collaboration across the cruise sector.

As a proud sponsor of the event, [NatPower Marine](#) remains committed to supporting the industry's transition towards cleaner, more sustainable operations through innovative infrastructure and energy solutions.

Thank you to [CLIA | Cruise Lines International Association](#) for hosting the evening and fostering important conversations about the future of the cruise industry.

If you're interested in learning what a partnership with [NatPower Marine](#) could look like for you, click below 📄
<https://lnkd.in/ea-ZZyZG> ✓

#CLIA #BusinessOnTheBay #MaritimeDecarbonisation

Dashboard April – NatPower Marine



WEBSITE					
Unique users	% Unique users vs previous month	Total Pageviews	Total Pageviews %	Pages per session	Website form submissions
627	-0,8%	1200	-5,2%	1.90	1



LINKEDIN									
New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month
91	+44.4%	628	+74.9%	314	+72.5%	6603	+39.2%	250	+26.3%



Website Performance

627 unique visitors in April 2025 (-0.8% compared to previous month)

Traffic origin

58.3% Direct

The majority of users access by typing in the URL directly or from saved links, a positive sign of brand awareness or traffic from email/favourites.

22.7% Search engine

Good share from organic searches. There is potential to further improve SEO to increase qualified traffic.

12.3% Website referrals

Site receives traffic from other websites, useful for understanding who is talking about you and strengthening possible partnerships or backlinks.

2.1% Social media

This is the weakest source, suggesting that the social strategy is not bringing relevant traffic or that the content is not referring enough to the site.

Top countries by traffic:

United Kingdom (31.6%)

USA (8.4%)

Germany (7.9%)

Others (52.1%)

Social Media Performance

Linkedin

+91 new followers(+44.4%)

6603 content impressions(+39.2%)

250 reactions(+26.3%)

314 unique visitors to the page(+72.5%)

628 pageviews(+74.9%)

NatPower Marine Italia



April 2025 – NatPower Marine Italia

**LinkedIn
New Followers**



1

New page

**LinkedIn
Page views**

13

**LinkedIn
Unique visitors**

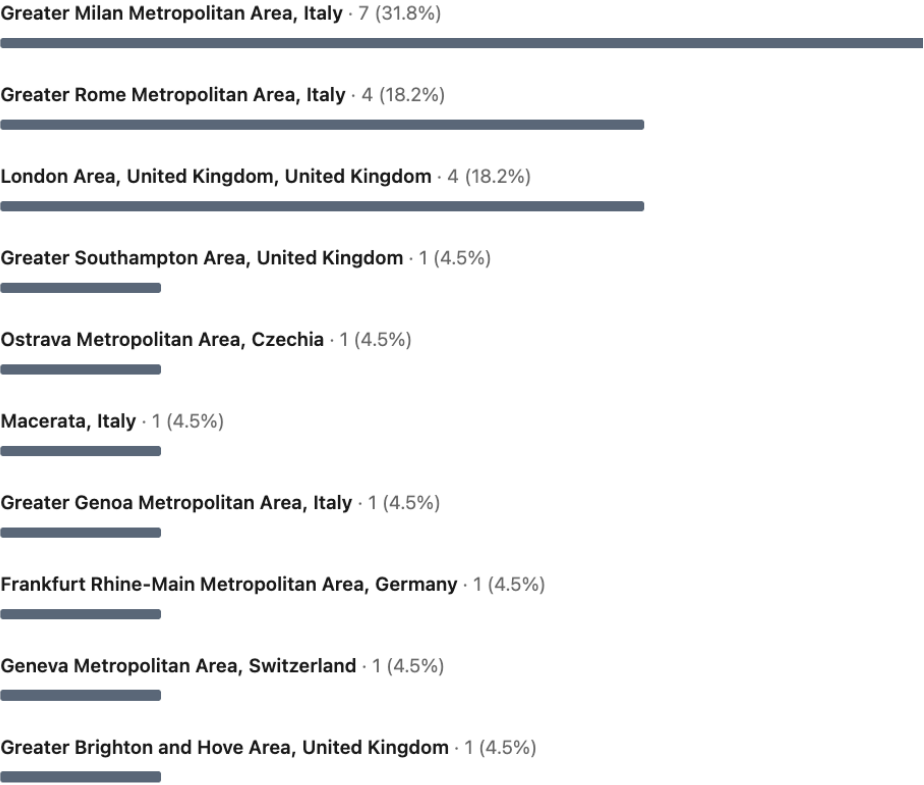
4



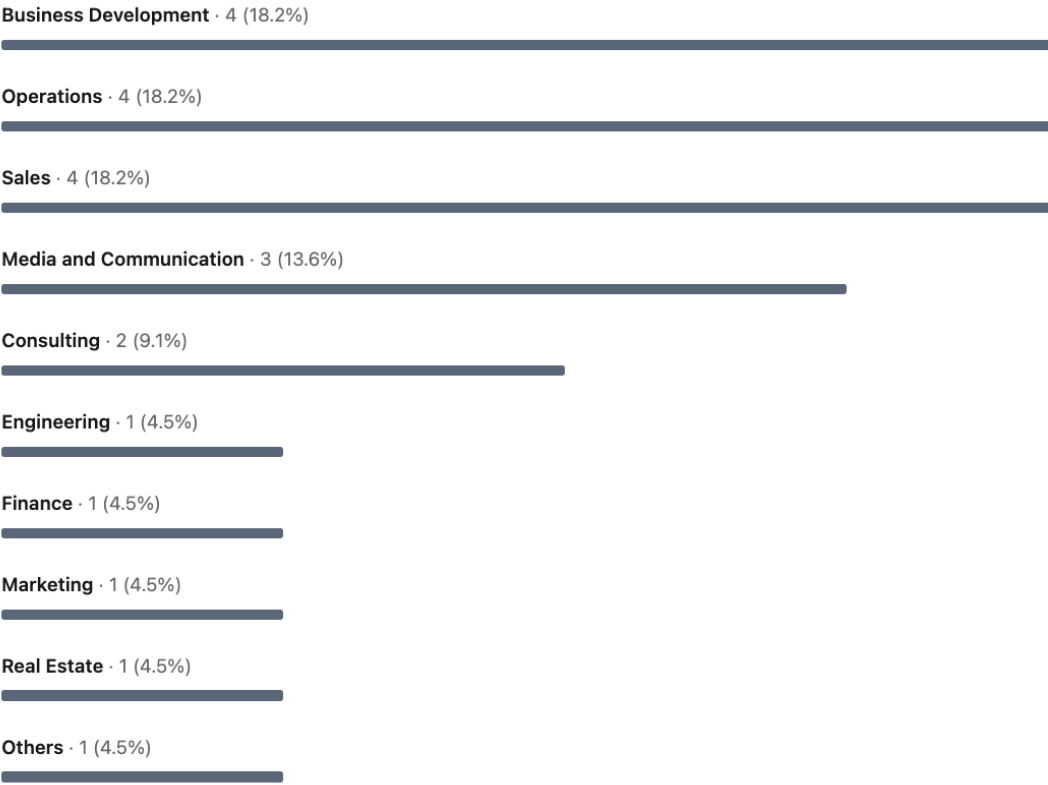
Social media | Page Followers April 2025



Geographic



Job Function



Dashboard April– NatPower Marine Italia



LINKEDIN									
New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Unique visitors	% Unique visitors vs previous month	Impressions content	% Impressions vs previous month	Reactions	% Reactions vs previous month
1	-50%	13	-35%	4	-33.3%	0	0,00	0	0



Website Performance

Not online yet – no available data.

Social Media Performance

LinkedIn

NatPower Marine Italy: no content published in the month of April.



Glossary

N

Glossary of Website and Social Media KPIs

A

- Ad:** A paid method of communicating with the target audience, including paid social posts, display ads, and search ads, using text and images to engage users and encourage clicks.

C

- Channel:** The outlet used to reach the audience, such as Website, LinkedIn, Twitter, and Instagram.
- CTR (Click-Through Rate):** The percentage of times a user clicks on a link after being exposed to it. For example, 350 clicks out of 1,000 impressions equal a 35% CTR.

D

- Dashboard:** A workspace displaying key metrics over time, tracking user interactions with content, social media, and the website.

I

- Impressions:** The number of times an ad appears to users, regardless of interaction.

K

- Keyword:** A word or phrase used in SEO to improve search visibility.
- KPI (Key Performance Indicator):** A measurable value indicating the success of a campaign or strategy.

L

- Landing Page:** A single web page designed for a specific user action.
- Landing Page Views:** The total times a landing page is viewed.

N

- New Followers:** The number of new followers gained in a specific time period.

O

- Organic Social:** Free social media engagement through posts visible to followers and users interacting with the content.
- Organic Traffic:** Website visitors arriving through search engines without paid promotions.

P

- Pages Per Session:** The average number of pages a user visits within a single session on a website. This metric helps measure user engagement and website navigation efficiency.
- Page Views:** The total number of times a page is visited.
- Paid Social:** Social media advertising aimed at reaching targeted audiences beyond organic reach.

R

- Reach:** The total number of unique users who have seen a post or ad on social media. This metric indicates how far the content has spread and how many people have been exposed to it.
- Reactions:** Any type of interaction with content on social media, including likes, shares, comments, and other engagement actions.

S

- SEO (Search Engine Optimization):** Techniques to improve a website's ranking in search engines.
- Sessions:** The duration of time a user spends on a website in a single visit.

U

- UTM Tracking:** A tracking code added to URLs to monitor web traffic sources and effectiveness.

W

- Web Page Views:** The total number of times a web page is loaded.

Any Questions?

Please contact the Marketing Team