

# SOCIAL MEDIA & WEBSITE REPORT

May, 2025



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# NatPower Global



# May 2025

## 2300



**Website** unique visitors  
+135% than previous month

## CTR

WEBSITE

## 9,20%

+7,0% than previous month

56% **Direct**  
40% **Search engine**  
2% **Referral Websites**  
2% **Social Media**

## Website traffic

## LinkedIn



## 37

**new followers**

## Facebook



## 129 pageviews

**This month**

Facebook: 39%



LinkedIn: 61%



## Social Media referral Website traffic



# Website – Pages and traffic

WEBSITE

## Frequent Query

1. natpower
2. nat power
3. natpower h
4. nat power h
5. natpower italia
6. natpower sa
7. natpower italy
8. natpower uk
9. natpower group
10. nat power marine

## Device breakdown



Desktop (84%)



Mobile (16%)



Tablet (0.1%)



# Website – Pages and traffic

[WEBSITE](#)

## Top Countries (Clicks)



Italy (35%)



UK (30%)



USA (5%)

Others (30%)

## Popular pages

1. Homepage (31.7%)
2. About us (10%)
3. NatPower Italia (6.8%)
4. What and where (4.6%)
5. Our team (4.5%)
6. NatPower H (4.5%)
7. Contacts (3.6%)
8. Careers (3.1%)
9. Media (1.9%)



# Website – Pages and traffic

## WEBSITE

Country	Clicks	Impressions	CTR(%) ↓
Italy	354	1480	23.9%
France	54	279	19.35%
Spain	33	194	17.01%
United Kingdom	299	2239	13.35%
Germania	24	214	11.21%
India	41	491	8.3%
United States	56	2942	1.90%
Canada	2	131	1.52%
Brasil	1	504	0.19%
South Korea	0	171	0.0%

### INSIGHT

This data shows how users from different countries are engaging with our content based on **clicks**, **impressions**, and **click-through rate (CTR)**.

Among the top 10 countries by impressions, **Italy** shows the strongest performance with **354 clicks out of 1,480 impressions**, resulting in a **CTR of 23.9%**. **France** (19.4% CTR) and **Spain** (17.0% CTR) also demonstrate high engagement, suggesting strong content alignment and relevance in these markets.

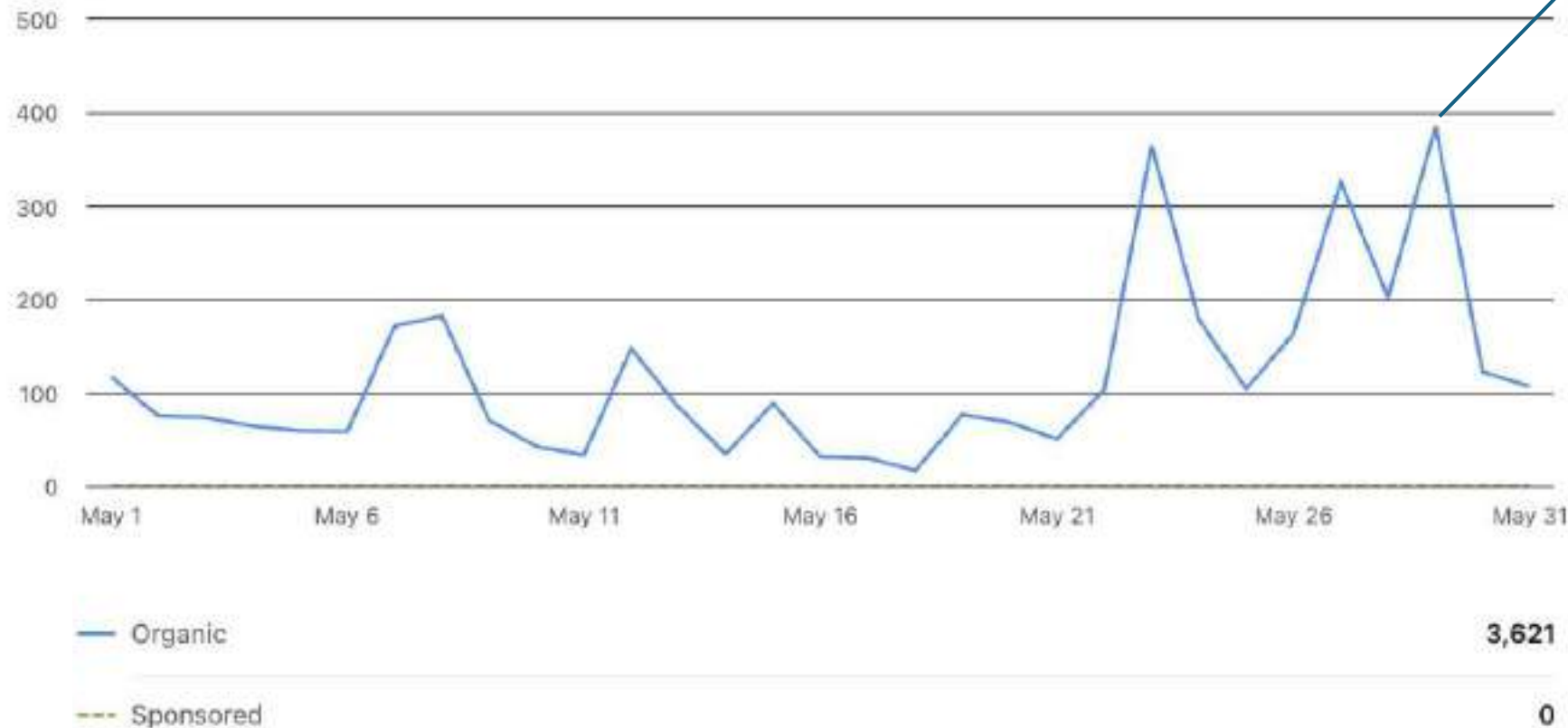
In contrast, **the United States**, despite having the **highest number of impressions (2,942)**, shows a **CTR of only 1.9%**. Similarly, **Brazil** generates **504 impressions** but just **1 click (CTR: 0.2%)**, indicating poor engagement.

#### These results highlight:

The **effectiveness of content** in **Italy, France, and Spain**, where both visibility and CTR are high.

A **missed opportunity in high-visibility markets** like the **United States** and **Brazil**.

# Social media | Content impressions May 2025





# Social media | Top Posts May 2025



\*data 06/06/25

**1140 Impressions**  
**78 Clicks**  
**3,7% CTR**  
**35 Reactions**



**402 Impressions**  
**22 Clicks**  
**1,7% CTR**  
**14 Reactions**



# Dashboard May – 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
2300	+134.7%	6745	-10.4%	885	-1.8%	9,20%	+7%



## 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
37	-70.2%	819	-58.21%	365	-60.2%	3621	-82.7%	69	-79.2%



## FACEBOOK

New followers	% New followers vs previous month	Pageviews	% Pageviews vs previous month	Reach	% Reach vs previous month	Interactions
0	0	129	+2,4%	47	-29,9%	3



## 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
3	-40%	527	+35,8%	141	+56,7%	8	+166,7%



## Website Performance

This month marked a strong rebound in performance with 2,300 unique visitors, a +135% increase compared to April. This surge comes after the technical issues in previous months due to the website relaunch and server migration, which had temporarily affected traffic.

The CTR rose to 9.2%, improving by +7% versus the previous month, confirming that visitors found the content increasingly relevant and engaging. Additionally, 56% of traffic came from direct sources, indicating growing brand awareness and user intent—more people are proactively searching for NatPower by name.

## Geographic Insights

The highest number of clicks came from the **United Kingdom (299 clicks)** and **Italy (354 clicks)**, followed by **France (54 clicks)** and **Spain (33 clicks)**, showing strong engagement across key European markets. These countries continue to demonstrate solid performance with **high CTRs**, particularly: **Italy: 23.9%**, **France: 19.35%**, **Spain: 17.01%**, **Germany: 11.21%**

This suggests that our content resonates particularly well in these regions, combining both visibility and strong user interest.

## Social Media Performance

While **social media accounts for only 2%** of overall website traffic, LinkedIn remains the leading referral platform, driving **61% of social traffic**, followed by Facebook (39%).

LinkedIn added **37 new followers**, and Facebook saw **129 pageviews**, despite low interaction rates.

Notably, **Instagram showed signs of reactivation**, with a **+56.7% increase in reach** and **+166.7% in interactions**, despite a small follower base—suggesting potential to build organic engagement through targeted storytelling and visual content.

# NatPower UK





# May 2025 – NatPower UK



## 1500

**Website** unique users May 2025  
+60% vs previous month

## CTR

WEBSITE

## 6,3%

-47,1% vs previous month

**41 % Direct**

**43 % Search engine**

**11% Website referrals**

**2% Social Media**

## Website traffic

## LinkedIn



## 39

**New followers in May**

## LinkedIn



## 9301

**Impressions this month**

**Facebook 47%**



**LinkedIn 53%**



**Instagram 0%**



**Social Media referral**  
**Website traffic**

# Website – Pages and traffic

[WEBSITE](#)

## Frequent Query (by clicks)

1. natpower uk
2. nat power uk
3. ynni Celyn
4. nat power
5. Natpower
6. pauline stichelbaut
7. gwyddelwern battery storage
8. nat powers
9. swinford energy park
10. brant energy storage

## Popular pages

1. NatPower UK (Homepage) (25.1%)
2. Our projects (11,7%)
3. Our team (7,6%)
4. Ynni Celyn (3.7%)
5. Contact (3.6%)
6. Bellmoor (3.3%)
7. Brant (2.5%)



# Website – Pages and traffic

[WEBSITE](#)

## Top Countries (Clicks)



United Kingdom (85%)



France (4%)



Italy (2,6%)

Others (8,4%)

# Website – Pages and traffic



WEBSITE

Country	Clicks	Impressions	CTR(%) ↓
UK	618	4613	13.4
Sweden	5	43	11.6
France	29	258	11.2
Pakistan	4	57	7
Australia	4	71	5.6
Spain	5	156	3.2
Italy	19	651	2.9
India	6	377	1.6
Germany	3	185	1.6
United States	6	2038	0.3

INSIGHT

The data confirms that the UK is the primary driver of engagement, with 618 clicks and a strong CTR of 13.4% across 4,613 impressions. This clearly indicates that the content is highly relevant and effective for the British audience, who are actively interacting with it.

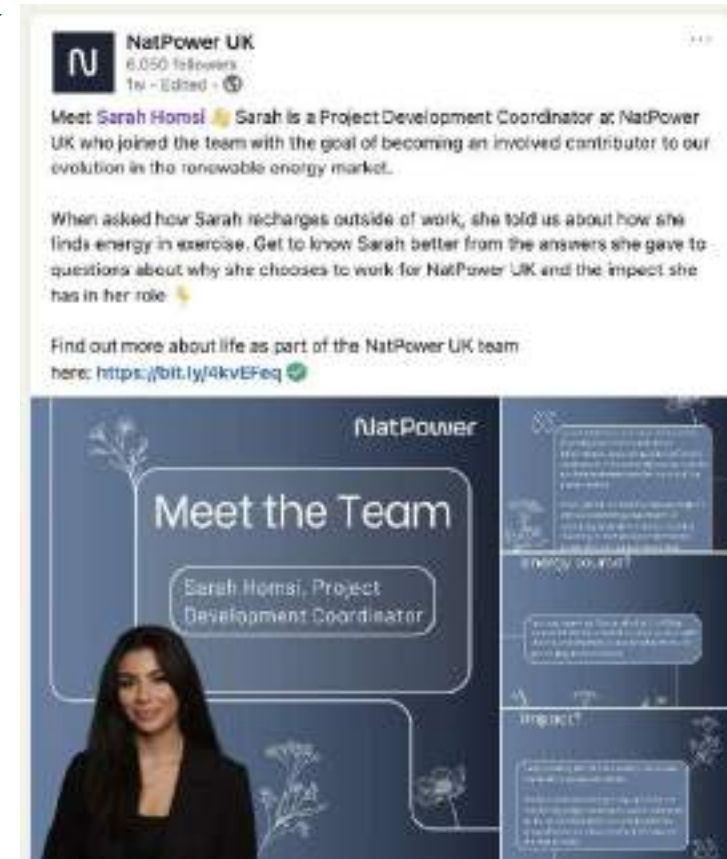
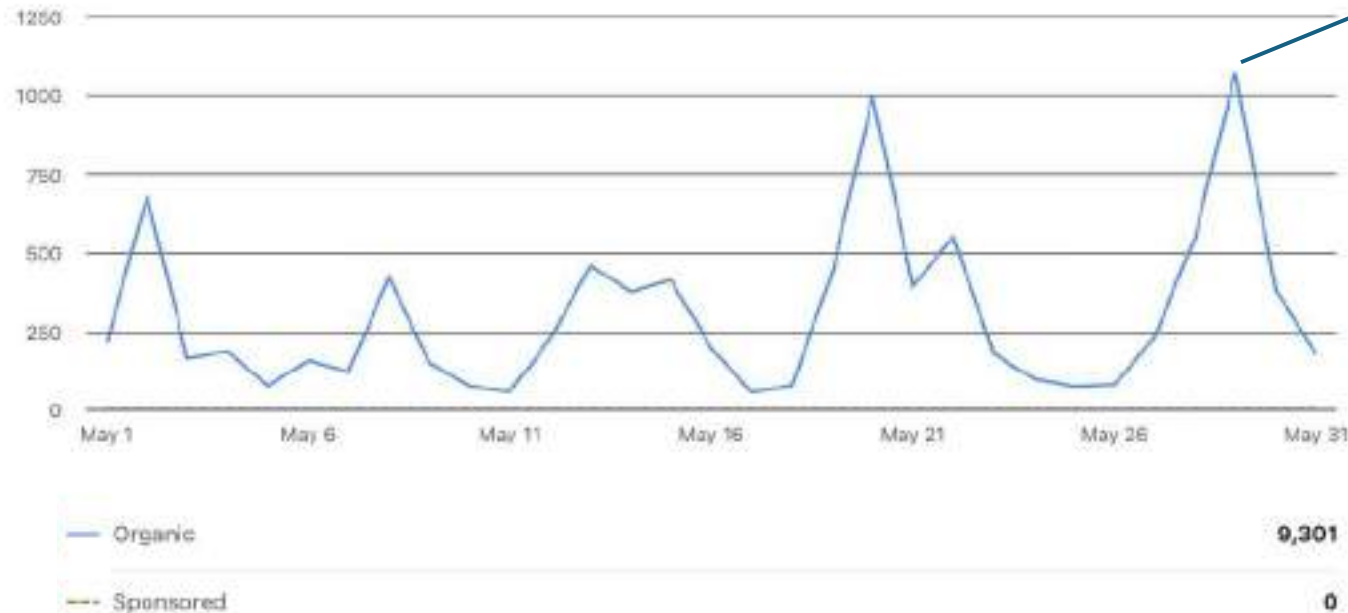
Sweden (CTR 11.6%) and France (CTR 11.2%) demonstrate promising levels of interest despite the lower volume of impressions.

In contrast, Italy registers 19 clicks and a modest CTR of 2.9% from 651 impressions, reflecting a lower level of engagement compared to other European markets. With a CTR of just 0.3%, the United States shows the weakest performance, despite over 2,000 impressions, suggesting a disconnect between the content and the American audience.

Overall, the results highlight the strong positioning in the UK and point toward strategic growth opportunities in Sweden, France, and potentially Pakistan.



# Social media | Content impressions May 2025





# Social media | Top Posts May 2025

\*data 06/06/25

1320 Impressions  
238 Clicks  
18.03% CTR  
40 Reactions



Meet **Sarah Homs** 🌟 Sarah is a Project Development Coordinator at NatPower UK who joined the team with the goal of becoming an involved contributor to our evolution in the renewable energy market.

When asked how Sarah recharges outside of work, she told us about how she finds energy in exercise. Get to know Sarah better from the answers she gave to questions about why she chooses to work for NatPower UK and the impact she has in her role 🌱

Find out more about life as part of the NatPower UK team here: <https://bit.ly/4kvEFeq> 🟢



1104 Impressions  
49 Clicks  
4.44% CTR  
37 Reactions



# Dashboard May – 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
1500	+59.7%	11600	+9.7%	728	-42.0%	6,30%	-47.1%



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
39	-11.4%	830	+9.21%	327	+3.15%	9301	75.9%	225	+81.5%

## Website Performance

In May, NatPower UK saw strong growth in visibility with 1,500 unique visitors, marking a +60% increase compared to the previous month. Website impressions also rose by +9.7%, reaching 11,600.

However, the click-through rate (CTR) dropped to 6.3% (a -47.1% decrease), with total clicks falling to 728 (down -42%).

## Geographic Insights

The United Kingdom remains the dominant market with 618 clicks and a CTR of 13.4%, demonstrating strong alignment between the content and British users. Other high-performing countries include:

Sweden – CTR: 11.6%, France – CTR: 11.2%, Pakistan – CTR: 7.0%

These markets, although smaller in volume, show promising engagement and signal opportunities for further targeting and growth.

## Page & Search Trends

The most visited page was the NatPower UK homepage (25.1%), followed by: Our projects (11.7%), Our team (7.6%), Ynni Celyn and Contact pages.

This indicates strong interest in understanding NatPower UK's structure and project portfolio, suggesting a continued focus on transparent team and project storytelling would be beneficial.

Search queries were predominantly branded (e.g., "natpower uk", "nat power", "nat powers"), showing high direct awareness and intentional traffic, complemented by localized queries like "swinford energy park" and "brant energy storage".

## Social Media Performance

LinkedIn remains the key social channel, contributing 53% of social referral traffic (vs. Facebook's 47%).

It delivered:

9301 impressions (+75.9%)

39 new followers

225 reactions (+81.5%)

The best-performing post (about team member Sarah Homs) achieved a CTR of 18.03%, confirming that employee-centered content drives strong engagement.

Despite solid performance on LinkedIn, Instagram had 0% referral traffic, pointing to a need to reassess its content strategy or investment levels.



# NatPower Italia



# May 2025 – NatPower Italia



## 254

**Website** unique users May 2025  
+21,5% vs previous month

## CTR

WEBSITE

## 6,30%

-17% vs previous month

13 %	Direct
28,8 %	Search engine
57,1%	Website referrals
0 %	Social Media

## Website traffic

## 1468

**Impressions** May 2025

+30% vs previous month



# Website – Pages and traffic

[WEBSITE](#)

## Frequent Query (by clicks)

1. NatPower
2. NatPower Italia
3. Nat Power
4. NatPower Italy
5. Nat power H
6. NatPower Marine
7. NatPower H
8. NatPower Milano
9. NatPower SA
10. NatPower Marine



# Website – Pages and traffic

[WEBSITE](#)

## Popular pages

1. NatPower Italia (Homepage) (34,3%)
2. Chi siamo (16.1%)
3. Progetti (5,6%)
4. Contacts (en) (5,4%)
5. Contatti (4,6%)
6. Team (4,6%)
7. About us (en) (4%)
8. Qui sommes nous (3,6%)
9. Home page (en) (2,8%)

## Top Countries (Clicks)



Italia (93.3%)



UK (4.4%)



Greece (2,2%)



# Website – Pages and traffic



WEBSITE

Country	Clicks	Impressions	CTR(%) ↓
Italy	42	561	7.5%
UK	2	29	6.9%
USA	0	16	0%
Germany	0	11	0%
Brasil	0	11	0%
France	0	10	0%
Spain	0	9	0%
India	0	7	0%
Kazakhstan	0	4	0%

## INSIGHT

The data confirms that the content is well aligned with the Italian market, which appears to be the main target audience of the site. Italy registers the highest number of clicks (42) and a solid CTR of 7.5% out of 561 impressions, indicating strong engagement and relevance for local users.

The UK follows with a moderate CTR of 6.9% across 29 impressions, indicating some traction in that market.

The remaining countries register impressions but no clicks, highlighting a potential area for improvement in terms of localization, messaging, or relevance outside of the primary target.

Overall, these results confirm the effectiveness of a strategy centered on the Italian audience, while offering clues on where international performance could be refined.

# Dashboard May – 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
254	+21.5%	1468	+30.4%	92	+7%	6.3%	-17.1%



## Insights

In May, NatPower Italia experienced a healthy increase in visibility, recording 254 unique visitors (+21.5% compared to April) and 1,468 website impressions (+30.4%). This indicates growing interest in the Italian platform and improved search performance.

The CTR reached 6.3%, showing a +7% increase in clicks, although this is -17.1% lower than the previous month in terms of click-through rate. While overall engagement is still solid, the slight drop in CTR suggests that the growth in visibility hasn't fully translated into proportional user interaction—possibly.

### Traffic Sources

57.1% of traffic came from referral websites

28.8% from search engines

Only 13% was direct, and 0% from social media

### Geographic Insights

Italy remains the core audience, accounting for 93.3% of total clicks and achieving a solid CTR of 7.5% across 561 impressions. This reaffirms the relevance and resonance of the content for local users. The UK followed with a moderate CTR of 6.9%, indicating potential engagement beyond the domestic audience.

Meanwhile, other countries, including the USA, France, Germany, Brazil, and Spain, registered impressions but no clicks, indicating missed opportunities.

**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 and internal links.

# NatPower Kazakhstan



# May 2025 – NatPower Kazakhstan



**98**

**Website** unique users May 2025  
+32% vs previous month

**CTR**

WEBSITE

**3,50%**

**+ 150% vs last month**

**43 %** Direct  
**11%** Search engine  
**46%** Website referrals  
**0%** Social Media

**Website traffic**

**458**

**Impressions**

+28% vs previous month



# Website – Pages and traffic

[WEBSITE](#)

## Frequent Query (by clicks)

1. солнечная энергетика казахстан (Solar energy Kz)
2. Hydrogen show milan
3. солнечная энергия казахстан (Solar energy kazakhstan)
4. Nat Kazakhstan
5. NatPower projects
6. Nat Power
7. Nat Power SA
8. панель фотовольтаическая (Photovoltaic panel)
9. Kazakhstan news
10. NatPower

# Website – Pages and traffic

[WEBSITE](#)

## Popular pages

1. NatPower KZ (Homepage RU) (25%)
2. NatPower KZ (Homepage IT) (19%)
3. Répartition des visites par page – Section Kazakhstan (12,5%)
4. NatPower KZ (Homepage US) (12,5%)
5. Contact (6,2%)
6. Contact (RU) (6.2%)
7. Chi Siamo (6.2%)
8. Event – Round table Hydrogen (6.2%)
9. About us (6.2%)

## Top Countries (Impressioni)



United States (34.4%)



UK (24.6%)



Brasil (11.5%)



Kazakhstan (8.2%)

# Dashboard May – 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
98	+32,4%	458	+27.6%	16	+220.0%	3,50%	+150%



## Insights

In May, NatPower Kazakhstan recorded a positive growth trend, with 98 unique users (+32% vs. April) and 458 impressions (+28%). This shows an expanding visibility for the site in the region, supported by rising user interest.

The most notable improvement is the CTR, which rose to 3.5%—a +150% increase from the previous month. This signals better alignment between content and visitor expectations, or improvements in targeting and on-site experience.

### Geographic & Traffic Source Insights

Interestingly, the majority of impressions came from the United States (34.4%), the UK (24.6%), and Brazil (11.5%), while Kazakhstan itself accounts for only 8.2%. This imbalance a focused strategy on domestic awareness and localization.

### Search & Content Behavior

The top search queries indicate interest in solar energy and hydrogen-related topics, often in Russian, such as:

“Солнечная энергетика Казахстан” (Solar energy Kazakhstan)

“Hydrogen show Milan”

“Фотовольтаическая панель” (Photovoltaic panel)

This reflects relevance in renewable energy themes and localized language use, providing valuable input for future SEO and content planning.

In terms of page views, the most visited pages are:  
NatPower KZ Homepage (RU) – 25%

Homepage (IT version) – 19%

Kazakhstan section page – 12.5%

Homepage (US version) – 12.5%

This multilingual navigation behavior shows users are exploring the platform across different language versions, signaling the need to ensure consistent and compelling messaging across all localizations.

**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



# May 2025 – NatPower US



**120**

**Website** unique users May 2025

+32% vs last month

**CTR**

WEBSITE

**1,60%**

-15.8% vs last month

**44 % Direct**  
**18 % Search engine**  
**37% Website referrals**  
**0 % Social Media**

**Website traffic**

**2505**

**Impressions** May 2025

-24% vs last month



# Website – Pages and traffic

**WEBSITE**

## Frequent Query (by clicks)

1. natpower
2. nat power
3. natpower projects
4. sustainable yachting
5. nat energy
6. natpower h
7. hydrogen show milan
8. NatPower Italia
9. Andrea Minerdo

# Website – Pages and traffic

WEBSITE

## Popular pages

1. NatPower US (Homepage) (40%)
2. Our projects (11%)
3. About us (8%)
4. Team (7%)
5. Progetti (5.4%)
6. Propos de nous (5%)
7. Projets (3%)
8. Contacts (2.8%)

## Top Countries (Clicks)



Italy (36,4%)



US (27,3%)



UK (9%)

Others 27.3%



# Website – Pages and traffic

## WEBSITE

Country	Clicks	Impressions	CTR(%) ↓
Hong Kong	1	13	7.69%
Italy	4	277	1.44%
US	3	249	1.20%
UK	1	195	0.51%
Brasil	0	68	0%
Spain	0	50	0%
India	0	44	0%
Germany	0	32	0%
France	0	30	0%
Netherlands	0	18	0%

### INSIGHT

Italy is among the top countries by impressions, achieving a CTR of 1.44% with 4 clicks out of 277 impressions. This is followed by the United States with 3 clicks from 249 impressions (1.20% CTR).

Although Hong Kong only registers 13 impressions, its high CTR of 7.69% suggests alignment between the content and user intent in that market.

The UK had 195 impressions and only one click (CTR: 0.51%), as did several other countries. Brazil, Spain, India, Germany, France and the Netherlands show no engagement at all, despite registering between 18 and 68 impressions each.

These results highlight:

A potential opportunity in Hong Kong, where engagement is high despite low visibility. They also highlight the need to optimise content and targeting in key markets such as the US, the UK and Italy, where visibility is strong but engagement remains moderate.



# Dashboard May – 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
120	+31.9%	2505	-23.9%	40	-36.5%	1,60%	-15.8%

## Website Performance

In May, NatPower US recorded 120 unique users, showing a solid +32% increase compared to April. However, impressions dropped by 24% (down to 2,505), and total clicks fell by 36.5%, bringing the CTR to 1.6%—a 15.8% decrease from the previous month.

This decline in engagement despite increased unique users suggests that while visibility improved in terms of users, content may require adjustment to better convert impressions into meaningful interaction.

## Geographic Insights

The United States accounted for 27.3% of total clicks, following Italy (36.4%) and ahead of the UK (9%), indicating moderate domestic interest. However, when examining CTR by country, Italy outperformed the US, with 1.44% CTR vs. the US's 1.20%. Notably, Hong Kong, though small in volume, recorded the highest CTR (7.69%), hinting at potential relevance or stronger user intent in niche international markets.

Several countries, including Brazil, Spain, India, France, Germany, and the Netherlands, showed no engagement despite dozens of impressions—highlighting areas where localized content, messaging, or SEO strategy may be underperforming.

**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.

# NatPower H





# May 2025 – NatPower H

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

## LinkedIn Followers



**49**

## LinkedIn

**3101**

Content impressions  
(in May)

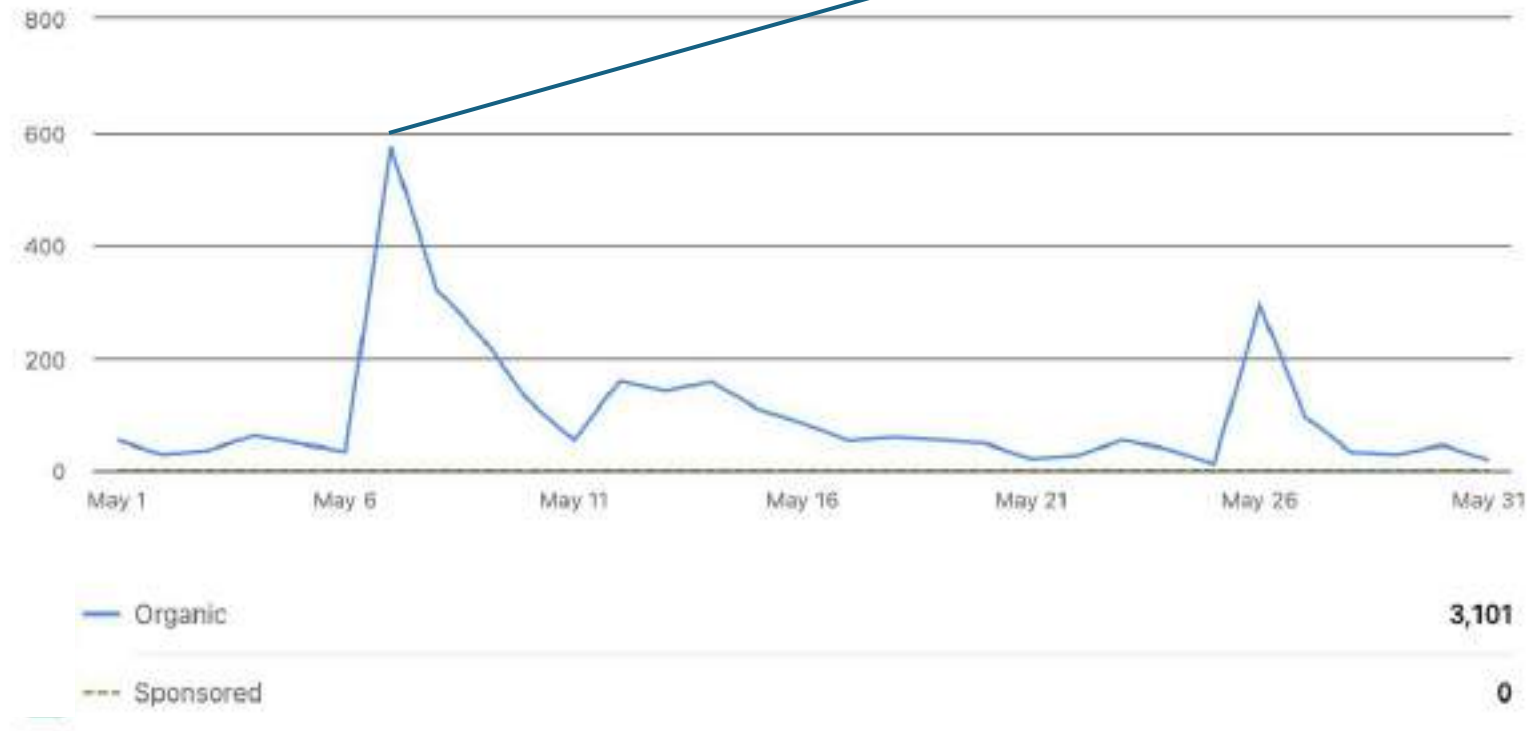
## LinkedIn

**188**

Pageviews in May



# Social media | Content impressions May 2025



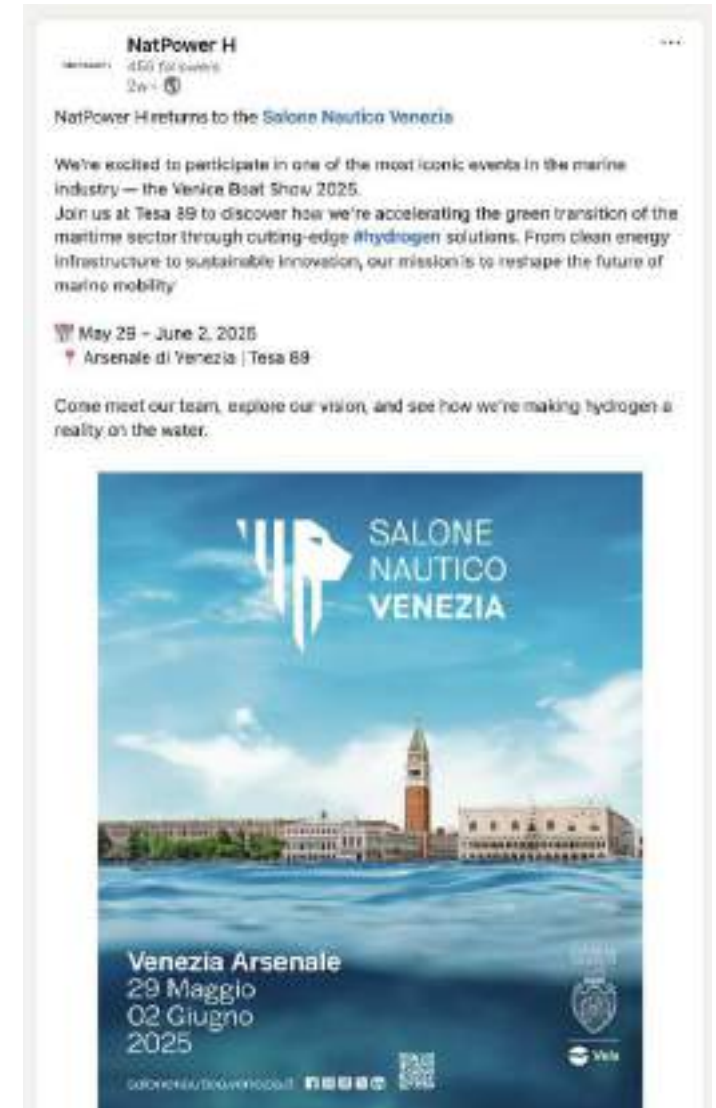
# Social media | Top Posts May2025

\*data 08/05/25

**1684 Impressions**  
**112 Clicks**  
**3,1%. CTR**  
**55 Reactions**



**446 Impressions**  
**34 Clicks**  
**3,6%. CTR**  
**16 Reactions**



SOCIAL MEDIA





# Dashboard May – 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
49	-49.5%	188	+2.7%	94	-4.08%	3101	-44.9%	89	-49.14%



## Insights – SOCIAL MEDIA

Since launching its LinkedIn page in **February 2025**, NatPower H has maintained a consistent level of activity. As of May, the account reached:

49 new followers  
3,101 content impressions  
188 pageviews

While new follower growth decreased by -49.5% compared to the previous month, pageviews were slightly up (+2.7%), suggesting steady interest from those already aware of the page.

### Content Engagement & Best-Performing Posts

Despite the drop in impressions, two key posts stood out for their engagement in May:

- \_Strategic MoU with HyNaval  
1,684 impressions, 112 clicks, 55 reactions  
CTR: 3.1%
- \_ Participation in Salone Nautico Venezia  
446 impressions, 34 clicks, 16 reactions  
CTR: 3.6%

These posts show strong engagement, especially for a newly launched channel, and highlight content formats that resonate with the audience: strategic partnerships, innovation in hydrogen, and participation in key sector events.

The spike in impressions around May 6 clearly aligns with the HyNaval announcement, confirming the impact of timely, newsworthy content.

### Traffic & Visitor Insights

94 unique visitors accessed the LinkedIn page in May (-4.08% vs April), but overall visibility remained relatively healthy.

No sponsored content was used, meaning all growth was driven organically.

The steady pageviews suggest that those who do engage with content are taking the next step to learn more about the brand.

**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





# May 2025 – NatPower Marine

505



**Website** unique visitors  
-19% than previous month

CTR

WEBSITE

5,2%

-21.1% vs previous month

54 % Direct  
25% Search engine  
16 % Website referrals  
3% Social Media

Website traffic

LinkedIn Followers



70

**New followers**

LinkedIn

6202

Content impressions  
(in May)

LinkedIn 93%



Facebook 7%



Social Media referral  
Website traffic

# Website – Pages and traffic

## Frequent Query (by clicks)

1. natpower marine
2. nat power marine
3. natpower projects
4. Natpower
5. Nat power
6. Natpower uk
7. Sox marine
8. Marine electric vessel solutions
9. Power from shore solutions
10. Shore power uk ports

## Popular pages

1. Home – 60%
2. About Us – 12,8%
3. Our Solution – 8,7%
4. The Challenge – 3,9%
5. Resources – 3,2%
6. Our Solution: Ports – 3%
7. Contact us – 2,7 %
8. Team – 2.6%

# Website – Pages and traffic

## Top Countries (Clicks)



United Kingdom 37%



Italy 27%



Spain 4%

Others 32%



# Website – Pages and traffic

Country	Clicks	Impressions	CTR(%) ↓
Norway	3	6	50
Jamaica	4	11	36.36
Singapore	4	25	16
Hong Kong	3	21	14.3
Italy	37	276	13.4
Germany	5	53	9.4
Spain	6	81	7.4
UK	51	811	6.3
India	4	113	3.5
France	2	76	2.6

## INSIGHT

**Norway** emerges as the top performer with an outstanding **CTR of 50%** (3 clicks from just 6 impressions), followed by **Jamaica** with **36.36% CTR** and **Singapore** with **16% CTR**. Despite limited visibility, these markets show exceptional alignment between content and user interest.

Among countries with higher impression volumes, **Italy** demonstrates strong engagement with 37 clicks out of 276 impressions (**13.4% CTR**), confirming its relevance and content effectiveness. Similarly, **Germany** (9.4% CTR) and **Spain** (7.4% CTR) also show positive engagement levels.

In contrast, **the UK**, while generating the highest number of impressions (811), shows a moderate **CTR of 6.3%**, indicating that although visibility is high, there is still room to improve conversion. Other markets such as **India** (3.5% CTR) and **France** (2.6% CTR) show limited interaction relative to their exposure.

These results highlight:

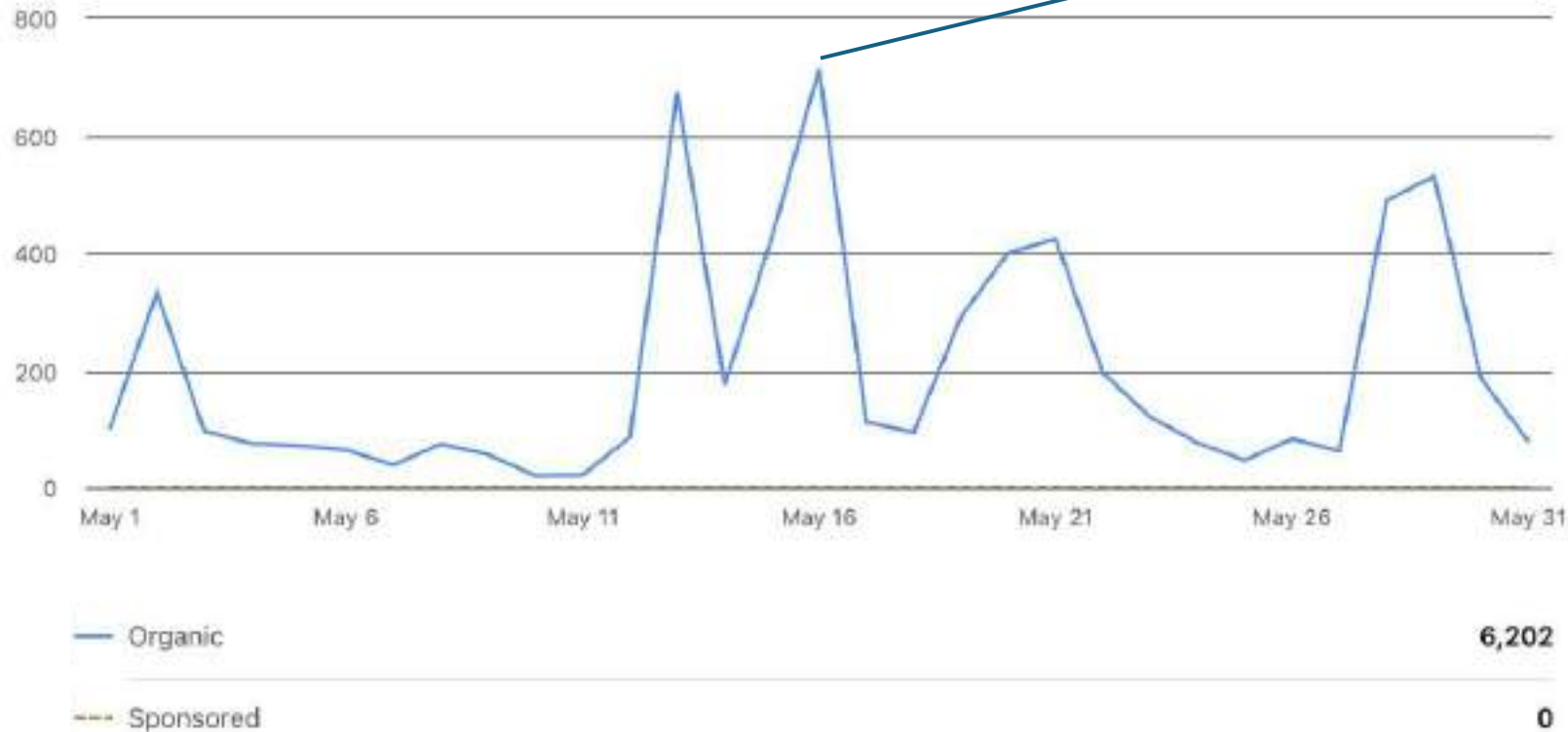
The UK is a figure to be investigated. Norway, Jamaica and Singapore could also be explored further, despite their limited reach.

The content is highly relevant in Italy, Germany and Spain, where visibility and engagement are well balanced.

# Social media | Content impressions May 2025



SOCIAL MEDIA



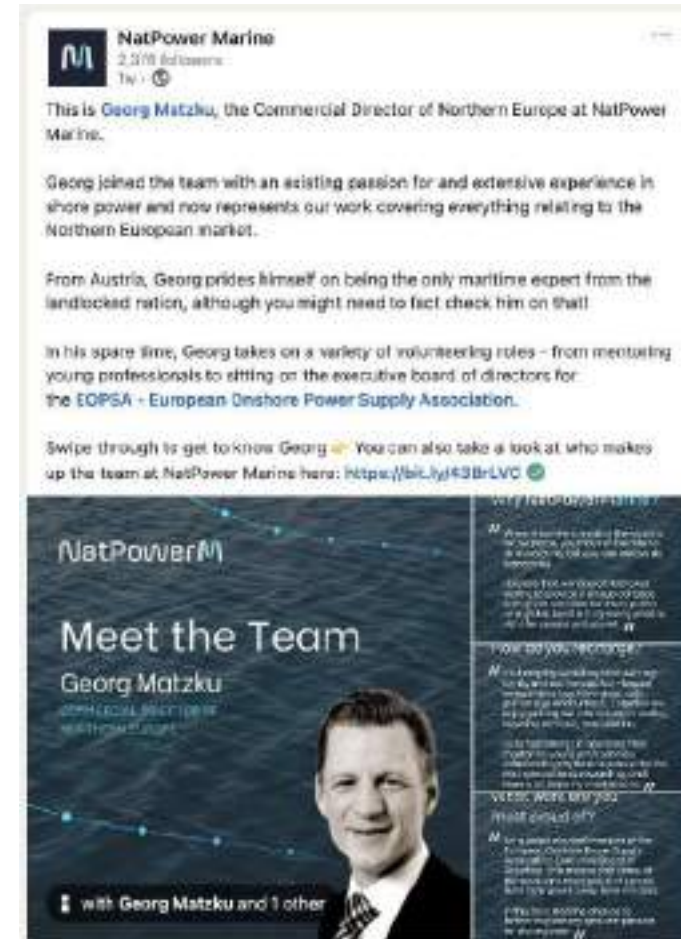
# Social media | Top Posts May 2025

\*data 08/06/25

982 Impressions  
244 Clicks  
21% CTR  
35 Reactions



872 Impressions  
159 Clicks  
11.7% CTR  
47 Reactions





# Dashboard May – NatPower Marine



WEBSITE					
Unique users	% Unique users vs previous month	Total Pageviews	Total Pageviews %	Pages per session	Website form submissions
505	-19,5%	1000	-16.7%	1.99	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
70	-23.07%	375	-40.3%	174	-44.58%	6202	-6.07%	197	-21.2%



## Website Performance

In May, NatPower Marine registered a decline in overall website performance, with unique users dropping by 19.5% (to 505) and total pageviews falling by 16.7% compared to the previous month. The CTR also decreased to 5.2%, representing a 21.1% drop, suggesting a lower level of engagement from the users exposed to the website content. Despite the drop in engagement metrics, direct traffic remains the primary source of visits (54%), followed by search engines (25%) and referrals (16%). Social media contributes a marginal 3% of the traffic, even though the LinkedIn page appears to be very active—indicating a possible gap between social visibility and website conversion.

## LinkedIn Performance

NatPower Marine’s LinkedIn page continues to demonstrate strong performance in terms of visibility, reaching 6,202 content impressions in May. However, engagement metrics show signs of cooling, with:

- Pageviews down by 40.3%
- Unique visitors down by 44.6%
- New followers down by 23.1%
- Reactions down by 21.2%

The most engaging content was the “Meet the Team” posts, especially the one featuring Jucilla Walters, which achieved a CTR of 21% (244 clicks out of 982 impressions), while the one with Georg Matzku also performed well with an 11.7% CTR and 159 clicks. These results underscore the strong impact of human-centered storytelling and employee features.

## Website Audience by Country

The UK leads in traffic contribution (37%), followed by Italy (27%) and Spain (4%). However, a deeper CTR-based analysis shows some notable standouts:  
 Norway: Top CTR at 50% (3 clicks from just 6 impressions)  
 Jamaica: 36.4% CTR  
 Singapore: 16% CTR  
 Hong Kong: 14.3% CTR  
 Italy: 13.4% CTR with substantial volume (37 clicks out of 276 impressions)  
 In contrast:  
 The UK, despite being the top contributor in impressions (811), has a moderate CTR of 6.3%  
 India (CTR 3.5%) and France (CTR 2.6%) underperform in relation to visibility

# NatPower Marine Italia





# May 2025 – NatPower Marine Italia

**LinkedIn  
New Followers**



**1**

New page

**LinkedIn  
Page views**

**4**

**LinkedIn  
Unique visitors**

**3**



# Dashboard May– 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	0	4	-69.2%	3	-25%	23	0%	4	0%



## Website Performance

Not online yet – no available data.

## Social Media Performance

### LinkedIn

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



# 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.
- SERP:** Search Engine Result Page

## 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