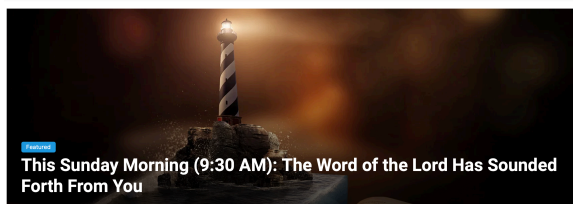


Charlestown Road Digital Evangelism Figures

January 2018-July 2023



Higher Ground - 2023 Summer Series Sunday Building Blocks: The Miracles of Jesus Sunday Auditorium Class: How it Ends The Heaven Bound Podcast

CharlestownRoad.org

- 539,286 views
- 147,830 unique visitors
- Highest traffic day: 3/22/20 = 2,121 views
- Average of 345 views per day
- 5,730 pieces of content
- Posts with most traffic = sermons (19.8%)
- Visitors from 190 (of 195) countries (missing Iran, Turkmenistan, Chad, Niger, Mauritania)
- Top 10 countries in traffic other than U.S.:
 - India = 8,503
 - Philippines = 2,435
 - Ireland = 2,297
 - Nigeria = 1,371
 - Canada = 1,352
 - United Kingdom = 1,100
 - South Africa = 912
 - Australia = 769
 - China = 683
 - Kenya = 413
- 13.3% of traffic comes from Facebook
- 12.5% of traffic comes from search engines

Livestream.com

- 43,691 views
- 36,329 unique views
- 49.9% desktop / 40.2% mobile / 8.8% tablet
- 66% recorded / 34% live
- 78% view as embed on CharlestownRoad.org
- Top 10 countries in traffic other than U.S.:
 - Canada
 - India
 - Philippines
 - South Africa
 - Australia
 - Singapore
 - United Kingdom
 - Nigeria
 - Ireland
 - Netherlands

YouTube



- 94,400 views
- 475 subscribers
- Top in 10 countries traffic other than U.S.:
 - United Kingdom
 - Canada
 - Italy
 - Australia
 - Spain
 - Brazil
 - India
 - Japan
 - Germany
 - Philippines

Building Blocks



- 11,035 views
- 1,461 unique views
- Top 6 countries in traffic other than U.S.:
 - Philippines
 - Australia
 - Canada
 - Germany
 - India
 - United Kingdom
- Top 6 U.S. States in traffic:
 - Indiana
 - Ohio
 - Kentucky
 - Tennessee
 - Illinois
 - Georgia

Sermons Podcast

- 252 subscribers (Apple, Google, Spotify)
- 560 unique listeners
- 15,686 total plays
- Top 10 countries in traffic other than U.S.:
 - Canada
 - Germany
 - Guatemala
 - India
 - Nigeria
 - Philippines
 - Singapore
 - South Africa
 - Sweden
 - Tunisia



Heaven Bound Podcast



- 518 subscribers (Apple, Google, Spotify)
- 6,113 plays on CharlestownRoad.org
- 2,988 unique listeners
- 66,136 total plays
- Top 10 countries in traffic other than U.S.:
 - Canada
 - Philippines
 - Australia
 - Bosnia
 - China
 - Fiji
 - France
 - Ghana
 - India
 - Italy
- Top 10 U.S. metro areas:
 - Louisville
 - Atlanta
 - Seattle
 - Denver
 - Indianapolis
 - New York City
 - Dallas
 - Houston
 - Chicago
 - St. Louis

Devotional Writing

Roger Shouse: [Jump Starts Daily](#)

- 2,135 subscribers
- 184,861 website views

Jason Hardin: [Daily Bible Reading Reflections](#)

- 587 subscribers
- 263,155 website views