Overview

PolkaWorld had worked on **43** articles, hosted **3 online broadcasts and 2 online meetups**, 35,265 followers on the Wechat official account, and got **45,000+ views** in the WeChat ecosystem in 2022 January!

Because of the epidemic, PolkaWorld's Polkadot offline meetup moved to online! So we hosted 2 online meetups with Bifrost and Parallel.

And published 19 articles, 18 timely news, a total of 572users, and 1,900 views in polkaworld.pro website in January!

Wechat Contents

- Published **4** Polkadot weekly reports
- Write **9** original articles related to Kusama/Polkadot parachains and auctions
- Translated and published **5** articles of Polkadot/W3F Blog/wiki, AMA from Bill
- Made an 8min documentary video for Polkadot's Asia ecosystem
- Post **17** articles related Auction&Crowdloan/develop progress for 5 Polkadot eco projects（Acala, Bifrost, RMRK, Litentry, Zeitgeist）

You can get more details here.

Meetup

Because of the epidemic, PolkaWorld's Polkadot offline meetup moved to online! So we hosted 2 online meetups with Bifrost and Parallel.

- Published 2 promotion articles
- 500+ people registered for the meetup.
- Design all materials: banner, poster

Online Broadcast

We host **3 online broadcasts with Phala、Acala and Litmus in the Wechat Channel.**

- design **3** promotion/sign-up posters
- spread the posters in 30+ WeChat group
- Made 30 swags（Polkadot Hoodie）
- An average of 1000+ people attend our online broadcast each time

Posters are below：

Performance data of the online broadcast here:

直播信息	直播时长 ⇅	观众总数 ⇅	最高在线 ⇅	喝彩次数 ⇅	评论次数 ⇅	分享次数 ⇅
broadcast info Phala Crowdloan 有问必… 01月06日 18:54 昭通市	**live duration** 1小时14分钟19秒	**online people** 1669	375	2.3万	951	583
关于 Acala 当前进展，我… 01月21日 20:01 长治市	1小时0分钟59秒	832	198	7930	785	122
关于 Litmus 的问题，我们… 01月28日 18:58 昭通市	1小时0分钟7秒	498	95	1393	232	57

（performance date: screenshot from PW Channel Account backstage）

Wechat Performance Date

1. Total followers

- Total followers：**35,265**
- followers increased in January: **354**
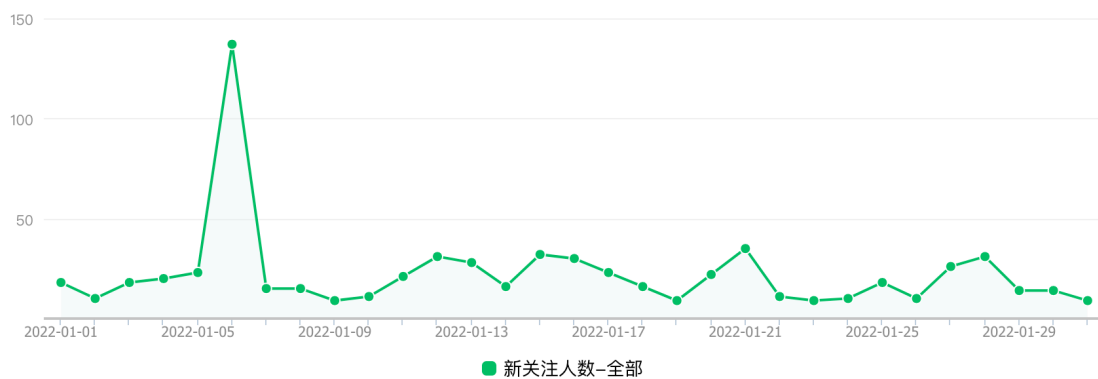
（performance date: screenshot from PW Wechat account backstage）

2. Different Channels Distribution in Wechat

Where did users read our articles in the Wechat ecosystem：

- PolkaWorld WeChat account：56.22%
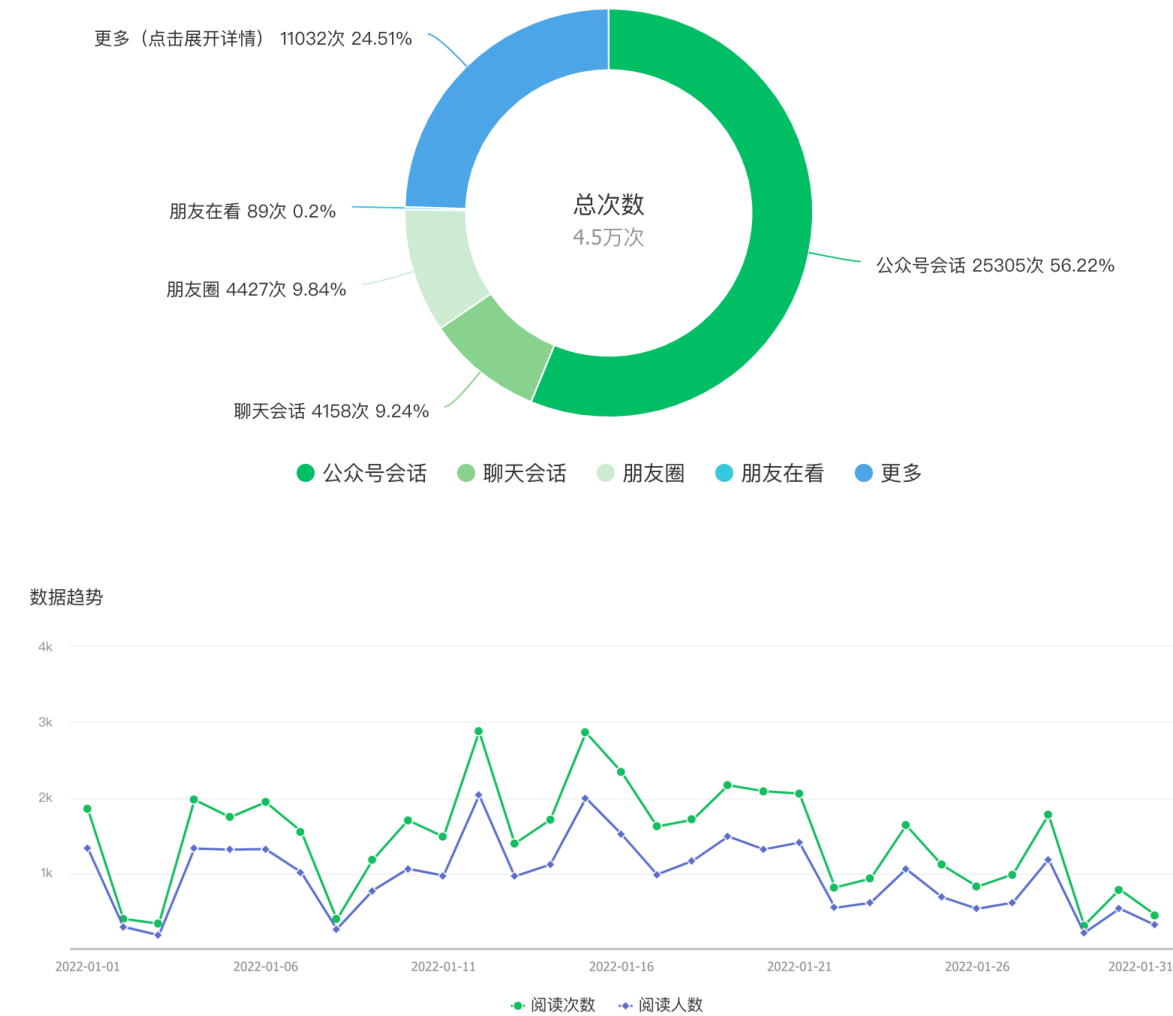- WeChat search: 24.51%
- PolkaWorld WeChat group：9.24%
- PolkaWorld Moments：9.84%

更多（点击展开详情） 11032次 24.51%

朋友在看 89次 0.2%

朋友圈 4427次 9.84%

聊天会话 4158次 9.24%

总次数
4.5万次

公众号会话 25305次 56.22%

● 公众号会话　● 聊天会话　● 朋友圈　● 朋友在看　● 更多

数据趋势

● 阅读次数　◆ 阅读人数

（performance date: screenshot from PW Wechat account backstage）

3. 10 top views articles

Article	Date	Total views	Total shares	Reading completion rate
Polkadot Behind the Code, Episode 3: Polkadot Asia Ecology	20220115	2601	230	0.9822
Web3 Foundation Grants — Wave 12 Recipients	20220112	2403	78	0.4109
List of 8 second-round Polkadot Auction project rewards: Litentry, Phala, Nodle..	20220105	2290	86	0.2332
Polkadot 2021 Roundup	20220101	1867	156	0.3883
After parachains lauched, how many transactions does the Polkadot network currently process every day?	20220121	1627	59	0.5926
Gavin interview: Polkadot is entering the next stage!	20220116	1618	67	0.606
Polkadot ends the 7th Parachain Slot Auction	20220113	1467	35	0.5362
The Rise of Integrated Polkadot Applications	20220119	1406	70	0.4829
"Web3 will give us more decision-making sovereignty"	Gavin Quotations Part 6	20220111	1321	107	0.3686
Polkadot allows upper-layer applications to achieve 0 fees｜PolkaWorld latest AMA	20220120	1255	54	0.3367

Get all articles' performance dates [here](#).

4. Website date

We published 19 articles, 18 timely news, a total of 572users, and 1,900 views in polkaworld.pro website in January!

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	1.9K
session_start	681
first_visit	488
user_engagement	384
scroll	305
click	94
view_search_results	4

Jan 1 - Jan 31, 2022
EVENT COUNT
page_view   **1,856 (48.69%)**

View events →

Reports snapshot A +   Custom Jan 1 - Jan 31, 2022 ▾

Event count	Total users	Event count per user	Event revenue
3.8K	572	6.7	¥0.00

02 Jan   09   16   23   30