



Quarterly Review

January 2021

(for the period 1st Oct 2020 – 31st Dec 2020)

Executive Summary

HRTech247 launched in April 2020 and its innovative approach immediately began to generate interest.

Our aim is to bring together the HR & Payroll Technology market by enabling a single community that showcases providers from across the globe and allows them to connect, network, engage and share their knowledge in a completely virtual space. Designed as a virtual platform that is online 24 hours a day, 7 days a week, it provides useful information on technology vendors and their partners, as well as bringing informative seminars and thought-leadership blogs from writers across the industry.

The platform has shown great momentum over the last 9 months, and we now have almost 70 global technology vendors as part of the community, connecting with like-minded companies and showcasing their technology. We continue to add new vendors weekly, and have recently launched the new 'Partners Hall' which allows vendors to highlight partners with specialised knowledge of their HR or Payroll software. Our new 'Coffee Chat in 15' series is also ready to launch, and will feature CEO & Innovator Bob in conversation with leaders from across the community.

As we are all aware, the current climate is not typical, with Covid-19 impacting almost all businesses across the globe and the focus, rightly, is now more on sustaining business, rather than non-essential change. We continue to be mindful of the impact that the pandemic is having throughout the world, and strive to support businesses by offering a completely virtual experience, and the space to discuss ideas and learn from other successful companies. In addition, a key part of our mission is to have a minimal impact on the environment whilst connecting and engaging with people throughout the world. We have recently signed up to become 'Investors in the Environment' and will be working towards our Bronze level in due course.

We expect to see continued growth over the coming months and have a focussed marketing plan in place. This Quarterly Report shows the current platform performance and also how we will continue to innovate as we drive to build the HRTech247 community further.



FOUNDER & CEO

Our objective:

- 1. To drive awareness to the HRTech247 platform**
- 2. To drive traffic to the HRTech247 platform through organic and paid social marketing**

General Overview

Three Month Period	Page Views
August, September, October	16,578
September, October, November	17,310
October, November, December	15,804 <i>*(18,667 in true month)</i>

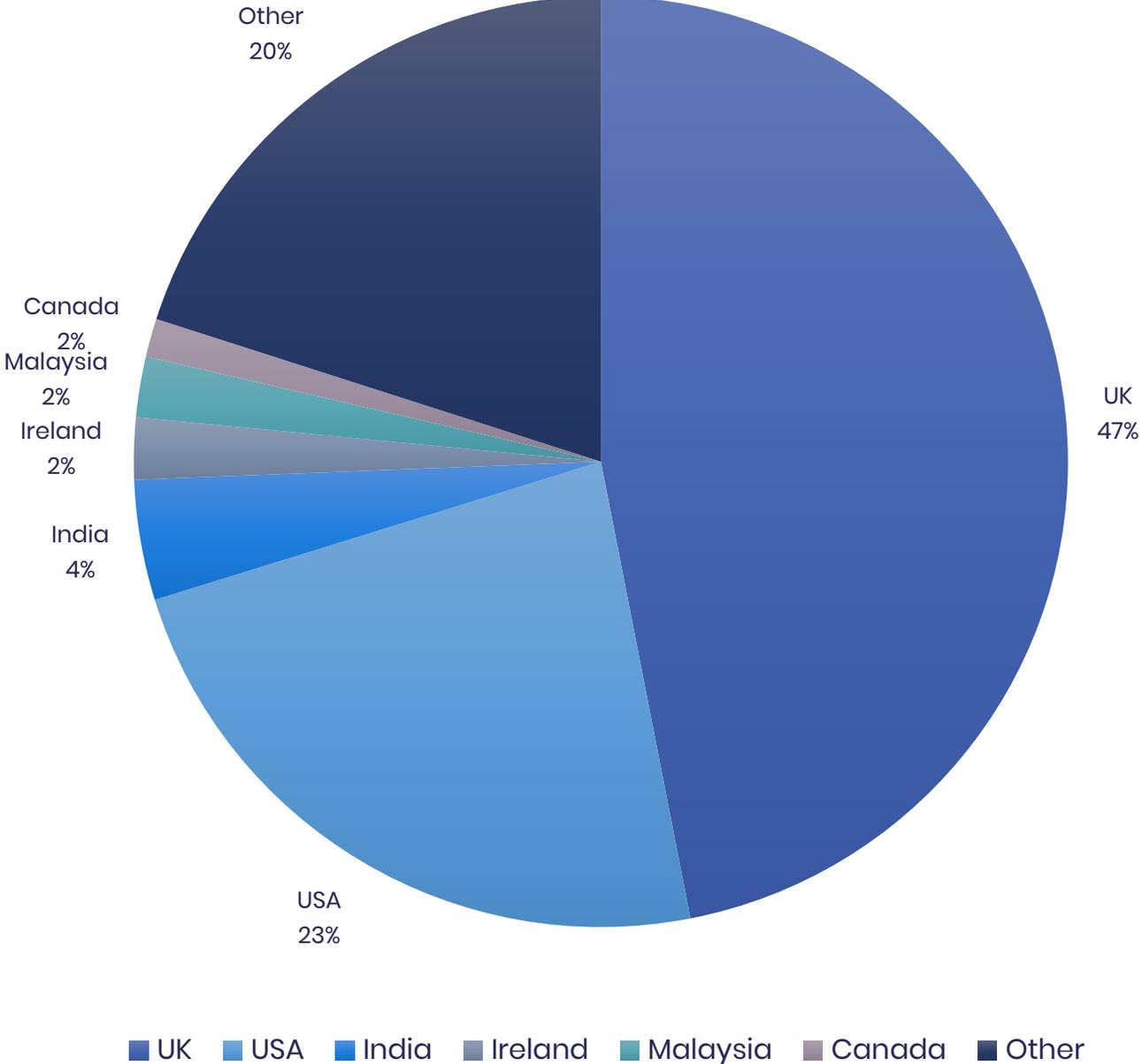
Three month rolling average used to mitigate any fluctuations over period.

The current marketing activity is showing a consistent number of visits to HRTech247 on a three-month rolling average. This equates to approximately 5,500 page views per month, an increase on last quarter.

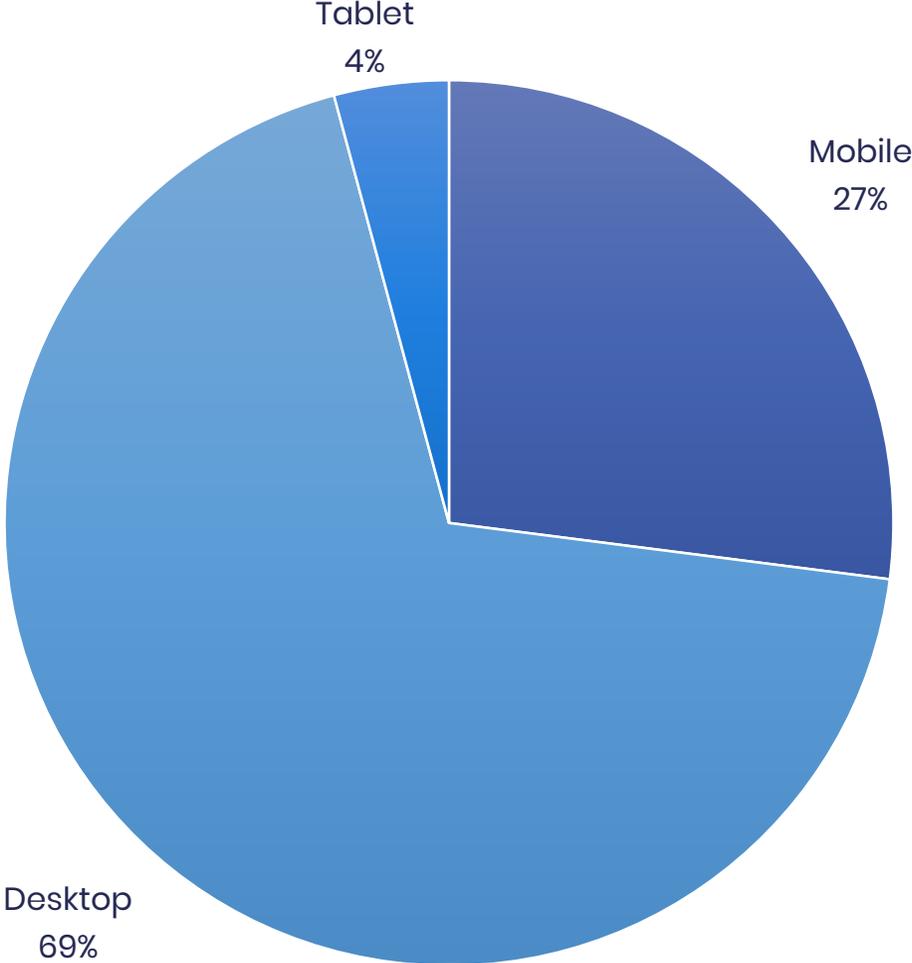
* For December, we have calculated that had it been a true month without the two-week Christmas break, where we also reduced any marketing, we would have reached page views of approx. 18,667. (pro-rated).

We will be looking at how to increase the page views during the next quarter with our target being an average of 10,000 page views per month by April 2021.

Visitor Location Overview

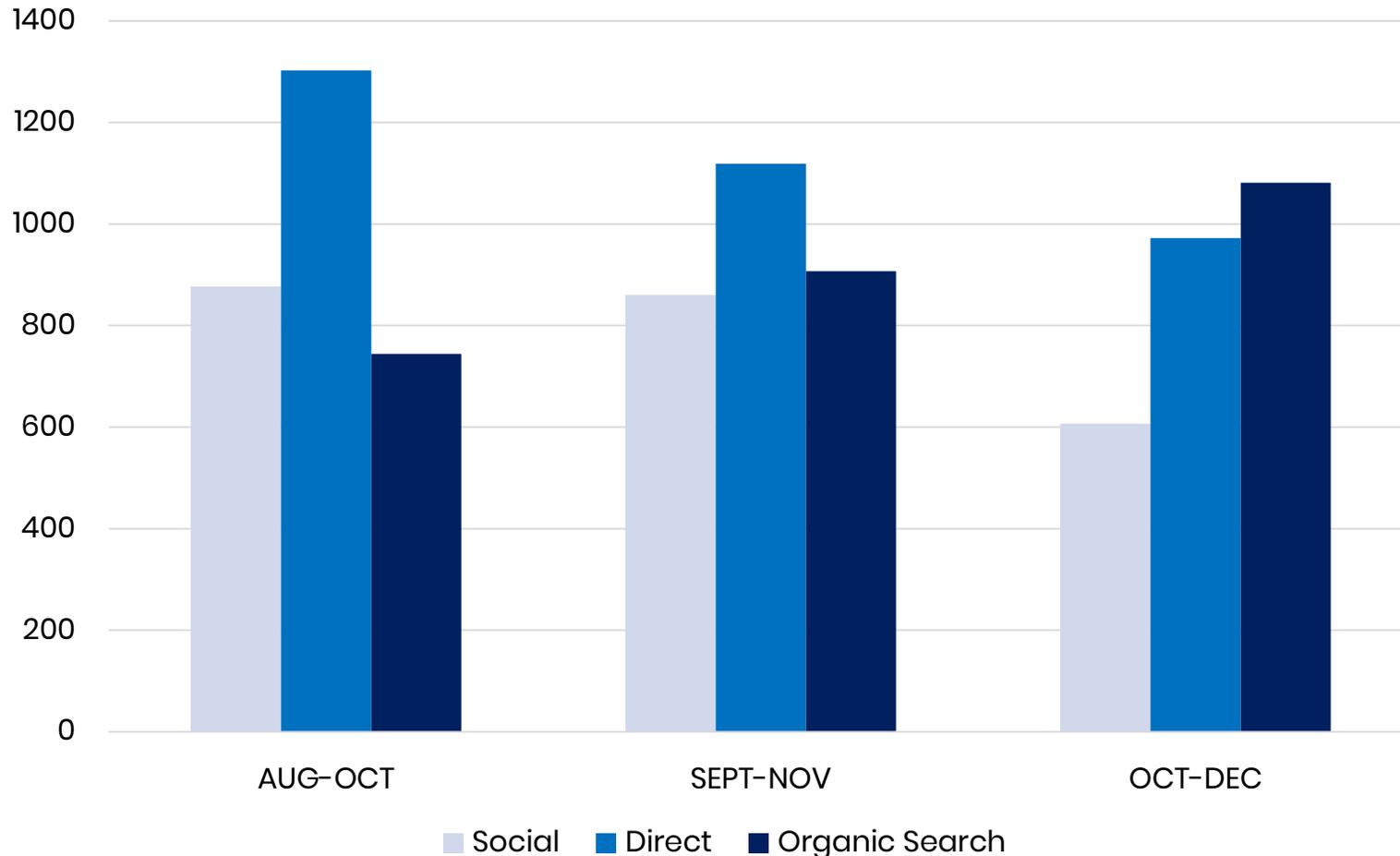


Visitor Device Overview



■ Mobile ■ Desktop ■ Tablet

Acquisitions Overview 2020



KEY

- **Organic:** Traffic from a search engine that is not paid
- **Direct:** Traffic that has arrived directly to your site (e.g book marked) or any traffic where the referrer or source is unknown
- **Social:** Traffic from a social network, such as Facebook, LinkedIn, Twitter, or Instagram

Three month rolling average used to mitigate any fluctuations over period.

Social Media Marketing Reports

We began working with an external marketing agency in August 2020. The agency currently manages both organic social media and paid advertising for HRTech247 across LinkedIn and Facebook, in addition to our in-house social media posts on LinkedIn, Facebook, Twitter and Instagram. From February 2021, all social media activity will be managed in-house.

Cross-Network Performance Summary – October 2020

Impressions		192,439
Engagements	1,534	
Post Link Clicks	886	

Cross-Network Performance Summary – November 2020

Impressions		213,620
Engagements	1,255	
Post Link Clicks	636	

* Cross-Network Performance Summary – December 2020

Impressions		8,460
Engagements	470	
Post Link Clicks	194	

* NB. December numbers are lower as we consciously reduced our social media activity due to the Christmas period.

LinkedIn Audience Demographics

Top Five Job Roles

1. Senior
2. Director
3. Entry-Level
4. Manager
5. Vice President (VP)

Top Five Functions

1. Business Development
2. Sales
3. Human Resources
4. Marketing
5. Information Technology

Blog/Seminar Page Insights

LANDING PAGE	PAGE VIEWS
Performance Management During the COVID-19 Crisis: An Opportunity for Transformation	1,685
How to find the best HR needle in the tech haystack	194
The Generation Myth with Dr Alexi Abramson	192
Implementing wellbeing strategies in your business	134
Tomorrow's HR Learning is going to disappear	121
Making Payroll the Spark in your HR Strategy	114

Planned Activities

As part of continuing to grow the HRTech247 community, we have the following activities planned during the next three months:

- 1) Continuation of both paid and non-paid social media marketing through LinkedIn, Instagram, Facebook and Twitter, plus exploration of Google Ads.
- 2) Build more upon our monthly newsletters to ensure great content is being sent to existing vendors and explore ways of increasing the numbers signed up via the website.
- 3) Market more actively the new Jobs platform which showcases roles available in the Technology vendor companies. This will serve to drive traffic and focus on influencers in the Tech space.



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