

TMAI - WEEKLY DIGITAL ANALYTICS

The Week in Digital Ministry

REPORTING WEEK

Aug 17 - Aug 23, 2026

compared with Aug 10 - Aug 16, 2026

Generated Aug 26, 2026 at 8:00 AM Pacific

PREPARED BY

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The week at a glance

Aug 17 - Aug 23, 2026

compared with Aug 10 - Aug 16, 2026

WEBSITE

2,473

Sessions (site visits)

1,945 active users

↑ SESSIONS UP 41.2%

vs prior wk

YOUTUBE

2,743

Views

49.4h watch time

↑ VIEWS UP 508.2%

vs prior wk

SOCIAL

79,215

Social exposure

2,224 interactions · not unique people

↑ SOCIAL EXPOSURE UP 225.9%

vs prior wk

EMAIL

26,370

Subscribers · TMAI

Newsletter

 as of pull time · **1.9%** click rate across all sends

↓ SUBSCRIBERS DOWN 0.1%

since Aug 20

SOCIAL BY PLATFORM

Instagram

58,505 views

1,508 period interactions

 Post detail: **960** likes · **11** comments · 7 posts

Facebook

17,860 views

562 period interactions

 Post detail: **457** likes · **53** comments · 5 posts

X

2,850 exposure

154 combined interactions · 7 posts

SCOPE All numbers compare to the prior week. No events this week. Next event: Sufficiency of Scripture Conference, Nov 6.

THIS WEEK'S HIGHLIGHT PER CHANNEL

WEBSITE · TOP PAGE

/stories/read/spain-bible-printing

572 views

↑ VIEWS UP FROM 0

vs prior wk

YOUTUBE · BY ATTRIBUTED VIEWS

5,000 Bibles for Spain

1,861 views, 1.7h watch time

TOP POST ON X · BY EXPOSURE

Five hundred years after William Tyndale's...

611 exposure, 35 engagements · Aug 20

EMAIL · BEST SINGLE SEND

Spain Bible Printing

2.5% click rate on 26,339 delivered · Aug 21

How the channels moved together

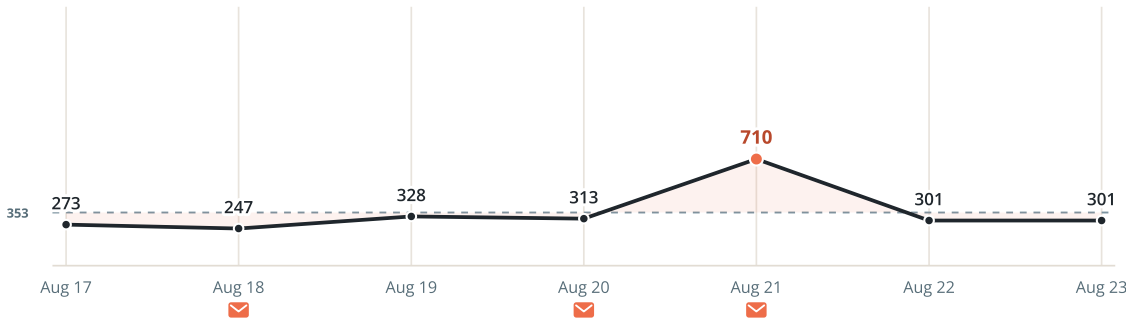
Reporting week
Aug 17 - Aug 23, 2026

Available Email sends and Instagram/X/Facebook publishing days are marked against Website and YouTube daily movement. Same-day alignment does not establish cause. Compare relative movement, not audience size.

✉ Email send day ● Peak day 📄 Posts published ---- Weekly daily average ★ Event · none this week

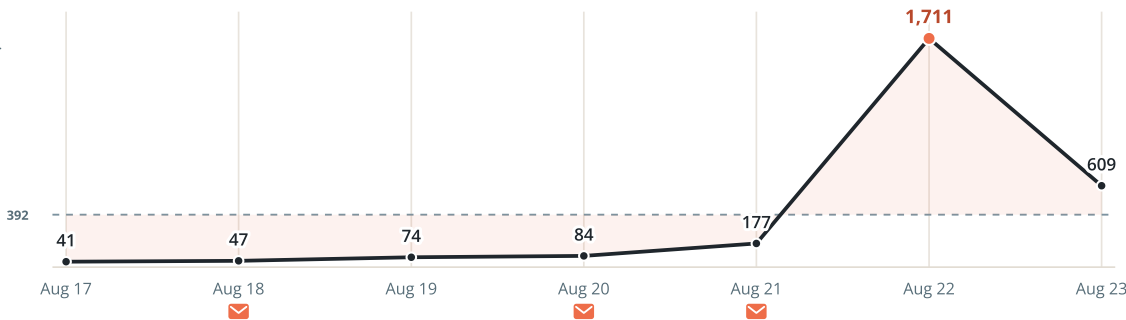
Website

2,473 official weekly sessions



YouTube

2,743 views
YouTube data lags by 3 days.

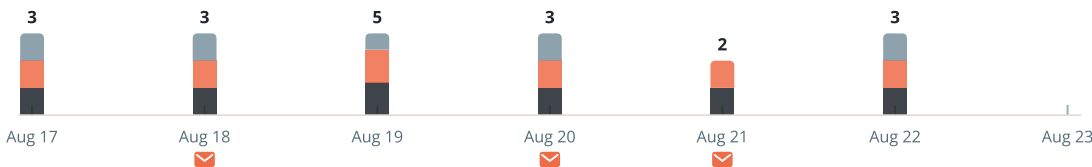


POSTS PUBLISHED PER DAY

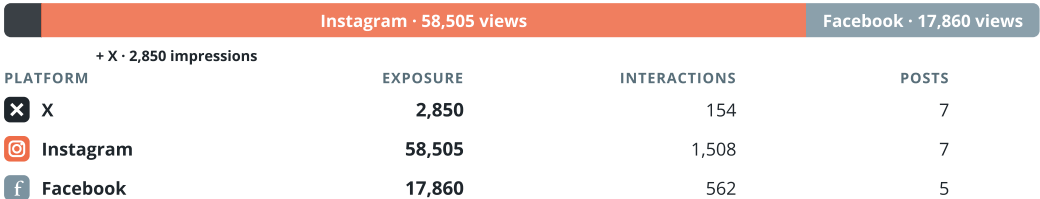
Social

79,215 observed social exposures this week

Daily series not yet available; weekly total shown.



THE WEEK'S 79,215 OBSERVED SOCIAL EXPOSURES, SPLIT BY PLATFORM



Each platform counts interactions its own way (Instagram: window insights; X: engagement on this week's posts; Facebook: platform-defined interactions). Not directly comparable.

EVENTS THIS WEEK

Same-day alignment does not establish cause.

✉ Aug 18 Weekly Prayer Focus: Uganda Graduates

✉ Aug 20 From the Field: Training Pastors in Cuba

✉ Aug 21 Spain Bible Printing

📄 Posts on 6 days · Aug 17 – Aug 23

How people reach the site

Reach and rhythm: the week's traffic, when it moved, and where it came from.
Page 5 covers what visitors did once they arrived.

Reporting week
Aug 17 - Aug 23, 2026

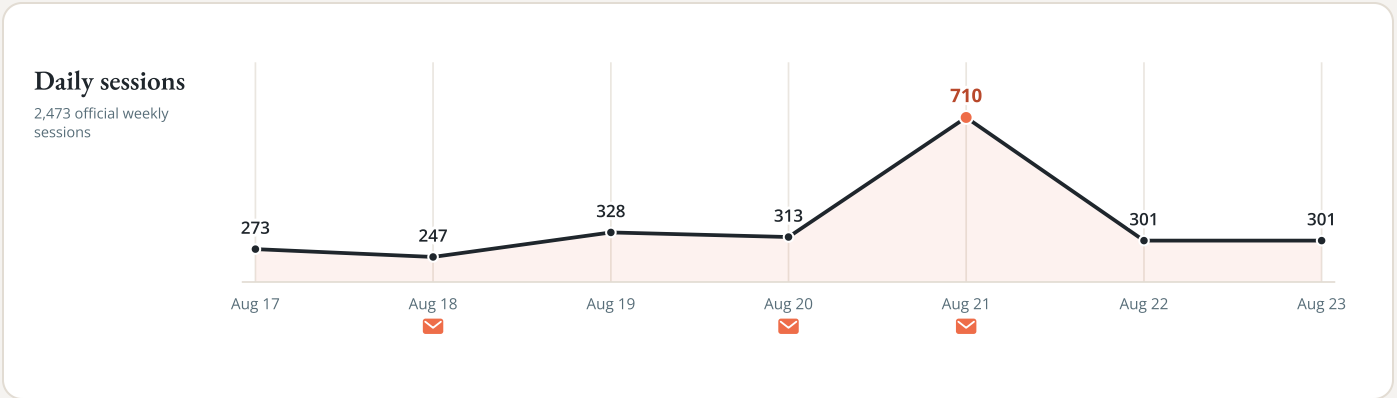
SESSIONS
2,473
Visits to the site during the period.
UP 41.2%
vs prior wk

ACTIVE USERS
1,945
People with an engaged session.
UP 36.7%
vs prior wk

ENGAGEMENT RATE
31.2%
Share of sessions that were engaged.
UP 0.7 pts
vs prior wk
43.2% nonprofit median

ENGAGEMENT TIME
30.1s
Average engaged time per session.
DOWN 25s
vs prior wk

✉ Email send day ● Peak day ★ Event · none this week



WHERE SESSIONS CAME FROM

CHANNEL	SESSIONS	SHARE	NONPROFIT AVG	VS PRIOR WK
Direct	1,276	52%	37%	UP 18%
Email	655	26%	—	UP 283%
Organic Search	319	13%	37.5%	UP 5%
Paid Search	110	4%	—	UP 24%
Referral	63	3%	—	UP 34%
All other channels	50	2%	—	DOWN 11%

Share = of the week's 2,473 sessions; shares are rounded and may not sum to 100%. All other channels combine 5 lower-volume channel groups. Nonprofit avg is published for organic search and direct only; a dash means the source has no comparable figure for that channel, not that it is zero.

REFERENCE CONTEXT (WIRED IMPACT, 2025 NONPROFIT WEBSITE BENCHMARKS (130+ CLIENT NONPROFIT SITES, GOOGLE ANALYTICS))

Median website engagement rate 43.2%. Traffic splits nearly evenly between organic search (37.5%) and direct (37%). TMAI this week: Direct-led traffic, 31.2% engagement, 30.1s engagement time. A single agency reporting on its own client nonprofits, not a representative sample of all nonprofits; benchmark definitions can differ between GA4 setups. wiredimpact.com/nonprofit-website-benchmarks

Context, not verdicts.

What visitors do on the site

Pages, paths, and clicks: what got read, where people went next, and which links they followed out of the site.

Reporting week
Aug 17 - Aug 23, 2026

TOP PAGES BY VIEWS

PAGE	VIEWS	VS PRIOR WK
/stories/read/spain-bible-printing	572	FROM 0
/ (home page)	571	↘ DOWN 1%
/schools	346	↘ DOWN 15%
/projects/berea/spain-bible	306	FROM 0
/donate	141	↗ UP 43%
/projects	101	↗ UP 176%

Showing the top 6 of 360 pages by views.

FROM THE HOME PAGE, WHERE PEOPLE WENT NEXT

NEXT PAGE	VIEWS	SHARE OF 571 HOME VIEWS
/schools	110	19%
/donate	50	9%
/projects	26	5%
/about/mission	13	2%
/about/history	13	2%
All other pages	143	25%
No further page recorded (leave site)	216	38%

MOST-CLICKED OUTBOUND LINKS

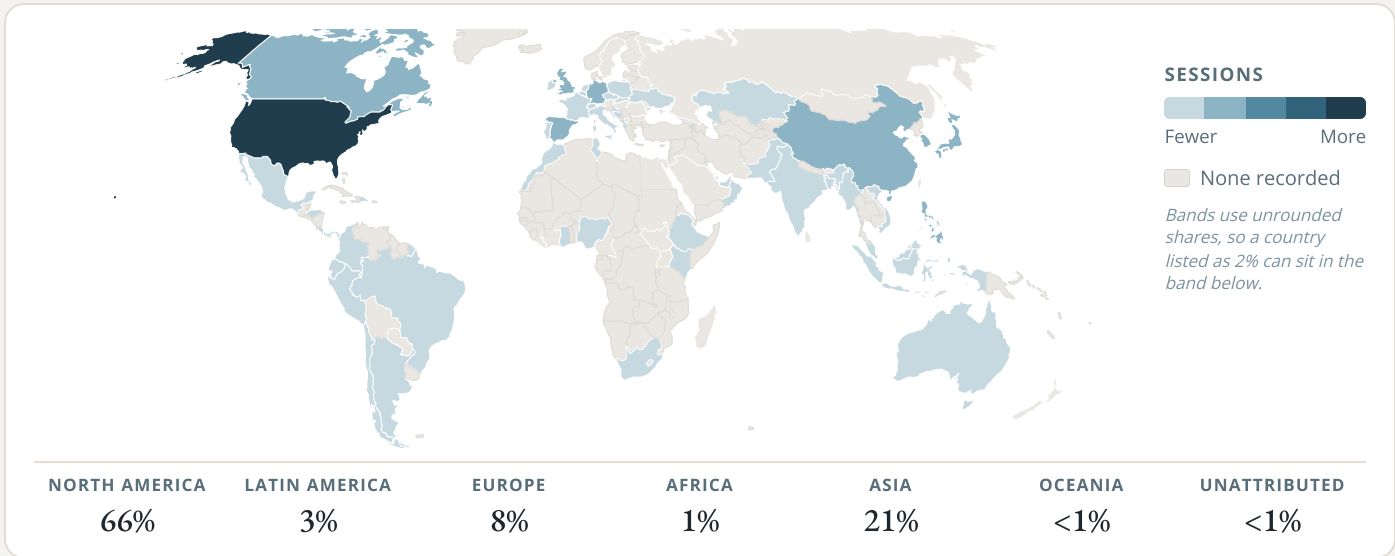
LINK	CLICKS
my.openathens.net/auth?entityID=https%3A%2F%2Fidp.eduserv.org.uk%2Fopenathens	7
tmai.events/symposium	5
a.co/d/6zG8YpL	3
ebtc.org/history	3
gty.org	3
All other links	5

Where in the world visitors were

Reporting week
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Where the week's sessions came from, and how engaged each country was once it arrived.
Country totals come from Google Analytics.

United States accounted for 64% of the week's sessions; 79 other countries made up the rest.



COUNTRIES BY SESSIONS

COUNTRY	SESSIONS	SHARE	ENGAGEMENT RATE	VS PRIOR WK
United States	1,581	64%	33.5%	UP 65%
Singapore	257	10%	1.9%	UP 25%
Japan	47	2%	0.0%	UP 161%
Germany	46	2%	41.3%	LEVEL
Philippines	46	2%	50.0%	DOWN 28%
Canada	42	2%	45.2%	DOWN 7%
United Kingdom	39	2%	64.1%	UP 457%
All other identified countries (73)	406	16%	36.2%	LEVEL
<i>Country not reported</i>	7	<1%	42.9%	NEW

Shares use GA4's 2,471-session country breakdown, rounded. GA4 reports 2,473 sessions sitewide for the same week, a 2-session difference between breakdowns. Map shows 88% of sessions; 2 countries (279 sessions) have no shape at this scale.

HOW TO READ THIS

Context, not verdicts.

Engagement rate is the share of a country's sessions that were engaged. On a handful of sessions it swings a long way on little evidence, so read the small countries as direction, not measurement. Boundaries are illustrative.

Traffic on the event site

Reporting week
Aug 17 - Aug 23, 2026

tmai.events hosts signature events and is measured separately from tmai.org. Nothing on this page overlaps with the Website pages.

EVENTS No events this week. Next event: Sufficiency of Scripture Conference, Nov 6.

SESSIONS

373

↑ UP 288.5%

vs prior wk

VIEWS

457

↑ UP 262.7%

vs prior wk

VISITORS

280

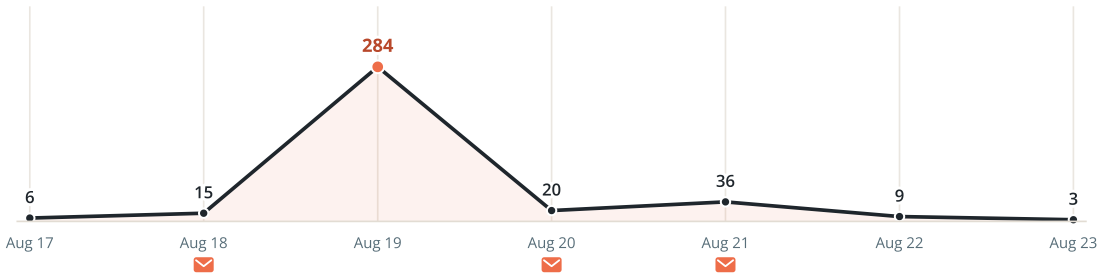
↑ UP 600.0%

vs prior wk

✉ Email send day ● Peak day ★ Event · none this week

Daily sessions

373 official weekly sessions



TOP PAGES BY VIEWS

PAGE	VIEWS
/ (home page)	287
/togetherwepray/video/day-3	37
/g/embed-preview.html	30
/symposium	16
/togetherwepray/video/	11
/symposium-2027	9
/togetherwepray/video	9
/volunteer	6

Google Analytics for the tmai.events property. Sessions, views, and visitors use the same GA4 definitions as the Website pages.

What people watched

Video performance: views, watch time, subscriber movement, and individual titles.
Page 9 covers the low performers and how deeply videos hold attention.

Reporting week
Aug 17 - Aug 23, 2026

VIDEOS
2,743
counted by YouTube this week

UP 508.2%
vs prior wk

WATCH TIME
49.4h
total hours watched

UP 38.0%
vs prior wk

AVG VIEW DURATION
1m 5s
watch time per view

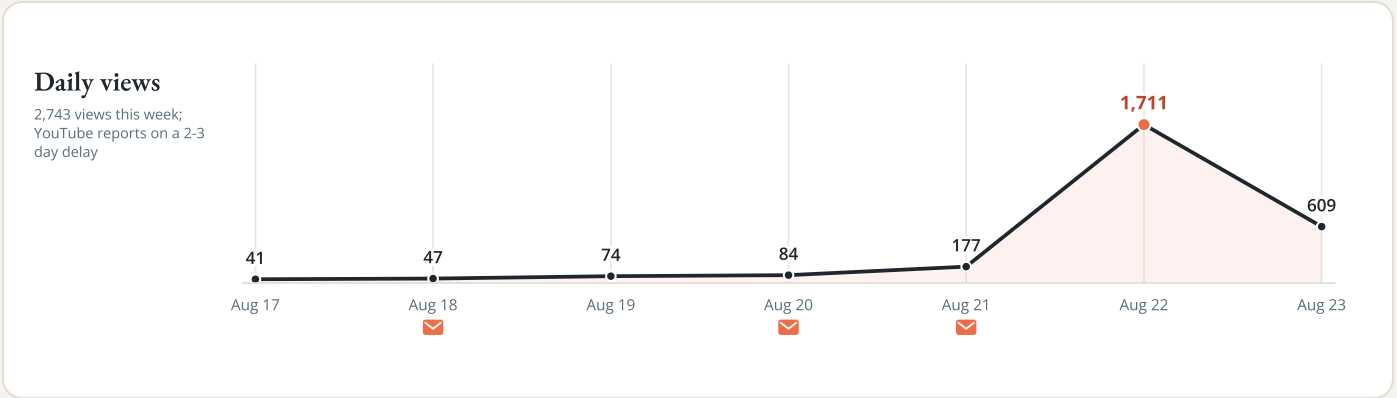
DOWN 3m 41s
vs prior wk

SUBSCRIBERS
14,932
channel total, as reported by YouTube (rounded)

UP 16 this wk
21 gained · 5 lost
as of Aug 26, 8:00 AM Pacific

Format split: Shorts 2,182 views (80%) · Long-form 561 views (20%).

Email send day Peak day Event · none this week



VIDEOS BY VIDEO · LONG-FORM

VIDEO	LENGTH	AVG WATCH	VIDEOS	WATCH TIME
Tyndale Didn't Act Alone	1:37	0:21	393	2.3h
Paul Washer: Do You Know What a Missionary is? @TMAI 2023 International Symposium	42:37	5:43	45	4.3h
Pray for the Church in Cali, Colombia	1:44	0:41	40	0.5h
CONRAD MBEWE — Africanization: The Post-Colonial Threat to the Church TMAI 2019 Int'l Symposium	52:48	11:26	37	7h

VIDEOS BY VIDEO · SHORTS

VIDEO	LENGTH	AVG WATCH	VIDEOS	WATCH TIME
5,000 Bibles for Spain	0:35	0:03	1,861	1.7h

Top 50 videos by views; the official weekly total also includes videos beyond this list. These rows account for 2737 of the 2743 views and 2841 of the 2964 watch minutes YouTube reports for the channel. Showing 5 of 50 videos with views.

CONTEXT - VIDEO PERFORMANCE
Video performance varies materially by format, audience, and distribution. No published nonprofit benchmark exists for video watch time or percentage viewed; this is general context only and does not set a TMAI target.

Context, not verdicts.

What underperformed

Reporting week
Aug 17 - Aug 23, 2026

Least-watched rows show recent uploads ranked by this report week's views; retention charts the five videos with the most views YouTube attributed this week.

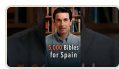
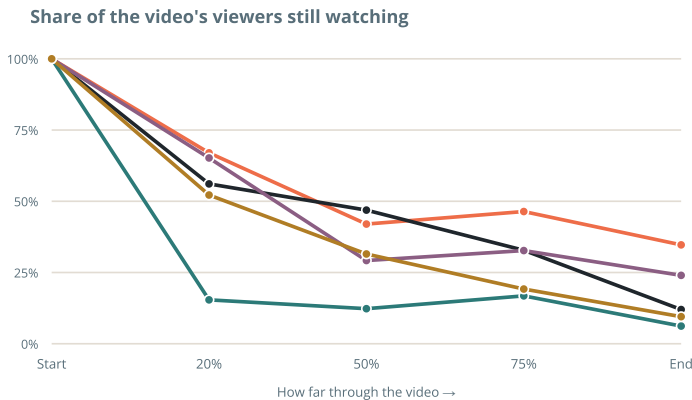
LEAST-WATCHED VIDEOS

No separate least-watched videos were available among uploads from the last 30 days.

Recent uploads ranked by views in this report week, lowest first.

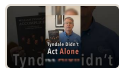
AUDIENCE RETENTION

Percent of viewers still watching at each point; values may rise because of replaying.



5,000 Bibles for Spain · 501 of 1,861 finished (0:35)

SHORT



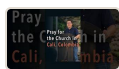
Tyndale Didn't Act Alone · 31 of 393 finished (1:37)

SETTLING



Paul Washer: Do You Know What a Missionary Is? · 3 of 45 finished (42:37)

SETTLING



Pray for the Church in Africa · 6 of 40 finished (1:44)

SETTLING



CONRAD MBEWE — Africanization of the Church · 3 of 37 finished (52:48)

How posts reached people

Instagram, Facebook, and X are live. Page 11 covers the individual posts.

Reporting week

Aug 17 - Aug 23, 2026

SOCIAL EXPOSURE

79,215

Instagram period views, Facebook Page views, plus impressions on X posts published in the report window; not unique people.

UP 225.9%

vs prior wk

INTERACTIONS

2,224

Instagram and Facebook period interactions plus combined interactions on X posts published in the report window.

UP 126.0%

vs prior wk

BY PLATFORM · EXPOSURE AND ENGAGEMENT TOGETHER

Instagram

58,505 views

1,508 period interactions

7 posts · 960 likes, 11 comments

FOLLOWERS

7,310 up 69 since Aug 20

Facebook

17,860 views

562 period interactions

5 posts · 457 likes, 53 comments

X

2,850 exposure

154 combined interactions

7 posts

FOLLOWERS

8,425 down 2 since Aug 20

The proportional bars combine different exposure bases: Instagram uses views; X uses exposure; Facebook uses views. Instagram's 1,508 period interactions are a period insight; per-post detail is measured as of pull time. Facebook's 562 period interactions are shown on its platform-specific basis.

PER-POST FOLLOWER ENGAGEMENT

Instagram

TMAI
2.95%

NONPROFIT MEDIAN
0.561%

TMAI: report-window interactions per observed post, divided by followers at pull time. Rival IQ: Nonprofits median engagement rate per post by follower.

Per-post rate divides Instagram period interactions by posts observed in the report window and followers at pull time; the period insight can include interactions on older posts, and interaction definitions and paid or organic mix may differ from Rival IQ. Withheld when the observed post population is incomplete. **Context, not a verdict.**

X

TMAI
0.26%

NONPROFIT MEDIAN
0.023%

TMAI: report-window interactions per observed post, divided by followers at pull time. Rival IQ: Nonprofits median engagement rate per post by follower.

Per-post rate divides combined interactions on X posts published in the report window by those posts and followers at pull time; interaction definitions and paid or organic mix may differ from Rival IQ. Withheld when the window exceeds the 100 most recent posts. **Context, not a verdict.**

Source: rivaliq.com/blog/social-media-industry-benchmark-report

HOW HARD EACH PLATFORM'S EXPOSURE WORKS COMPUTED FROM THE CARDS ABOVE

Instagram

2.6 interactions per 100 views
Instagram period interactions divided by Instagram views in the report window.

X

5.4 engagements per 100 impressions
Engagements on X posts published in the report window divided by impressions on those posts, as of pull time.

Facebook

3.1 interactions per 100 views
Facebook period interactions divided by Facebook Page views in the report window.

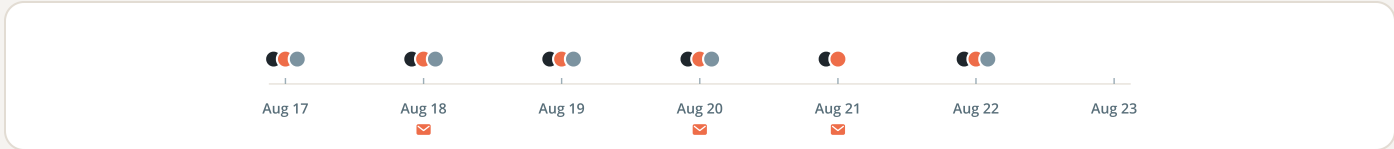
Each platform is measured against its own exposure unit, so the rates are context, not a contest. Values can exceed 100 when people interact more than once. Bars share a 0-10 scale; fills cap at the track edge while labels remain exact.

The posts themselves

Reporting week
Aug 17 - Aug 23, 2026

Publishing days and post counts cover the full observed population. Up to five X, Instagram, and Facebook posts are shown with their reported results.

X post Instagram post Facebook post Email send day Event · none this week



X POSTS · BY EXPOSURE

DATE	POST	LINK	EXPOSURE	ENGAGEMENTS
Aug 20	Five hundred years after William Tyndale's English New Testament, the work of making God's Word known continues. William...	—	611	35 26 likes · 3 reposts · 3 replies · 3 quotes
Aug 19	Please pray for our brothers and sisters in Cali, Colombia, as they continue to recover from the recent 7.4 magnitude...	—	591	45 27 likes · 15 reposts · 3 replies
Aug 22	For many churches in Spain, La Biblia de las Américas (LBLA) has long been a trusted translation of God's Word. The LBLA...	—	392	22 15 likes · 7 reposts
Aug 21	Five hundred years ago, William Tyndale and those who labored alongside him risked their lives to put God's Word into...	—	384	25 15 likes · 7 reposts · 3 quotes
Aug 18	In Genoa, Italy, Matt Johnston and ITEV are training men for pastoral ministry with an emphasis on theology, exegesis,...	—	292	0

Top 5 of 7 X posts this week.

INSTAGRAM POSTS · BY LIKES + COMMENTS; MOST-LIKED PINNED

DATE	CAPTION OPENING	LINK	VIEWS	LIKES	COMMENTS
Aug 19	Please pray for our brothers and sisters in Cali, Colombia, as they continue to recover from the recent 7.4 magnitude...	—	19,771	387	5
Aug 20	Five hundred years after William Tyndale's English New Testament, the work of making God's Word known continues.	—	40,266	142	0
Aug 22	For many churches in Spain, La Biblia de las Américas (LBLA) has long been a trusted translation of God's Word. The...	—	2,568	110	0
Aug 21	Five hundred years ago, William Tyndale and those who labored alongside him risked their lives to put God's Word into...	—	1,966	99	5
Aug 18	In Genoa, Italy, Matt Johnston and ITEV are training men for pastoral ministry with an emphasis on theology, exegesis,...	—	2,634	82	0

Top 5 of 7 Instagram posts this week. Caption openings shown; full captions on Instagram.

FACEBOOK POSTS · BY LIKES + COMMENTS; MOST-LIKED PINNED

DATE	POST	LINK	VIEWS	LIKES	COMMENTS
Aug 20	Five hundred years after William Tyndale's English New Testament, the work continues...	—	5,240	142	9
Aug 19	Please pray for our brothers and sisters in Cali, Colombia, recovering from the 7.4 earthquake...	—	4,180	118	21
Aug 17	Congratulations to this year's graduates in Lima, Peru: eighteen men trained to shepherd churches...	—	2,960	96	14
Aug 22	For many churches in Spain, La Biblia de las Américas (LBLA) has long been a trusted translation...	—	2,310	64	6
Aug 18	In Genoa, Italy, Matt Johnston and ITEV are training men for pastoral ministry...	—	1,460	37	3

All 5 Facebook posts this week.

Who we reached by email

The TMAI Newsletter list, this week's sends, and how readers responded.

Reporting week
Aug 17 - Aug 23, 2026

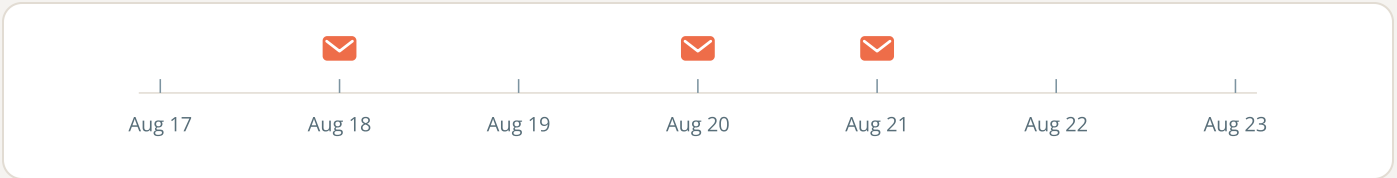
SUBSCRIBERS
26,370
TMAI Newsletter list
DOWN 0.1% since Aug 20

DELIVERED
78,893
emails sent minus bounces
3 SENDS THIS WEEK

CLICK RATE
1.9%
of everyone delivered, how many clicked · all sends together
Open rate 12.4% · automatic opens excluded
NO PRIOR WEEK
prior week unavailable

LIST HEALTH
0.3%
bounce rate · 71 unsubscribed
NO PRIOR WEEK
prior week unavailable

WHEN THE EMAILS WENT OUT



EMAILS THIS PERIOD · BEST TO WORST

compared with nonprofit averages

	EMAIL	DELIVERED	OPENED people	CLICKED people	CLICK RATE of all delivered	VS AVERAGE
1	Spain Bible Printing Aug 21	26,339	3,133	650	2.5%	BEST SEND just above the range
2	From the Field: Training Pastors in Cuba Aug 20	26,292	3,421	449	1.7%	within the range
3	Weekly Prayer Focus: Uganda Graduates Aug 18	26,262	3,252	407	1.5%	within the range

How to read this
Opened
Click rate
vs average
About the Opened number

A cautious count of the people who opened the email.

Of everyone who received the email, how many clicked a link.

How the click rate compares with published nonprofit benchmarks, which are listed at the bottom of this page. A multiple like "3x the average" means three times the higher benchmark.

Email tools count an open when the images load. Apple and some providers load images automatically for many of their users, so those opens do not prove anyone read the message, and they are left out here. That also leaves out real readers who use those services, so treat Opened as a low estimate rather than an exact count.

CONTEXT · M+R BENCHMARKS 2026 (NONPROFIT EMAIL)
Fundraising email click rate ~0.6%; Advocacy email click rate ~2.3%. Category benchmarks; definitions differ across senders. mrbenchmarks.com/email-messaging

Context, not verdicts.

What we track, and what unlocks the rest

Selected priority data sources and reporting capabilities - what this report delivers today, who owns the next step, and what unlocking the rest costs.

LIVE TODAY

CHANNEL	TIER	METRIC SOURCE	STATUS	OWNER
Website	TIER 1	GA4 automated pull	LIVE	Analytics team
Email	TIER 1	Mailchimp automated pull (per-email)	LIVE	Analytics team
YouTube	TIER 1	YouTube automated pull	LIVE	Analytics team
Social	TIER 2	Instagram via Graph API	LIVE	Analytics team
Social	TIER 2	Facebook Page via Meta API	LIVE	Analytics team
Social	TIER 2	X via pay-per-use	LIVE	Analytics team
YouTube	TIER 2	Shorts vs long-form split	LIVE	Analytics team
Social	TIER 2	Instagram per-post views	LIVE	Analytics team
YouTube	TIER 2	View completion at 20, 50, 75, and 100 percent	LIVE	Analytics team
Website	TIER 2	Website click paths	LIVE	Analytics team

IN THE BUILD QUEUE · NEW DATA WORK, IN ORDER

#	PLANNED WORK	STATUS
1	Month, year-to-date, and year-over-year trends Cross-channel · Analytics team · Free; needs several months of history	PLANNED

HOW TO READ THE TIERS Tier 1 is what weekly reporting needs. Tier 2 is useful once the basics are stable. Tier 3 ties activity to giving and comes later.

Glossary and sources

Plain-language definitions for the terms used throughout, so the report stands on its own for any reader.

TERMS

Session

One visit to the website. One person can have several sessions.

Engagement time

Average engaged time per session.

Click rate

Of everyone the email was delivered to, the share who clicked a link.

Reach

The number of accounts that saw content at least once in a given day. This report sums daily reach across the week, so a person seen on multiple days is counted each day.

Bounce rate

Of the emails sent, the share that could not be delivered at all. This is about email delivery. It is not the website bounce rate, which is about visitors leaving after one page.

Best send

The email with the highest click rate among sends that reached at least 50 delivered. It is always shown in the emails table.

Engagement rate

The share of sessions that were engaged (10 seconds or more, a key action, or two-plus pages).

Leave site

The visit ended here. No further page was opened afterwards, so this is where the person left the site.

Open rate

Of the emails delivered, the share that were opened. Automatic opens from Apple and similar services are left out, which also leaves out some real readers, so this runs low.

Impressions

The number of times content was shown, including repeats to the same person.

Unsubscribes

People who removed themselves from the list after a send. Lower is better.

Campaign context

A note that the report window overlaps an operator-configured campaign (like TWP). Context for elevated cadence; timing alone does not establish cause.

WHERE THE NUMBERS COME FROM All sources are read-only; nothing is posted or changed.

Google Analytics · pulled read-only Aug 26, 2026

YouTube · pulled read-only Aug 26, 2026

Mailchimp · pulled read-only Aug 26, 2026

Instagram · pulled read-only Aug 26, 2026

Facebook Page · pulled read-only Aug 26, 2026

X · pulled read-only Aug 26, 2026