KDIGO REACH

KDIGO has been cited in more than 150 textbooks
NOT JUST IN NEPHROLOGY!

CARDIOLOGY, CRITICAL CARE, HEPATOLOGY, INFECTIOUS DISEASES, RHEUMATOLOGY, UROLOGY, & MORE
**KDIGO Network Reach: How We Engage**

- **Organic Search:** 60,000+ pageviews after internet search
- **Direct:** 20,000+ pageviews from users directly typing the KDIGO URL
- **Social:** 5,500+ pageviews from users clicking a KDIGO social post
- **Referral:** 7,000+ pageviews from KDIGO links on other websites
KDIGO Network Reach

- 30,000+ KDIGO Website Users
- 40,000+ KDIGO Website Sessions
- 92,000+ KDIGO Website Pageviews
KDIGO REACH: MONTHLY WEBSITE VISITORS (TOP TEN)

- US: 9,649
- CANADA: 1,316
- MEXICO: 1,988
- BRAZIL: 1,506
- UK: 1,571
- INDIA: 1,636
- CHINA: 1,093
- THAILAND: 1,085
- AUSTRALIA: 1,008
- GERMANY: 1,119
Twitter May 2 – June 2 Stats

Tweet impressions
98,000

Profile visits
2,117

Retweets
407

Mentions
85

Followers
11,200
## Facebook May 2 – June 2 Stats

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>682</td>
</tr>
<tr>
<td>Page Likes</td>
<td>439</td>
</tr>
<tr>
<td>Post Reach</td>
<td>42,462</td>
</tr>
<tr>
<td>Post Engagement</td>
<td>5,710</td>
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<tr>
<td>Followers</td>
<td>12,177</td>
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</tbody>
</table>
Followers
1,111

Average Posts
12

Accounts Reached
5,323

Impressions
6,324
KDIGO Webinar Stats

> 80% Average Attentiveness Rate

More Than 200 Average Attendees

24+ Countries Represented

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