EFSUMB STATISTICAL ANALYSIS

02-06-2026 to 02-10-2026 [4 MONTH PERIOD] www.efsumb.org

02 July 2025 – 02 November 2025 (4 month period)			02 November 2025 – 02 March 2026 (4 month period)			02 March 2026 – 02 June 2026 (3 month period)			02 June 2026 – 02 October (4 month period)		
1	Home Page	859,848 (Av per month 214,962)	1	Home Page	903,700 (Av per month 225,925)	1	Home Page	721,152 (Av per month 240,384)	1	Home Page	962,441 (Av per month 240,610) Approx. 6.5% increase on previous position
2	EFSUMB Guidelines & Recommendations	429,015 (Av per month 107,253)	2	Webinar Archive	455,328 (Av per month 113,831)	2	Webinar Archive	362,302 (Av per month 120,434)	2	Member Log in page Webinar Archive	483,088 (Av per month 120,772) Approx. 7.2% increase on previous position
3	Webinar Archive	426,337 (Av per month 106,584)	4	EFSUMB Guidelines & Recommendations	441,456 (Av per month 110,364)	4	Member Log in page	NEW ENTRY 337,981 (Av per month 112,660)	3	Webinar Archive	462,613 (Av per month 115.653) Approx. 1.6% increase on previous position
4	Course Book Chapters	374,447 (Av per month 90,359)	4	Course Book Chapters	382,684 (Av per month 95,671)	4	EFSUMB Guidelines & Recommendations	335,065 (Av per month 111,688)	4	Course Book Chapters	416,452 (Av per month 104,113) Approx. 6.9% increase on previous position
5	Case of the Month & Archive	312,304 (Av per month 78,076)	5	Future Webinar Events	333,241 (Av per month 83,310)	5	Course Book Chapters	292,179 (Av per month 97,393)	5	EFSUMB Guidelines & Recommendations	408,332 (Av per month 102,083) Approx. 8.6% decrease on previous position
6	Future Webinar Events	307,987 (Av per month 76,996)	6	Case of the Month & Archive	323,859 (Av per month 80,964)	6	Future Webinar Events	281,422 (Av per month 93,807)	6	Euroson Schools	309,512 (Av per month 77,378) Approx. 9.1% increase on previous position
7	Euroson 2026 calendar event	273,648	7	Euroson 2026 calendar event	284,648 (Av per month 71,216)	7	Case of the Month & Archive	235,364 (Av per month 78,454)	7	Future Webinar Events	295,680 (Av per month 73,920) Approx. 21.2% decrease on previous position
8	Euroson Congresses	238,824 (Av per month 59,706)	8	Euroson Congresses	249,571 (Av per month 62,392)	8	Euroson 2026 Lublin Calendar event page	213,609 (Av per month 72,869)	8	Future Congresses	291,413 (Av per month 72,853) Approx. 12.6% increase on previous position
9	Euroson Schools	237,641 (Av per month 59,410)	9	Euroson Schools	246,908 (Av per month 61,727)	9	Euroson Schools	212,772 (Av per month 70,924)	9	Case of the Month & Archive	260,156 (Av per month 65,039) Approx. 17.1% decrease on previous position
10	Safety Statements	172,008 (Av per month 43,002)	10	Safety Statements	186,112 (Av per month 46,528)	10	Future Congresses	194,103 (Av per month 64,701)	10	Endorsed Courses	174,592 (Av per month 43,648) Approx. 36.7% increase on previous position
11	Euroson School Archive	103,770 (Av per month 25,942)	11	Euroson School Archive	120,995 (Av per month 30,249)	11	Safety Statements	119,763 (Av per month 39,921	11	Safety Statements	170,543 (Av per month 42,636 Approx. 6.8% increase on previous position
12	Endorsed Courses	90,735 (Av per month 22,683)	12	Endorsed Courses	96,904 (Av per month 24,226)	12	Endorsed Courses	95,789 (Av per month 31,929)	12	Euroson School Archive	130,840 (Av per month 32,710) Approx 5.5% increase on previous position
13	Post Graduate Web Courses	76,254 (Av per month 19,063)	13	Post Graduate Web Courses	83,421 (Av per month 20,855)	13	Euroson School Archive	93,014 (Av per month 31,004)	13	Post Graduate Web Courses	84,513 (Av per month 21,128) Approx 23.7% increase on previous position
14	Exam Technique Videos	52,850 (Av per month 13,212)	14	Student Image Challenge	60,808 (Av per month 15,202)	14	Student Image Challenge	53,997 (Av per month 17,999)	14	Minimum Training Recommendations NEW ENTRY	81,612 (Av per month 20,403)
15	Student Image Challenge	50,048 (Av per month 12,512)	15	Exam Technique Videos	53,748 (Av per month 13,437)	15	Post Graduate Web Courses	51,241 (Av per month 17,080)	15	Euroson School: London CEUS 2026 Pages NEW ENTRY	52,108 (Av per month 13,027)

Safety Data

average 42,636 visits per month

Top visits in this section

- Sonothrombolysis – Clinical Applications
- Doppler ultrasound devices – Safety Aspects [Update 2022]
- The use of ultrasound for cosmetic or aesthetic body shaping (2024)
- Elastography – Safety Aspects – [Update 2022]
- Technical Quality Assurance – Safety Aspects
- Radiation Stress – Safety Aspects

Guidelines & Recommendations

average 102,083 visits per month

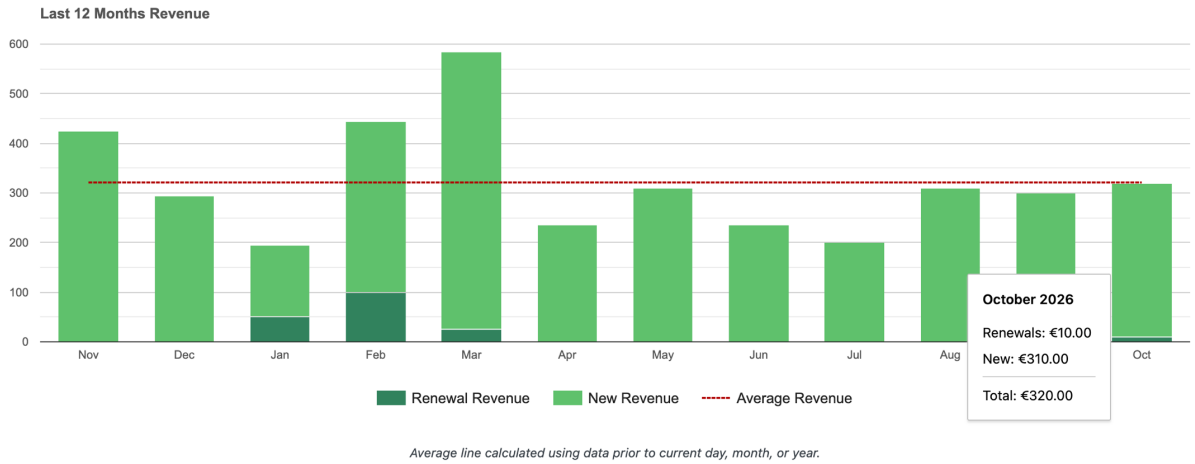
Top visits in this section

- EFSUMB Guidelines on Multiparametric Ultrasound of the Scrotum [2026]
- EFSUMB Guidelines on Multiparametric Ultrasound Thyroid Nodule Evaluation: PART I, [2026]
- EFSUMB Guidelines on Multiparametric Ultrasound Thyroid Nodule Evaluation: PART II, [2026]
- Doppler ultrasound devices – Safety Aspects – [Update 2022]
- EFSUMB Basic Ultrasound Core Curriculum for frontline physicians working in primary care [2025]
- Recommendations and Information about regulatory aspects related to the use of hand-held ultrasound devices [revised 2021]

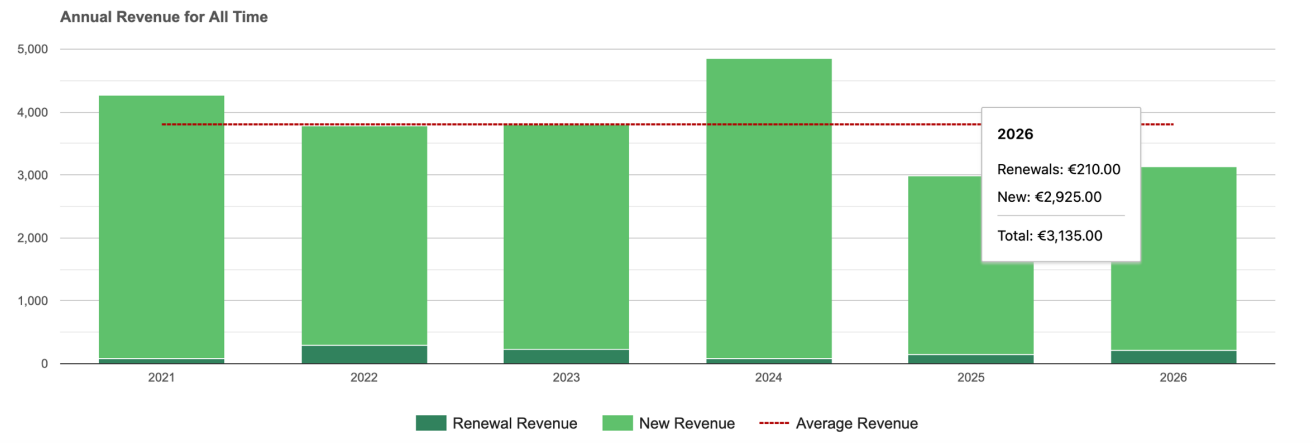
Member data

These are largely made up of Member Society memberships.

Member data	Figure
EFSUMB Members joined to the site	17,301
Fully active members with at least 5 logins in the last 4 months	11,624
Visits to MEMBERS ONLY PAGES since 18th January 2021	22,927,408
Paid members signed up since 18th January 2021	664
Revenue generated by paid memberships since 18th January 2021	€22,825.00



Average line calculated using data prior to current day, month, or year.



All Viewing COUNTRIES

No	Country
1	China
2	Singapore
3	United States of America
4	United Kingdom
5	India
6	Italy
7	Brazil
8	Germany
9	Poland
10	Romania
11	Ukraine
12	Vietnam
13	Spain
14	Turkey
15	Russia
16	Australia
17	Greece
18	Pakistan
19	South Korea
20	Mexico
21	Indonesia
22	France
23	Switzerland
24	Canada
25	Hong Kong

Mailing List

The mailing list continues its steady growth.

Mailing List	Figure
Current email addresses	31,791
Current unsubscribe list	2,871

We continue using segmenting in our lists so we can choose which email addresses we send each mailout to. With segmenting we can utilise specific industry / society groups / geographic areas for each email broadcast to correctly target our audience.

Benchmark E-Newsletters

E Newsletter	Total sent	Opened	Bounced	Unopened
EFSUMB July E-Letter – sent July 2026.	30,521	81.4%	1.6%	17%
EFSUMB July E-Letter – sent September 2026.	31,578	80.7%	1.5%	17.8%

Social Media

Channel	Activity
FACEBOOK	Post engagement is up by 27.4% this quarter Our weekly total reach is up to 609%
X	Tweets continue to be published daily just like the Facebook page. Content is a streamlined version of Facebook entries due to character limit. Tweets popularity is up by 107.2%
LINKEDIN	Our popularity rating on LinkedIn has increased by 143.3% over the last 3 months with post impressions increasing over 412% – we are widening our connections with over 961 and gaining more of a following. Our content is being shared further across the network as our connections widen.
Instagram	We have continued to make great progress with Instagram over the past 3 months with many people following, liking and sharing our posts worldwide. We in turn are sharing our affiliate and partnership posts so we are all helping each other to make a greater impact.

Site Sign Up's

Site Sign Up's	Figure
Countries using encrypted direct log in links within member society websites	31
Member societies supplying updated member mailing lists	Over 88%

Member societies continue to update us with their membership listings each year and we can create individual accounts for each member.

We can automatically add members to the members area of the web site and email them individually via our mailing lists.

Webinars 2nd June 2026 – 2nd October 2026

CEUS Testes Webinar – 4th June 2026

Measure	Figure
Attendees	175
Registrants	367
Presentations viewed – on YouTube	9,007

Recent Progress in Interventional Ultrasound (INVUS) – Guidelines Update – 1st September 2026

Measure	Figure
Attendees	217
Registrants	413
Presentations viewed – on YouTube	5,165

Other Data

Traffic breakdown

Visitors by channels

Direct	69%
Organic Search	20%
AI Assistant	4%
Unassigned	2%
Others	5%

Visitors by locations

Singapore	25%
China	25%
United States	8%
Brazil	2%
Others	40%

Visitors by devices

desktop	83%
mobile	17%
tablet	<1%
smart tv	<1%

Top search queries for your site

1. efsumb
2. efsumb guidelines
3. euroson 2027
4. efsumb course book
5. efsumb ultrasound
6. euroson
7. euroson school 2026
8. euroson school
9. european federation of societies for ultrasound in medicine and biology
10. european ultrasound society