

# SWP ● FACTSHEET

- Artikelen
- Nieuwsbrieven
- LinkedIn
- SWP Talks



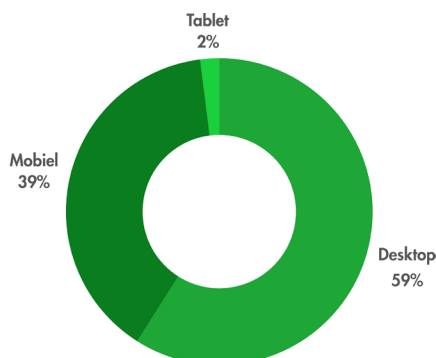
- Magazines
- E-zines
- Whitepapers
- Youtube

## Website

**61.230**  
unieke gebruikers per jaar

**84.570**  
unieke sessies per jaar

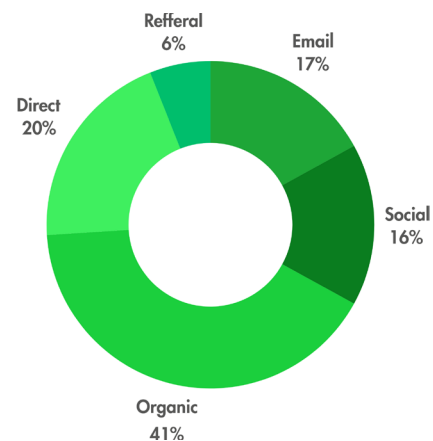
**165.107**  
pagina's per jaar



**Partner pagina**  
5.450 keer per jaar

**Gemiddelde sessieduur**  
02:46

**Gemiddelde sessie**  
2,9 pagina's



## LinkedIn

**424.000**  
impressies per jaar

**16.300**  
clicks per jaar

**8.350**  
reacties per jaar

### Functies

**Projectmanagement**

**Ontwikkeling**

**Marketing & sales**

**Facility**

**Media**

### Branches

**Facility management**

**IT & consultancy**

**Architectuur**

**Zorg**

**Onderwijs**

### Grootte

**1.000+ fte**

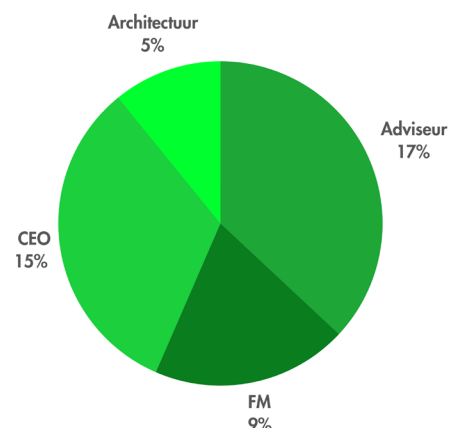
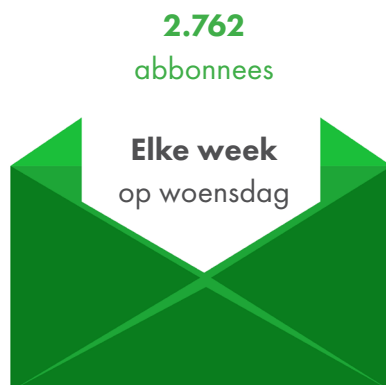
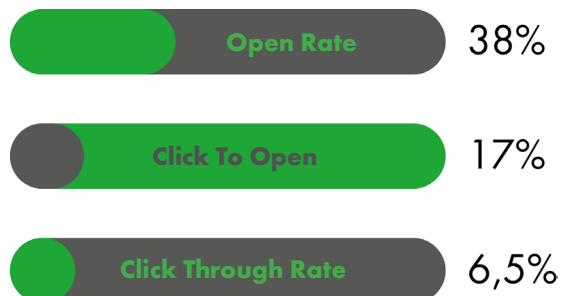
**11 - 50 fte**

**200 - 1.000 fte**

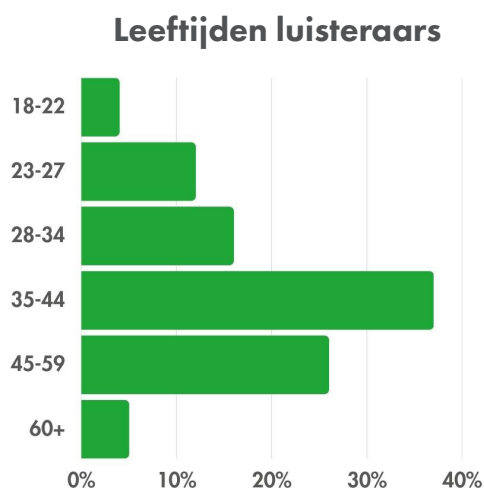
**1 - 10 fte**

**51 - 200 fte**

# Nieuwsbrief



## SWP Talks



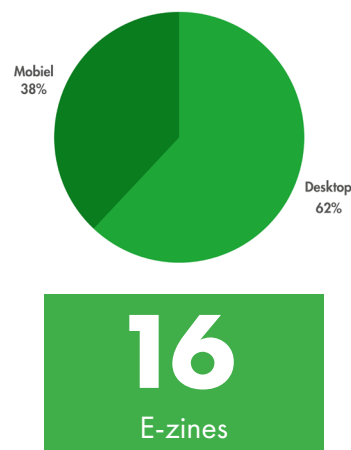
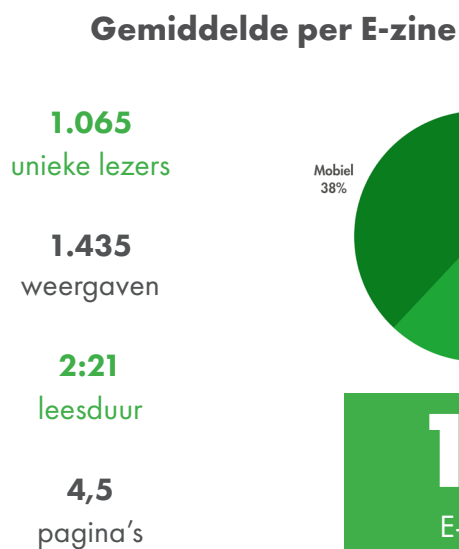
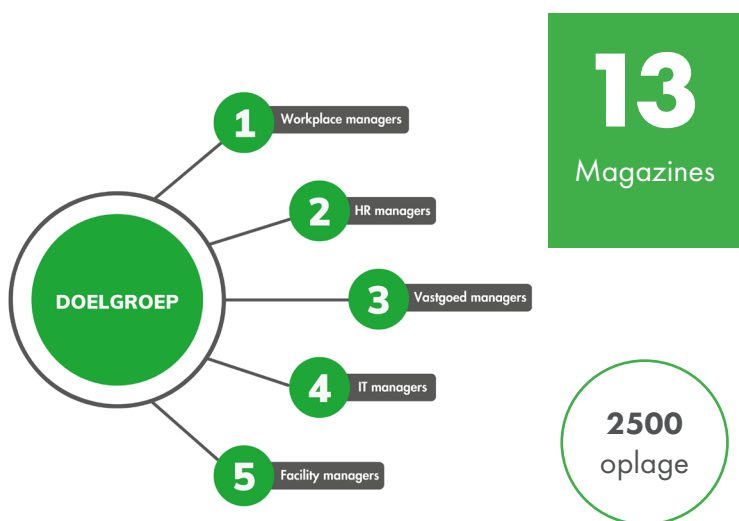
71% van de podcast luisteraars  
heeft hem na **60 seconden** nog  
aan staan.

53  
Talks

4.643  
unieke luisteraars

155  
Spotify volgers

## Magazines & E-zines

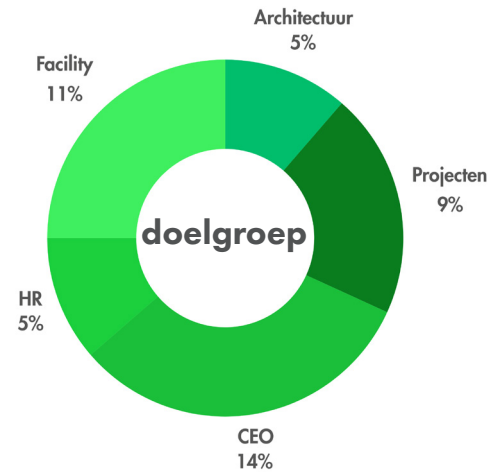


# Whitepapers

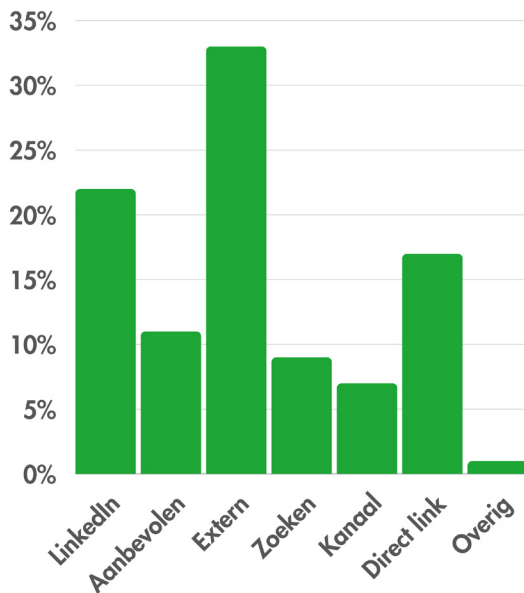
**17**  
whitepapers

**1.189**  
verzamelde leads

gemiddeld **70 leads**  
per whitepaper



# Youtube



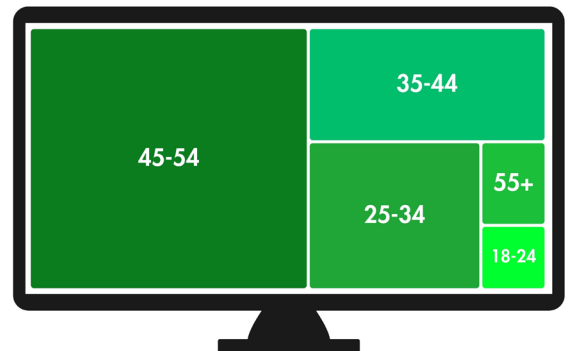
**59**  
abbonnees

**30.1k**  
impressies

**505**  
uur kijktijd

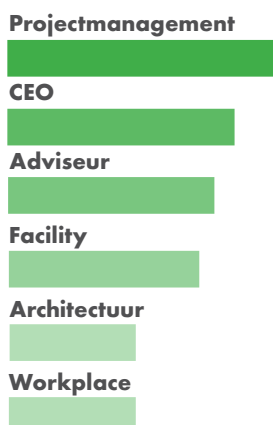
**8.2k**  
weergaven

## Leeftijden kijkers



# Webinars

## Functies



## Thema's



**7**  
webinars

**602**  
deelnemers

gemiddeld **86 deelnemers**  
per webinar