

ESA NEWSLETTER REPORT AND STATS

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September 2025

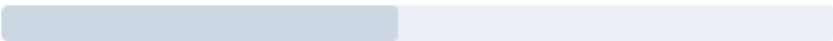
OVERVIEW

Open rate **38.6%** ⓘ

Excluding bots



Including bots, this open rate would be **47.43%**



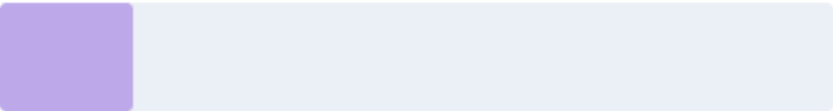
Unique opens, excluding bots ⓘ **188**

Total opens, excluding bots ⓘ **746**

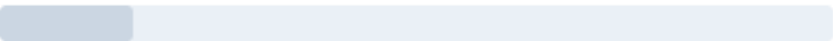
DESKTOP 85% **MOBILE** 8% **OTHER** 7% ⓘ

Click rate **16.02%** ⓘ

Excluding bots



Including bots, this click rate would be **16.02%**

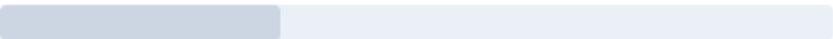


Click-through rate **41.49%** ⓘ

Excluding bots



Including bots, this click-through rate would be **33.77%**



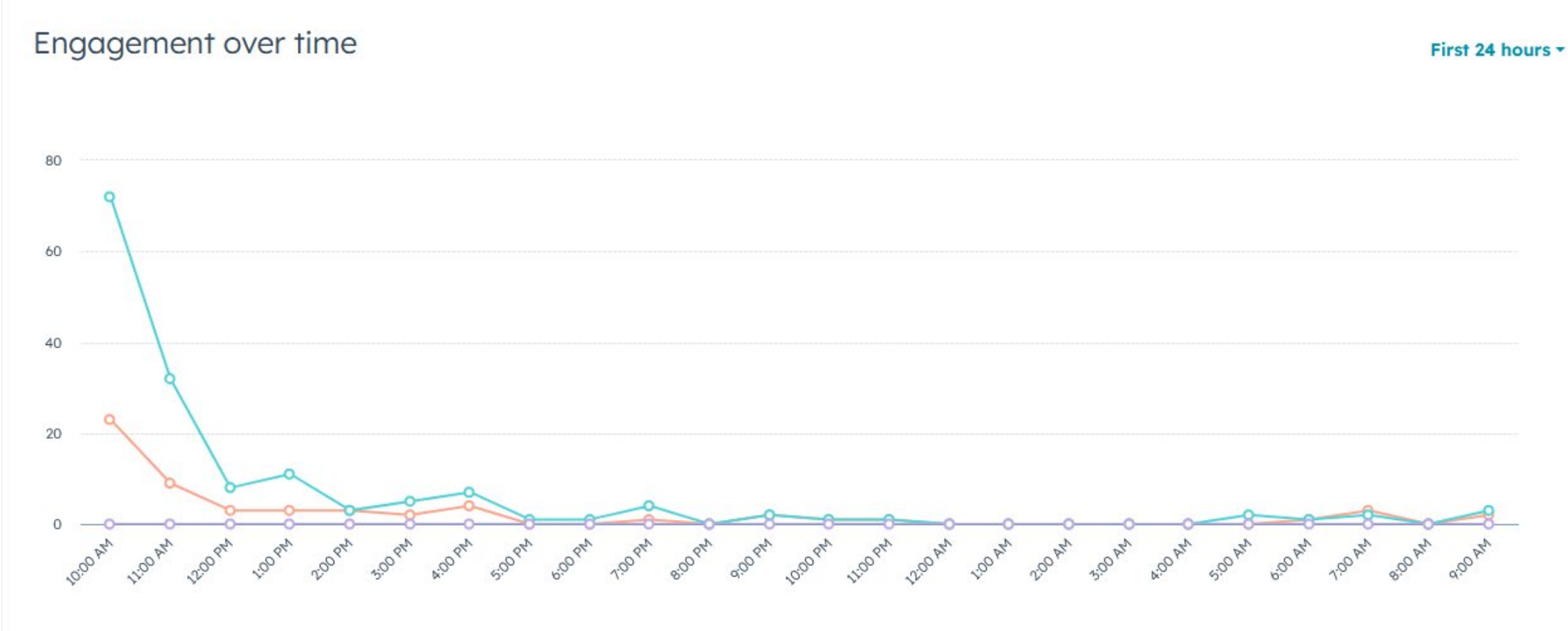
Unique clicks, excluding bots ⓘ **78**

Total clicks, excluding bots ⓘ **170**

DESKTOP 95% **MOBILE** 5% **OTHER** 0% ⓘ

- The newsletter was sent to 489 recipients on August 28, 2025.
- Since the last newsletter, we have gained 38 new subscribers, 2 people unsubscribed. 16 of those subscribers subscribed on the PFAS Resource Hub Landing page.
- Open rate was 38.6%, which is similar to the previous newsletter and above the industry average (32.65% for “Manufacturing”).
- The click rate was 16.02%, which is well above average for the manufacturing industry (2.26%) and the click-through rate was 41.49%. The high click-through rate shows that the recipients found the contents of the newsletter relevant and interesting.

OPEN RATE BY THE HOUR



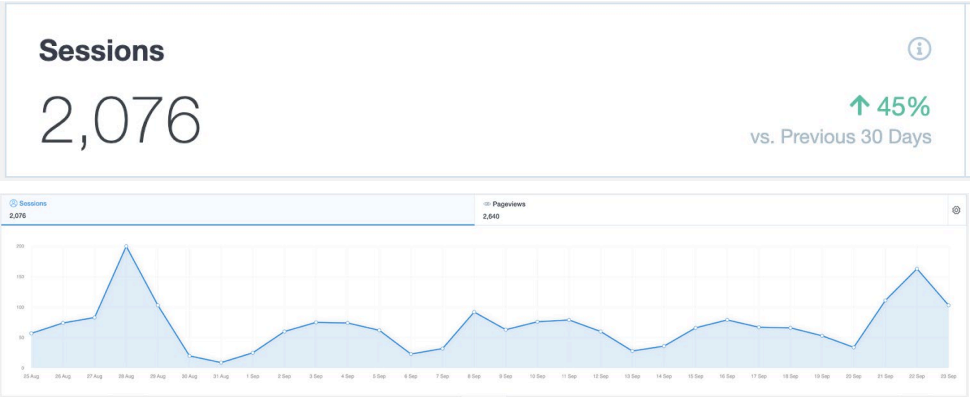
TOP CLICKED LINKS

- [PFAS Update: Sealing Applications Under the Spotlight!](#)
- [Save the Date: ESA AGM Heads to Seville in April 2026](#)
- [Message from Ozan Devlen, Chair of the ESA](#)
- [Update from the ESA's Technical Director](#)
- [U.S. Department of Defense Updates Report on Critical PFAS Uses](#)

WEBSITE

OVERVIEW

- Over the past month, the website recorded **2,076 sessions** and **2,640 page views**, which is a **45% increase** compared to the previous month. The **average time spent on the site** was **28 seconds**.
- In terms of traffic sources, the majority of visitors—**971**—arrived directly. This was followed by **585** visitors who found us via organic search, **243** who came through email campaigns, **132** from social media platforms and **101** via referrals.
- Our audience came from a variety of countries, with the **most visits coming from China, France, and the United States**.
- When it comes to content, the **most-visited page was the homepage**, followed by three key articles:
The FSA Spiral Wound Gasket Test Procedure Update
PFAS Update: Sealing Applications Under the Spotlight!
Update on the European Drinking Water Directive (DWD)
- These insights show that our technical updates continue to attract strong interest, especially those related to regulatory changes.



Top 10 Countries	
1. China	389
2. France	299
3. United States	229
4. Germany	170
5. Singapore	169
6. United Kingdom	139
7. Netherlands	94
8. Italy	74
9. India	66
10. Turkey	37

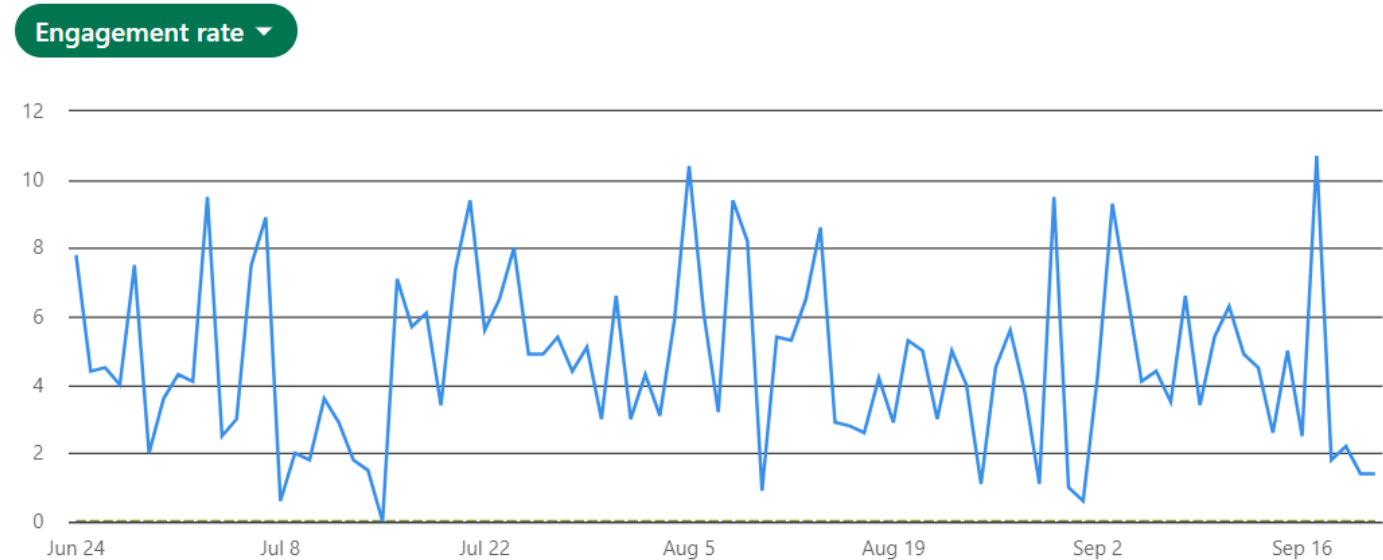
Channel	Sessions
1. Direct	971
2. Organic Search	585
3. Email	243
4. Organic Social	132
5. Referral	101
6. Unassigned	51

LINKEDIN

OVERVIEW

Last 90 days (June 24 – September 21, 2025)

- Total followers: **3,334** (+131)
- Number of posts: **32**
- Impressions: **26,031**
- Reactions: **557**
- Comments: **3**
- Reposts: **14**



- Av. engagement rate: **5.6**

TOP PERFORMING POSTS

European Sealing Association (ESA)
3,334 followers
1mo •

We have published a new PFAS Information Hub!

The EU's proposed PFAS restriction under REACH is a complex and ...more

PFAS INFORMATION HUB

A central source for information on the proposed PFAS regulations, helpful materials, and the European Sealing Association's response.

PFAS in Sealing: What's at Stake

Per- and polyfluoroalkyl substances (PFAS) cover a wide group of synthetic chemicals. Among them are fluoropolymers, which are used in sealing systems where reliability and safety are non-negotiable. Materials like PTFE and FKM enable seals that can withstand high temperatures, chemicals, and pressure without degradation or leakage.

These seals are essential in industries such as aerospace, chemical processing, semiconductors, pharmaceuticals, energy, marine, and food production. For many of these applications, no technically viable alternatives exist.

A loss of access to fluoropolymers would have consequences for both performance and environmental protection, especially where emissions control and system integrity depend on long-term sealing reliability.



Selen Yilmayan Onarici and 36 others

5 reposts

Organic engagement

120 Engagements Clicks	10.9% Engagement rate	78
Click-through rate		7.1%
Reactions		37 →
Comments		0
Reposts		5 →

European Sealing Association (ESA)
3,334 followers
2mo •

Want to stay informed about important sealing industry and ESA news, events, and activities? Sign up for our newsletter and get updates delivered to your inbox every two months. ...more



11

3 reposts

Organic engagement

54 Engagements Clicks	9.5% Engagement rate	40
Click-through rate		7.0%
Reactions		11 →
Comments		0
Reposts		3 →

European Sealing Association (ESA)
3,334 followers
1mo •

The PFAS restriction proposal continues to evolve. A third restriction option (RO3) has been introduced, allowing limited use under strict conditions, which suggests a more thoughtful approach to balancing environmental goals ...more



47

6 reposts

Organic engagement

182 Engagements Clicks	1.370 Engagement rate	129
Click-through rate		5.3%
Reactions		47 →
Comments		0
Reposts		6 →

PFAS RESOURCE HUB

PAGE METRICS

PAGE VIEWS

787

EXITS PER PAGE VIEW

84.5%

BOUNCE RATE

91.13%

TIME PER PAGE VIEW

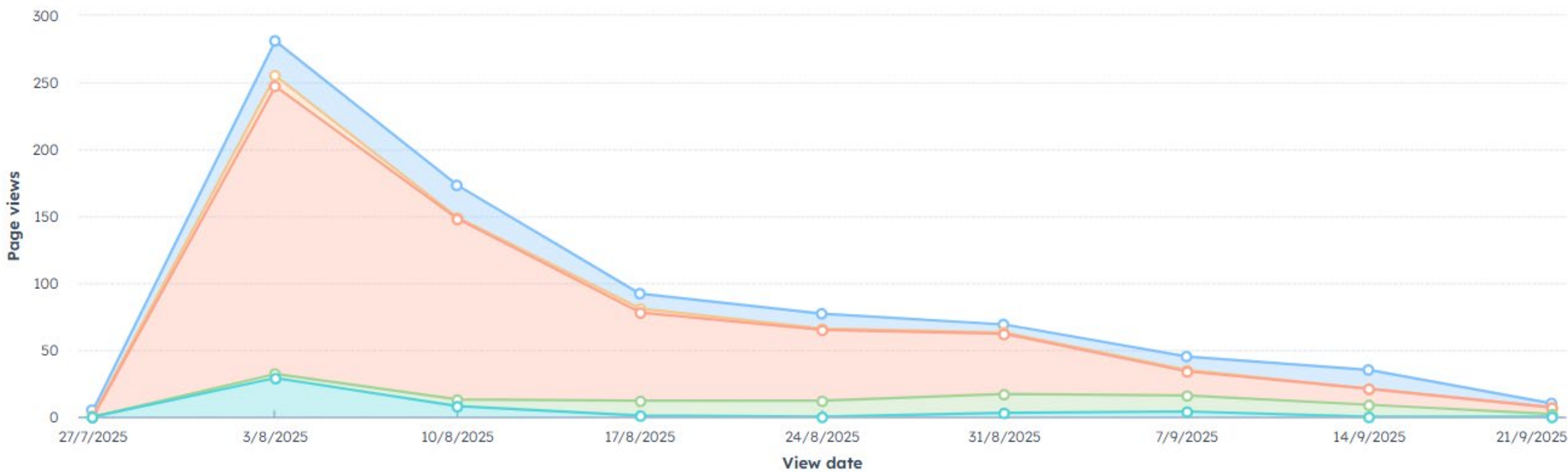
3.1 minutes

PAGE VIEWS BY SOURCE

Page views ▾

Style:  Area ▾

● Direct traffic ● Referrals ● Email marketing ● Organic search ● Organic social



MORE INFORMATION

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