

CPA Practice Advisor

SPECIAL REPORT

AUDIENCE ENGAGEMENT REPORT 2022

99.3554

108.365


122.3354

100.6

0.4251

CPA Practice Advisor — Audience Engagement Report 2022

CPA Practice Advisor is the definitive source of information for tax and accounting professionals in public practice. It focuses on helping accountants learn how best to adopt new techniques and technologies for their firms.



497,523
Average Monthly Reach

PRIMARY BUSINESS/INDUSTRY

BUSINESS/INDUSTRY	PUBLIC ACCOUNTANT & STAFF	CONSULTANT	OTHER	TOTAL
Public Accounting Firm	78,560	267	1,051	79,878
Consulting	850	450	359	1,659
Tax	6,054	110	72	6,236
Other	14,492	1,051	12,873	28,416
Total	99,956	1,878	14,355	116,189

FIRM SIZE

Sole Practitioner	11,022	10.83%
2-4	29,160	44.19%
5-9	11,081	16.79%
10-19	5,456	8.27%
20-49	3,930	5.96%
50 or more	5,330	8.08%
Total	65,979	100%

COMPANIES THAT ENGAGE



The Audience Engagement Report provides an integrated view of the CPA Practice Advisor community. The data provided within is obtained via internal and third-party sources, including Google Analytics and Omeda.

DIGITAL VISITORS, PAGE VIEWS AND
SOCIAL FOLLOWERS



488,572
Average Monthly
Sessions



396,435
Average Unique
Monthly Visitors



607,563
Average Monthly
Page Views



Facebook
7,780



LinkedIn
7,181



Twitter
31,482



54.0%
Desktop Visitors
Average Monthly



46.0%
Mobile Visitors
Average Monthly



169,461
Newsletter Reach



31.4%
Average Open Rate



1.6%
Average Click Rate



PAYROLL ADVISOR

22,062
Weekly Average
28.4%
Avg Total Open Rate
1.5%
Avg Total CTR



**TAX & COMPLIANCE
ADVISOR**

24,953
Weekly Average
27.4%
Avg Total Open Rate
2.1%
Avg Total CTR



**SMB ACCOUNTING
ADVISOR**

49,734
Weekly Average
34.2%
Avg Total Open Rate
2.0%
Avg Total CTR



TAX PRACTICE ADVISOR

30,074
Weekly Average
25.3%
Avg Total Open Rate
1.2%
Avg Total CTR



TECHNOLOGY ADVISOR

42,638
Weekly Average
36.2%
Avg Total Open Rate
1.1%
Avg Total CTR

Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.

WEBINAR ENGAGEMENT

227
Estimated Registrants from Typical Webinar

53.58%
Median Attendee Conversion Rate

3,632
Total Webinar Registrants YTD

TOP WEBINARS

- What Does Innovation Mean for the Industry, and for Your Business?
- Driving Digital Transformation in Your Firm
- Case Studies in Success: Best Practices from Busy Season
- Increase Your Value as a Client Advisor
- Tax Prep and Customer Service in a Contactless World
- Tax Automation Tools that Make Staff Smile (and Stay!)

NEWSLETTER REACH

CPA PAYROLL ADVISOR

BUSINESS/INDUSTRY	PUBLIC ACCOUNTANT & STAFF	CONSULTANT	OTHER	TOTAL
Public Accounting Firm	14,289	108	536	14,933
Consulting	204	153	113	470
Tax	5,382	283	178	5,843
Other	468	40	308	816
Total	20,343	584	1,135	22,062
% of Total	92%	3%	5%	100%

CPA SMB ACCOUNTING ADVISOR

BUSINESS/INDUSTRY	PUBLIC ACCOUNTANT & STAFF	CONSULTANT	OTHER	TOTAL
Public Accounting Firm	20,409	134	682	21,225
Consulting	236	188	133	557
Tax	6,731	375	241	7,347
Other	490	48	407	945
Total	27,866	745	1,463	30,074
% of Total	93%	2%	5%	100%

Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports. We hereby make oath and say that all data set forth in this statement are true.

Signed: February 2023

Barry Strobel, Publisher, CPA Practice Adviser

Kira Roberson, Operations Manager

CPA TAX AND COMPLIANCE ADVISOR

BUSINESS/ INDUSTRY	PUBLIC ACCOUNTANT & STAFF	CONSULTANT	OTHER	TOTAL
Public Accounting Firm	15,524	121	683	16,328
Consulting	233	190	159	582
Tax	6,252	346	183	6,781
Other	493	61	708	1,262
Total	22,502	718	1,733	24,953
% of Total	90%	3%	7%	100%

CPA TAX PRACTICE ADVISOR

BUSINESS/ INDUSTRY	PUBLIC ACCOUNTANT & STAFF	CONSULTANT	OTHER	TOTAL
Public Accounting Firm	37,710	52	503	38,265
Consulting	271	117	49	437
Tax	8,639	319	384	9,342
Other	1,242	58	390	1,690
Total	47,862	546	1,326	49,734
% of Total	96%	1%	3%	100%

CPA TECHNOLOGY ADVISOR

BUSINESS/ INDUSTRY	PUBLIC ACCOUNTANT & STAFF	CONSULTANT	OTHER	TOTAL
Public Accounting Firm	31,202	105	631	31,938
Consulting	198	90	142	430
Tax	8,862	350	300	9,512
Other	413	21	322	756
Total	40,675	566	1,395	42,636
% of Total	95%	1%	4%	100%

Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.