

FACEBOOK PAGE REPORT

from December 1, 2015 - December 31, 2015

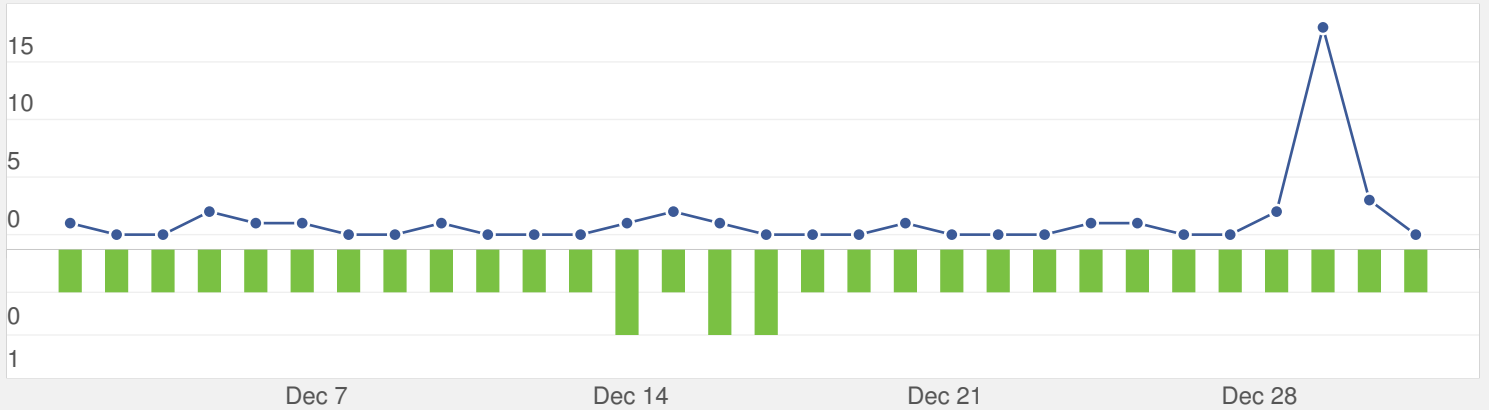


f Pilates in the Grove

FAN GROWTH

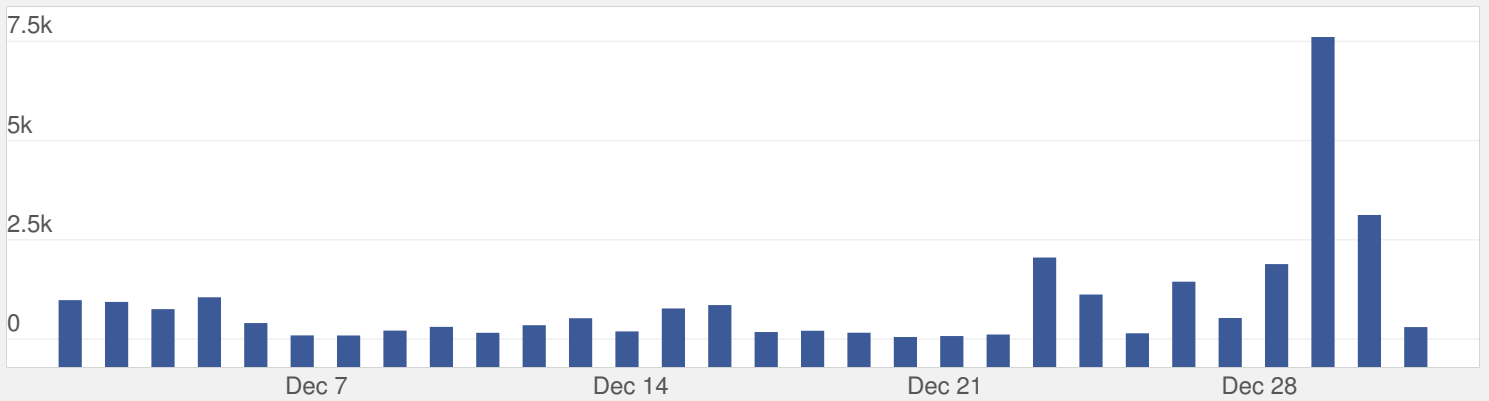
940 Total Likes, and 151 people talking about this

New Fans 36 Unliked your Page 2

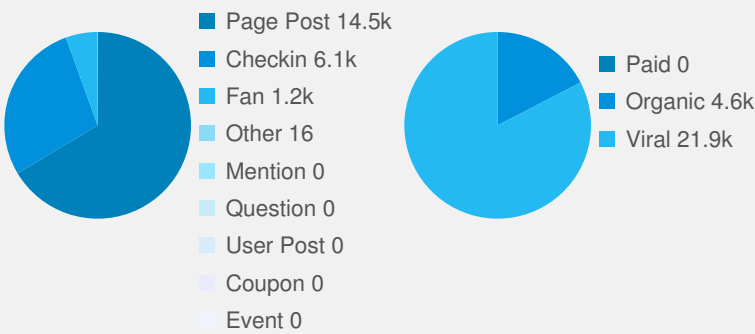


PAGE IMPRESSIONS

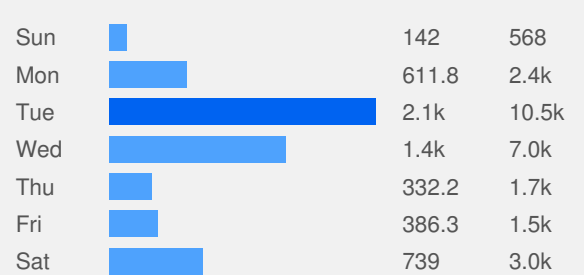
Impressions 26,657 by 14,514 users



IMPRESSIONS



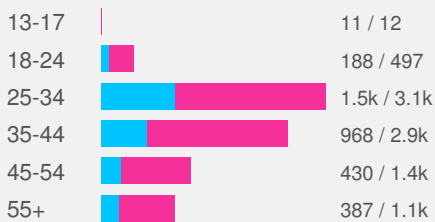
BY DAY OF WEEK



IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

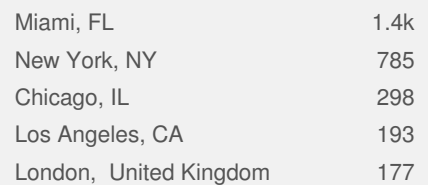
AGE & GENDER



TOP COUNTRIES



TOP CITIES

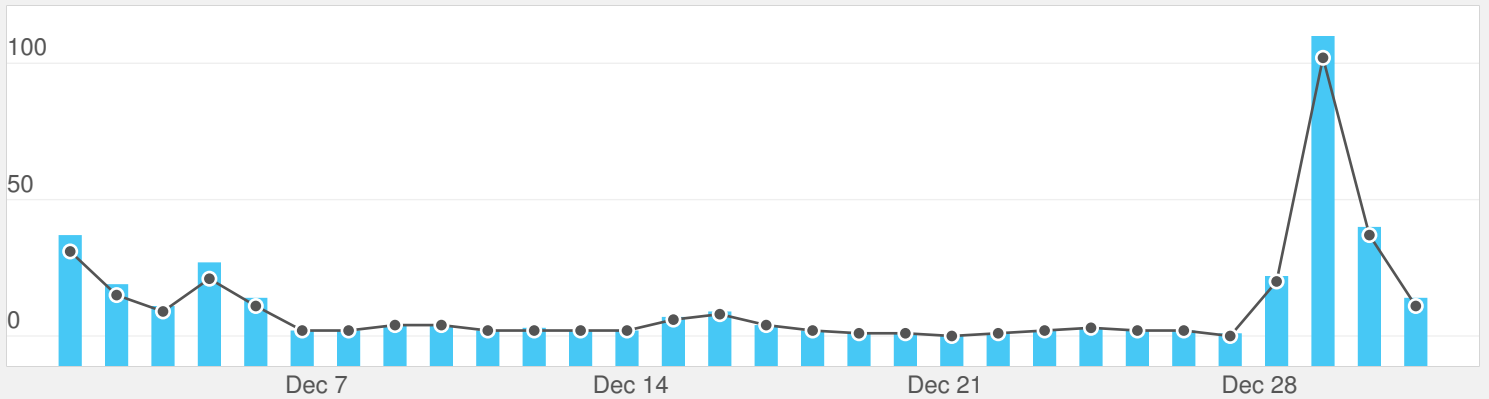


SHARING

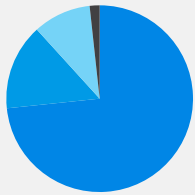
how people are sharing your content

STORIES

Stories Created **349** by **308** users



SHARE TYPE



- Other 256
- Page Post 52
- Fan 35
- Checkin 6
- Mention 0
- Question 0
- User Post 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	0.8	3
Mon	7.3	29
Tue	33.4	167
Wed	13.2	66
Thu	5.4	27
Fri	8.8	35
Sat	5.5	22

SHARER DEMOGRAPHICS

Here's a quick breakdown of people creating stories on your Facebook Page

AGE & GENDER

Age Group	Male	Female
13-17	0	0
18-24	0	5
25-34	8	29
35-44	1	25
45-54	2	12
55+	1	4

TOP COUNTRIES

United States	55
United Kingdom	7
Canada	6
Finland	4
Germany	3

TOP LOCALES

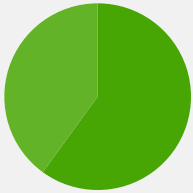
English (United States)	63
French (France)	4
Finnish (Finland)	4
German (Germany)	4
English (United Kingdom)	4



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 9
- Link 6

AVG

TOTAL

Reach	661.8	9.93k
People Talking About This	14.4	216
Engagement	4.59%	7.85%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
12/28/15	Hot & steamy blog from resident Physi...	6.2k	603	132	111	18	21	9.67%
12/22/15	Coconut Grove & South Miami Holiday C...	104	2	0	--	--	--	1.92%
12/22/15	[Photo]	0	--	0	--	--	--	%
12/18/15	Final day of our Holiday Savings spec...	85	--	0	--	--	--	%
12/15/15	Not just a transformation of the body...	917	25	8	7	1	1	2.73%
12/14/15	Day 1 of our holiday savings kicks of...	118	2	1	--	--	1	1.69%
12/11/15	Spreading the holiday cheer!! We have...	98	2	1	1	--	--	2.04%
12/09/15	[Photo]	96	1	0	--	--	--	1.04%
12/09/15	"A man is as young as his spinal colu...	146	3	3	3	--	--	2.05%
12/08/15	Want more chances to take class with ...	140	13	4	3	--	1	9.29%
12/04/15	Thanks Pilatespal.com, Inc for this g...	788	59	25	22	5	4	7.49%
12/03/15	Why wait until 2016?? Start doing Pil...	50	1	1	1	--	--	2%
12/02/15	This week's blog brought to you by In...	721	29	14	11	2	5	4.02%
12/01/15	Your Pilates in the Grove schedule fo...	293	33	27	25	1	2	11.26%
12/01/15	[Photo]	134	6	0	--	--	--	4.48%