

FACEBOOK PAGE REPORT

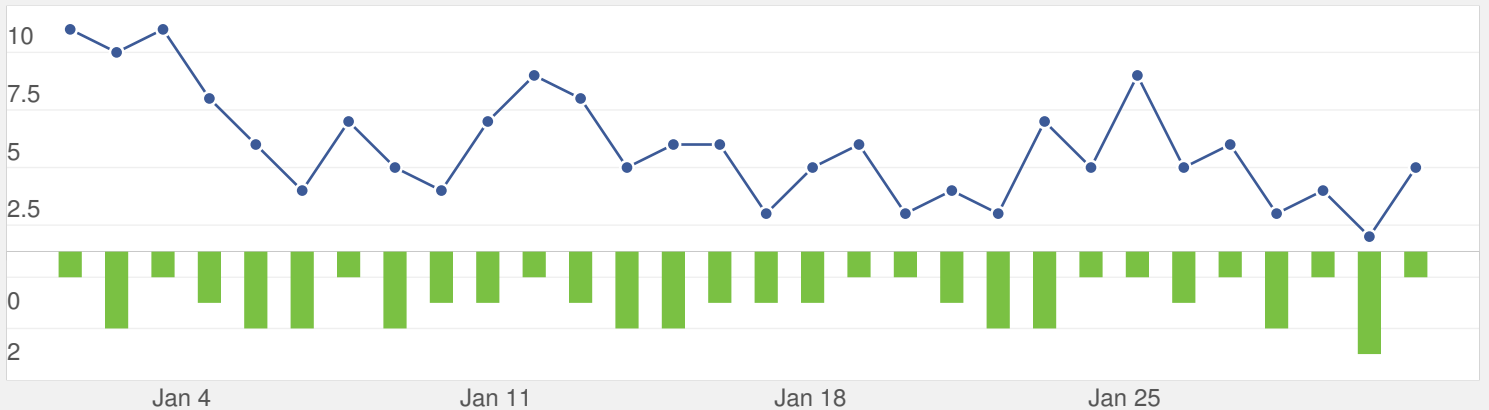
from January 1, 2016 - January 31, 2016



FAN GROWTH

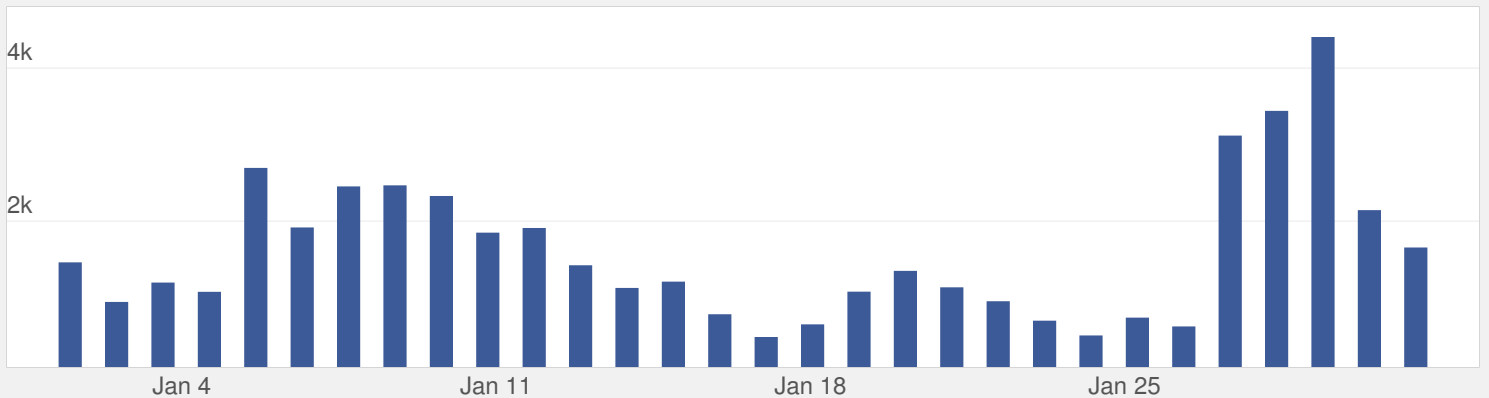
6.04k Total Likes, and 119 people talking about this

New Fans 176 Unliked your Page 29

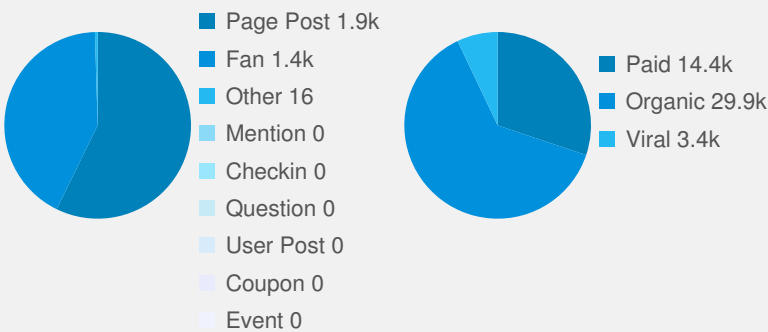


PAGE IMPRESSIONS

Impressions 47,849 by 24,891 users



IMPRESSIONS



BY DAY OF WEEK

Day	Impressions	AVG	TOTAL
Sun	1.1k	1.1k	5.4k
Mon	1.1k	1.1k	4.3k
Tue	1.6k	1.6k	6.2k
Wed	1.9k	1.9k	7.5k
Thu	2.0k	2.0k	7.9k
Fri	2.0k	2.0k	10.1k
Sat	1.3k	1.3k	6.4k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Impressions
United States	23.8k
Taiwan	320
Hong Kong	112
Singapore	43
Canada	32

TOP CITIES

City	Impressions
New York, NY	717
Houston, TX	362
2490299	266
Chicago, IL	220
Philadelphia, PA	219

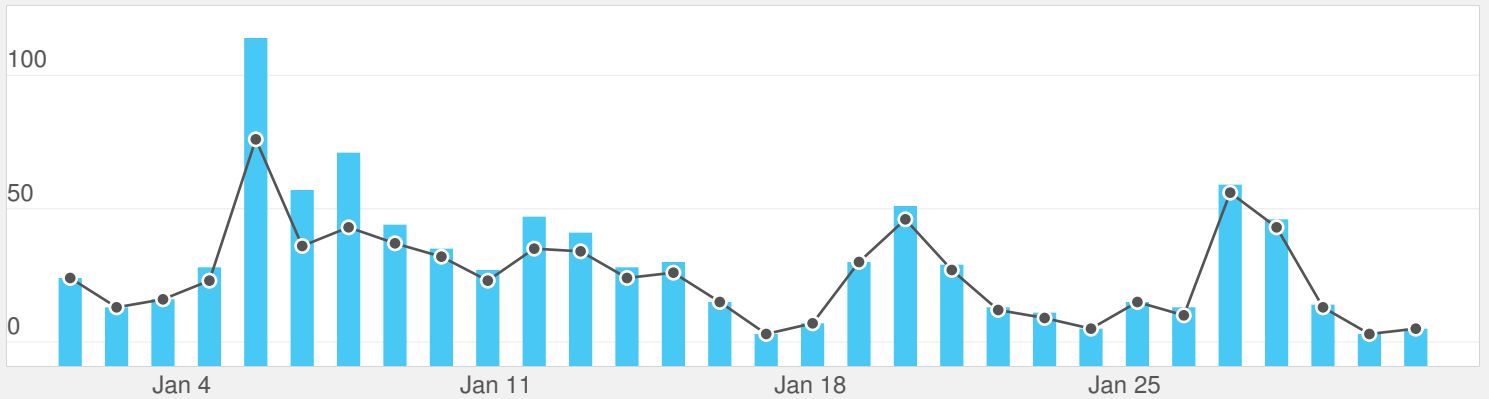


SHARING

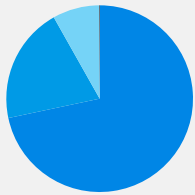
how people are sharing your content

STORIES

Stories Created **893** by **740** users



SHARE TYPE



- Other 640
- Fan 180
- Page Post 72
- Mention 1
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	8.8	44
Mon	21	84
Tue	56.8	227
Wed	48	192
Thu	41.3	165
Fri	22.6	113
Sat	13.6	68

SHARER DEMOGRAPHICS

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

AGE & GENDER

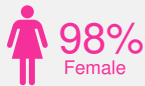
Age Group	Count
13-17	1
18-24	5
25-34	43
35-44	90
45-54	109
55+	146

TOP COUNTRIES

Country	Count
United States	384
Taiwan	10
Brazil	7

TOP LOCALES

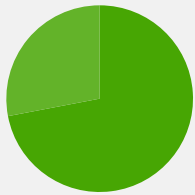
Locale	Count
English (United States)	375
Chinese (Taiwan)	10
Spanish (umbrella locale)	9
Portuguese (Brazil)	3
English (United Kingdom)	3



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 18
- Link 7

	AVG	TOTAL
Reach	667.28	16.68k
People Talking About This	18.88	472
Engagement	4.08%	5.01%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
01/29/16	These shoes Indi(GO) with everything!...	408	7	6	6	--	--	1.72%
01/28/16	Do you love your Ja-Vie's? Send us yo...	380	5	5	3	2	--	1.32%
01/27/16	'Good shoes take you good places.' O...	1.8k	116	84	84	--	5	6.43%
01/26/16	Mommy Scene considers her Ja-Vie's a ...	49	2	1	1	--	--	4.08%
01/25/16	Happy Monday! We hope everyone stayed...	444	12	9	8	2	--	2.7%
01/22/16	2015 was filled with some pretty amaz...	61	2	1	1	--	--	3.28%
01/21/16	The shoe that goes with every outfit,...	550	12	6	5	1	2	2.18%
01/20/16	We love our Ja-Vie Gals!	74	4	4	4	--	--	5.41%
01/20/16	Hey Ja-Vie Gals! Just in case you did...	243	2	0	--	--	--	0.82%
01/19/16	Be happy. Be bright. Be you! http://...	992	82	57	55	1	3	8.27%
01/18/16	Go walking in a winter wonderland wit...	305	7	3	2	1	--	2.3%
01/15/16	Wishing you as bright & beautiful a w...	377	16	11	11	--	--	4.24%
01/15/16	Stylish, comfortable and the perfect ...	0	--	0	--	--	--	%
01/14/16	'Simplicity is the ultimate sophistic...	635	35	23	20	5	--	5.51%
01/13/16	Just a little more time left to win a...	276	20	10	10	1	1	7.25%
01/12/16	Snow bunny essentials. Any guesses w...	611	21	12	9	6	--	3.44%
01/11/16	What does your winter style look like...	111	8	6	6	--	--	7.21%
01/09/16	Ja-Vie is at the Trendz Show in West ...	534	25	15	14	2	--	4.68%
01/08/16	Happy Friday! S CLUB 5 refers to her ...	375	10	5	5	--	--	2.67%
01/07/16	Warm up this winter with our Island C...	389	9	6	6	--	--	2.31%
01/06/16	We're LOVING your New Year's resoluti...	136	8	6	6	--	--	5.88%
01/05/16	We're LOVING your New Year's resoluti...	0	--	0	--	--	--	%
01/05/16	**CONTEST ALERT!** With a brand new ...	7.3k	413	190	144	75	30	5.66%
01/04/16	It's the first Monday of 2016 - Where...	378	9	4	4	--	--	2.38%