



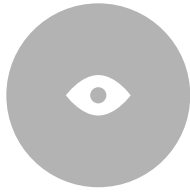
Twitter Profiles Report

for @pilatesinthegrv

Feb 01, 2016 - Feb 29, 2016

The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

Twitter Activity Overview



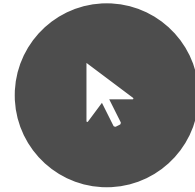
483

ORGANIC IMPRESSIONS



4

TOTAL ENGAGEMENTS

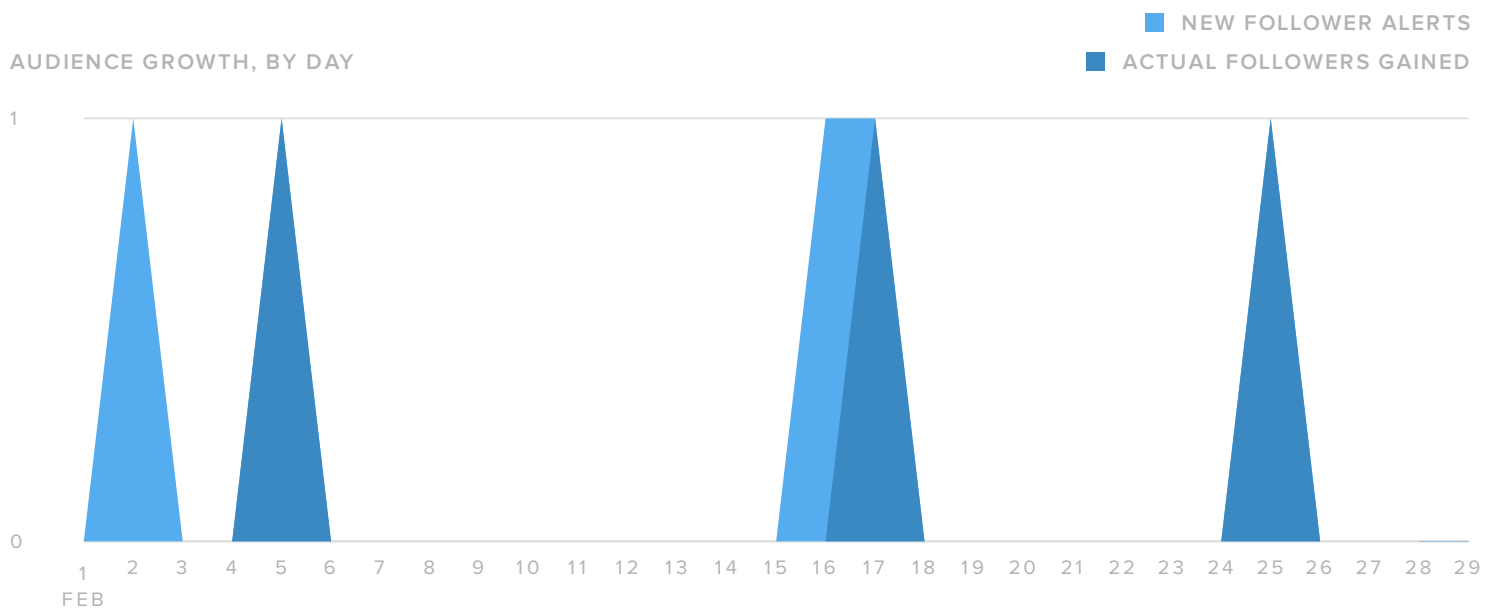


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LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers

142

New Follower alerts

2

Actual Followers gained

-

People that you followed

-

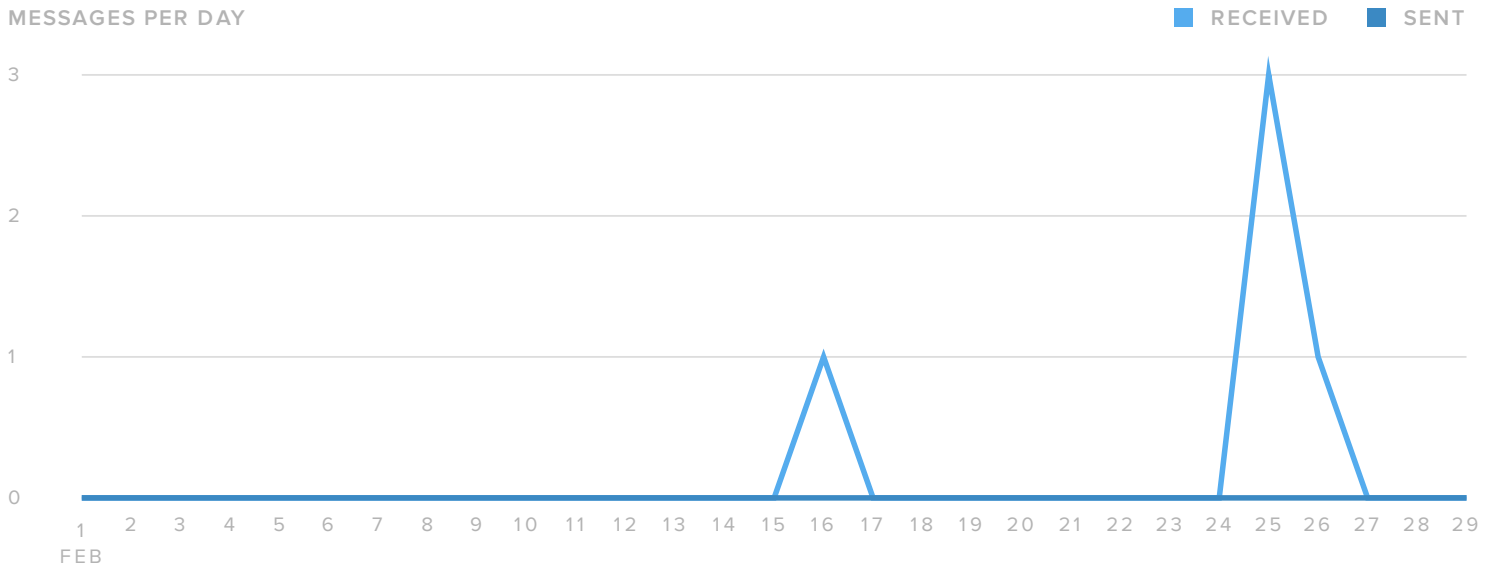
Your new followers decreased by

▼ 100.0%

since previous month

Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS

TOTALS

Tweets sent	–
Direct Messages sent	–
Total Sent	–
Mentions received	5
Direct Messages received	–
Total Received	5

The number of messages you sent increased by

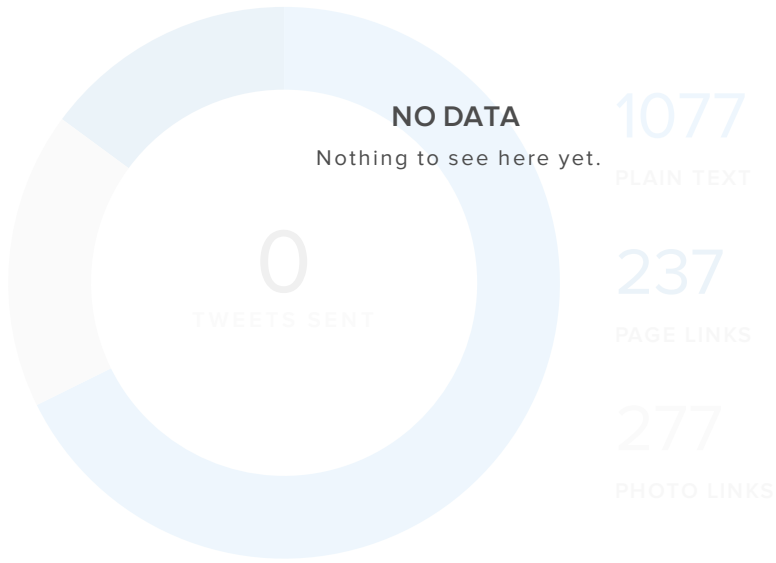
—
since previous month

The number of messages you received decreased by

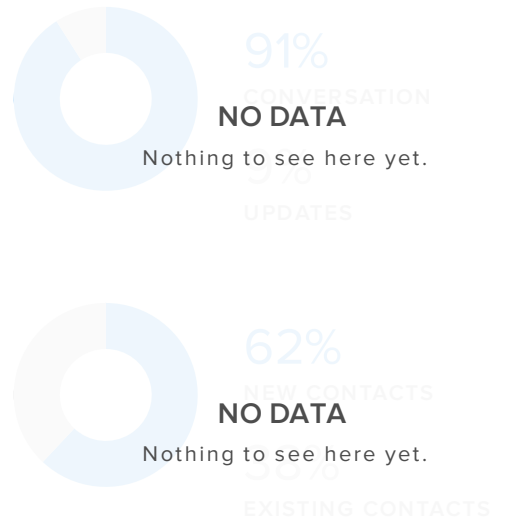
▼ **16.7%**
since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



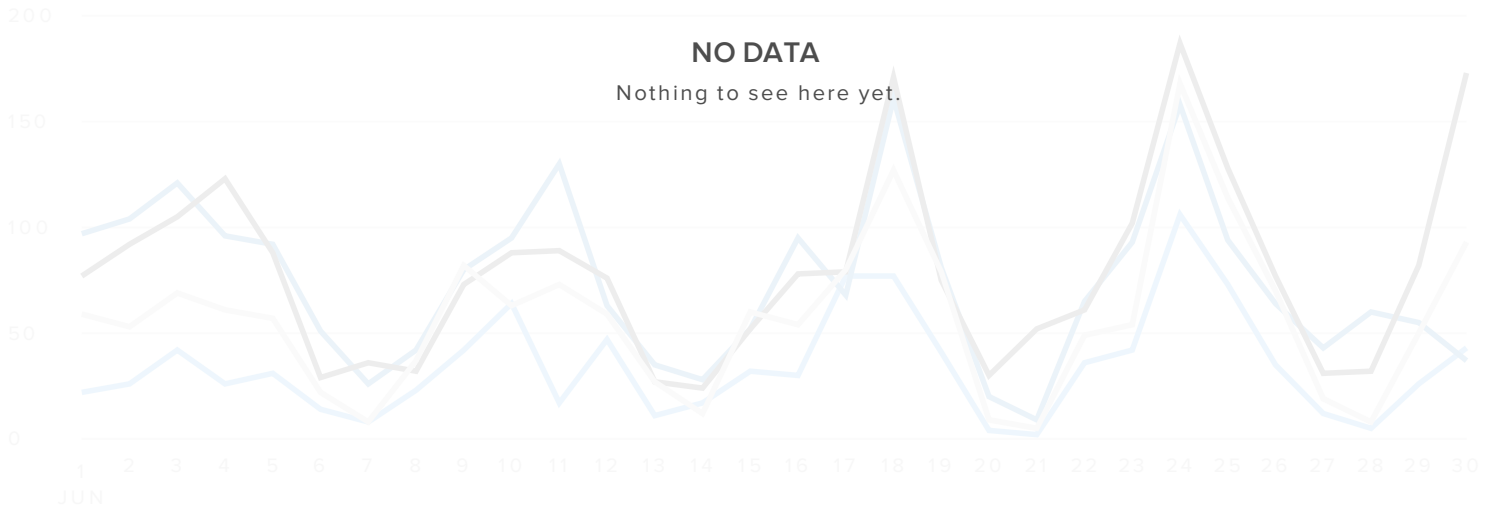
YOUR TWEETING BEHAVIOR



Audience Engagement

REPLIES RETWEETS LIKES TWEETS SENT

ENGAGEMENT COUNT



ENGAGEMENT METRICS

TOTALS

Replies	—
Retweets	—
Retweets with Comments	—
Likes	—
Engagements per Follower	0.0
Impressions per Follower	3.4
Engagements per Tweet	—
Impressions per Tweet	—
Engagements per Impression	0.8%

The number of engagements increased by

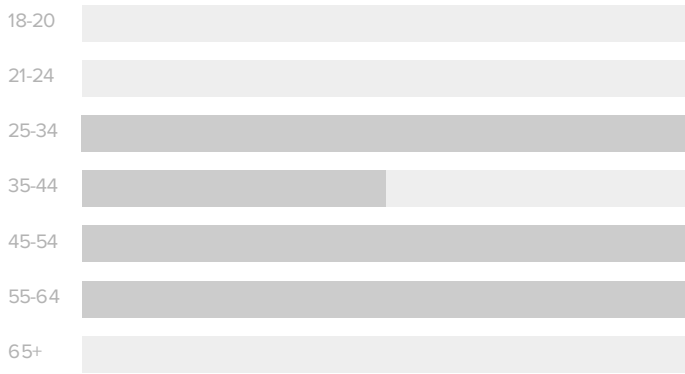


The number of impressions per Tweet increased by

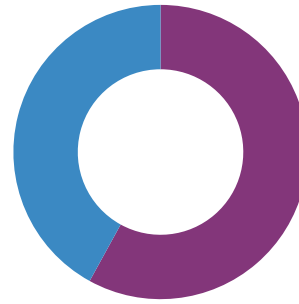


Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



58%


FEMALE FOLLOWERS

42%

MALE FOLLOWERS

Women between ages of 45-54 appear to be the leading force among your recent followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @pilatesinthegr	142	–	483	3.40	4	0.03	–	–