




# GROUP REPORT


from March 1, 2016 - March 31, 2016


-  @craft\_art
-  Craft-Art elegant ...
-  Craft-Art.com


## GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	152	
Sent Messages	55	
New Twitter Followers	31	
New Facebook Fans	26	

**153 INTERACTIONS** 

BY **135 UNIQUE USERS** 

**32,901 POTENTIAL REACH** 

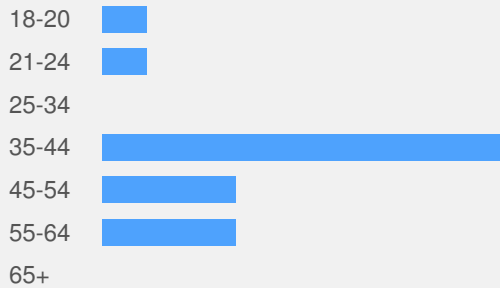
## TWITTER STATS

across all Twitter accounts


### FOLLOWER DEMOGRAPHICS

 **55%** MALE FOLLOWERS

 **45%** FEMALE FOLLOWERS



### TWITTER STATS

 **31**  
New Twitter Followers in this time period

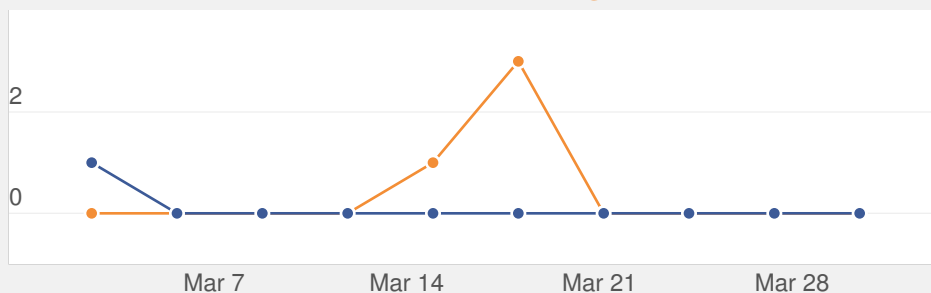
 **0**  
Link Clicks

 **3**  
Mentions

 **1**  
Retweets


### DAILY INTERACTIONS

**@MENTIONS 3** **RETWEETS 1**



### OUTBOUND TWEET CONTENT

 **0** Plain Text

 **19** Links to Pages

 **9** Photo Links

# FACEBOOK STATS across all Facebook pages

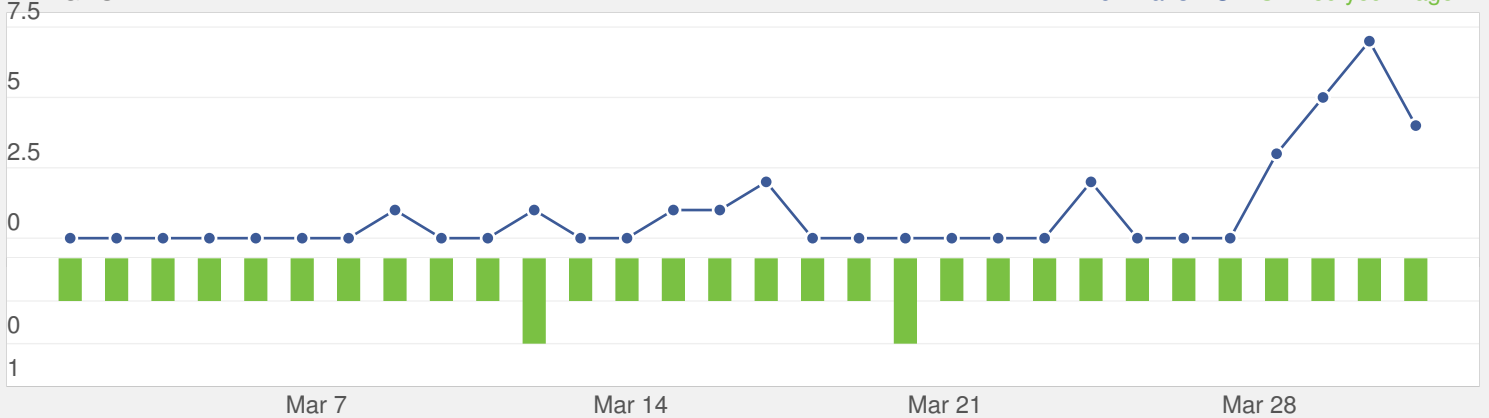


## My Facebook Pages

1.1k Total Likes, and 35 people talking about this

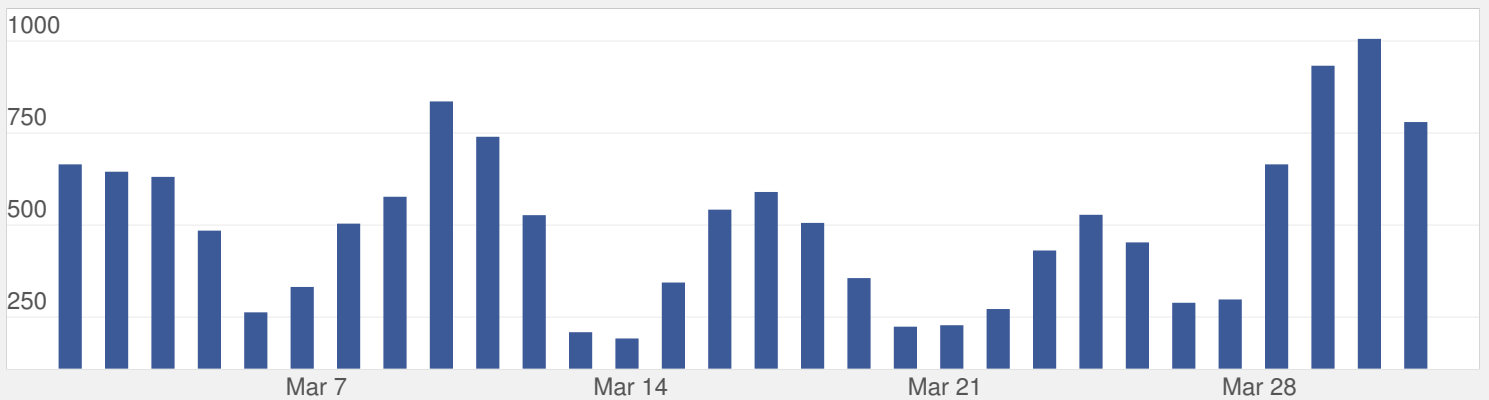
### FAN GROWTH

New Fans **26** Unliked your Page **2**

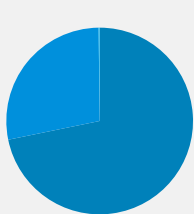


### PAGE IMPRESSIONS

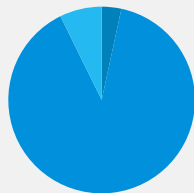
Impressions **15,051** by **5,550** users



### IMPRESSIONS



- Page Post 781
- Fan 305
- Other 2
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0



- Paid 507
- Organic 13.3k
- Viral 1.1k

### BY DAY OF WEEK

AVG

TOTAL

Day	Avg	Total
Sun	225.3	901
Mon	422.5	1.7k
Tue	545	2.7k
Wed	710	3.5k
Thu	629.2	3.1k
Fri	511.5	2.0k
Sat	248.3	993

### IMPRESSION DEMOGRAPHICS

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

#### AGE & GENDER

#### TOP COUNTRIES

#### TOP CITIES

Age Group	Male	Female
13-17	5	5
18-24	124	117
25-34	401	684
35-44	493	724
45-54	563	750
55+	208	934

Country	Count
United States	4.5k
Canada	105
India	76
Mexico	52
Kuwait	30

City	Count
Atlanta, GA	177
Oneonta, NY	52
Austin, TX	48
Chicago, IL	40
Marietta, GA	39



Web Traffic	4,937	
Social Traffic	31	
Twitter Posts	3	
Web Mentions	335	

Leading Social Traffic Source  
Facebook **18 views**

## TOP SOCIAL REFERRERS

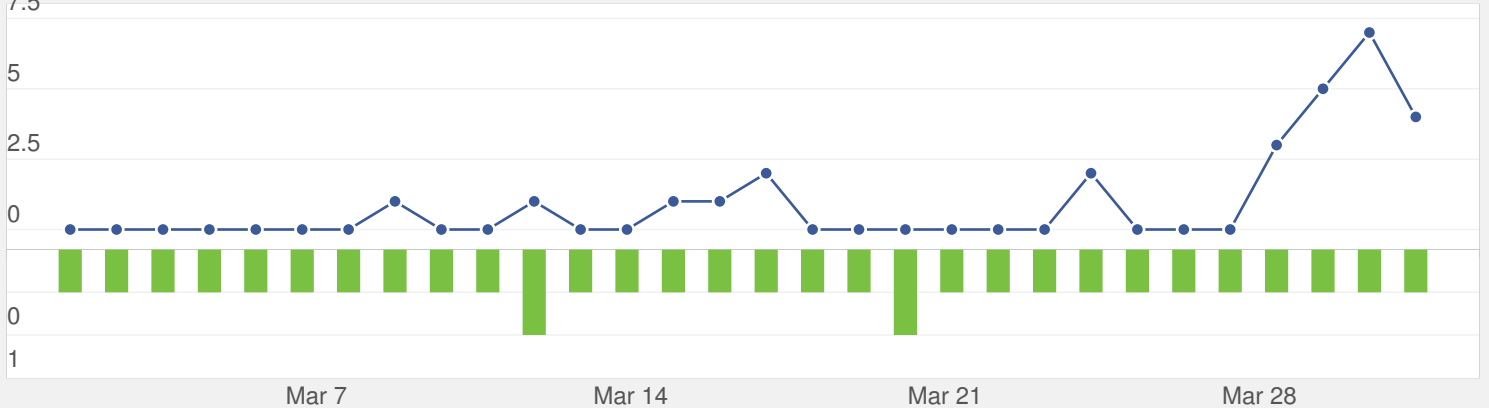
- #1 It's all in the #details. <https://t.co/r3tDJcJKtJ> <https://t.co/xchT3U6nls>  
[craft\\_art](#) 466 followers · <http://www.craft-art.com>
- #2 It's all in the details. <https://t.co/zD1gECsic2> <https://t.co/y8uKFetvYZ>  
[craft\\_art](#) 466 followers · <http://www.craft-art.com>
- #3 We love seeing your Craft-Art #countertops in action! <https://t.co/zD1gECsic2> <https://t.co/I5OvinuRRW>  
[craft\\_art](#) 462 followers · <http://www.craft-art.com>

# FACEBOOK PAGE REPORT

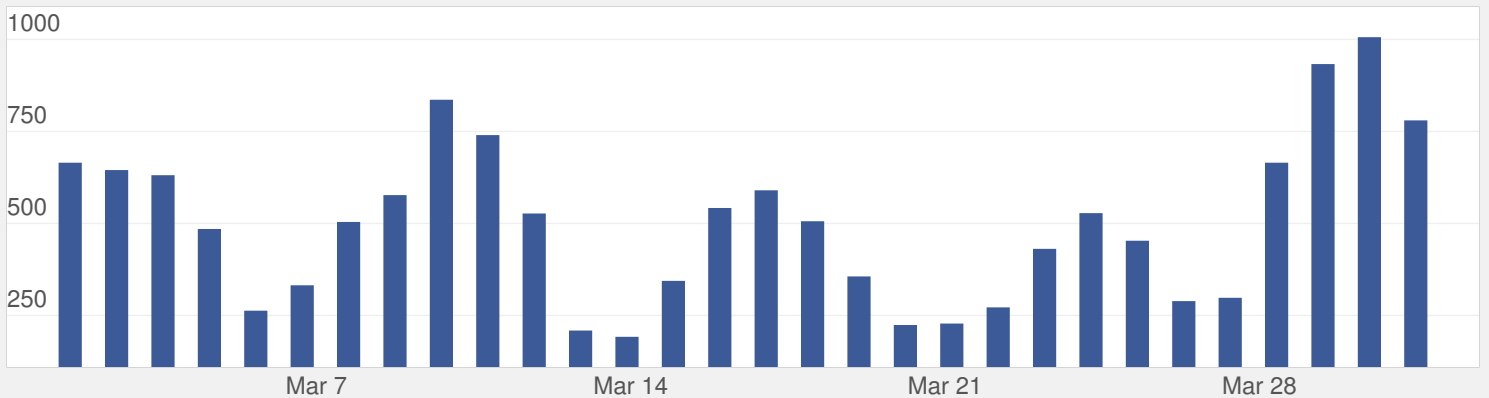
from March 1, 2016 - March 31, 2016

Craft-Art elegant surfaces

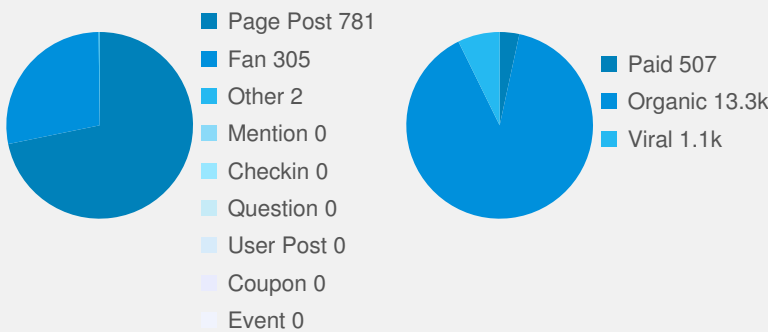
FAN GROWTH **1.1k Total Likes as of Mar 31, 2016** New Fans **26** Unliked your Page 2



PAGE IMPRESSIONS Impressions **15,051** by **5,550** users



### IMPRESSIONS



### BY DAY OF WEEK

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35-44	493	724
45-54	563	750
55+	208	934

### TOP COUNTRIES

Country	Impressions
United States	4.5k
Canada	105
India	76
Mexico	52
Kuwait	30

### TOP CITIES

City	Impressions
Atlanta, GA	177
Oneonta, NY	52
Austin, TX	48
Chicago, IL	40
Marietta, GA	39

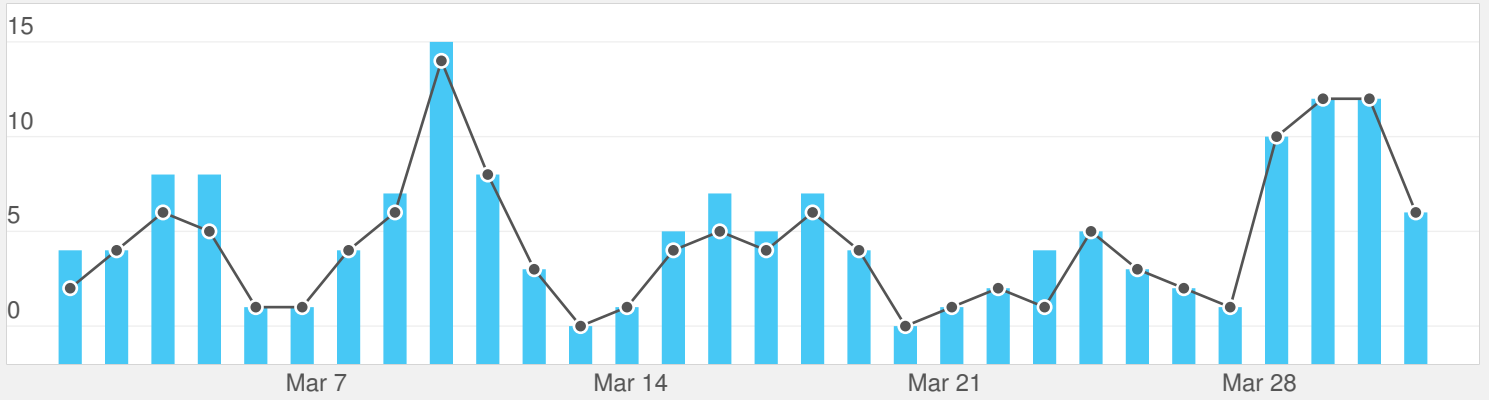


# SHARING

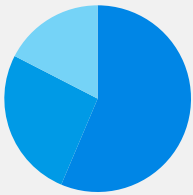
how people are sharing your content

STORIES

Stories Created 149 by 132 users



## SHARE TYPE



- Other 84
- Page Post 39
- Fan 26
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0

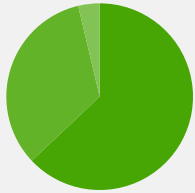
## BY DAY OF WEEK

Day	Count	AVG	TOTAL
Sun	1	0.3	1
Mon	19	4.8	19
Tue	28	5.6	28
Wed	42	8.4	42
Thu	31	6.2	31
Fri	25	6.3	25
Sat	3	0.8	3

# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Photo 17
- Link 9
- Video 1

AVG

TOTAL

Reach	155.35	4.04k
People Talking About This	2.81	73
Engagement	4.72%	3.47%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
03/31/16	We spy a Distressed Black Walnut Craf...	72	3	1	1	--	--	4.17%
03/30/16	It's all in the details. <a href="http://craf...">http://craf...</a>	206	7	3	3	--	--	3.4%
03/29/16	If your kitchen cabinets are in good ...	136	8	2	2	--	--	5.88%
03/28/16	Behind the scenes at Craft-Art! We're...	271	13	10	10	--	--	4.8%
03/27/16	Happy Easter!	135	--	0	--	--	--	%
03/25/16	We're all ready for Easter!	206	4	3	3	--	--	1.94%
03/24/16	Charm your guests at Easter brunch th...	64	1	0	--	--	--	1.56%
03/23/16	A behind the scenes peek at this cust...	17	3	3	3	--	--	17.65%
03/22/16	We're loving all the different wood s...	186	1	0	--	--	--	0.54%
03/21/16	Pastels, florals, and seasonal accent...	19	1	1	1	--	--	5.26%
03/18/16	We hope everyone has a beautiful fir...	190	7	4	4	--	--	3.68%
03/17/16	Wishing you a very happy St. Patrick'...	87	3	1	1	--	--	3.45%
03/16/16	We're honored to be in Jacksonville, ...	146	2	1	1	--	--	1.37%
03/15/16	Just a little behind the scenes of so...	57	11	7	5	2	--	19.3%
03/14/16	May your coffee be strong & your Mond...	158	--	0	--	--	--	%
03/11/16	Happy Friday! What's your favorite tr...	162	10	3	3	--	--	6.17%
03/10/16	Look at all that storage space, we lo...	210	8	6	6	--	1	3.81%
03/09/16	Up close & personal perfection! What ...	435	25	14	14	2	2	5.75%
03/08/16	Designing an all white kitchen that d...	113	--	0	--	--	--	%
03/07/16	Happy Monday! Behind the scenes from ...	225	5	2	2	--	--	2.22%
03/04/16	We love seeing your Craft-Art counter...	235	10	5	5	--	--	4.26%
03/03/16	Gorgeous back splash ideas just in ti...	122	7	4	3	2	--	5.74%
03/02/16	Wow! We're loving this stunning corbe...	197	6	3	3	--	--	3.05%
03/01/16	With our Mineral Oil Finish, you can ...	226	2	0	--	--	--	0.88%



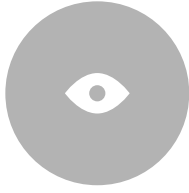
# Twitter Profiles Report

for @craft\_art

Mar 01, 2016 - Mar 31, 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



6,248

ORGANIC IMPRESSIONS



33

TOTAL ENGAGEMENTS

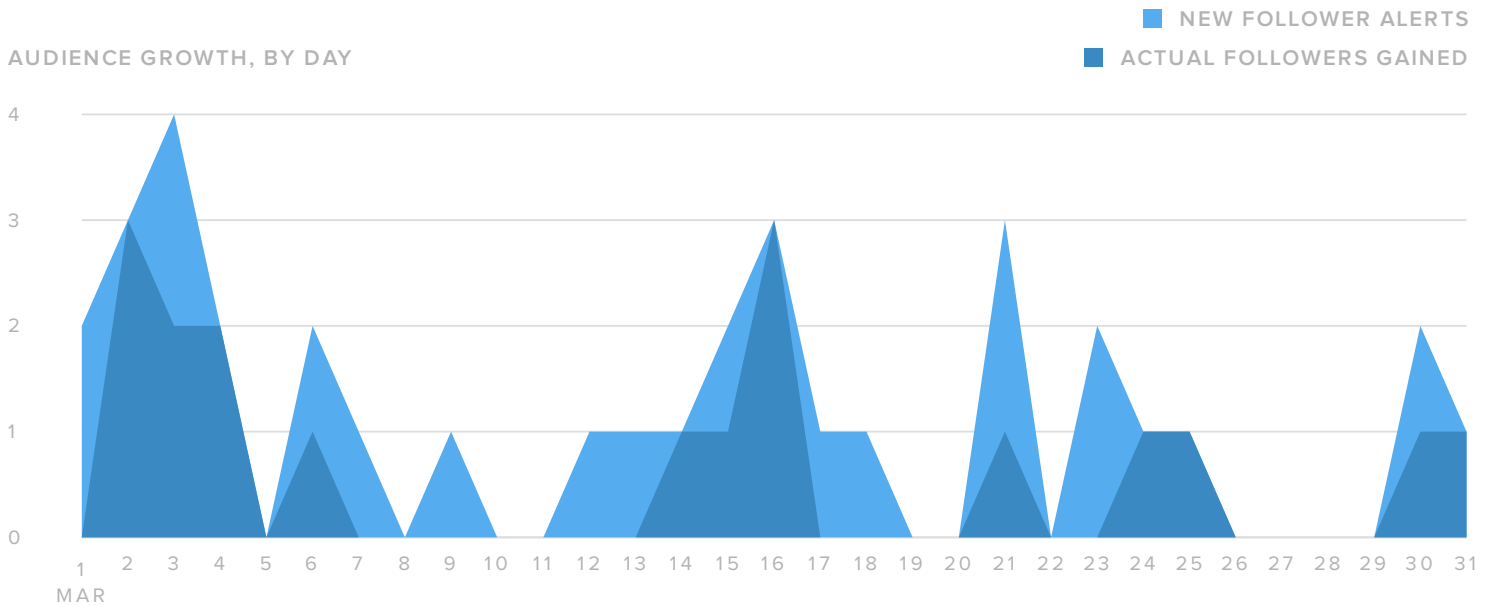


6

LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY DAY



### FOLLOWER METRICS

### TOTALS

Total Followers

466

New Follower alerts

31

Actual Followers gained

5

People that you followed

9

Your new followers decreased by

▼16.7%

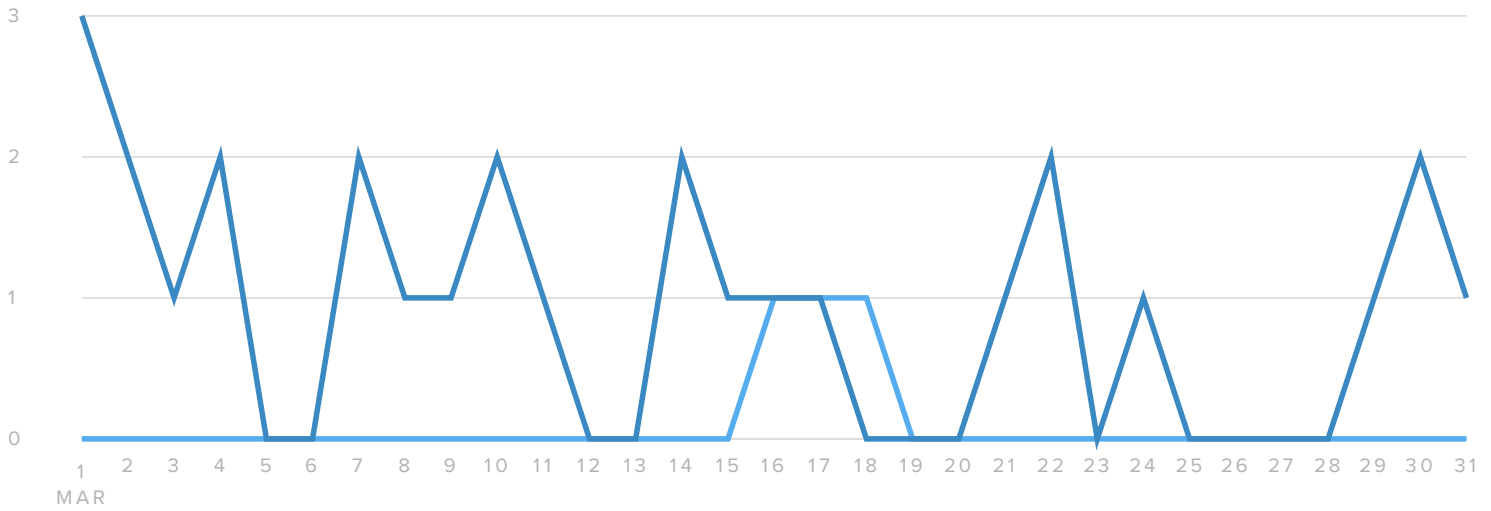
since previous month



# Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	28
Direct Messages sent	–
<b>Total Sent</b>	<b>28</b>
Mentions received	3
Direct Messages received	–
<b>Total Received</b>	<b>3</b>

The number of messages you sent decreased by

▼ **28.2%**

since previous month

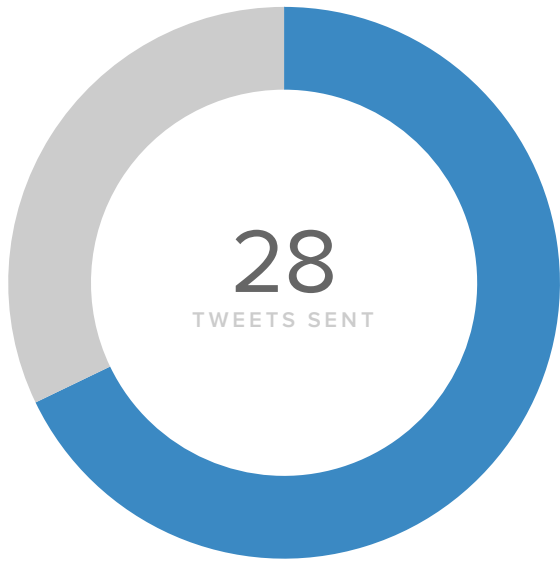
The number of messages you received increased by

▲ **50.0%**

since previous month

## Your Content & Engagement Habits

### SENT MESSAGE CONTENT



0  
PLAIN TEXT

19  
PAGE LINKS

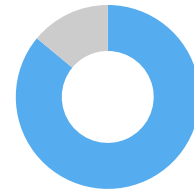
9  
PHOTO LINKS

### YOUR TWEETING BEHAVIOR



27%  
CONVERSATION

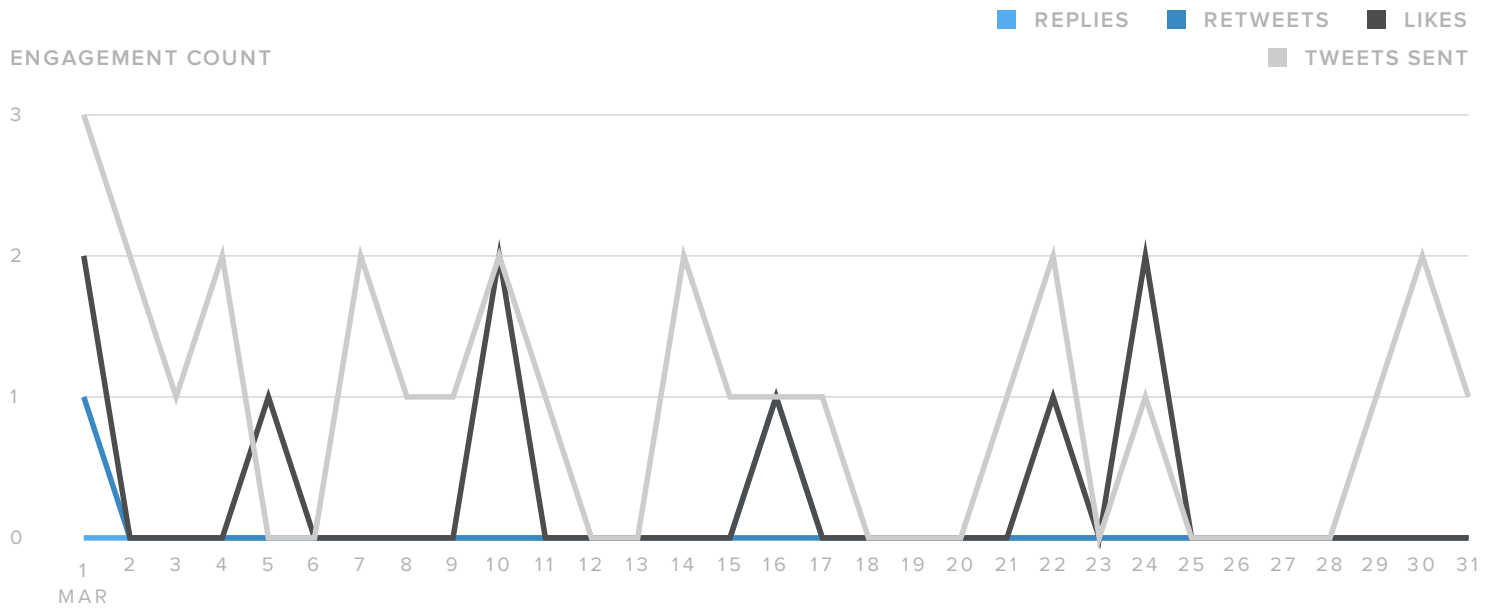
73%  
UPDATES



86%  
NEW CONTACTS

14%  
EXISTING CONTACTS

# Audience Engagement



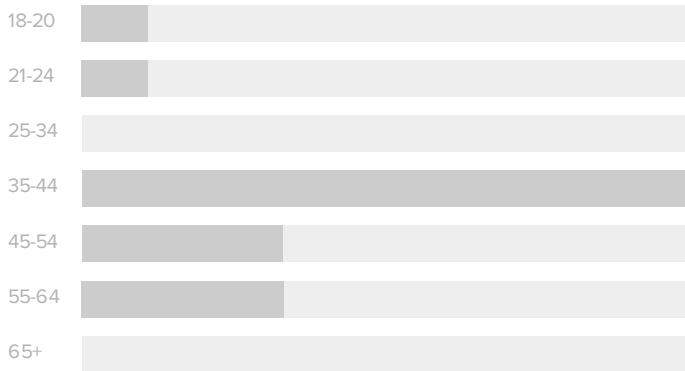
ENGAGEMENT METRICS	TOTALS
Replies	1
Retweets	1
Retweets with Comments	2
Likes	8
Engagements per Follower	0.1
Impressions per Follower	13.4
Engagements per Tweet	1.2
Impressions per Tweet	223.1
Engagements per Impression	0.5%

The number of engagements increased by **3.1%** since previous month

The number of impressions per Tweet increased by **169.4%** since previous month

# Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



45%

FEMALE FOLLOWERS

55%

MALE FOLLOWERS

Men between ages of 35-44 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
 @craft_art	466	1.1%	6,248	13.41	33	0.07	1	6