



GROUP REPORT from March 1, 2016 - March 31, 2016


 @HeirloomWood

 Heirloom Countertops

GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	936	
Sent Messages	53	
New Twitter Followers	4	
New Facebook Fans	796	

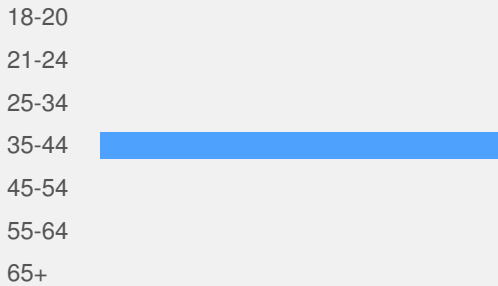
933 INTERACTIONS
 BY **899** UNIQUE USERS
34,454 POTENTIAL REACH




TWITTER STATS across all Twitter accounts




FOLLOWER DEMOGRAPHICS

 **35%** MALE FOLLOWERS
 **65%** FEMALE FOLLOWERS



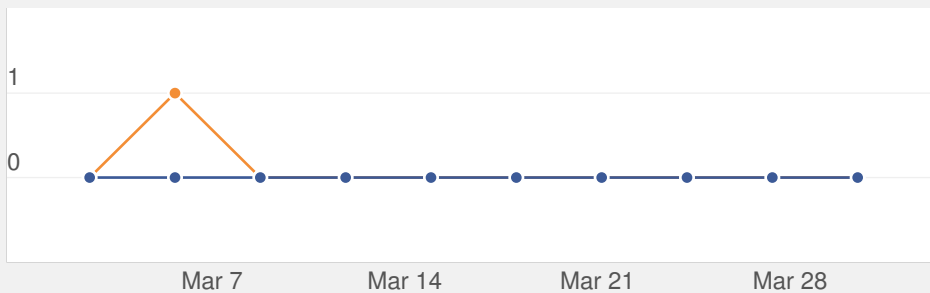
TWITTER STATS

 **4**
 New Twitter Followers in this time period


 **0** Link Clicks
 **1** Mentions
 **0** Retweets


DAILY INTERACTIONS


@MENTIONS 1 **RETWEETS 0**



OUTBOUND TWEET CONTENT

 **0** Plain Text

 **1** Links to Pages

 **2** Photo Links

FACEBOOK STATS across all Facebook pages

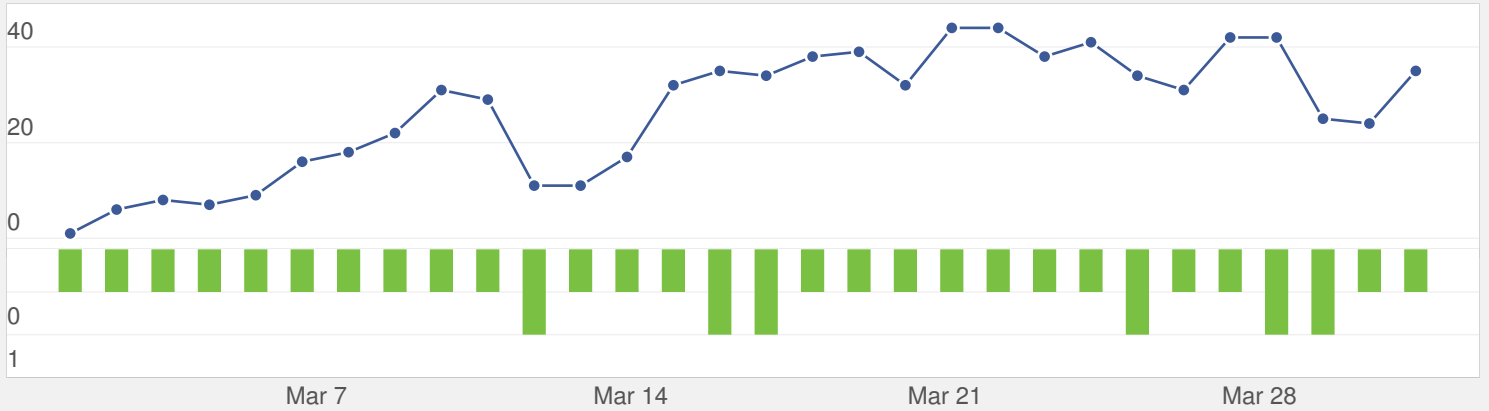


My Facebook Pages

801 Total Likes, and 215 people talking about this

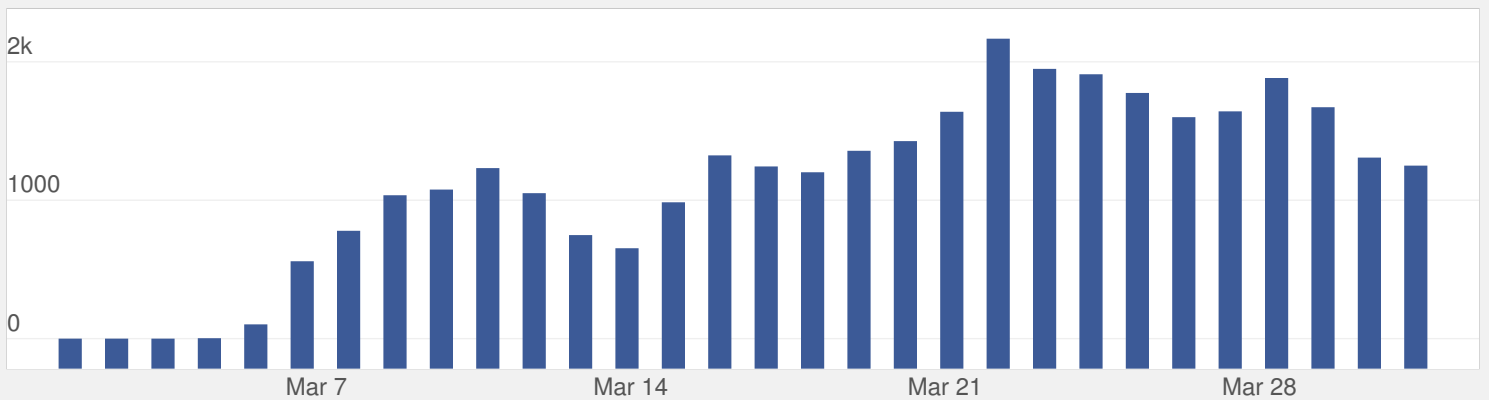
FAN GROWTH

New Fans 796 Unliked your Page 5

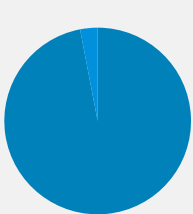


PAGE IMPRESSIONS

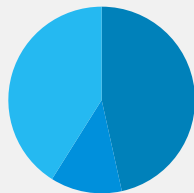
Impressions 33,574 by 25,275 users



IMPRESSIONS



- Fan 13.3k
- Page Post 416
- Coupon 0
- Checkin 0
- Question 0
- User Post 0
- Mention 0
- Other 0
- Event 0



- Paid 15.6k
- Organic 4.2k
- Viral 13.8k

BY DAY OF WEEK

AVG

TOTAL

Day	Avg Impressions	Total Impressions
Sun	1.0k	4.1k
Mon	1.2k	4.9k
Tue	1.2k	6.2k
Wed	1.0k	5.2k
Thu	1.1k	5.5k
Fri	997.8	4.0k
Sat	937.3	3.7k

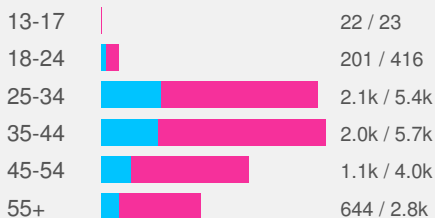
IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

TOP COUNTRIES

TOP CITIES



Country	Count
United States	24.1k
Mexico	44
Puerto Rico	25
Dominican Republic	23
South Africa	22

City	Count
Houston, TX	125
Chicago, IL	107
San Antonio, TX	105
Memphis, TN	103
El Paso, TX	80

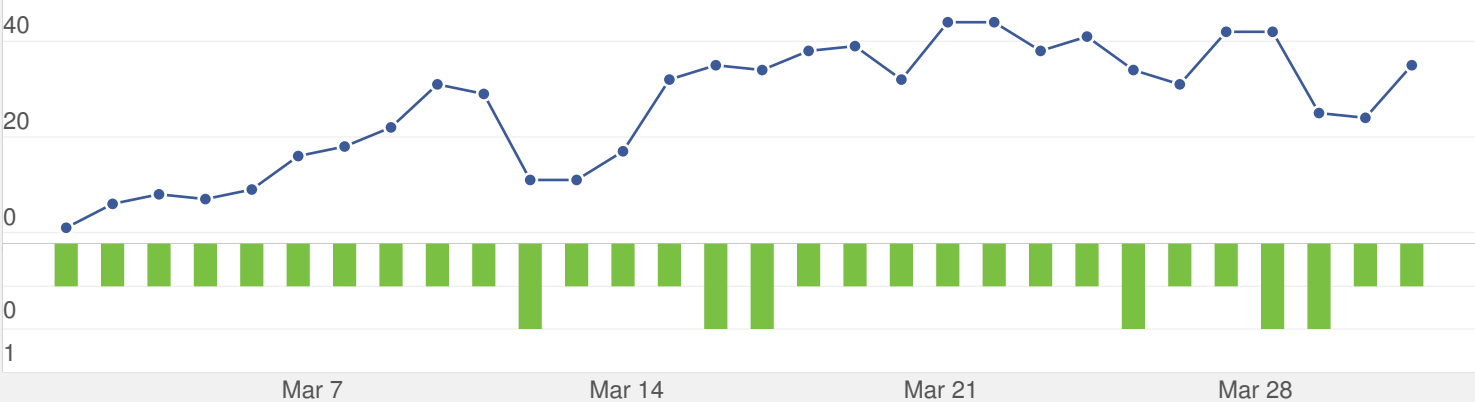


FACEBOOK PAGE REPORT

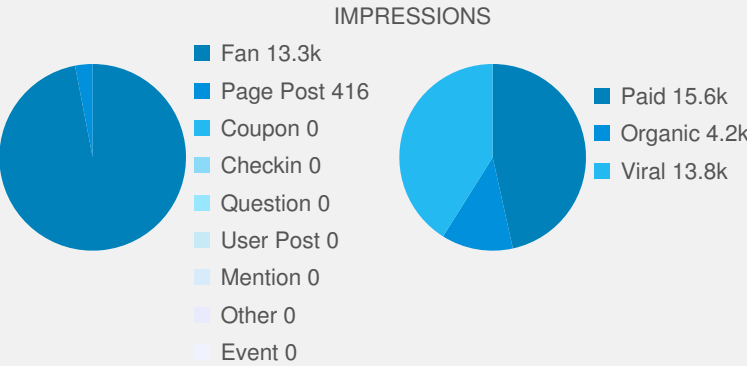
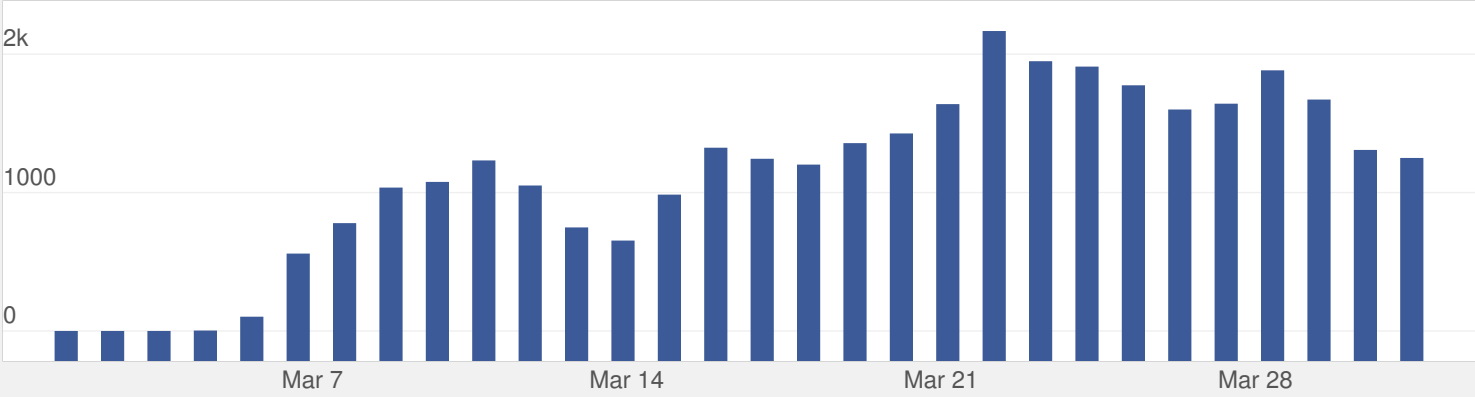
from March 1, 2016 - March 31, 2016

Heirloom Countertops

FAN GROWTH **797 Total Likes as of Mar 31, 2016** New Fans **796** Unliked your Page 5



PAGE IMPRESSIONS Impressions **33,574** by **25,275** users



	BY DAY OF WEEK	AVG	TOTAL
Sun		1.0k	4.1k
Mon		1.2k	4.9k
Tue		1.2k	6.2k
Wed		1.0k	5.2k
Thu		1.1k	5.5k
Fri		997.8	4.0k
Sat		937.3	3.7k

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

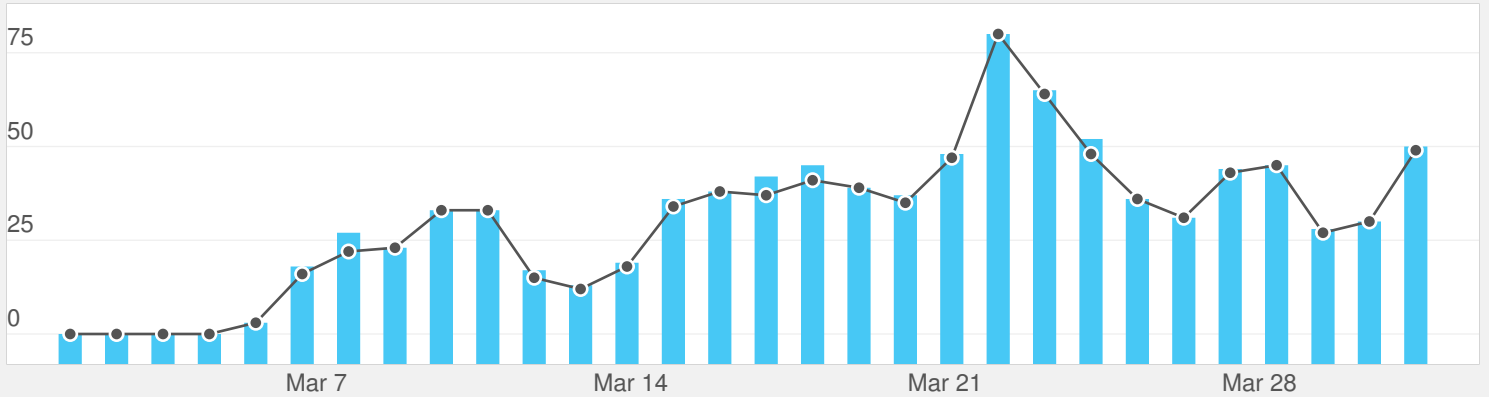


SHARING

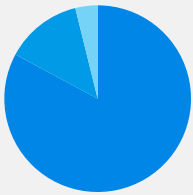
how people are sharing your content

STORIES

Stories Created **932** by **899** users



SHARE TYPE



- Fan 772
- Other 124
- Page Post 36
- Coupon 0
- Checkin 0
- Question 0
- User Post 0
- Mention 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	27	108
Mon	37.5	150
Tue	35.6	178
Wed	28.4	142
Thu	37.4	187
Fri	21.8	87
Sat	20	80

SHARER DEMOGRAPHICS

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

AGE & GENDER

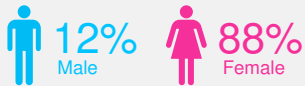
Age Group	Male	Female
13-17	0	1
18-24	0	1
25-34	23	141
35-44	18	132
45-54	18	114
55+	7	77

TOP COUNTRIES

United States 560

TOP LOCALES

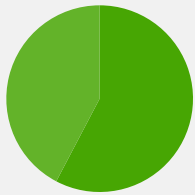
English (United States) 557
 Spanish (umbrella locale) 2
 English (United Kingdom) 1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 15
- Link 11

AVG

TOTAL

Reach	87.54	2.28k
People Talking About This	4.58	119
Engagement	6.28%	7.47%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
03/31/16	Mixing textures, colors and materials...	170	15	12	12	--	2	8.82%
03/30/16	It's no secret that a kitchen renovat...	132	7	4	4	--	--	5.3%
03/29/16	Accidentally spilled your glass of re...	67	4	2	2	--	--	5.97%
03/28/16	You might be giving your kitchen a go...	17	--	0	--	--	--	%
03/27/16	Have a HOPPY Easter!	38	2	0	--	--	--	5.26%
03/25/16	Heirloom isn't just for the kitchen! ...	49	3	1	1	--	--	6.12%
03/24/16	Now that we're in the swing of spring...	41	--	0	--	--	--	%
03/23/16	We're on Houzz! Are you? Check us out...	78	5	2	2	--	--	6.41%
03/22/16	Did you know that Black Walnut wood d...	495	72	63	62	--	2	14.55%
03/21/16	Happy Spring! 'Tis the season for pas...	58	1	1	1	--	--	1.72%
03/18/16	We're so excited for the first day of...	87	5	2	2	--	--	5.75%
03/17/16	Have a happy (& delicious) holiday!	94	1	1	1	--	--	1.06%
03/16/16	Have you seen Heirloom Countertops at...	83	9	4	4	--	--	10.84%
03/15/16	The Annual Pinterest 100 List is here...	70	1	1	1	--	--	1.43%
03/14/16	May your coffee be strong & your Mond...	84	6	2	2	--	--	7.14%
03/11/16	What will you be whipping up this wee...	104	5	1	1	--	--	4.81%
03/10/16	So dreamy! Which one is your favorite?	77	1	1	1	--	1	1.3%
03/09/16	Since it's only Wednesday, go for tha...	74	5	1	1	--	--	6.76%
03/08/16	Making a white kitchen feel 'warm' is...	72	1	1	--	--	1	1.39%
03/07/16	Bamboo or Black Walnut: What's your s...	64	5	4	2	1	1	7.81%
03/04/16	Storage in your kitchen is SO important!	67	4	4	2	--	2	5.97%
03/03/16	Black Walnut is so timeless! You can ...	65	13	10	9	1	2	20%
03/02/16	Heirloom Countertops aren't just for ...	54	4	1	1	--	--	7.41%
03/01/16	Do you take #relationshipadvice from ...	48	--	0	--	--	--	%



Instagram Profiles Report

for heirloomcountertops

Mar 01, 2016 - Mar 31, 2016

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

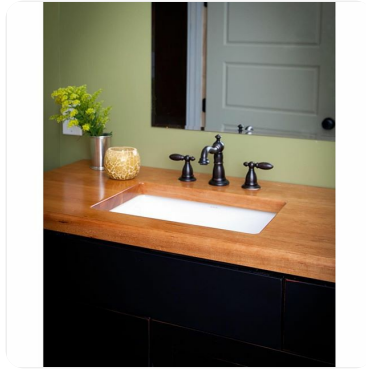
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Top Instagram Posts



@heirloomcountertops

38 Engagements



@heirloomcountertops

27 Engagements



@heirloomcountertops

21 Engagements

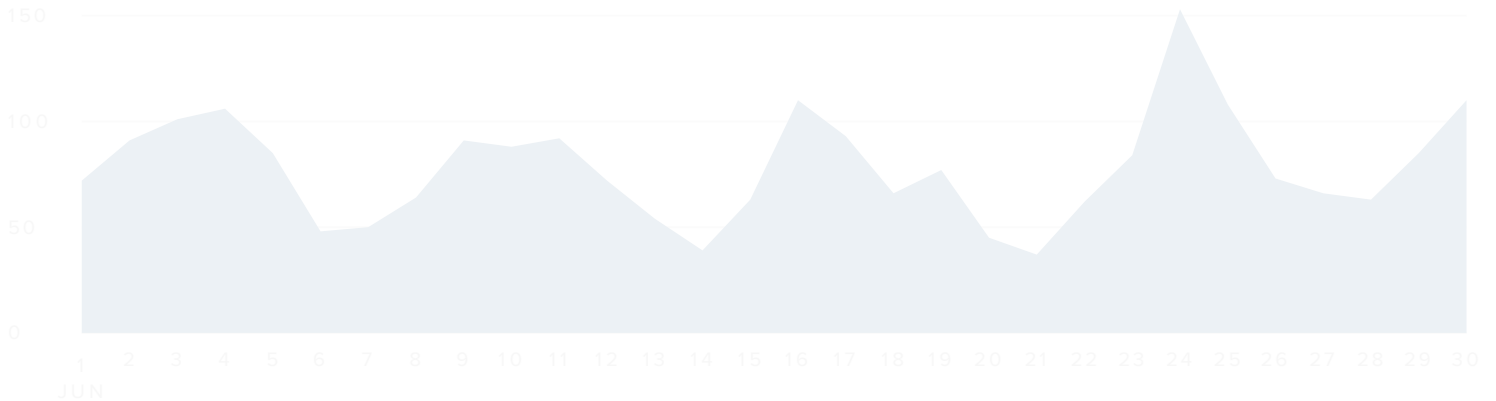
Audience Growth

AUDIENCE GROWTH, BY DAY

FOLLOWERS GAINED

INCOMPLETE DATA

A profile was disconnected for an extended amount of time during this report period.



FOLLOWER METRICS

TOTALS

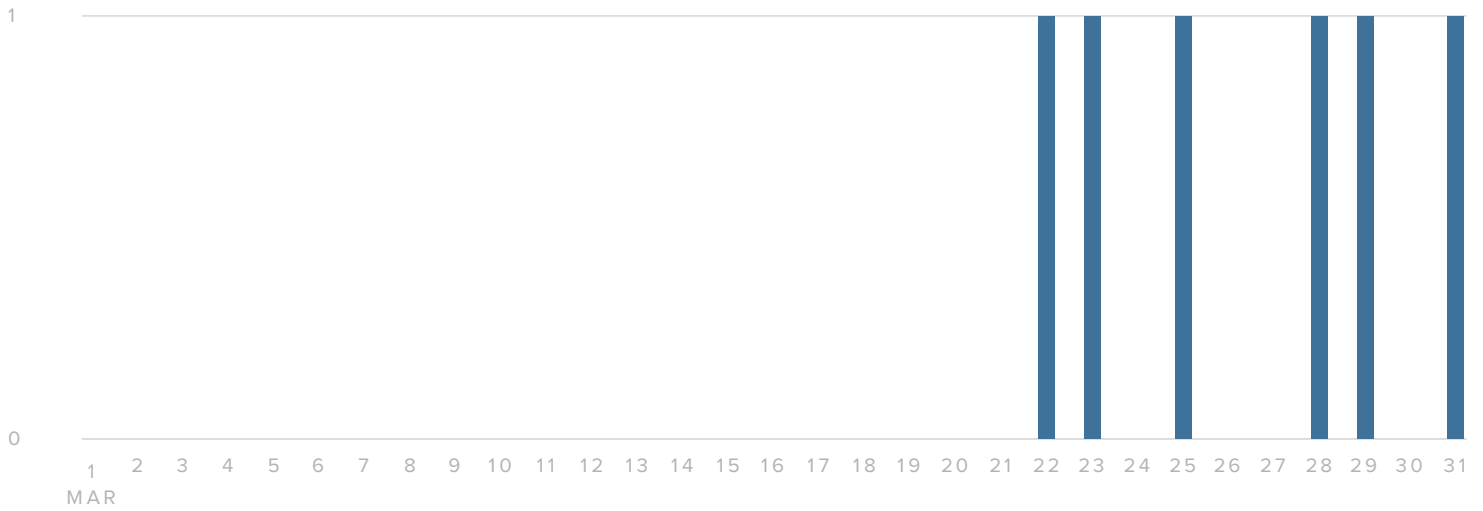
Total Followers	46
Followers Gained	2
People that you Followed	—

Your new followers increased by

since previous month

Publishing Behavior

MEDIA PER DAY



PUBLISHING METRICS

TOTALS

Photos	6
Videos	—
Total Media	6

The number of media you sent increased by



since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

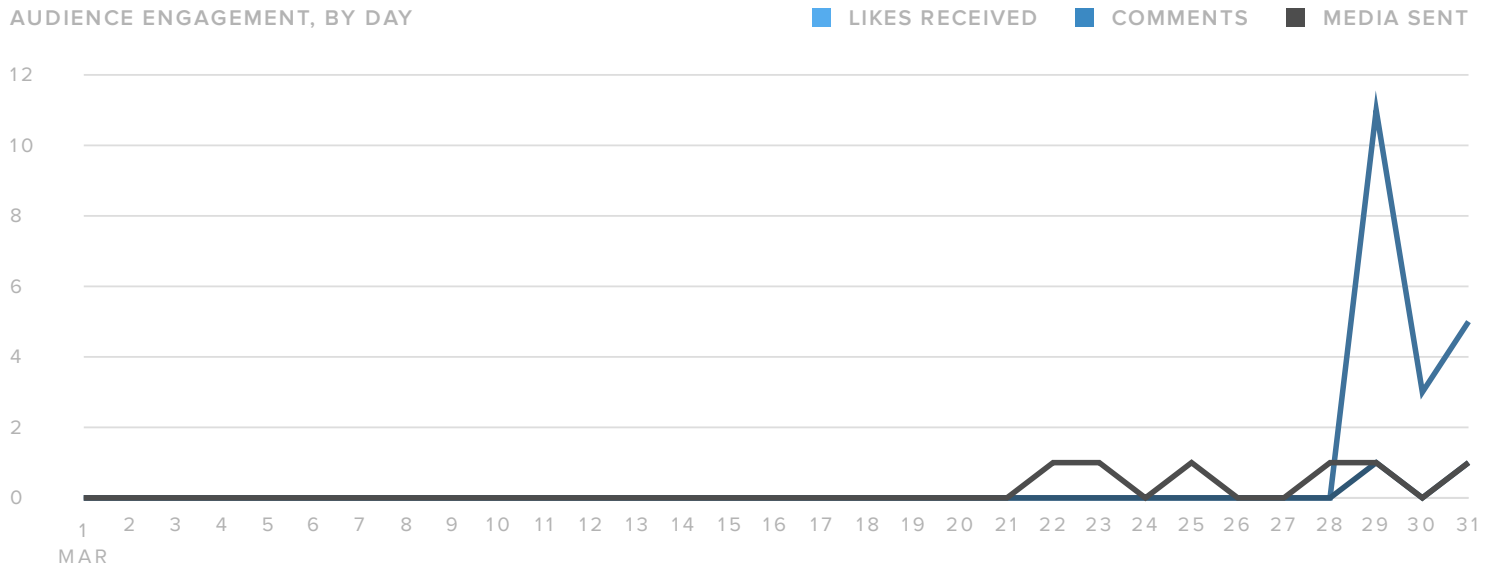
#woodworking	2
#countertops	2
#wood	2
#kitchen	2
#remodel	2
#heirloom	2
#thehomedepot	1
#kitcheninspo	1
#designinspo	1
#decorating	1

MOST ENGAGED HASHTAGS

#heirloom	20
#remodel	20
#newhome	20
#wood	20
#woodworking	20
#thehomedepot	20
#homedepot	15
#kitchen	15
#wine	15
#tuesdaytip	12

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	19
Comments Received	2
Total Engagements	21
Engagements per Follower	0.5
Engagements per Media	3.5


The number of engagements increased by



The number of engagements per media increased by



Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 heirloomcountertops	46	–	46	6	2	21	3.5	0.46



Twitter Profiles Report

for @HeirloomWood

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.

sproutsocial

Twitter Activity Overview



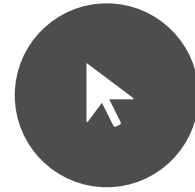
535

ORGANIC IMPRESSIONS



5

TOTAL ENGAGEMENTS



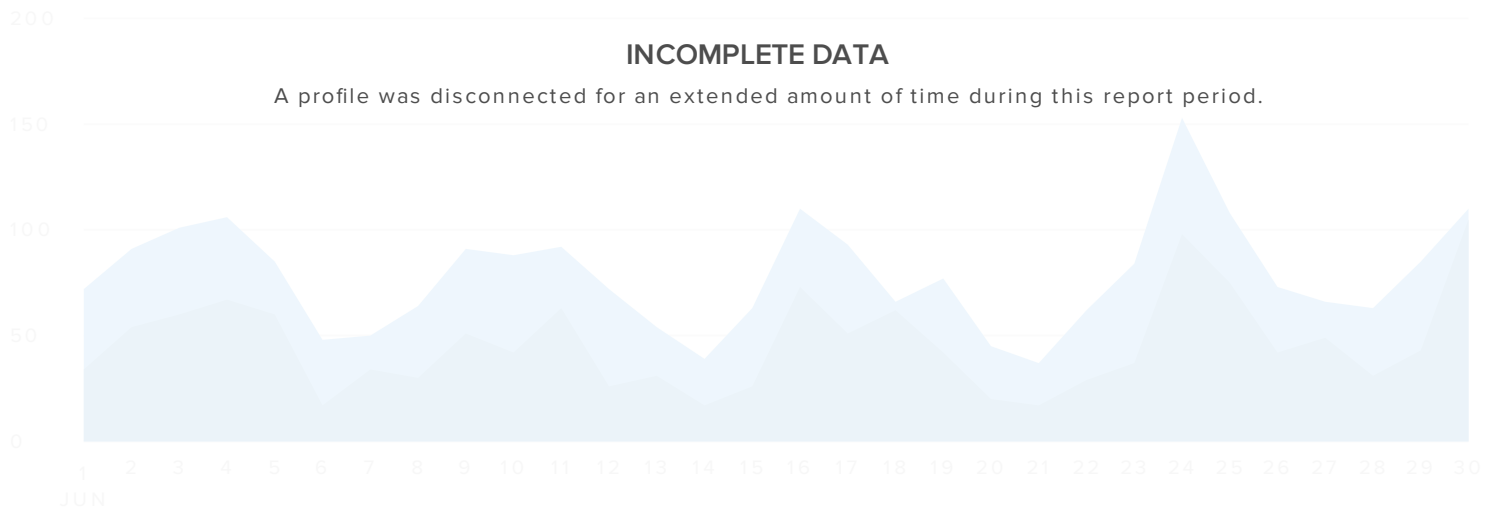
-

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY

■ NEW FOLLOWER ALERTS
■ ACTUAL FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

62

New Follower alerts

4

Actual Followers gained

-1

People that you followed

202

Your new followers increased by

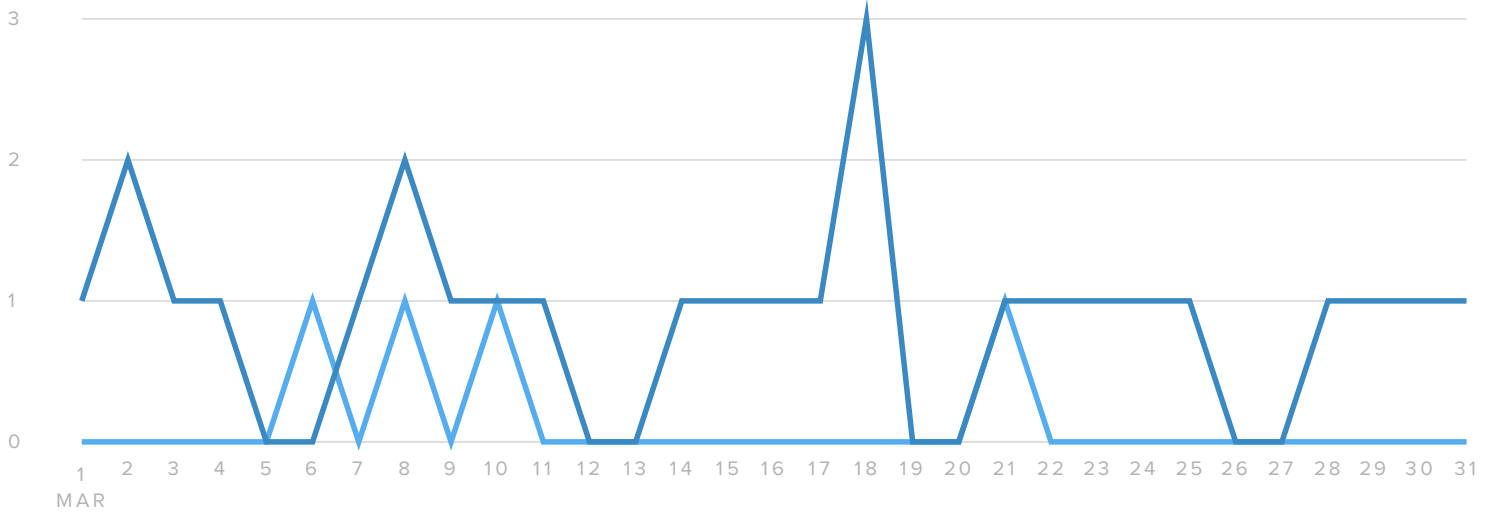


since previous month

Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	27
Direct Messages sent	-
Total Sent	27
Mentions received	1
Direct Messages received	3
Total Received	4

The number of messages you sent increased by

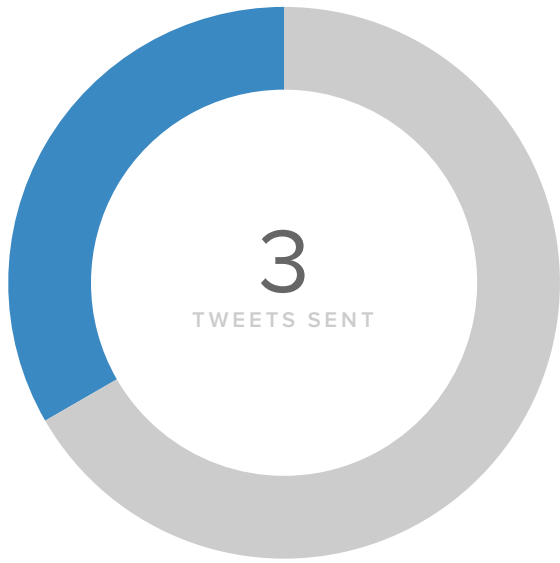
▲ 285.7%
since previous month

The number of messages you received decreased by

▼ 20.0%
since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



0

PLAIN TEXT

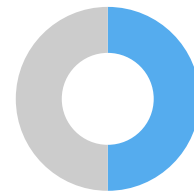
1

PAGE LINKS

2

PHOTO LINKS

YOUR TWEETING BEHAVIOR



50%

CONVERSATION

50%

UPDATES



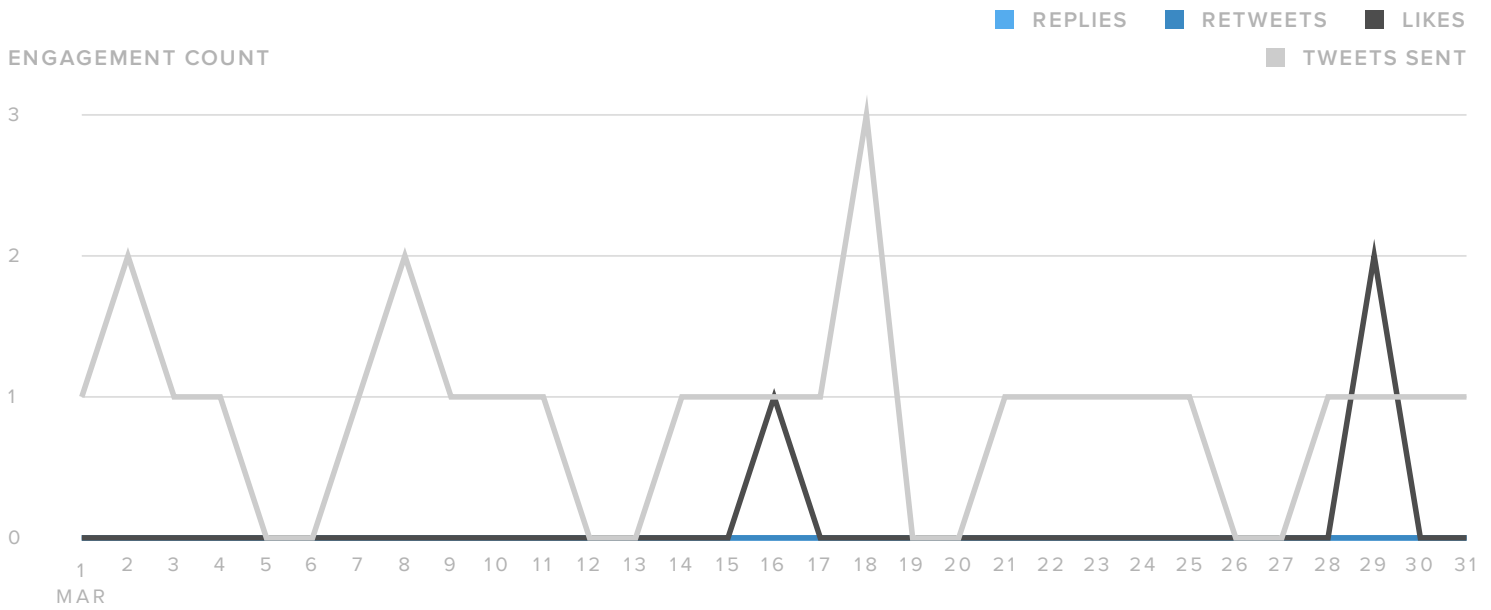
46%

NEW CONTACTS

54%

EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	—
Retweets	—
Retweets with Comments	—
Likes	3
Engagements per Follower	0.1
Impressions per Follower	8.6
Engagements per Tweet	0.2
Impressions per Tweet	19.8
Engagements per Impression	0.9%

The number of engagements increased by



The number of impressions per Tweet increased by



Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



65%


FEMALE FOLLOWERS

35%

MALE FOLLOWERS

Women 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
 @HeirloomWood	62	–	535	8.63	5	0.08	–	–