

FACEBOOK PAGE REPORT

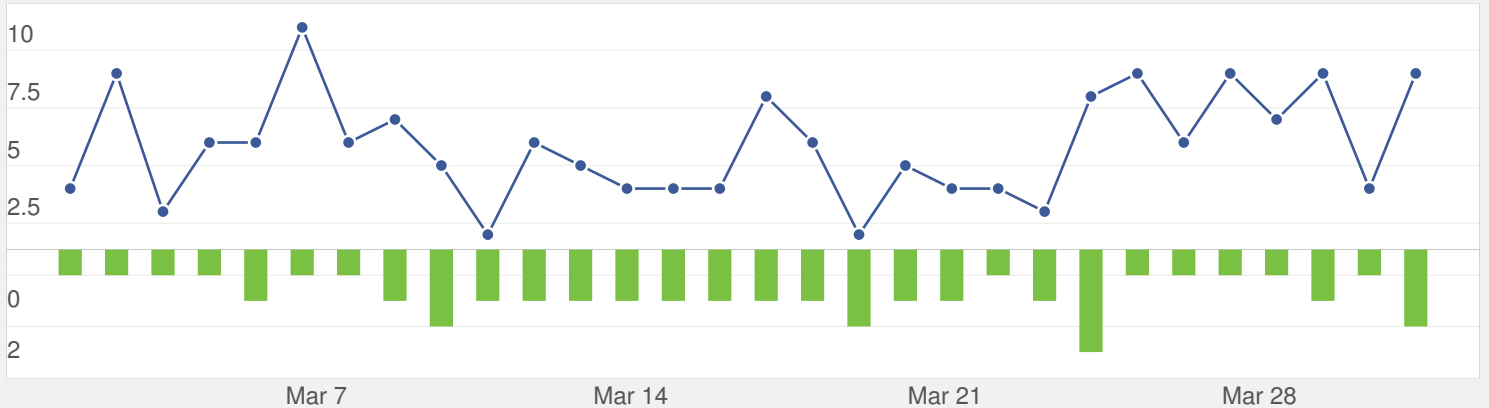
from March 1, 2016 - March 31, 2016



FAN GROWTH

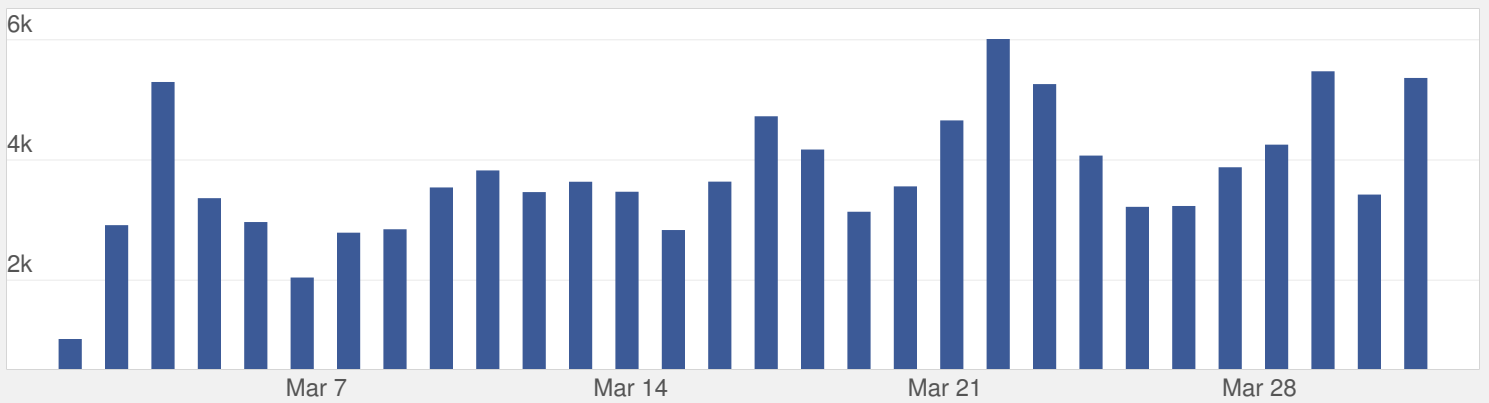
6.45k Total Likes as of Mar 31, 2016

New Fans 174 Unliked your Page 22

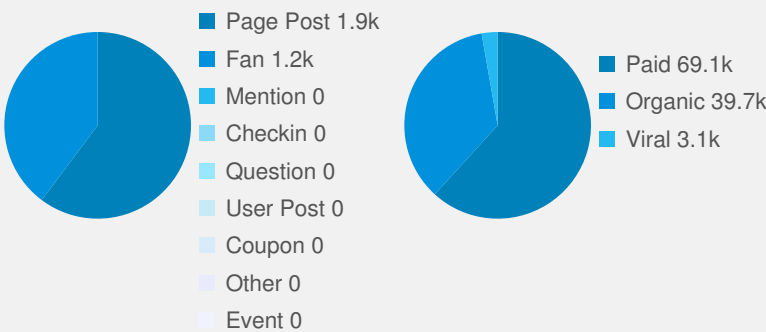


PAGE IMPRESSIONS

Impressions 112,133 by 68,220 users



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	3.3k	13.3k
Mon	3.6k	14.5k
Tue	3.6k	17.9k
Wed	3.6k	18.1k
Thu	4.6k	22.9k
Fri	3.3k	13.0k
Sat	3.1k	12.3k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Impressions
United States	63.5k
China	566
Taiwan	418
Hong Kong	136
Canada	86

TOP CITIES

City	Impressions
New York, NY	7.4k
Chicago, IL	7.0k
Houston, TX	6.6k
Los Angeles, CA	3.5k
Dallas, TX	3.1k

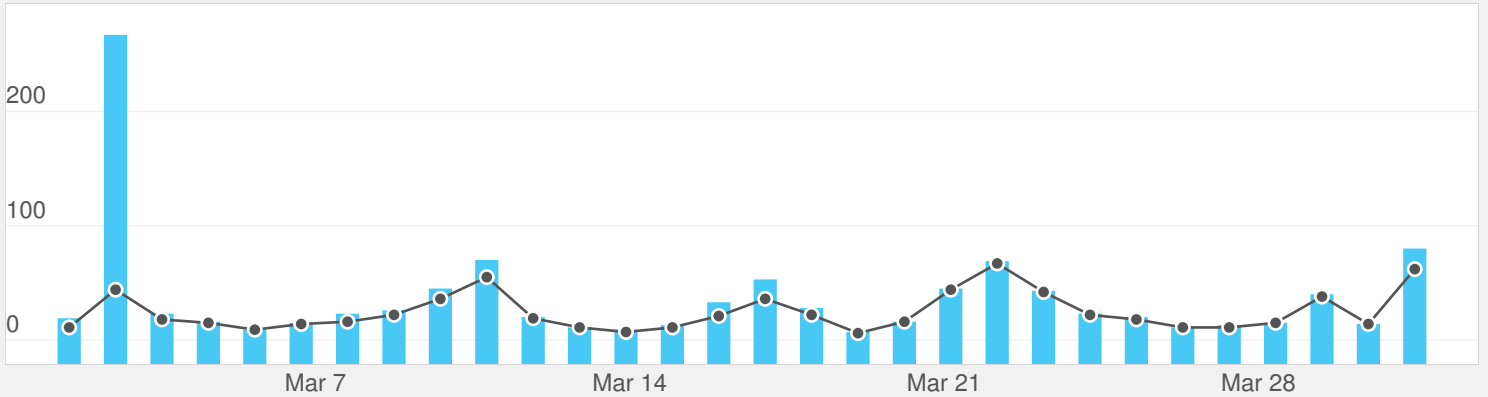


SHARING

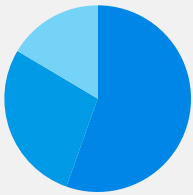
how people are sharing your content

STORIES

Stories Created 1,075 by 733 users



SHARE TYPE



- Other 596
- Page Post 302
- Fan 177
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	13.3	53
Mon	26.8	107
Tue	31.6	158
Wed	78.8	394
Thu	51.6	258
Fri	17.5	70
Sat	8.8	35

SHARER DEMOGRAPHICS

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

AGE & GENDER

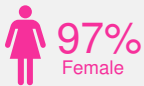
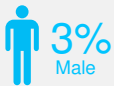
Age Group	Count
13-17	1
18-24	6
25-34	1 / 44
35-44	5 / 58
45-54	1 / 72
55+	2 / 98

TOP COUNTRIES

Country	Count
United States	298
Brazil	6
Taiwan	4
China	3
Canada	2

TOP LOCALES

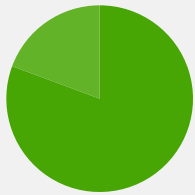
Locale	Count
English (United States)	289
Spanish (umbrella locale)	8
Portuguese (Brazil)	6
Chinese (Taiwan)	4
Thai (Thailand)	3



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 25
- Link 6

AVG

TOTAL

Reach	1.37k	42.32k
People Talking About This	16	496
Engagement	4.48%	4.71%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
03/31/16	**CONTEST ALERT** Tomorrow is 'Natio...	1.2k	102	60	32	47	4	8.27%
03/30/16	We've got lots of exciting news to sh...	423	7	4	4	--	--	1.65%
03/29/16	Who wants to win a pair of Ja-Vie's?!...	926	84	29	26	1	3	9.07%
03/29/16	One beautiful shoe, six amazing benef...	291	1	0	--	--	--	0.34%
03/28/16	Spring is a wonderful thing! What's y...	757	20	7	5	2	1	2.64%
03/27/16	Have a HOPPY Easter, Ja-Vie Gals!	305	3	1	1	1	--	0.98%
03/25/16	Easter accessories. 'Tis the season f...	503	13	9	9	--	--	2.58%
03/24/16	Getting into the swing of spring! Ou...	419	8	7	7	--	--	1.91%
03/23/16	What's your ideal spring ensemble?	717	32	22	19	2	2	4.46%
03/22/16	While the temperatures outside don't ...	384	9	6	6	--	1	2.34%
03/22/16	Today is the LAST day of our Spring F...	219	2	1	1	--	--	0.91%
03/21/16	This Ja-Vie Gal sure knows how to do ...	573	9	7	7	--	--	1.57%
03/20/16	Happy Spring! We're celebrating the n...	2.5k	258	114	107	4	9	10.21%
03/18/16	Where are you heading for Spring Brea...	366	10	2	2	--	--	2.73%
03/17/16	Ja-Vie is at the Hipnotique Boutique ...	763	49	26	23	7	--	6.42%
03/17/16	Are you rocking your green gear today...	398	7	3	3	1	--	1.76%
03/16/16	'Tis the season for pastels! Our new ...	471	12	7	7	--	--	2.55%
03/16/16	Tomorrow is the last day to enter our...	366	30	13	12	2	--	8.2%
03/15/16	"You can never go wrong with a little...	511	13	8	8	--	--	2.54%
03/14/16	Evoking a little sunshine with our sp...	392	7	3	3	1	--	1.79%
03/11/16	Wishing you all a fabulous weekend! ...	446	14	7	7	--	--	3.14%
03/10/16	*CONTEST ALERT!* Think you have the ...	1.5k	138	74	42	48	9	9.06%
03/09/16	No matter how long the winter, spring...	333	10	6	4	2	--	3%
03/08/16	For all the gals out there who don't ...	262	45	19	17	2	--	17.18%