




GROUP REPORT


from April 1, 2016 - April 30, 2016


-  @craft_art
-  Craft-Art elegant ...
-  Craft-Art.com


GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	350	
Sent Messages	56	
New Twitter Followers	34	
New Facebook Fans	146	

357 INTERACTIONS 

BY **331 UNIQUE USERS** 

35,513 POTENTIAL REACH 

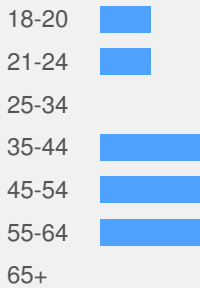
TWITTER STATS

across all Twitter accounts


FOLLOWER DEMOGRAPHICS

 **57%** MALE FOLLOWERS

 **43%** FEMALE FOLLOWERS



TWITTER STATS

 **34**
New Twitter Followers in this time period

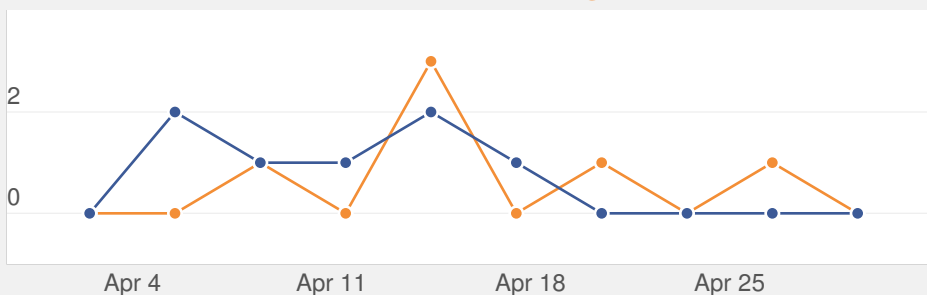
 **0**
Link Clicks

 **6**
Mentions

 **7**
Retweets


DAILY INTERACTIONS

@MENTIONS 6 **RETWEETS 7**



OUTBOUND TWEET CONTENT

 **0** Plain Text

 **22** Links to Pages

 **12** Photo Links

FACEBOOK STATS across all Facebook pages

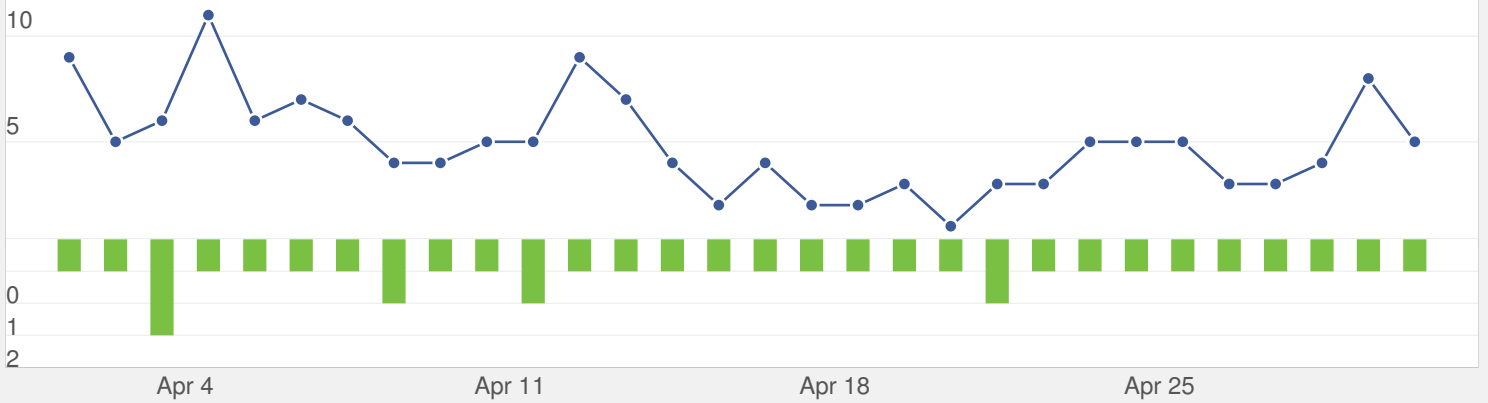


My Facebook Pages

1.24k Total Likes, and 50 people talking about this

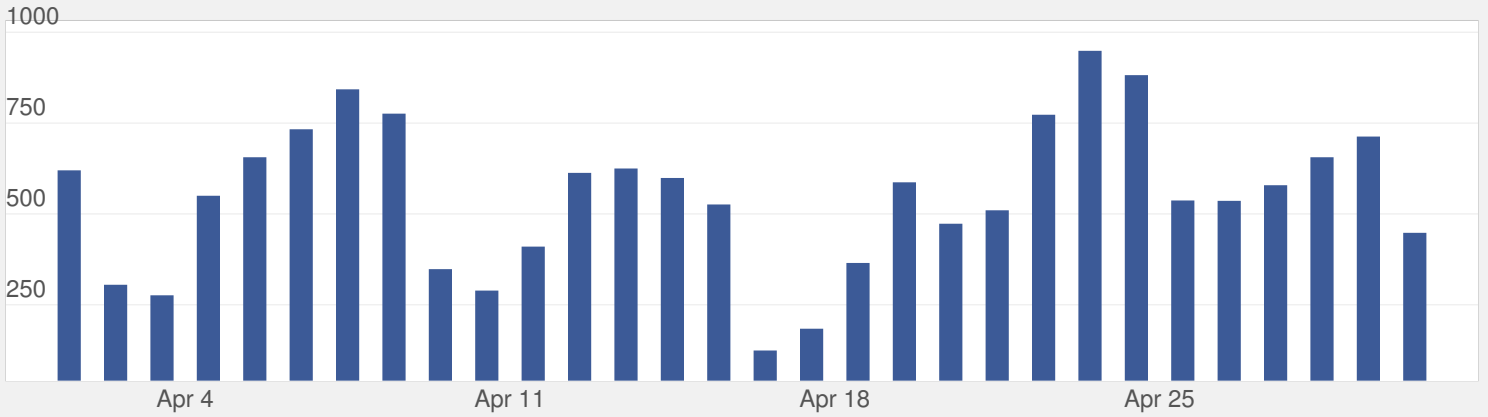
FAN GROWTH

New Fans 146 Unliked your Page 5

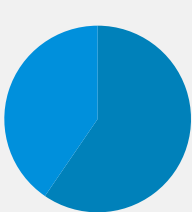


PAGE IMPRESSIONS

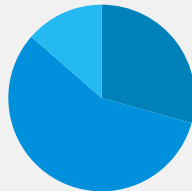
Impressions 16,485 by 9,649 users



IMPRESSIONS



- Fan 1.3k
- Page Post 902
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Other 0
- Event 0



- Paid 4.8k
- Organic 9.4k
- Viral 2.2k

BY DAY OF WEEK

AVG

TOTAL

Day	Avg	Total
Sun	407.8	1.6k
Mon	465.5	1.9k
Tue	598	2.4k
Wed	602.5	2.4k
Thu	652	2.6k
Fri	681.6	3.4k
Sat	434.8	2.2k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

TOP COUNTRIES

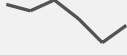



TOP CITIES

Age Group	Male	Female
13-17	21 / 6	
18-24	217 / 280	
25-34	951 / 1.3k	
35-44	1.2k / 1.3k	
45-54	871 / 1.2k	
55+	523 / 1.8k	

Country	Count
United States	9.1k
India	114
Canada	91
Mexico	58
Kuwait	17

City	Count
Atlanta, GA	164
Marietta, GA	103
Chicago, IL	85
Austin, TX	56
New York, NY	41



Web Traffic	5,029	
Social Traffic	37	
Twitter Posts	10	
Web Mentions	403	

Leading Social Traffic Source
Facebook **25 views**

TOP SOCIAL REFERRERS

- #1** RT @craft_art: A wood countertop or island can be as traditional or as modern as your heart desires! <https://t.co/zD1gECsic2> <https://t.co/b...>
[SENDesignGroup](http://www.craft-art.com) 632 followers · <http://www.craft-art.com>
- #2** A wooden prep table not only looks gorgeous, but adds functionality to any #kitchen! <https://t.co/zD1gECsic2> <https://t.co/HgxFPg9NxW>
[craft_art](http://www.craft-art.com) 479 followers · <http://www.craft-art.com>
- #3** A wooden prep table not only looks gorgeous, but adds functionality to any kitchen! <https://t.co/zD1gECsic2> <https://t.co/BXCijRQOpr>
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FACEBOOK PAGE REPORT

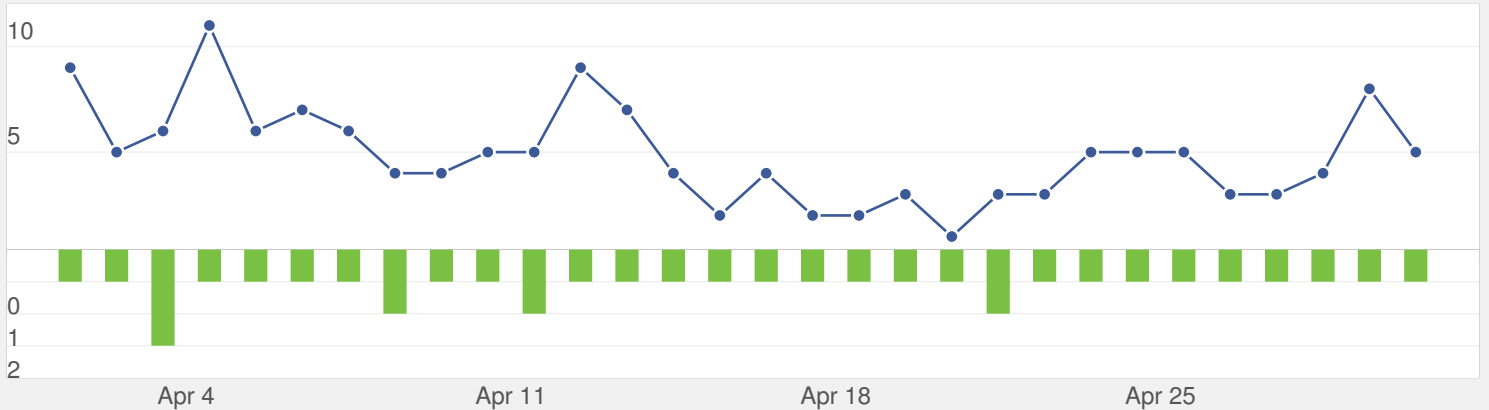
from April 1, 2016 - April 30, 2016

Craft-Art elegant surfaces

FAN GROWTH

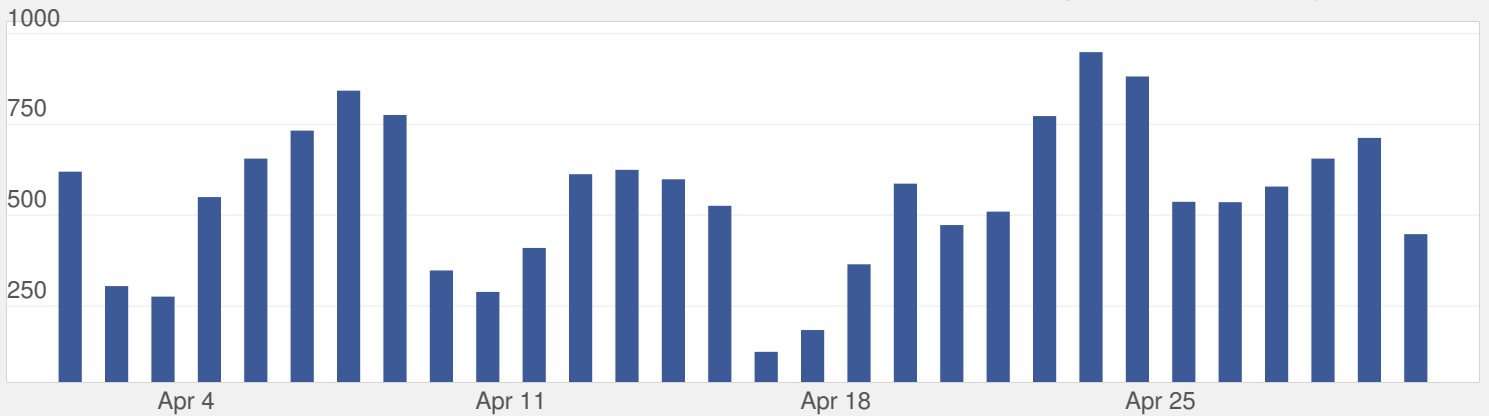
1.23k Total Likes as of Apr 30, 2016

New Fans 146 Unliked your Page 5

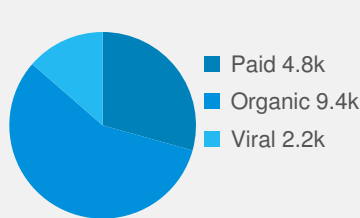
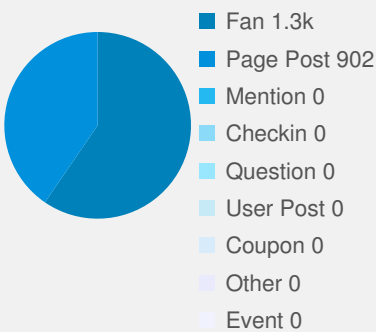


PAGE IMPRESSIONS

Impressions 16,485 by 9,649 users



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
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TOP COUNTRIES

United States	9.1k
India	114
Canada	91
Mexico	58
Kuwait	17

TOP CITIES

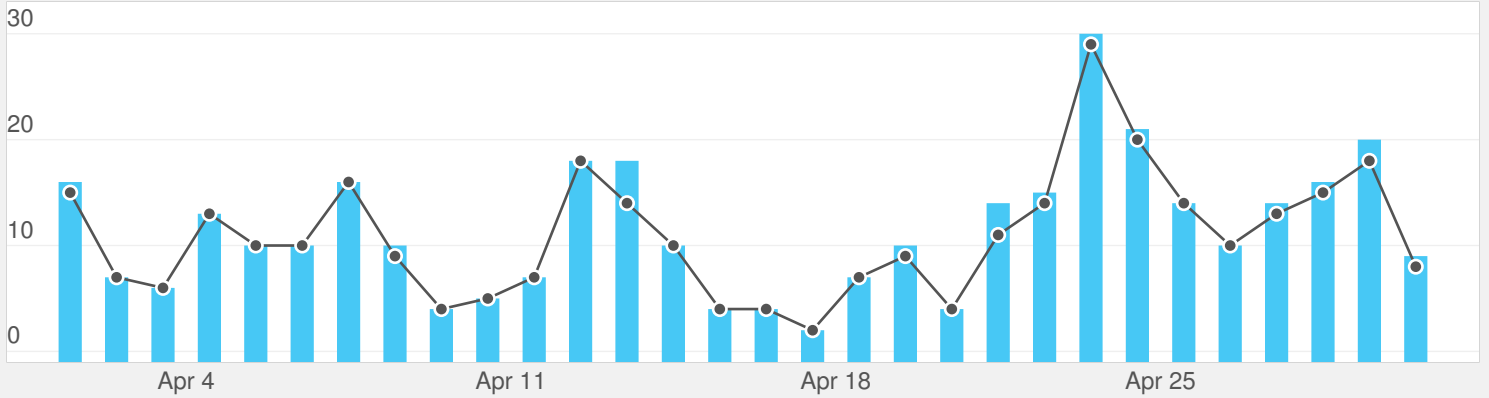
Atlanta, GA	164
Marietta, GA	103
Chicago, IL	85
Austin, TX	56
New York, NY	41



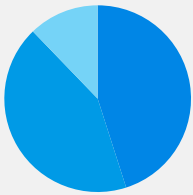
SHARING how people are sharing your content

STORIES

Stories Created **344** by 326 users



SHARE TYPE



- Other 155
- Fan 147
- Page Post 42
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0

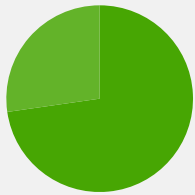
BY DAY OF WEEK

Day	Avg	Total
Sun	8.5	34
Mon	10.3	41
Tue	12	48
Wed	11.5	46
Thu	14	56
Fri	13	65
Sat	10.8	54

YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 16
- Link 6

	AVG	TOTAL
Reach	240.14	5.04k
People Talking About This	6.57	138
Engagement	3.92%	3.85%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
04/29/16	We're selling a Black Walnut End Grai...	300	17	8	7	--	2	5.67%
04/28/16	A behind the scenes sneak peek of thi...	259	16	11	11	2	1	6.18%
04/27/16	"Creativity is a wild mind & a discip...	183	10	7	7	--	1	5.46%
04/26/16	Does Mom love to spend all her free t...	119	7	4	2	2	--	5.88%
04/25/16	Happy Monday! We're shipping the firs...	156	2	1	1	--	--	1.28%
04/22/16	**GIVEAWAY ALERT!** In honor of Eart...	1.5k	63	53	48	7	5	4.14%
04/21/16	We love this mix of materials! (Desi...	166	5	4	4	--	--	3.01%
04/20/16	Refresh your space this spring with t...	97	2	2	2	--	--	2.06%
04/19/16	Thought you couldn't have wood by you...	190	7	4	2	2	--	3.68%
04/18/16	A little something we've been working...	234	11	8	7	--	2	4.7%
04/15/16	We'll cheers to that! Happy Friday, i...	161	5	1	1	--	--	3.11%
04/14/16	Looking for a modern touch in your ki...	--	--	--	--	--	--	%
04/13/16	Check out the before & after photos f...	60	9	5	5	2	--	15%
04/12/16	Behind the scenes with an espresso st...	255	10	7	7	--	1	3.92%
04/11/16	A wooden prep table not only looks go...	162	0	0	--	--	--	%
04/08/16	In case you needed a little inspirati...	150	3	2	2	--	1	2%
04/08/16	If you have to be a year older, you m...	145	3	1	1	--	--	2.07%
04/07/16	A wood countertop or island can be as...	256	8	7	7	--	1	3.13%
04/06/16	We're loving that backsplash tile! Wh...	94	3	3	3	--	--	3.19%
04/05/16	Knife storage inside the island? Yes,...	175	3	3	3	--	--	1.71%
04/04/16	Craft-Art wood makes excellent & stur...	198	1	1	1	--	--	0.51%
04/01/16	We agree, they're pretty mind-blowing...	163	9	6	6	--	--	5.52%



Instagram Profiles Report

for craftartcountertops

Apr 01, 2016 - Apr 30, 2016

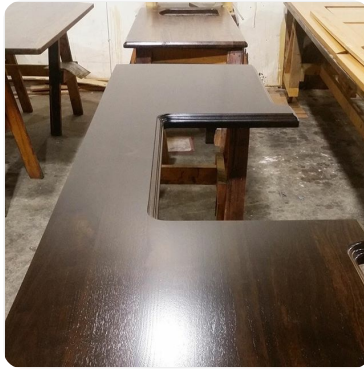
The Instagram Profiles Report gives you insight on all social activity across your Instagram accounts using a blend of Instagram metrics and proprietary metrics of our own.

Top Instagram Posts



@craftartcountertops

135 Engagements



@craftartcountertops

119 Engagements



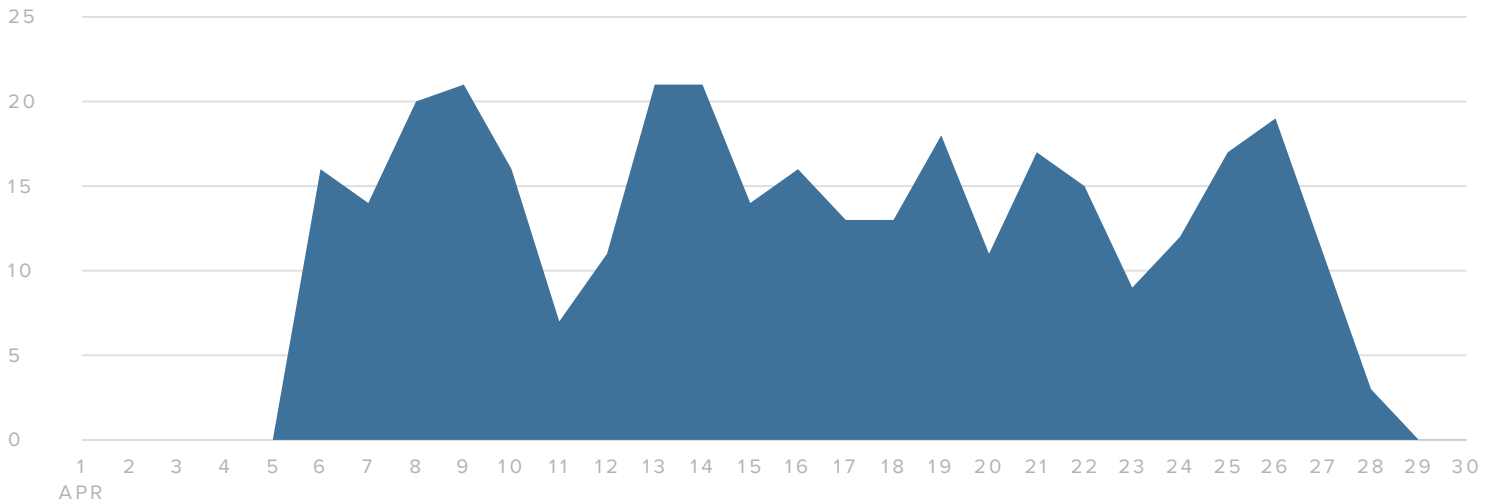
@craftartcountertops

116 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

547

Followers Gained

335

People that you Followed

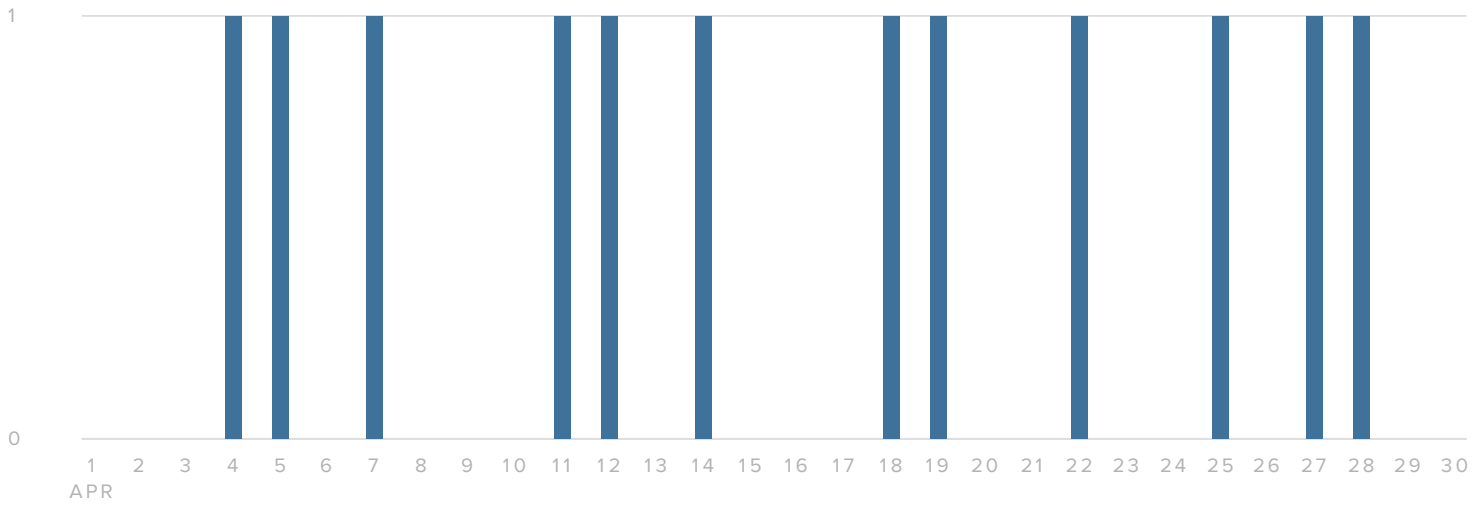
—

Your new followers increased by

—
since previous month

Publishing Behavior

MEDIA PER DAY



PUBLISHING METRICS

TOTALS

Photos	12
Videos	-
Total Media	12

The number of media you sent increased by

▲ 100.0%

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

#wood	9
#custom	6
#kitchen	6
#island	4
#countertop	4
#remodel	3
#bts	2
#blackwalnut	2
#design	2
#decor	2

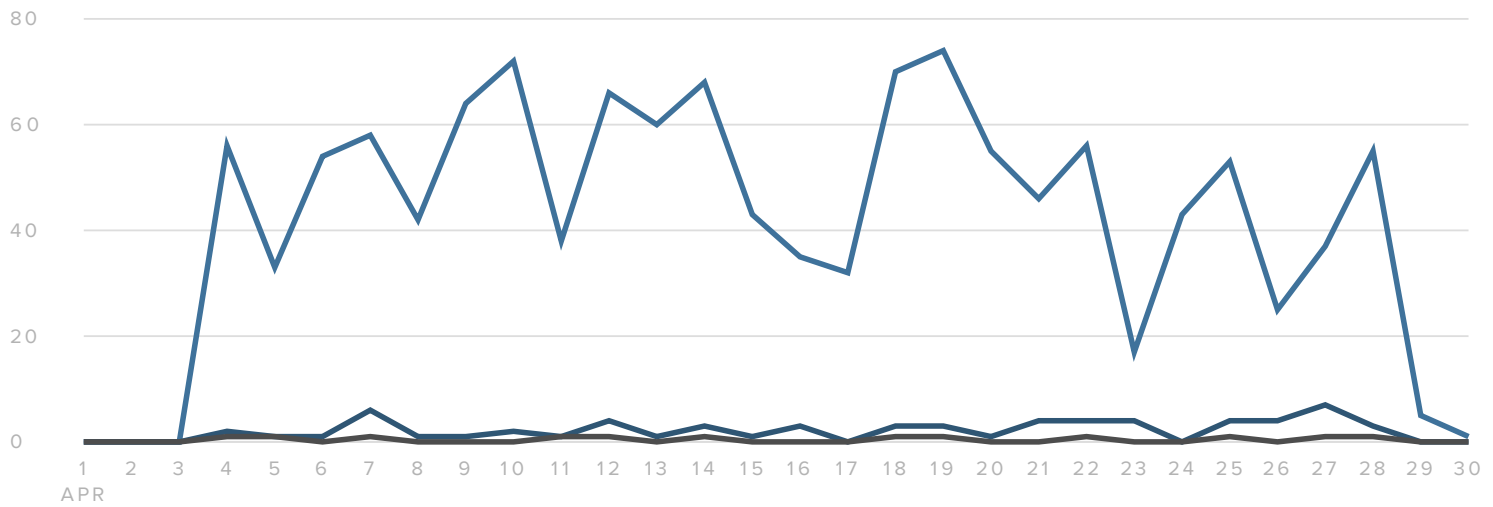
MOST ENGAGED HASHTAGS

#wood	323
#kitchen	241
#custom	227
#island	208
#countertop	159
#remodel	133
#woodworking	104
#newhome	103
#decor	97
#blackwalnut	82

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

LIKES RECEIVED COMMENTS MEDIA SENT



ENGAGEMENT METRICS

TOTALS

Likes Received	1,258
Comments Received	64
Total Engagements	1,322

The number of engagements increased by

▲ 2,442.3%

since previous month

Engagements per Follower

2.4

The number of engagements per media increased by

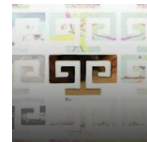
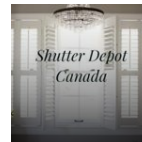
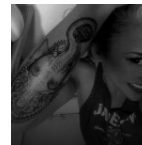
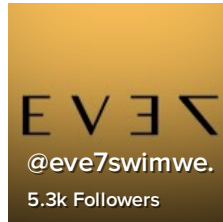
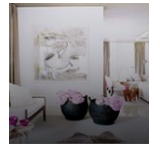
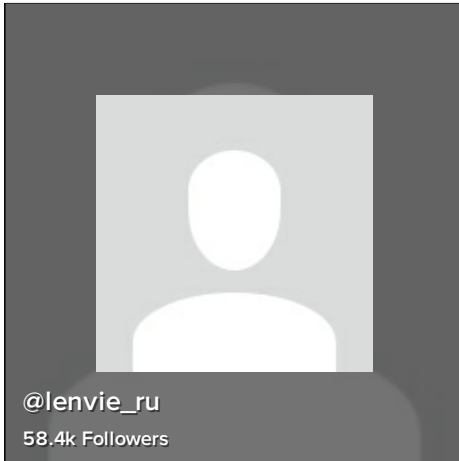
▲ 1,171.2%

since previous month


Engagements per Media

110.2

Top Influencers Engaged



Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 craftartcountertops	547	–	547	12	15	1,322	110.2	2.42



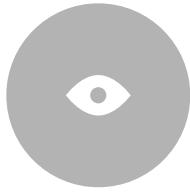
Twitter Profiles Report

for @craft_art

Apr 01, 2016 - Apr 30, 2016

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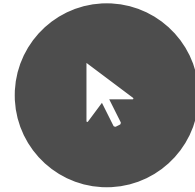
Twitter Activity Overview



7,671
ORGANIC IMPRESSIONS



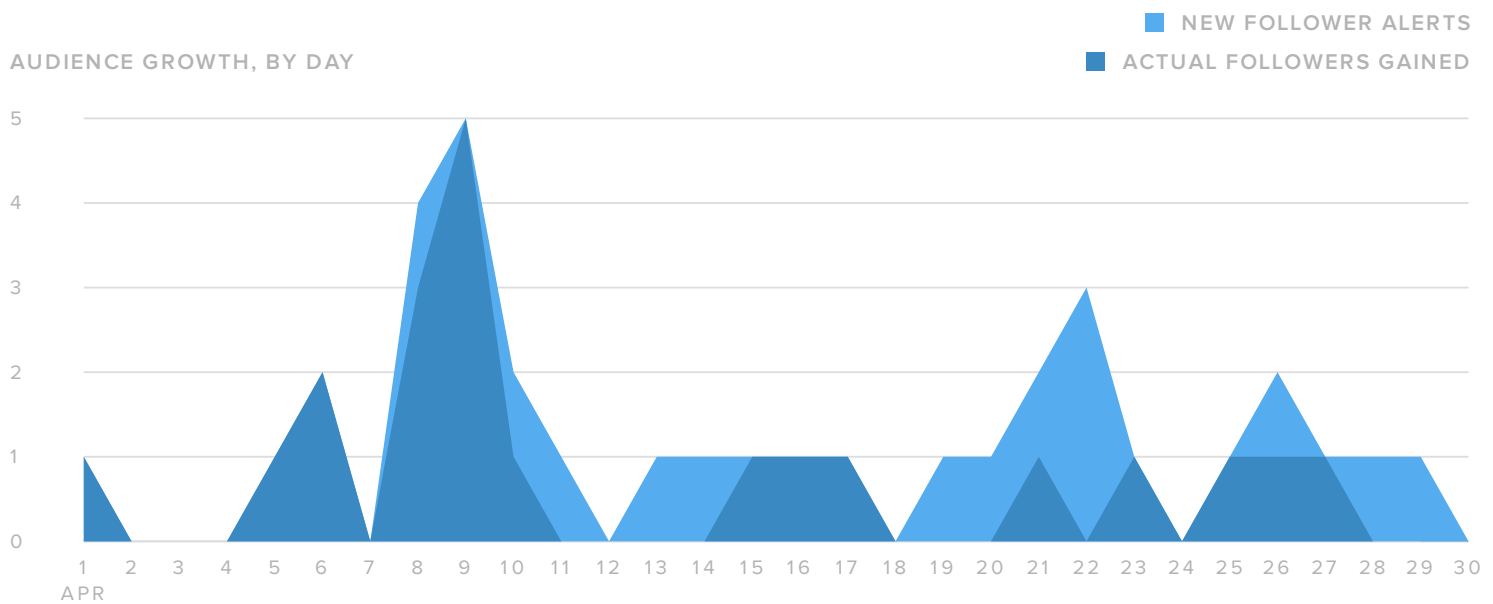
39
TOTAL ENGAGEMENTS



5
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers	472
New Follower alerts	34
Actual Followers gained	5
People that you followed	-

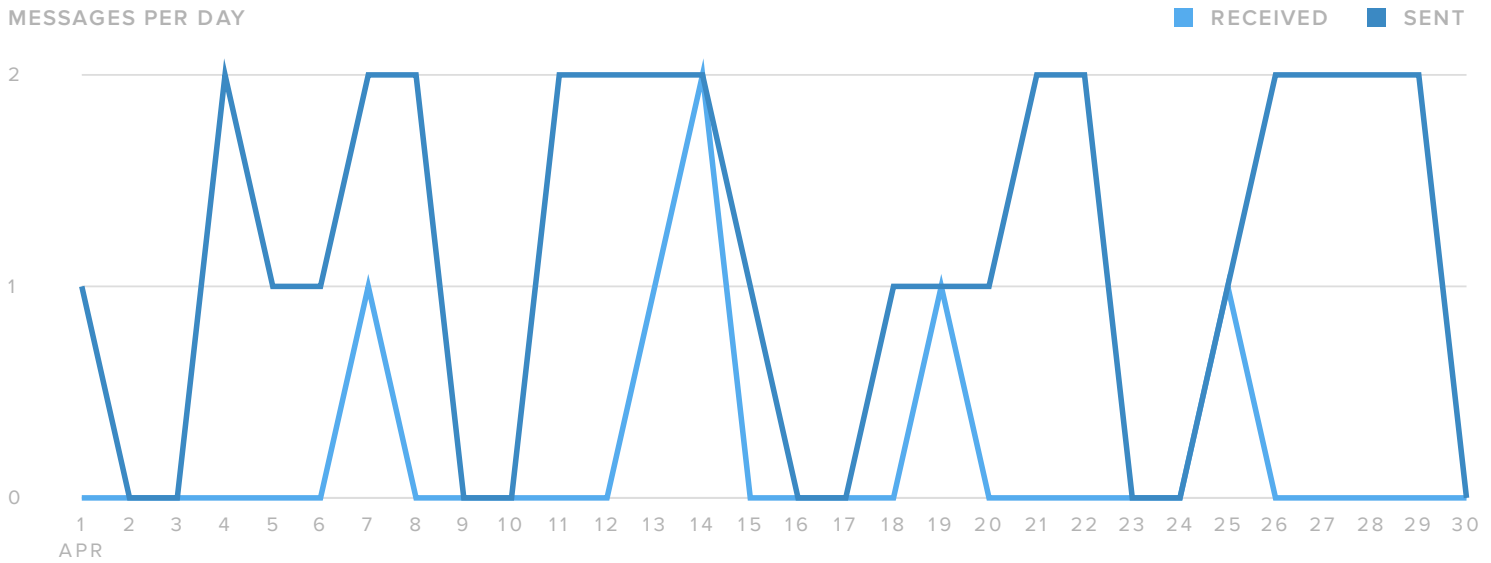
Your new followers increased by

▲ 150.0%

since previous month

Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS

TOTALS

Tweets sent	34
Direct Messages sent	-
Total Sent	34
Mentions received	6
Direct Messages received	-
Total Received	6

The number of messages you sent increased by

▲ **25.9%**

since previous month

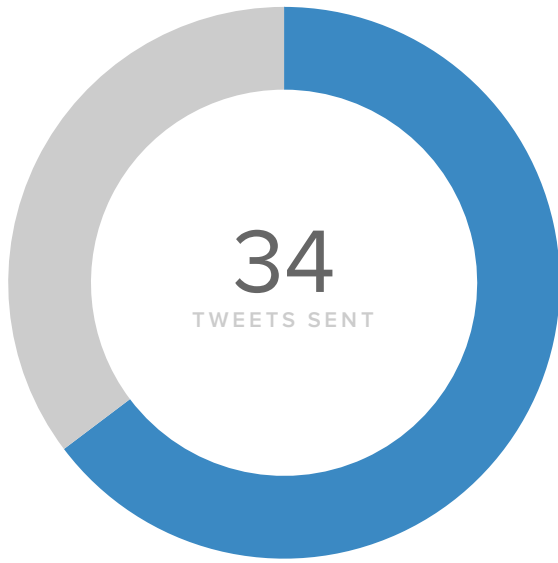
The number of messages you received increased by

▲ **100.0%**

since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



0
PLAIN TEXT

22
PAGE LINKS

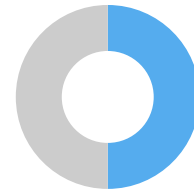
12
PHOTO LINKS

YOUR TWEETING BEHAVIOR



27%
CONVERSATION

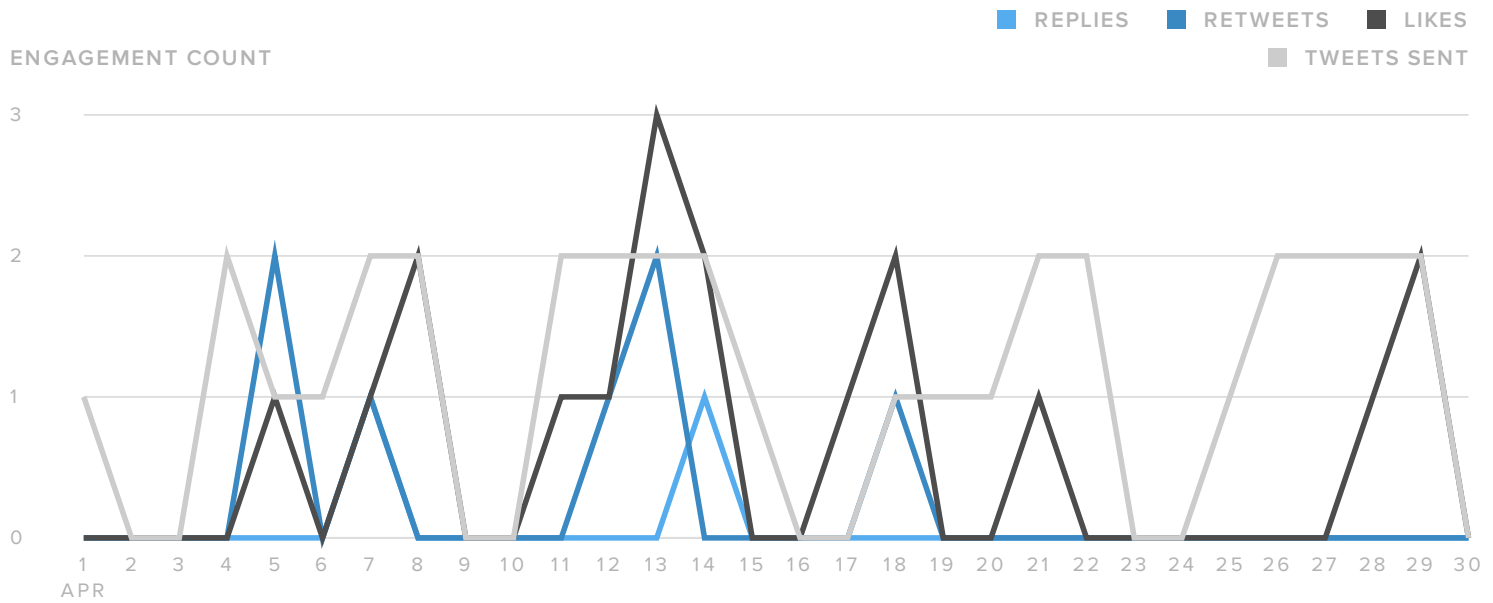
73%
UPDATES



50%
NEW CONTACTS

50%
EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	2
Retweets	7
Retweets with Comments	1
Likes	18
Engagements per Follower	0.1
Impressions per Follower	16.3
Engagements per Tweet	1.1
Impressions per Tweet	225.6
Engagements per Impression	0.5%

The number of engagements increased by

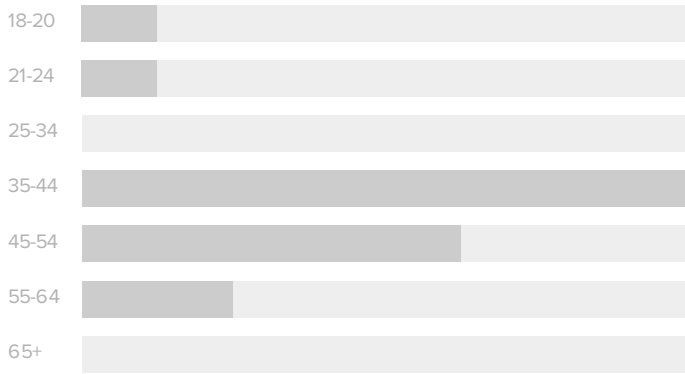
▲ 105.3%
since previous month

The number of impressions per Tweet decreased by

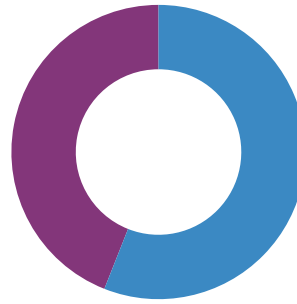
▼ 3.4%
since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



44%


FEMALE FOLLOWERS

56%

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	472	1.1%	7,671	16.25	39	0.08	7	5