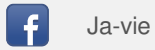


FACEBOOK PAGE REPORT

from April 1, 2016 - April 30, 2016

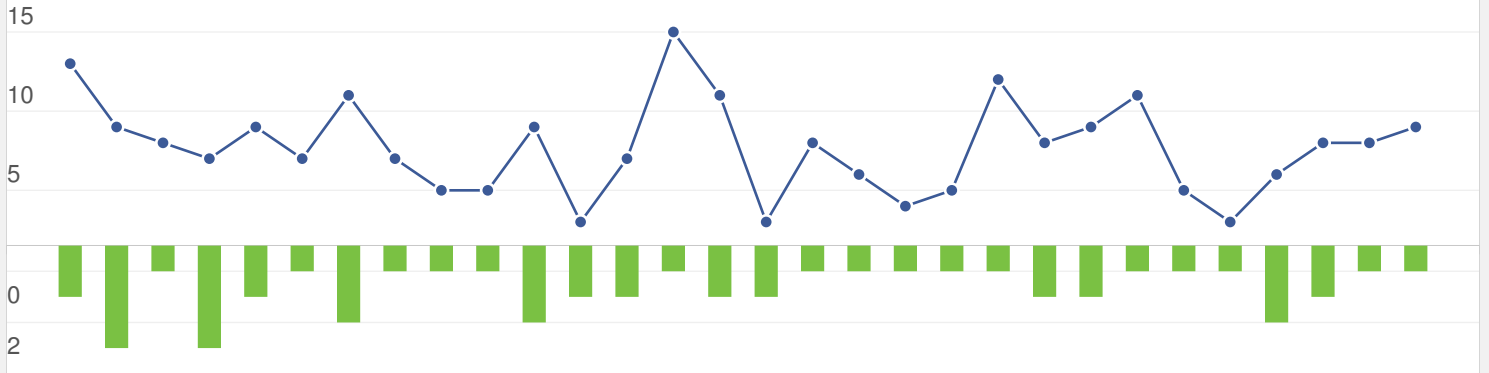


FAN GROWTH

6.66k Total Likes as of Apr 30, 2016

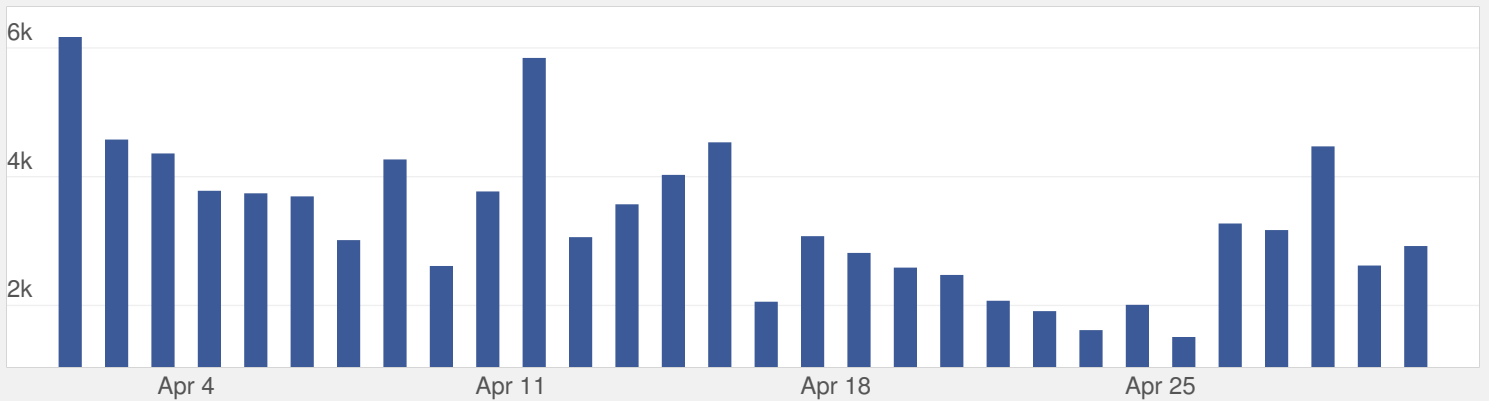
New Fans 231

Unliked your Page 21

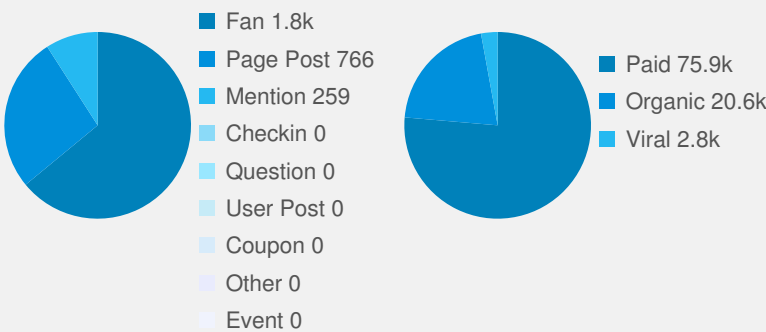


PAGE IMPRESSIONS

Impressions 99,623 by 62,565 users



IMPRESSIONS



BY DAY OF WEEK

| Day | Avg | Total |
|-----|------|-------|
| Sun | 3.3k | 13.2k |
| Mon | 3.5k | 14.0k |
| Tue | 3.2k | 12.7k |
| Wed | 3.2k | 12.9k |
| Thu | 3.4k | 13.6k |
| Fri | 3.9k | 19.5k |
| Sat | 2.8k | 13.8k |

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

| Age Group | Count / Total |
|-----------|---------------|
| 13-17 | 1 / 20 |
| 18-24 | 70 / 451 |
| 25-34 | 383 / 17.5k |
| 35-44 | 418 / 16.5k |
| 45-54 | 214 / 12.0k |
| 55+ | 239 / 12.8k |

TOP COUNTRIES

| Country | Count |
|---------------|-------|
| United States | 58.9k |
| China | 727 |
| Taiwan | 239 |
| Hong Kong | 97 |
| Singapore | 55 |

TOP CITIES

| City | Count |
|-----------------|-------|
| Chicago, IL | 10.1k |
| New York, NY | 7.6k |
| Houston, TX | 7.1k |
| Los Angeles, CA | 5.1k |
| Dallas, TX | 3.1k |

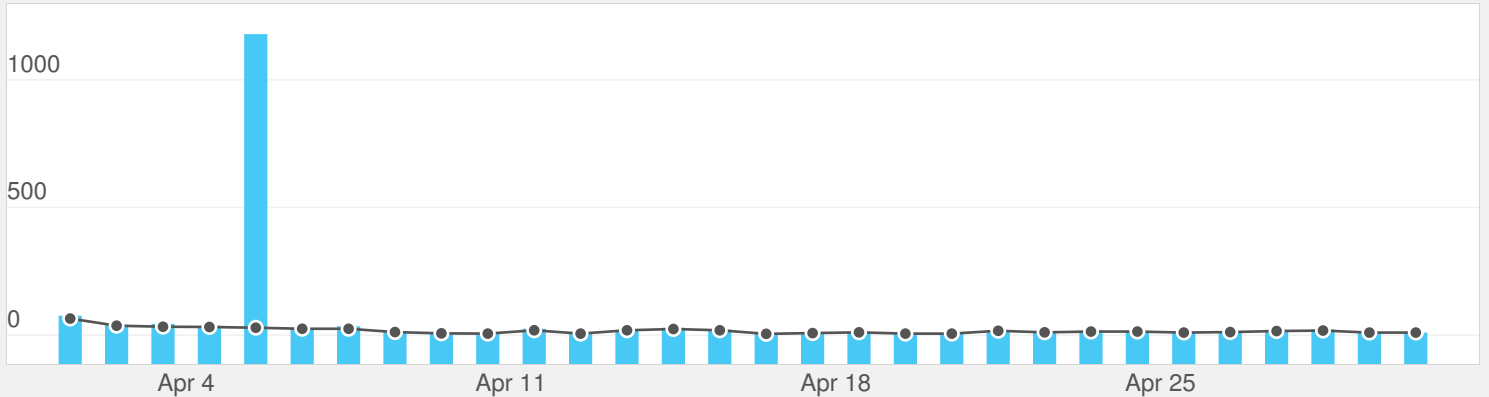


SHARING

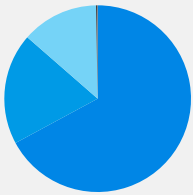
how people are sharing your content

STORIES

Stories Created **1,752** by 526 users



SHARE TYPE



- Page Post 1.2k
- Other 338
- Fan 233
- Mention 3
- User Post 2
- Checkin 0
- Question 0
- Coupon 0
- Event 0

BY DAY OF WEEK

| Day | Avg | Total |
|-----|-------|-------|
| Sun | 18 | 72 |
| Mon | 21 | 84 |
| Tue | 301.3 | 1.2k |
| Wed | 18.8 | 75 |
| Thu | 26 | 104 |
| Fri | 26.2 | 131 |
| Sat | 16.2 | 81 |

SHARER DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

| Country | Count |
|---------------|-------|
| United States | 195 |
| Brazil | 2 |
| Panama | 1 |

TOP LOCALES

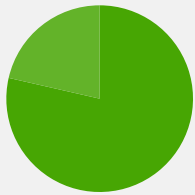
| Locale | Count |
|---------------------------|-------|
| English (United States) | 191 |
| Spanish (umbrella locale) | 3 |
| Portuguese (Brazil) | 2 |
| English (United Kingdom) | 2 |



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 22
- Link 6

AVG

TOTAL

| | | |
|---------------------------|-------|--------|
| Reach | 1.47k | 36.79k |
| People Talking About This | 5.92 | 148 |
| Engagement | 2.72% | 1.34% |

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

| DATE | POST | REACH | ENGAGED | TALKING | REAC | COMMENTS | SHARES | ENGAGEMENT |
|----------|--|-------|---------|---------|------|----------|--------|------------|
| 04/29/16 | Ja-Vie Flats are designed to make you... | 205 | 2 | 2 | 2 | -- | -- | 0.98% |
| 04/28/16 | Bright, bold, beautiful. Our Palm Tr... | 308 | 5 | 4 | 3 | 2 | -- | 1.62% |
| 04/27/16 | Happy Administrative Professionals Da... | 198 | 2 | 2 | 2 | -- | -- | 1.01% |
| 04/26/16 | It's a good day to have a good day! ... | 361 | 7 | 6 | 5 | -- | 1 | 1.94% |
| 04/25/16 | Lovin' how The Simple Moms mixes patt... | 374 | 7 | 5 | 5 | -- | -- | 1.87% |
| 04/25/16 | [Photo] | -- | -- | -- | -- | -- | -- | % |
| 04/25/16 | [Photo] | -- | -- | -- | -- | -- | -- | % |
| 04/25/16 | [Photo] | -- | -- | -- | -- | -- | -- | % |
| 04/23/16 | Mother's Day will be here soon | 59 | 2 | 2 | 2 | 1 | -- | 3.39% |
| 04/22/16 | Happy Earth Day, Ja-Vie Gals! Give ou... | 224 | 4 | 2 | 2 | -- | -- | 1.79% |
| 04/21/16 | Treat Mom's feet this Mother's Day be... | 529 | 11 | 7 | 6 | 1 | 1 | 2.08% |
| 04/20/16 | All white with a pop of color? YES! W... | 244 | 2 | 1 | -- | -- | 1 | 0.82% |
| 04/19/16 | Mother's Day is right around the corn... | 52 | 0 | 0 | -- | -- | -- | % |
| 04/18/16 | With Tax Day behind you now, it's tim... | 337 | 6 | 5 | 4 | 2 | 1 | 1.78% |
| 04/15/16 | Would ya look at that view?! Check ou... | 82 | 3 | 2 | 2 | -- | -- | 3.66% |
| 04/14/16 | Our next Florida store highlight is B... | 99 | 9 | 7 | 7 | 1 | 1 | 9.09% |
| 04/13/16 | You can't go wrong with a comfortable... | 435 | 11 | 7 | 7 | -- | -- | 2.53% |
| 04/12/16 | Our Lobster Flats in their natural ha... | 661 | 21 | 10 | 10 | 1 | -- | 3.18% |
| 04/11/16 | 'Like wildflowers, you must allow you... | 450 | 17 | 9 | 7 | 3 | -- | 3.78% |
| 04/08/16 | The most comfortable flats to see the... | 273 | 8 | 4 | 4 | -- | -- | 2.93% |
| 04/07/16 | This month we're highlighting some of... | 147 | 13 | 9 | 7 | 1 | 1 | 8.84% |
| 04/06/16 | Make a splash this spring with our ne... | 408 | 9 | 4 | 4 | -- | -- | 2.21% |
| 04/05/16 | Congratulations to our friend Allyson... | 310 | 4 | 2 | 2 | -- | -- | 1.29% |
| 04/05/16 | The most comfortable flats to see the... | 25.1k | 202 | 20 | 20 | -- | -- | 0.8% |