




GROUP REPORT

from May 1, 2016 - May 31, 2016


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

GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	399	
Sent Messages	53	
New Twitter Followers	24	
New Facebook Fans	189	

400 INTERACTIONS
BY **322** UNIQUE USERS
37,004 POTENTIAL REACH

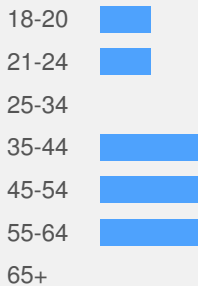


TWITTER STATS


across all Twitter accounts




FOLLOWER DEMOGRAPHICS

 **57%** MALE FOLLOWERS
 **43%** FEMALE FOLLOWERS

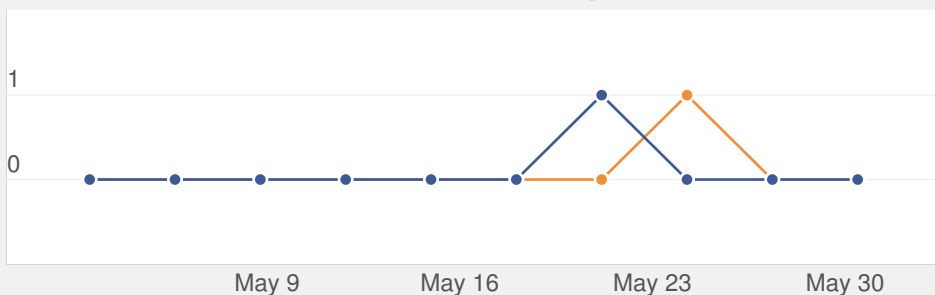


TWITTER STATS


 **24**
New Twitter Followers in this time period


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


DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

 **0** Plain Text

 **23** Links to Pages

 **8** Photo Links

FACEBOOK STATS across all Facebook pages

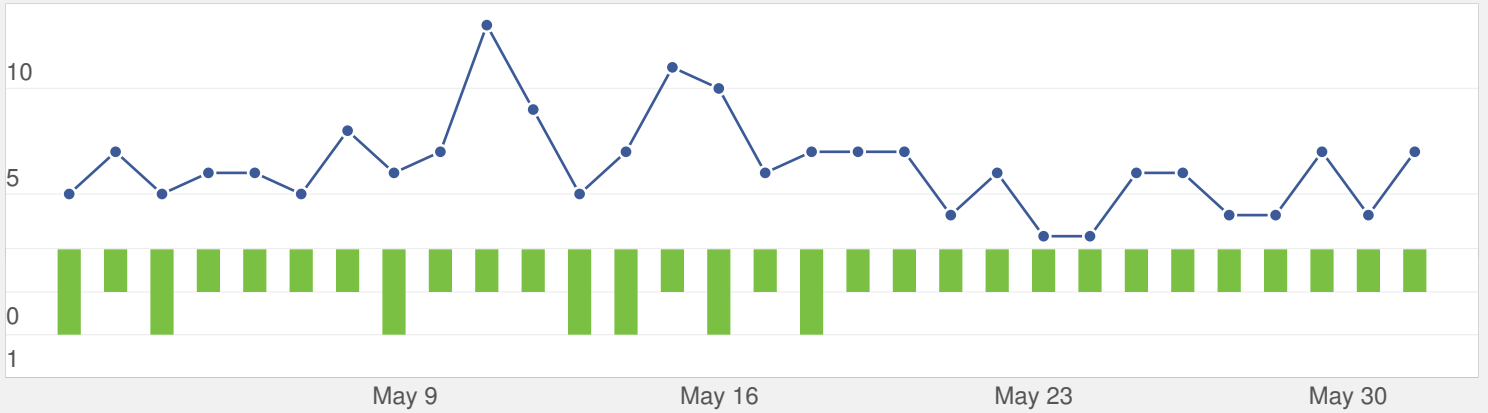


My Facebook Pages

1.42k Total Likes, and 56 people talking about this

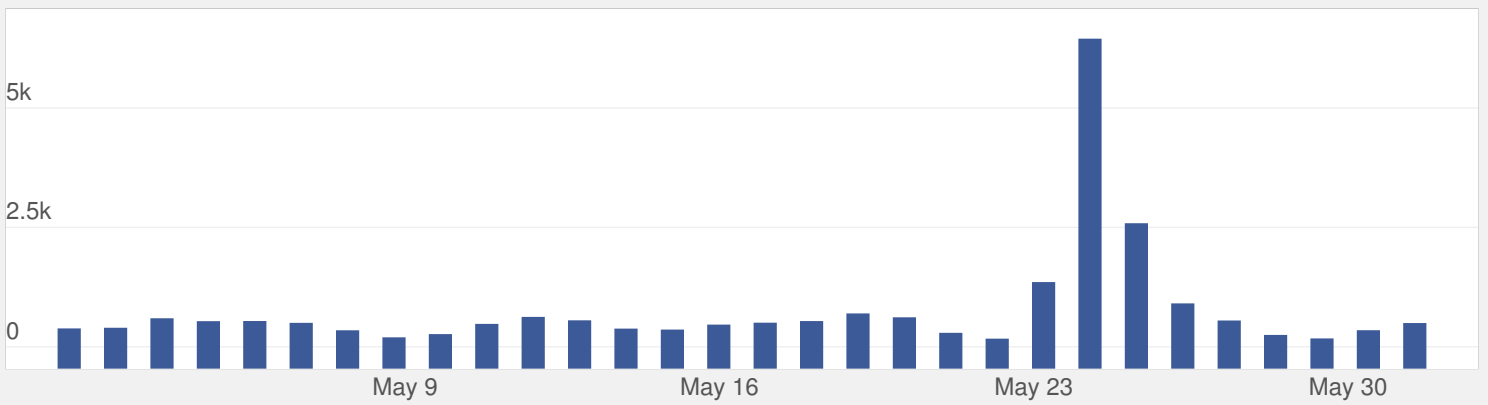
FAN GROWTH

New Fans **189** Unliked your Page **7**

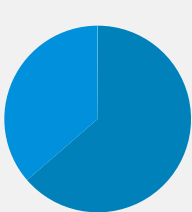


PAGE IMPRESSIONS

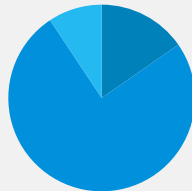
Impressions **22,586** by **8,219** users



IMPRESSIONS



- Fan 1.3k
- Page Post 761
- Mention 2
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Other 0
- Event 0



- Paid 3.4k
- Organic 16.9k
- Viral 2.1k

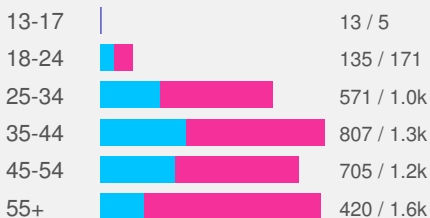
BY DAY OF WEEK

Day	Avg	Total
Sun	261.4	1.3k
Mon	637.8	3.2k
Tue	1.9k	9.7k
Wed	658.5	2.6k
Thu	691	2.8k
Fri	473.3	1.9k
Sat	262.5	1.1k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

United States	7.5k
India	117
Canada	81
Mexico	61
Tunisia	18

TOP CITIES

Atlanta, GA	127
Marietta, GA	72
Chicago, IL	45
Charlotte, NC	41
Los Angeles, CA	39



Web Traffic	4,893	
Social Traffic	40	
Twitter Posts	5	
Web Mentions	452	

Leading Social Traffic Source
Others **25 views**

TOP SOCIAL REFERRERS

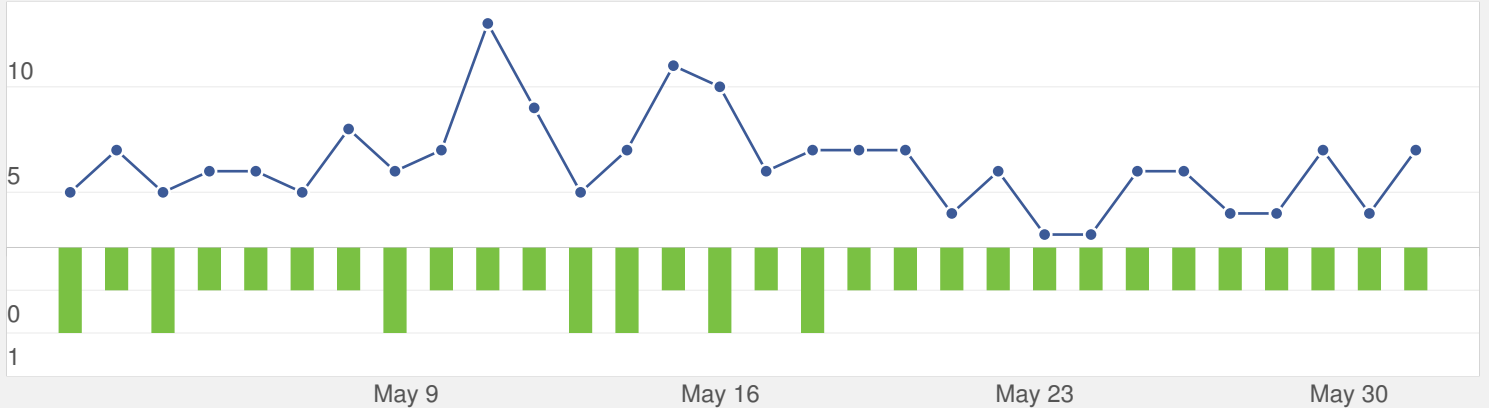
- #1 RT @craft_art: If you need some major #kitchen inspiration, check out our photo gallery! <https://t.co/oSRLxvYw3Z>
Noemipuvy 614 followers · <http://www.craft-art.com>
- #2 This Reclaimed Beech beauty is ready for sanding! See our other wood species here -> <https://t.co/zD1gECsic2>. <https://t.co/O8mHFcwp9h>
craft_art 482 followers · <http://www.craft-art.com>
- #3 A REALLY big Black Walnut island under way! <https://t.co/zD1gECsic2> <https://t.co/fisOK9cxq2>
craft_art 480 followers · <http://www.craft-art.com>

FACEBOOK PAGE REPORT

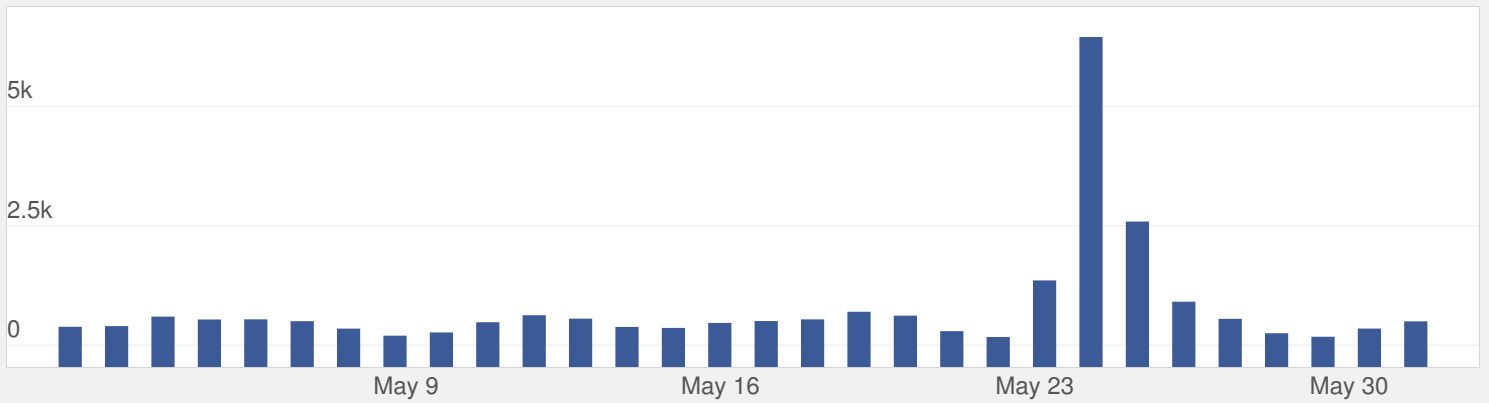
from May 1, 2016 - May 31, 2016

Craft-Art elegant surfaces

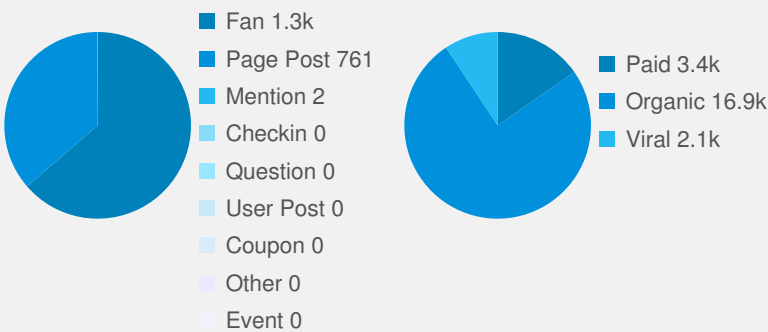
FAN GROWTH **1.42k Total Likes as of May 31, 2016** New Fans **189** Unliked your Page 7



PAGE IMPRESSIONS Impressions **22,586** by **8,219** users



IMPRESSIONS



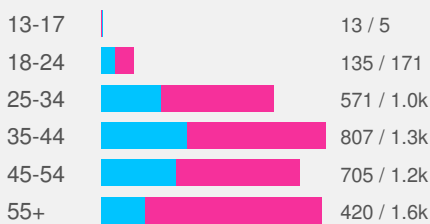
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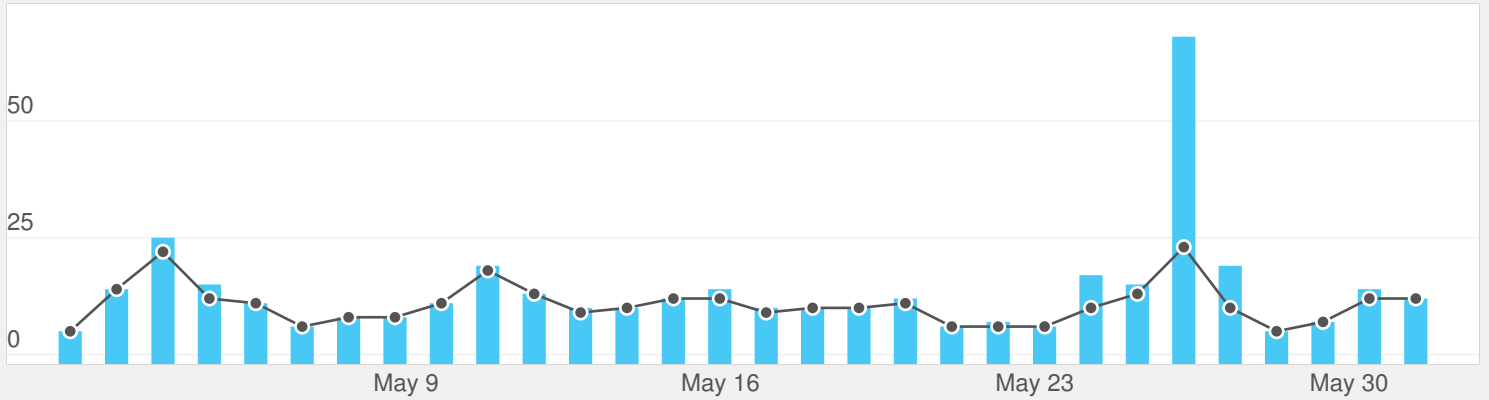


SHARING

how people are sharing your content

STORIES

Stories Created **398** by 321 users



SHARE TYPE



- Fan 194
- Other 168
- Page Post 36
- Coupon 0
- Checkin 0
- Question 0
- User Post 0
- Mention 0
- Event 0

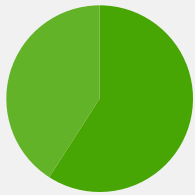
BY DAY OF WEEK

Day	Avg	Total
Sun	9	45
Mon	9.4	47
Tue	17.4	87
Wed	13.3	53
Thu	26.8	107
Fri	9.3	37
Sat	5.5	22

YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 13
- Link 9

AVG

TOTAL

Reach	170	3.74k
People Talking About This	4.73	104
Engagement	4.55%	4.65%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
05/31/16	This Reclaimed Beech beauty is ready ...	107	4	3	3	--	--	3.74%
05/30/16	Have a great Memorial Day but let us ...	222	9	7	7	2	1	4.05%
05/27/16	The countdown to Memorial Day is on!	65	1	1	1	--	--	1.54%
05/26/16	A REALLY big Black Walnut island unde...	436	26	18	17	3	--	5.96%
05/25/16	Whether you prefer a traditional look...	119	9	3	3	--	--	7.56%
05/24/16	American Cherry paired with white wil...	296	14	9	8	3	--	4.73%
05/23/16	The Black Walnut bar rail is under wa...	212	9	5	4	2	--	4.25%
05/20/16	We know what we'll be doing this week...	125	11	5	4	2	--	8.8%
05/19/16	Do you need some kitchen inspiration?...	101	3	1	1	--	--	2.97%
05/18/16	We love when you share pictures of yo...	151	5	3	3	--	--	3.31%
05/17/16	'Shake' things up with these stylish ...	115	3	2	2	--	--	2.61%
05/16/16	It's all in the details! Just a littl...	169	5	1	1	--	--	2.96%
05/13/16	Friday's are for fun DIY projects! Ch...	136	5	2	2	--	--	3.68%
05/12/16	It's safe to say we love them all! Wh...	89	5	2	2	--	--	5.62%
05/11/16	We love how functional this island is...	237	11	6	6	--	--	4.64%
05/10/16	We've got a room full of driftwood to...	180	4	2	2	--	--	2.22%
05/09/16	Time to get the paint brushes ready!	29	3	3	3	--	--	10.34%
05/06/16	Kick Mom outta the kitchen this weeke...	112	1	0	--	--	--	0.89%
05/05/16	Happy Cinco de Mayo! What's your favo...	167	5	3	2	2	--	2.99%
05/04/16	Need a unique shape for your kitchen?...	155	1	0	--	--	--	0.65%
05/03/16	The epitome of timeless: Aged America...	419	31	22	21	4	1	7.4%
05/02/16	A new month calls for a makeover! Sta...	98	9	6	6	--	--	9.18%



Instagram Profiles Report

for craftartcountertops

May 01, 2016 - May 31, 2016

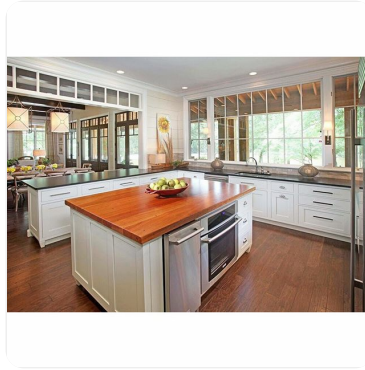
The Instagram Profiles Report gives you insight on all social activity across your Instagram accounts using a blend of Instagram metrics and proprietary metrics of our own.

Top Instagram Posts



@craftartcountertops

37 Engagements



@craftartcountertops

33 Engagements



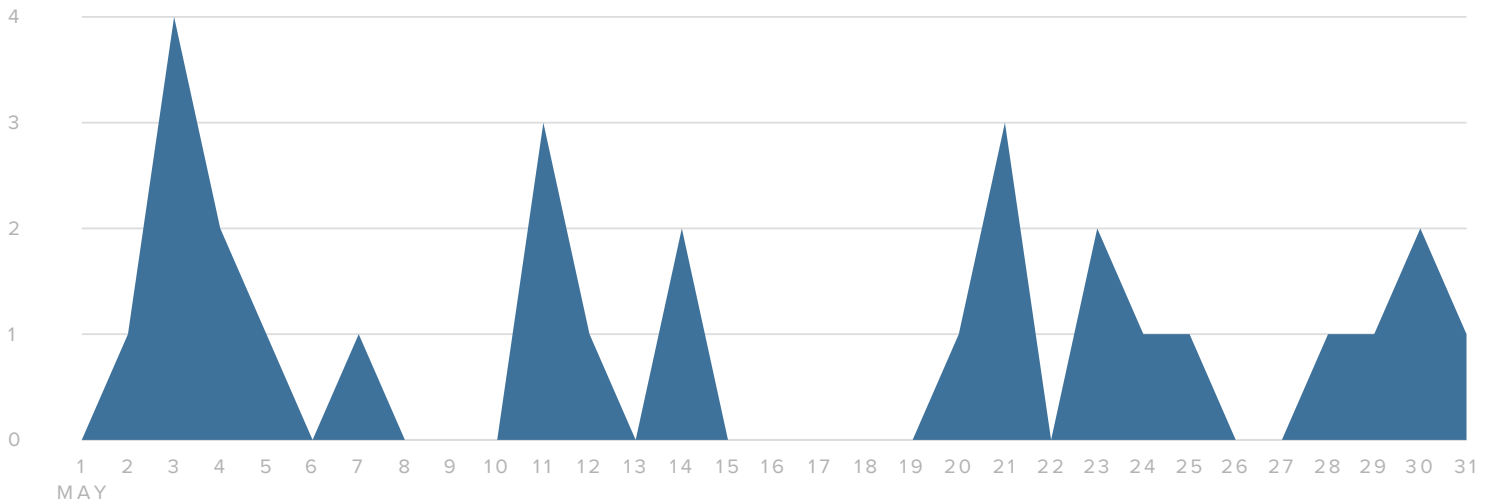
@craftartcountertops

33 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

565

Followers Gained

18

People that you Followed

1

Your new followers decreased by

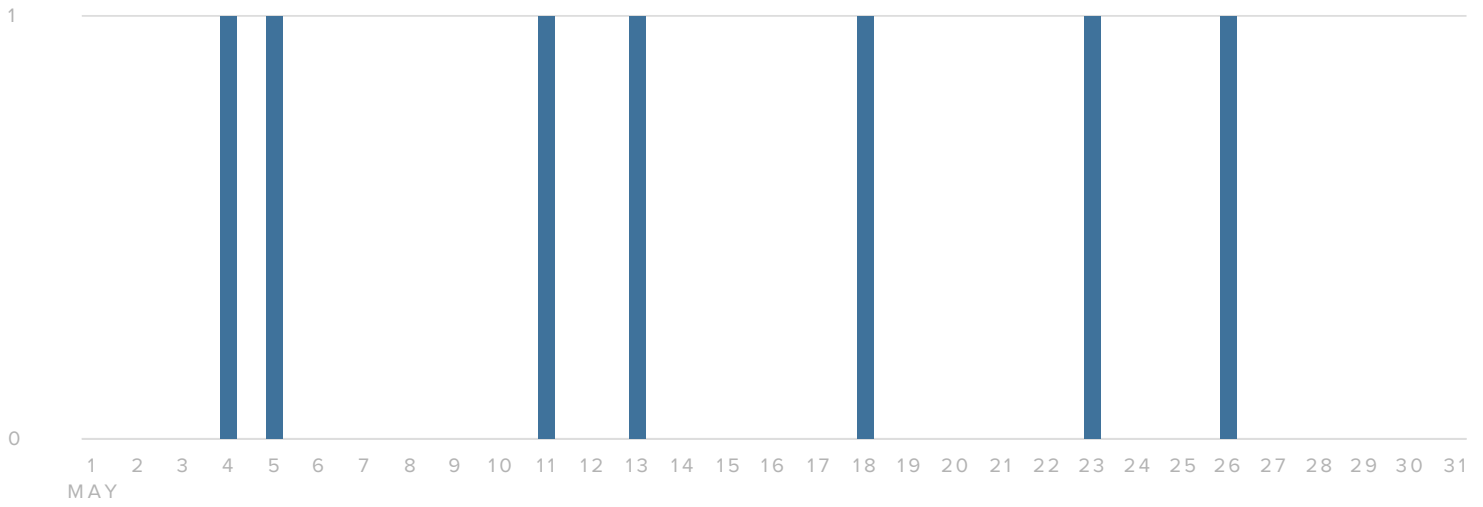
▼ 94.6%

since previous month

Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	7
Videos	-
Total Media	7

The number of media you sent decreased by

▼ **41.7%**

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

#kitchen	5
#wood	4
#blackwalnut	2
#custom	2
#island	2
#home	2
#bts	2
#behindthescenes	1
#homeinspo	1
#bar	1

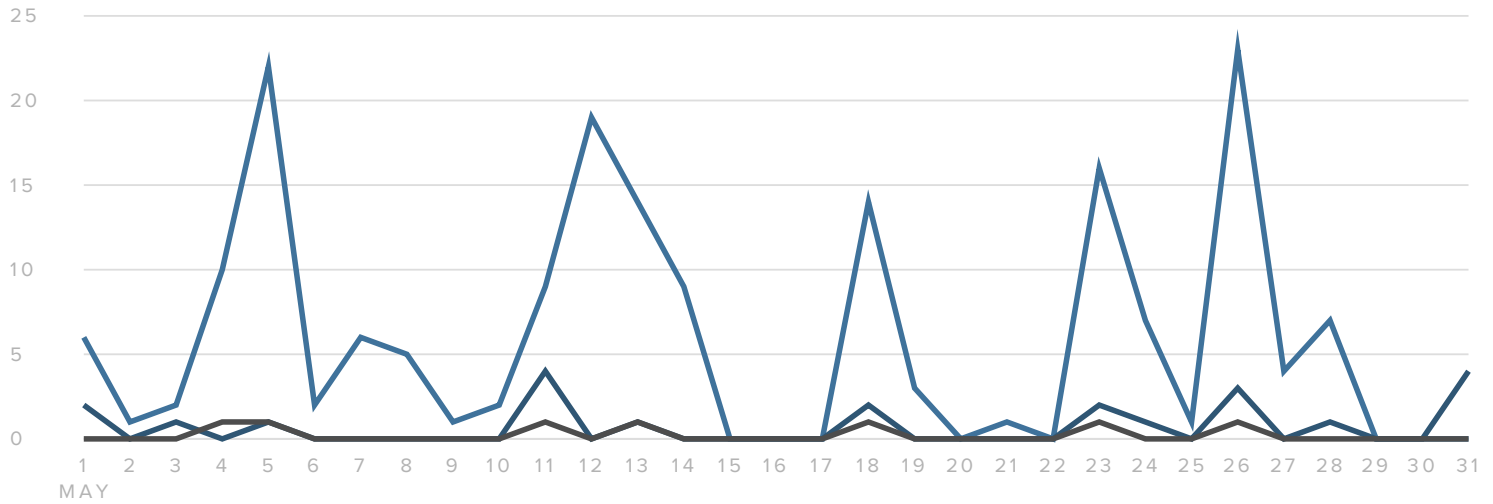
MOST ENGAGED HASHTAGS

#kitchen	106
#wood	96
#home	61
#island	61
#custom	56
#blackwalnut	55
#bts	40
#designinspo	31
#house	31
#woodwork	31

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

LIKES RECEIVED COMMENTS MEDIA SENT



ENGAGEMENT METRICS

TOTALS

Likes Received	184
Comments Received	22
Total Engagements	206

The number of engagements decreased by

▼ **84.4%**

since previous month

Engagements per Follower **0.4**

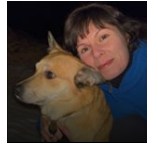
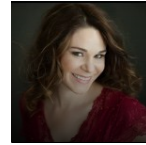
The number of engagements per media decreased by

▼ **73.3%**


since previous month

Engagements per Media **29.4**

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	565	3.3%	18	7	8	206	29.4	0.36



Twitter Profiles Report

for @craft_art

May 01, 2016 - May 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



9,578

ORGANIC IMPRESSIONS



15

TOTAL ENGAGEMENTS

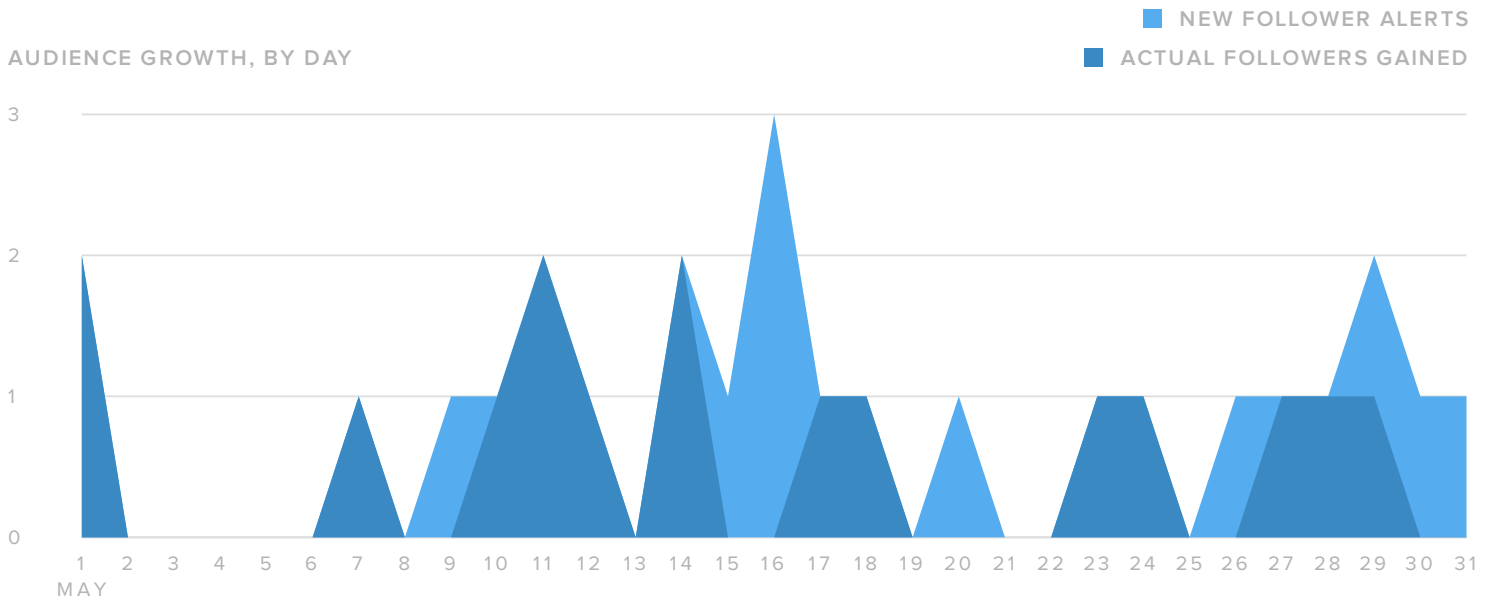


1

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers

482

New Follower alerts

24

Actual Followers gained

8

People that you followed

-

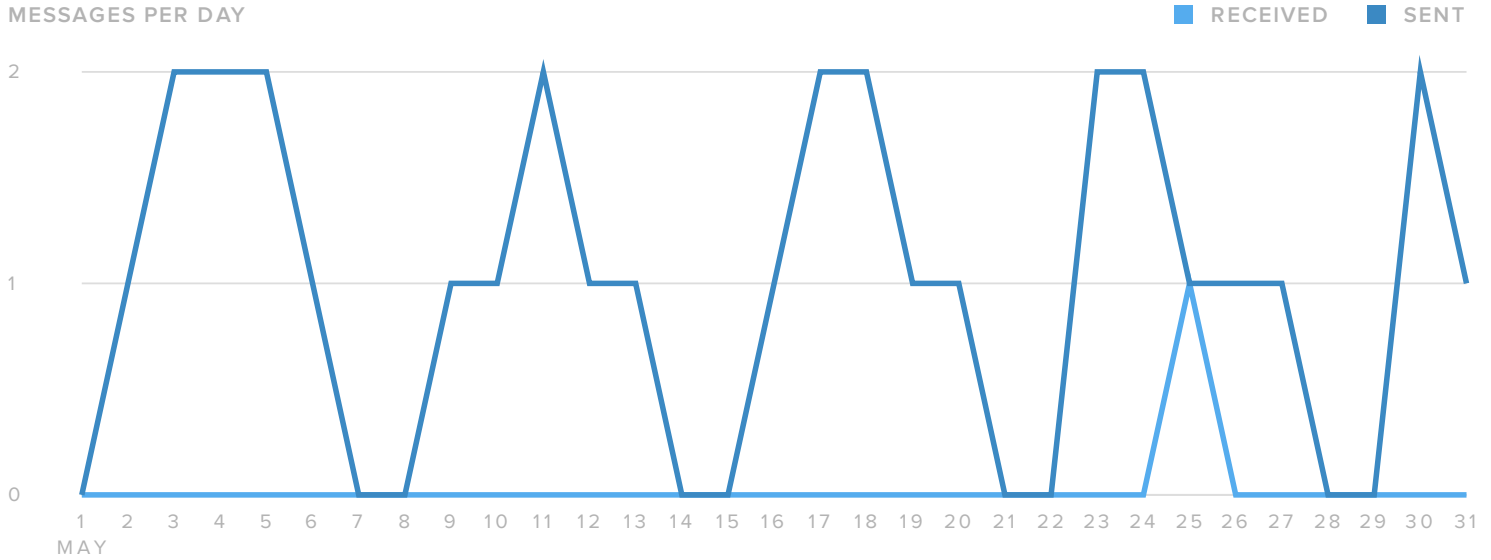
Your new followers increased by

▲ 33.3%

since previous month

Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS

TOTALS

Tweets sent	31
Direct Messages sent	-
Total Sent	31
Mentions received	1
Direct Messages received	-
Total Received	1

The number of messages you sent decreased by

▼ **11.4%**

since previous month

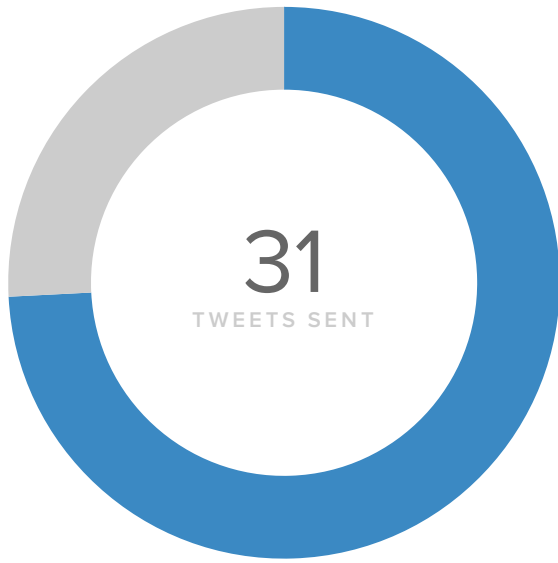
The number of messages you received decreased by

▼ **83.3%**

since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



0

PLAIN TEXT

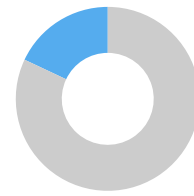
23

PAGE LINKS

8

PHOTO LINKS

YOUR TWEETING BEHAVIOR

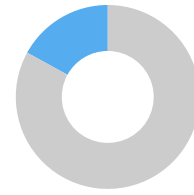


18%

CONVERSATION

82%

UPDATES



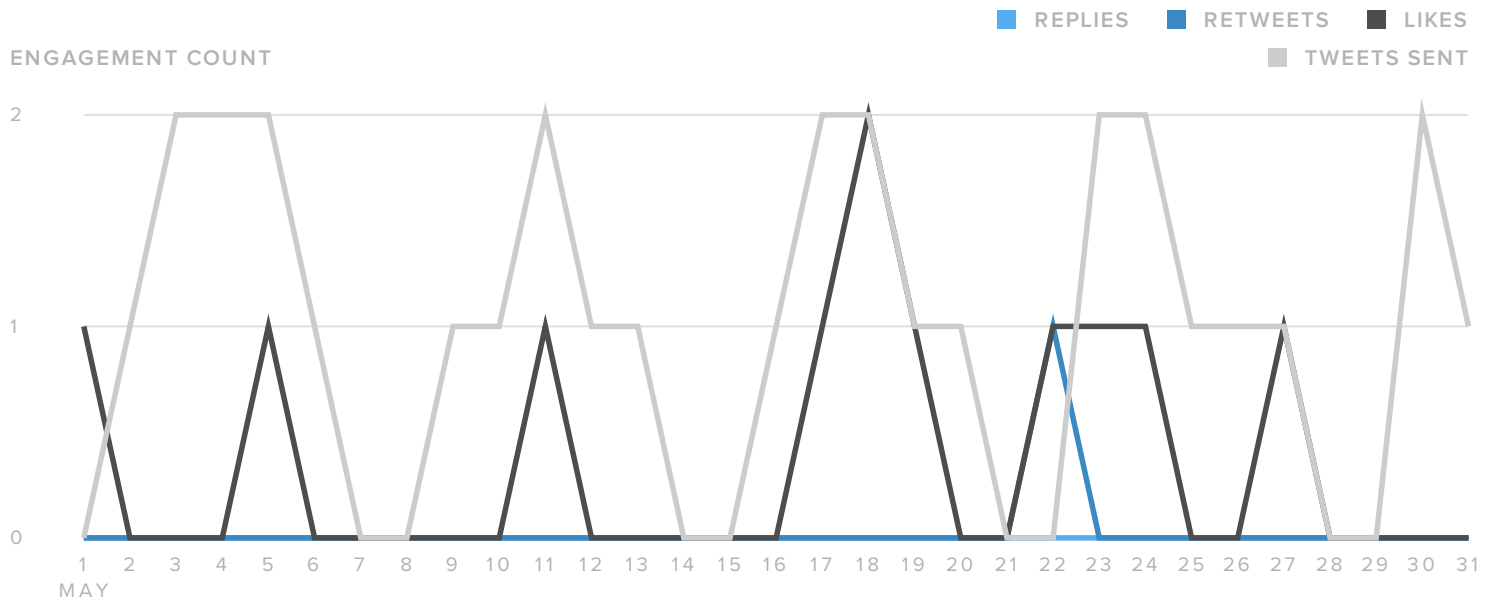
17%

NEW CONTACTS

83%

EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	–
Retweets	1
Retweets with Comments	–
Likes	10
Engagements per Follower	–
Impressions per Follower	19.9
Engagements per Tweet	0.5
Impressions per Tweet	309.0
Engagements per Impression	0.2%

The number of engagements decreased by

61.5%

since previous month

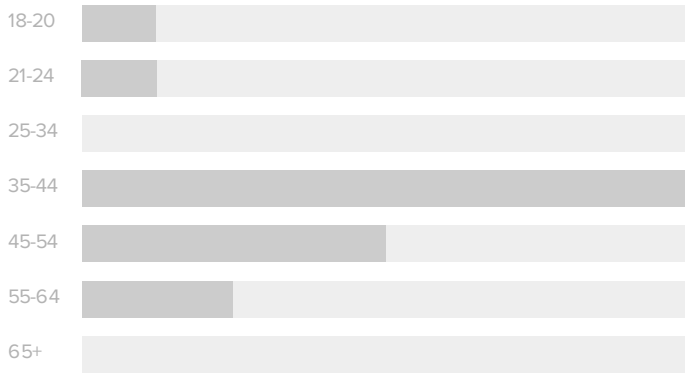
The number of impressions per Tweet increased by

22.9%

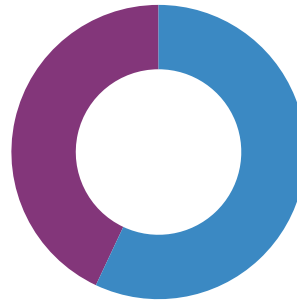
since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



43%

FEMALE FOLLOWERS

57%

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	482	1.7%	9,578	19.87	15	0.03	1	1