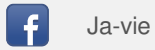


FACEBOOK PAGE REPORT

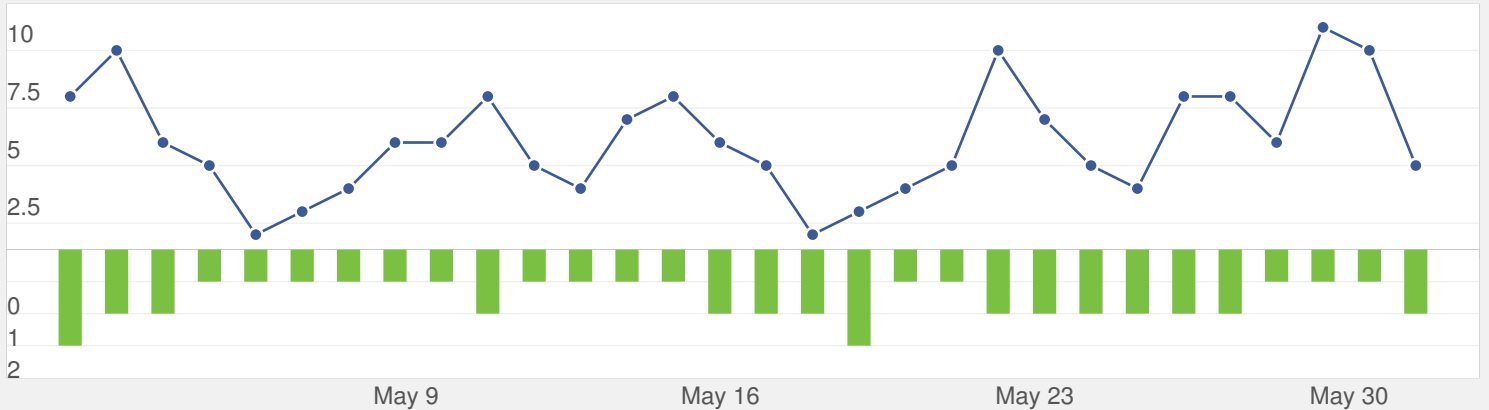
from May 1, 2016 - May 31, 2016



FAN GROWTH

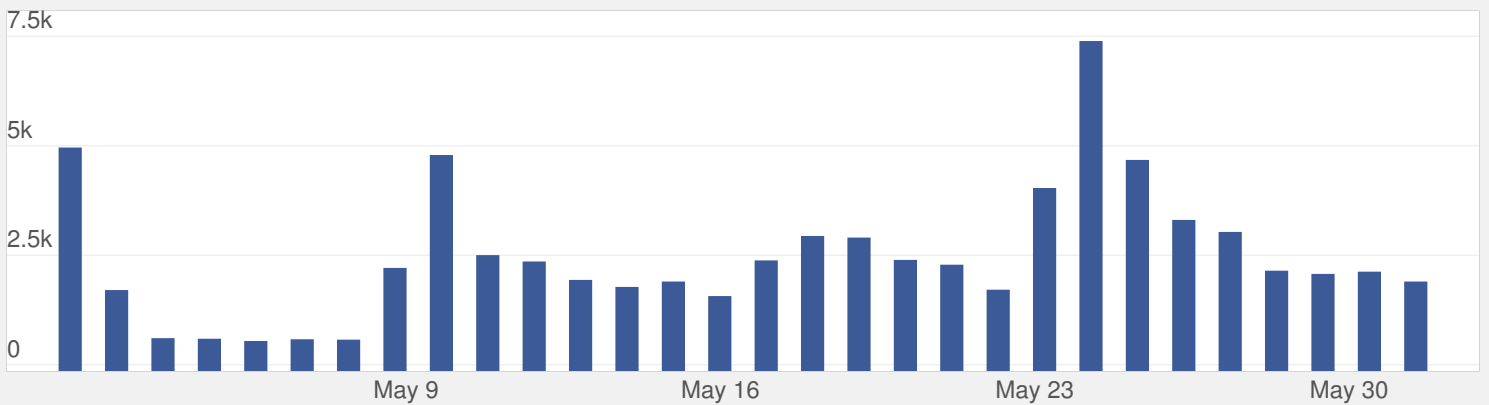
6.82k Total Likes as of May 31, 2016

New Fans 180 Unliked your Page 16

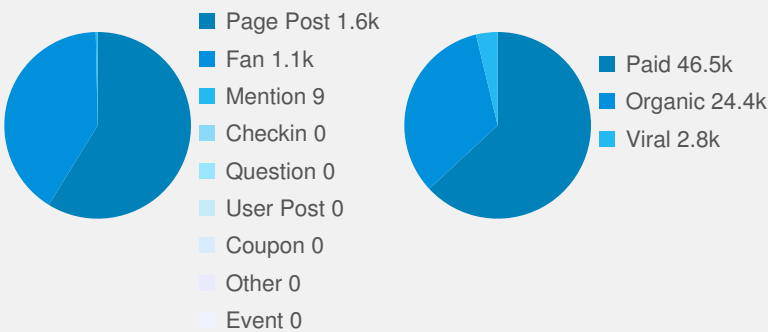


PAGE IMPRESSIONS

Impressions 73,887 by 44,729 users



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	2.1k	10.6k
Mon	3.2k	15.9k
Tue	3.1k	15.7k
Wed	2.3k	9.2k
Thu	2.2k	8.7k
Fri	1.7k	6.9k
Sat	1.7k	6.9k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Impressions
United States	40.8k
China	1.5k
Taiwan	220
Hong Kong	94
Canada	53

TOP CITIES

City	Impressions
Chicago, IL	6.1k
New York, NY	4.5k
Houston, TX	4.3k
Los Angeles, CA	2.8k
Dallas, TX	2.3k

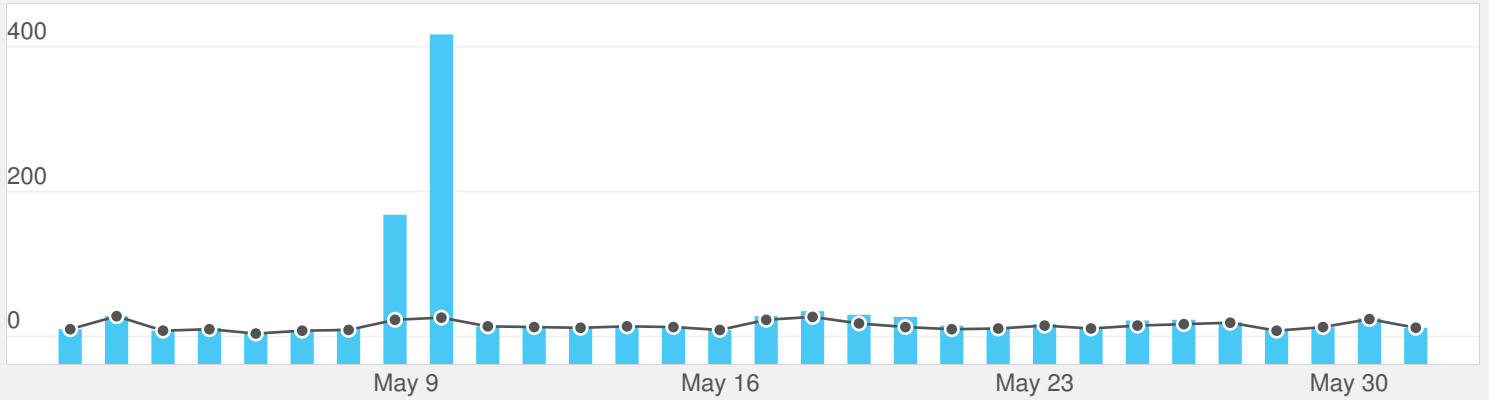


SHARING

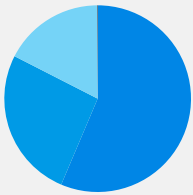
how people are sharing your content

STORIES

Stories Created 1,041 by 436 users



SHARE TYPE



- Page Post 587
- Other 272
- Fan 181
- Mention 1
- Coupon 0
- Checkin 0
- Question 0
- User Post 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	12.6	63
Mon	129.4	647
Tue	16.4	82
Wed	20.3	81
Thu	16.3	65
Fri	15.5	62
Sat	10.3	41

SHARER DEMOGRAPHICS

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

AGE & GENDER

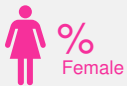
- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

TOP COUNTRIES

- United States
- Brazil

TOP LOCALES

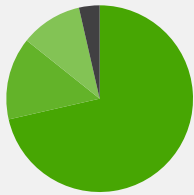
- English (United States) 25
- Chinese (Taiwan) 1
- Portuguese (Brazil) 1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 20
- Link 4
- Video 3
- Status 1

AVG

TOTAL

Reach	967.62	25.16k
People Talking About This	8.19	213
Engagement	3.13%	3.51%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
05/31/16	It's a short week, Ja-Vie Gals! Make ...	187	4	3	3	--	--	2.14%
05/30/16	Have a great Memorial Day!	478	19	16	13	2	1	3.97%
05/27/16	The countdown to Memorial Day is on w...	191	3	2	2	--	--	1.57%
05/26/16	HEY JA-VIE GALS! We're celebrating Me...	706	21	12	9	2	2	2.97%
05/26/16	So true	--	--	--	--	--	--	%
05/25/16	Life isn't about waiting for the stor...	591	29	12	11	1	3	4.91%
05/24/16	"I've always thought of accessories a...	381	5	2	2	1	--	1.31%
05/23/16	Happy Monday! Stop & smell the.. Tuli...	509	16	10	8	3	1	3.14%
05/20/16	Where are you headed this summer? Tha...	384	11	6	6	1	--	2.86%
05/19/16	Have you seen our two newest styles? ...	218	7	3	3	--	--	3.21%
05/19/16	TODAY is the last day to enter our tr...	83	6	2	2	1	--	7.23%
05/18/16	Is it summer yet? #javieflats	146	9	4	3	2	--	6.16%
05/17/16	Your travel photos are giving us a ma...	217	4	3	3	--	--	1.84%
05/16/16	**CONTEST ALERT!** As the summer tra...	1.5k	68	42	23	25	6	4.46%
05/13/16	You'll feel like you're walking on to...	207	5	3	3	--	--	2.42%
05/12/16	Kick up your feet with our newest Dai...	229	4	3	3	--	--	1.75%
05/11/16	Sweet serene spring! Who wouldn't lov...	216	5	4	4	--	--	2.31%
05/10/16	Ja-Vie's in the sand & a piña colada ...	224	5	4	4	--	--	2.23%
05/09/16	We love that our flats have seen & tr...	386	6	2	2	1	--	1.55%
05/09/16	Happy Birthday! Use code "bday20" to ...	11.6k	444	16	12	4	4	3.84%
05/09/16	The perfect, comfortable shoe for mom...	1.3k	30	1	1	--	--	2.25%
05/08/16	Happy Mother's Day!	--	--	--	--	--	--	%
05/08/16	Happy Mother's Day to all the wonderf...	3.9k	133	33	32	2	1	3.43%
05/06/16	We've got some BIG NEWS! Not only did...	344	8	4	3	--	1	2.33%