



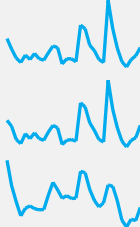
GROUP REPORT from May 1, 2016 - May 31, 2016

 @HeirloomWood
 Heirloom Countertops

GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	1,425	
Sent Messages	45	
New Twitter Followers	23	
New Facebook Fans	974	

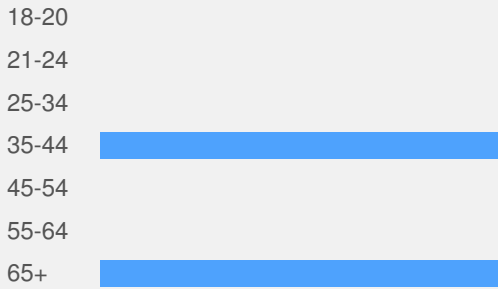
1,426 INTERACTIONS
 BY **1,369** UNIQUE USERS
36,137 POTENTIAL REACH



TWITTER STATS across all Twitter accounts




FOLLOWER DEMOGRAPHICS

 **40%** MALE FOLLOWERS
 **60%** FEMALE FOLLOWERS



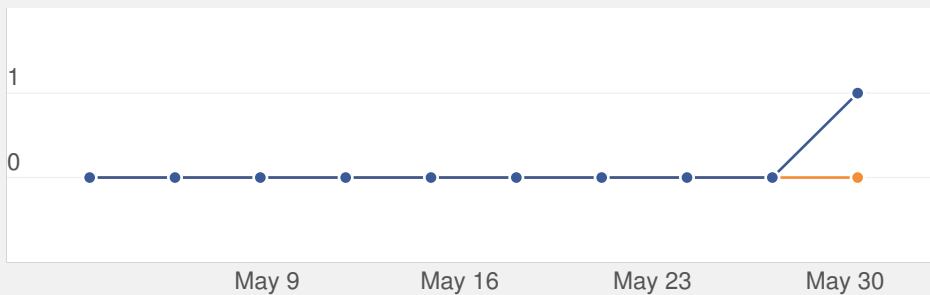
TWITTER STATS

+ 23
 New Twitter Followers in this time period



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

DAILY INTERACTIONS

@MENTIONS 0 RETWEETS 1



OUTBOUND TWEET CONTENT

T 0 Plain Text
 **10** Links to Pages
 **11** Photo Links

FACEBOOK STATS across all Facebook pages

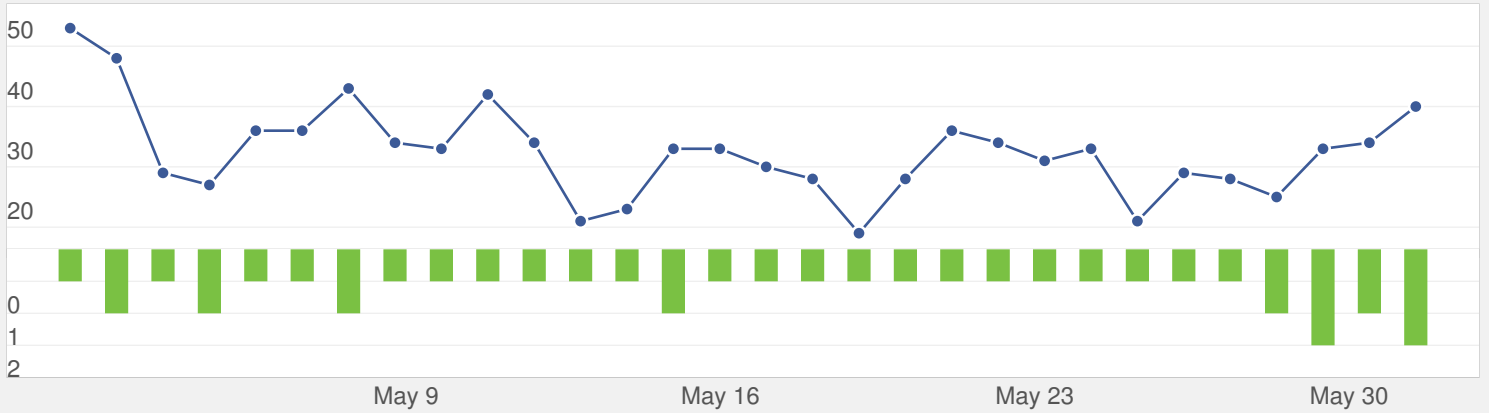


My Facebook Pages

2.86k Total Likes, and 226 people talking about this

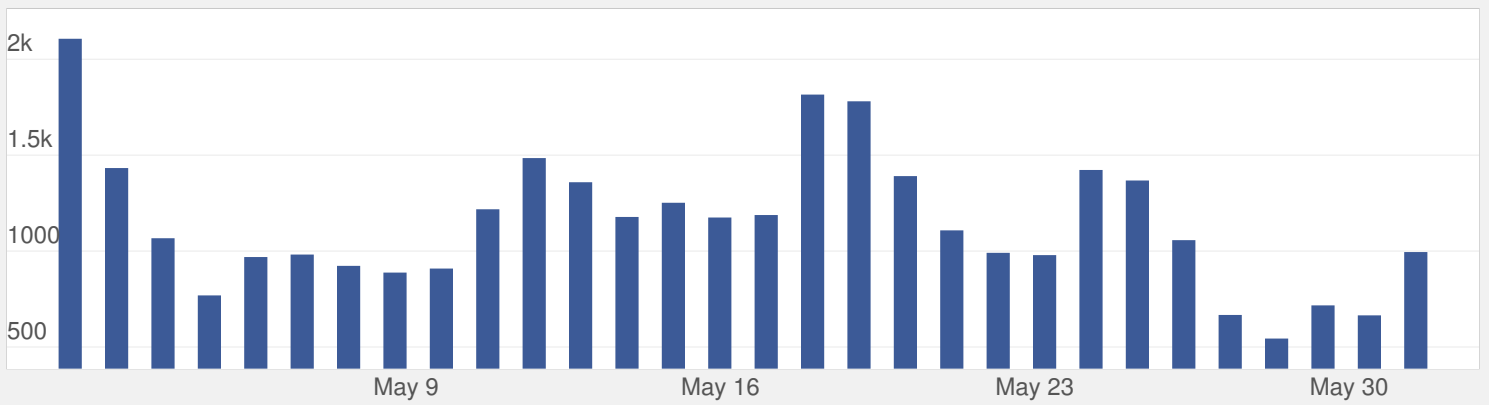
FAN GROWTH

New Fans **974** Unliked your Page **10**

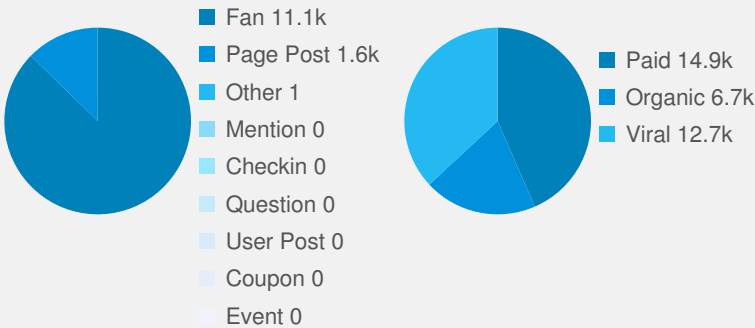


PAGE IMPRESSIONS

Impressions **34,403** by **26,841** users



IMPRESSIONS



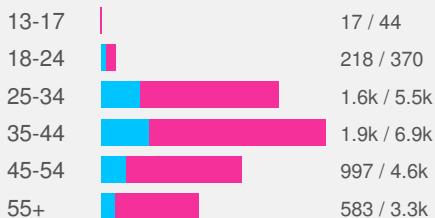
BY DAY OF WEEK

Day	Avg	Total
Sun	1.2k	5.8k
Mon	972.6	4.9k
Tue	1.2k	5.9k
Wed	1.4k	5.6k
Thu	1.2k	4.7k
Fri	988	4.0k
Sat	893.5	3.6k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

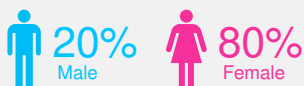


TOP COUNTRIES

Country	Count
United States	25.5k
Mexico	174
Dominican Republic	57
Puerto Rico	39
United Kingdom	21

TOP CITIES

City	Count
Chicago, IL	215
Houston, TX	212
Philadelphia, PA	211
El Paso, TX	174
Memphis, TN	126

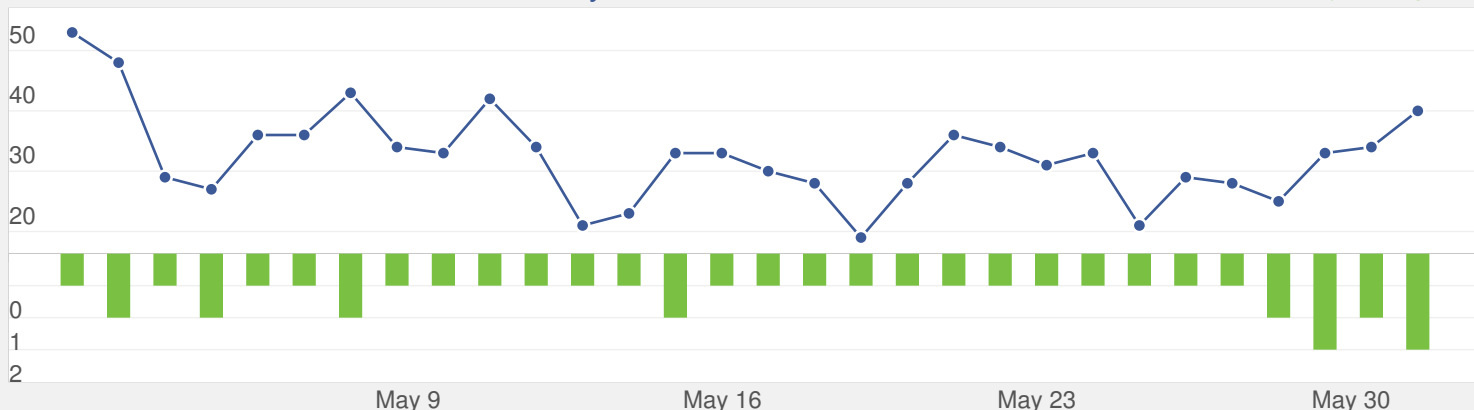


FACEBOOK PAGE REPORT

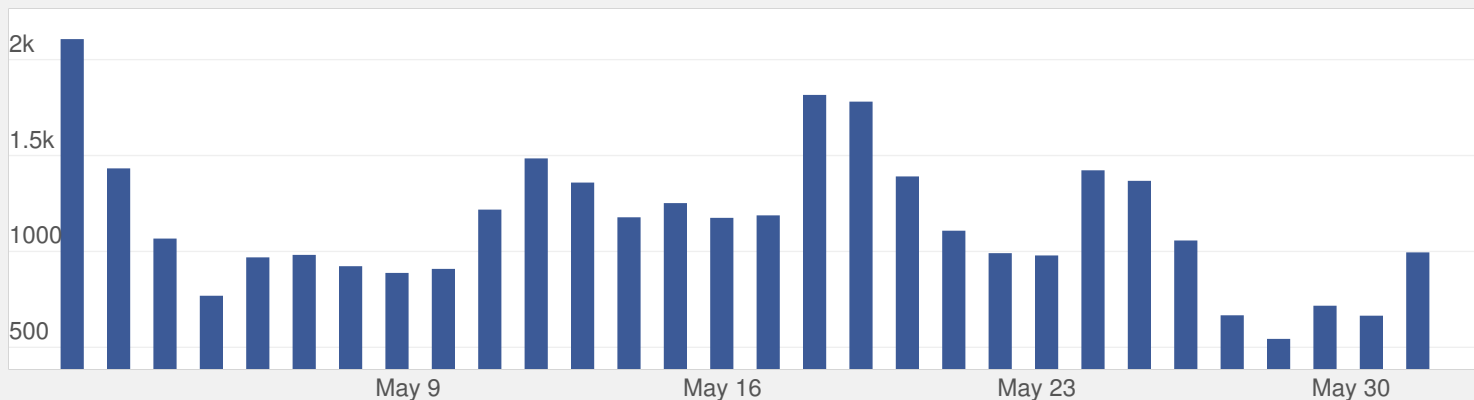
from May 1, 2016 - May 31, 2016

Heirloom Countertops

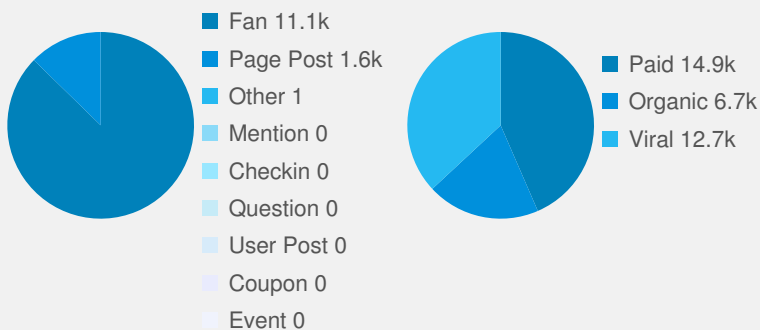
FAN GROWTH 2.81k Total Likes as of May 31, 2016 New Fans 974 Unliked your Page 10



PAGE IMPRESSIONS Impressions 34,403 by 26,841 users



IMPRESSIONS



BY DAY OF WEEK AVG TOTAL

Day	AVG	TOTAL
Sun	1.2k	5.8k
Mon	972.6	4.9k
Tue	1.2k	5.9k
Wed	1.4k	5.6k
Thu	1.2k	4.7k
Fri	988	4.0k
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IMPRESSION DEMOGRAPHICS Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

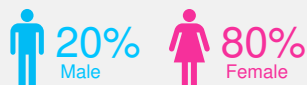
Age Group	Male	Female
13-17	17 / 44	
18-24	218 / 370	
25-34	1.6k / 5.5k	
35-44	1.9k / 6.9k	
45-54	997 / 4.6k	
55+	583 / 3.3k	

TOP COUNTRIES

Country	Impressions
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United Kingdom	21

TOP CITIES

City	Impressions
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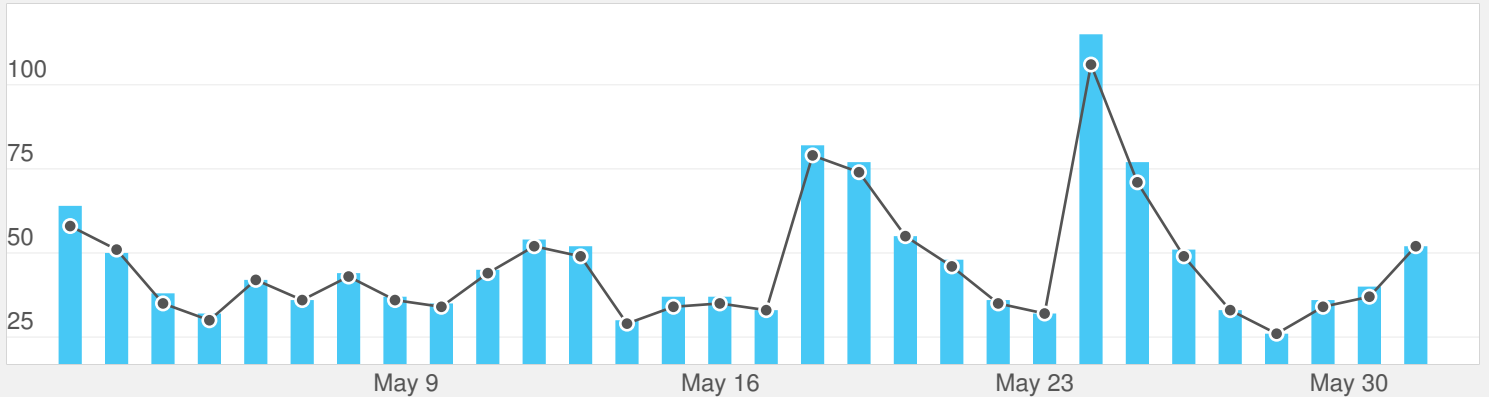


SHARING

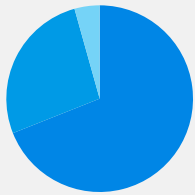
how people are sharing your content

STORIES

Stories Created 1,425 by 1,369 users



SHARE TYPE



- Fan 983
- Other 380
- Page Post 62
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	42.2	211
Mon	35.6	178
Tue	60.8	304
Wed	61.5	246
Thu	49.8	199
Fri	37.5	150
Sat	34.3	137

SHARER DEMOGRAPHICS

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

AGE & GENDER

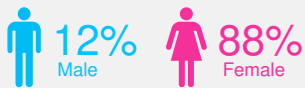
Age Group	Male	Female
13-17	0	0
18-24	0	2
25-34	31	202
35-44	42	333
45-54	29	225
55+	26	164

TOP COUNTRIES

Country	Count
United States	1.1k
Puerto Rico	1
Singapore	1
Mexico	1

TOP LOCALES

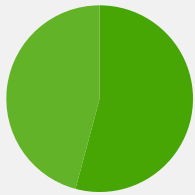
Locale	Count
English (United States)	1.1k
Spanish (umbrella locale)	26
Spanish (Spain)	3
English (United Kingdom)	1
Portuguese (Brazil)	1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Link 13
- Photo 11

	AVG	TOTAL
Reach	179.61	4.13k
People Talking About This	15.3	352
Engagement	6.35%	9.85%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
05/31/16	Quick & easy kitchen decorating tips ...	104	11	9	9	--	--	10.58%
05/31/16	How's this for a #ThrowbackThursday?!	0	0	0	--	--	--	%
05/30/16	Have a great Memorial Day!	48	2	2	1	--	1	4.17%
05/27/16	Let the mouth watering commence! Wish...	32	0	0	--	--	--	%
05/26/16	We love a long island with lots of ex...	138	19	17	16	--	2	13.77%
05/25/16	Whether you prefer a traditional look...	374	26	22	19	--	4	6.95%
05/24/16	This Heirloom wooden island makes a s...	518	106	104	100	5	5	20.46%
05/23/16	Get rid of dead wasted space in your ...	66	1	0	--	--	--	1.52%
05/20/16	Mixing up materials in the kitchen wi...	227	19	18	18	--	--	8.37%
05/19/16	Fun & rewarding for the whole family ...	58	6	6	6	--	--	10.34%
05/18/16	A wood countertop not only creates a ...	1.2k	133	105	99	3	10	11.27%
05/17/16	Shaken or stirred?	218	6	6	4	--	2	2.75%
05/16/16	Make a statement the natural way, wit...	58	2	0	--	--	--	3.45%
05/13/16	Tile? Glass? Mosaics? Which backsplas...	100	5	4	4	--	--	5%
05/12/16	We love how this double-decker island...	393	44	38	37	2	1	11.2%
05/11/16	It's pretty tough to pick a favorite!...	209	14	11	9	--	2	6.7%
05/10/16	A little behind the scenes sneak peek...	88	2	2	2	--	--	2.27%
05/09/16	Do you know all the different species...	21	1	1	1	--	--	4.76%
05/06/16	Wishing all the moms, moms-to-be & gr...	58	0	0	--	--	--	%
05/05/16	Happy Cinco de Mayo!	91	3	3	2	2	--	3.3%
05/04/16	If you're a "no talkie before coffee"...	107	7	4	3	--	1	6.54%
05/03/16	His & hers never looked so good. htt...	43	0	0	--	--	--	%
05/02/16	It's a new month & the perfect time f...	--	--	--	--	--	--	%
05/02/16	Vibrant kitchens with simple & budget...	0	0	0	--	--	--	%



Instagram Profiles Report

for heirloomcountertops

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.

sproutsocial

Top Instagram Posts



@heirloomcountertops

28 Engagements



@heirloomcountertops

25 Engagements



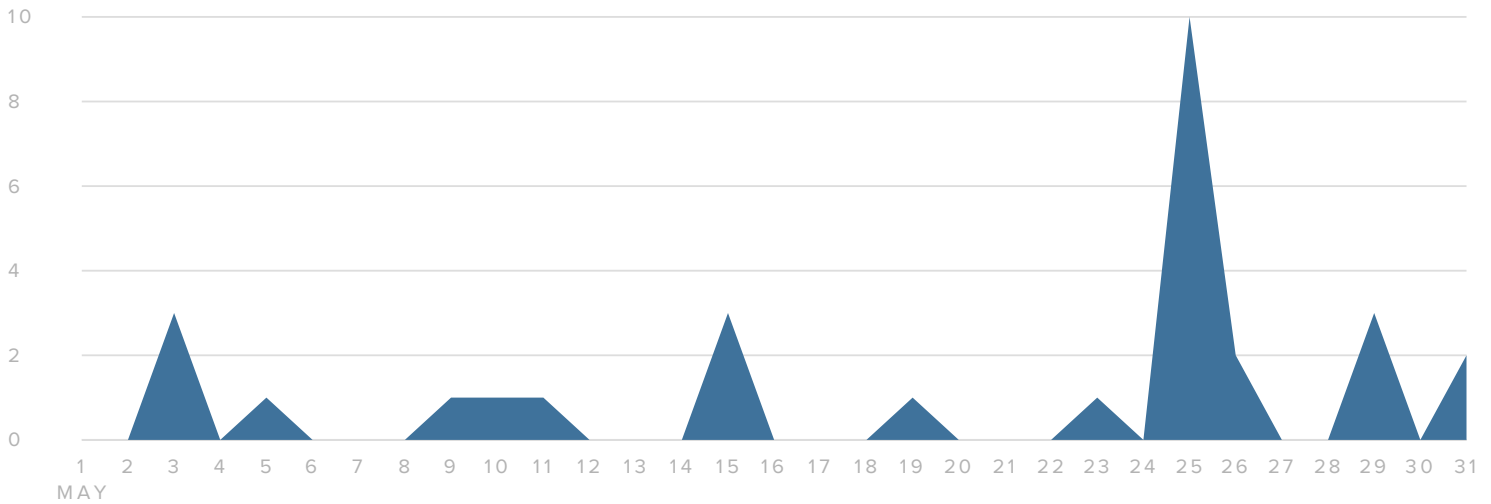
@heirloomcountertops

15 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers	75
Followers Gained	26
People that you Followed	22

Your new followers increased by

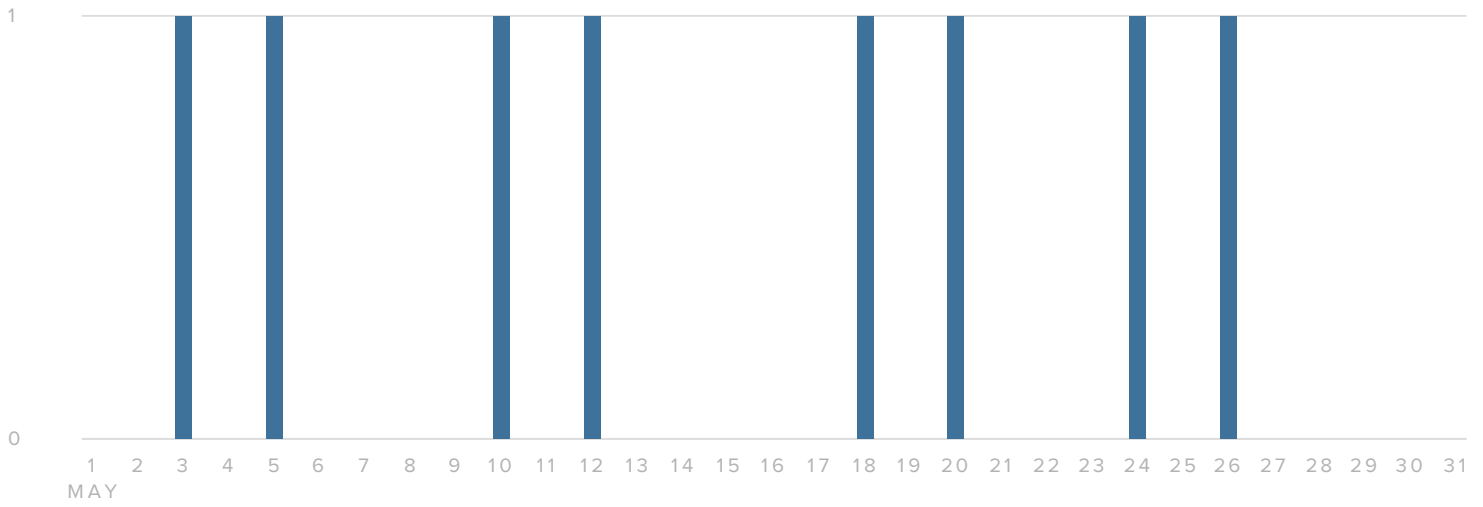
766.7%

since previous month

Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	8
Videos	-
Total Media	8

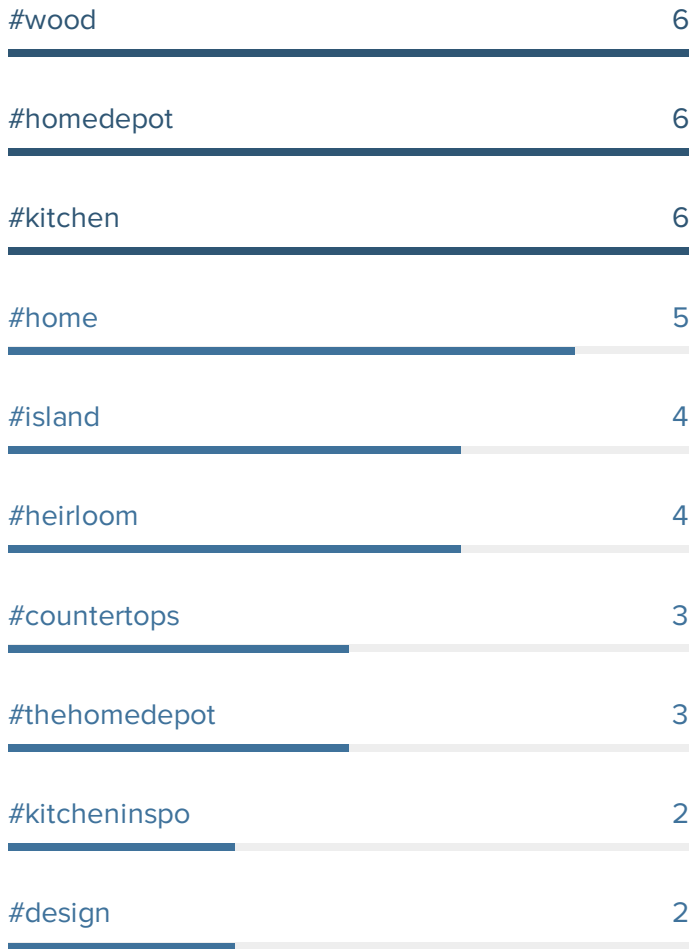
The number of media you sent decreased by

▼ **20.0%**

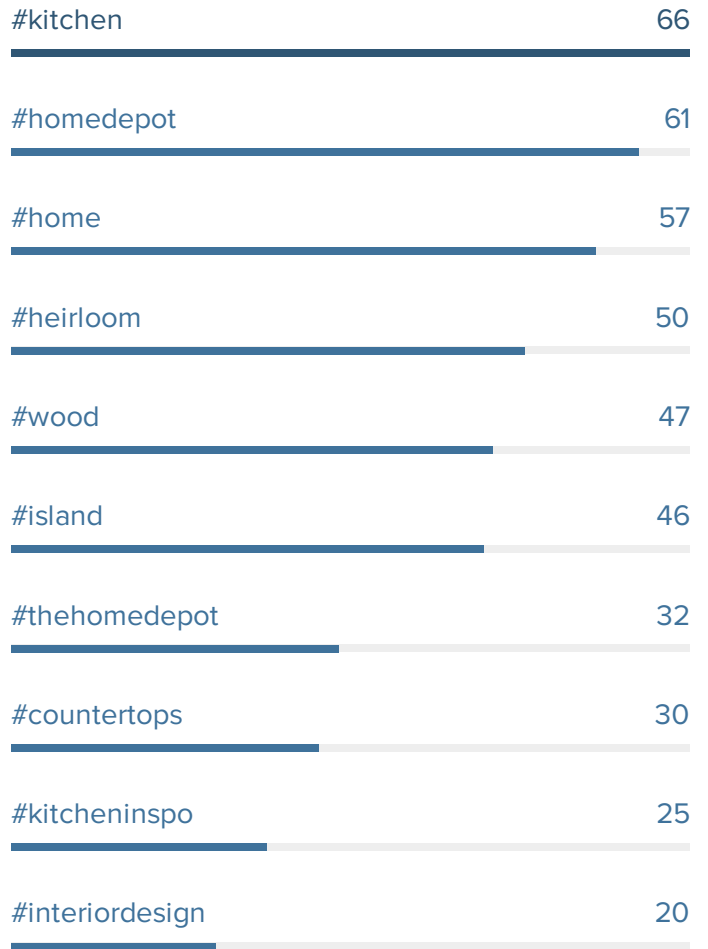
since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

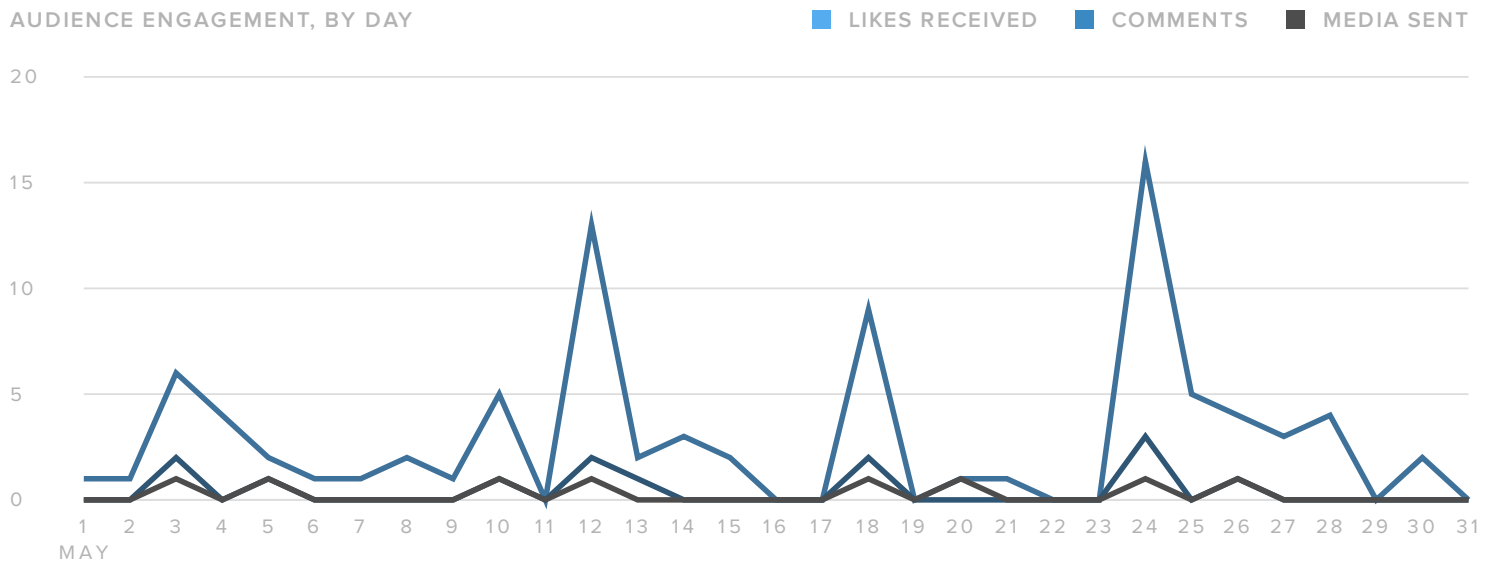


MOST ENGAGED HASHTAGS



Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS

TOTALS

Likes Received	89
Comments Received	13
Total Engagements	102
Engagements per Follower	1.4
Engagements per Media	12.8

The number of engagements decreased by

▼ **15.0%**

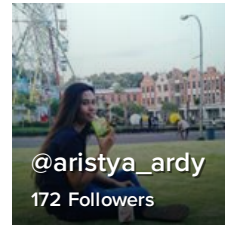
since previous month

The number of engagements per media increased by


▲ **6.3%**

since previous month

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
 heirloomcountertops	75	53.1%	26	8	7	102	12.8	1.36



Twitter Profiles Report

for @HeirloomWood

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.

sproutsocial

Twitter Activity Overview



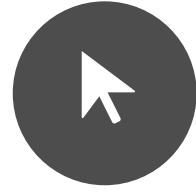
1,664

ORGANIC IMPRESSIONS



2

TOTAL ENGAGEMENTS

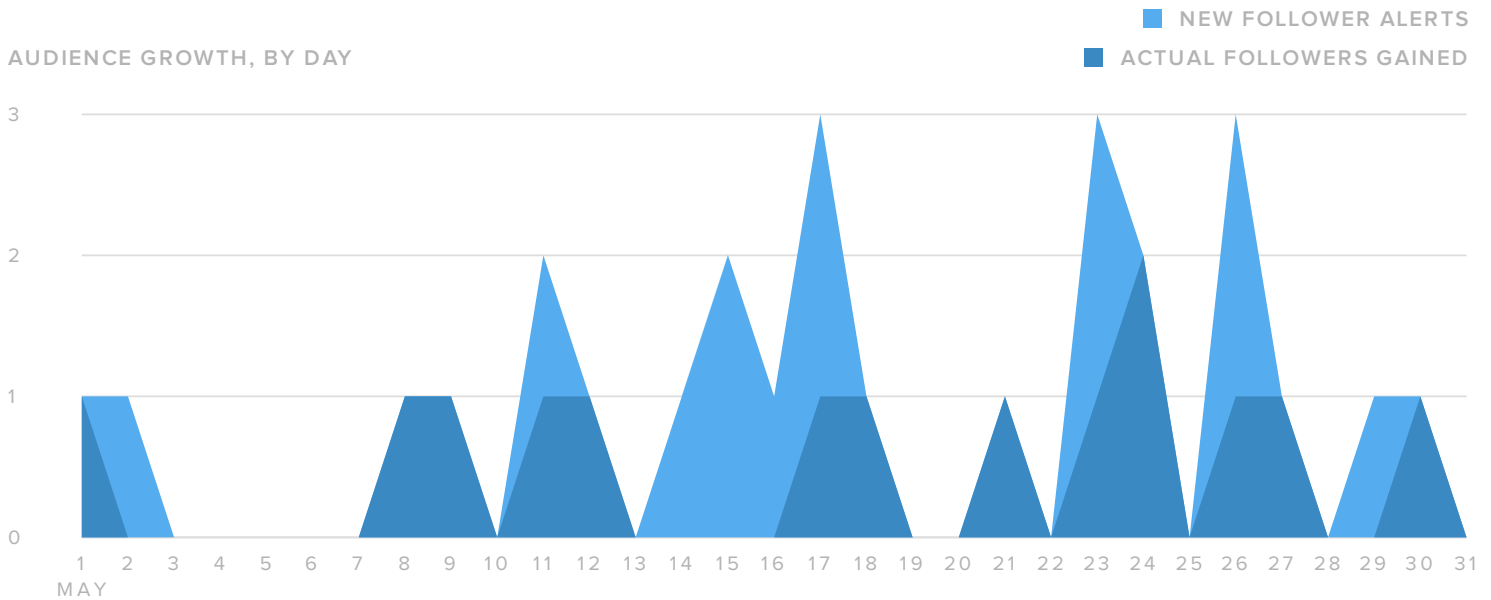


-

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers	60
New Follower alerts	23
Actual Followers gained	1
People that you followed	-

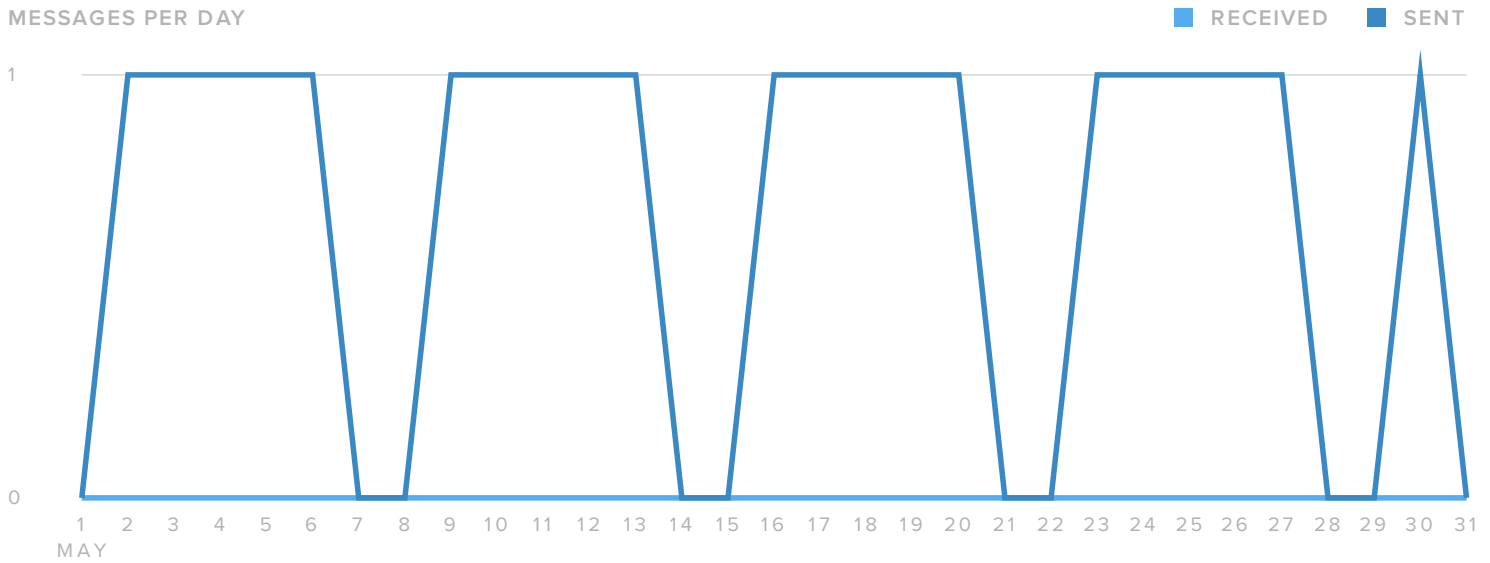
Your new followers increased by

▲ 125.0%

since previous month

Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS

TOTALS

Tweets sent	21
Direct Messages sent	-
Total Sent	21
Mentions received	-
Direct Messages received	-
Total Received	-

The number of messages you sent decreased by

▼ **4.5%**

since previous month

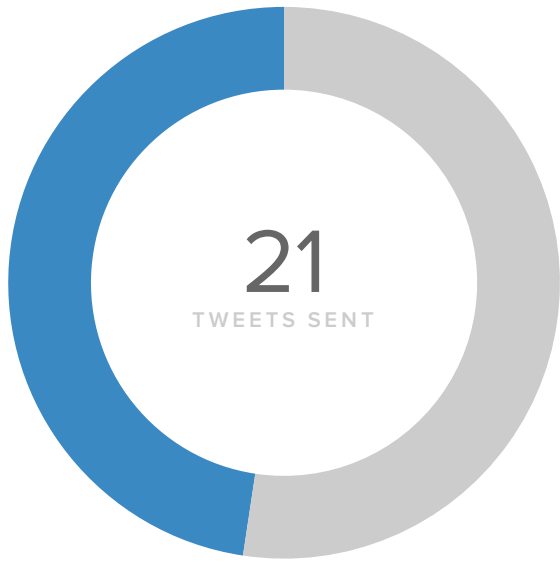
The number of messages you received increased by



since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT

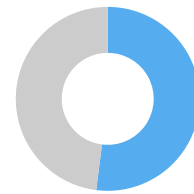


0
PLAIN TEXT

10
PAGE LINKS

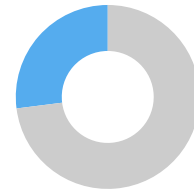
11
PHOTO LINKS

YOUR TWEETING BEHAVIOR



52%
CONVERSATION

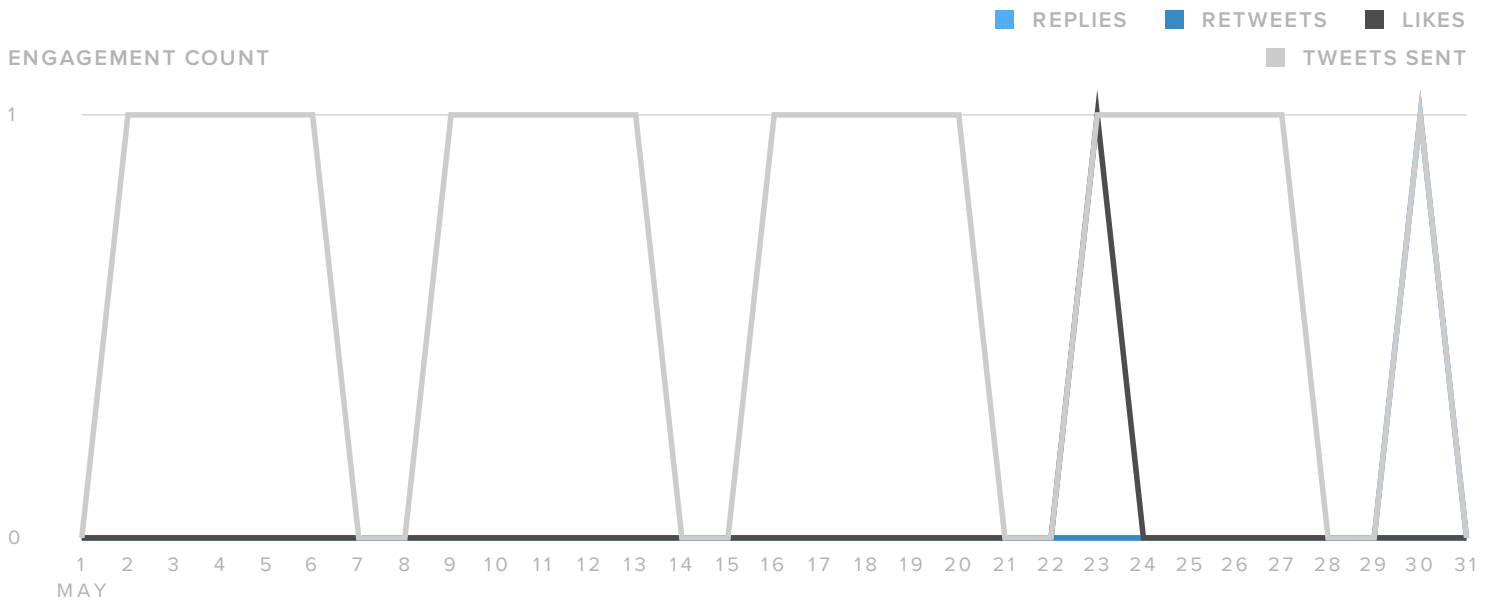
48%
UPDATES



27%
NEW CONTACTS

73%
EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	–
Retweets	1
Retweets with Comments	–
Likes	1
Engagements per Follower	–
Impressions per Follower	27.7
Engagements per Tweet	0.1
Impressions per Tweet	79.2
Engagements per Impression	0.1%

The number of engagements decreased by **60.0%** since previous month

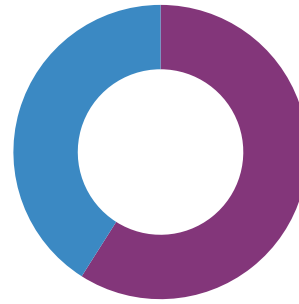
The number of impressions per Tweet increased by **39.1%** since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



59%


FEMALE FOLLOWERS

41%

MALE FOLLOWERS

Women 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
 @HeirloomWood	60	1.7%	1,664	27.73	2	0.03	1	—