




GROUP REPORT

from June 1, 2016 - June 30, 2016


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

GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	431	
Sent Messages	58	
New Twitter Followers	23	
New Facebook Fans	110	

437 INTERACTIONS
BY **408** UNIQUE USERS
41,405 POTENTIAL REACH

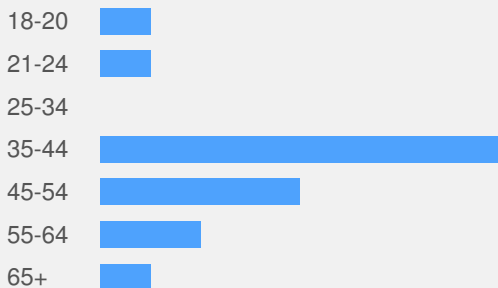


TWITTER STATS


across all Twitter accounts

FOLLOWER DEMOGRAPHICS

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



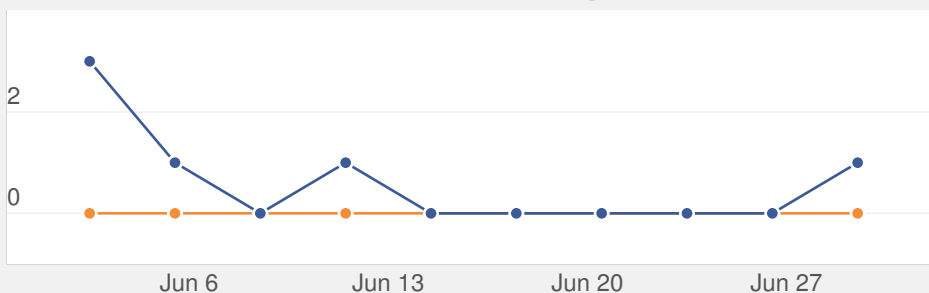
TWITTER STATS

 **23**
New Twitter Followers in this time period




 **0** Link Clicks
 **0** Mentions
 **6** Retweets

DAILY INTERACTIONS

@MENTIONS 0 RETWEETS 6



OUTBOUND TWEET CONTENT

-  **1** Plain Text
-  **28** Links to Pages
-  **7** Photo Links

FACEBOOK STATS across all Facebook pages

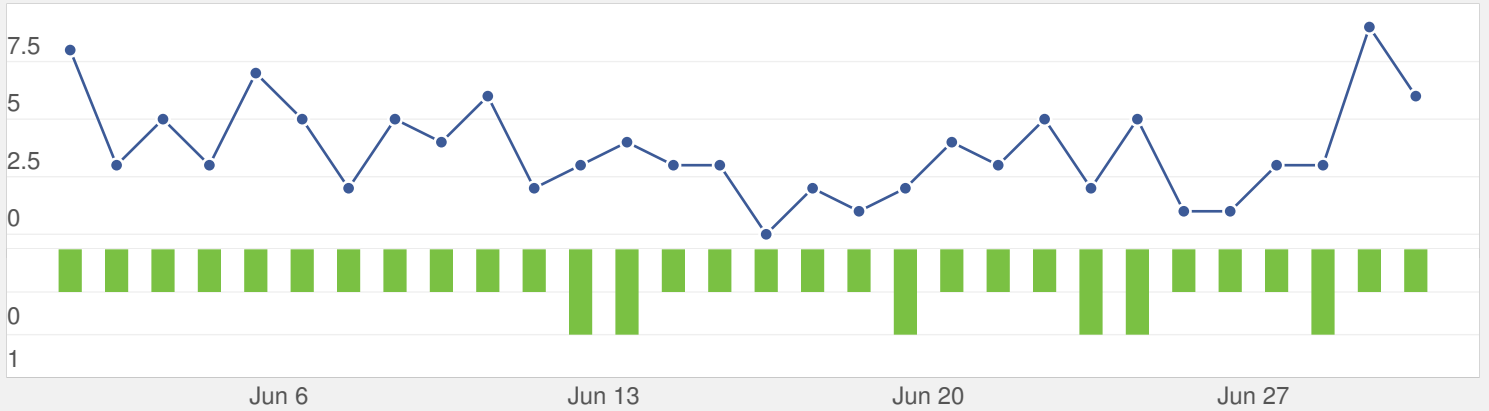


My Facebook Pages

1.54k Total Likes, and 228 people talking about this

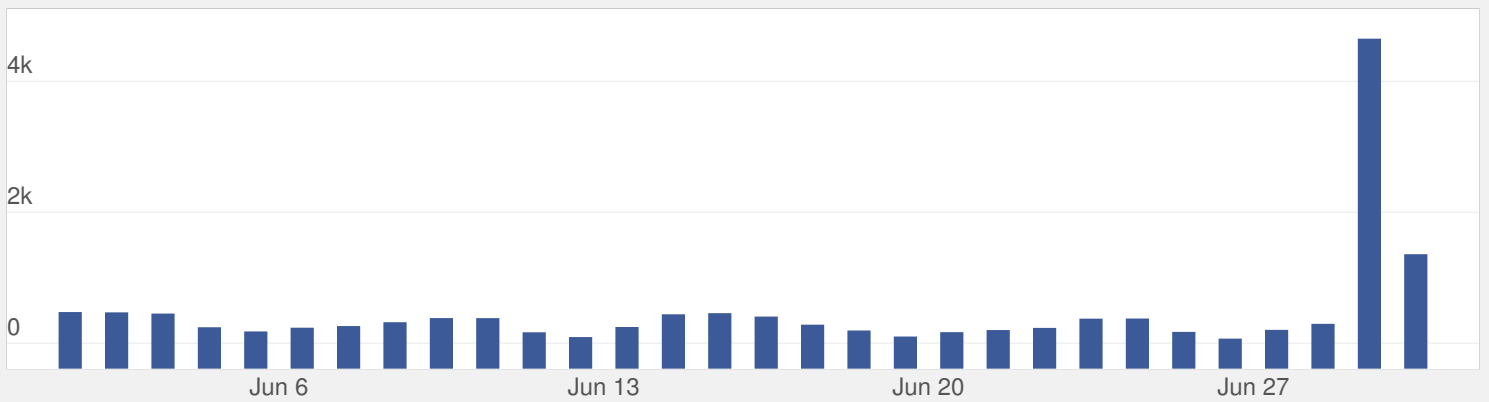
FAN GROWTH

New Fans 110 Unliked your Page 6

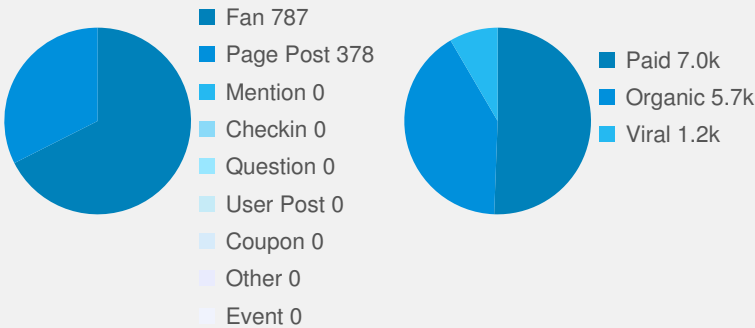


PAGE IMPRESSIONS

Impressions 13,919 by 10,654 users



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	111.5	446
Mon	214.5	858
Tue	300.3	1.2k
Wed	1.2k	6.1k
Thu	599.4	3.0k
Fri	374	1.5k
Sat	194.5	778

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

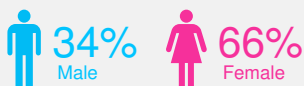
Age Group	Male	Female
13-17	3 / 5	
18-24	94 / 86	
25-34	752 / 1.3k	
35-44	1.2k / 2.0k	
45-54	1.1k / 2.3k	
55+	353 / 1.2k	


TOP COUNTRIES

United States	10.0k
Canada	75
India	70
Mexico	32
Cambodia	16

TOP CITIES

New York, NY	333
Houston, TX	197
Los Angeles, CA	180
Chicago, IL	170
Dallas, TX	104



Web Traffic	5,570	
Social Traffic	53	
Twitter Posts	3	
Web Mentions	465	

Leading Social Traffic Source
Others **40 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 628 followers · <http://www.craft-art.com>
- #2** When #Wenge wood is combined with white, the colors always pop against each other! <https://t.co/zD1gECsic2> <https://t.co/TOSV06eXoC>
craft_art 483 followers · <http://www.craft-art.com>
- #3** When Wenge wood is combined with white, the colors always pop against each other! <https://t.co/zD1gECsic2> <https://t.co/4cuAMnL9Lz>
craft_art 483 followers · <http://www.craft-art.com>



Facebook Pages Report for Craft-Art elegant surfaces

Jun 01, 2016 - Jun 30, 2016

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

Facebook Activity Overview



13,919
IMPRESSIONS



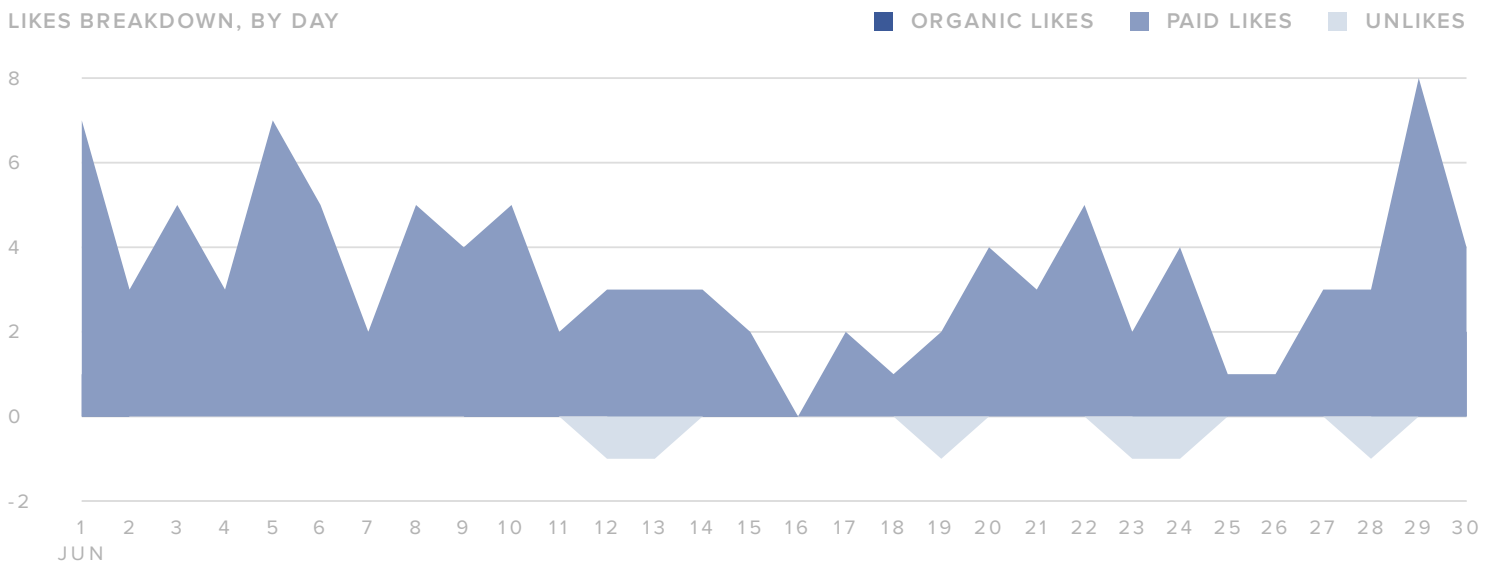
301
POST ENGAGEMENTS



9
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

Total Fans	1,527
Paid Likes	102
Organic Likes	8
Unlikes	6
Net Likes	104

The number of net likes decreased by

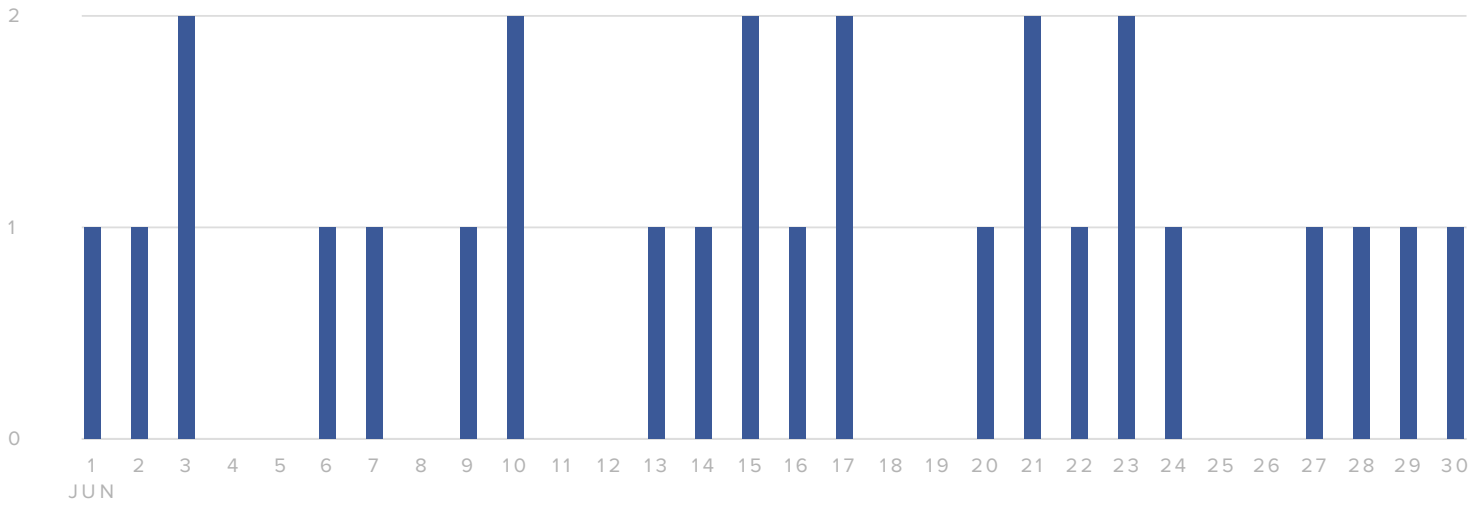
▼ 41.6%

since previous month

Publishing Behavior

POSTS, BY DAY

■ POSTS SENT



PUBLISHING METRICS

TOTALS

Photos	12
Videos	-
Posts	15
Total Posts	27

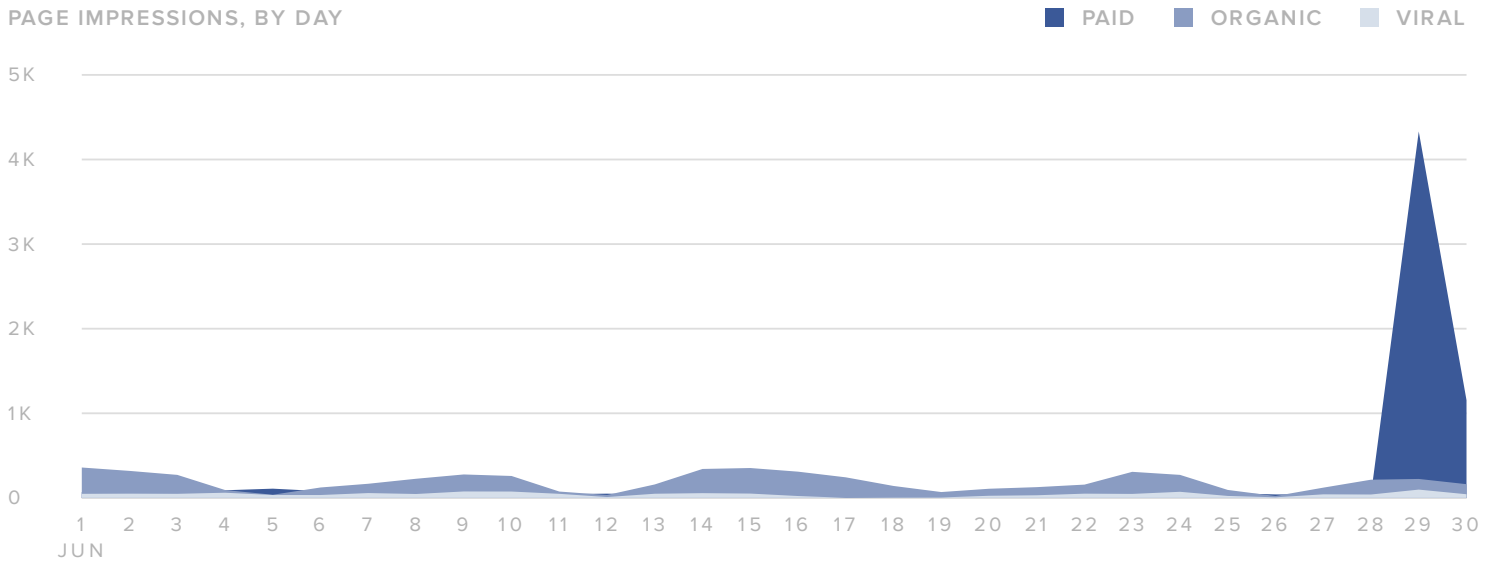
The number of posts you sent increased by

▲ **28.6%**

since previous month

Page Impressions

PAGE IMPRESSIONS, BY DAY

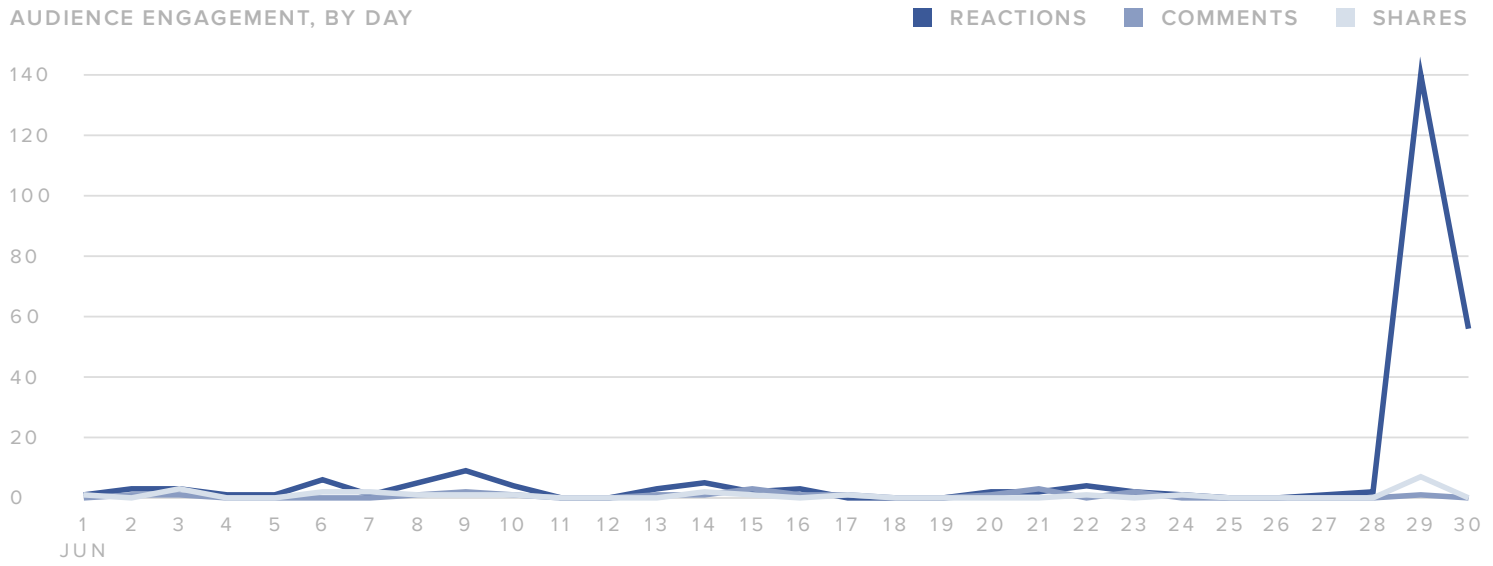


IMPRESSIONS METRICS	TOTALS
Organic Impressions	5,668
Viral Impressions	1,253
Paid Impressions	6,998
Total Impressions	13,919

Total Impressions decreased by
▼ 37.3%
 since previous month

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	257
Comments	20
Shares	24
Total Engagements	301

Total Engagements increased by

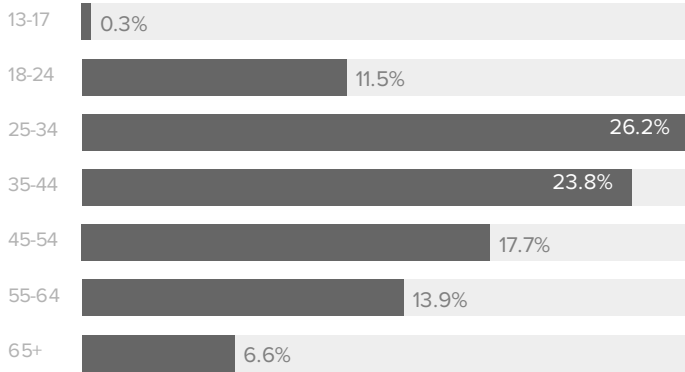
▲ 57.6%

since previous month

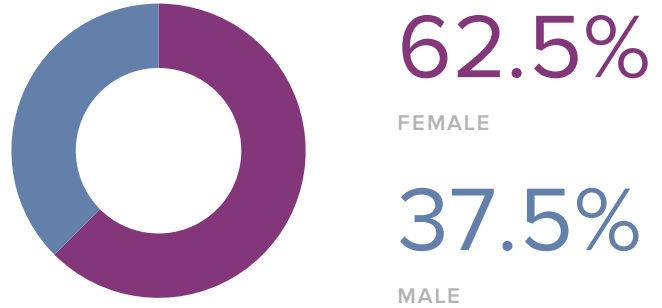
Demographics

- PAGE FANS**
- PEOPLE REACHED**
- PEOPLE ENGAGED**

BY AGE



BY GENDER




Women between the ages of 25-34 appear to be the leading force among your fans.

TOP COUNTRIES

TOP CITIES

Country	Count	City	Count
United States	1,002	Atlanta, GA	28
India	77	Cairo, Cairo Governorate, Egypt	18
Egypt	36	Phnom Penh, Cambodia	18
Pakistan	32	Marietta, GA	14
Mexico	25	Hanoi, Hà Nội, Vietnam	11
Vietnam	23	Mumbai, Maharashtra, India	10
Cambodia	19	New Delhi, Delhi, India	8
Malaysia	19	Griffin, GA	8
Canada	17	Karachi, Sindh, Pakistan	8
Turkey	16	Chicago, IL	7
Iran	14	Bangkok, Thailand	7
Algeria	12	Lahore, Punjab, Pakistan	7

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Craft-Art elegant s...	1,527	6.86%	27	13,919	516	301	11.1	9



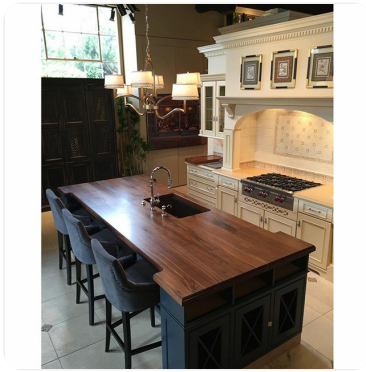
Instagram Profiles Report

for craftartcountertops

Jun 01, 2016 - Jun 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
200 Engagements



@craftartcountertops
152 Engagements

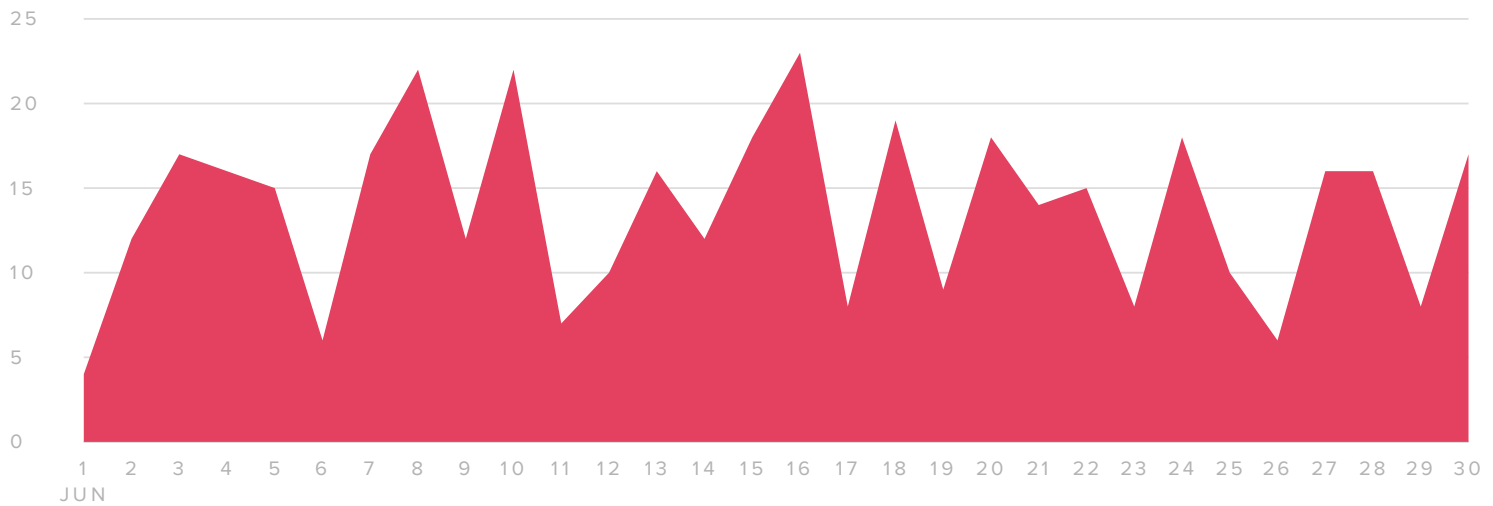


@craftartcountertops
146 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers	976
Followers Gained	407
People that you Followed	1

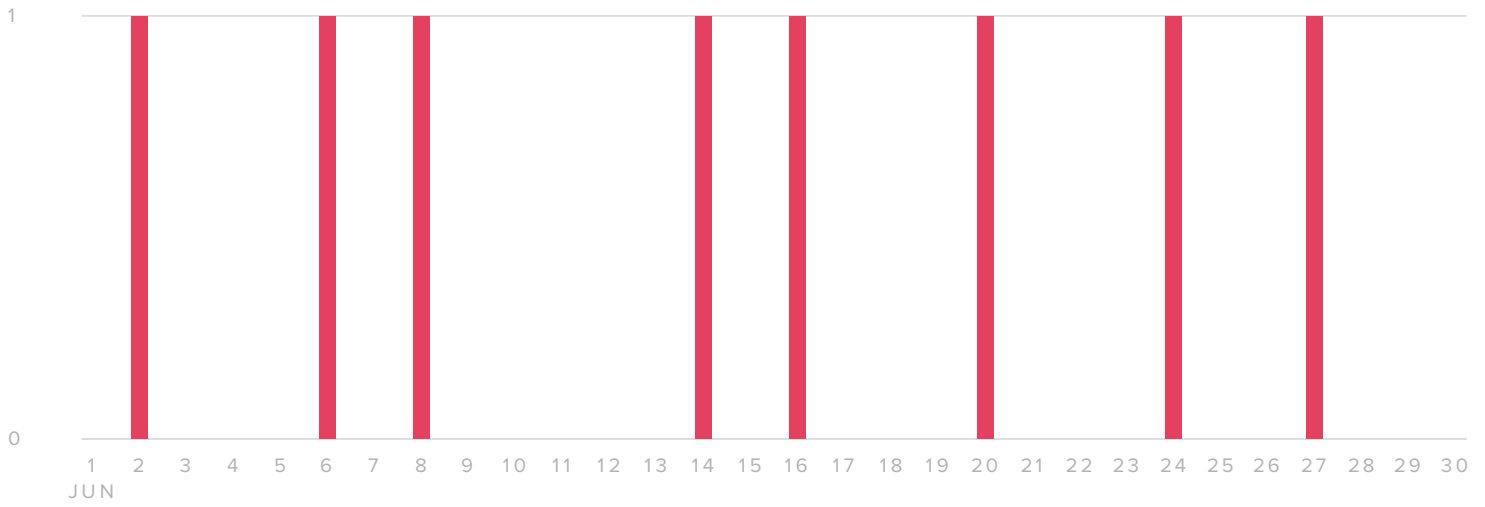
Your new followers increased by

▲ 2,294.1%

since previous month

Publishing Behavior

MEDIA PER DAY



PUBLISHING METRICS

TOTALS

Photos	8
Videos	—
Total Media	8

The number of media you sent increased by



Outbound Hashtag Performance

MOST USED HASHTAGS

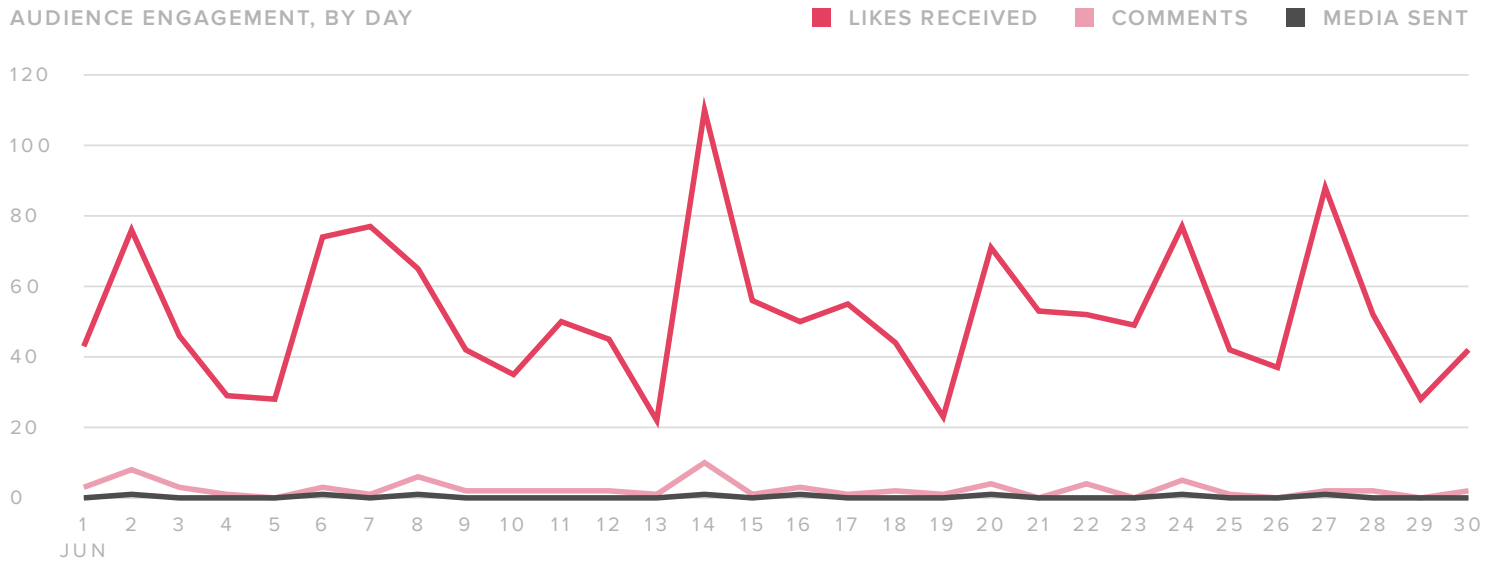
#wood	6
#island	6
#homeinspo	6
#custom	5
#home	5
#kitchen	5
#countertop	4
#design	3
#wenge	2
#bts	2

MOST ENGAGED HASHTAGS

#wood	364
#island	318
#homeinspo	305
#custom	272
#kitchen	260
#home	234
#countertop	200
#design	166
#wenge	110
#showroom	88

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

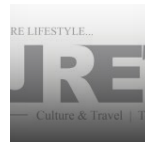
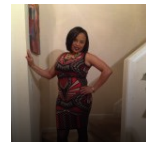
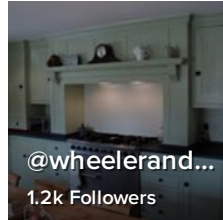
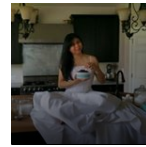
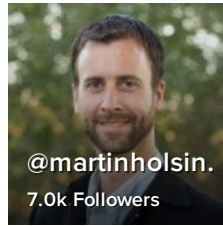


ENGAGEMENT METRICS	TOTALS
Likes Received	1,561
Comments Received	72
Total Engagements	1,633
Engagements per Follower	1.7
Engagements per Media	204.1


The number of engagements increased by **645.7%** since previous month

The number of engagements per media increased by **645.7%** 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
 craftartcountertops	976	71.5%	407	8	11	1,633	204.1	1.67



Twitter Profiles Report

for @craft_art

Jun 01, 2016 - Jun 30, 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



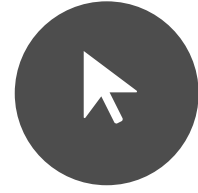
6,558

ORGANIC IMPRESSIONS



34

TOTAL ENGAGEMENTS

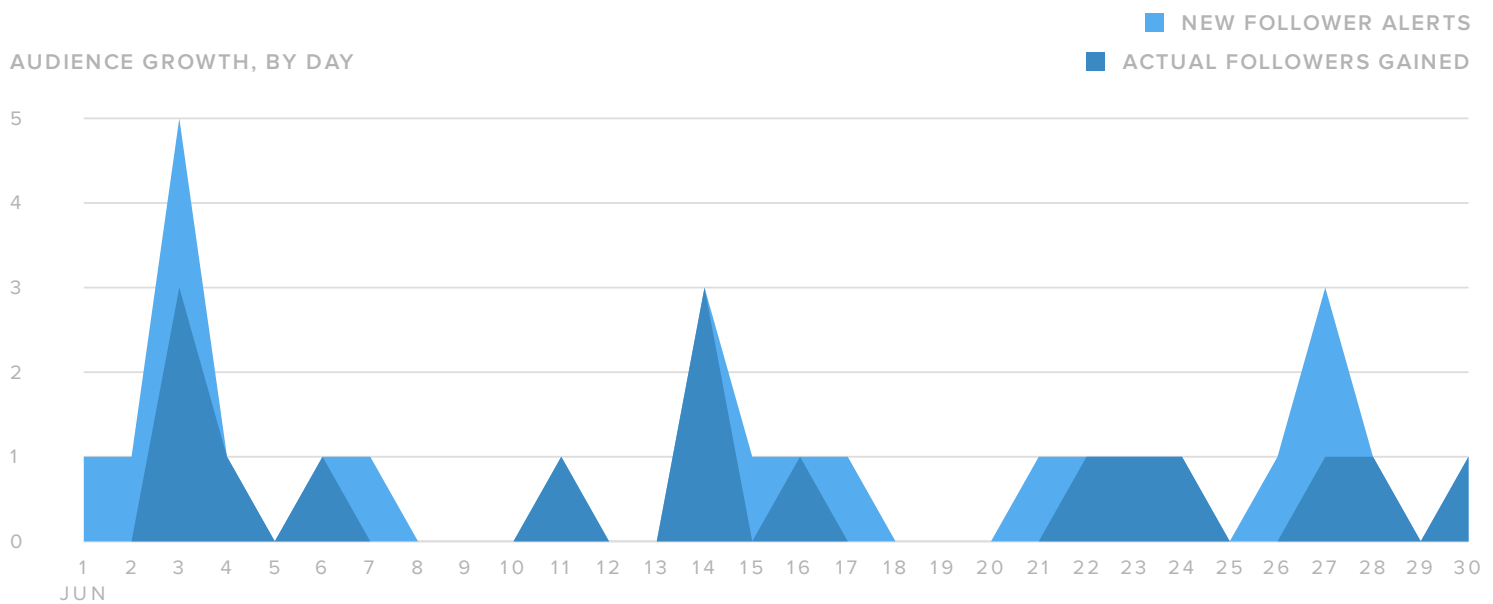


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LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers	486
New Follower alerts	23
Actual Followers gained	4
People that you followed	-

Your new followers decreased by

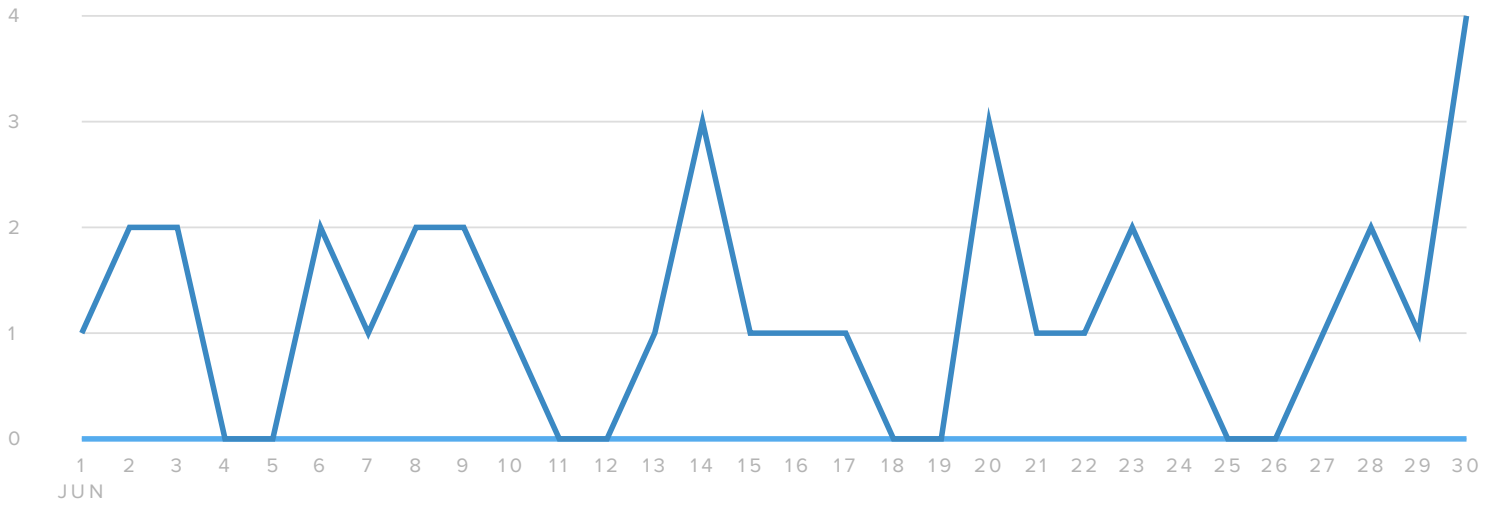
▼ **55.6%**

since previous month

Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	36
Direct Messages sent	-
Total Sent	36
Mentions received	-
Direct Messages received	-
Total Received	-

The number of messages you sent increased by

▲ 16.1%

since previous month

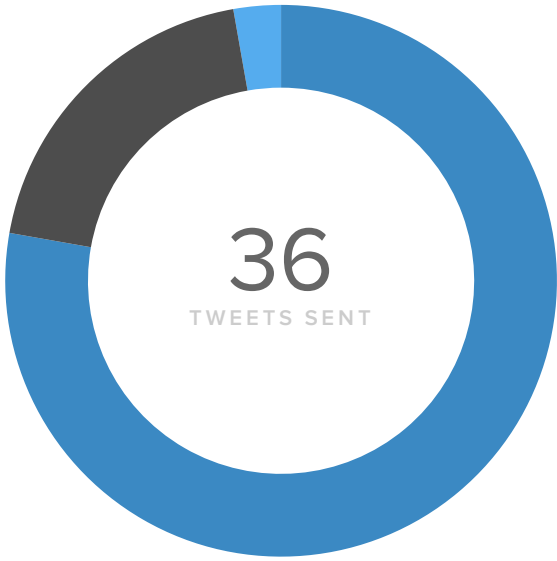
The number of messages you received decreased by

▼ 100.0%

since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



1
PLAIN TEXT

28
PAGE LINKS

7
PHOTO LINKS

YOUR TWEETING BEHAVIOR



28%
CONVERSATION

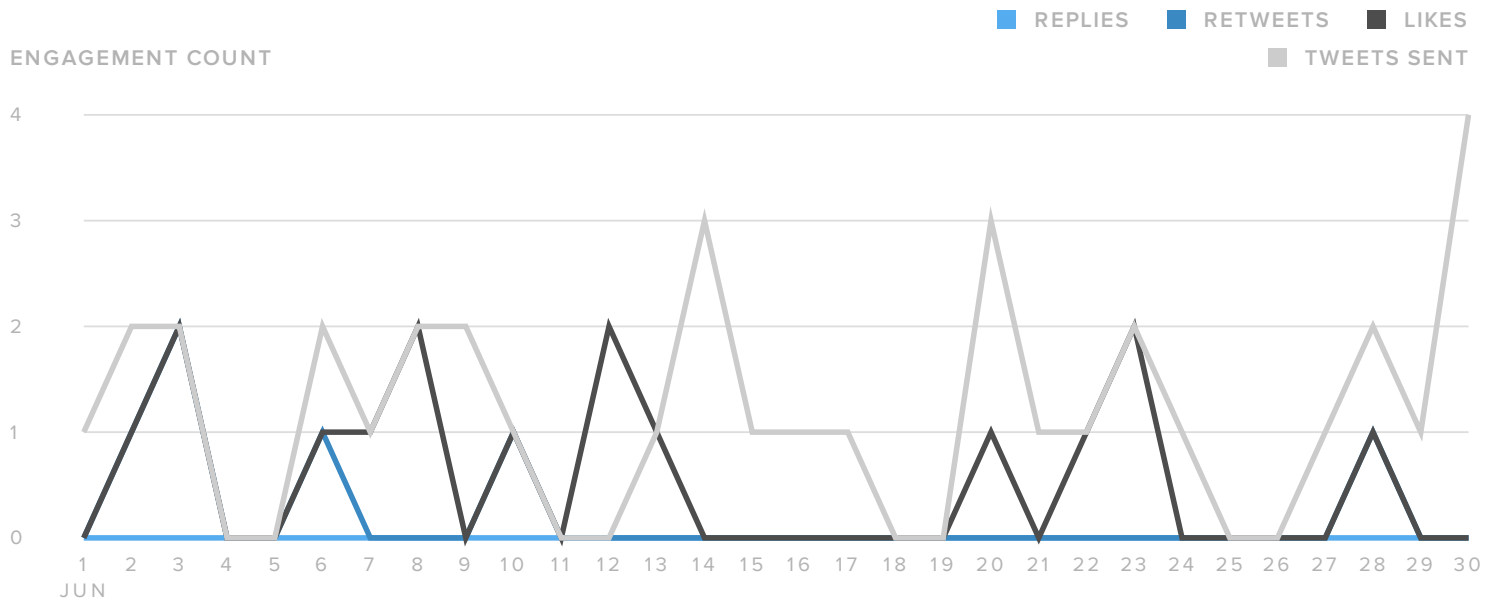
72%
UPDATES



20%
NEW CONTACTS

80%
EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	–
Retweets	6
Retweets with Comments	1
Likes	16
Engagements per Follower	0.1
Impressions per Follower	13.5
Engagements per Tweet	0.9
Impressions per Tweet	182.2
Engagements per Impression	0.5%

The number of engagements increased by

▲ 112.5%

since previous month

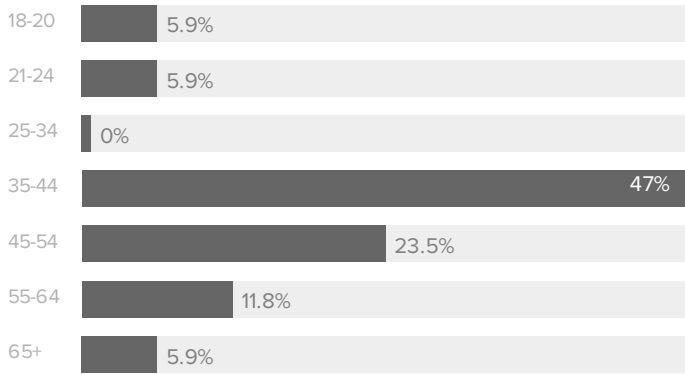
The number of impressions per Tweet decreased by

▼ 49.0%

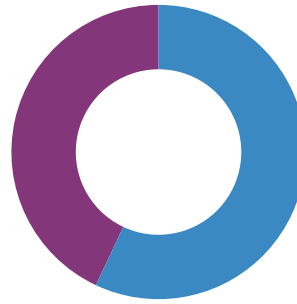
since previous month

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	486	0.8%	6,558	13.49	34	0.07	6	9