




GROUP REPORT


from August 1, 2016 - August 31, 2016


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


GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	1,191	
Sent Messages	61	
New Twitter Followers	27	
New Facebook Fans	962	

1,193 INTERACTIONS 

BY **1,112 UNIQUE USERS** 

59,662 POTENTIAL REACH 

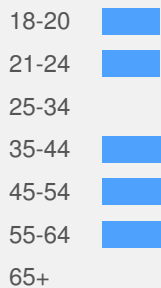
TWITTER STATS

across all Twitter accounts


FOLLOWER DEMOGRAPHICS

 **55%** MALE FOLLOWERS

 **45%** FEMALE FOLLOWERS



TWITTER STATS

 **27**
New Twitter Followers in this time period

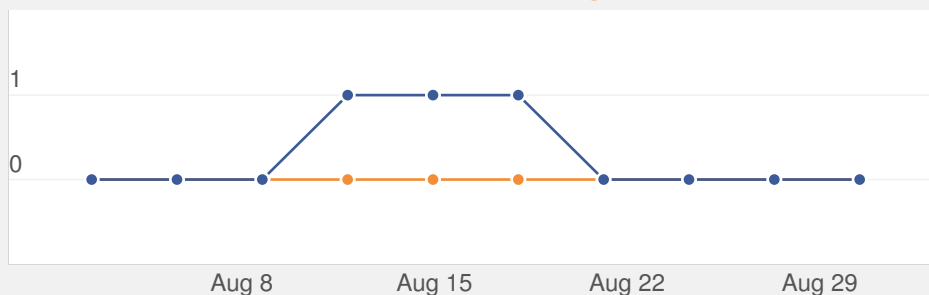
 **1**
Link Clicks

 **0**
Mentions

 **2**
Retweets


DAILY INTERACTIONS

@MENTIONS 0 RETWEETS 2



OUTBOUND TWEET CONTENT

 **1** Plain Text

 **32** Links to Pages

 **4** Photo Links

FACEBOOK STATS across all Facebook pages

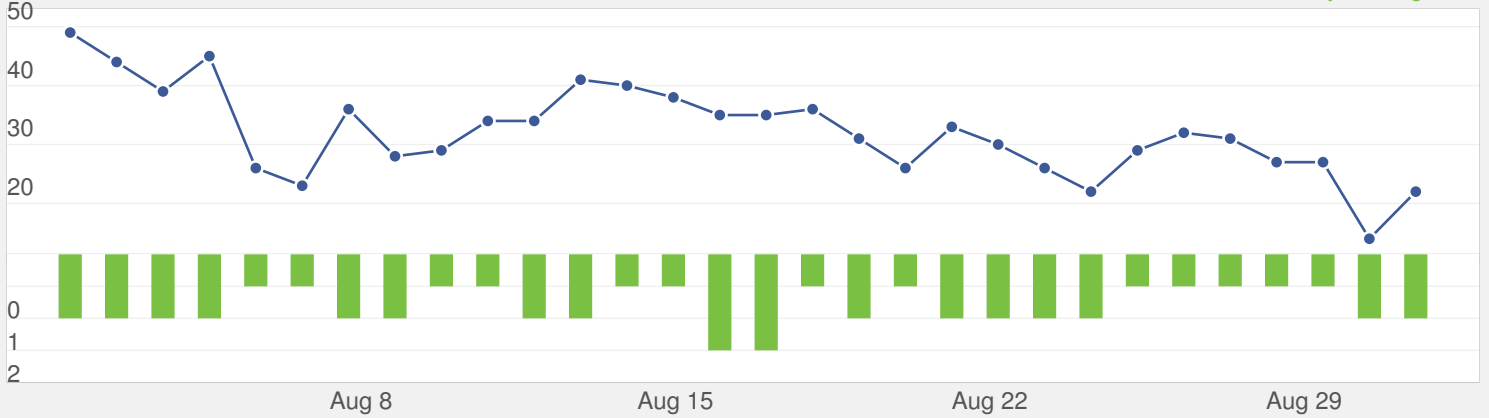


My Facebook Pages

2.79k Total Likes, and 172 people talking about this

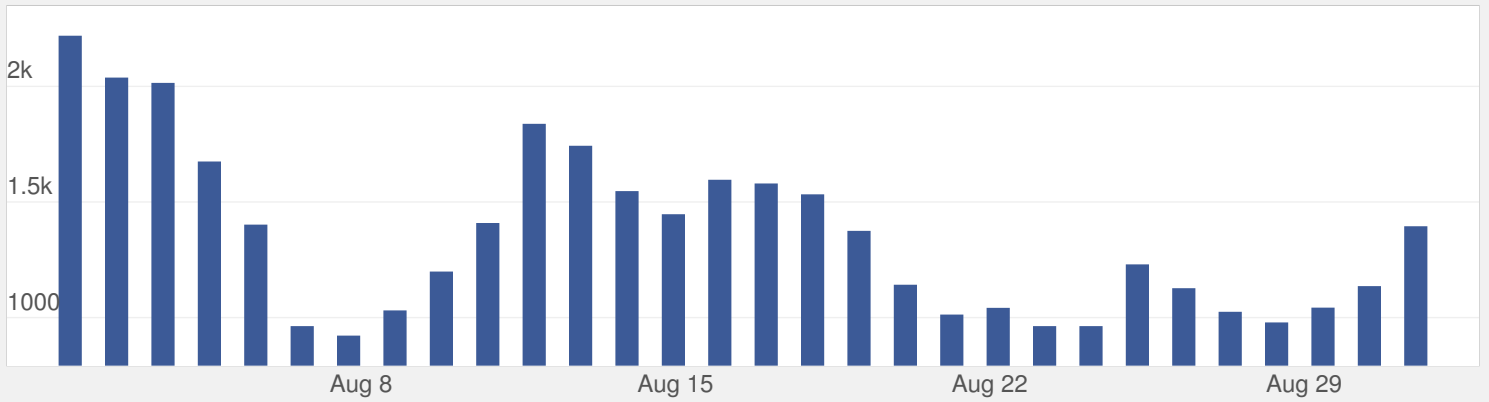
FAN GROWTH

New Fans **962** Unliked your Page **19**

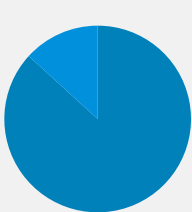


PAGE IMPRESSIONS

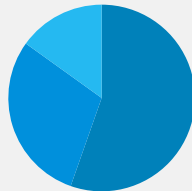
Impressions **40,590** by **32,057** users



IMPRESSIONS



- Fan 5.3k
- Page Post 808
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Other 0
- Event 0



- Paid 22.4k
- Organic 11.9k
- Viral 6.1k

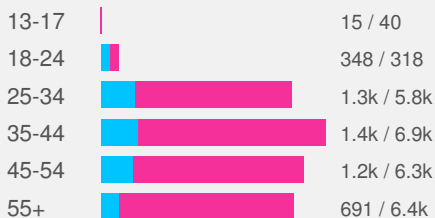
BY DAY OF WEEK

Day	Avg	Total
Sun	1.0k	4.1k
Mon	1.3k	6.7k
Tue	1.3k	6.7k
Wed	1.4k	6.9k
Thu	1.5k	6.2k
Fri	1.4k	5.4k
Sat	1.1k	4.6k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

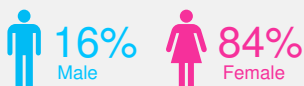


TOP COUNTRIES

Country	Count
United States	29.9k
India	183
Canada	130
Mexico	91
Germany	40

TOP CITIES

City	Count
New York, NY	225
Chicago, IL	135
Atlanta, GA	135
Suffolk County, NY	119
Oklahoma City, OK	87



Web Traffic	5,320	
Social Traffic	45	
Twitter Posts	4	
Web Mentions	6	

Leading Social Traffic Source
Others **31 views**

TOP SOCIAL REFERRERS

- #1** The addition of the wood in this otherwise all white kitchen is absolutely stunning! <https://t.co/r3tDjCjKtJ> <https://t.co/oGvMbtvdjZ>
[craft_art](#) 494 followers · <http://www.craft-art.com>
- #2** Loving the look of this Craft-Art plank style wood island against that backsplash & hood! <https://t.co/r3tDjCjKtJ> <https://t.co/PXmZ7zErPa>
[craft_art](#) 489 followers · <http://www.craft-art.com>
- #3** Loving the look of this Craft-Art plank style wood island against that backsplash & hood! <https://t.co/r3tDjCjKtJ> <https://t.co/VaaLkoDQDn>
[craft_art](#) 489 followers · <http://www.craft-art.com>



Facebook Pages Report for Craft-Art elegant surfaces

Aug 01, 2016 - Aug 31, 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



40,590
IMPRESSIONS



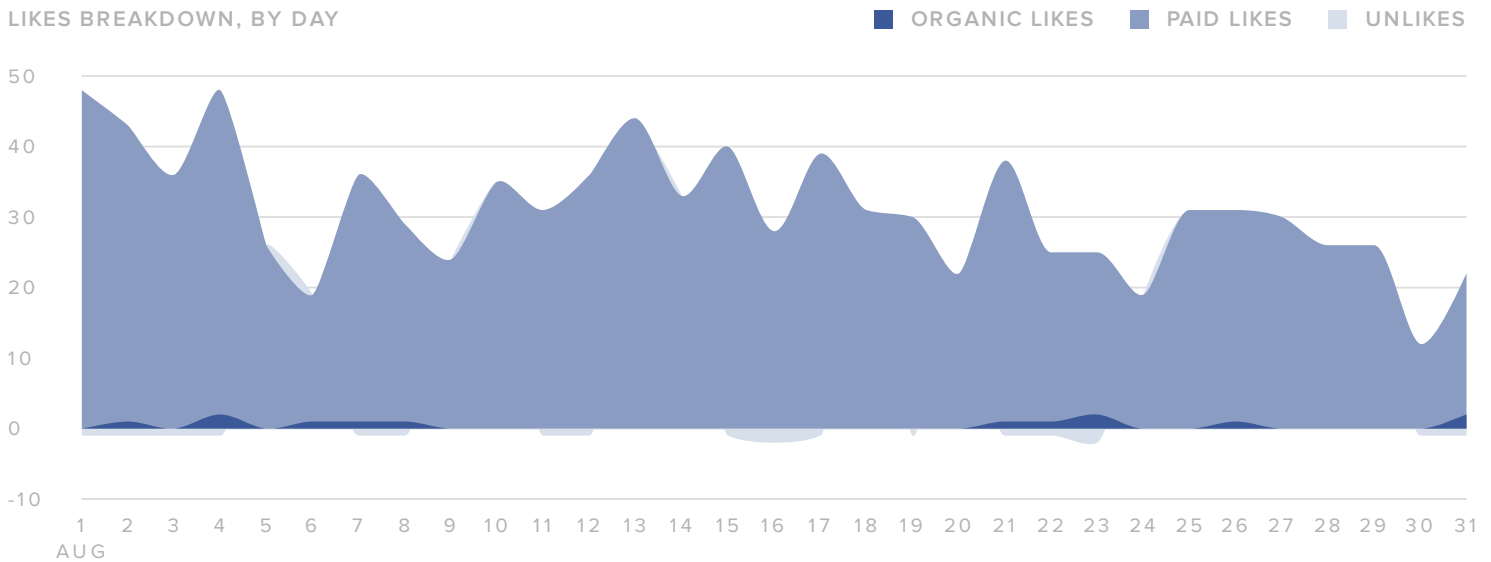
190
POST ENGAGEMENTS



24
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS	TOTALS
Total Fans	2,767
Paid Likes	950
Organic Likes	13
Unlikes	19
Net Likes	944

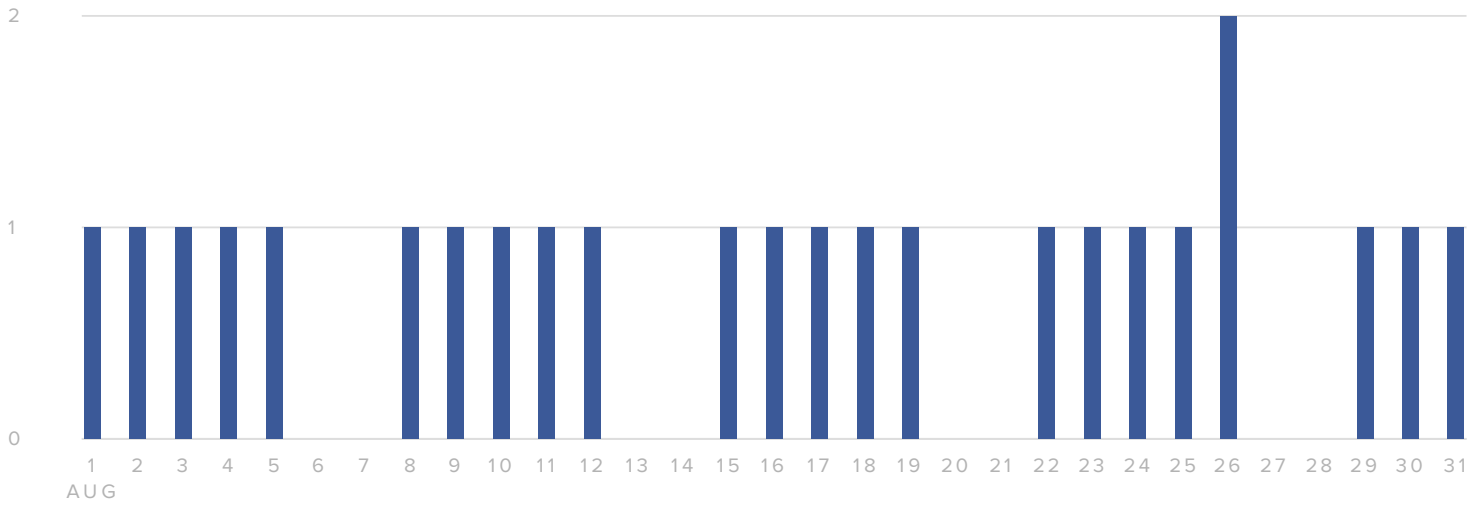
Total fans increased by

▲ **51.5%**

since previous month

Publishing Behavior

POSTS, BY DAY



PUBLISHING METRICS

TOTALS








Photos	10
Videos	2
Posts	12
Total Posts	24

The number of posts you sent decreased by

▼ **7.7%**

since previous month

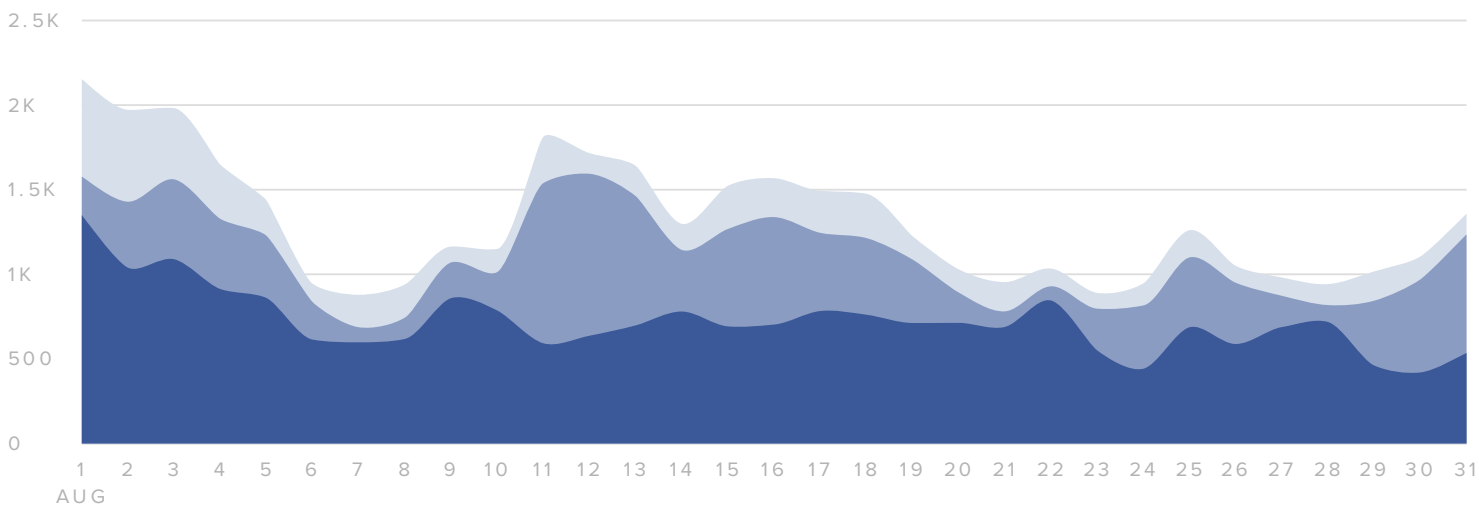
Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Craft-Art elegant surfaces Weekends were made for DIY projects!</p> <p>🔗DIY Kitchen Storage Ideas</p> <p>(Post) August 05, 2016 1:15 pm</p>	7	1	19.5%	41
 <p>Craft-Art elegant surfaces Our team has been working on a brand new showroom! What do you think so far? We can't wait to reveal the final look!</p>  <p>(Post) August 09, 2016 12:00 pm</p>	7	1	14.3%	84
 <p>Craft-Art elegant surfaces The color of 2017 has been announced! Drum roll please..</p> <p>🔗Sherwin-Williams Just Announced the Color of the Year</p> <p>(Post) August 31, 2016 1:15 pm</p>	1	–	11.0%	136
 <p>Craft-Art elegant surfaces Pick up a paint brush — you'll want these modern hues in your home ASAP!</p> <p>🔗These Color Trends Are Dominating 2016</p> <p>(Post) August 03, 2016 1:07 pm</p>	3	1	10.3%	58
 <p>Craft-Art elegant surfaces Check these amazing slabs out at Peach State Lumber Products. It doesn't get cooler than this. #stunning #natural #wood</p>  <p>(Post) August 26, 2016 10:54 am</p>	4	–	10.2%	49

Page Impressions

PAGE IMPRESSIONS, BY DAY

PAID ORGANIC VIRAL



IMPRESSIONS METRICS	TOTALS
Organic Impressions	11,950
Viral Impressions	6,220
Paid Impressions	22,420
Total Impressions	40,590
Users Reached	32,057

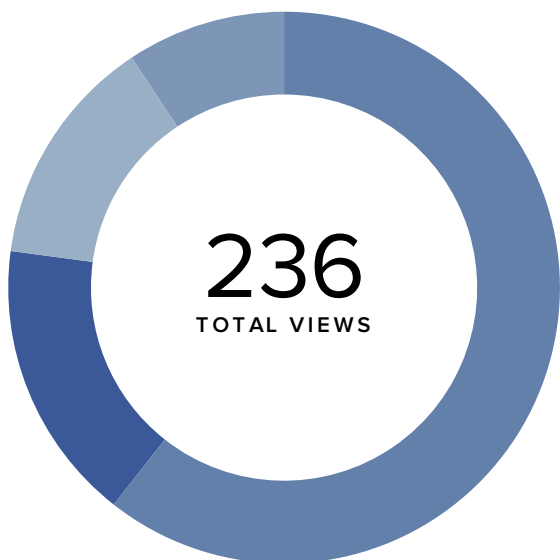
Total Impressions increased by

▲ 131.8%

since previous month

Video Performance

VIEW METRICS



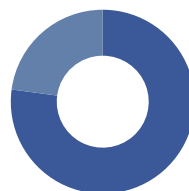
VIEWING BREAKDOWN

39
ORGANIC FULL

143
ORGANIC PARTIAL

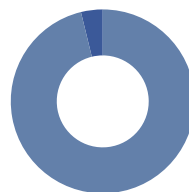
22
PAID FULL

32
PAID PARTIAL



77%
ORGANIC VIEWS

23%
PAID VIEWS



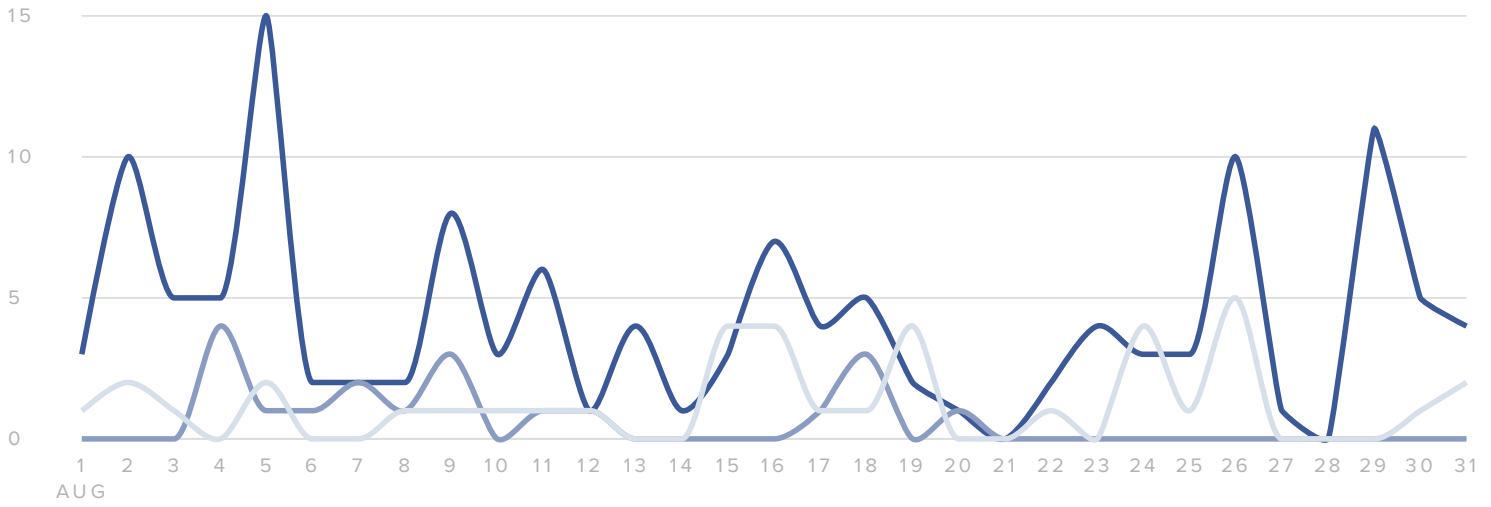
4%
CLICK PLAYS

96%
AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

REACTIONS COMMENTS SHARES



ACTION METRICS

TOTALS

Reactions	132
Comments	19
Shares	39
Total Engagements	190

Total Engagements increased by

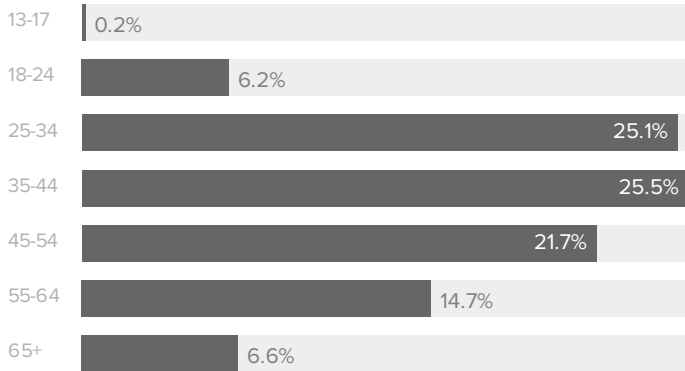
▲ **34.8%**

since previous month

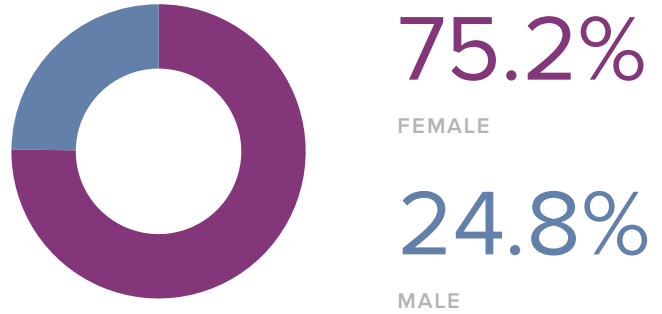
Demographics

PAGE FANS | **PEOPLE REACHED** | **PEOPLE ENGAGED**

BY AGE



BY GENDER




Women between the ages of 35-44 appear to be the leading force among your fans.

TOP COUNTRIES

TOP CITIES

Country	Count	City	Count
United States	2,230	Atlanta, GA	31
India	79	New York, NY	20
Egypt	36	Phnom Penh, Cambodia	18
Pakistan	32	Cairo, Cairo Governorate, Egypt	17
Mexico	26	Chicago, IL	16

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 surfac...	2,767	51.53%	24	40,590	1,691	190	7.9	24



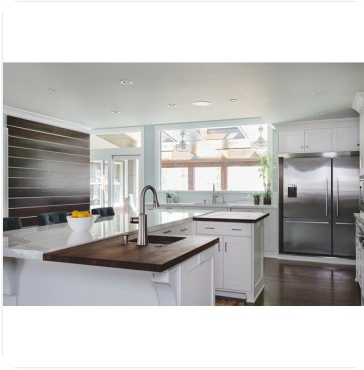
Instagram Profiles Report

for craftartcountertops

Aug 01, 2016 - Aug 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
151 Engagements



@craftartcountertops
77 Engagements

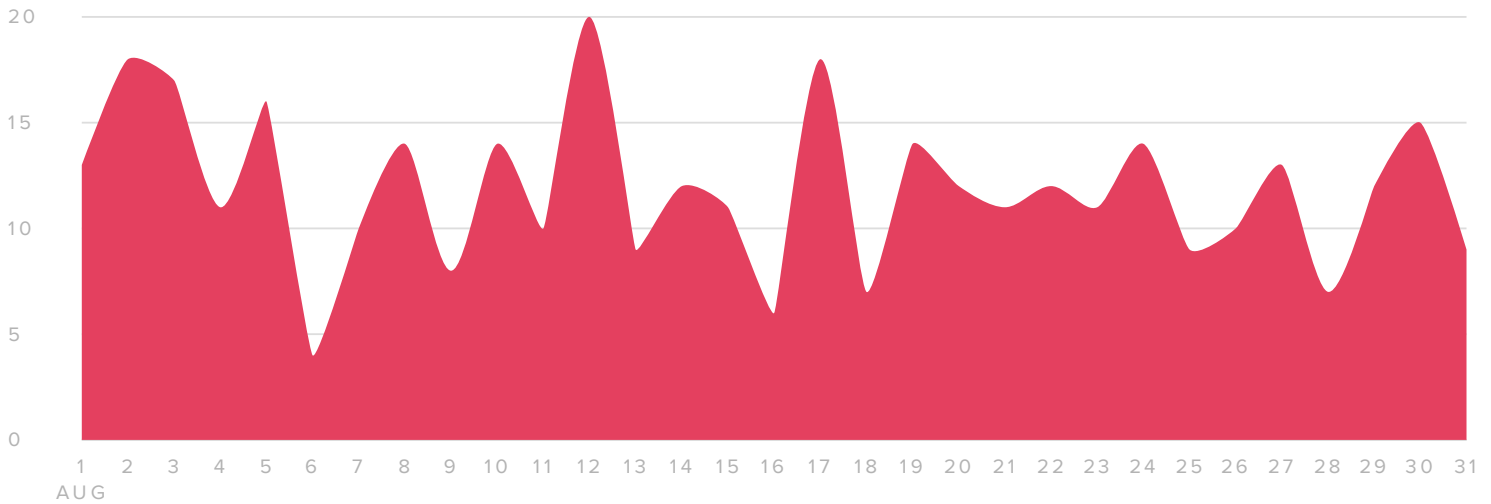


—
—

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers

1,739

Followers Gained

367

People that you Followed

—

Total followers increased by

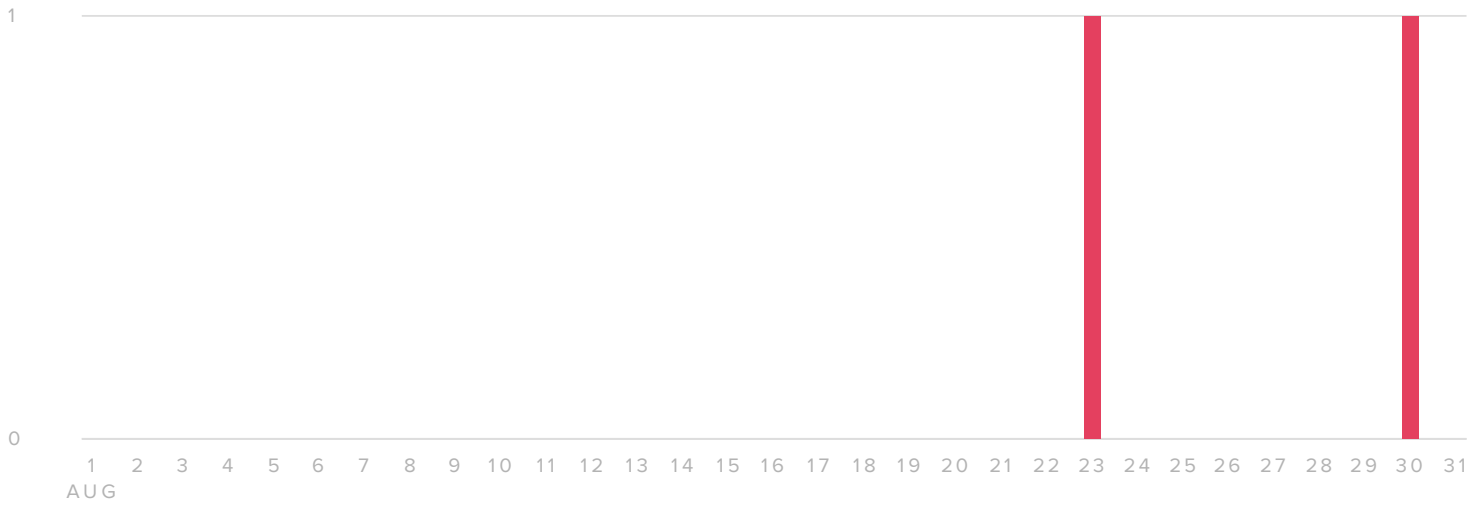
▲ **26.7%**

since previous month

Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS	TOTALS
Photos	2
Videos	–
Total Media	2

The number of media you sent decreased by
▼ 50.0%
since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

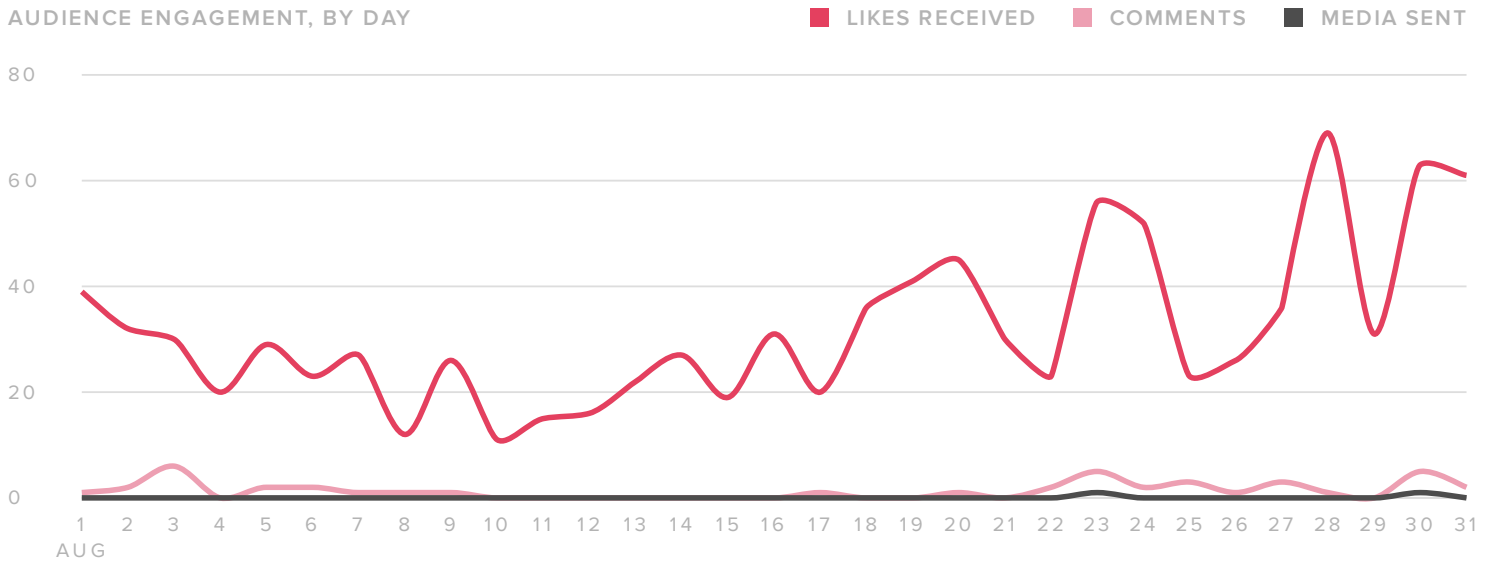
#wood	2
#flashesofdelight	1
#behindthescenes	1
#creativity	1
#driftwood	1
#liveedge	1
#island	1
#bts	1
#sophisticateddesign	1
#luxe	1

MOST ENGAGED HASHTAGS

#wood	160
#kitchen	89
#design	89
#kitchenenvy	89
#custom	89
#luxe	89
#sophisticateddesign	89
#designinspo	89
#kitcheninspo	89
#contrast	89

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

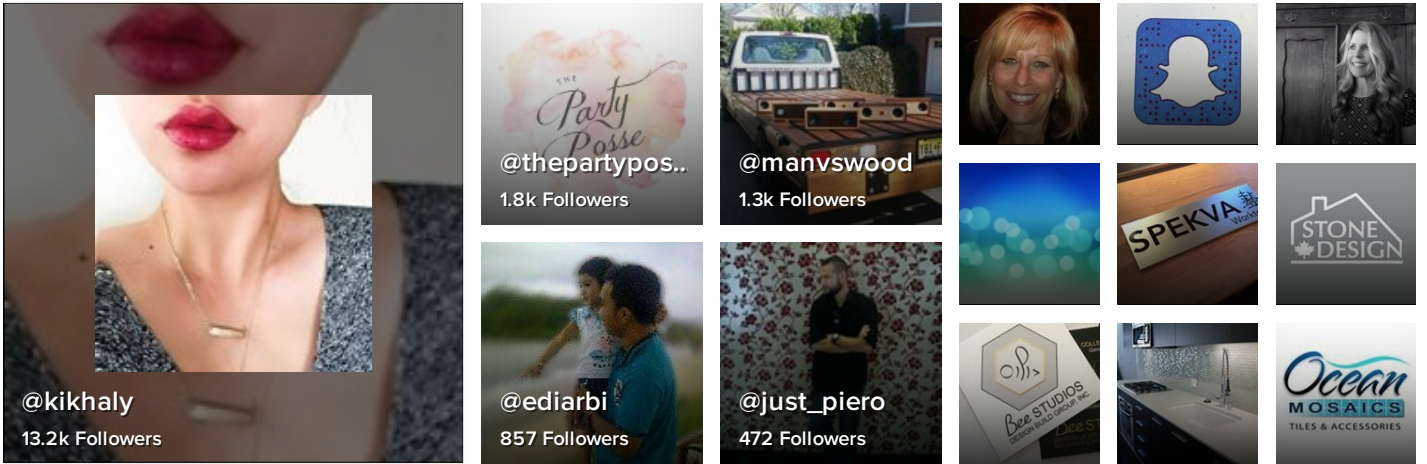


ENGAGEMENT METRICS	TOTALS
Likes Received	991
Comments Received	42
Total Engagements	1,033
Engagements per Follower	0.6
Engagements per Media	516.5


The number of engagements decreased by
▼ 16.1%
 since previous month

The number of engagements per media increased by
▲ 67.8%
 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	1,739	26.7%	367	2	2	1,033	516.5	0.59



Twitter Profiles Report

for @craft_art

Aug 01, 2016 - Aug 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



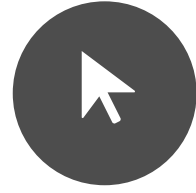
4,117

ORGANIC IMPRESSIONS



8

TOTAL ENGAGEMENTS

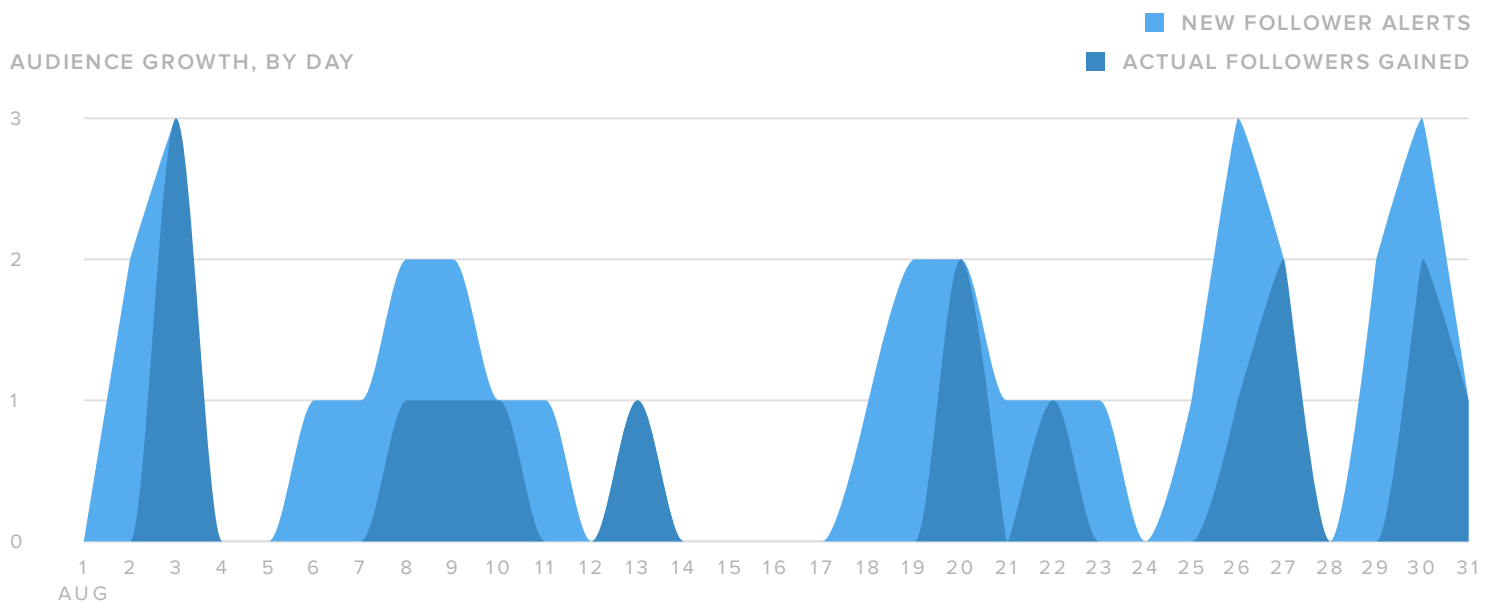


1

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers

494

New Follower alerts

27

Actual Followers gained

9

People that you followed

18

Total followers increased by

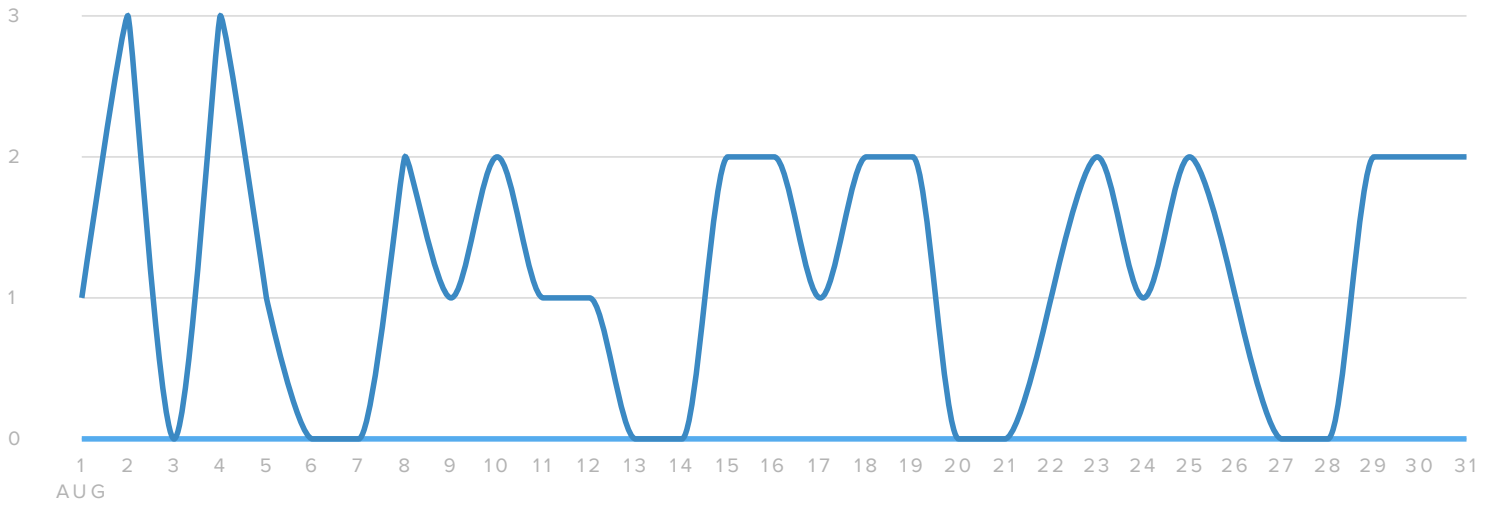
▲ 1.9%

since previous month

Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent 37

Direct Messages sent -

Total Sent 37

Mentions received -

Direct Messages received -

Total Received -

The number of messages you sent increased by

▲ 5.7%

since previous month

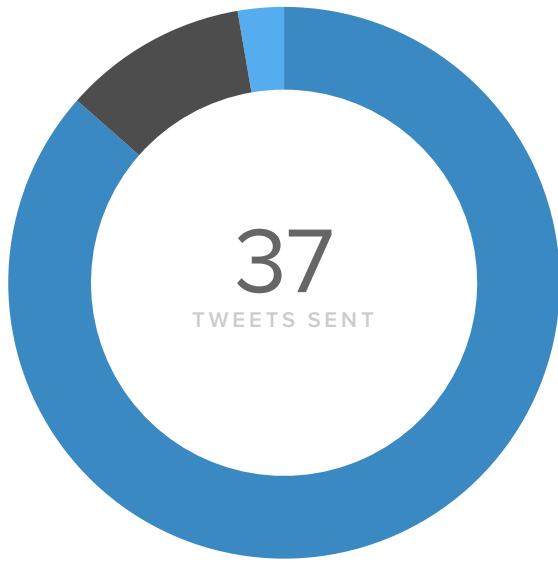
The number of messages you received increased by

—

since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



1
PLAIN TEXT

32
PAGE LINKS

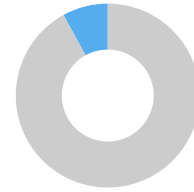
4
PHOTO LINKS

YOUR TWEETING BEHAVIOR



33%
CONVERSATION

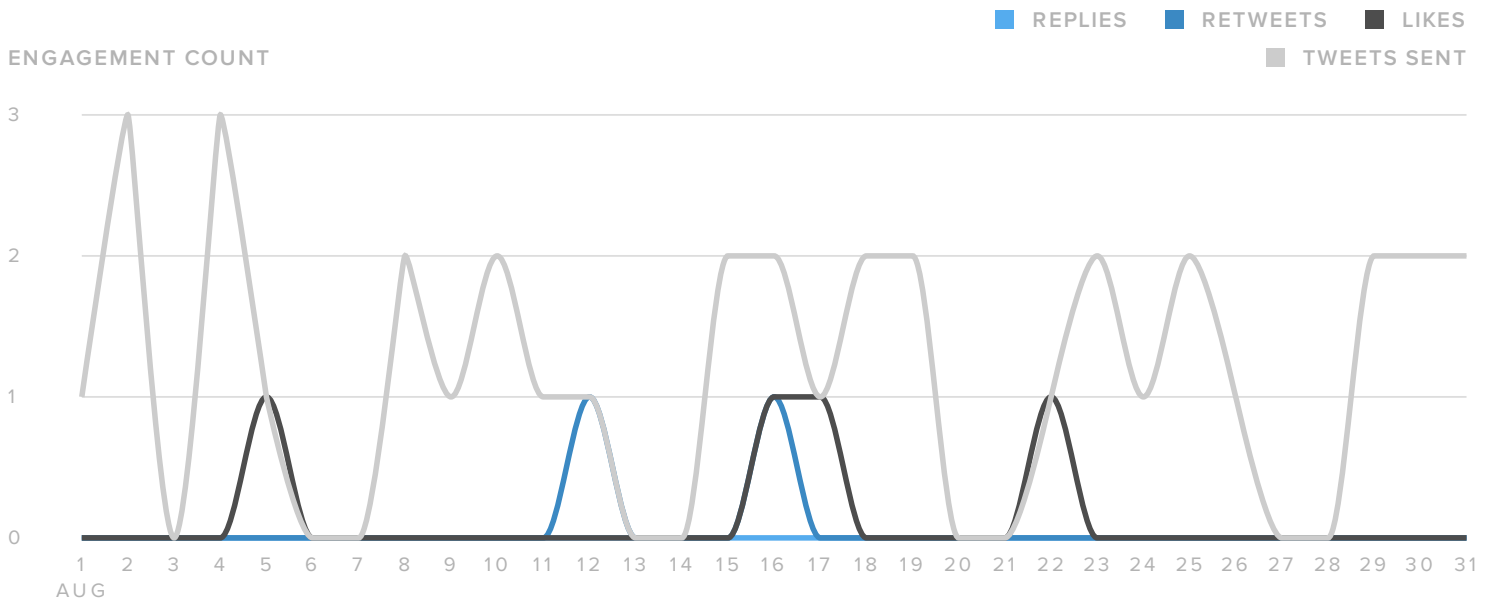
67%
UPDATES



8%
NEW CONTACTS

92%
EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	—
Retweets	2
Retweets with Comments	—
Likes	4
Engagements per Follower	—
Impressions per Follower	8.3
Engagements per Tweet	0.2
Impressions per Tweet	111.3
Engagements per Impression	0.2%

The number of engagements increased by

—

since previous month

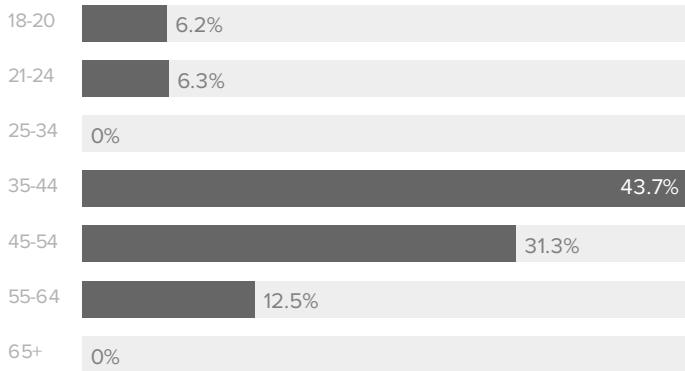
The number of impressions per Tweet increased by

▲ 3.6%

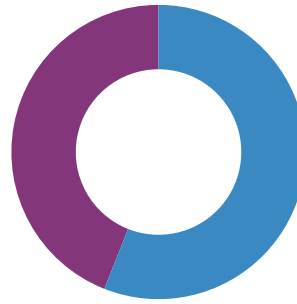
since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



44%


FEMALE FOLLOWERS

56%

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	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @craft_art	494	1.9%	37	4,117	8.33	8	0.02	2	1