




GROUP REPORT

from September 1, 2016 - September 30, 2016


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

GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	1,638	
Sent Messages	58	
New Twitter Followers	25	
New Facebook Fans	1,300	

1,638 INTERACTIONS
 BY **1,453** UNIQUE USERS
63,925 POTENTIAL REACH

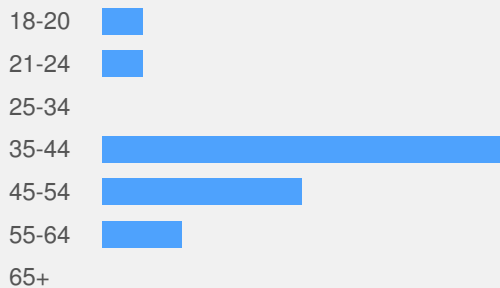


TWITTER STATS


across all Twitter accounts




FOLLOWER DEMOGRAPHICS

 **56%** MALE FOLLOWERS
 **44%** FEMALE FOLLOWERS



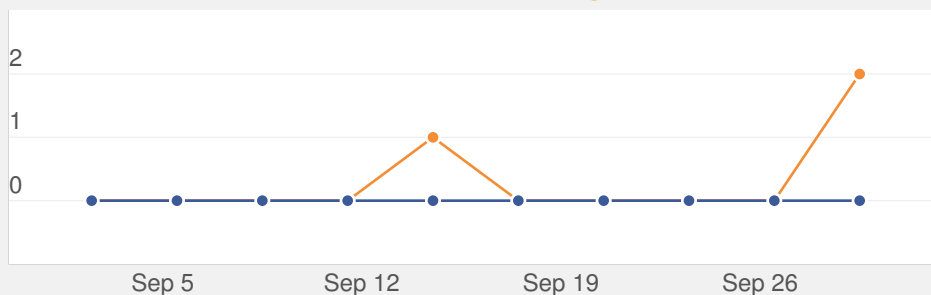
TWITTER STATS

 **25**
New Twitter Followers in this time period


 **3** Link Clicks
 **3** Mentions
 **0** Retweets


DAILY INTERACTIONS


@MENTIONS 3 RETWEETS 0



OUTBOUND TWEET CONTENT

 **0** Plain Text

 **28** Links to Pages

 **7** Photo Links

FACEBOOK STATS across all Facebook pages

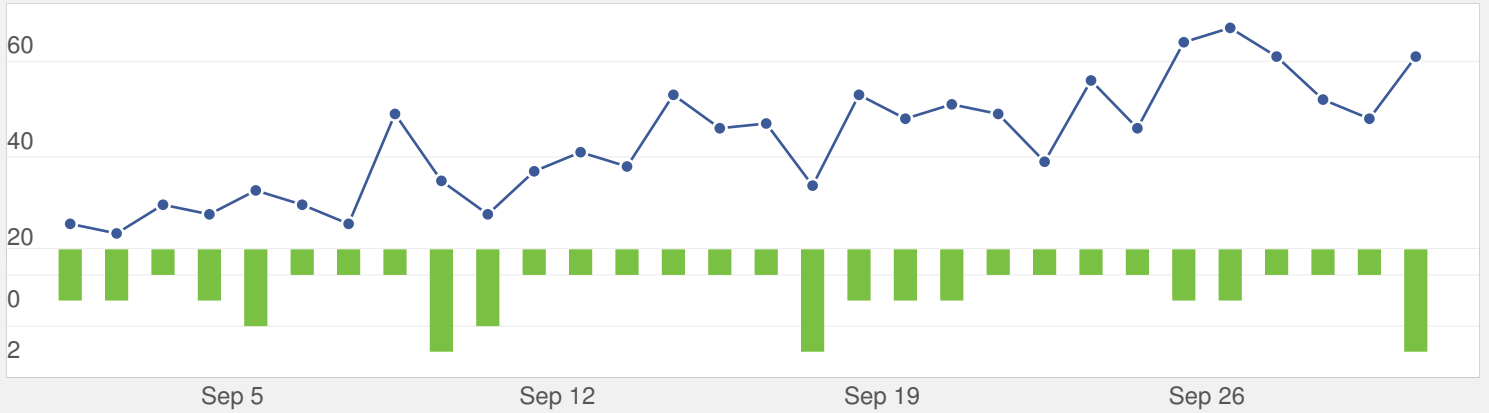


My Facebook Pages

4.23k Total Likes, and 362 people talking about this

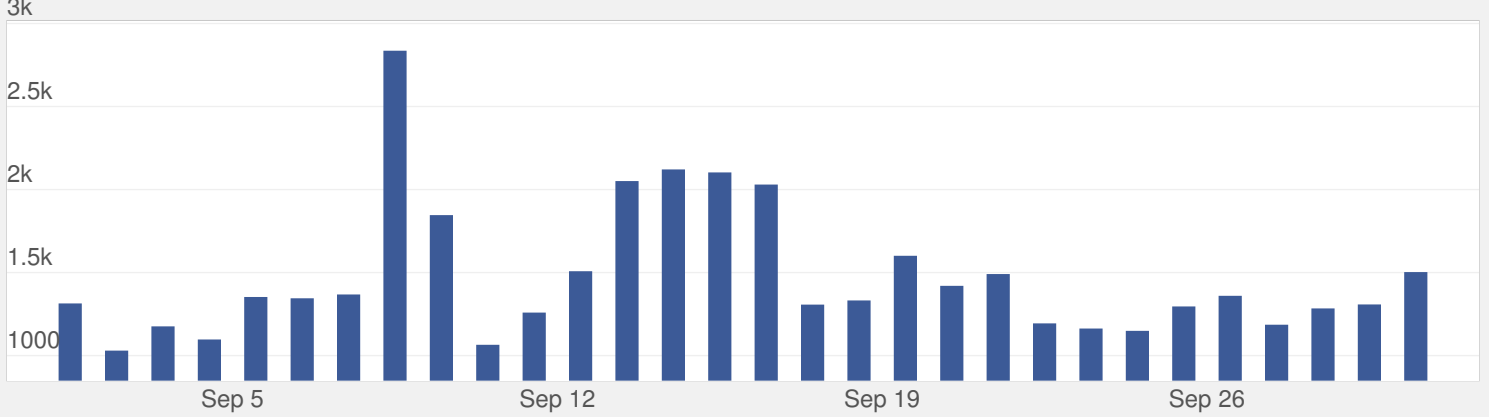
FAN GROWTH

New Fans 1.3k Unliked your Page 21

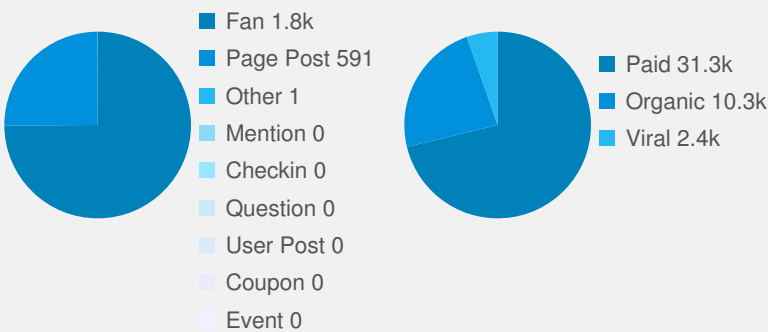


PAGE IMPRESSIONS

Impressions 44,096 by 37,232 users



IMPRESSIONS



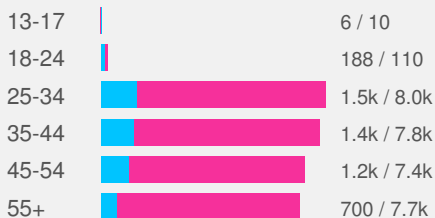
BY DAY OF WEEK

Day	Avg	Total
Sun	1.2k	5.0k
Mon	1.5k	5.8k
Tue	1.5k	6.0k
Wed	1.6k	6.3k
Thu	1.8k	8.8k
Fri	1.5k	7.6k
Sat	1.2k	4.7k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Count
United States	35.5k
India	145
Canada	100
Mexico	46
Algeria	35

TOP CITIES

City	Count
New York, NY	216
Philadelphia, PA	154
Chicago, IL	153
San Antonio, TX	140
El Paso, TX	126



Web Traffic	4,892	
Social Traffic	47	
Twitter Posts	4	
Web Mentions	4	

Leading Social Traffic Source
Others **32 views**

TOP SOCIAL REFERRERS

- #1 It's all in the #details! <https://t.co/r3tDJcJKtJ> <https://t.co/VsydvLjZMP>
craft_art 502 followers · <http://www.craft-art.com>
- #2 It's all in the details! <https://t.co/r3tDJcJKtJ> <https://t.co/o3yvibrFln>
craft_art 502 followers · <http://www.craft-art.com>
- #3 Look at all the storage on this Wenge octagon-shaped #island! This is an organizers' dream. <https://t.co/zD1gECsic2> <https://t.co/dTkGxesZYP>
craft_art 498 followers · <http://www.craft-art.com>



Facebook Pages Report for Craft-Art elegant surfaces

Sep 01, 2016 - Sep 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.



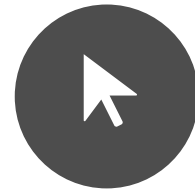
Facebook Activity Overview



44,096
IMPRESSIONS



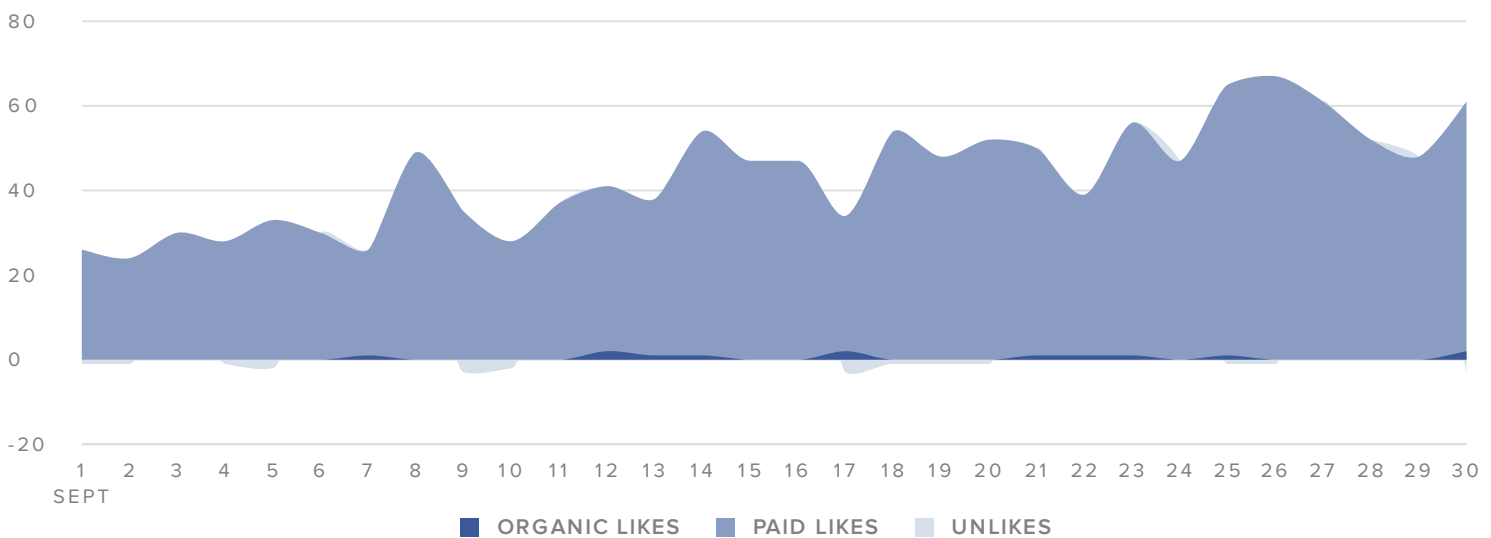
310
POST ENGAGEMENTS



13
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY

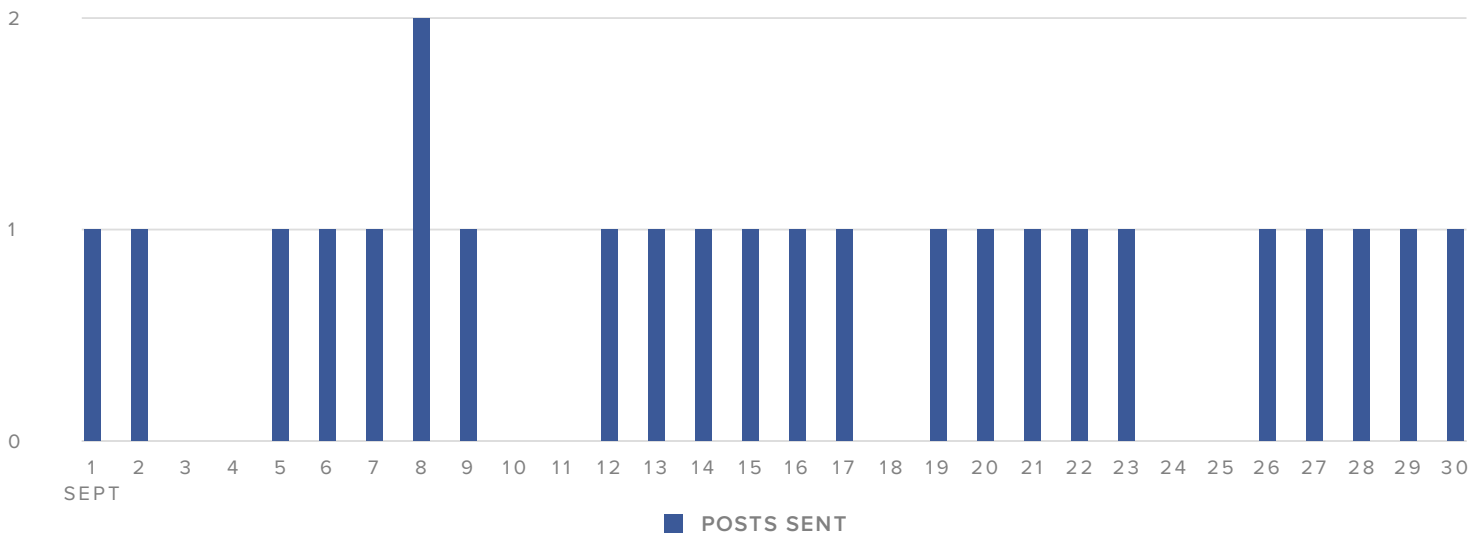


AUDIENCE GROWTH METRICS	TOTALS
Total Fans	4,027
Paid Likes	1,294
Organic Likes	13
Unlikes	21
Net Likes	1,286

Total fans increased by
▲ 44.5%
 since previous month

Publishing Behavior

POSTS, BY DAY









PUBLISHING METRICS	TOTALS
Photos	11
Videos	1
Posts	12
Total Posts	24

The number of posts you sent increased by

▲ **4.3%**

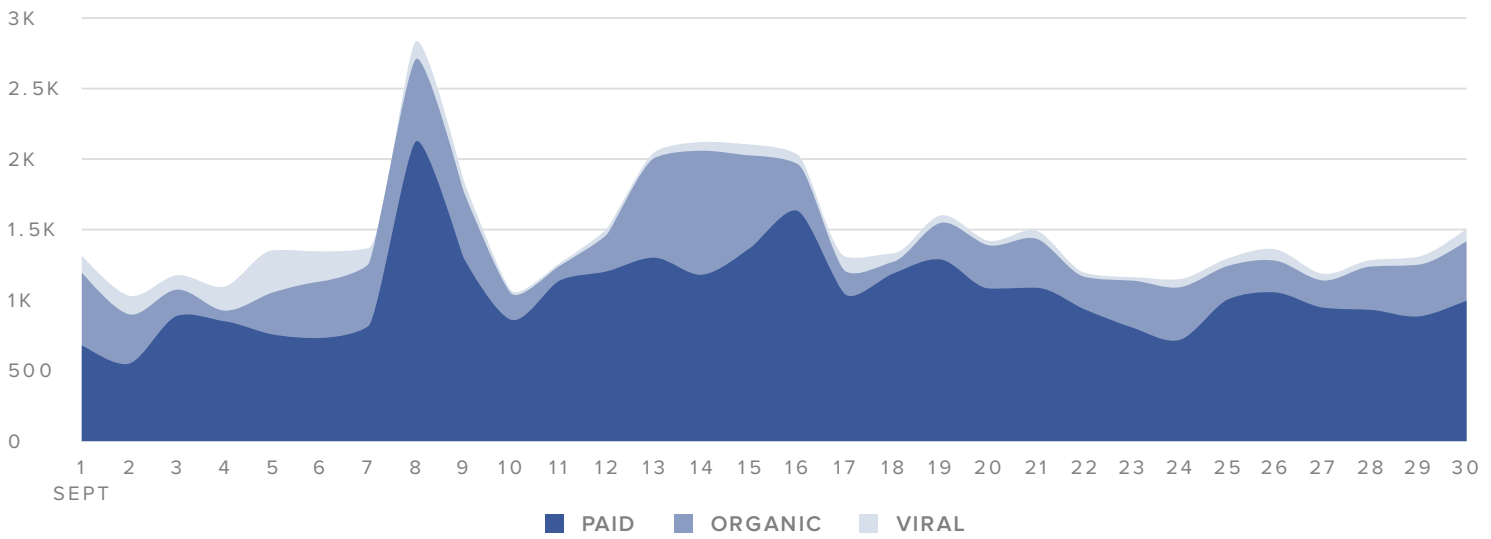
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Craft-Art elegant surfaces</p> <p>This is how we do Friday's at Craft-Art! Wishing you all a wonderful weekend.</p>  <p>(Post) September 23, 2016 1:00 pm</p>	7	–	19.3%	57
 <p>Craft-Art elegant surfaces</p> <p>Long weekends were made for DIY projects, right?!</p> <p>🔗 Easy DIY Kitchen Decorating</p> <p>(Post) September 02, 2016 12:00 pm</p>	5	–	16.7%	42
 <p>Craft-Art elegant surfaces</p> <p>Since Labor Day is the unofficial end of summer, it's time to start thinking of how to transition your decor from summer to autumn!</p> <p>🔗 6 Easy Ways to Transition Decor from Summer to Fall</p> <p>(Post) September 06, 2016 12:22 pm</p>	3	–	9.9%	91
 <p>Craft-Art elegant surfaces</p> <p>Everyone can use a little more storage in the kitchen, right?!</p> <p>🔗 DIY Kitchen Storage Ideas</p> <p>(Post) September 20, 2016 1:05 pm</p>	4	–	9.5%	42
 <p>Craft-Art elegant surfaces</p> <p>We're not trying to get ahead of ourselves but, we love these colors!</p> <p>🔗 Pantone Names the Top Colors for Spring 2017</p> <p>(Post) September 26, 2016 11:30 am</p>	2	–	9.0%	67

Page Impressions

PAGE IMPRESSIONS, BY DAY



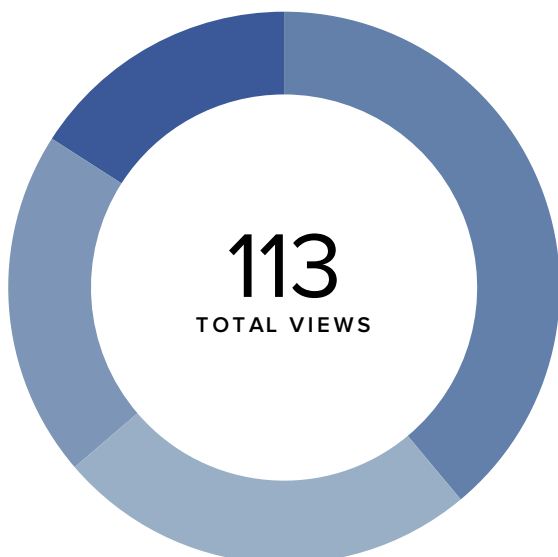
IMPRESSIONS METRICS	TOTALS
Organic Impressions	10,298
Viral Impressions	2,474
Paid Impressions	31,324
Total Impressions	44,096
Users Reached	37,232

Total Impressions increased by

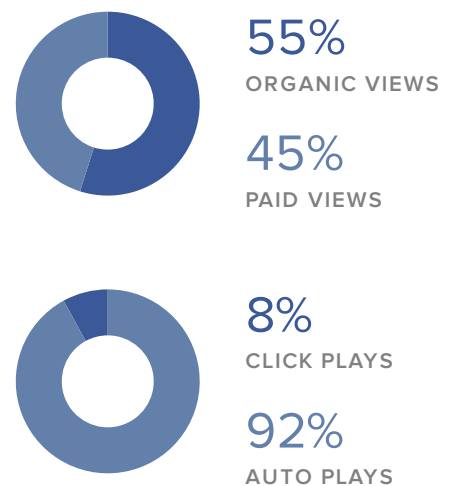
▲ 14.7%
since previous month

Video Performance

VIEW METRICS

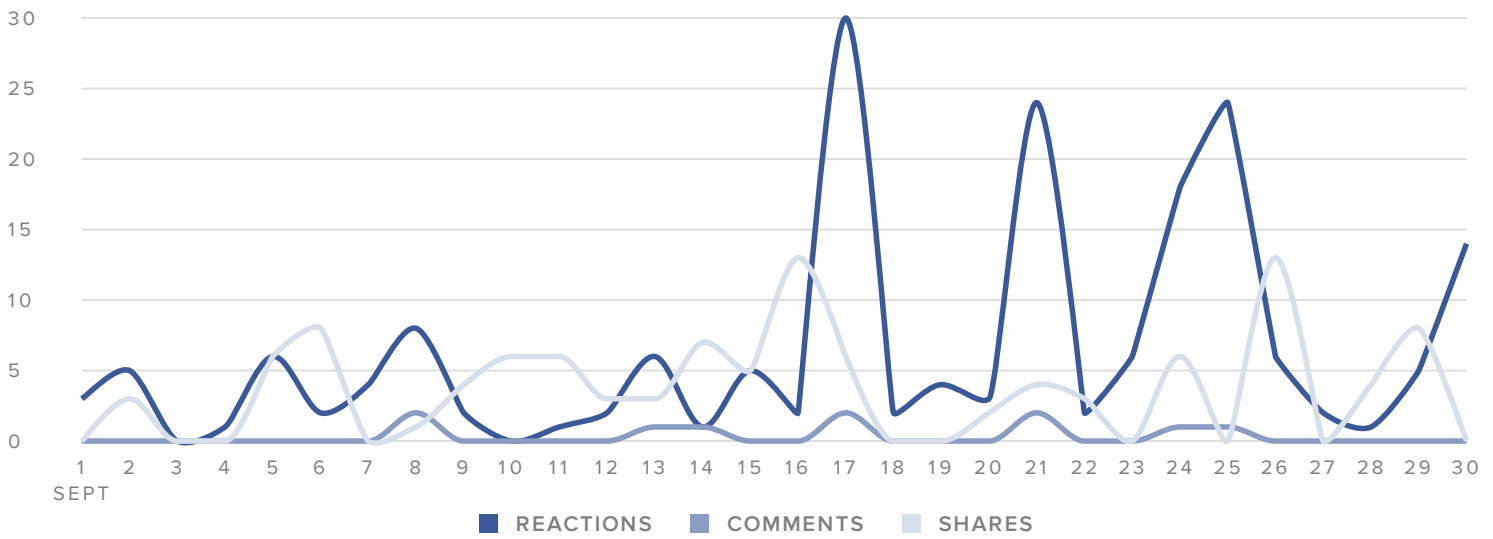


VIEWING BREAKDOWN



Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	189
Comments	10
Shares	111
Total Engagements	310

Total Engagements increased by

▲ **66.7%**
since previous month

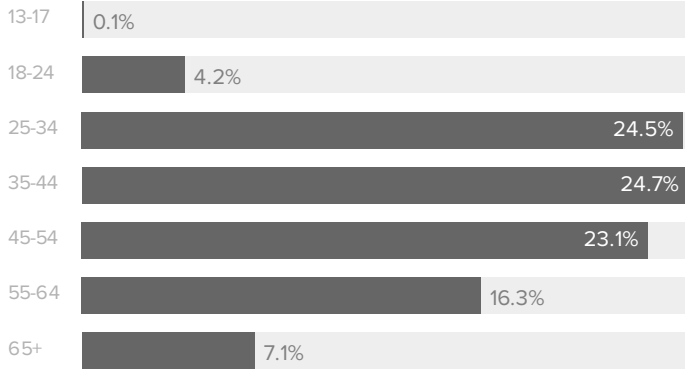
Demographics

PAGE FANS

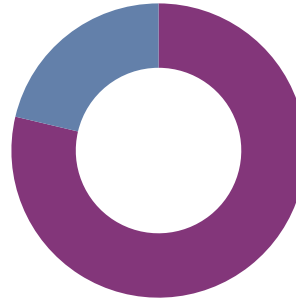
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



78.7%

FEMALE






21.3%

MALE

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	3,487	Atlanta, GA	27
 India	79	New York, NY	25
 Egypt	36	Chicago, IL	24
 Pakistan	32	Marietta, GA	21
 Mexico	26	Philadelphia, PA	19



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...	4,027	44.49%	24	44,096	1,837	310	12.9	13



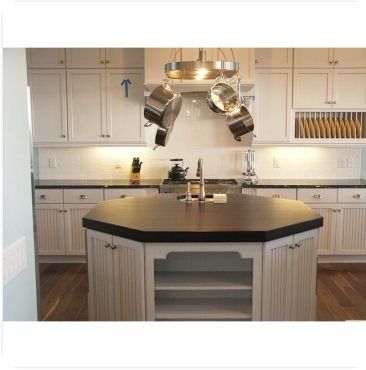
Instagram Profiles Report

for craftartcountertops

Sep 01, 2016 - Sep 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
181 Engagements



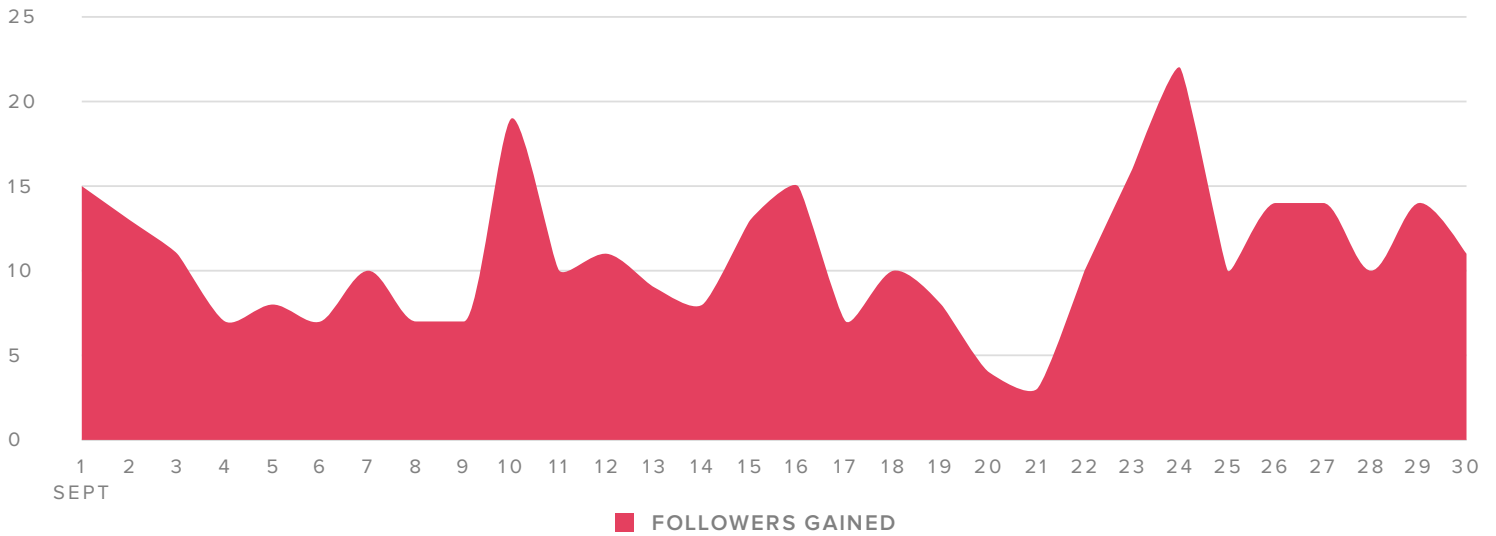
@craftartcountertops
173 Engagements



@craftartcountertops
167 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS	TOTALS
Total Followers	2,062
Followers Gained	323
People that you Followed	1

Total followers increased by

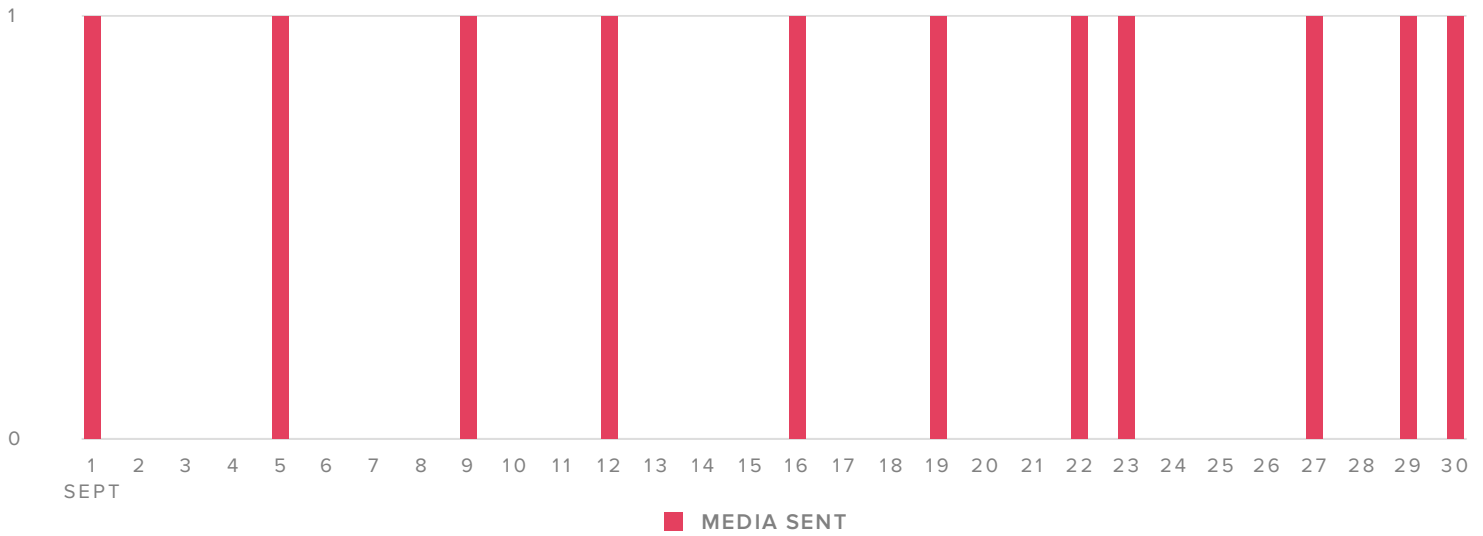
▲ 18.6%

since previous month



Publishing Behavior

MEDIA PER DAY



PUBLISHING METRICS	TOTALS
Photos	11
Videos	-
Total Media	11

The number of media you sent increased by

▲ **450.0%**

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

#kitchenenvy	9
#kitchen	8
#designoftheday	6
#island	5
#wood	5
#home	4
#custom	3
#kitcheninspo	3
#countertop	2
#behindthescenes	2

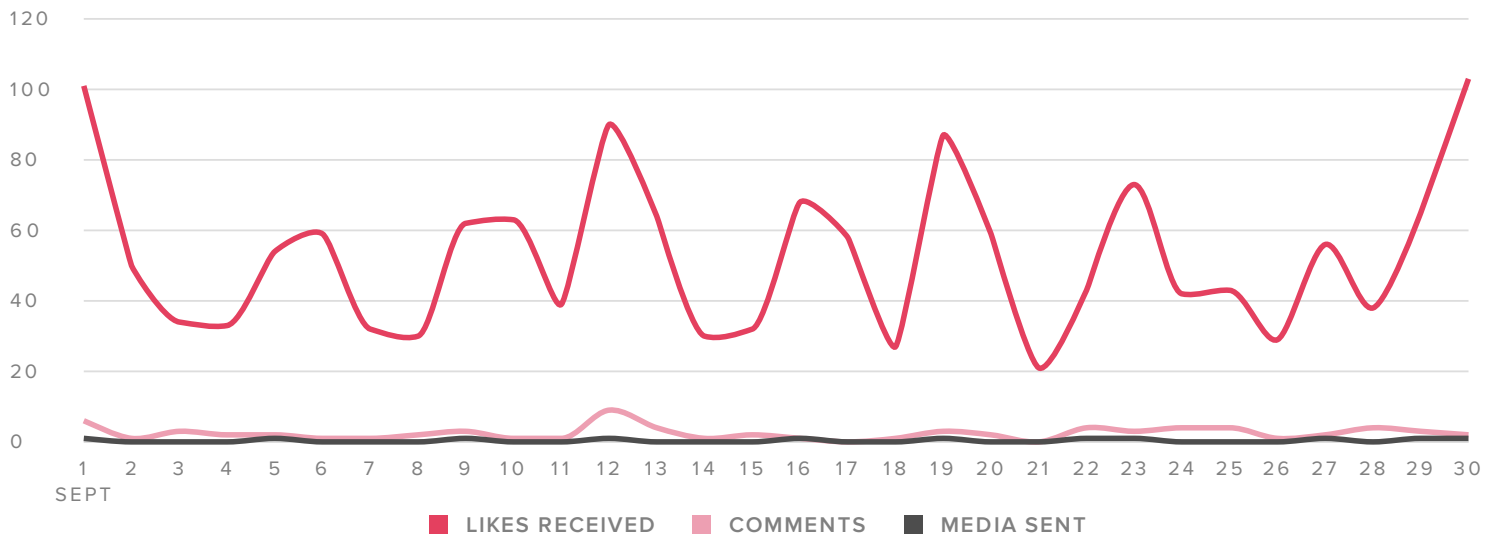
MOST ENGAGED HASHTAGS

#kitchenenvy	633
#kitchen	570
#designoftheday	441
#wood	397
#island	391
#home	287
#kitcheninspo	281
#custom	224
#homedesign	196
#blackwalnut	141



Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	1,585
Comments Received	73
Total Engagements	1,658
Engagements per Follower	0.8
Engagements per Media	150.7

The number of engagements increased by

▲ **67.0%**

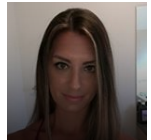
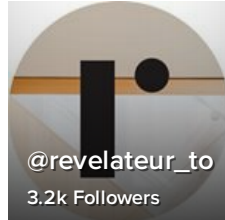
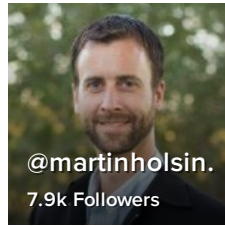
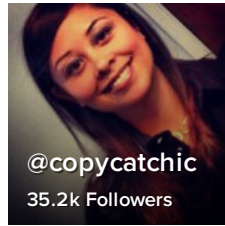
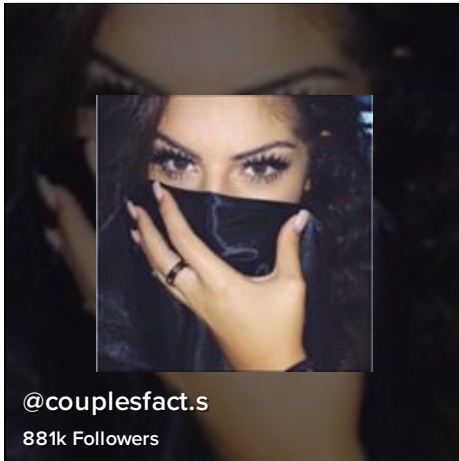
since previous month

The number of engagements per media decreased by


▼ **69.6%**

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	2,062	18.6%	323	11	15	1,658	150.7	0.80



Twitter Profiles Report

for craft_art

Sep 01, 2016 - Sep 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



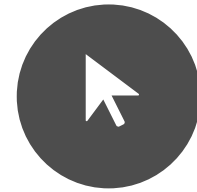
2,450

ORGANIC IMPRESSIONS



10

TOTAL ENGAGEMENTS

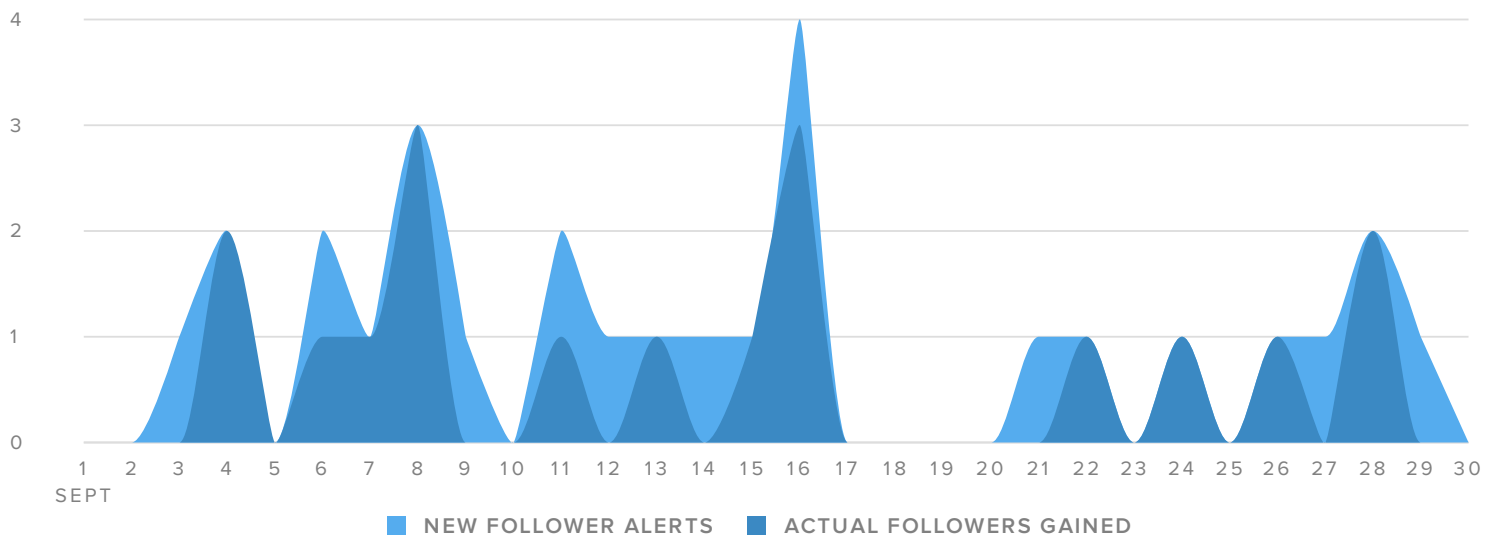


3

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers

500

New Follower alerts

25

Actual Followers gained

6

People that you followed

-

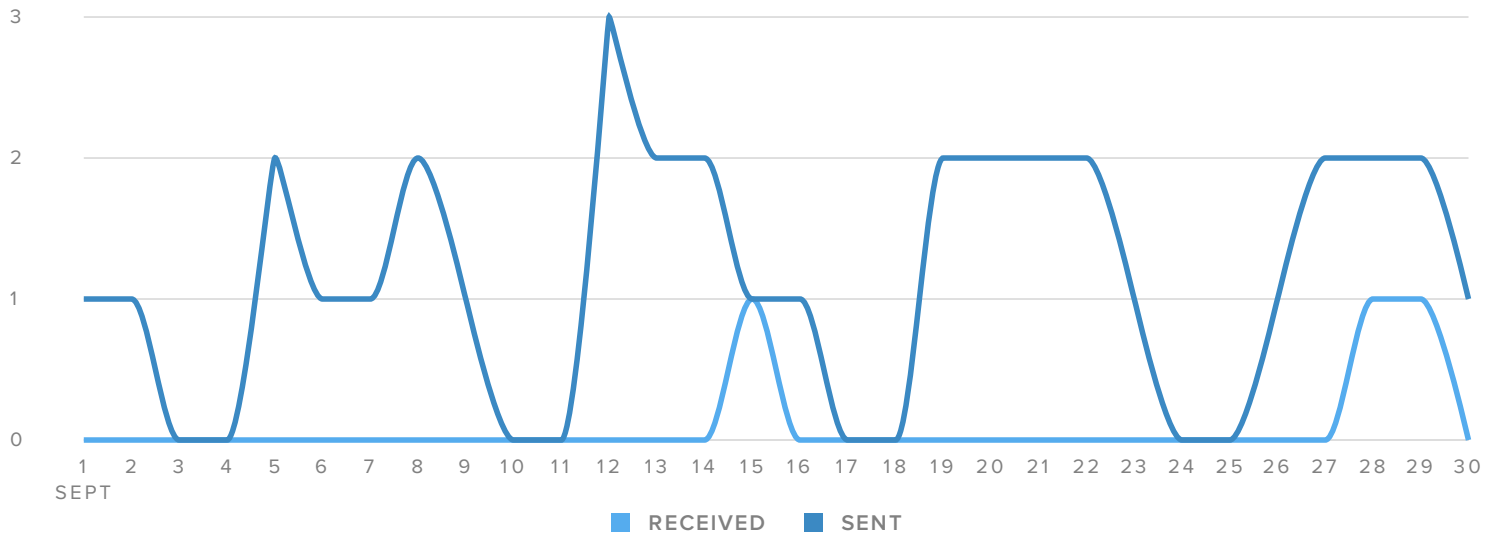
Total followers increased by

▲ 1.2%

since previous month

Posts & Conversations

MESSAGES PER DAY



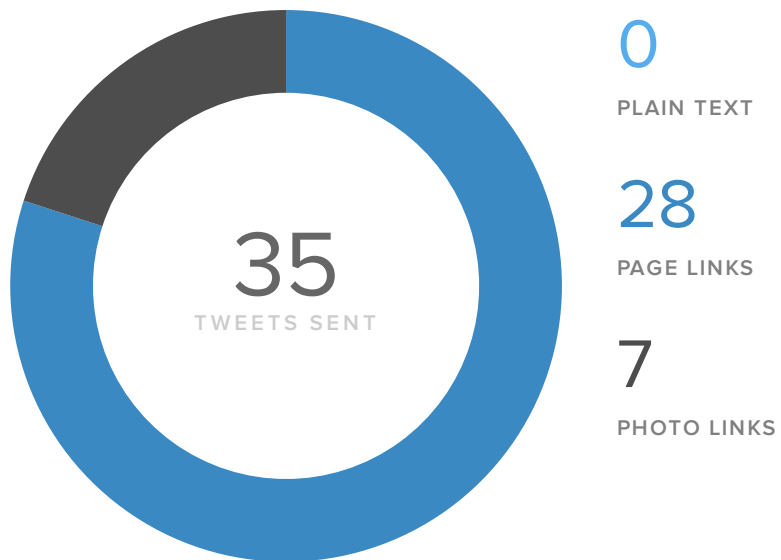
SENT/RECEIVED METRICS	TOTALS
Tweets sent	35
Direct Messages sent	-
Total Sent	35
Mentions received	3
Direct Messages received	-
Total Received	3

The number of messages you sent decreased by **2.8%** since previous month

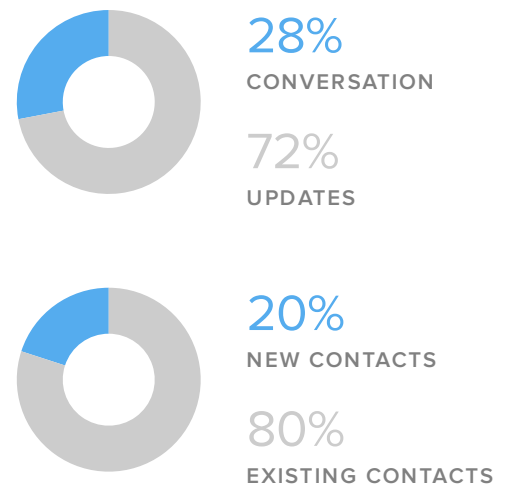
The number of messages you received increased by **—** since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT

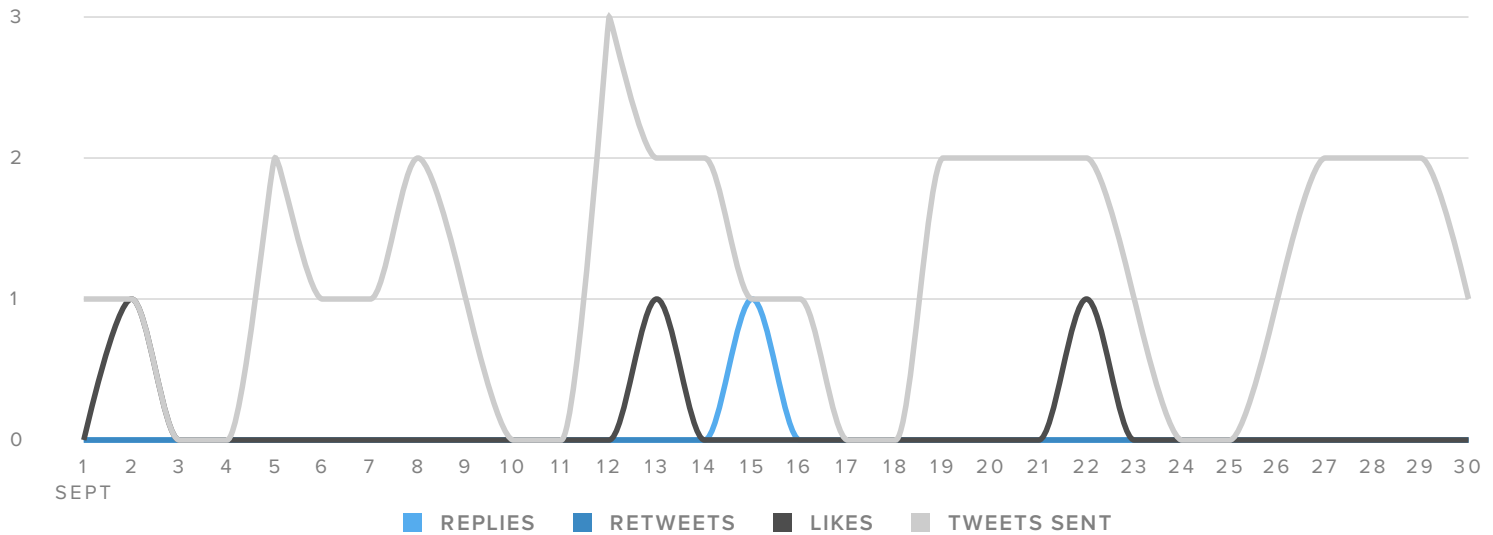


YOUR TWEETING BEHAVIOR



Audience Engagement

ENGAGEMENT COUNT



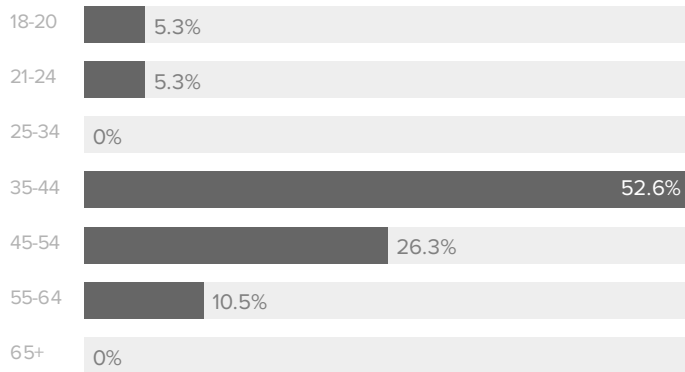
ENGAGEMENT METRICS	TOTALS
Replies	1
Retweets	-
Retweets with Comments	-
Likes	3
Engagements per Follower	-
Impressions per Follower	4.9
Engagements per Tweet	0.3
Impressions per Tweet	70.0
Engagements per Impression	0.4%

The number of engagements increased by **25.0%** since previous month

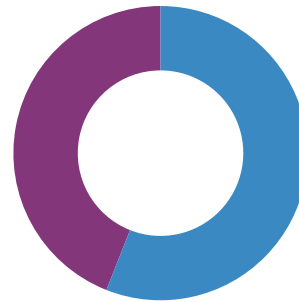
The number of impressions per Tweet decreased by **40.3%** since previous month

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	500	1.2%	35	2,450	4.90	10	0.02	-	3