



Facebook Pages Report for **Craft-Art elegant surfaces**

Oct 01, 2016 - Oct 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.



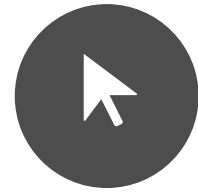
Facebook Activity Overview



57,612
IMPRESSIONS



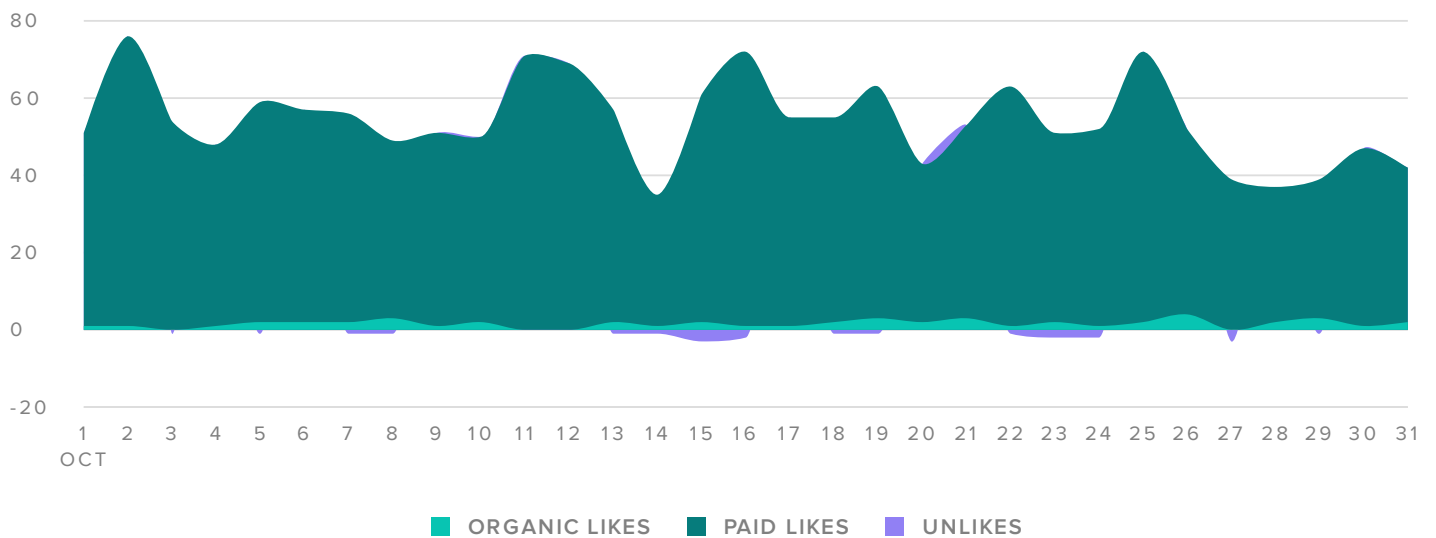
121
POST ENGAGEMENTS



9
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

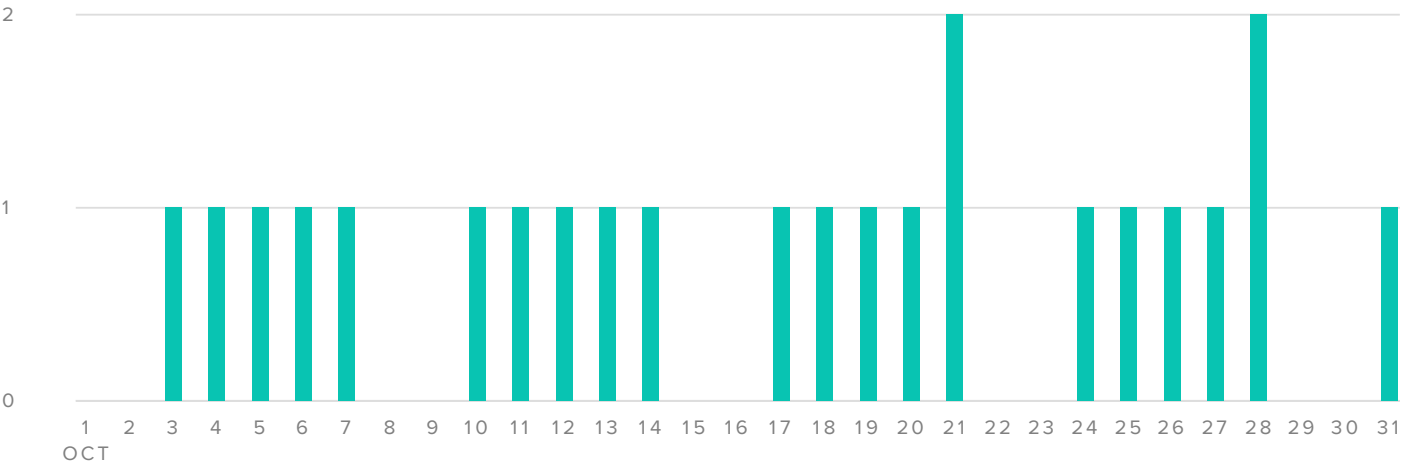
Total Fans	5,707
Paid Likes	1,629
Organic Likes	50
Unlikes	22
Net Likes	1,657

Total fans increased by

▲ 39.7%
since previous month

Publishing Behavior

POSTS, BY DAY



POSTS SENT








PUBLISHING METRICS	TOTALS
Photos	7
Videos	–
Posts	16
Total Posts	23

The number of posts you sent decreased by

▼ 8.0%

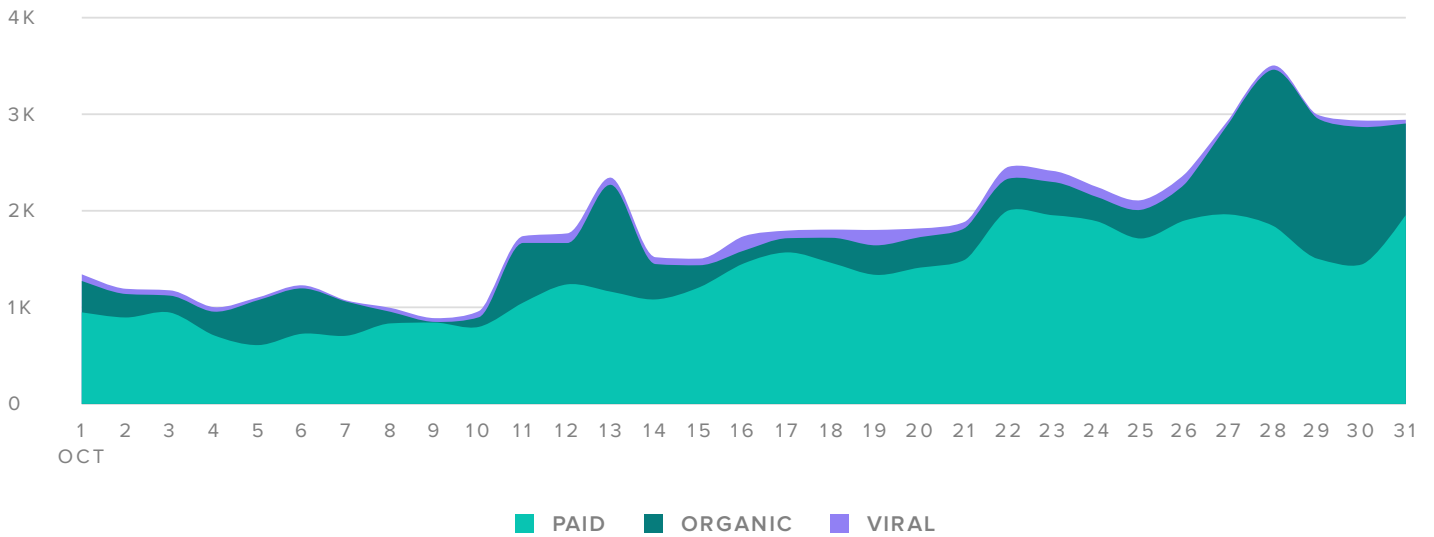
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Craft-Art elegant surfaces</p> <p>We do more than just wood countertops & islands here at Craft-Art! We love these maple stair treads & can't wait to see the finished product. (Razzano Homes and Remodelers Inc., SEN Design Group)</p>  <p>(Post) October 27, 2016 1:01 pm</p>	3	4	17.1%	35
 <p>Craft-Art elegant surfaces</p> <p>There are some great kitchen lighting swaps in here!</p> <p>7 Simple Lighting Swaps to Make ASAP</p> <p>(Post) October 14, 2016 12:00 pm</p>	4	—	9.1%	55
 <p>Craft-Art elegant surfaces</p> <p>Take a tour of Craft-Art with us!</p>  <p>(Post) October 20, 2016 1:00 pm</p>	4	—	7.4%	68
 <p>Craft-Art elegant surfaces</p> <p>Does your kitchen need a new paint job?</p> <p>20+ Dreamy Paint Colors for Your Kitchen</p> <p>(Post) October 26, 2016 11:55 am</p>	5	—	7.3%	123
 <p>Craft-Art elegant surfaces</p> <p>Do you have a rustic home? We'd love to hear your thoughts on these decor rules!</p> <p>Every Country Home Should Follow These Rules for Rustic Decor</p> <p>(Post) October 17, 2016 1:00 pm</p>	3	—	6.5%	77

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	14,739
Viral Impressions	2,230
Paid Impressions	40,643
Total Impressions	57,612
Users Reached	48,627

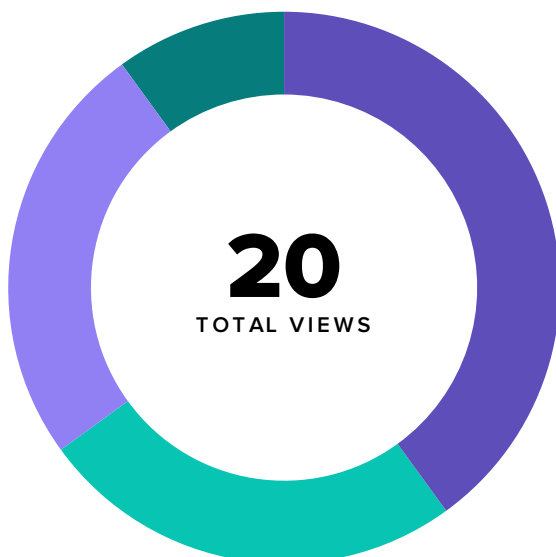
Total Impressions increased by

▲ 26.7%

since previous month

Video Performance

VIEW METRICS



5

ORGANIC FULL

2

ORGANIC PARTIAL

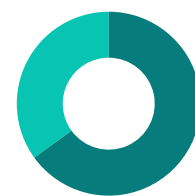
5

PAID FULL

8

PAID PARTIAL

VIEWING BREAKDOWN

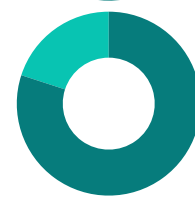


35%

ORGANIC VIEWS

65%

PAID VIEWS



20%

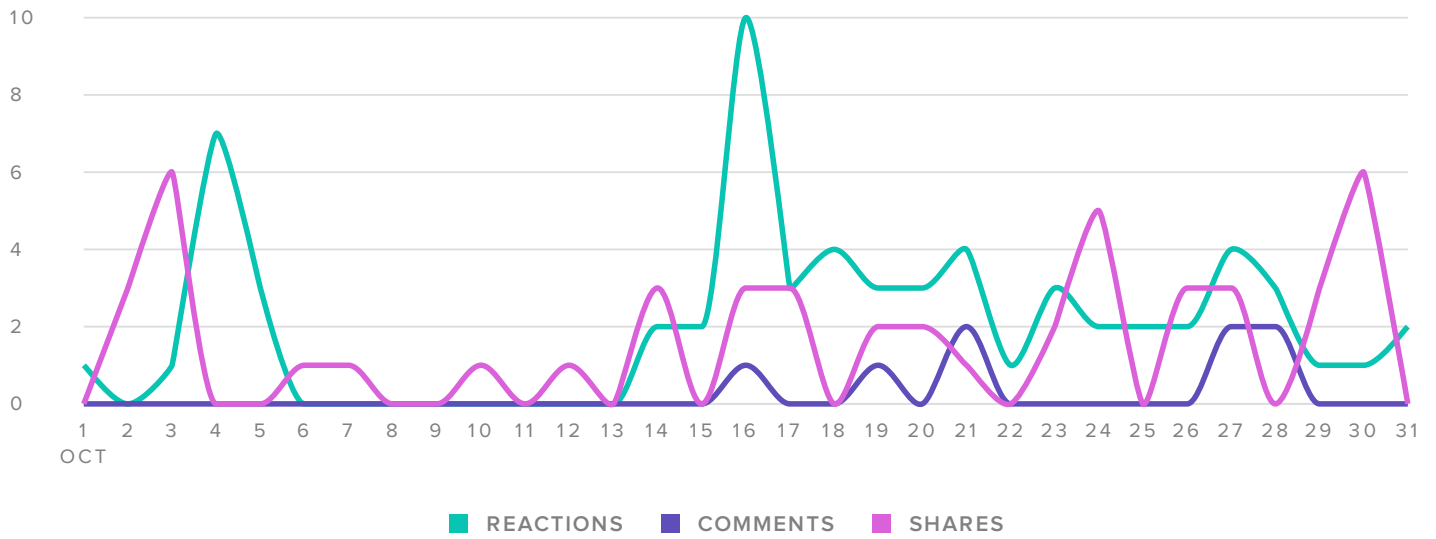
CLICK PLAYS

80%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	64
Comments	8
Shares	49
Total Engagements	121

Total Engagements decreased
by
-61.7%
since previous month

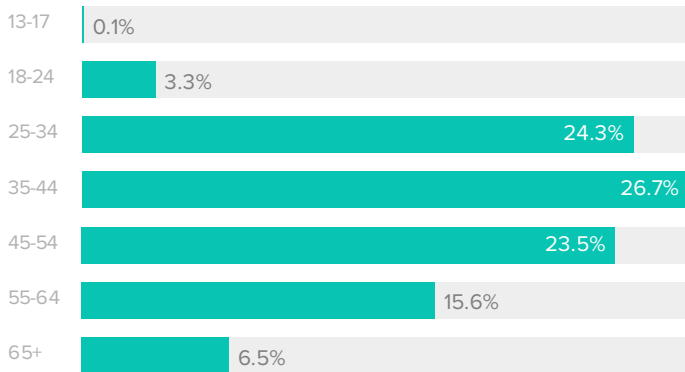
Demographics

PAGE FANS

PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



81.5%

FEMALE






18.5%

MALE

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


TOP COUNTRIES

TOP CITIES

 United States	5,129	New York, NY	40
 India	97	Chicago, IL	35
 Pakistan	40	Philadelphia, PA	26
 Egypt	36	Atlanta, GA	26
 Mexico	28	San Antonio, TX	25



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...	5,707	39.71%	23	57,612	2,505	121	5.3	9



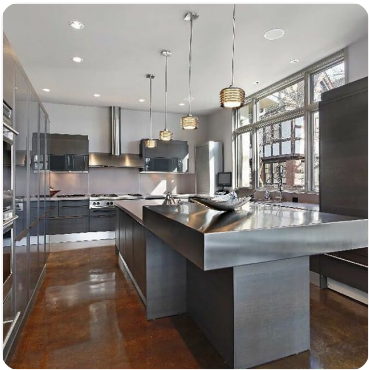
Instagram Profiles Report

for **craftartcountertops**

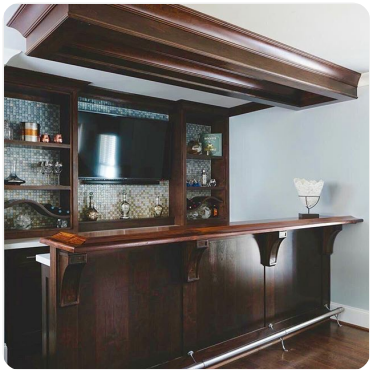
Oct 01, 2016 - Oct 31, 2016

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
207 Engagements



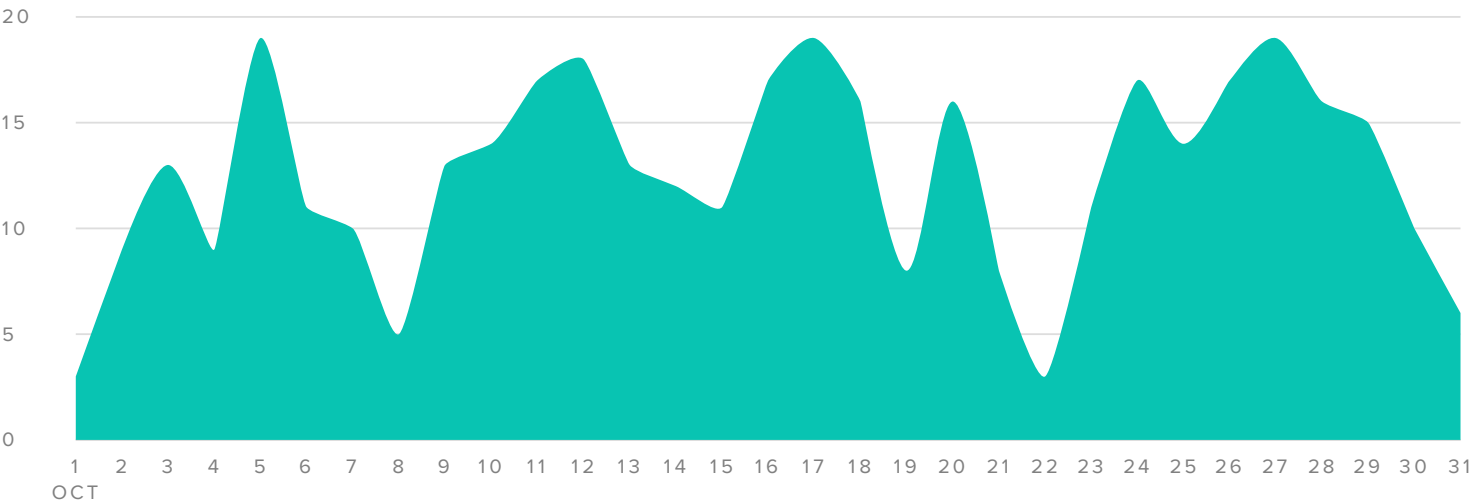
@craftartcountertops
166 Engagements



@craftartcountertops
159 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWERS GAINED

FOLLOWER METRICS	TOTALS
Total Followers	2,451
Followers Gained	389
People that you Followed	—

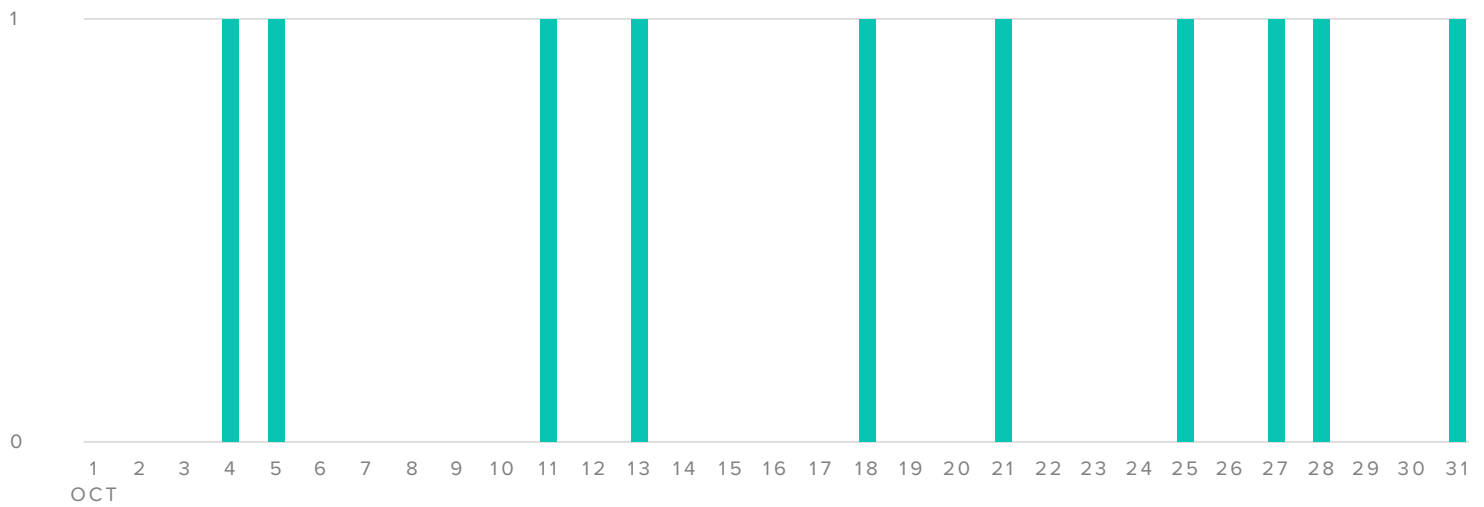
Total followers increased by

▲ **18.9%**
since previous month



Publishing Behavior

MEDIA PER DAY



MEDIA SENT

PUBLISHING METRICS	TOTALS
Photos	10
Videos	–
Total Media	10

The number of media you sent decreased by

▼ **9.1%**

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

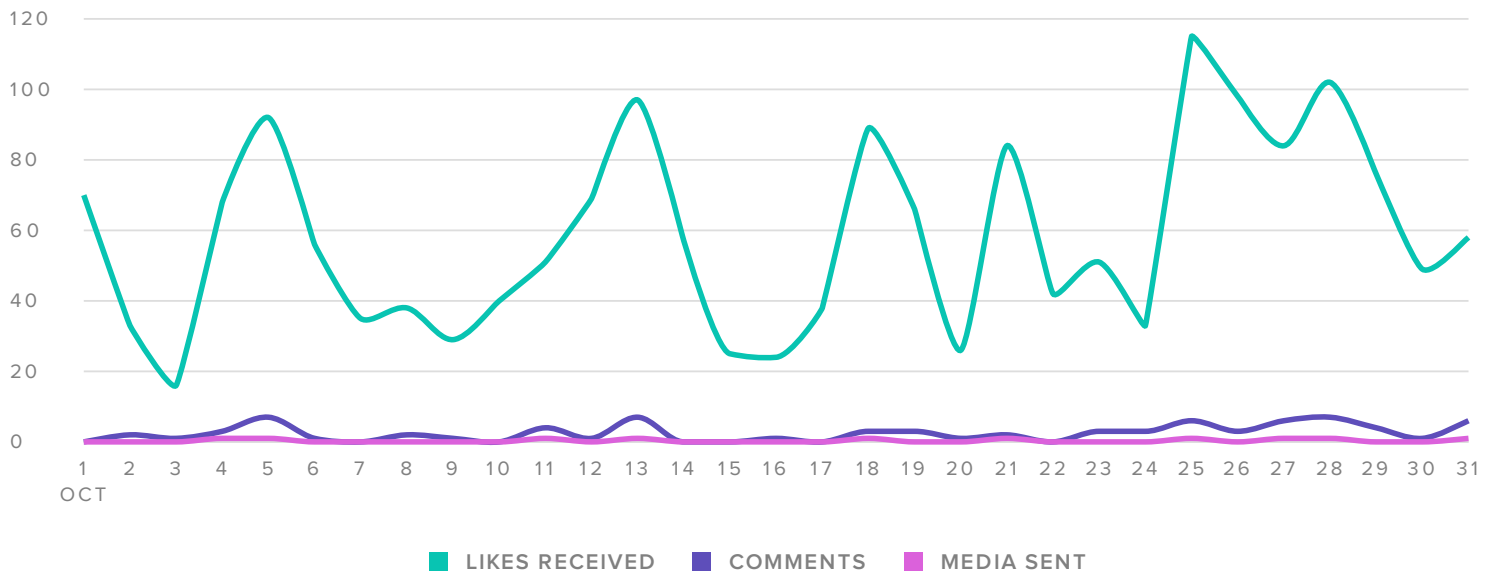
#designoftheday	7
#kitchenenvy	7
#remodel	3
#homedesign	3
#designinspo	3
#kitchen	3
#island	3
#custom	3
#wood	3
#homestyling	2

MOST ENGAGED HASHTAGS

#kitchenenvy	520
#designoftheday	483
#kitchen	339
#wood	262
#designinspo	240
#island	238
#custom	221
#designlovers	213
#homestyling	207
#instacrafters	203

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	1,811
Comments Received	78
Total Engagements	1,889

Engagements per Follower	0.8
Engagements per Media	188.9

The number of engagements increased by

▲ **9.8%**

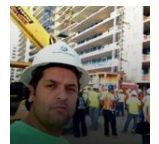
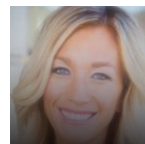
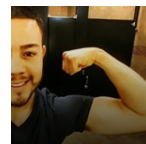
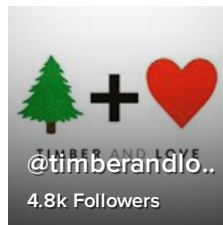
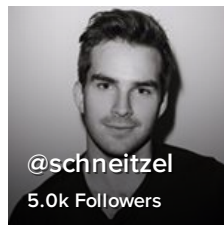
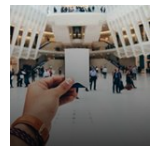
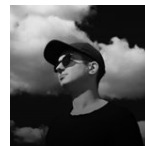
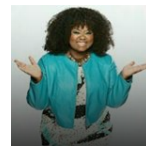
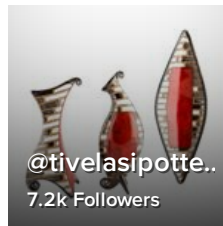
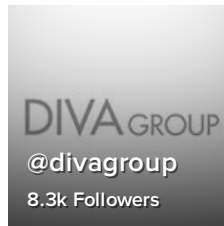
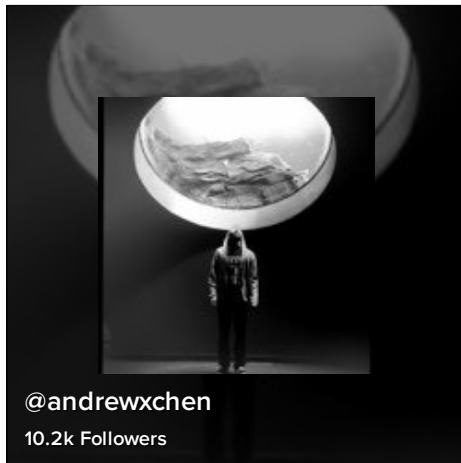
since previous month

The number of engagements per media increased by


▲ **20.7%**

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	2,451	18.9%	389	10	16	1,889	188.9	0.77



Twitter Profiles Report

for **craft_art**

Oct 01, 2016 - Oct 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



4,423
ORGANIC IMPRESSIONS



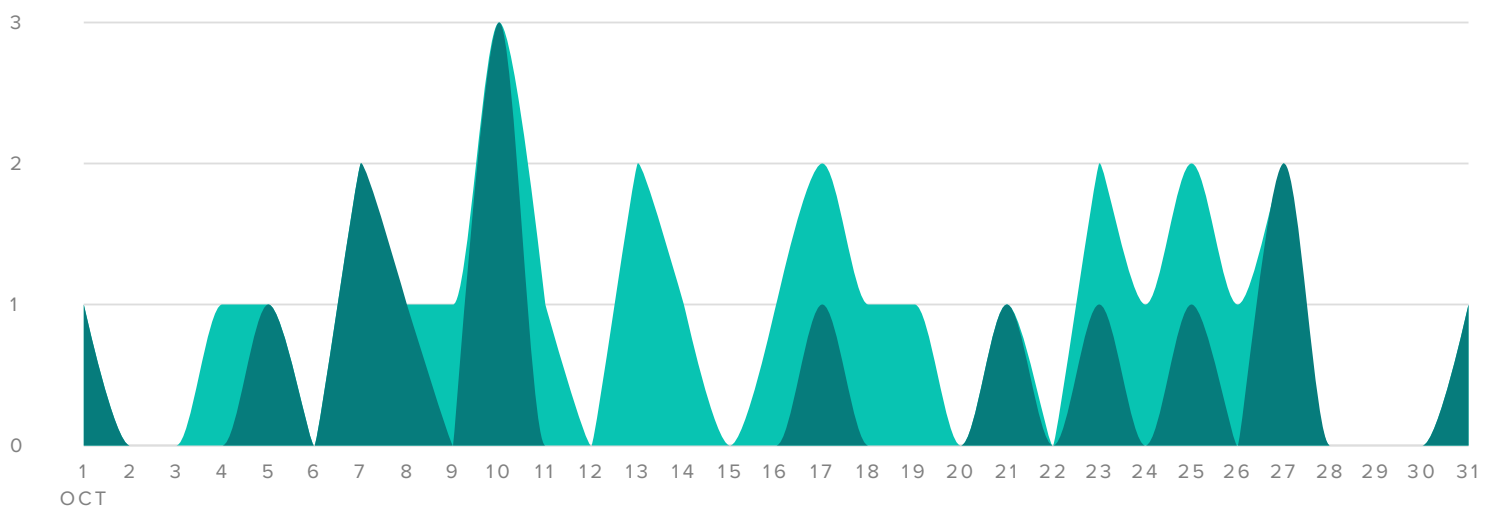
14
TOTAL ENGAGEMENTS



3
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



■ NEW FOLLOWER ALERTS ■ ACTUAL FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

Total Followers

508

New Follower alerts

28

Actual Followers gained

8

People that you followed

—

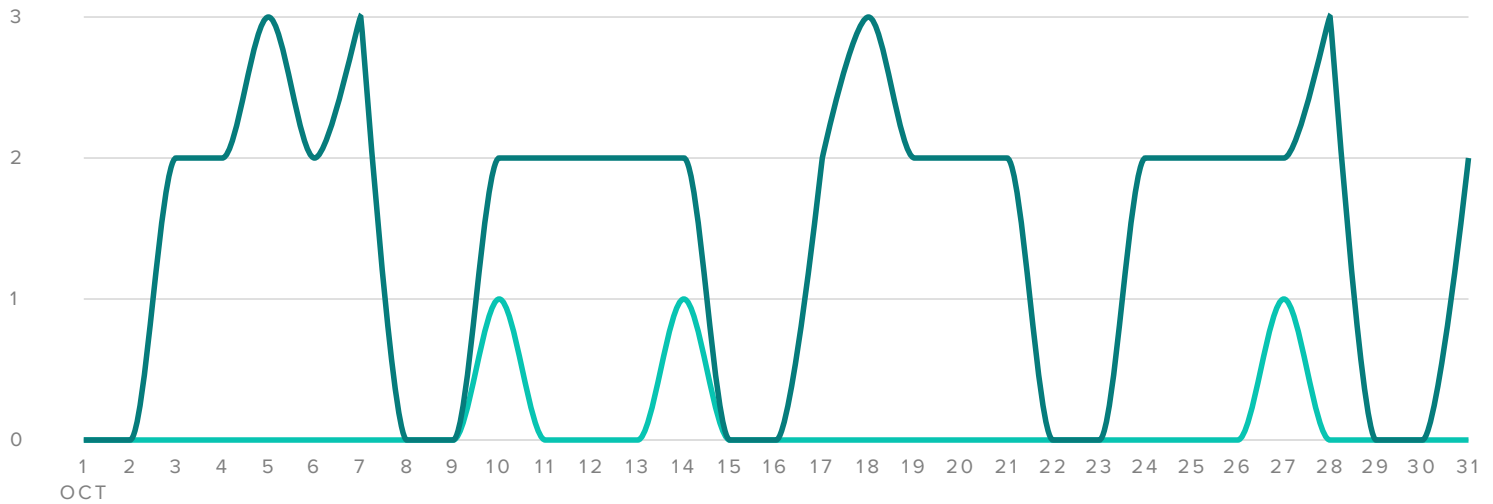
Total followers increased by

▲ **1.6%**

since previous month

Posts & Conversations

MESSAGES PER DAY



■ RECEIVED ■ SENT

SENT/RECEIVED METRICS

TOTALS

Tweets sent

46

Direct Messages sent

–

Total Sent
46

Mentions received

2

Direct Messages received

1

Total Received
3

The number of messages you sent increased by

▲ **24.3%**

since previous month

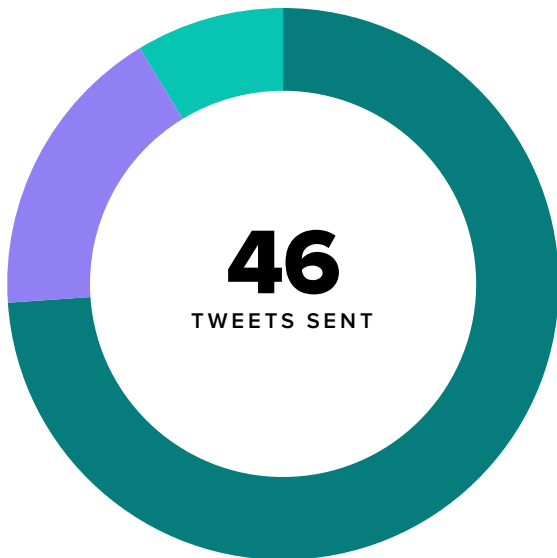
The number of messages you received increased by



since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



4

PLAIN TEXT

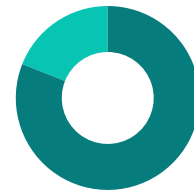
34

PAGE LINKS

8

PHOTO LINKS

YOUR TWEETING BEHAVIOR

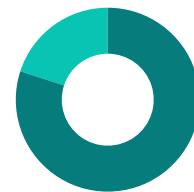


19%

CONVERSATION

81%

UPDATES



20%

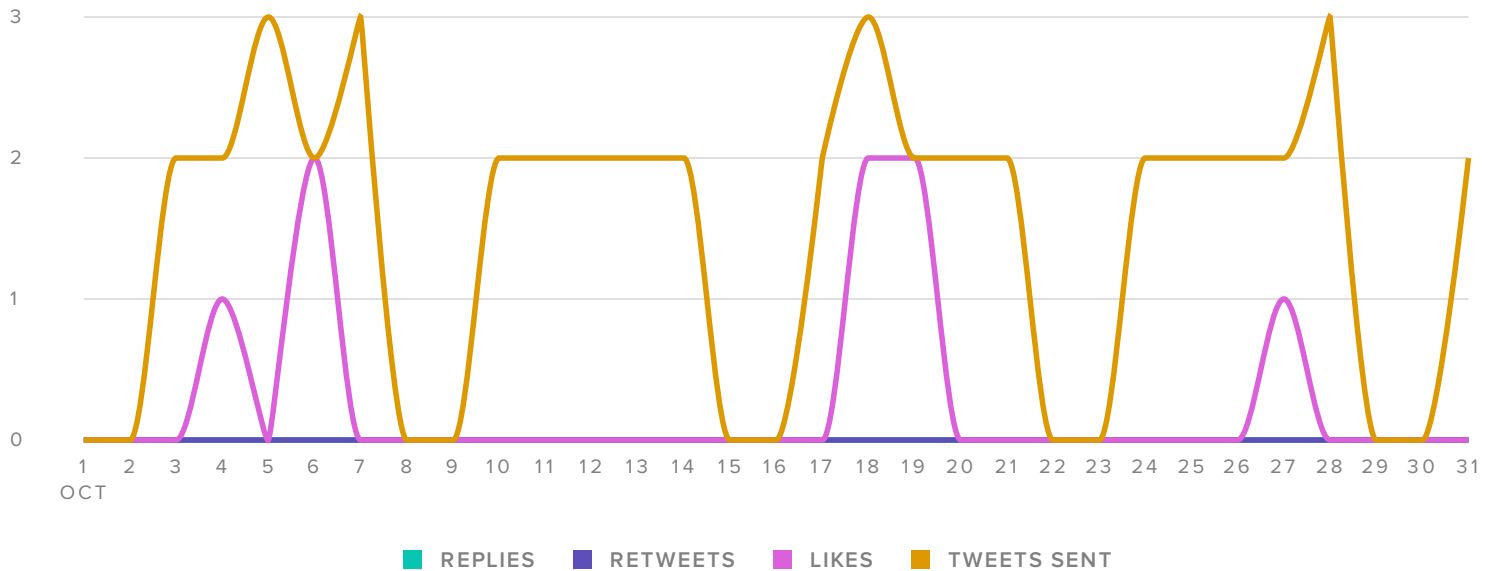
NEW CONTACTS

80%

EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT



ENGAGEMENT METRICS	TOTALS
Replies	—
Retweets	—
Retweets with Comments	1
Likes	8
Engagements per Follower	—
Impressions per Follower	8.7
Engagements per Tweet	0.3
Impressions per Tweet	96.2
Engagements per Impression	0.3%

The number of engagements increased by

▲ **40.0%**

since previous month

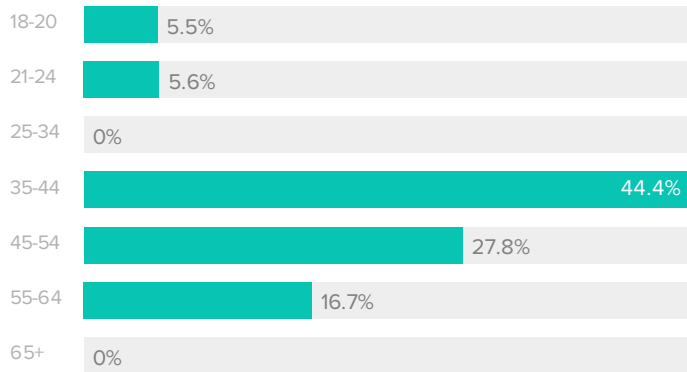
The number of impressions per Tweet increased by

▲ **33.3%**

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	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @craft_art	508	1.6%	46	4,423	8.71	14	0.03	–	3