



Group Report

Nov 01, 2016 - Nov 30, 2016

The Group Report helps you understand the growth and health of your social profiles across social channels. The report combines your activity and growth across all your Twitter, Facebook, LinkedIn and Instagram profiles to provide a clear picture of where to focus your social efforts.



Included in this Report

 Craft-Art elegant surfaces

 craft_art

 craftartcountertops

Activity Overview



72,030
IMPRESSIONS



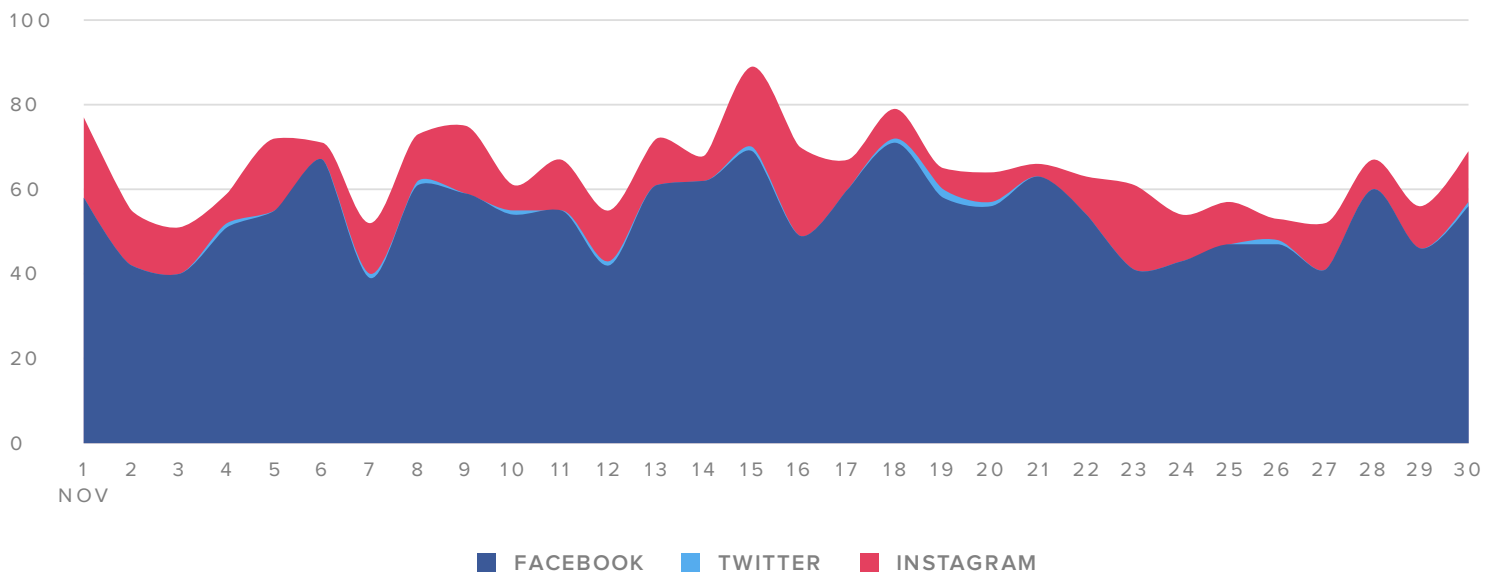
2,291
ENGAGEMENTS



10
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



AUDIENCE GROWTH METRICS	TOTALS	CHANGE
Total Fans	10,584	▲ 21.6%
New Facebook Fans	1,607	▲ 0.1%
New Twitter Followers	-5	▼ 171.4%
New Instagram Followers	321	▼ 16.8%
Total Fans Gained	1,923	▼ 3.8%

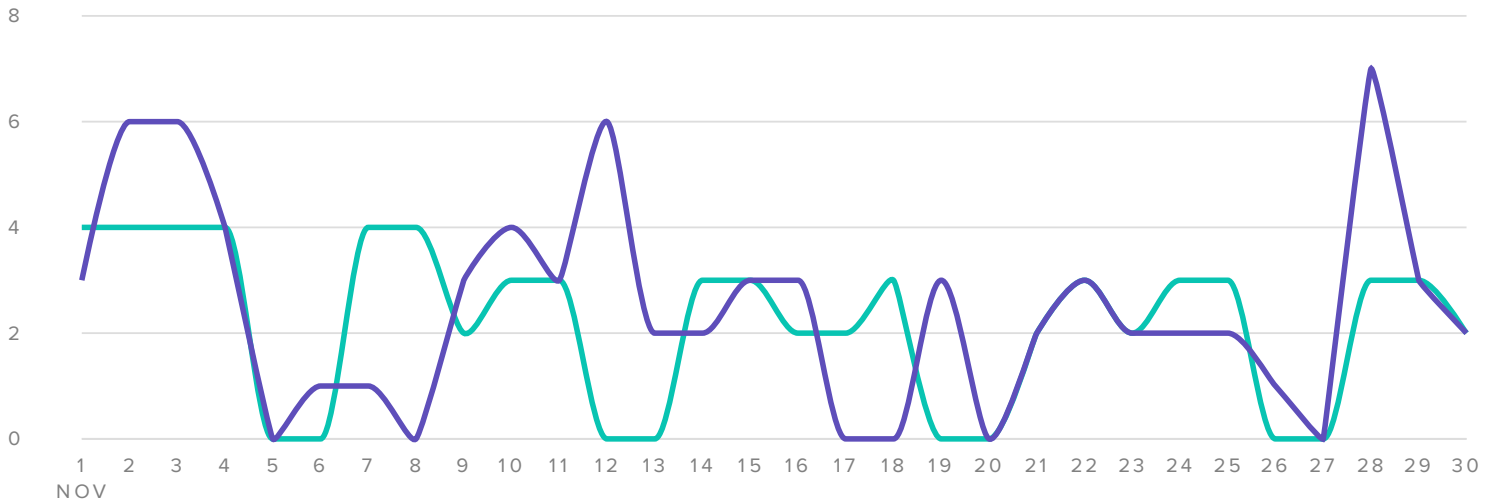
Total fans increased by

▲ 21.6%

since previous month

Message Volumes

MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	22	▲ 4.8%
Twitter Messages Sent	29	▼ 37.0%
Instagram Media Sent	15	▲ 50.0%
Total Messages Sent	66	▼ 14.3%

The number of messages you sent decreased by

▼ **14.3%**

since previous month

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	3	▼ 62.5%
Twitter Messages Received	–	▼ 100.0%
Instagram Comments Received	71	▼ 9.0%
Total Messages Received	74	▼ 16.9%

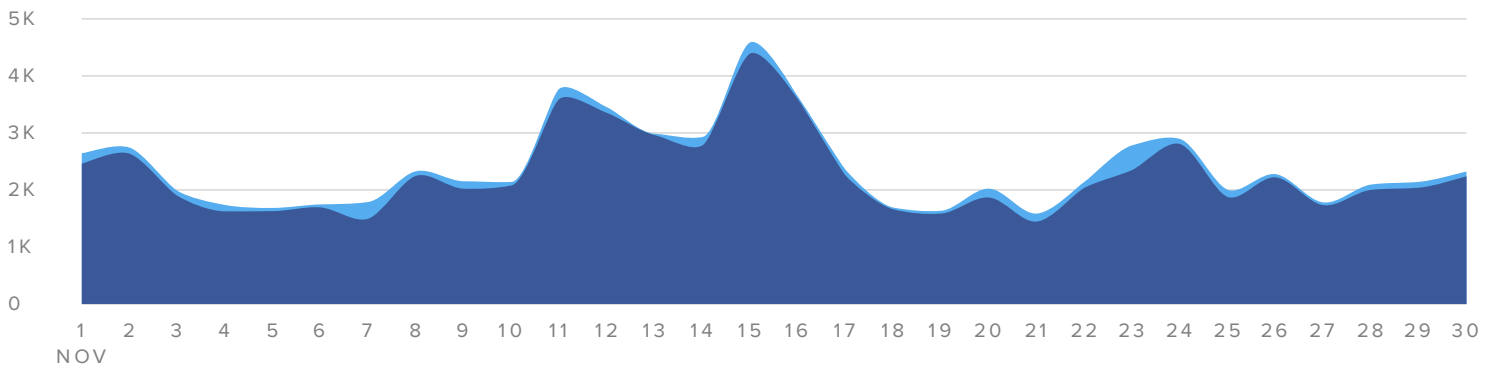
The number of messages you received decreased by

▼ **16.9%**

since previous month

Impressions

IMPRESSIONS PER DAY



■ FACEBOOK ■ TWITTER

IMPRESSIONS METRICS

TOTALS

CHANGE

Facebook Impressions

68,563

▲ 21.8%

Twitter Impressions

3,467

▼ 28.3%

Total Impressions

72,030

▲ 17.9%

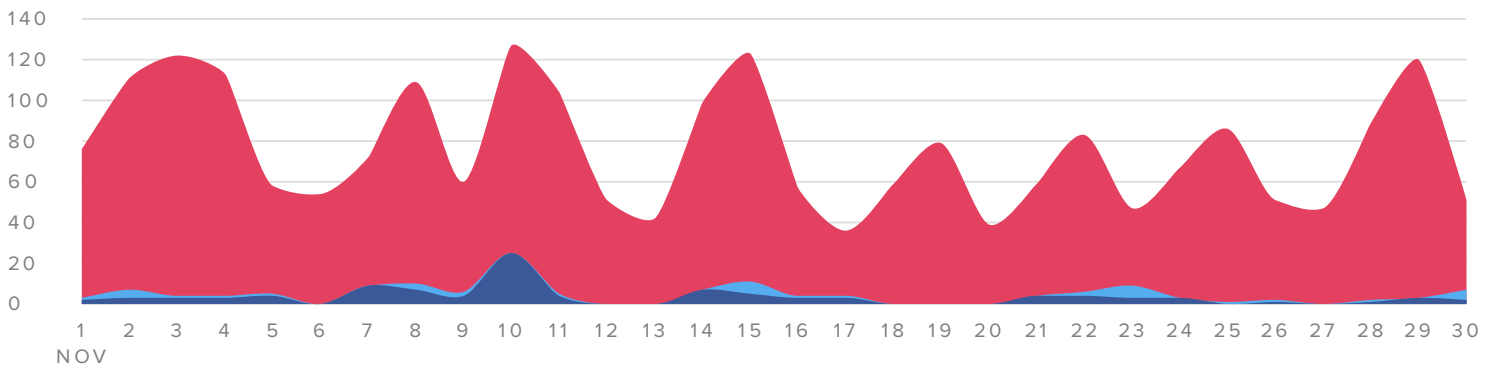
Total Impressions increased by

▲ **17.9%**

since previous month

Engagements

ENGAGEMENTS PER DAY



■ FACEBOOK ■ TWITTER ■ INSTAGRAM

ENGAGEMENT METRICS

TOTALS

CHANGE

Facebook Engagements

103

▼ 14.2%

Twitter Engagements

38

▲ 171.4%

Instagram Engagements

2,150

▲ 18.2%

Total Engagements

2,291







▲ 17.3%

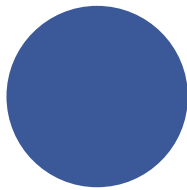
The number of engagements increased by

▲ **17.3%**

since previous month

Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Craft-Art elegant surfaces  Facebook page	7,309	27.18%	22	68,563	3,117	103	4.7	8
 Craft Art  craftartcountertops	2,772	13.10%	15	–	–	2,150	143.3	–
 Craft Art  @craft_art	503	-0.98%	29	3,467	120	38	1.3	2



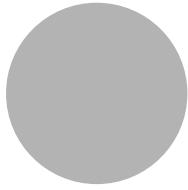
Facebook Pages Report for **Craft-Art elegant surfaces**

Nov 01, 2016 - Nov 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.

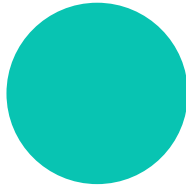


Facebook Activity Overview



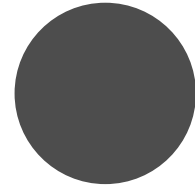
68,563

IMPRESSIONS



103

POST ENGAGEMENTS

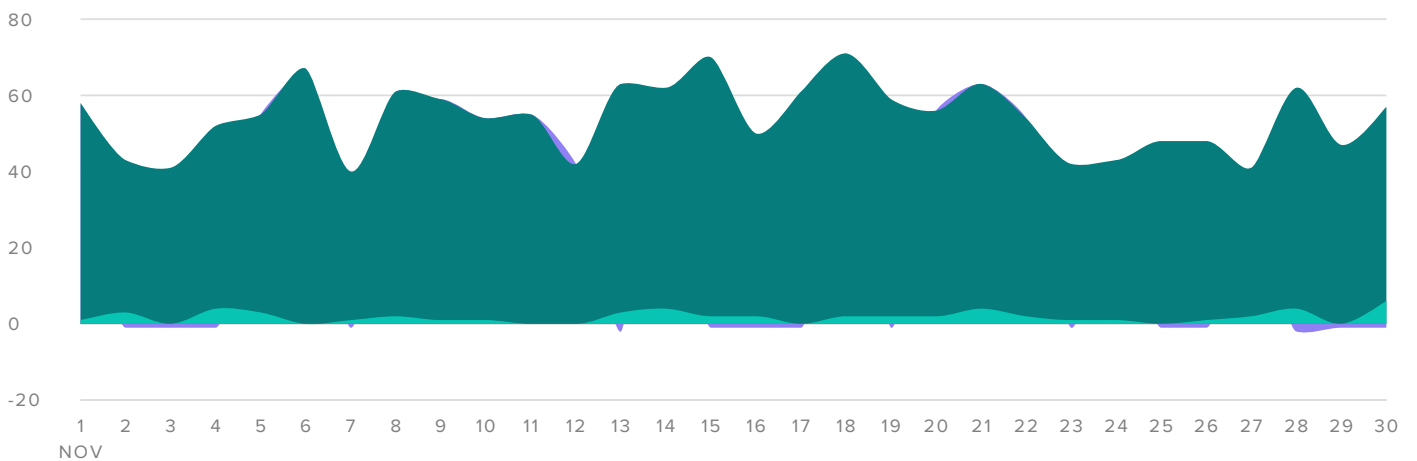


8

LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



ORGANIC LIKES PAID LIKES UNLIKES

AUDIENCE GROWTH METRICS

TOTALS

Total Fans	7,309
Paid Likes	1,570
Organic Likes	54
Unlikes	17
Net Likes	1,607

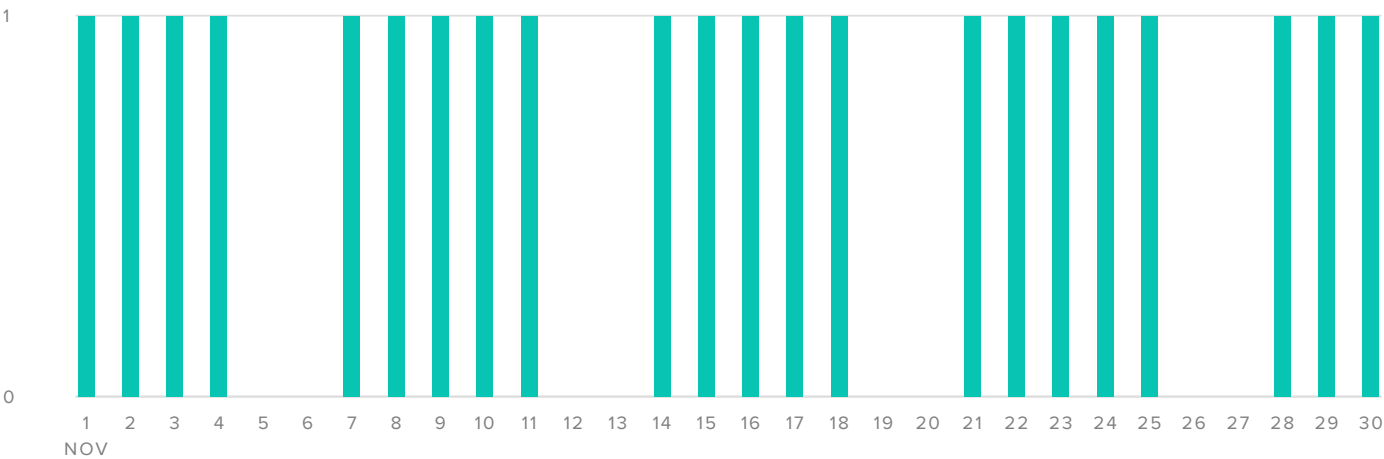
Total fans increased by

27.2%

since previous month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT

PUBLISHING METRICS	TOTALS
Photos	12
Videos	–
Posts	10
Total Posts	22

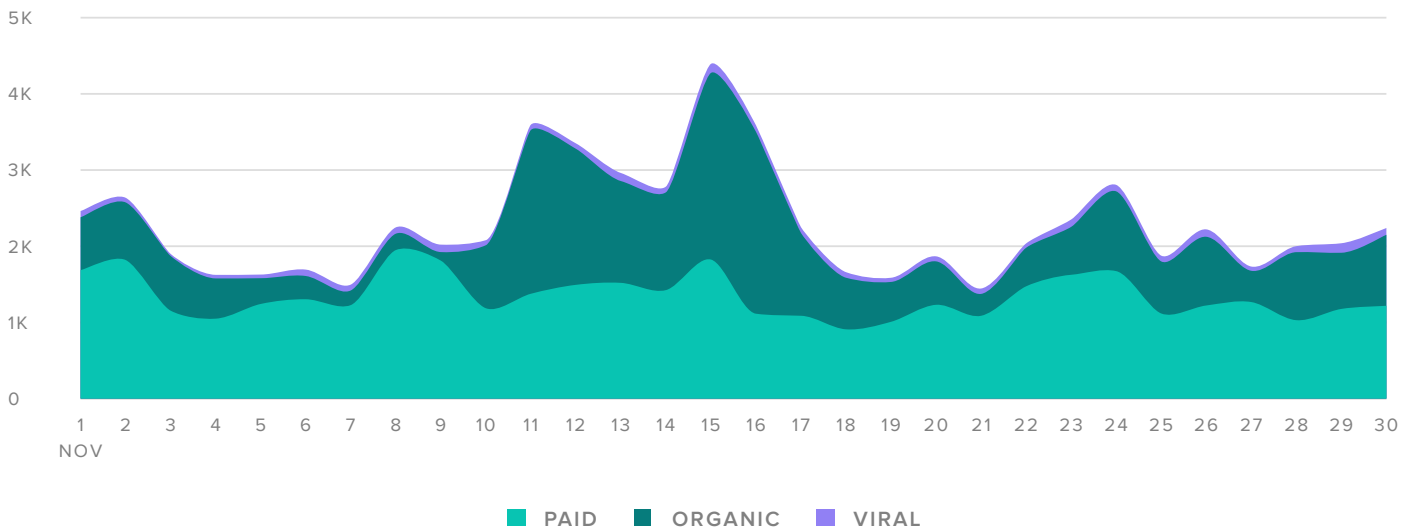
The number of posts you sent increased by

4.8%

since previous month

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS

TOTALS

Organic Impressions	25,959
Viral Impressions	2,302
Paid Impressions	40,302
Total Impressions	68,563
Users Reached	53,612

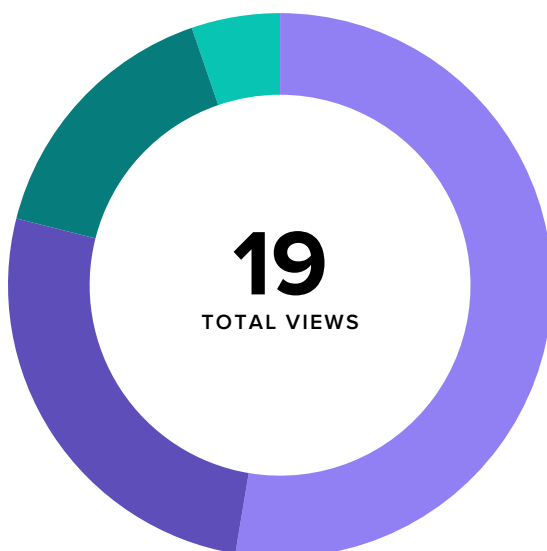
Total Impressions increased by

21.8%

since previous month

Video Performance

VIEW METRICS



1

ORGANIC FULL

3

ORGANIC PARTIAL

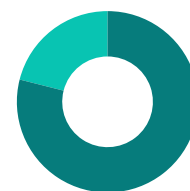
10

PAID FULL

5

PAID PARTIAL

VIEWING BREAKDOWN



21%

ORGANIC VIEWS

79%

PAID VIEWS



58%

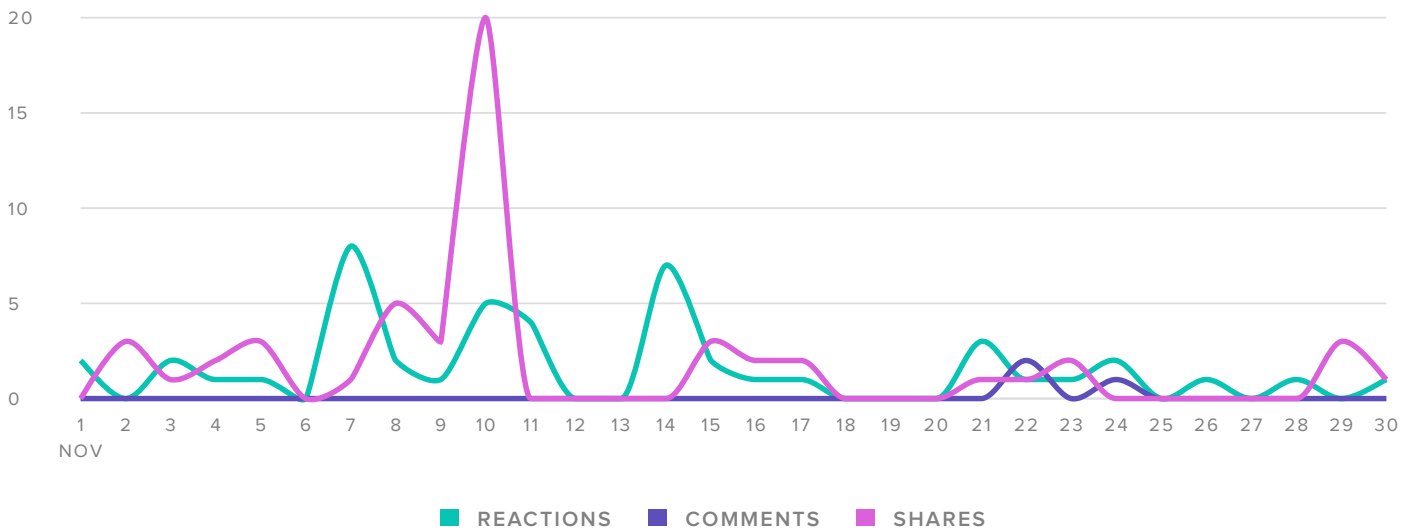
CLICK PLAYS

42%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	47
Comments	3
Shares	53
Total Engagements	103

Total Engagements decreased
by
14.2%
since previous month

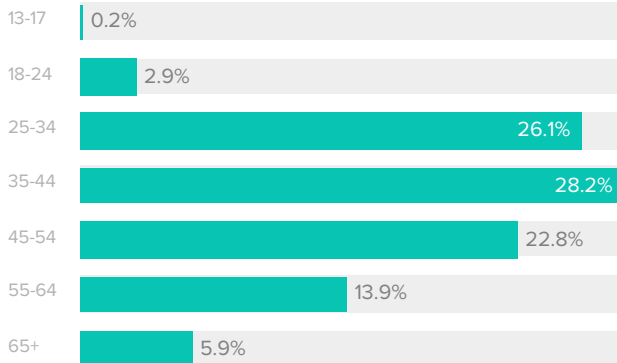
Demographics

PAGE FANS

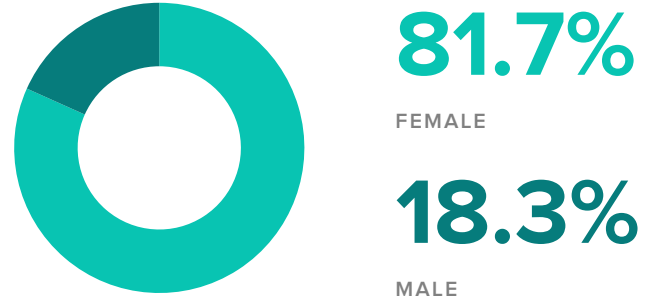
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE





BY GENDER



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

TOP COUNTRIES


	United States	6,732
	India	128
	Pakistan	45
	Egypt	36
	Mexico	25

TOP CITIES

New York, NY	51
Chicago, IL	42
San Antonio, TX	35
Philadelphia, PA	30
El Paso, TX	28



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 surfa...	7,309	27.18%	22	68,563	3,117	103	4.7	8



Instagram Profiles Report

for **craftartcountertops**

Nov 01, 2016 - Nov 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.

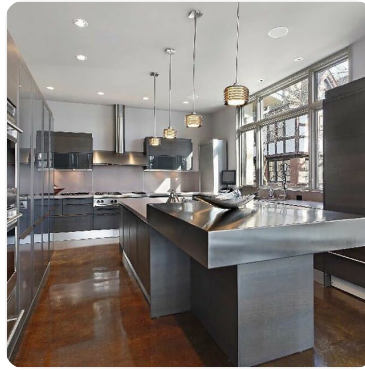


Top Instagram Posts



@craftartcountertops

177 Engagements



@craftartcountertops

156 Engagements

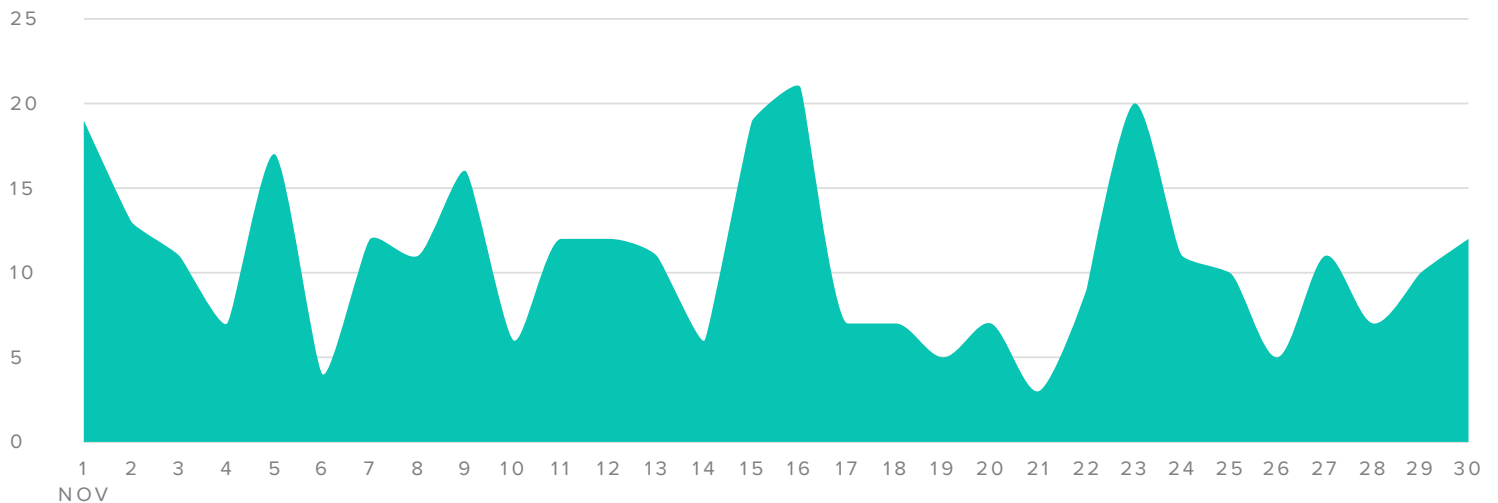


@craftartcountertops

145 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

Total Followers

2,772

Followers Gained

321

People that you Followed

—

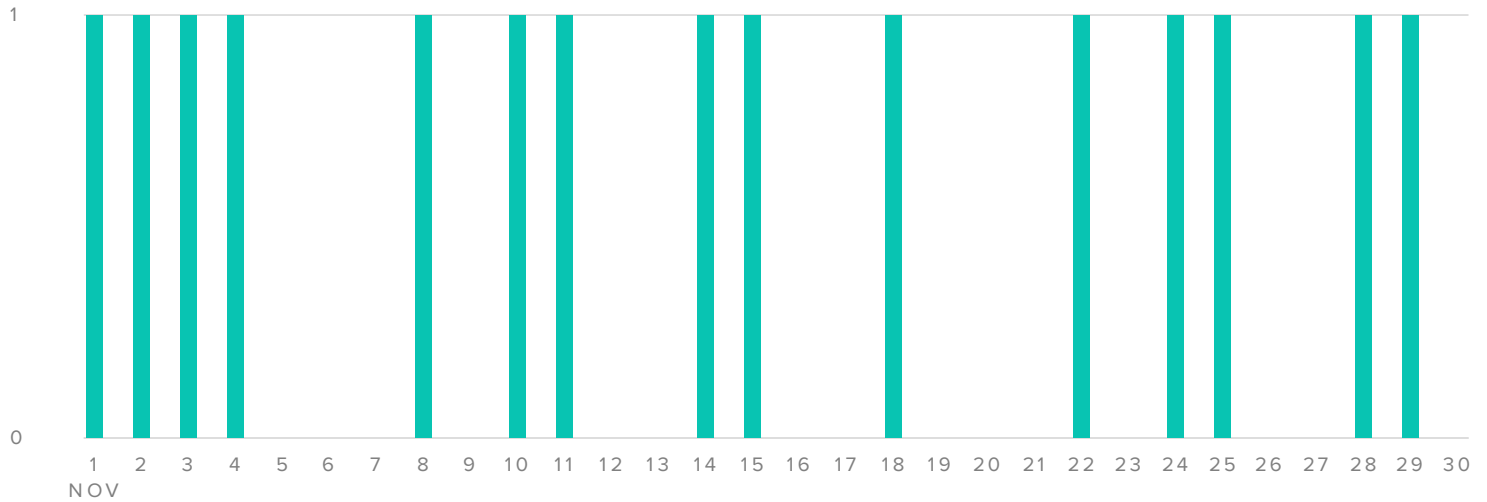
Total followers increased by

▲ **13.1%**

since previous month

Publishing Behavior

MEDIA PER DAY



MEDIA SENT

PUBLISHING METRICS	TOTALS
Photos	15
Videos	–
Total Media	15

The number of media you sent increased by

▲ **50.0%**

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

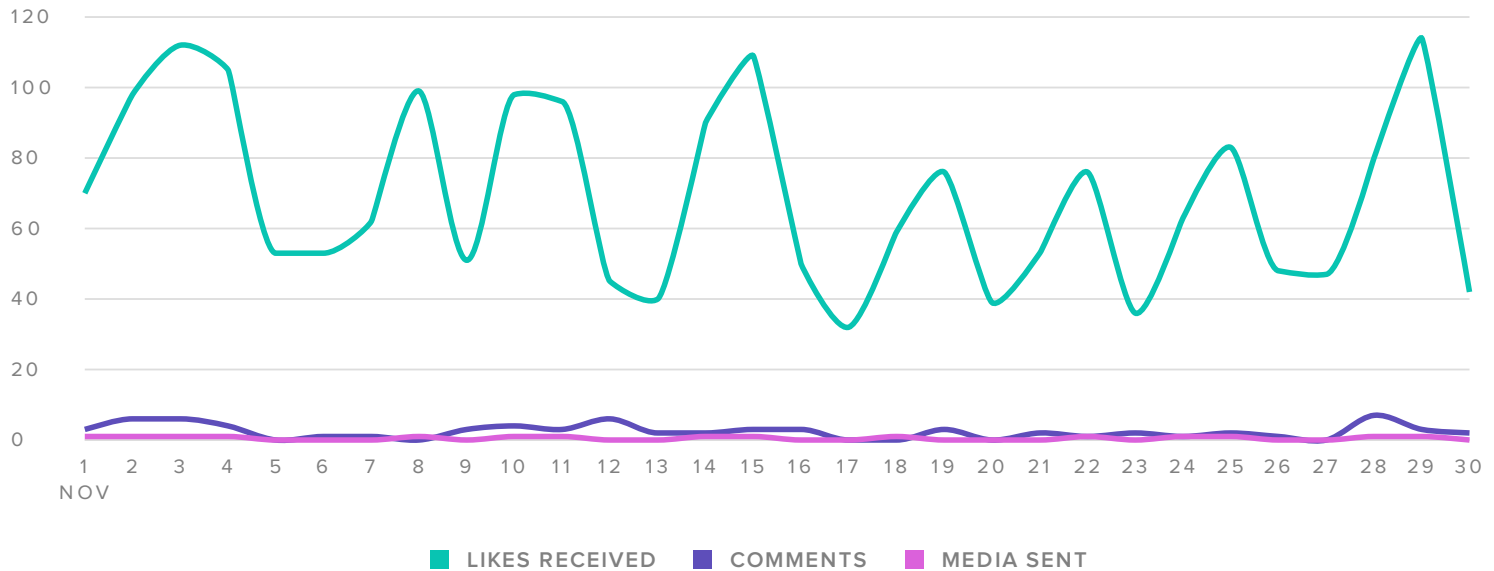
#kitchenenvy	11
#homestyling	11
#designinspo	11
#homedesign	11
#remodel	10
#kitchen	10
#wood	9
#bts	9
#designlovers	9
#instacrafters	8

MOST ENGAGED HASHTAGS

#designoftheday	688
#kitchenenvy	669
#instacrafters	632
#designlovers	597
#designinspo	532
#kitchen	521
#wood	502
#calledtobecreative	501
#remodel	494
#kitchendesign	481

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	2,079
Comments Received	71
Total Engagements	2,150
Engagements per Follower	0.8
Engagements per Media	143.3

The number of engagements increased by

▲ 18.2%

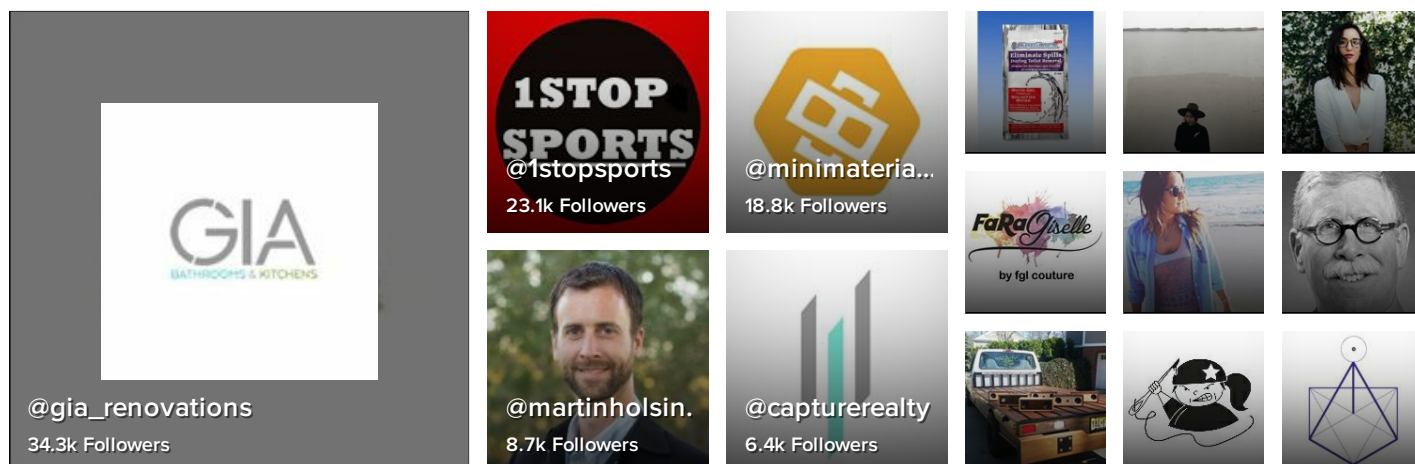
since previous month

The number of engagements per media decreased by

▼ 21.2%


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	2,772	13.1%	321	15	13	2,150	143.3	0.78



Twitter Profiles Report

for **craft_art**

Nov 01, 2016 - Nov 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



3,467
ORGANIC IMPRESSIONS



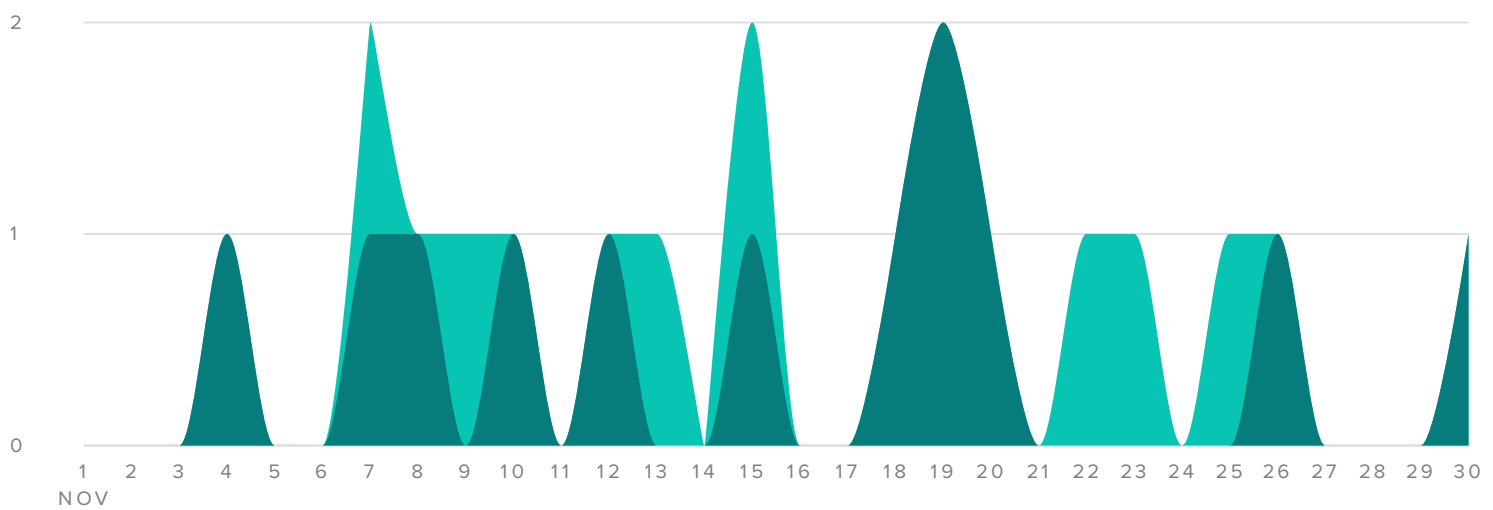
38
TOTAL ENGAGEMENTS



2
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



■ NEW FOLLOWER ALERTS ■ ACTUAL FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

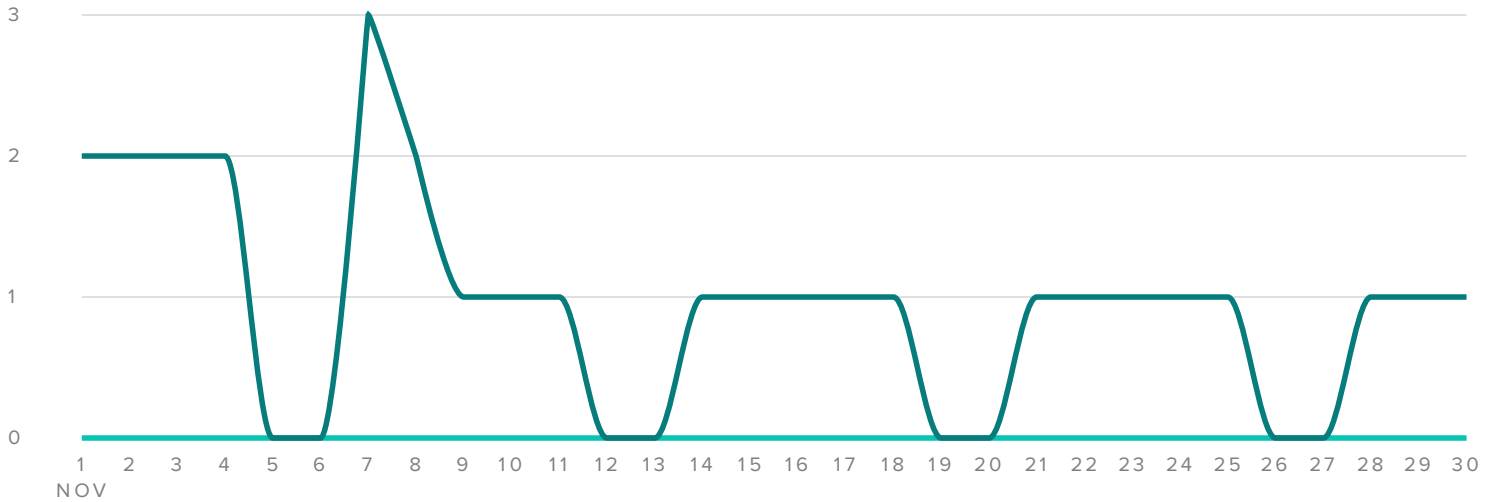
Total Followers	503
New Follower alerts	16
Followers lost	-5
People that you unfollowed	-3

Total followers decreased by

▼1.0%
since previous month

Posts & Conversations

MESSAGES PER DAY



■ RECEIVED ■ SENT

SENT/RECEIVED METRICS

TOTALS

Tweets sent

29

Direct Messages sent

–

Total Sent
29

Mentions received

–

Direct Messages received

–

Total Received
–

The number of messages you sent decreased by

▼ **37.0%**

since previous month

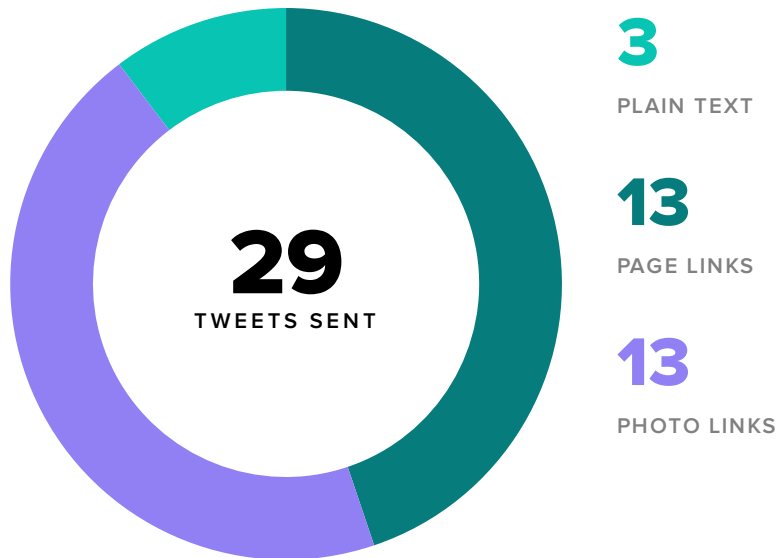
The number of messages you received decreased by

▼ **100.0%**

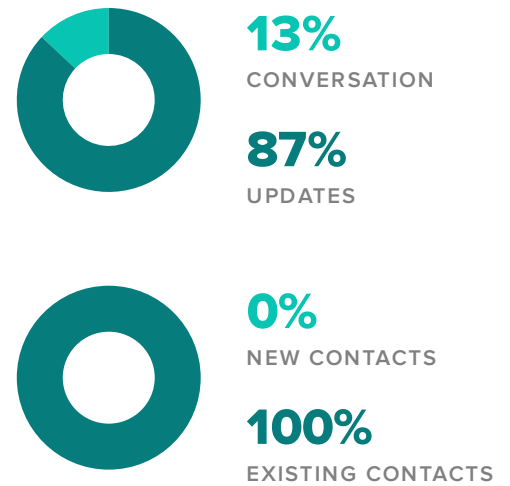
since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT

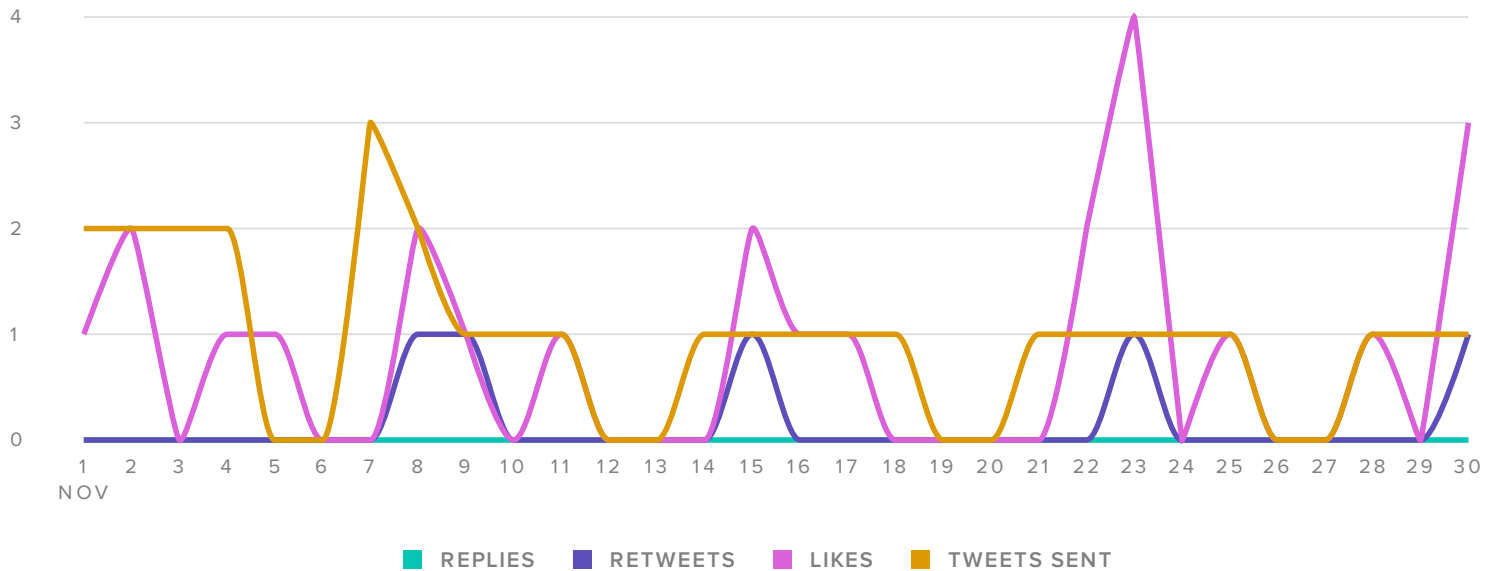


YOUR TWEETING BEHAVIOR



Audience Engagement

ENGAGEMENT COUNT



ENGAGEMENT METRICS	TOTALS
Replies	–
Retweets	5
Retweets with Comments	–
Likes	24
Engagements per Follower	0.1
Impressions per Follower	6.9
Engagements per Tweet	1.3
Impressions per Tweet	119.6
Engagements per Impression	1.1%

The number of engagements increased by

▲ **171.4%**

since previous month

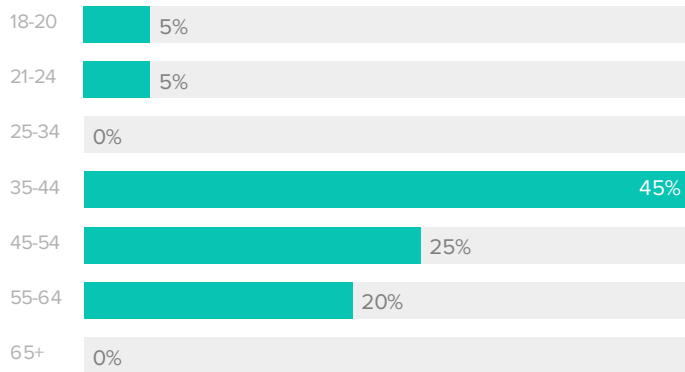
The number of impressions per Tweet increased by

▲ **13.8%**

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	Follower	Tweets	Impressions	Impressions	Engagements	Engagements	Retweets	Clicks
	Followers	Increase	Sent		per Follower		per Follower		
 @craft_art	503	-1.0%	29	3,467	6.89	38	0.08	5	2