

Audience Summary

B2Digital

May 1, 2019 - May 31, 2019

Cross Channel Report



B2 Social Media Network Total Connections Report May 1, 2019 through May 31, 2019

<u>Item</u>	<u>FaceBook</u>	<u>YouTube</u>	<u>Twitter</u>	<u>Instagram</u>	<u>Web Traffic</u>	<u>Total Connections</u>
Page Likes	30,000	-	-	-	-	30,000
New Page Likes	-	-	-	-	-	-
Total Reach/Inst Profile Reach	83,000	-	-	8,672	-	91,672
Post Reach WEB Sessions	71,500	-	-	-	9,204	80,704
Eng. Users WEB Users	8,531	-	-	-	8,544	17,075
Total Clicks	5,752	-	-	-	-	5,752
Page Views	3,073	-	-	-	-	3,073
Web Page Views/Inst Prof Impressions	159,800	-	15,172	19,008	14,819	208,799
Instagram Profile Views	-	-	-	1,041	-	1,041
Post Impressions	131,800	-	-	-	-	131,800
Posts	101	-	-	-	-	101
Visitor Posts	1	-	-	-	-	1
Comments/Inst Comments	189	-	-	-	-	189
Reactions	1,201	-	-	-	-	1,201
Post Unlikes	26	-	-	-	-	26
Shares	485	276	-	-	-	761
Video Views	2,067	34,206	-	-	-	36,273
Reviews	-	-	-	-	-	-
Checkins	40	-	-	-	-	40
Mentions	28	-	-	-	-	28
Messages	125	-	-	-	-	125
Minutes Watched	-	224,434	-	-	-	224,434
Watched Duration	-	24,258	-	-	-	24,258
New Videos/Inst New Videos	-	-	-	-	-	-
Likes/Inst New Likes	-	259	28	1,421	-	1,708
Dislikes	-	7	-	-	-	7
Playlists Added	-	233	-	-	-	233
New Subscribers	-	133	-	-	-	133
Subscribers/Twitter Followers	-	4,646	4159	-	-	8,805
Twitter& Instagram New Followers	-	-	-	2	-	2
Total Videos	-	1,621	-	-	-	1,621
Following/Inst Total Followers	-	-	1445	7,444	-	8,889
Inst Total Following	-	-	-	5,151	-	5,151
Tweets	-	-	30	-	-	30
Mentions	-	-	77	-	-	77
Inbound DMs	-	-	-	-	-	-
RTs by Me	-	-	-	-	-	-
RTs of Me	-	-	32	-	-	32
Quotes	-	-	-	-	-	-
Favorites	-	-	-	-	-	-
Lists	-	-	78	-	-	78
Reach	-	-	203,256	-	-	203,256
Replies	-	-	1	-	-	1
Media Reach	-	-	-	12,969	-	12,969
Media Impressions	-	-	-	18,473	-	18,473
New Photos	-	-	-	39	-	39
Total Uploaded Media	-	-	-	5,177	-	5,177
Total	497,719	290,073	224,278	79,397	32,567	1,124,034



B2 Social Media Network - Social Media Connections Channel Breakout Data

Page Likes	30.0k	1%	↗
Total Reach	83.0k	26%	↗
Post Reach	71.5k	10%	↗
Page Eng. Users	8,531	50%	↗
Page Posts Eng.	12.5k	46%	↗
Total Clicks	5,752	48%	↗
Page Views	3,073	155%	↗
Page Impressions	159.8k	44%	↗
Post Impressions	131.8k	20%	↗
Posts	101	60%	↗
Unpublished Posts	6	100%	↗
Visitor Posts		1	
Comments	189	122%	↗
Reactions	1,201	9%	↘
Post Unlikes	26	420%	↗
Shares	485	124%	↗
Video Views	2,067	207%	↗
Checkins	40	100%	↗
Mentions	28	40%	↗
Messages	125	247%	↗

FACEBOOK

Views	34,206	26%	↗
Minutes Watched	224,434	63%	↗
Watched Duration	24,258	17%	↗
New Videos	10	100%	↗
Comments	26	160%	↗
Likes	259	118%	↗
Dislikes	7	22%	↘
Shares	276	51%	↗
Playlists Added	233	13%	↗
New Subscribers	133	77%	↗
Subscribers		4,646	
Total Videos		1,621	

YOUTUBE CHANNEL

Followers	4,159	0%	↘
Following	1,445	0%	↘
Tweets	30	30%	↗
Mentions	77	83%	↗
RTs of me	32	433%	↗
Likes	28	367%	↗
Lists	78	1%	↘
Impressions	15,172	43%	↗
Reach	203,256	334%	↗
Replies	1	75%	↘

TWITTER

Profile Reach	8,672		
Profile Impressions	19,008		
Profile Views	1,041		
Media Reach	12,969		
Media Impressions	18,473		
New Photos	39	105%	↗
New Videos	1		
New Carousels	1	80%	↘
New Comments	35	29%	↘
New Likes	1,421	4%	↗
Total Followers	7,444	< 1%	↗
Total Followings	5,151	< 1%	↗
Total Uploaded Media	5,177		

INSTAGRAM

Showing 4 of 4 Profiles ▾

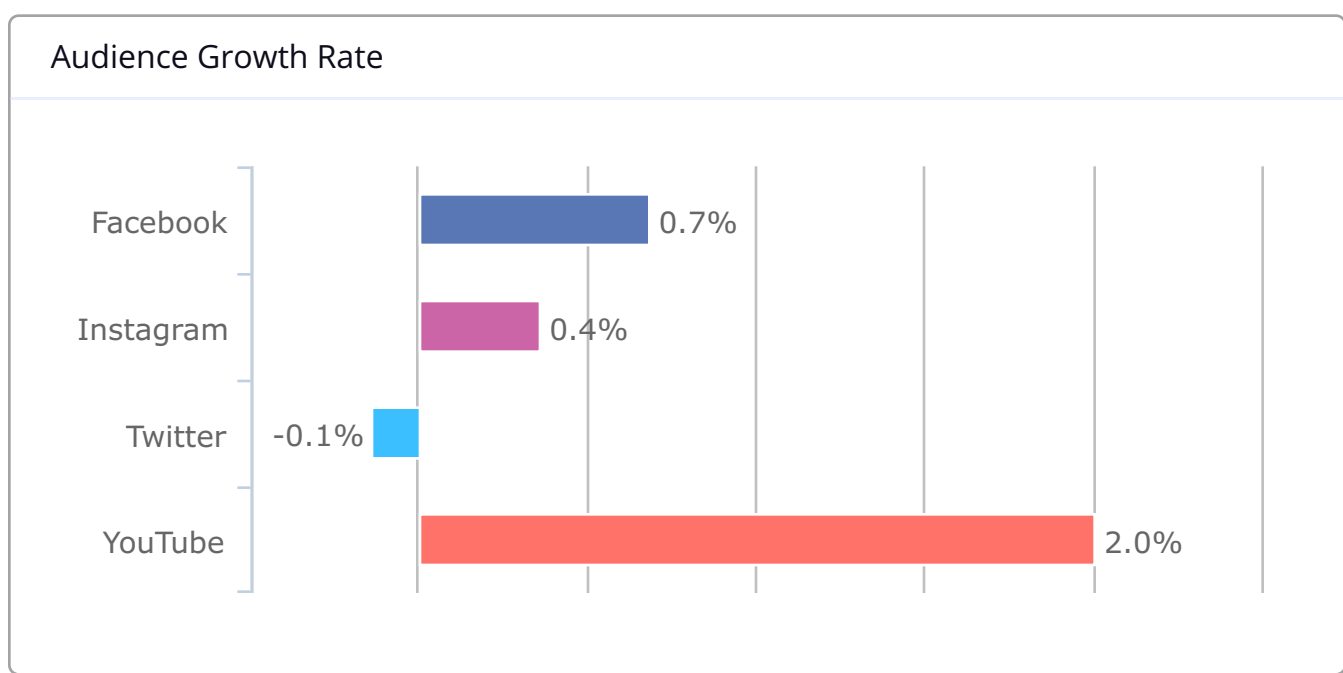
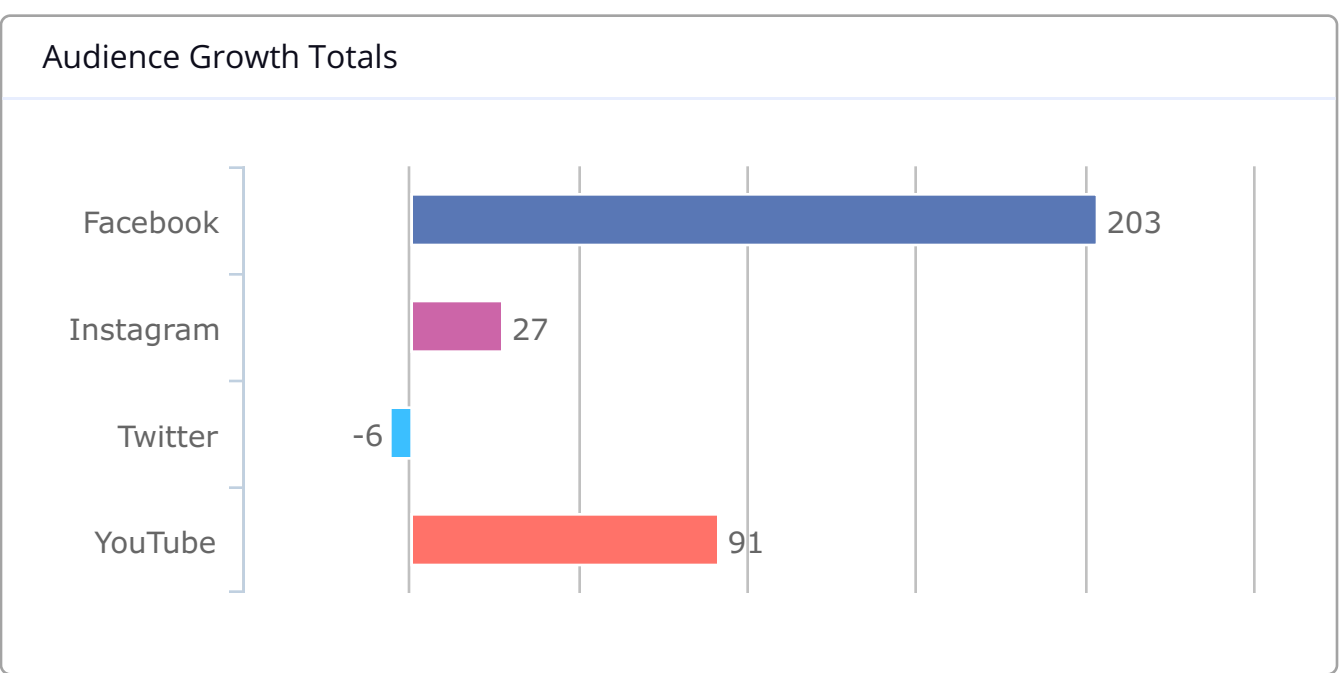
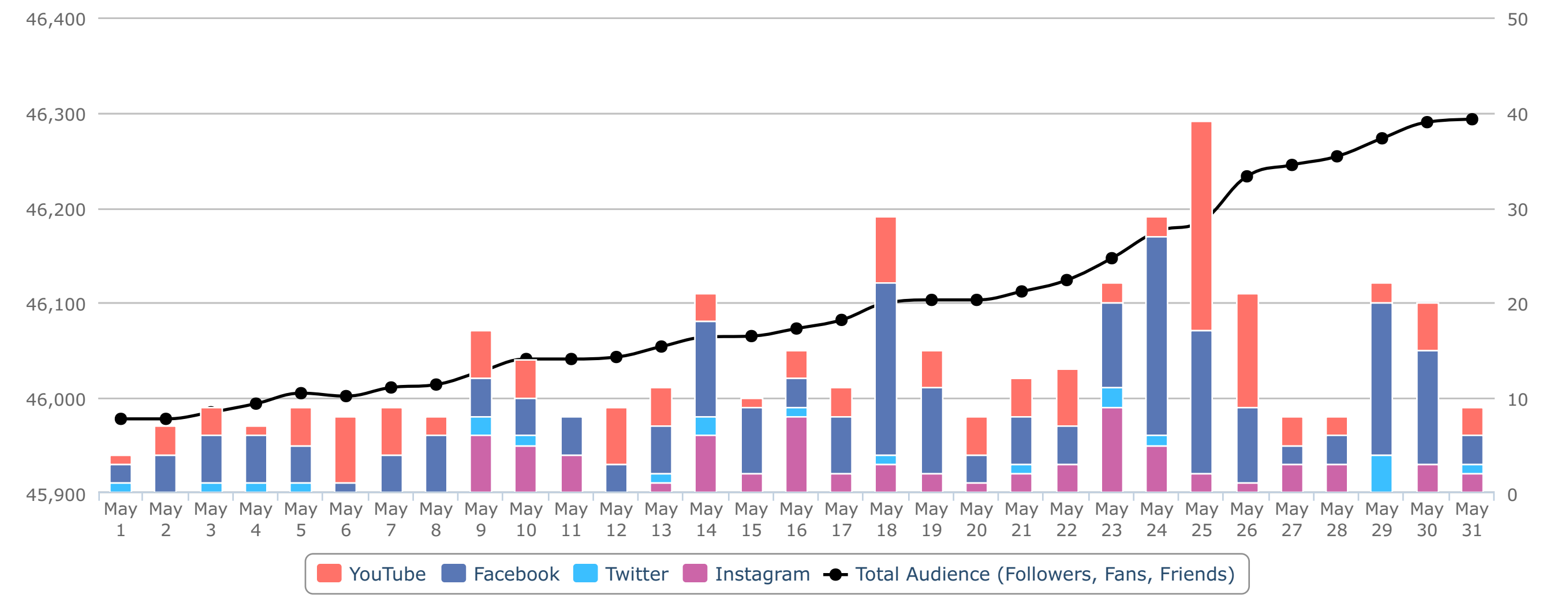
Sessions	9,204	52%	↗
Users	8,544	50%	↗
Pageviews	14,819	45%	↗
Pages/Session	1.61	5%	↘
Avg. Session	0:57	1%	↘
Bounce Rate	1,742 (19%)	60%	↗
New Sessions	6,369 (69%)	47%	↗
Goal Completions	47	18%	↗

WEB TRAFFIC

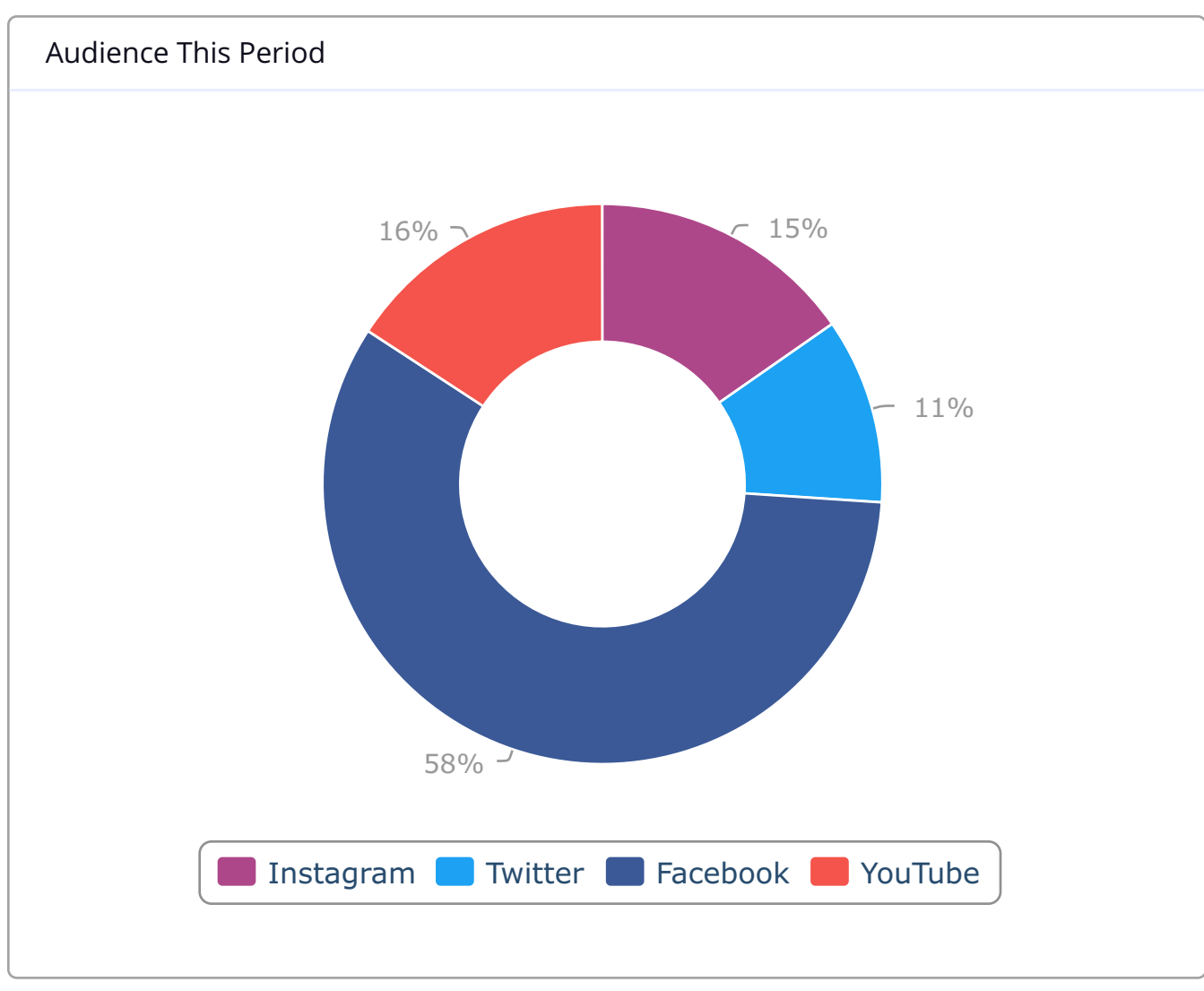
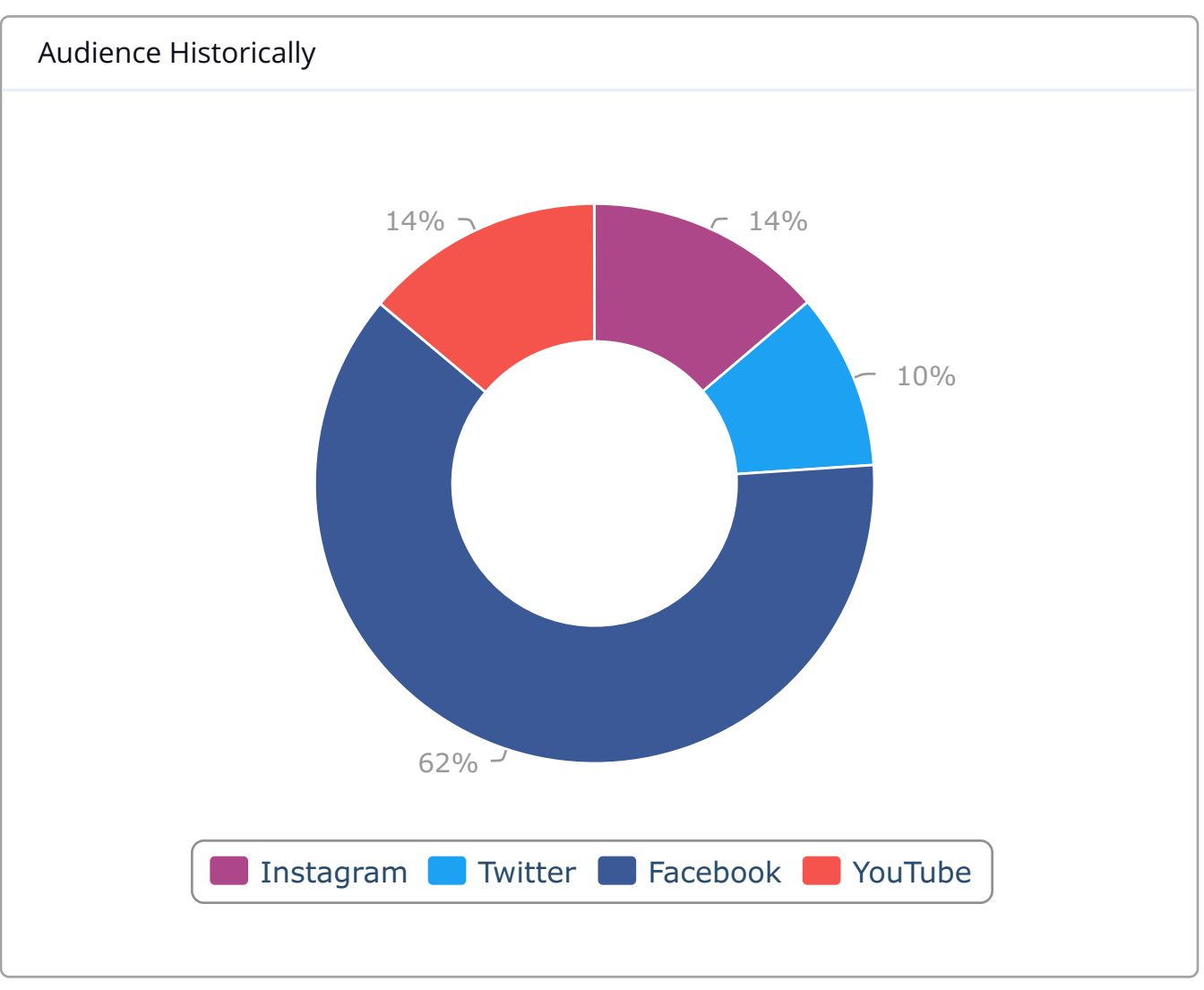
Audience Growth By Channel

Channel	Audience Growth (Net)	Growth Rate	Total Audience
Facebook	203	0.68%	30,044
Instagram	27	0.36%	7,444
Twitter	-6	-0.14%	4,159
YouTube	91	2%	4,646
	315	0.68%	46,293

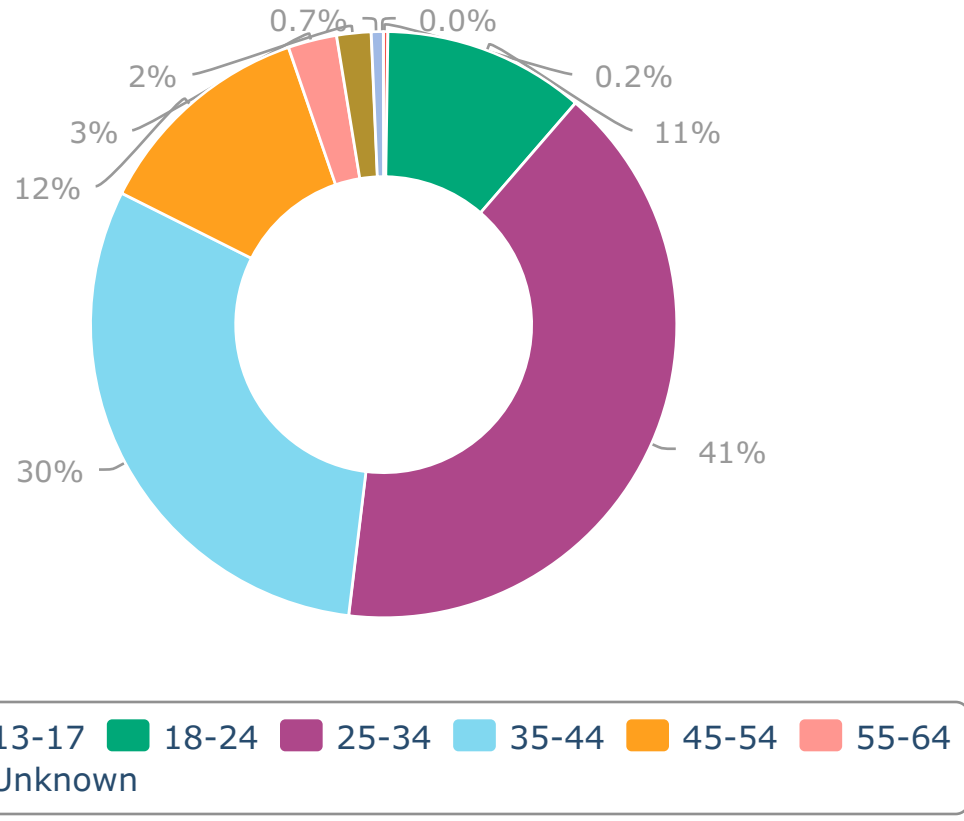
Audience Growth Over Time



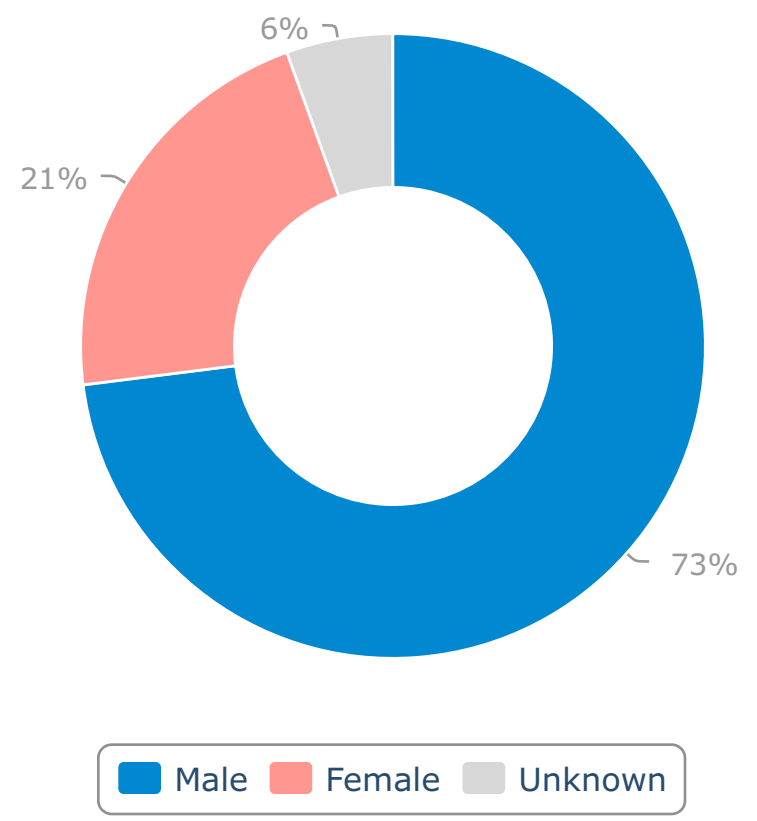
Facebook accounted for the most audience growth, with 203 new friends added. YouTube was your fastest-growing channel, with 2% friend growth.



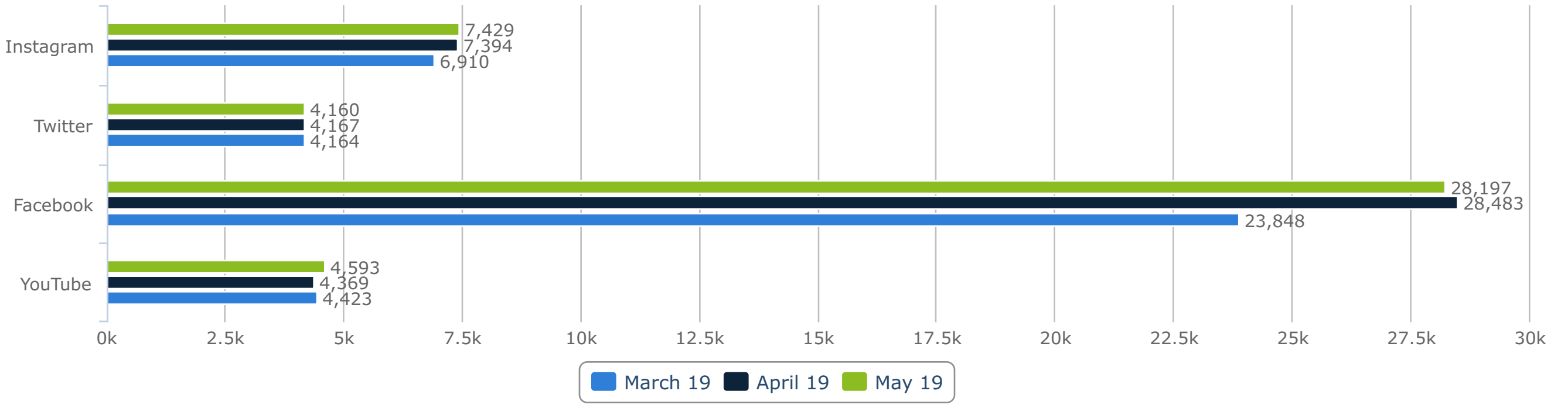
Audience Age

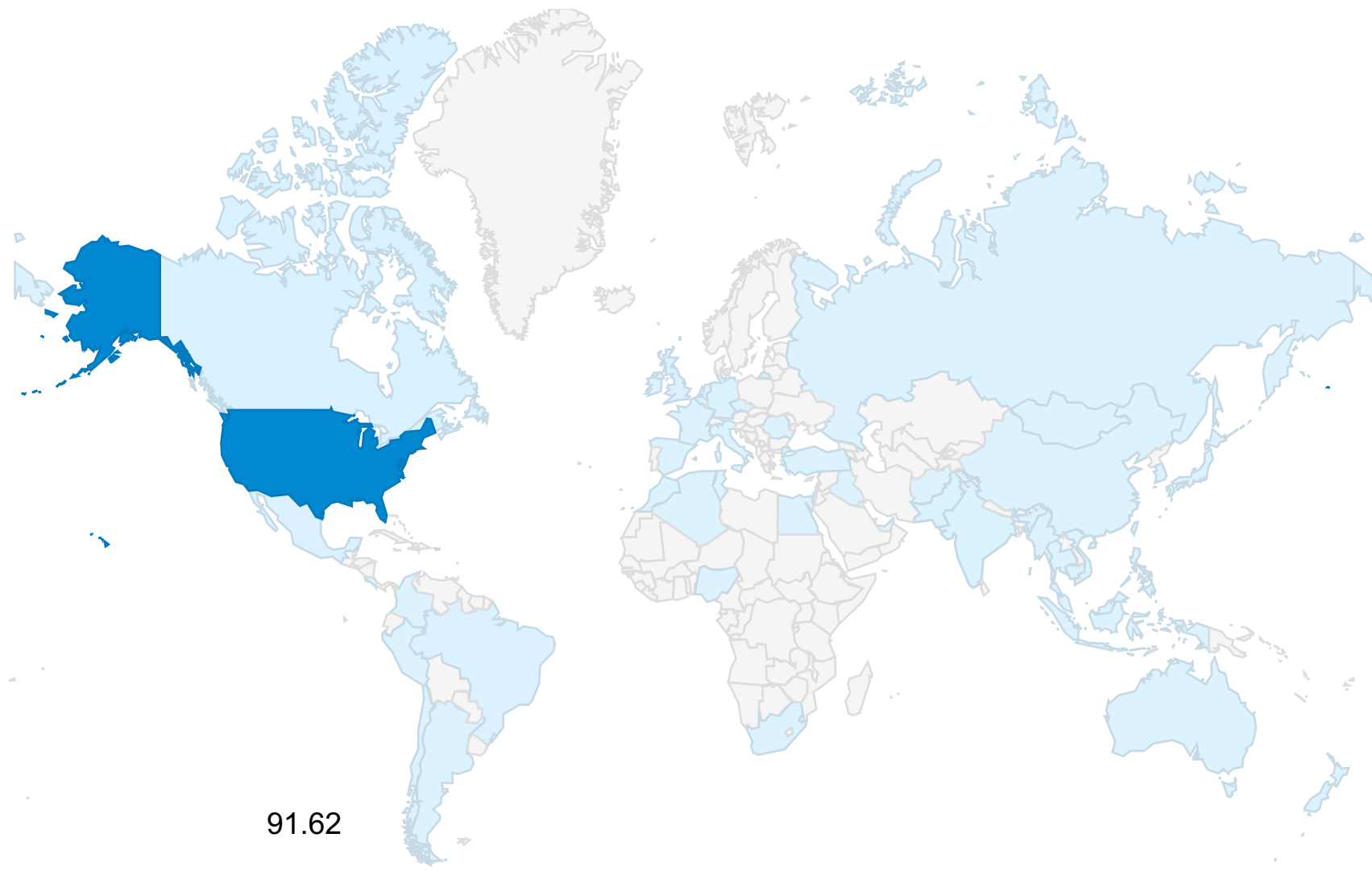


Audience Gender



Audience 3 Month Network Comparison





Country	Code	%
United States	US	91.62
Costa Rica	CR	0.89
Canada	CA	0.87
United Kingdom	GB	0.63
Brazil	BR	0.57
Mexico	MX	0.55
Netherlands	NL	0.46
India	IN	0.39
Pakistan	PK	0.37
Germany	DE	0.35
Australia	AU	0.2
Mongolia	MN	0.13
Italy	IT	0.13
Indonesia	ID	0.12
Russian Federation	RU	0.11
Spain	ES	0.11
France	FR	0.1
Turkey	TR	0.1
Philippines	PH	0.1
Ireland	IE	0.09
Argentina	AR	0.09
Myanmar	MM	0.08
Thailand	TH	0.08
Korea Republic Of	KR	0.08
Cambodia	KH	0.07