

Audience Summary

B2Digital

October 1, 2019 - December 31, 2019

Cross Channel Report



Trading at: BTDG
B2 Social Media Network Total Connections Report
October 1, 2019 through December 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	50,000	-	-	-	-	50,000
New Page Likes	-	-	-	-	-	-
Total Reach/Inst Profile Reach	750,800	-	-	10,822	-	761,622
Post Reach WEB Sessions	655,300	-	-	-	34,803	690,103
Eng. Users WEB Users	92,200	-	-	-	31,688	123,888
Total Clicks	69,900	-	-	-	-	69,900
Page Views	28,200	-	-	-	-	28,200
Web Page Views/Inst Prof Impressions	1,200,000	-	623,736	20,417	58,690	1,902,843
Instagram Profile Views	-	-	-	1,636	-	1,636
Post Impressions	973,100	-	-	-	-	973,100
Posts	603	-	-	-	-	603
Visitor Posts	7	-	-	-	-	7
Comments/Inst Comments	1,138	-	-	-	-	1,138
Reactions	8,858	-	-	-	-	8,858
Post Unlikes	42	-	-	-	-	42
Shares	3,567	1,912	-	-	-	5,479
Video Views	26,700	181,121	-	-	-	207,821
Reviews	-	-	-	-	-	-
Checkins	-	-	-	-	-	-
Mentions	136	-	-	-	-	136
Messages	449	-	-	-	-	449
Minutes Watched	-	544,925	-	-	-	544,925
Watched Duration	-	94,185	-	-	-	94,185
New Videos/Inst New Videos	-	-	-	-	-	-
Likes/Inst New Likes	-	1,402	43	2,983	-	4,428
Dislikes	-	86	-	-	-	86
Playlists Added	-	1,564	-	-	-	1,564
New Subscribers	-	617	-	-	-	617
Subscribers/Twitter Followers	-	6,572	4181	-	-	10,753
Twitter& Instagram New Followers	-	-	-	-	-	-
Total Videos	-	2,321	-	-	-	2,321
Following/Inst Total Followers	-	-	1450	11,769	-	13,219
Inst Total Following	-	-	-	8,969	-	8,969
Tweets	-	-	95	-	-	95
Mentions	-	-	663	-	-	663
Inbound DMs	-	-	-	-	-	-
RTs by Me	-	-	2	-	-	2
RTs of Me	-	-	94	-	-	94
Quotes	-	-	-	-	-	-
Favorites	-	-	-	-	-	-
Lists	-	-	78	-	-	78
Reach	-	-	623,736	-	-	623,736
Replies	-	-	5	-	-	5
Media Reach	-	-	-	17,470	-	17,470
Media Impressions	-	-	-	23,123	-	23,123
New Photos	-	-	-	61	-	61
Total Uploaded Media	-	-	-	6,215	-	6,215
Total	3,861,000	834,705	1,254,083	103,465	125,181	6,178,434



B2 Social Media Network - Social Media Connections Channel Breakout Data

Page Likes	50.0k	10% ↗
Total Reach	750.8k	80% ↗
Post Reach	655.3k	73% ↗
Page Eng. Users	92.2k	116% ↗
Page Posts Eng.	136.4k	100% ↗
Total Clicks	69.9k	130% ↗
Page Views	28.2k	103% ↗
Talking About This	43.4k	73% ↗
Page Impressions	1.2m	52% ↗
Post Impressions	973.1k	42% ↗
Posts	603	48% ↗
Unpublished Posts	6	71% ↘
Visitor Posts	7	75% ↗
Comments	1,138	26% ↗
Reactions	8,858	67% ↗
Post Unlikes	42	8% ↗
Shares	3,567	104% ↗
Video Views	26.7k	29% ↘
Reviews	1	75% ↘
Checkins	324	414% ↗
Mentions	116	6% ↘
Messages	449	34% ↘

Views	181,121	55% ↗
Minutes Watched	544,925	65% ↗
Watched Duration	94,185	89% ↗
New Videos	96	100% ↗
Comments	164	86% ↗
Likes	1,402	93% ↗
Dislikes	86	32% ↗
Shares	1,912	144% ↗
Playlists Added	1,564	42% ↗
New Subscribers	617	73% ↗
Subscribers	6,572	
Total Videos	2,321	

Followers	4,181	0% ↘
Following	1,450	1% ↗
Tweets	95	33% ↘
Mentions	663	14% ↘
Inbound DMs	2	
RTs by me	2	75% ↘
RTs of me	94	46% ↘
Likes	43	83% ↘
Lists	78	1% ↘
Impressions	52,150	27% ↘
Reach	623,736	19% ↘
Replies	5	38% ↘

FACEBOOK

Profile Reach	10,822	
Profile Impressions	20,417	
Profile Views	1,636	
Media Reach	17,470	
Media Impressions	23,123	
New Photos	61	40% ↘
New Videos	2	50% ↘
New Carousels	9	350% ↗
New Comments	82	22% ↗
New Likes	2,983	19% ↗
Total Followers	11,769	33% ↗
Total Followings	8,969	30% ↗
Total Uploaded Media	6,215	

INSTAGRAM

YOUTUBE CHANNEL

TWITTER

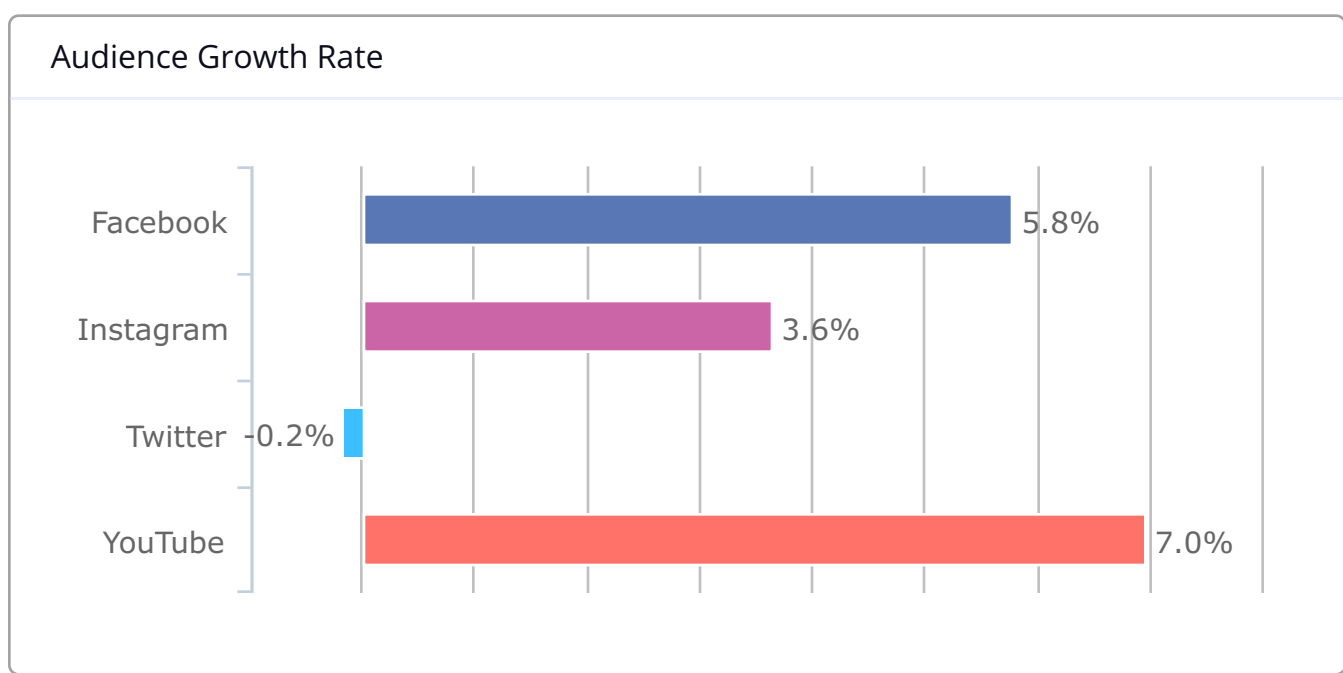
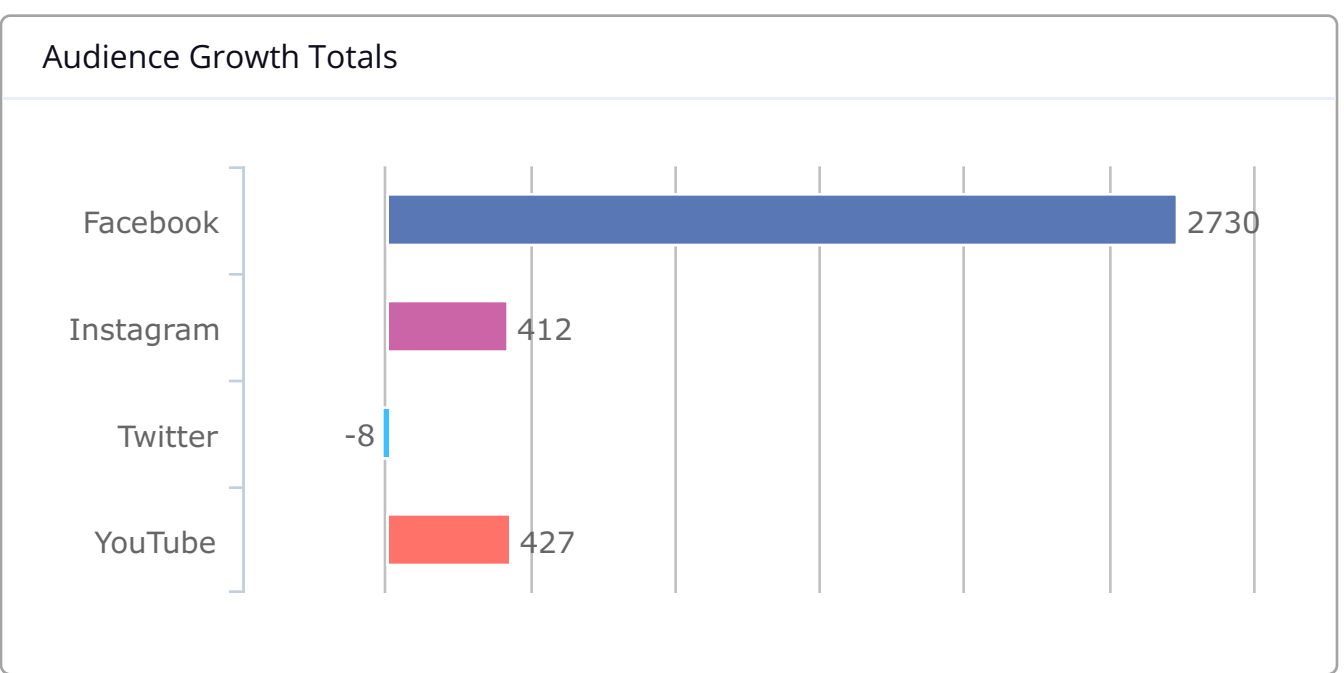
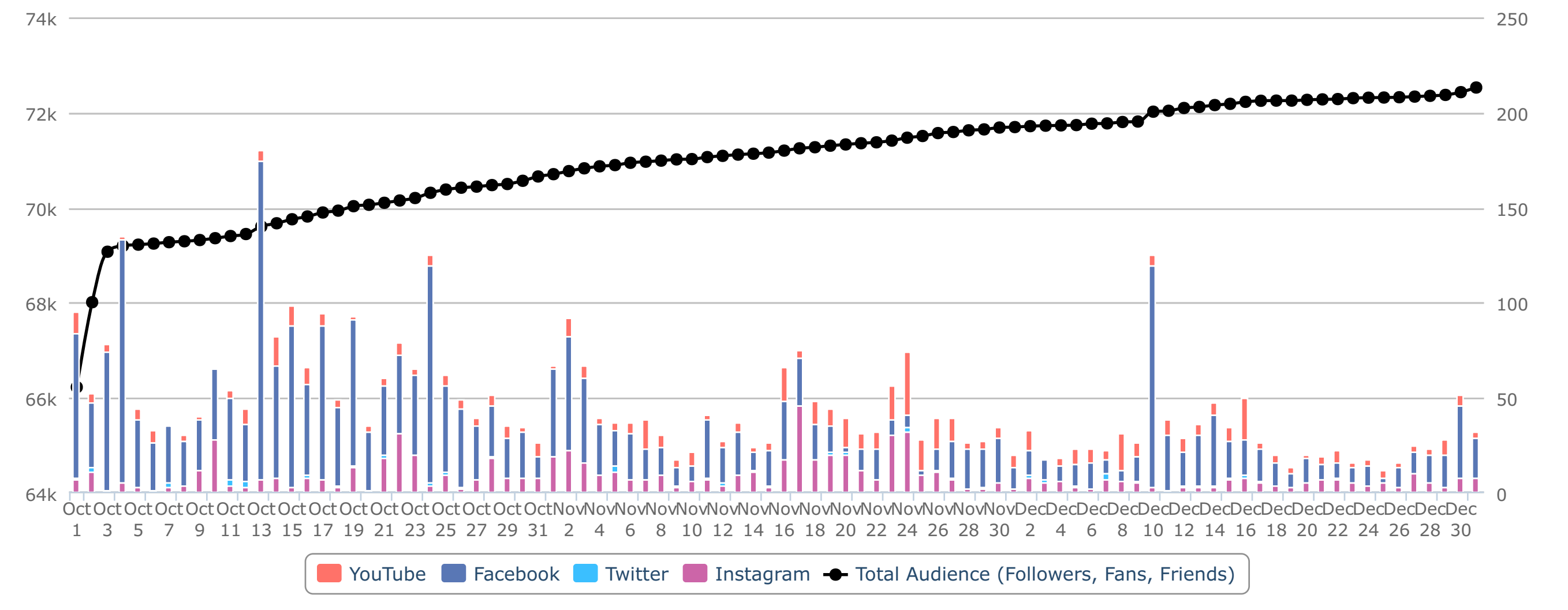
Sessions	34,803	48% ↗
Users	31,688	46% ↗
Pageviews	58,990	51% ↗
Pages/Session	1.69	1% ↗
Avg. Session	1:03	3% ↗
Bounce Rate	6,440.25 (19%)	48% ↗
New Sessions	23,828 (68%)	43% ↗
Goal Completions	3,929	3869% ↗

WEB TRAFFIC

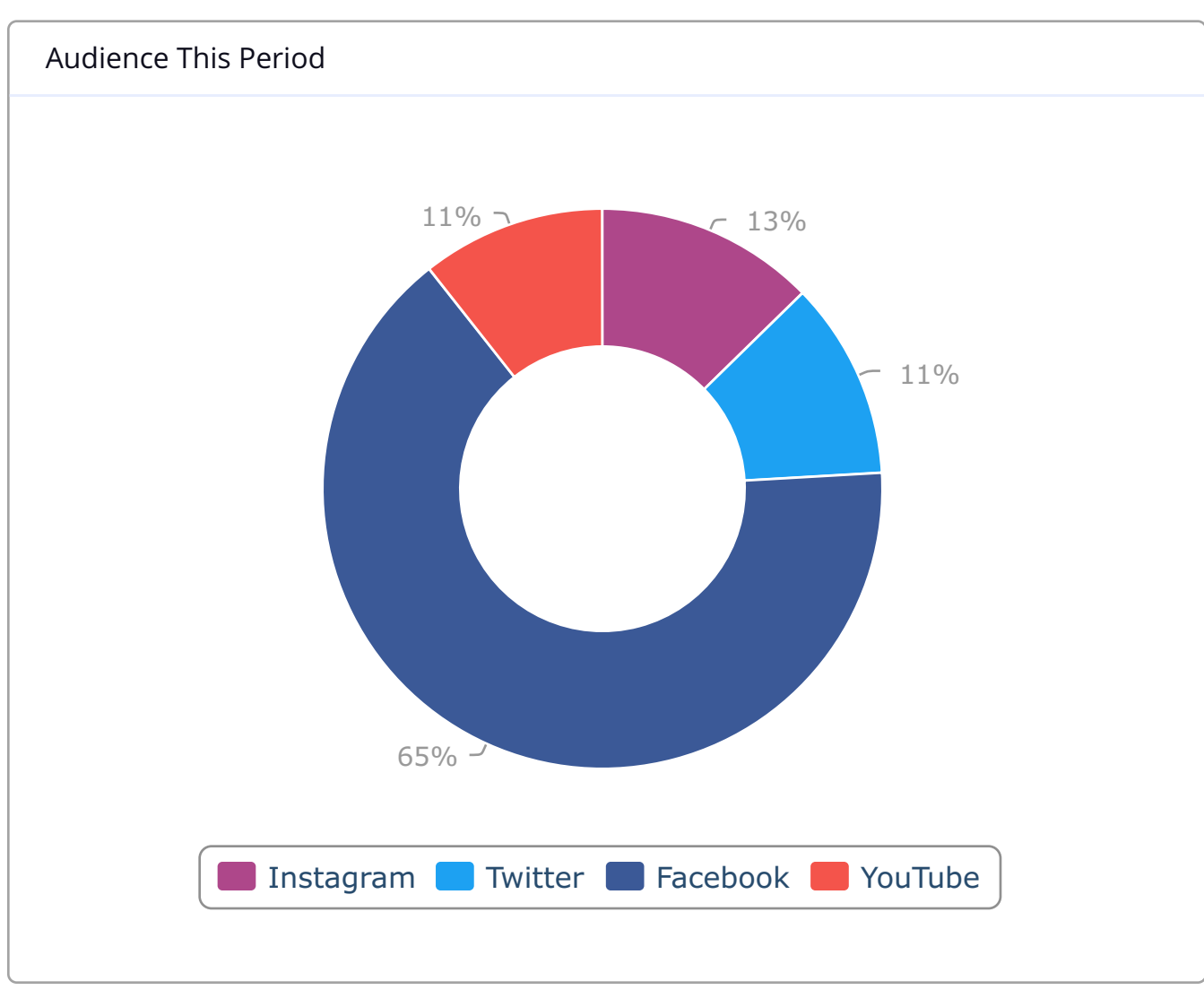
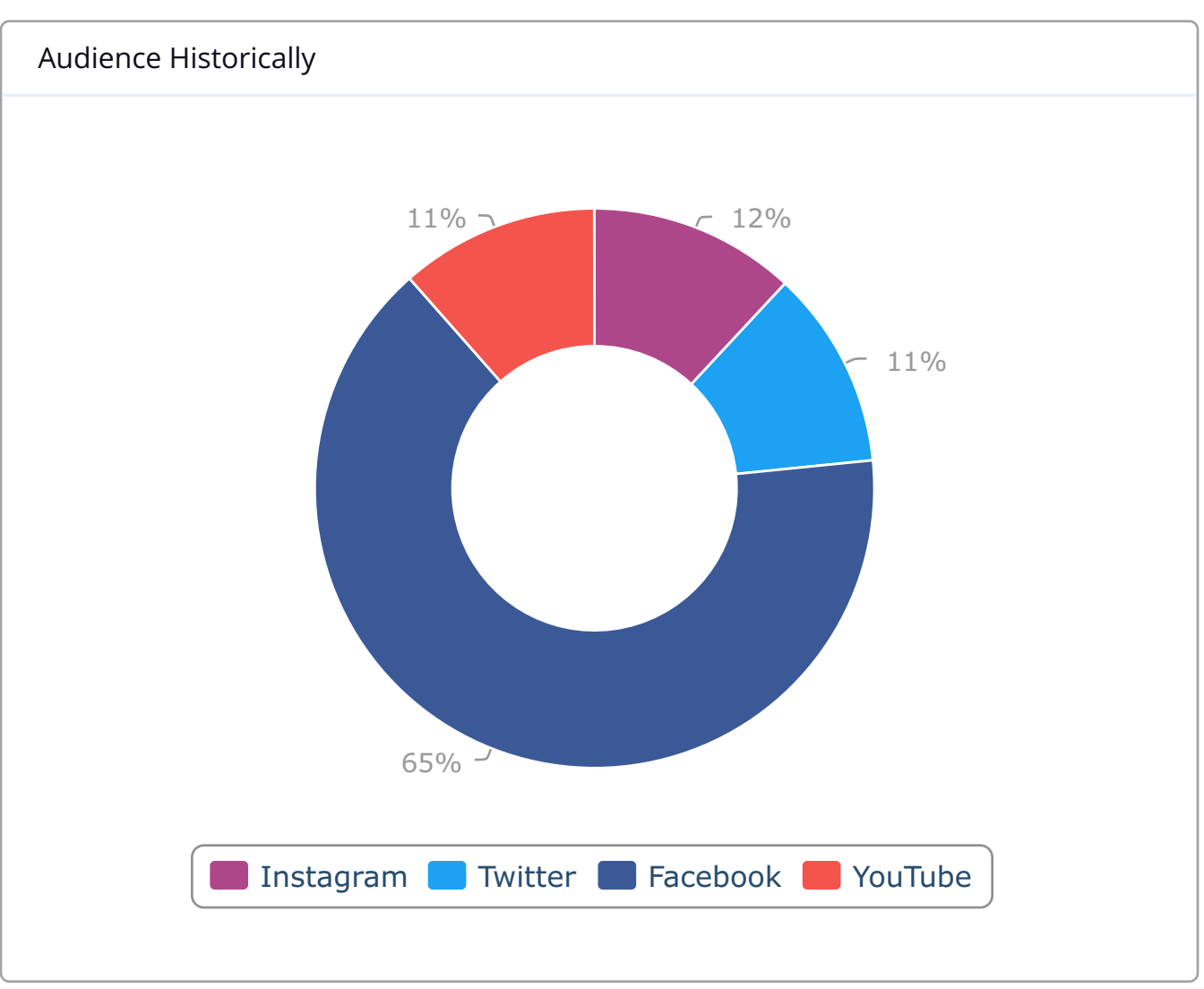
Audience Growth By Channel

Channel	Audience Growth (Net)	Growth Rate	Total Audience
Facebook	2,730	5.77%	50,006
Instagram	412	3.63%	11,769
Twitter	-8	-0.19%	4,181
YouTube	427	6.95%	6,572
	3,561	4.91%	72,528

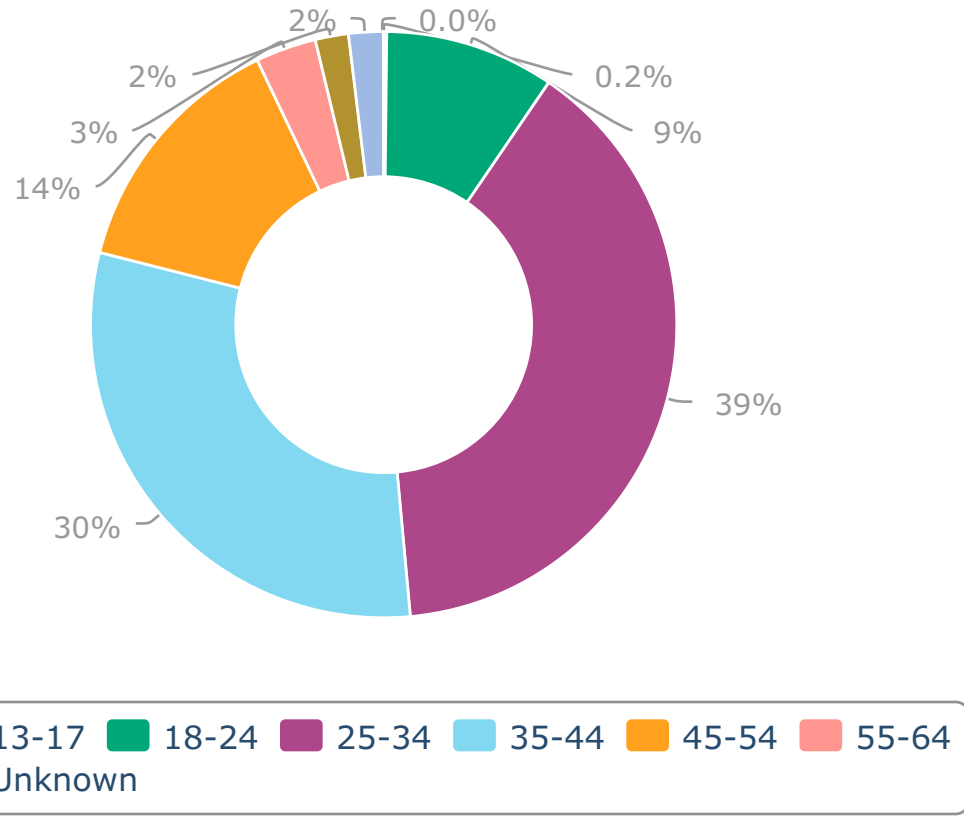
Audience Growth Over Time



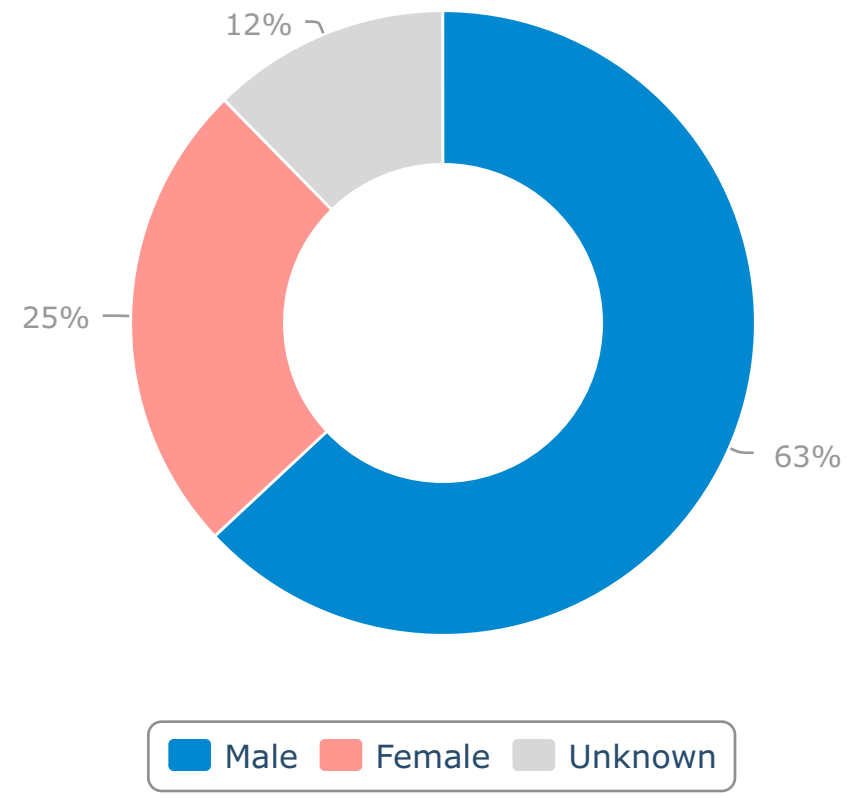
Facebook accounted for the most audience growth, with **2730** new **friends** added. **YouTube** was your fastest-growing channel, with **6.95%** **friend** growth.



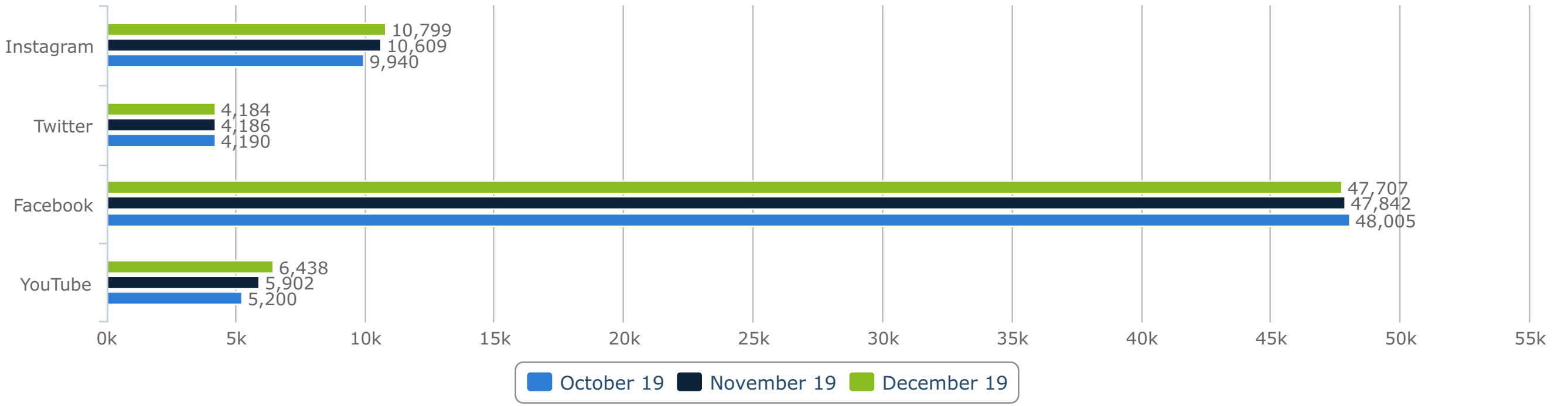
Audience Age

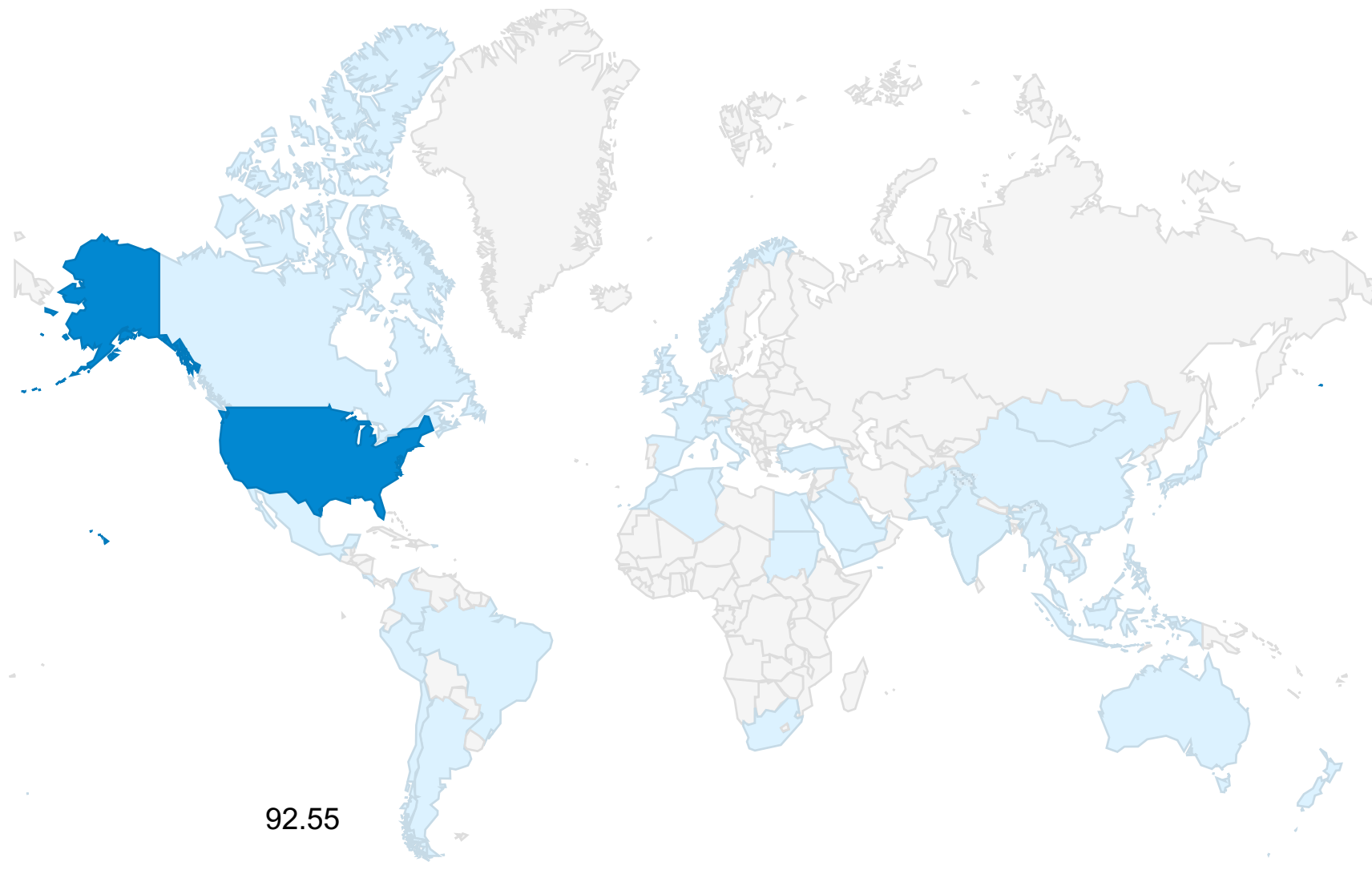


Audience Gender



Audience 3 Month Network Comparison





Country	Code	%
United States	US	92.55
India	IN	1.06
Canada	CA	0.72
Costa Rica	CR	0.56
United Kingdom	GB	0.55
Mexico	MX	0.38
Brazil	BR	0.37
Pakistan	PK	0.3
Egypt	EG	0.2
Australia	AU	0.2
Germany	DE	0.19
Iraq	IQ	0.17
Italy	IT	0.13
France	FR	0.11
Puerto Rico	PR	0.11
Algeria	DZ	0.1
Saudi Arabia	SA	0.1
Morocco	MA	0.1
Spain	ES	0.09
Mongolia	MN	0.09
Colombia	CO	0.09
Indonesia	ID	0.09
Philippines	PH	0.08
Viet Nam	VN	0.08
Thailand	TH	0.07