

Your Facebook Page performance report



Report date: from 2/1/18 to 2/28/18

Compared to: from 1/3/18 to 1/31/18

Duration: 28 days

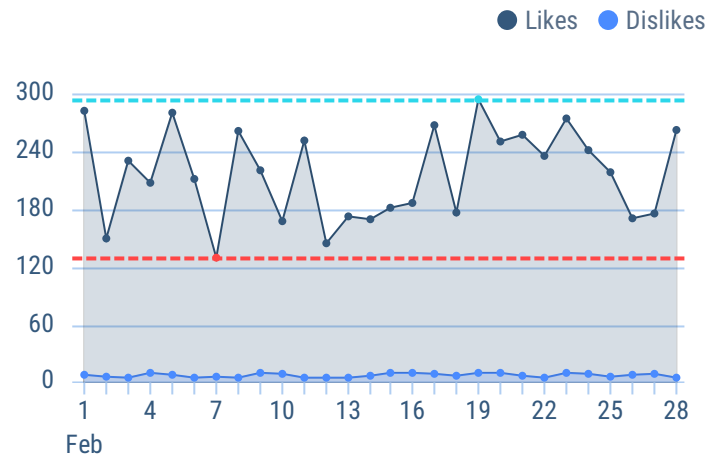
Total page likes



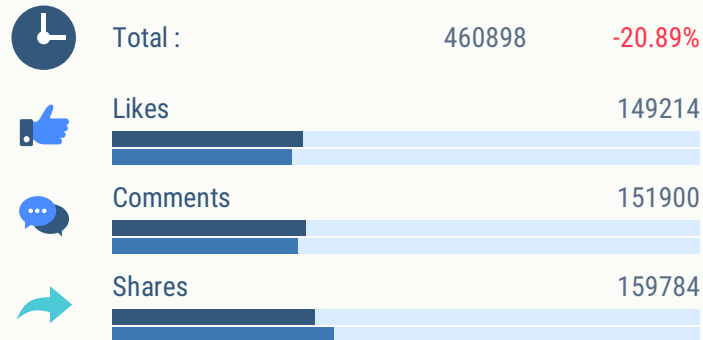
2346
Total likes

-58.02%
Previous:
5588

Source: Whatagraph

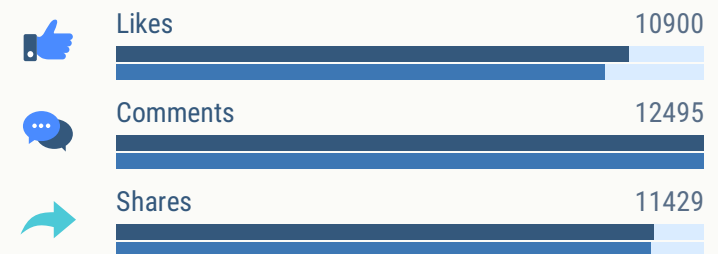


Total interactions



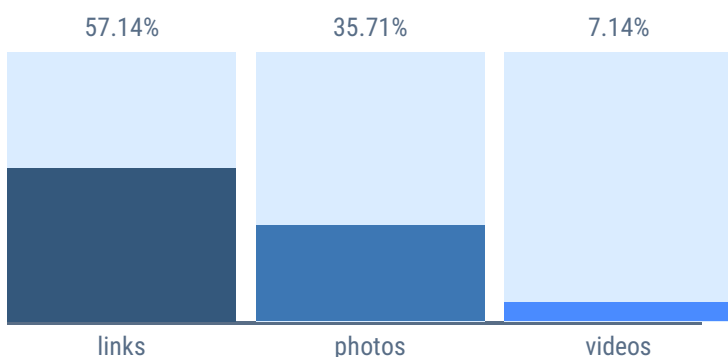
Source: Whatagraph

Each post on average receives



Source: Whatagraph

Post distribution



Source: Whatagraph

Top times for posting

Sunday
Top day

22:30
Top time

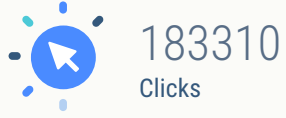
Source: Whatagraph

Views vs. clicks



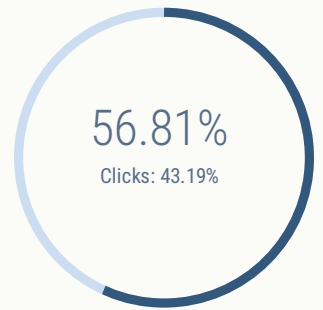
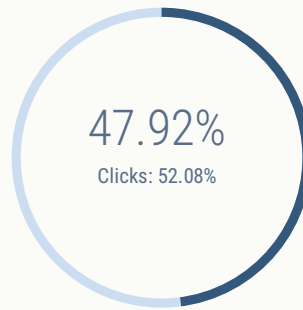
+47.92%

Previous:
209420



+52.08%

Previous:
159208



f Source: Whatagraph

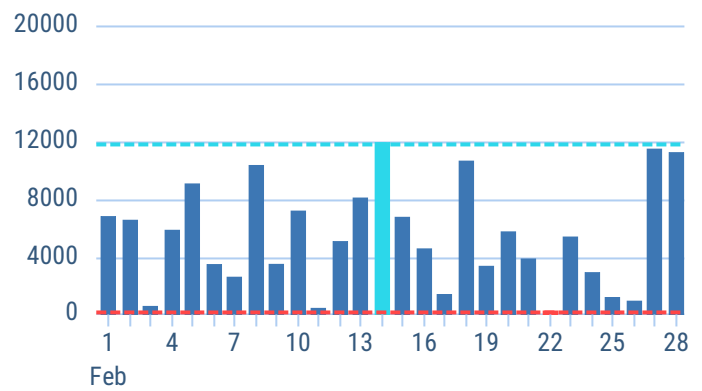
Page engagement

Number of people who clicked anywhere on the page



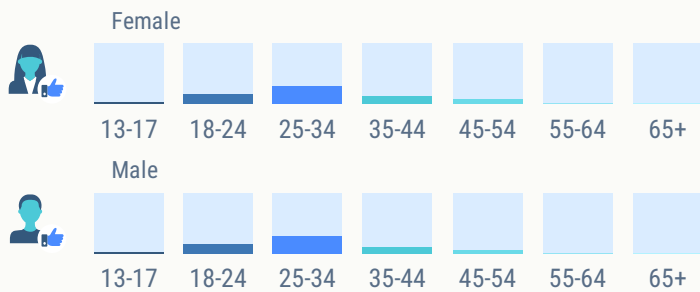
-14.58%

Previous:
176747



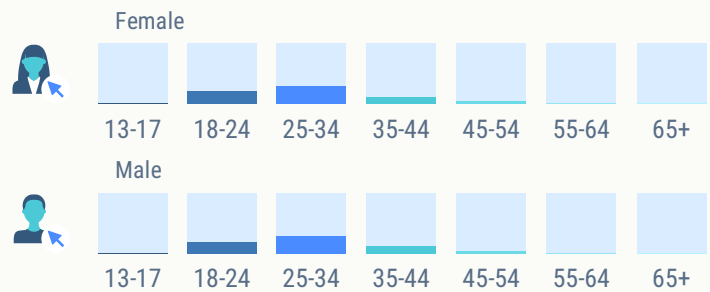
f Source: Whatagraph

Page likes by audience



f Source: Whatagraph

Page CTA clicks by audience



f Source: Whatagraph

Clicks on page's call to action button



+9.06%

Previous:
180267

Post reach by fans

Post reach by people who like your page







-96.12%


Previous:
9380

f Source: Whatagraph

f Source: Whatagraph

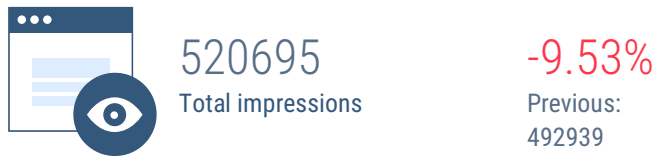
Top performing cities


	Unique impressions
 London	8246 28.34%
 Sydney	7757 87.46%
 New York	6848 226.72%
 Chicago	5138 0.00%

 Source: Whatagraph

Unique page impressions

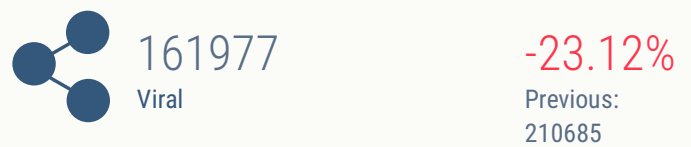
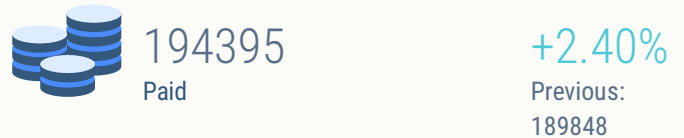
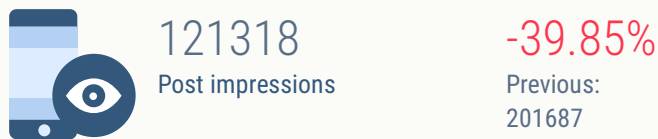
People who saw any of the content related to your facebook page



 Source: Whatagraph

Unique posts impressions

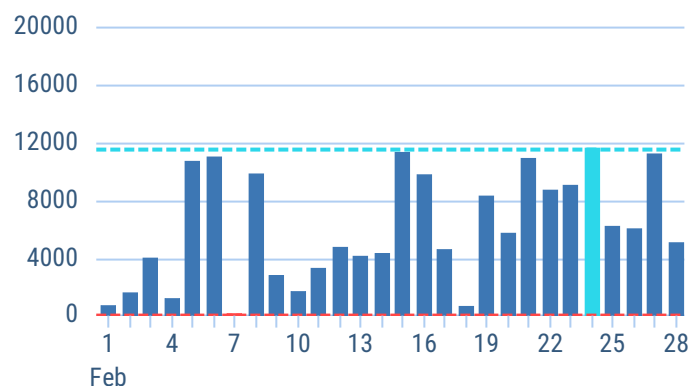
The number of people who saw any of you Page posts




 Source: Whatagraph

Page likes: sponsored

Number of people who liked your Page after seeing sponsored ad

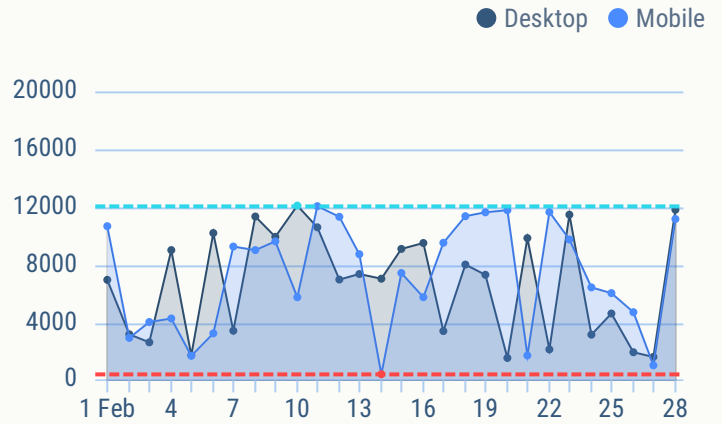



 Source: Whatagraph

Ads vs. mobile ads











Number of people who liked your Page from and ad or sponsored story


 Desktop	188694	-3.16%
 Mobile	203809	+2.16%



 Source: Whatagraph



Top performing posts

	Date	Reach	Clicks	Engagement
 All you need to do is sign up with your Google Analytics account, and Wh..	2/25/18 Sunday	9860	11275	3069
 #Tuesday is the most productive day of the week!	2/24/18 Saturday	6807	10620	577
 Infographic guide on making the most of mobile vs. desktop statistics!	2/27/18 Tuesday	4763	7642	215
 Client's expectations VS client's budget	2/20/18 Tuesday	3166	6211	92
 Going forward	2/20/18 Tuesday	1845	5744	71
 TI reached out to our clients asking what they thought of the reports and...	2/21/18 Wednesday	447	240	10
 Do you have one?	2/12/18 Monday	35	109	10
 All you need to do is sign up with your Google Analytics account, and Wh..	2/17/18 Saturday	28	49	9
 #Tuesday is the most productive day of the week!	2/21/18 Wednesday	18	39	5
 Infographic guide on making the most of mobile vs. desktop statistics!	2/23/18 Friday	16	5	5

 Source: Whatagraph


Page video views

Video views 10 seconds or to the end

 Organic	7226 -14.96%
 Paid	4632 +84.98%

Average watching time


Average time people spent watching the video




01:57
min sec

+200.0%

Previous
00 min 39 sec

 Source: Whatagraph

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