

Your Facebook page performance report

Your company's Facebook page
Company



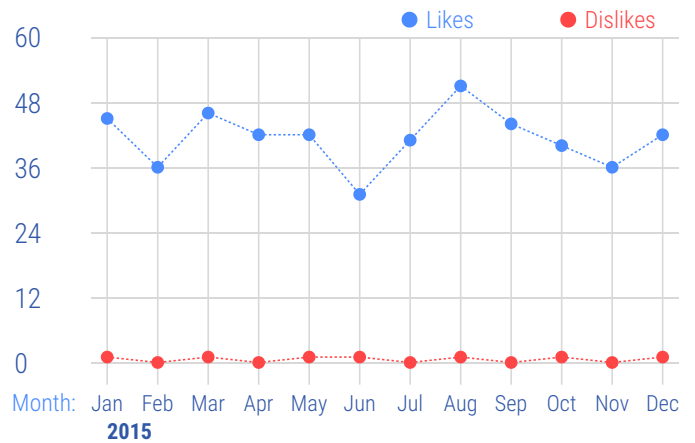
Report period:
1/1/15 — 12/31/15

Compared to:
1/1/14 — 12/31/14

Total page likes

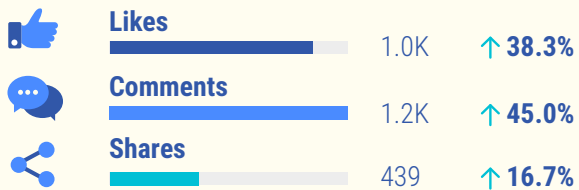


2.5K
Total likes ↑ **17.1%**
Previous: **2.1K**

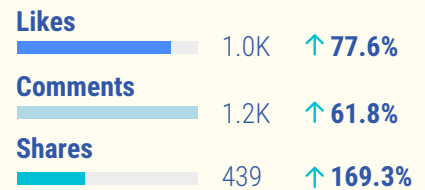


Total interactions

2.6K
Interactions ↑ **79.9%**
Previous: **1.5K**



Each post on average receives



Post distribution

100%
Photos



Top times for posting

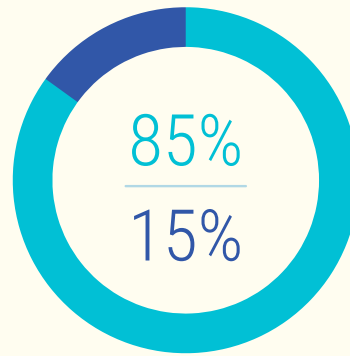
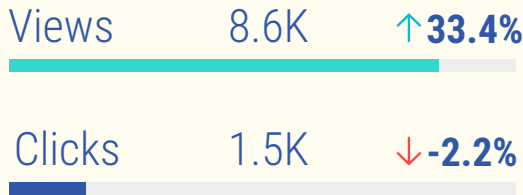


Thursday
Top day

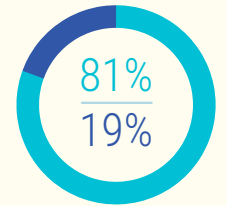


11:30
Top time

Views vs. clicks



● Views ● Clicks

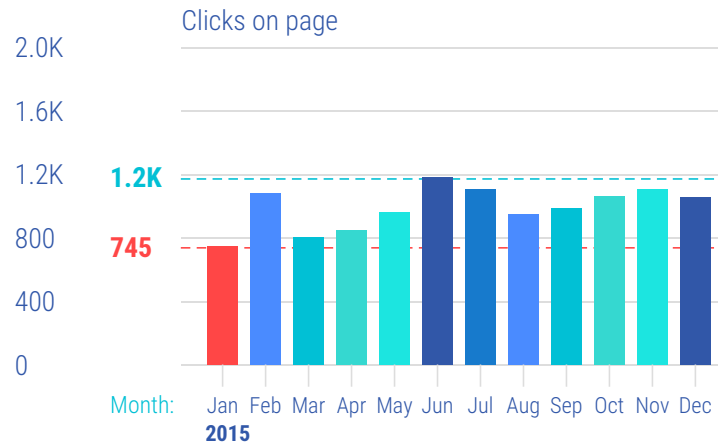


This period

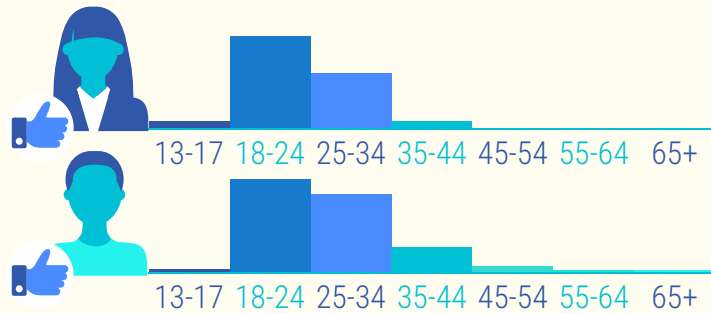
Previous

Page engagement

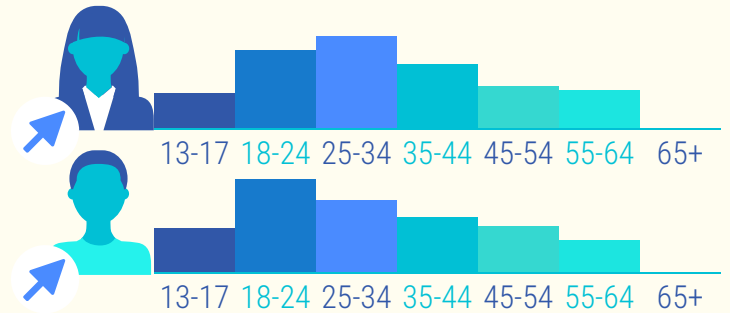
Number of people who clicked anywhere on your page



Page likes by audience



Page CTA clicks by audience



Clicks on page's call to action button

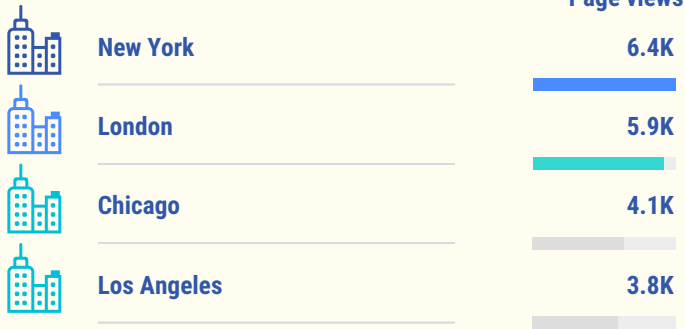


Post reach by fans

Post reach by people who like your page

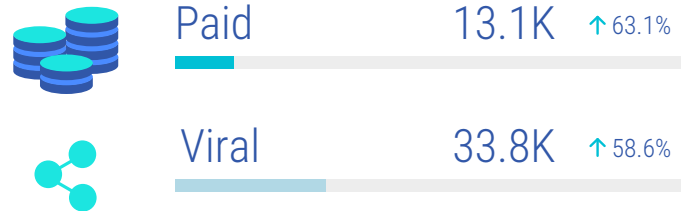


Top performing cities



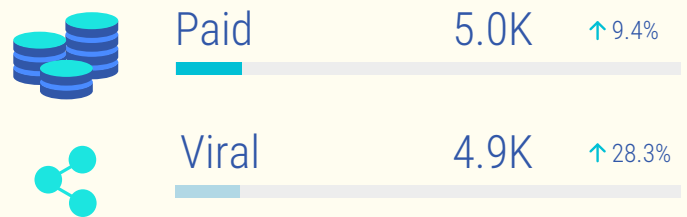
Unique page impressions

People who saw any content related to your Facebook page



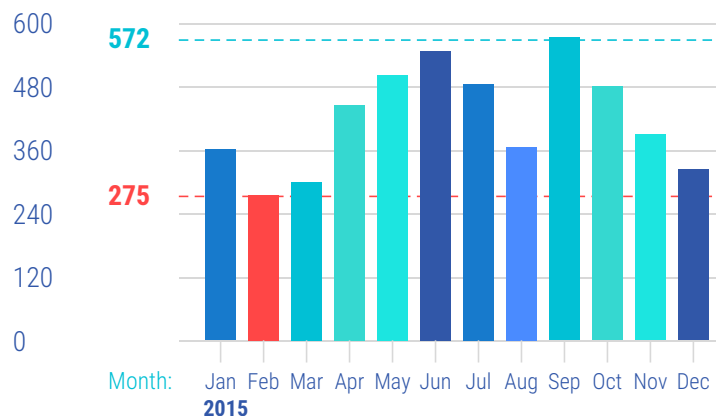
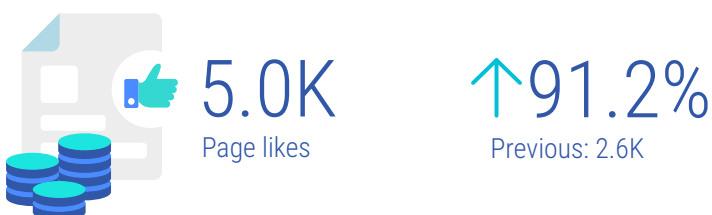
Unique posts impressions

The number of people who saw any of your Page posts



Page likes: sponsored

Number of people who liked your page after seeing sponsored ad



Ads vs. mobile ads

The number of people who liked your Page from an ad or sponsored story



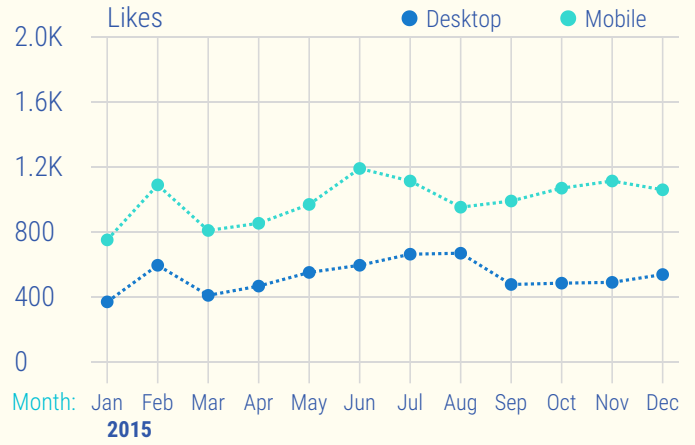
6.2K
Desktop

↑ 87.8%
Previous: 11.3K



11.9K
Mobile

↑ 5.1%
Previous: 11.3K



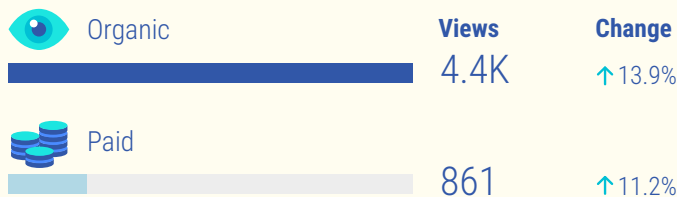
Top performing posts

- All you need to do is sign up with your Google Analytics account, and Whatagraph sifts through all..**
- #Tuesday is the most productive day of the week!**
- Infographic guide on making the most of mobile vs. desktop statistics!**
- Client's expectations VS client's budget
- Going forward
- I reached out to our clients asking what they thought of the reports and they loved them!
- Do you have one?
- When the boss wants to talk with me about very old project

Date	Impressions	Clicks	Engagement
Monday 29/08/2016	932	359	246
Thursday 13/10/2016	789	275	208
Sunday 28/08/2016	672	223	183
Thursday 29/09/2016	584	207	167
Monday 12/12/2016	547	186	155
Thursday 17/11/2016	489	169	134
Monday 01/08/2016	473	147	118
Thursday 01/12/2016	462	134	113

Page video views

Video views 10 seconds or to the end.



Average watching time

Average time people spent watching the video



00 min 23 sec
Watched