



BARKER SOCIAL

Sample Monthly Report
Period Ending: June 2017

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Sample Report
Monthly Reporting
July 1, 2017



Sample Monthly Report

Monthly Reporting For the Period Ending June 2017

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Engagement Snapshot

Total Number of Exposures	49,930	\$0.013	Per Exposure
Total Number of Engagements	1,378	\$0.471	Per Engagement

1 Platform Insights

Website

Website traffic is down slightly this month. This is the result of a change in focus, away from widespread impressions and instead working towards increasing "likes" on Facebook. The result is less website traffic but an increase in followers.

Twitter

Twitter impressions were about the same as last month. However, Twitter activity was excellent this month, up 63% from last month!

Facebook

The Facebook reach was down slightly from last month. However, this was an excellent month for follower engagement on Facebook, up 45% from last month!

LinkedIn

This was a great month on LinkedIn. We're making excellent strides with the professional network and will continue to harness the positive attention we garnered this month.

Advertising

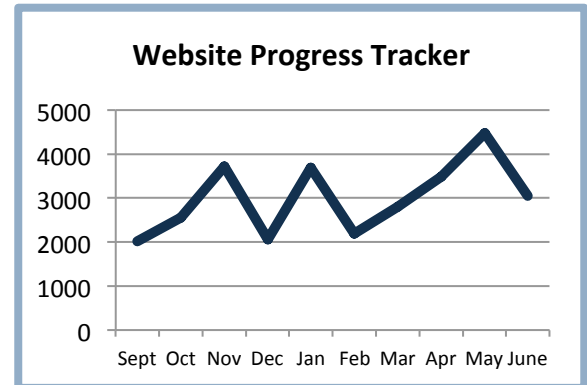
This month's advertising campaign shifted to a "likes" campaign on Facebook. The result was 18 new page likes. (This is in contrast to 17 clicks to the website last month, or 19 clicks to the video in April.)

2 Website Review

Platform Insights

Website traffic is down slightly this month. This is the result of a change in focus, away from widespread impressions and instead working towards increasing "likes" on Facebook. The result is less website traffic but an increase in followers.

Website Analytics	May	June	Change	
Sessions	3413	2414	-999	∨
Users	2393	1630	-763	∨
Pageviews	6700	5606	-1094	∨
Pages	1.96	2.32	0.36	∧
Avg. Session	1:37	2:31	0.04	∧
Bounce Rate	67%	57%	-10.3%	∨
New Sessions	58%	54%	-4%	∨
Returning Visitors	1447	1113	-334	∨
New Visitors	1966	1301	-665	∨



Sessions: The number of individual visits to your website.

Users: The number of unique individuals, based on their IP address.

Page: The average number of pages visited on your website.

Avg. Session: How long people are spending on your website.

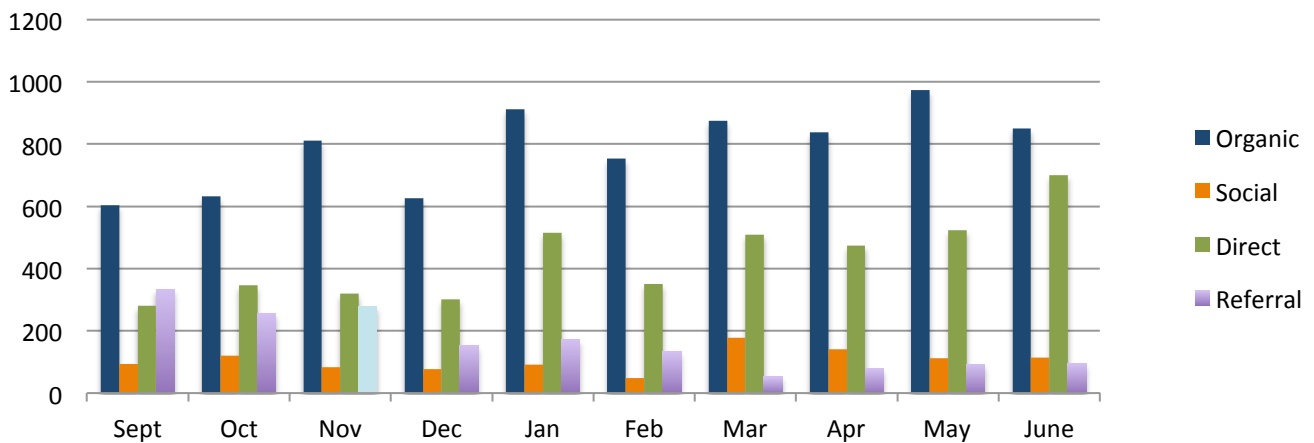
Bounce Rate: The percentage of visitors to a particular website who leave after viewing only one page.

New Sessions: The percentage of new website visits this month.

Returning Visitors: The number of repeat visitors to your website.

New Visitors: The number of brand new visitors to your website.

Website Acquisition



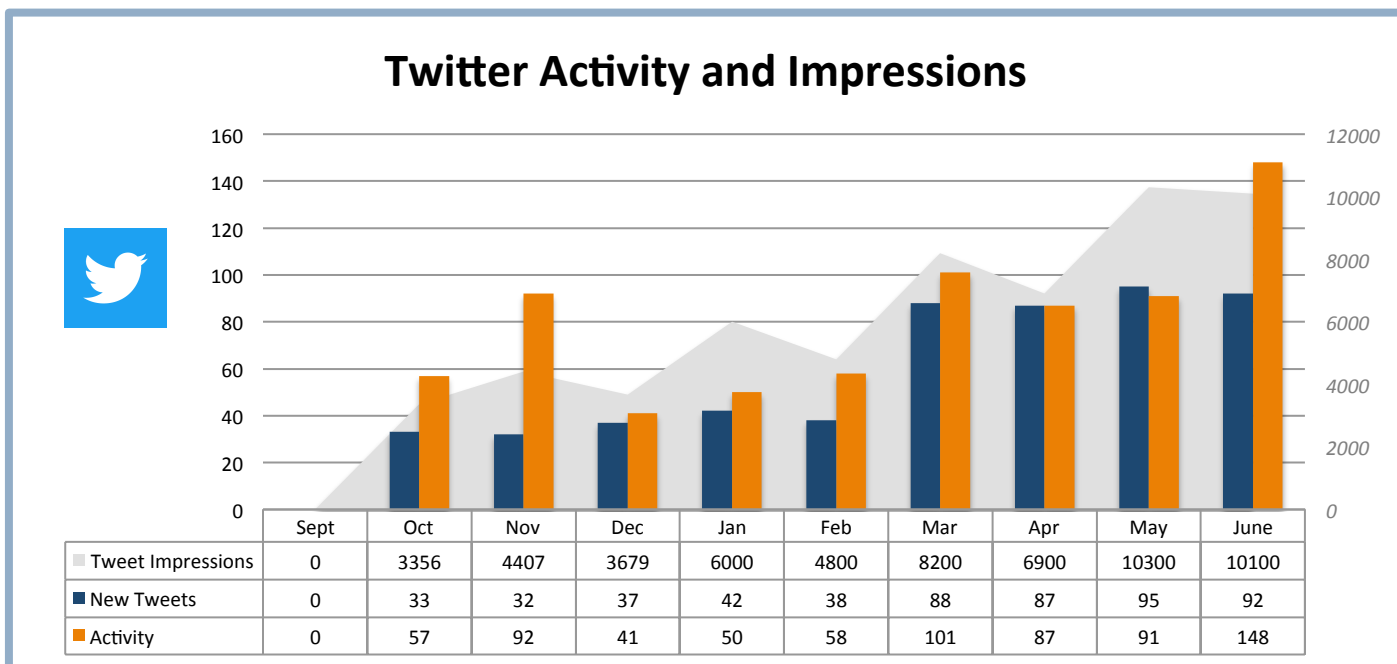
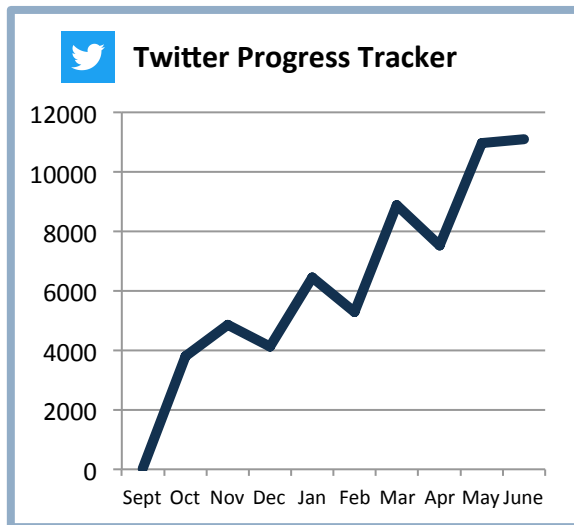
Acquisition	May	June	Change	
Organic	974	850	-124	∨
Social	112	113	1	∧
Direct	523	699	176	∧
Referral	93	95	2	∧

3 Twitter Review

Platform Review

Twitter impressions were about the same as last month. However, Twitter activity was excellent this month, up 63% from last month!

Twitter Analytics	May	June	Change	
New Tweets	95	92	-3	∨
Total Tweets	846	986	140	∧
Tweet Impressions	10300	10100	-200	∨
Impressions per Day	333	326	-7	∨
Profile Visits	66	320	254	∧
Clicks	3	13	10	∧
Retweets	6	10	4	∧
Likes	50	97	47	∧
Replies	2	2	0	∧
Mentions	4	0	-4	∨
New Followers	26	0	-26	∨
Total Followers	114	26	-88	∨
Engagement rate	1.00%	1.40%	4%	∧

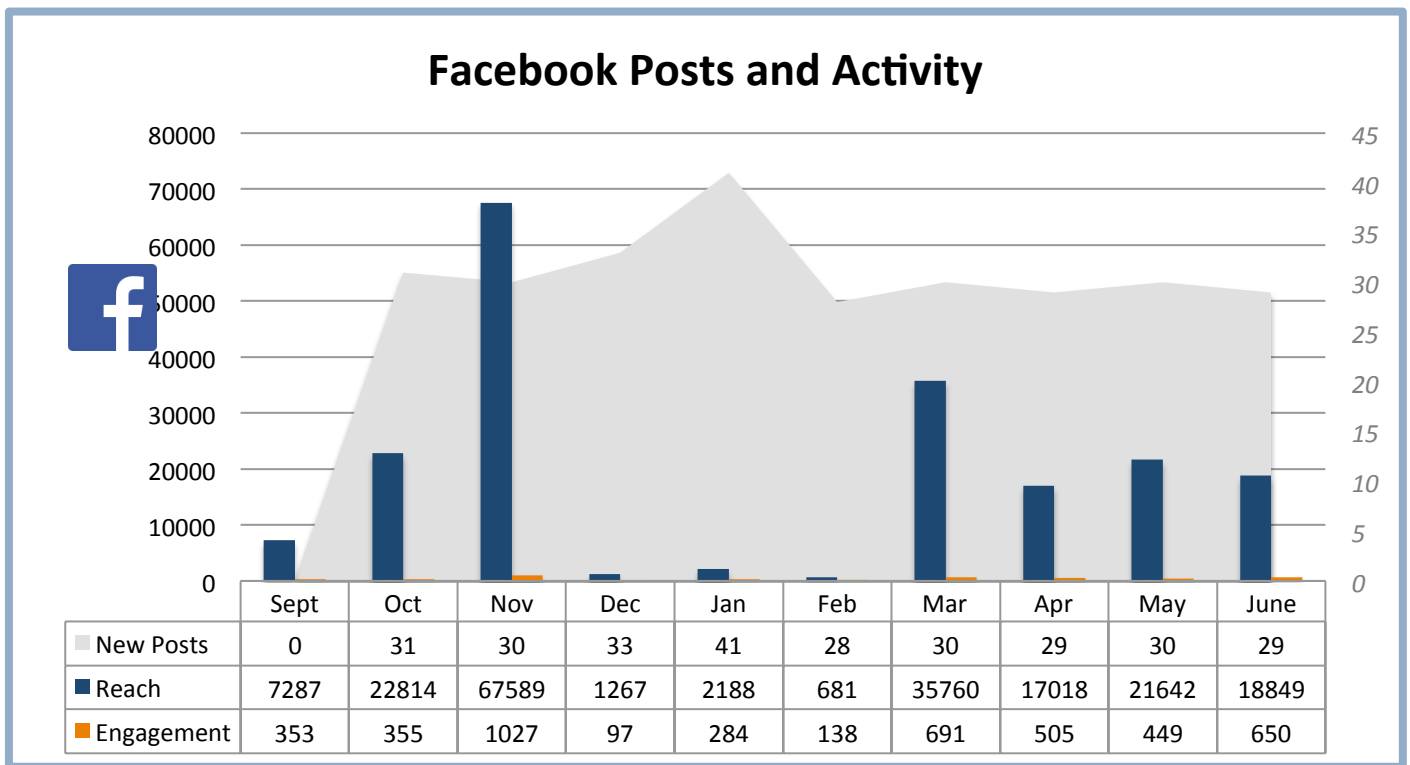
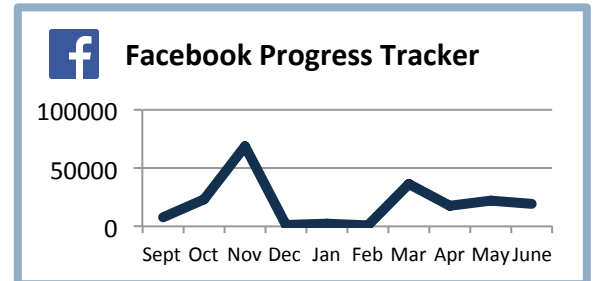


4 Facebook Review

Platform Review

The Facebook reach was down slightly from last month. However, this was an excellent month for follower engagement on Facebook, up 45% from last month!

Facebook Analytics	May	June	Change
Actions on Page	1	1	0 ^
Reached	21642	18849	-2793 v
Engagement	449	650	201 ^
Page Views	0	0	0 ^
New Page Likes	6	19	13 ^
Total Page Likes	117	136	19 ^

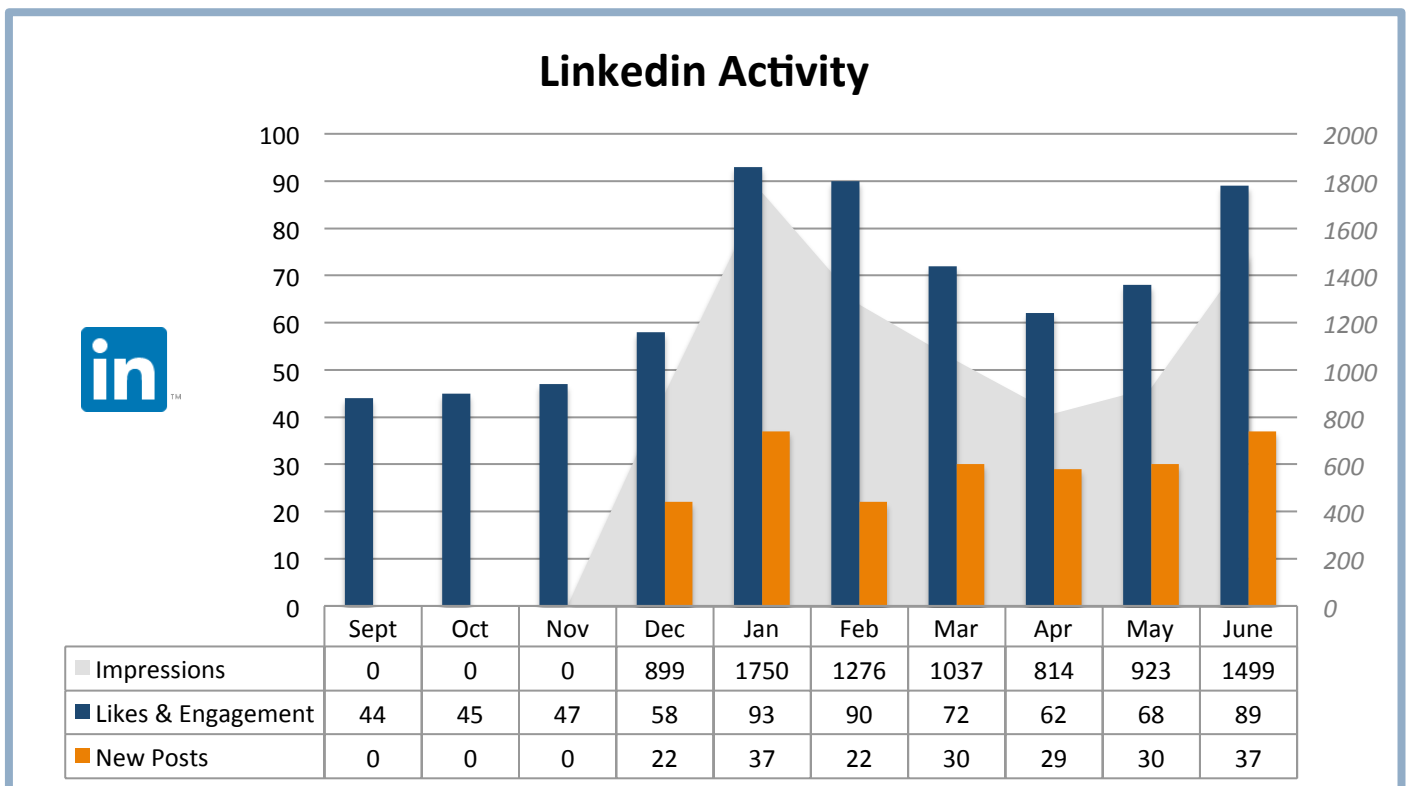
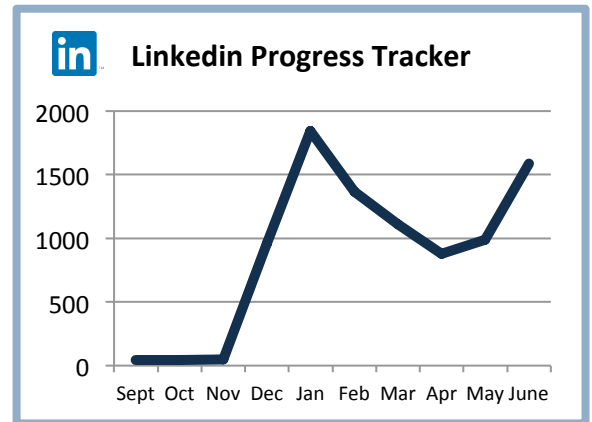


5 LinkedIn

Platform Review

This was a great month on LinkedIn. We're making excellent strides with the professional network and will continue to harness the positive attention we garnered this month.

LinkedIn Analytics	May	June	Change
Page Likes	58	61	3 ^
New Posts	30	37	7 ^
Impressions	923	1499	576 ^
Engagement	10	28	18 ^



6 Advertising Tracker

Review

This month's advertising campaign shifted to a "likes" campaign on Facebook. The result was 18 new page likes. (This is in contrast to 17 clicks to the website last month, or 19 clicks to the video in April.)

Advertising	Apr	May	Jun
Campaign Description	VIDEO	Boost	likes
Platform	FB	FB	FB
Results/Clicks	19	17	18
Reach	2979	813	1337
Cost (CPC)	\$1.31	\$1.47	\$1.57
Total	\$25.00	\$25.00	\$25.00

