

# Your Facebook page performance report

Your company's Facebook page  
Company



**Report period:**  
1/1/15 — 12/31/15

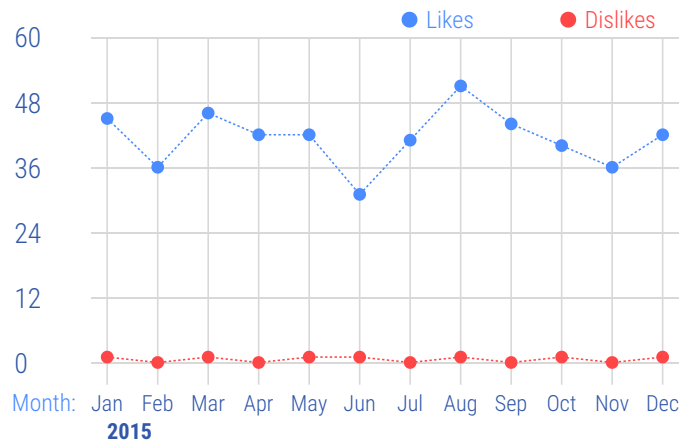
Compared to:  
1/1/14 — 12/31/14

## Total page likes



**2.5K**  
Total likes

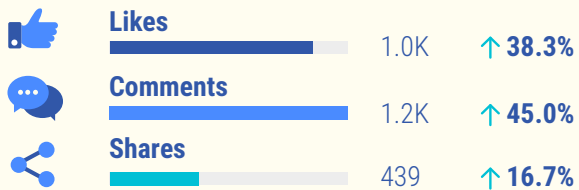
↑ **17.1%**  
Previous: **2.1K**



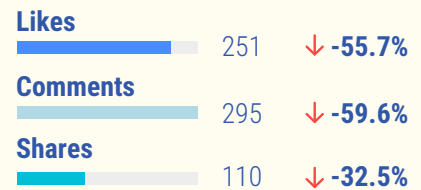
## Total interactions

**2.6K**  
Interactions

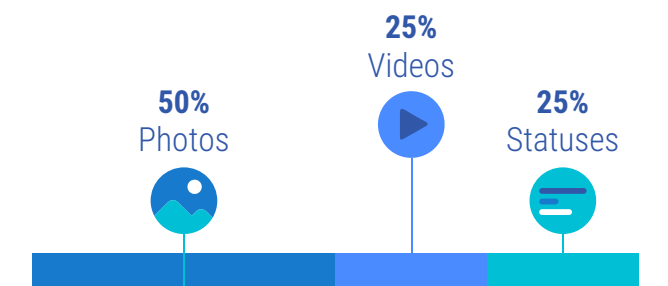
↑ **79.9%**  
Previous: **1.5K**



## Each post on average receives



## Post distribution



## Top times for posting



**Thursday**  
Top day



**11:30**  
Top time

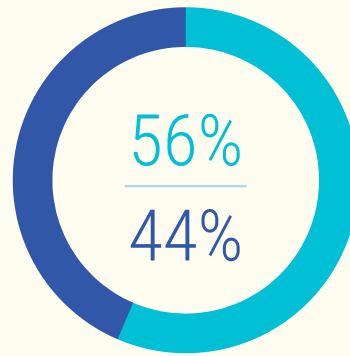
## Views vs. clicks



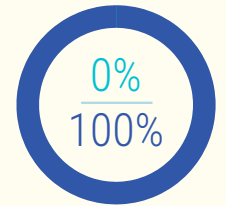
Views 2.0K ↑100.0%



Clicks 1.5K ↓-2.2%



● Views ● Clicks



## Page engagement

Number of people who clicked anywhere on your page

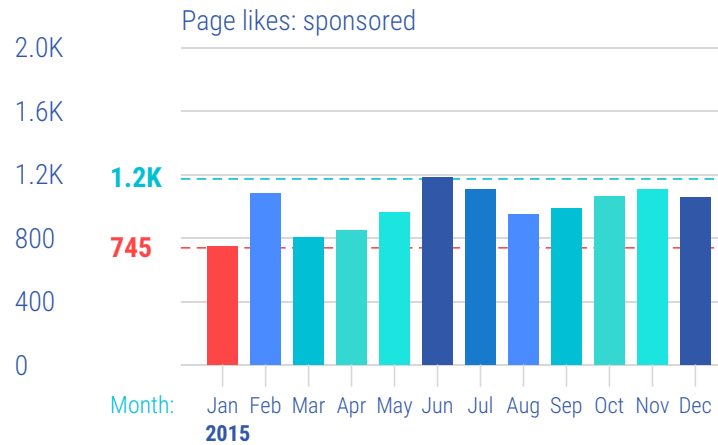


11.9K

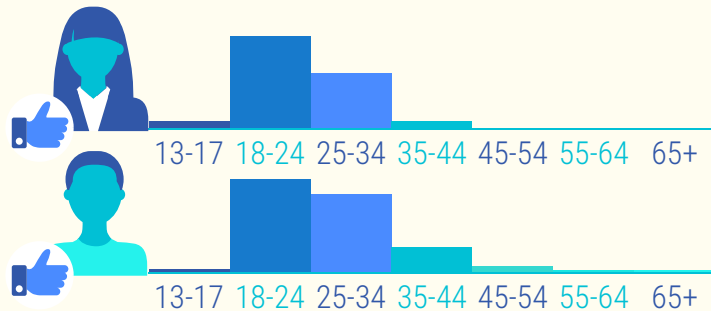
Clicks on page

↑5.1%

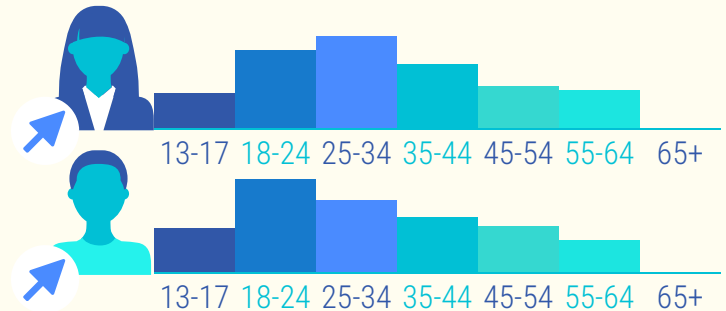
Previous: 11.3K



## Page likes by audience



## Page CTA clicks by audience



## Clicks on page's call to action button



163.8K

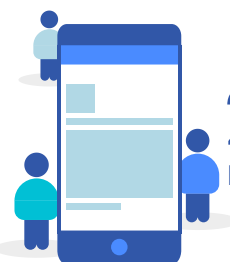
Clicks

↑26%

Previous: 129.7K

## Post reach by fans

Post reach by people who like your page



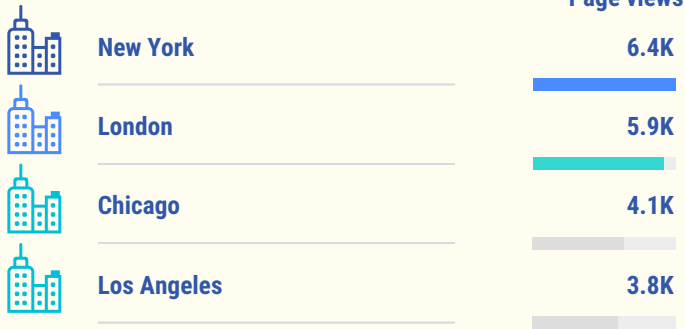
23.2K

Fans reached

↑26.3%

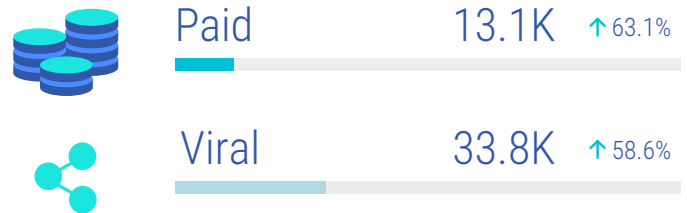
Previous: 18.3K

## Top performing cities



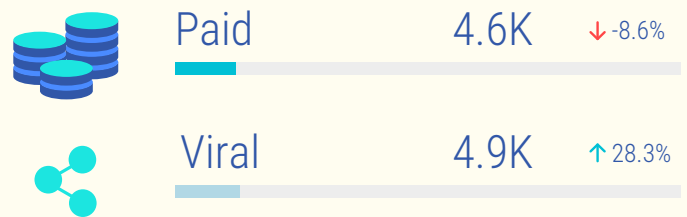
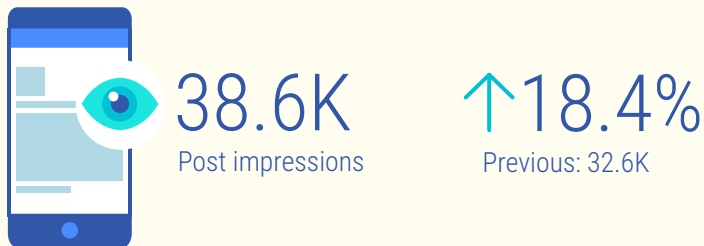
## Unique page impressions

People who saw any content related to your Facebook page



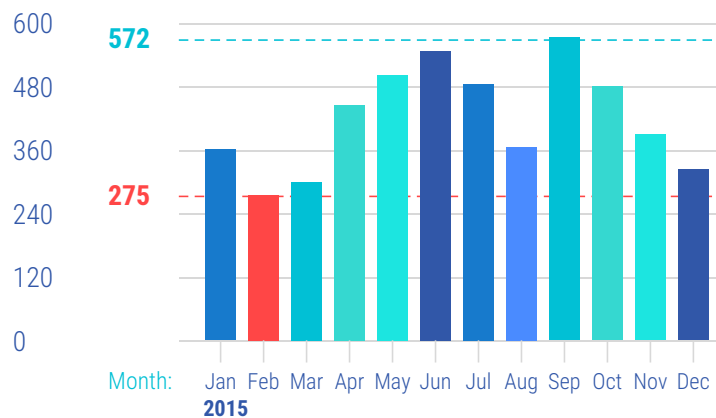
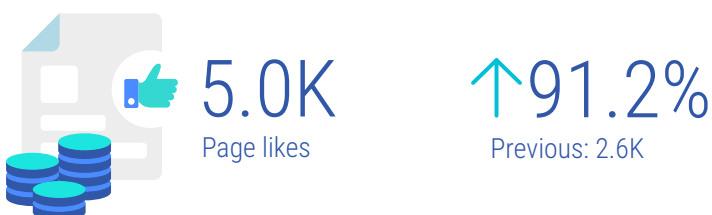
## Unique posts impressions

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



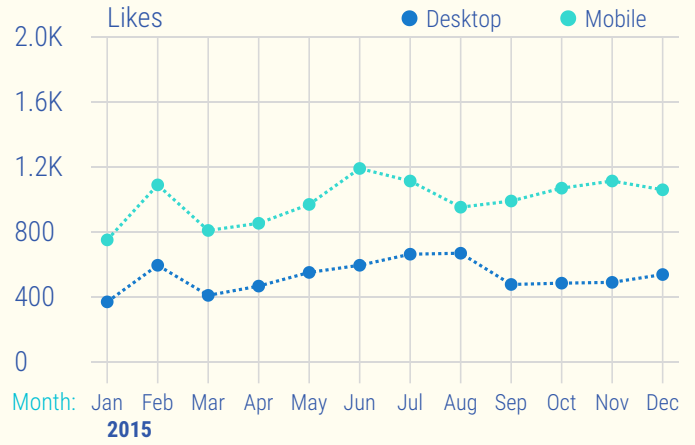
6.2K  
Desktop

↑ 87.8%  
Previous: 11.3K



11.9K  
Mobile

↑ 5.1%  
Previous: 11.3K



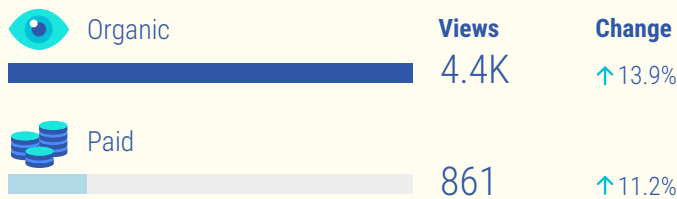
# Top performing posts

- 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