
Audience Summary

B2Digital

August 24, 2020 - September 5, 2020

Cross Channel Report



Trading at: BTDG
B2 Social Media Network Total Connections Report
August 24, 2020 through September 5, 2020

<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	54,100	-	-	-	-	54,100
New Page Likes	-	-	-	-	-	-
Total Reach/Inst Profile Reach	398,400	-	-	5,911	-	404,311
Post Reach WEB Sessions	382,400	-	-	-	4,430	386,830
Eng. Users WEB Users	16,000	-	-	-	4,277	20,277
Total Clicks	12,300	-	-	-	-	12,300
Page Views	10,400	-	-	-	-	10,400
Web Page Views/Inst Prof Impressions	-	-	59,951	14,474	9,166	83,591
Instagram Profile Views	-	-	-	1,101	-	1,101
Page Impressions	623,600	-	-	-	-	623,600
Post Impressions	580,500	-	-	-	-	580,500
Posts	203	-	-	-	-	203
Visitor Posts	6	-	-	-	-	6
Comments/Inst Comments	197	-	-	-	-	197
Reactions	1,730	-	-	-	-	1,730
Post Unlikes	36	-	-	-	-	36
Shares	554	-	-	-	-	554
Video Views	16,300	46,894	-	-	-	63,194
Reviews	65	-	-	-	-	65
Checkins	60	-	-	-	-	60
Mentions	57	-	-	-	-	57
Messages	257	-	-	-	-	257
Minutes Watched	-	89,119	-	-	-	89,119
Watched Duration	-	31,550	-	-	-	31,550
New Videos/Inst New Videos	-	5	-	-	-	5
Likes/Inst New Likes	-	202	79	771	-	1,052
Dislikes	-	34	-	-	-	34
Playlists Added	-	303	-	-	-	303
New Subscribers	-	161	-	-	-	161
Subscribers/Twitter Followers	-	7,700	4834	-	-	12,534
Twitter& Instagram New Followers	-	-	-	-	-	-
Total Videos	-	2,397	-	-	-	2,397
Following/Inst Total Followers	-	-	1583	5,632	-	7,215
Inst Total Following	-	-	-	2,999	-	2,999
Tweets	-	-	40	-	-	40
Mentions	-	-	154	-	-	154
Inbound DMs	-	-	-	-	-	-
RTs by Me	-	-	0	-	-	-
RTs of Me	-	-	1262	-	-	1,262
Quotes	-	-	-	-	-	-
Favorites	-	-	-	-	-	-
Lists	-	-	78	-	-	78
Reach	-	-	-	-	-	-
Replies	-	-	30	-	-	30
Media Reach	-	-	-	9,453	-	9,453
Media Impressions	-	-	-	11,265	-	11,265
New Photos	-	-	-	18	-	18
Total Uploaded Media	-	-	-	1,424	-	1,424
Total	2,097,165	178,365	68,011	53,048	17,873	2,414,462



B2 Social Media Network - Social Media Connections Channel Breakout Data

Page Likes	54.1k	1%	↗
Total Reach	398.4k	412%	↗
Post Reach	382.4k	504%	↗
Page Eng. Users	16.0k	156%	↗
Page Posts Eng.	24.3k	183%	↗
Total Clicks	12.3k	191%	↗
Page Views	10.4k	202%	↗
Talking About This	7,135	111%	↗
Page Impressions	623.6k	400%	↗
Post Impressions	580.5k	539%	↗
Posts	203	283%	↗
Unpublished Posts	6	50%	↗
Comments	197	149%	↗
Reactions	1,730	53%	↗
Post Unlikes	36	260%	↗
Shares	554	208%	↗
Video Views	16.3k	885%	↗
Reviews	65	7%	↘
Checkins	69	30%	↗
Mentions	57	375%	↗
Messages	257	26%	↗

FACEBOOK

Views	46,894	15%	↘
Minutes Watched	89,119	2%	↗
Watched Duration	31,550	4%	↗
New Videos	5	100%	↗
Comments	18	10%	↘
Likes	202		
Dislikes	34	53%	↘
Shares	327	9%	↗
Playlists Added	303	6%	↘
New Subscribers	161	31%	↗
Subscribers	7,700		
Total Videos	2,397		

YOUTUBE CHANNELS

Followers	4,834	13%	↗
Following	1,583	1%	↗
Tweets	40	1233%	↗
Mentions	154	180%	↗
RTs of me	1,262	1243%	↗
Likes	1,598	987%	↗
Lists		79	
Impressions	59,951	2082%	↗
Replies		30	

TWITTER

Profile Reach	5,911		
Profile Impressions	14,474		
Profile Views	1,101		
Media Reach	9,453		
Media Impressions	11,265		
New Photos	18	500%	↗
New Videos	5	100%	↗
New Carousels	1	100%	↗
New Comments	18	350%	↗
New Likes	771	1277%	↗
Published Stories	4	100%	↗
Story Impressions	2,269	100%	↗
Story Reach	1,899	100%	↗
Total Followers	5,632	1%	↗
Total Followings	2,999	2%	↗
Total Uploaded Media	1,424		

INSTAGRAM

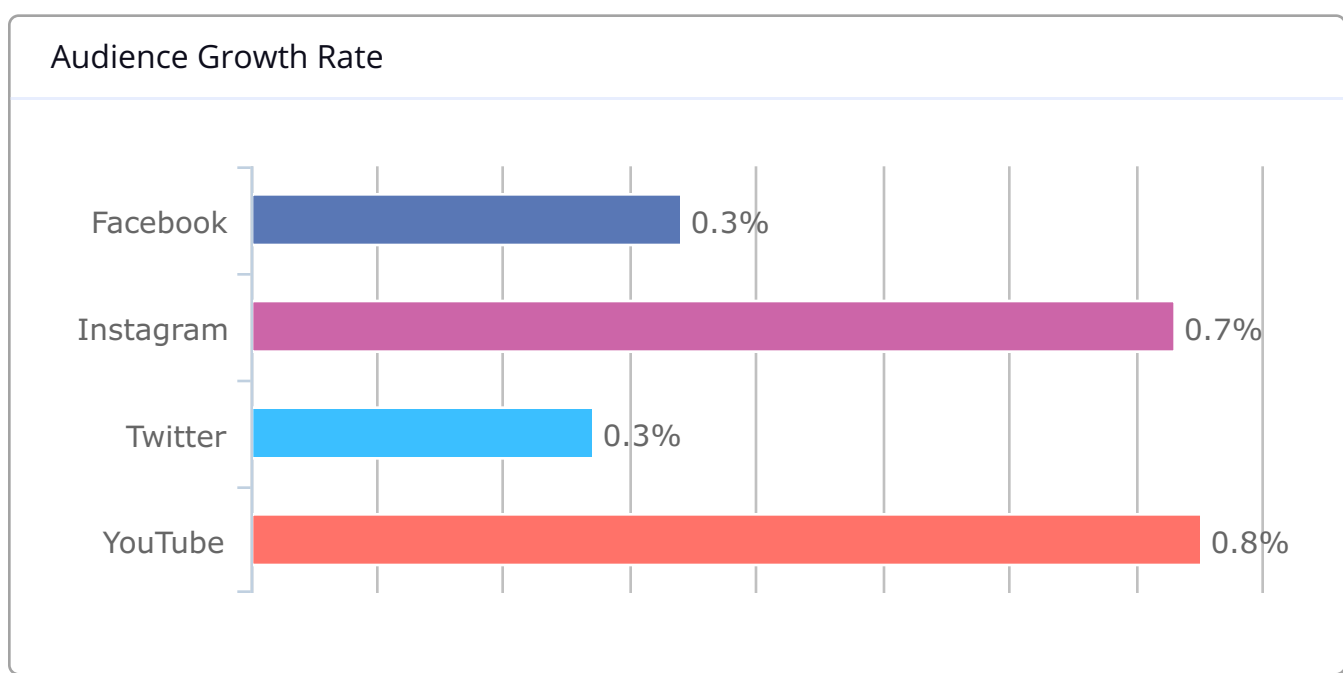
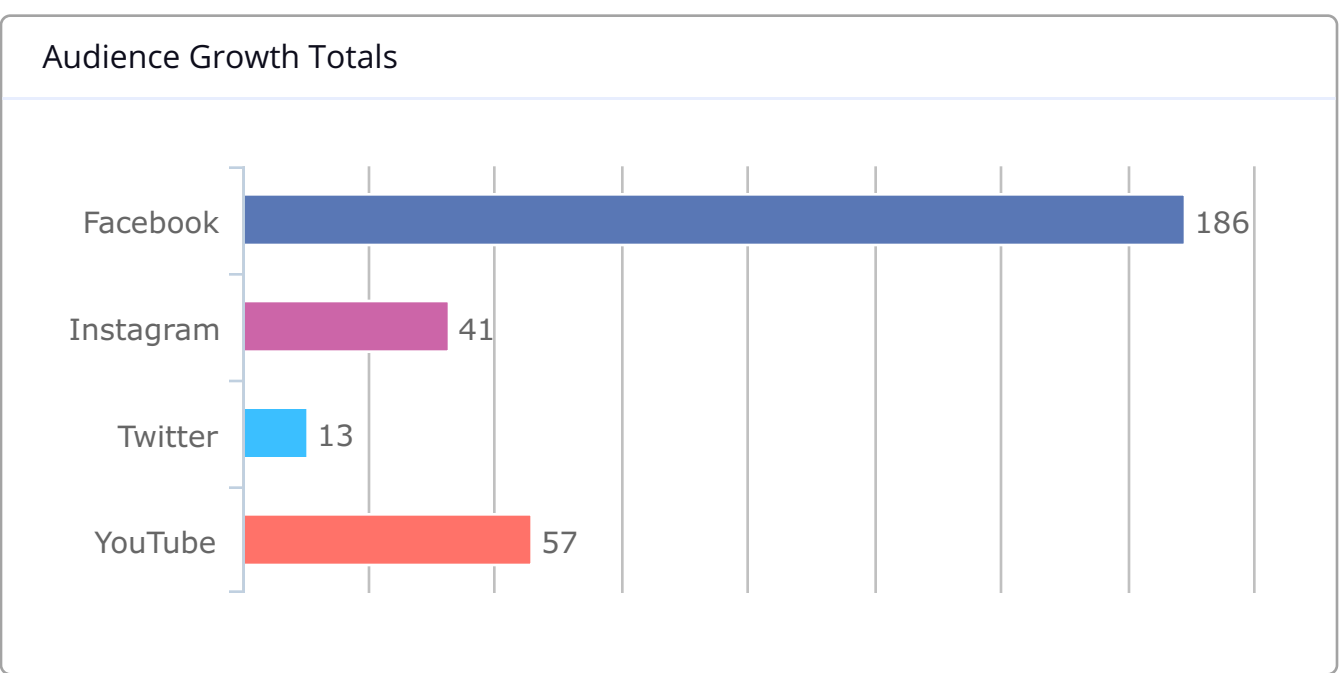
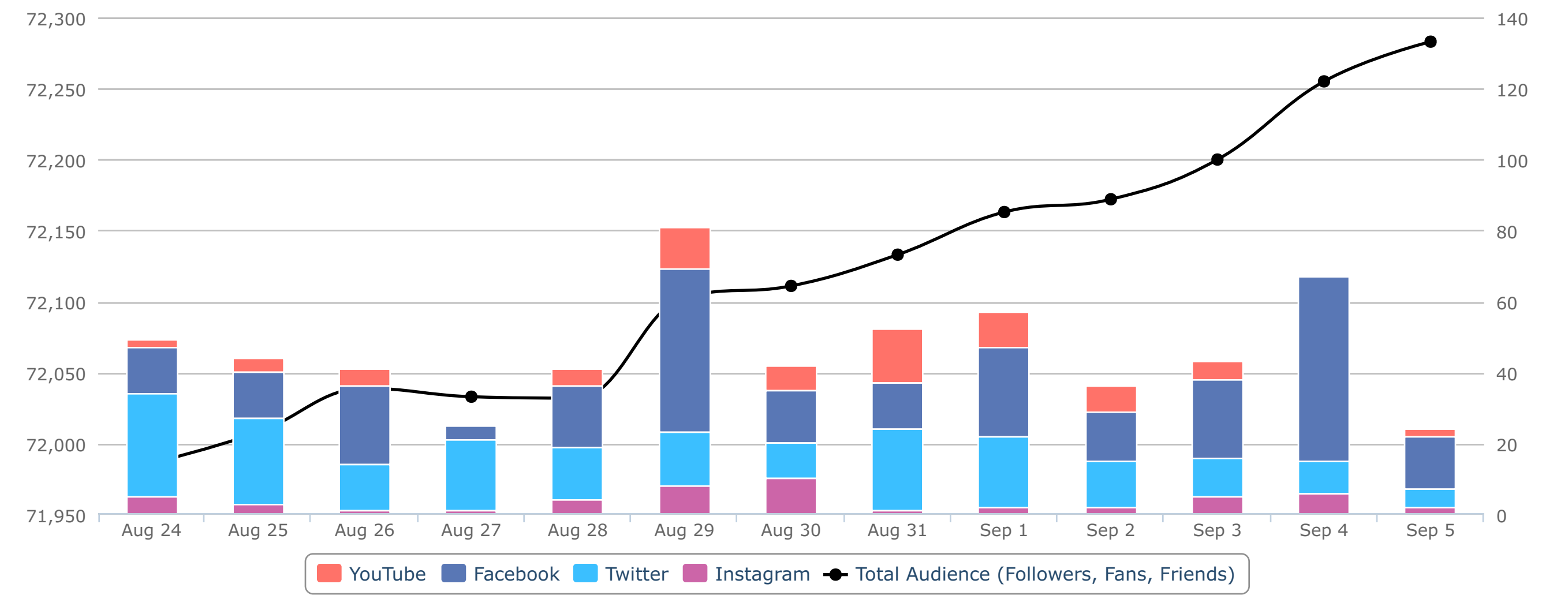
Sessions	4,430	100%	↗
Users	4,277	100%	↗
Pageviews	9,166	179%	↗
Pages/Session	2.07	40%	↗
Avg. Session	1:05	96%	↗
Bounce Rate	594.5 (13%)	34%	↗
New Sessions	4,013 (91%)	98%	↗

WEB TRAFFIC

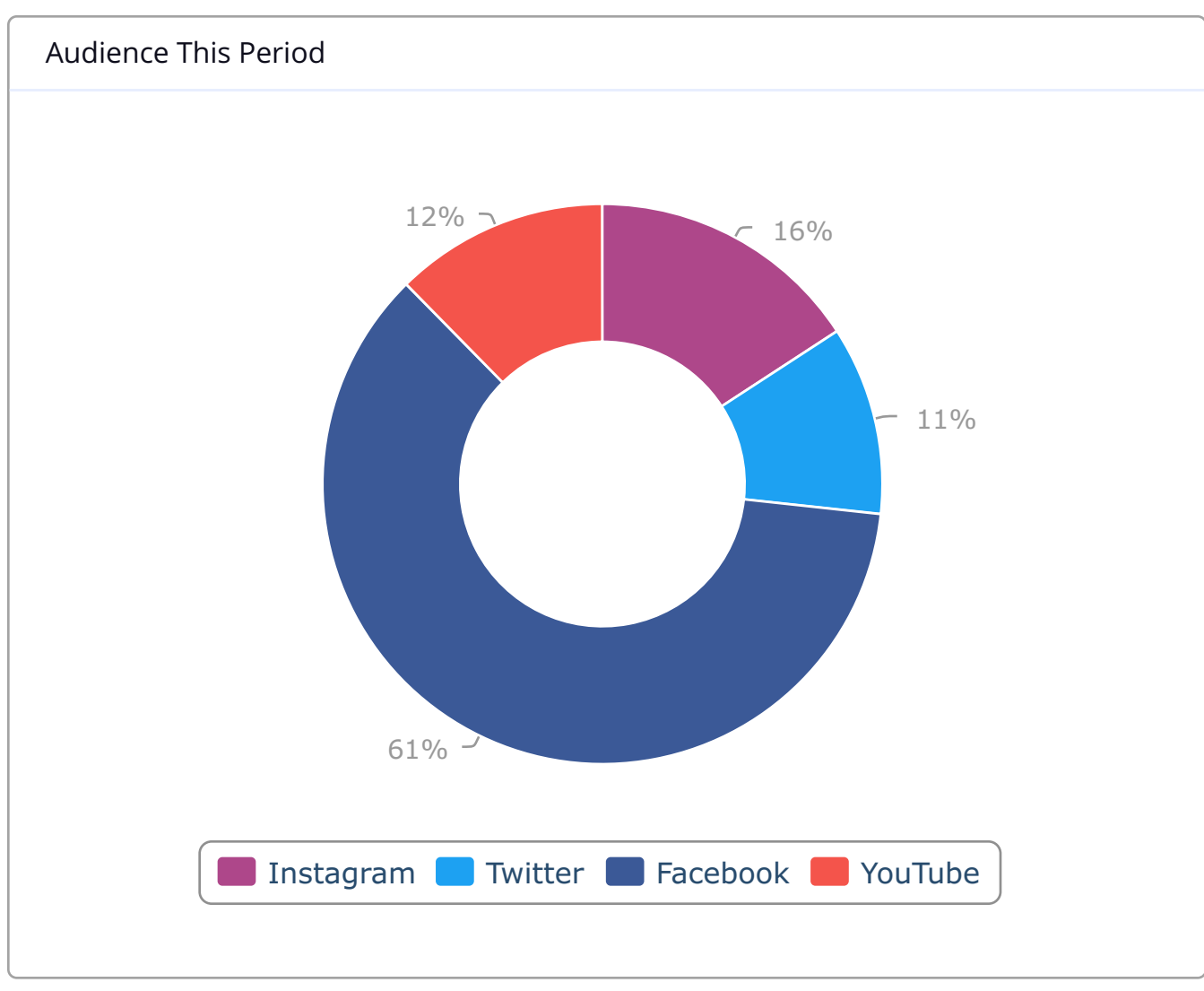
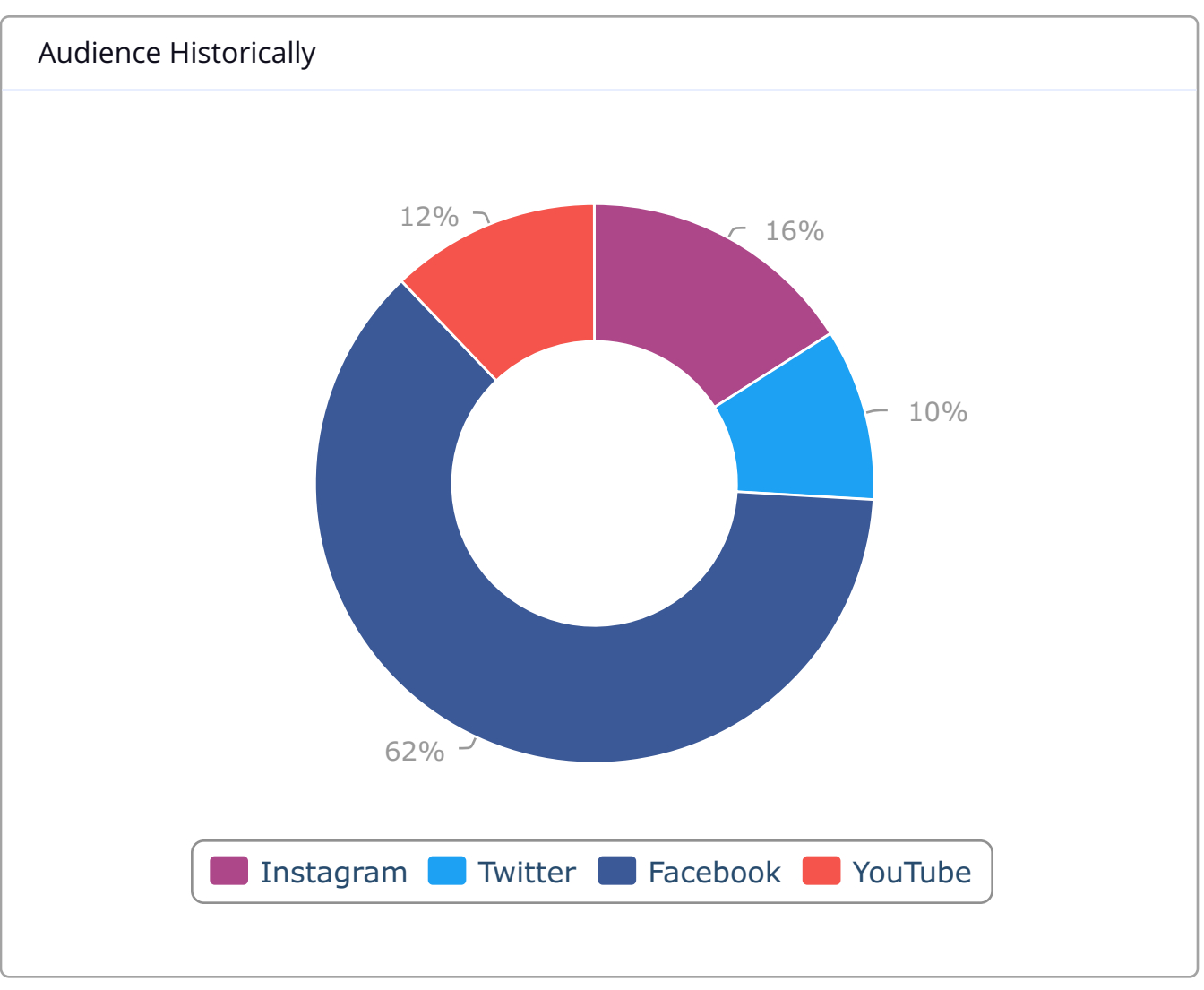
Audience Growth By Channel

Channel	Audience Growth (Net)	Growth Rate	Total Audience
Facebook	186	0.34%	54,117
Instagram	41	0.73%	5,632
Twitter	13	0.27%	4,834
YouTube	57	0.75%	7,700
	297	0.41%	72,283

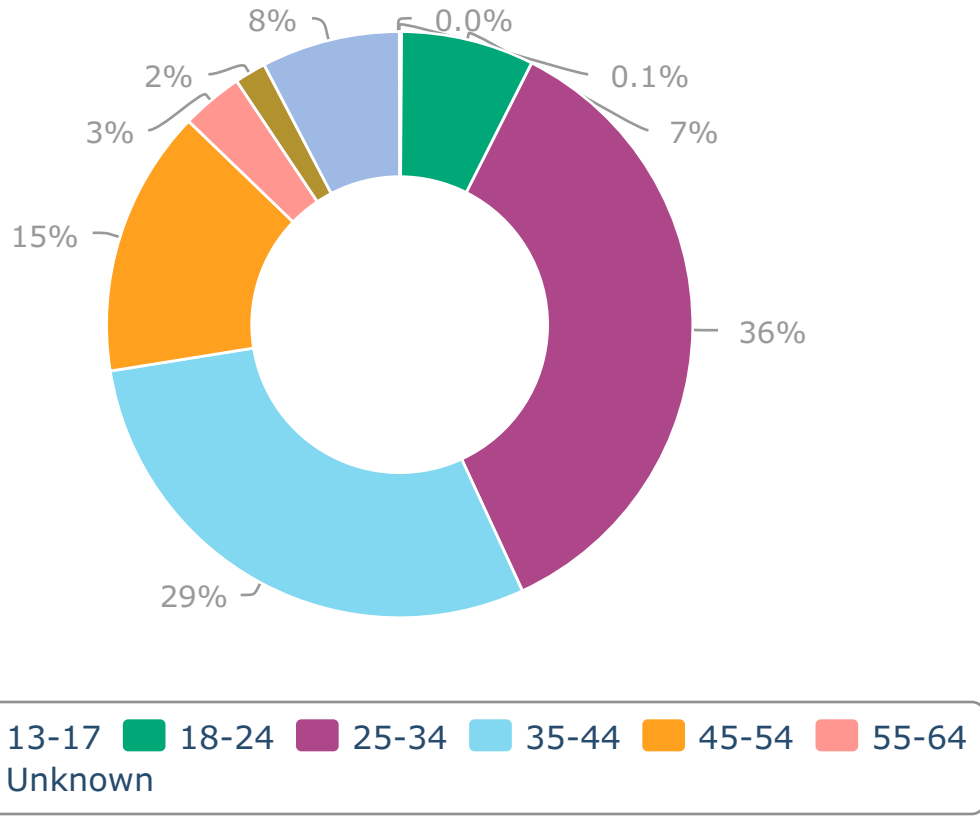
Audience Growth Over Time



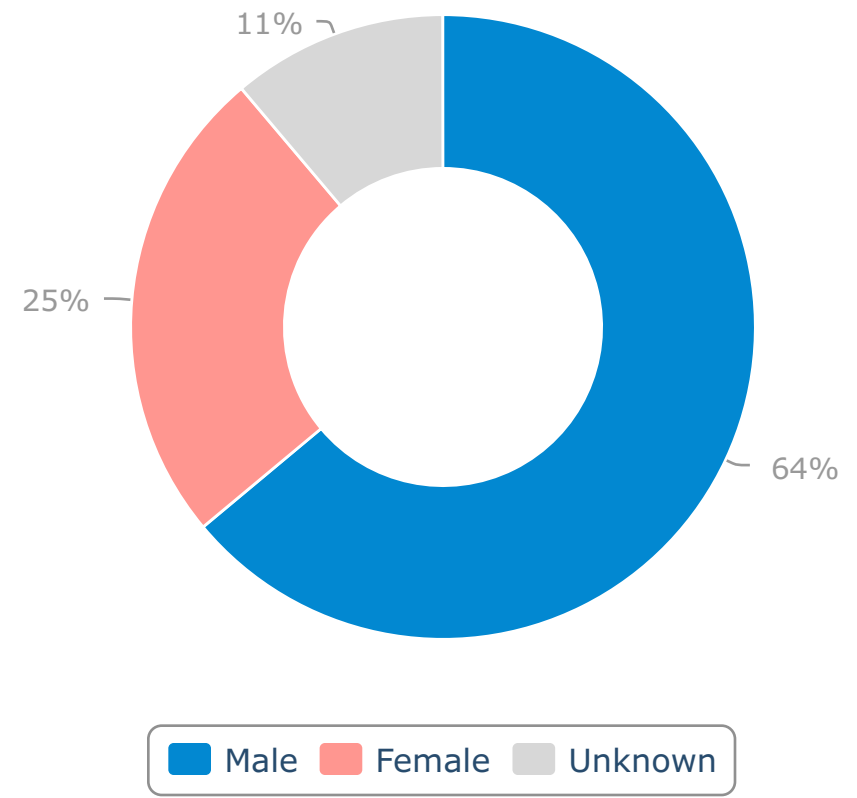
Facebook accounted for the most audience growth, with 186 new friends added. YouTube was your fastest-growing channel, with 0.75% friend growth.



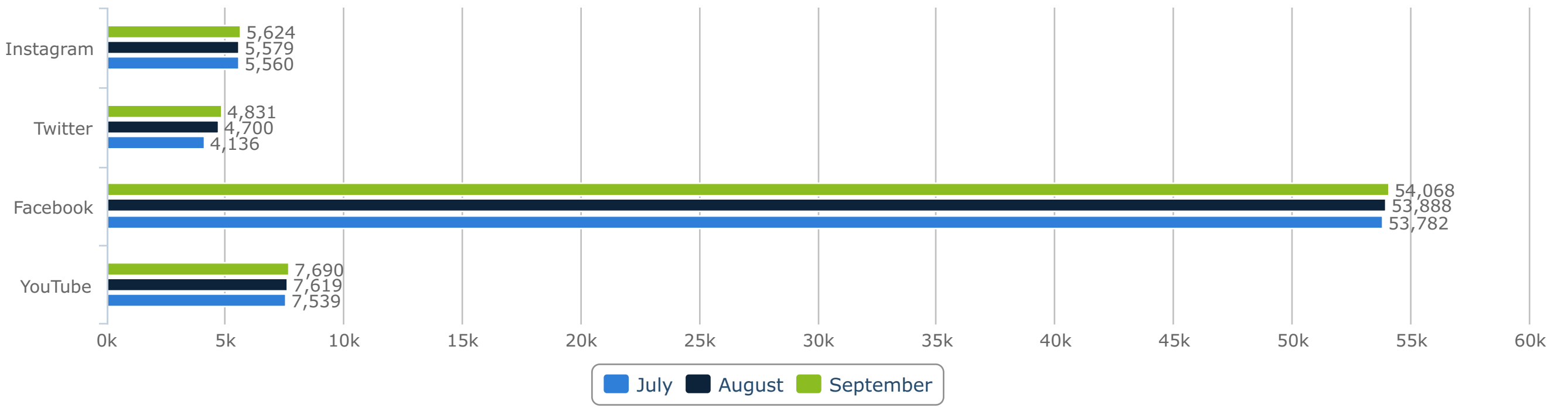
Audience Age

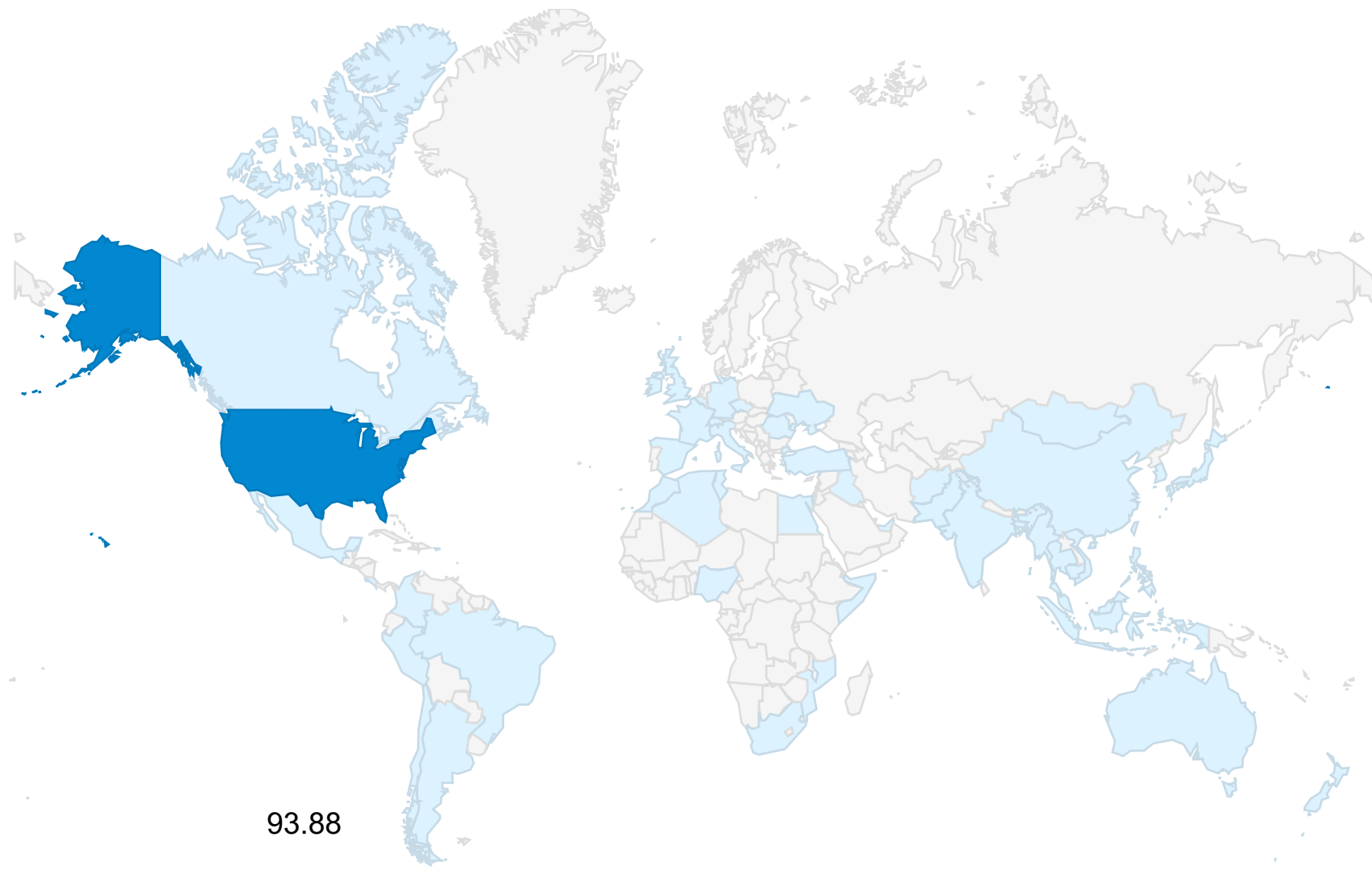


Audience Gender



Audience 3 Month Network Comparison





Country	Code	%
United States	US	93.88
Canada	CA	0.51
India	IN	0.45
Costa Rica	CR	0.45
United Kingdom	GB	0.37
Pakistan	PK	0.37
Spain	ES	0.35
Mexico	MX	0.32
Brazil	BR	0.28
Somalia	SO	0.23
Indonesia	ID	0.17
Australia	AU	0.15
Bangladesh	BD	0.13
Puerto Rico	PR	0.12
Germany	DE	0.12
Philippines	PH	0.1
Italy	IT	0.09
Mongolia	MN	0.08
Colombia	CO	0.08
France	FR	0.08
Myanmar	MM	0.07
Thailand	TH	0.07
Viet Nam	VN	0.07
Argentina	AR	0.06
Turkey	TR	0.06