
Audience Summary

B2Digital

April 1, 2020 - June 30, 2020

Cross Channel Report



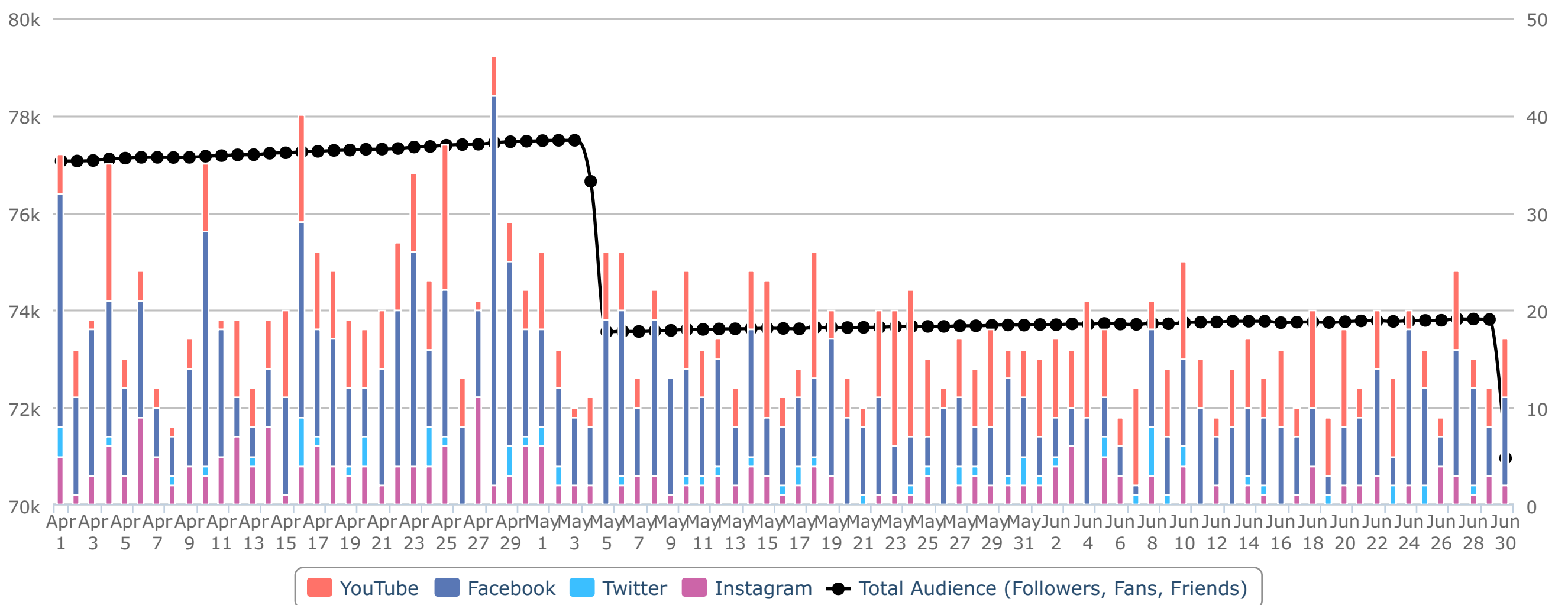
Trading at: BTDG
B2 Social Media Network Total Connections Report
April 1, 2020 through June 30, 2020

<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	53,800	-	-	-	-	53,800
New Page Likes	-	-	-	-	-	-
Total Reach/Inst Profile Reach	185,300	-	-	3,209	-	188,509
Post Reach WEB Sessions	152,000	-	-	-	5,817	157,817
Eng. Users WEB Users	16,700	-	-	-	5,571	22,271
Total Clicks	22,400	-	-	-	-	22,400
Page Views	9,330	-	-	-	-	9,330
Web Page Views/Inst Prof Impressions	307,900	-	4,146	8,342	8,874	329,262
Instagram Profile Views	-	-	-	1,312	-	1,312
Post Impressions	230,600	-	-	-	-	230,600
Posts	5	-	-	-	-	5
Visitor Posts	8	-	-	-	-	8
Comments/Inst Comments	296	-	-	-	-	296
Reactions	1,403	-	-	-	-	1,403
Post Unlikes	11	-	-	-	-	11
Shares	232	813	-	-	-	1,045
Video Views	22,800	220,604	-	-	-	243,404
Reviews	15	-	-	-	-	15
Checkins	92	-	-	-	-	92
Mentions	65	-	-	-	-	65
Messages	198	-	-	-	-	198
Minutes Watched	-	105,413	-	-	-	105,413
Watched Duration	-	105,413	-	-	-	105,413
New Videos/Inst New Videos	-	-	-	-	-	-
Likes/Inst New Likes	-	758	77	961	-	1,796
Dislikes	-	87	-	-	-	87
Playlists Added	-	1,343	-	-	-	1,343
New Subscribers	-	533	-	-	-	533
Subscribers/Twitter Followers	-	7,485	4146	-	-	11,631
Twitter& Instagram New Followers	-	-	-	-	-	-
Total Videos	-	2,386	-	-	-	2,386
Following/Inst Total Followers	-	-	1533	12,369	-	13,902
Inst Total Following	-	-	-	9,140	-	9,140
Tweets	-	-	7	-	-	7
Mentions	-	-	75	-	-	75
Inbound DMs	-	-	2	-	-	2
RTs by Me	-	-	0	-	-	-
RTs of Me	-	-	0	-	-	-
Quotes	-	-	-	-	-	-
Favorites	-	-	-	-	-	-
Lists	-	-	77	-	-	77
Reach	-	-	-	-	-	-
Replies	-	-	0	-	-	-
Media Reach	-	-	2257	2,707	-	4,964
Media Impressions	-	-	-	3,711	-	3,711
New Photos	-	-	-	24	-	24
Total Uploaded Media	-	-	-	6,369	-	6,369
Total	1,003,155	444,835	12,320	48,144	20,262	1,528,716

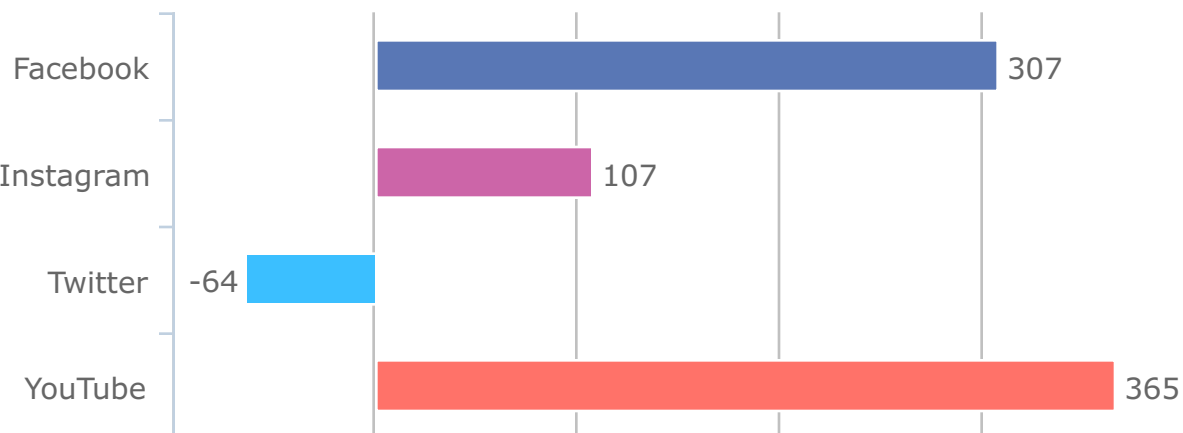
Audience Growth By Channel

Channel	Audience Growth (Net)	Growth Rate	Total Audience
Facebook	307	0.57%	53,781
Instagram	107	0.87%	12,369
Twitter	-64	-1.52%	4,146
YouTube	365	5.13%	7,485
	715	0.92%	77,781

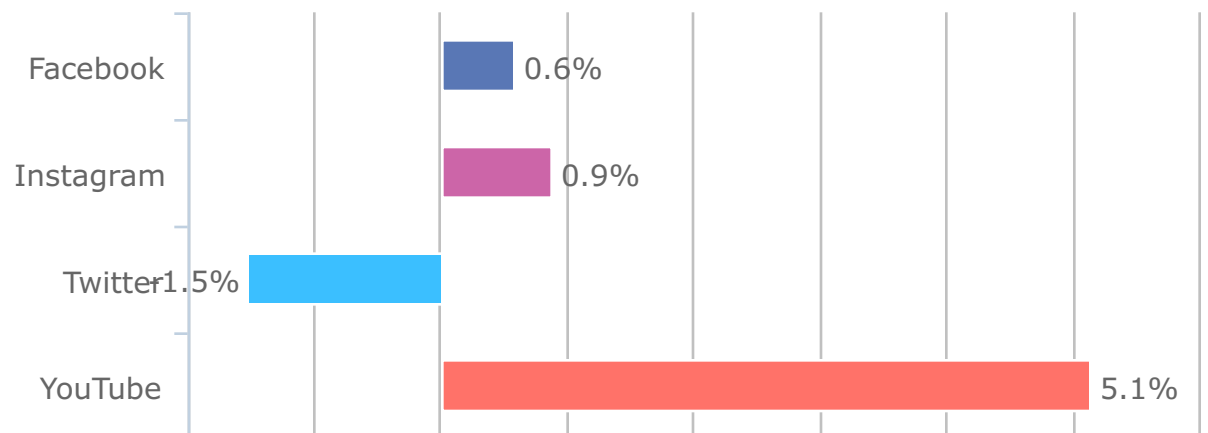
Audience Growth Over Time



Audience Growth Totals

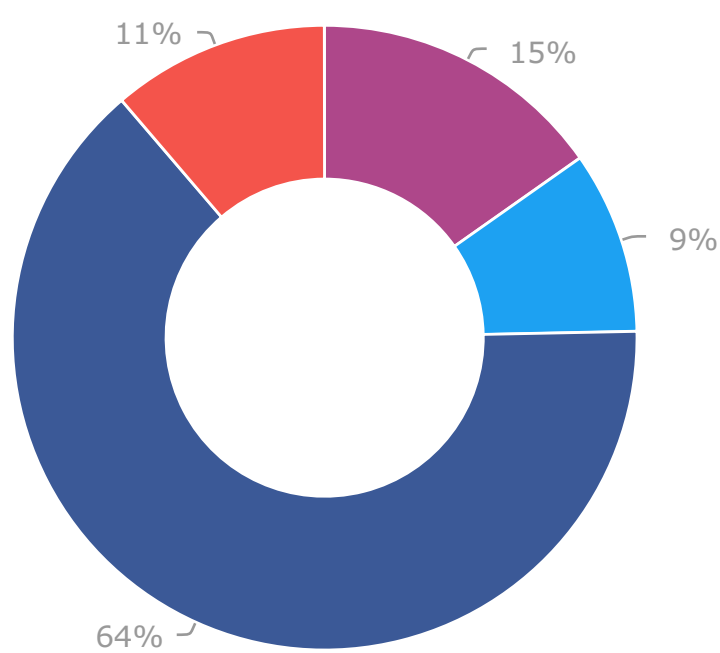


Audience Growth Rate

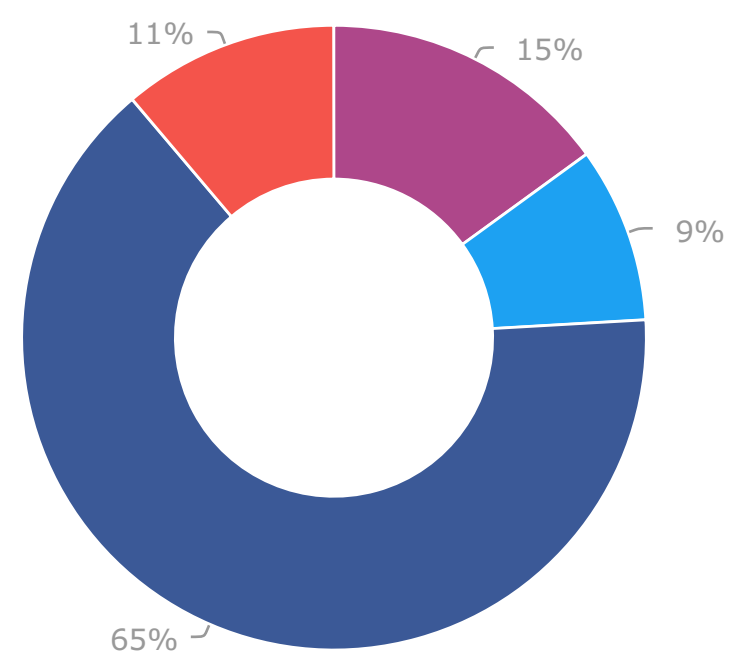


YouTube accounted for the most audience growth, with 365 new friends added, and also was your fastest-growing channel, with 5.13% friend growth.

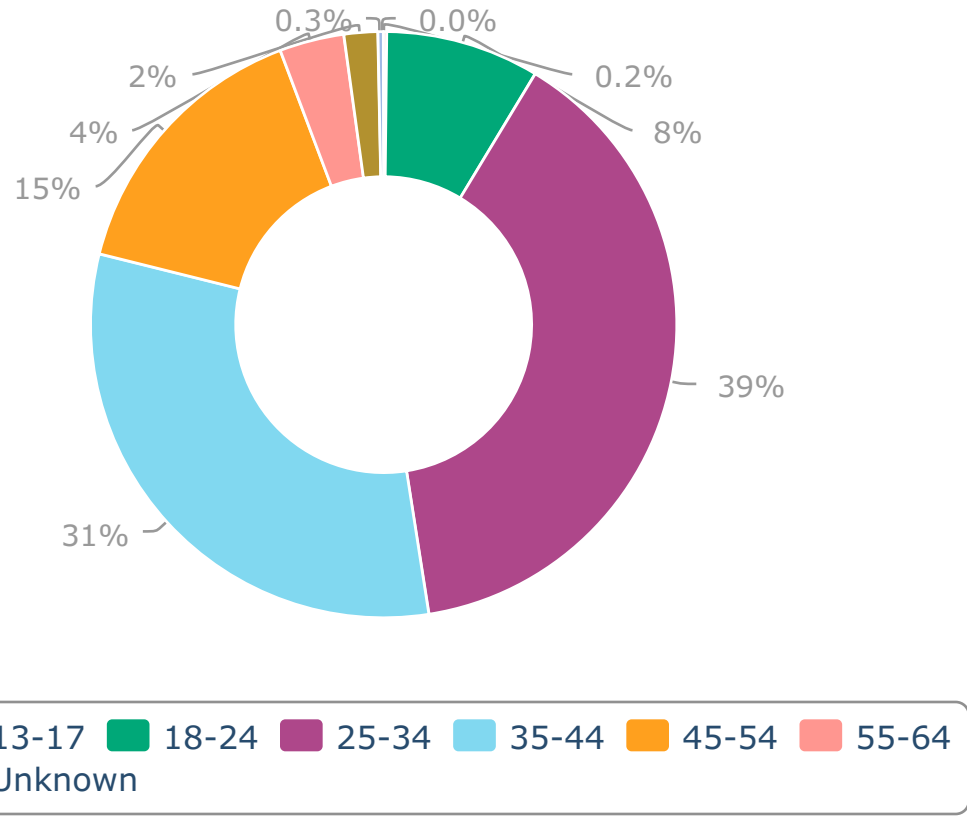
Audience Historically



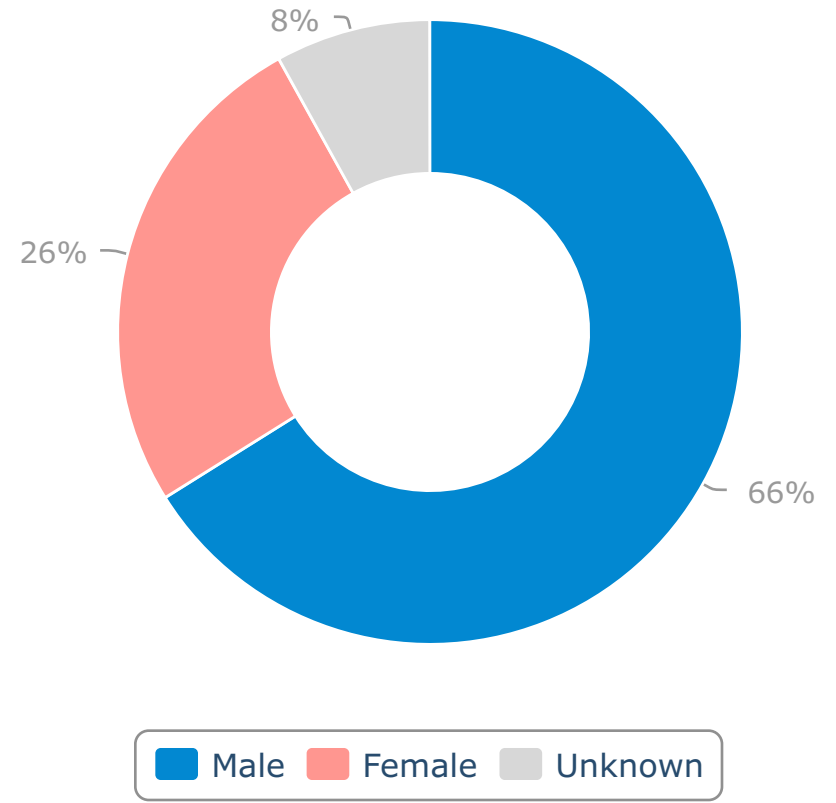
Audience This Period



Audience Age



Audience Gender



Audience 3 Month Network Comparison

