

Overview

June Social Media Engagement Summary

Platform Summary

| | | | | | | | | |
|------------------|-------------------|----------------|-------------------|------------------|----------------|------------------|----------------|---------------|
| Facebook | Total Fans | 190,523 | Impressions | 2,762,530 | Reach | 2,024,317 | Engagemet Rate | 19.10% |
| | | 1% | | -13% | | 13% | | |
| | Video Views | 122,443 | Total Engagements | 17,295 | Website Visits | 15,622 | | |
| | | 106% | | 118% | | 35% | | |
| Twitter | Total Followers | 6,466 | Impressions | 348,000 | Website Visits | 308 | Engagemet Rate | 8.01% |
| | | 1% | | -32% | | 23% | | |
| | Total Engagements | 908 | Video Views | 3,300 | | | | |
| | | -20% | | -94% | | | | |
| Instagram | Total Followers | 9,602 | Engagements | 4,119 | Impressions | 175,760 | Engagemet Rate | 91.00% |
| | | 7% | | 5% | | -5% | | |
| | Video Views | 157,489 | Website Visits | 241 | | | | |
| | | 405% | | -80% | | | | |
| YouTube | Subscribers | 491 | Views | 20,572 | | | | |
| | | 3% | | -22% | | | | |

Overview June 2018

| | | |
|--------------------------------|------------------------------------|----------------------|
| Paige Spiranac Lead Ads | 4,533 Leads | \$0.88 CPL |
| Click Ads | 9,164 Landing Page Views | \$0.87 CPV |
| Message Ads | 435 Messages | \$2.30 CPM |
| Magazine Subscriptions | 320 Subscriptions | \$3.13 CPS |
| Boosted Posts | 61,339 Engagment | \$0.02 CPE |

Key:

CTR: click through rate, CPCV: cost per completed view, VCR: video completion rate, CPV: cost per visit, CPL: cost per like, CPC: cost per click, Impressions: each time an ad is loaded on a page

Lead Ads

| Campaign | Impressions | Lead Rate | Leads | CPL | Spend | QQ |
|---|----------------|--------------|--------------|---------------|--------------|----------|
| Paige Spiranac_Charlotte_Over35_Under100k | 22,509 | 0.51% | 115 | \$2.17 | \$250 | 0 |
| Paige Spiranac_Charlotte_Over35_Over100k | 19,947 | 0.75% | 149 | \$1.68 | \$250 | 0 |
| Paige Spiranac_Charlotte_Under35_Over100k | 23,265 | 0.31% | 72 | \$3.47 | \$250 | 0 |
| Paige Spiranac_Charlotte_Under35_Under100k | 25,971 | 0.31% | 81 | \$3.09 | \$250 | 0 |
| Paige Spiranac Instagram Feed | 110,437 | 0.66% | 730 | \$0.68 | \$500 | 0 |
| Paige Spiranac Instagram Story | 110,400 | 0.61% | 671 | \$0.75 | \$500 | 0 |
| June Paige Spiranac Leads_Over35_FacebookOnly | 226,749 | 1.06% | 2,401 | \$0.62 | \$1,500 | 0 |
| June Paige Spiranac Leads_Women_FacebookOnly | 38,096 | 0.82% | 314 | \$1.59 | \$500 | 1 |
| Total | 577,374 | 0.79% | 4,533 | \$0.88 | 4,000 | 1 |

Click Ads

| Campaign | Impressions | Click Rate | Page Views /Clicks | CPV/C | Spend | QQ | TOS | Bounce Rate |
|----------------------------|------------------|--------------|--------------------|---------------|----------------|----------|------|-------------|
| June Top Markets | 486,591 | 1.01% | 4,896 | \$0.82 | \$4,000 | 1 | 1.96 | 92.68% |
| June New Leads | 187,364 | 0.37% | 688 | \$1.45 | \$1,000 | 2 | 2.97 | 86.47% |
| June FB Fans | 141,991 | 0.46% | 658 | \$0.76 | \$500 | 0 | 2.34 | 90.05% |
| June Email List | 82,145 | 0.75% | 617 | \$0.81 | \$500 | 0 | 1.98 | 86.29% |
| June Direct Flight Markets | 245,600 | 0.94% | 2,305 | \$0.87 | \$2,000 | 2 | 1.64 | 93.62% |
| Total | 1,143,691 | 0.80% | 9,164 | \$0.87 | \$8,000 | 5 | | |

Message Ads

| Campaign | Impressions | Conversion Rate | Mess ages | CPM | Spend | QQ | TOS | Bounce Rate |
|-----------------------------|----------------|-----------------|------------|---------------|----------------|-----------|-------------|---------------|
| Fall Golf_Facebook Fans | 54,735 | 0.25% | 136 | \$1.84 | \$250 | 3 | | |
| Fall Golf_Retarget | 42,175 | 0.63% | 264 | \$1.89 | \$500 | 21 | | |
| Fall Golf_RegionalLookALike | 19,644 | 0.18% | 35 | \$7.14 | \$250 | 0 | | |
| Total | 116,554 | 0.37% | 435 | \$2.30 | \$1,000 | 24 | 3.17 | 56.24% |

Boosted Posts/Misc.

| Campaign | Impressions | Conversion Rate | Enga gements | CPE | Spend |
|-------------------------------------|----------------|-----------------|---------------|---------------|----------------|
| Paige Tip_Driver_IG_LookALike | 25,045 | 64.65% | 16,192 | \$0.00 | \$50 |
| GolfsGreat_Engaged Audience | 33,941 | 31.69% | 10,755 | \$0.03 | \$300 |
| PlayWithPaige_CommentCampaign_Video | 45,201 | 47.68% | 21,552 | \$0.01 | \$300 |
| PlayWithPaige_CommentCampaign_Photo | 72,238 | 17.26% | 12,466 | \$0.02 | \$300 |
| RGV Tour_Fans | 5,865 | 6.38% | 374 | \$0.13 | \$50 |
| Total | 182,290 | 33.65% | 61,339 | \$0.02 | \$1,000 |

Magazine Supscription

| Campaign | Impressions | Conversion Rate | Supsc riptio ns | CPS | Spend | QQ | TOS | Bounce Rate |
|------------------|----------------|-----------------|-----------------|---------------|----------------|----------|------|-------------|
| New Leads | 12,689 | 0.19% | 24 | \$4.17 | \$100 | 4 | 2.56 | 55.91% |
| Website Retarget | 31,832 | 0.38% | 122 | \$1.64 | \$200 | 2 | 2.56 | 55.91% |
| General | 60,779 | 0.29% | 174 | \$4.02 | \$700 | 0 | 3.04 | 53.71% |
| Total | 105,300 | 0.30% | 320 | \$3.13 | \$1,000 | 6 | | |

Key:
 QQ: Quick Quotes, TOS: Average Time On Site