



# Facebook Pages Report for **Tecnozoo**

Jan 31, 2017 - Feb 28, 2017

The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

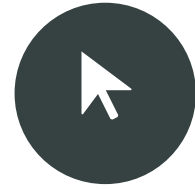
## Facebook Activity Overview



**260,724**  
IMPRESSIONS



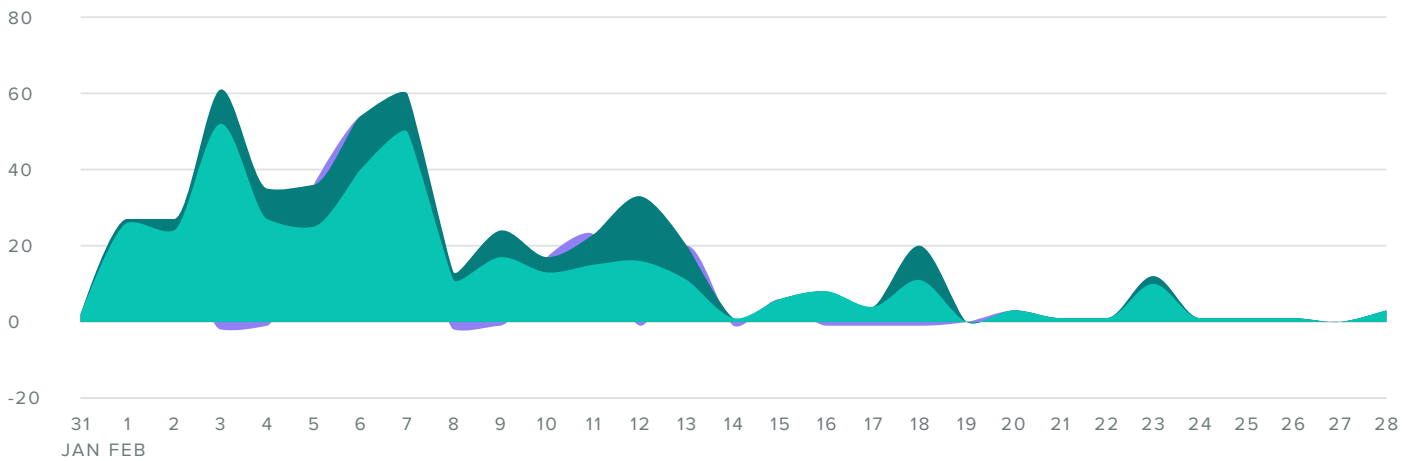
**1,980**  
POST ENGAGEMENTS



**520**  
LINK CLICKS

## Audience Growth

LIKES BREAKDOWN, BY DAY



■ ORGANIC LIKES ■ PAID LIKES ■ UNLIKES

AUDIENCE GROWTH METRICS

TOTALS

<b>Total Fans</b>	<b>2,058</b>
Paid Likes	114
Organic Likes	380
Unlikes	11
Net Likes	483

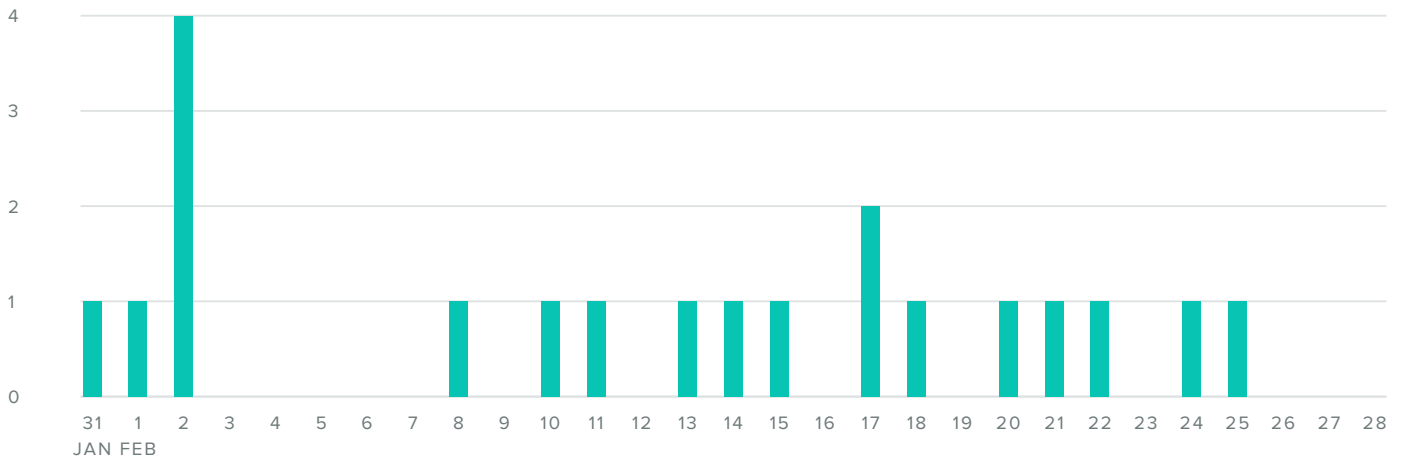
Total fans increased by

**▲ 31.4%**

since previous date range

## Publishing Behavior

### POSTS, BY DAY



■ POSTS SENT

### PUBLISHING METRICS

### TOTALS





Photos	4
Videos	10
Posts	6
<b>Total Posts</b>	<b>20</b>

The number of posts you sent increased by

**▲ 42.9%**

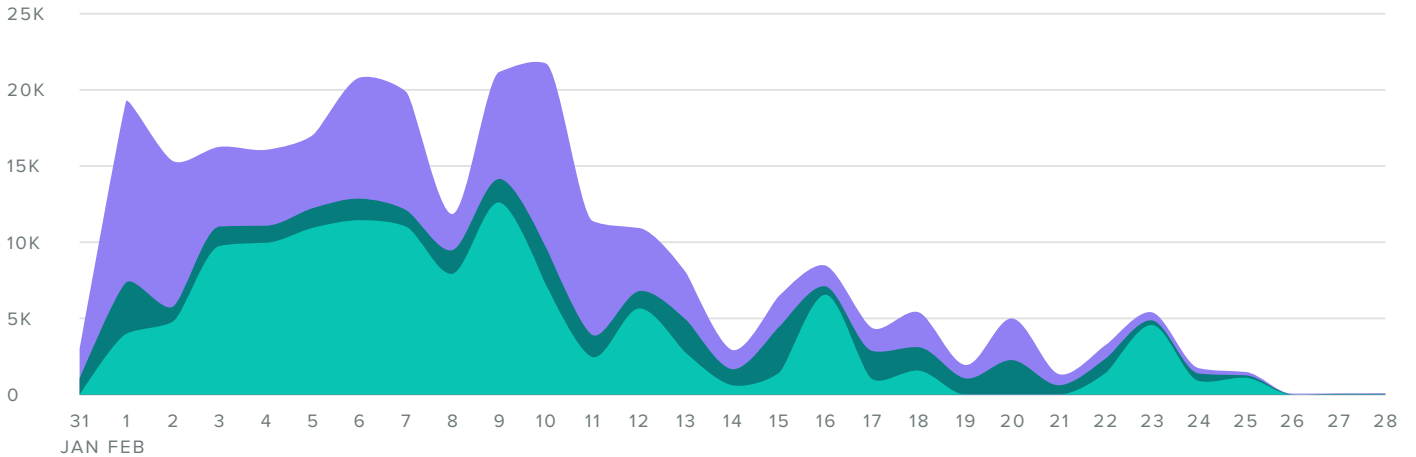
since previous date range

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p><b>Tecnozo</b></p> <p>[DOMENICA IN FIERA] Continua fino a domani sera alle 19 la Fiera Agricola Zootecnica Italiana con oltre 40mila metri quadrati di superficie espositiva (dei quali 10mila dedicati ad eventi e mostre zootecniche). <b>Tecnozo</b> vi aspetta al padiglione n.8! ◀</p>   <p>(Post) February 18, 2017 7:27 pm</p>	41	–	12.7%	1,779
<p><b>Tecnozo</b></p> <p>[UN GIUSTO PIANO ALIMENTARE] Quale obiettivo deve raggiungere un corretto piano di alimentazione negli ovi-caprini? "Valutare gli alimenti che si utilizzano per formulare una razione alimentare completa ed equilibrata ti permetterà di raggiungere il traguardo più importante in allevamento." Scopri come raggiungere questo obiettivo ed ottimizzare le produzioni!  <a href="https://fb.com/canvas_doc/212516409216955">https://fb.com/canvas_doc/212516409216955</a> (Clicca da mobile per accedere al link)</p> <p>📄 Scarica la Rivista Gratuita dedicata al mondo degli ovi - caprini</p> <p>(Post) February 24, 2017 12:53 pm</p>	32	2	7.3%	1,428
<p><b>Tecnozo</b></p> <p>[IL RISULTATO E' UNA GARANZIA] Il costo di un prodotto non può essere considerato separatamente dai risultati che con questo possono essere ottenuti. ▶ Un prodotto apparentemente molto economico che non apporta un reale beneficio è, in realtà, estremamente caro. ▶ I prodotti Tecnozo garantiscono RISULTATI, e tali risultati rendono decisamente leggero il prezzo richiesto. E' chiaro che la più evidente conferma si avrà in stalla. ▶ Essendo oramai diffusi prodotti che dichiarano risultati che non possono ottenere, Tecnozo, certa della straordinaria efficacia delle proprie formulazioni, vuole essere messa alla prova e confrontata sul campo con la concorrenza. Tecnozo fornisce un importantissimo supporto anche al rivenditore, offrendo le stesse attenzioni date ai clienti diretti ed è a disposizione con un'attività di formazione ed aggiornamento costante.</p>   <p>(Post) February 10, 2017 11:45 am</p>	29	–	6.7%	951

## Page Impressions

PAGE IMPRESSIONS, BY DAY



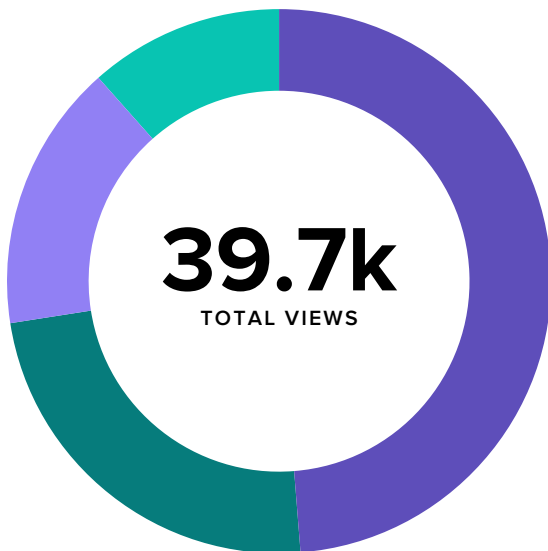
■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	35,833
Viral Impressions	105,217
Paid Impressions	119,674
<b>Total Impressions</b>	<b>260,724</b>
<b>Users Reached</b>	<b>179,447</b>

Total Impressions increased by  
**▲1,055.6%**  
 since previous date range

## Video Performance

VIEW METRICS



**4.6k**  
ORGANIC FULL

**9.4k**  
ORGANIC PARTIAL

**6.3k**  
PAID FULL

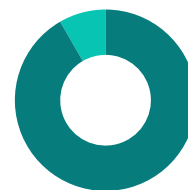
**19.3k**  
PAID PARTIAL

VIEWING BREAKDOWN



**35%**  
ORGANIC VIEWS

**65%**  
PAID VIEWS

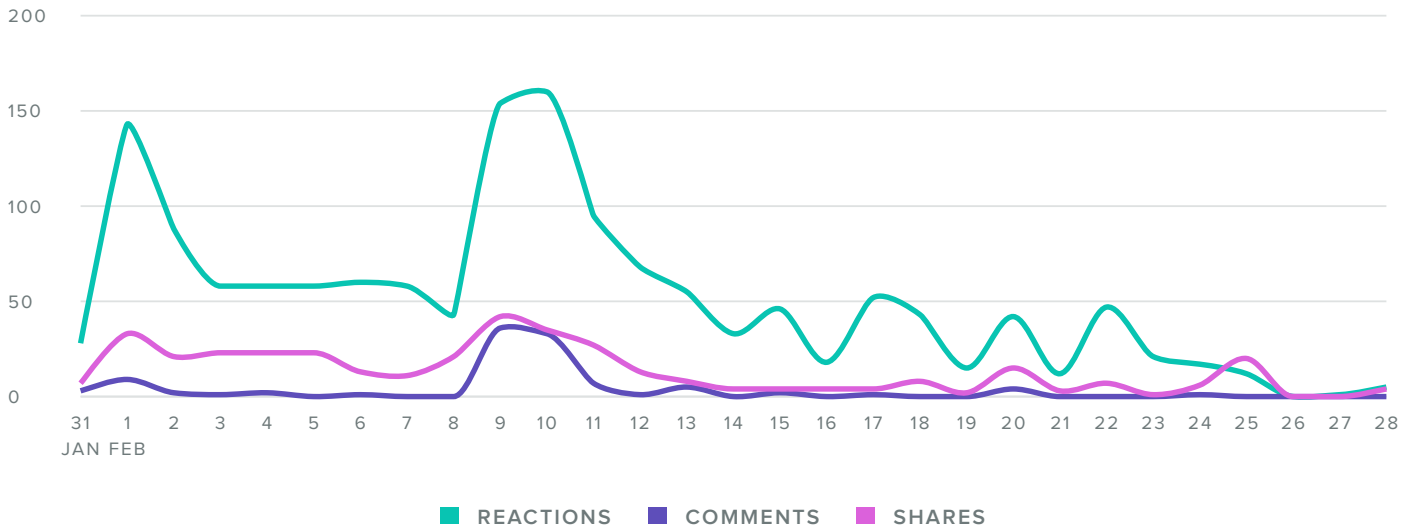


**8%**  
CLICK PLAYS

**92%**  
AUTO PLAYS

# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



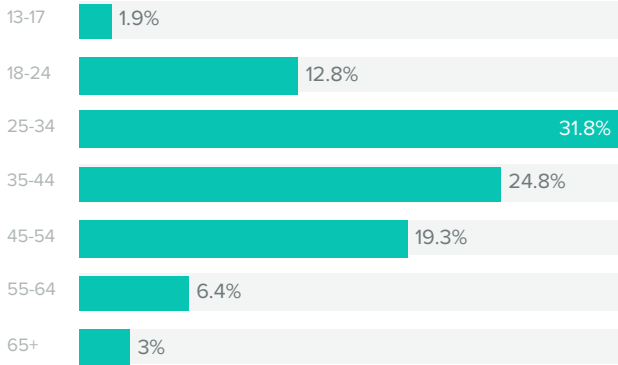
ACTION METRICS	TOTALS
Reactions	1,490
Comments	108
Shares	382
<b>Total Engagements</b>	<b>1,980</b>

Total Engagements increased by **447.0%** since previous date range

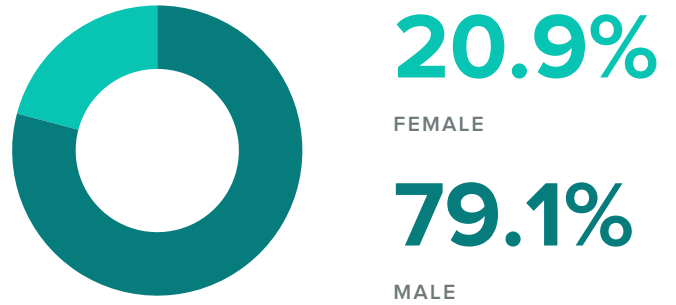
# Demographics

- PAGE FANS
- PEOPLE REACHED
- PEOPLE ENGAGED**

## BY AGE



## BY GENDER



Men between the ages of 25-34 are most likely to engage with your content.


## TOP COUNTRIES

Italy	1,645
Greece	7
India	7
France	6
Brazil	6

## TOP CITIES

Rome, Lazio, Italy	47
Milan, Lombardia, Italy	45
Piombino Dese, Veneto, Italy	41
Genova, Liguria, Italy	37
Padua, Veneto, Italy	23

## Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Tecnozoo	2,058	31.42%	20	260,724	13,036	1,980	99.0	520