



July 2021

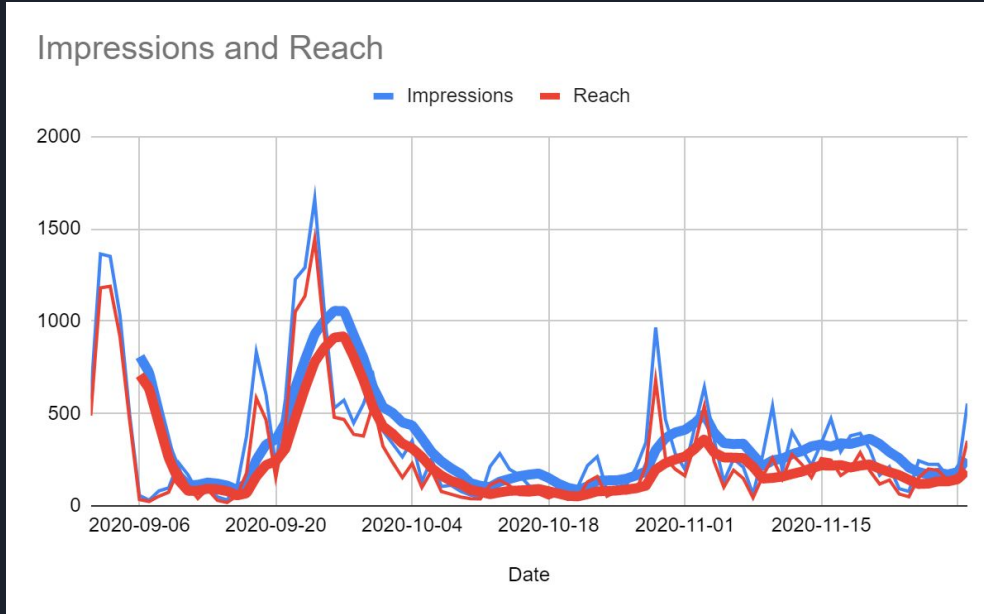
Analytics Report

Transportation Inc.

Facebook



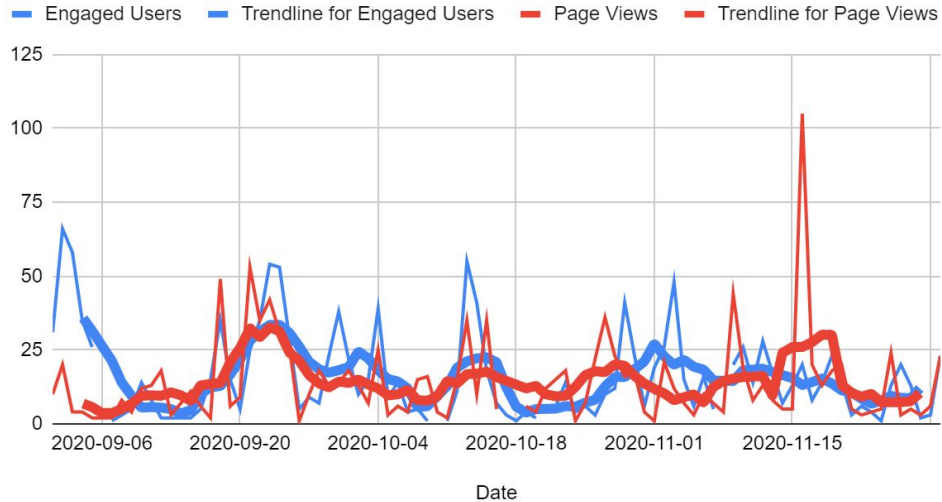
Impressions and Reach



- Impressions: X (Y% increase/decrease)
- Reach: X (Y% increase/decrease)
- Explanation
- Analysis

Engagement and Page Views

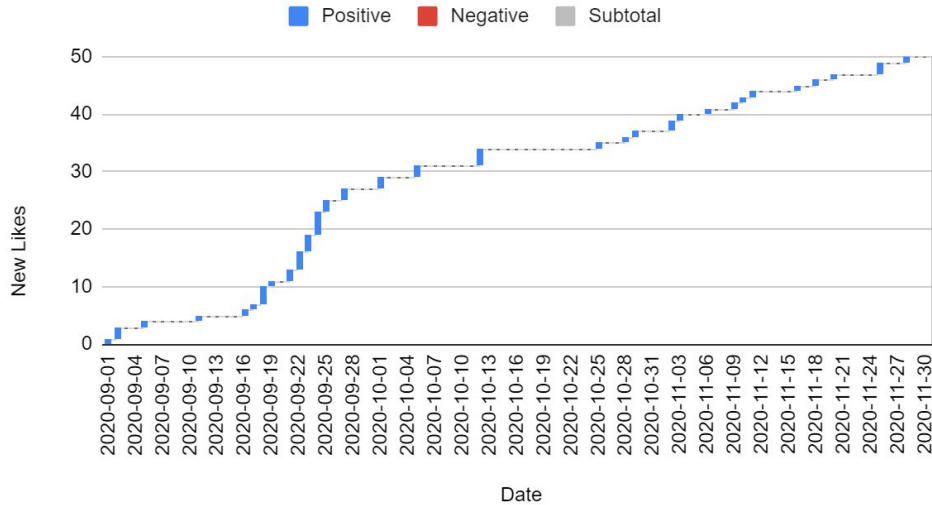
Engaged Users and Page Views



- Engaged Users: X (Y% increase/decrease)
- Page Views: X (Y% increase/decrease)
- Explanation
- Analysis

New Likes

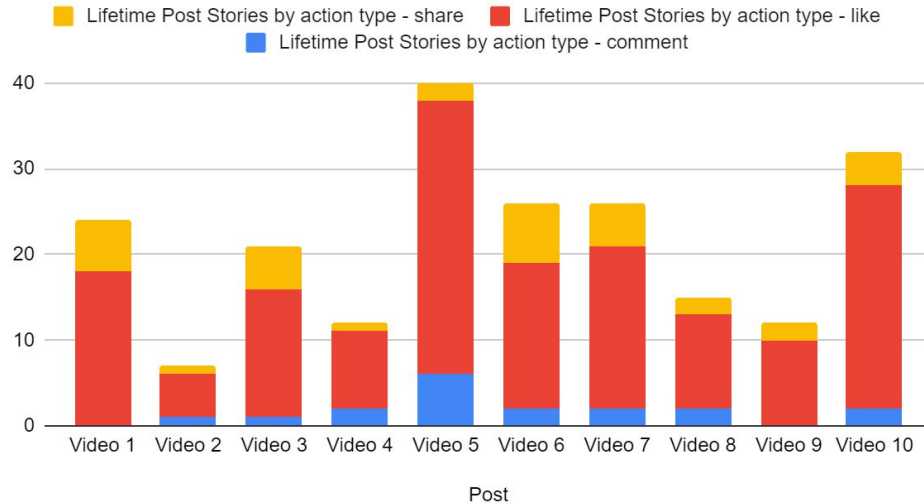
New Likes vs. Date



- New Likes: X (Y% increase/decrease)
- Explanation
- Analysis

Video Performance cont.

Lifetime Post Stories by Comment, Like, and Share



- Trend
- Explanation
- Analysis

Age Demographics

