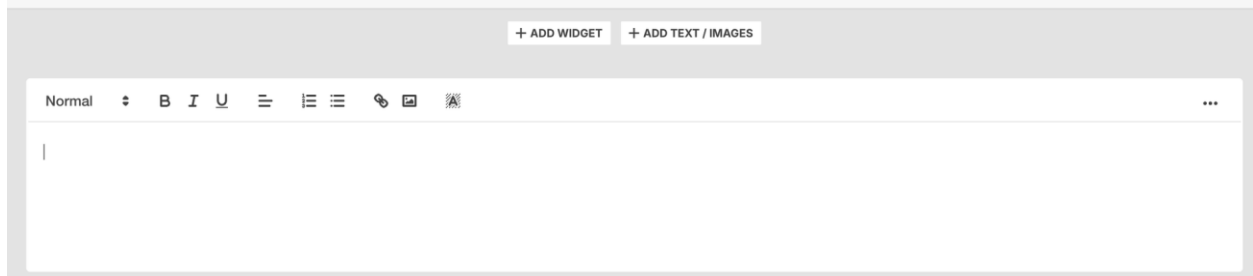


## Text/Images Widget

The **Text/Images** widget is unique. While all other widget types are data-based, the text/images widget is a blank canvas that you can customize with your own content, providing additional context for your data and adding visual interest to your dashboard.

To add a Text/Images widget, click the **+ Add Text / Images** button while in edit mode:



You can use the **Text/Images** widget to:

- Add personal insights or commentary
- Add branded design elements
- Embed images (JPEG, PNG) and links
- Format your content professionally

Additionally, the following formatting options are available for this widget:

- **Text size:** Small, Normal, Large, Huge
- **Text style:** Bold, Italic, Underline
- **Text alignment:** Left, Right, Middle, Center
- **Numbered list:** Create an ordered list
- **Bullet list:** Create an unordered list
- **Link:** Create a hyperlink
- **Image:** Add an image file
- **Background color:** Transparent or white

## Facebook overview: Last 365 days

- Merlin Brandwatch got the best results trough Impressions and Reach with content about the new Brandwatch functionality.
- Daily fans dropped

### FACEBOOK: ADVERTISING AUDIENCE OVERVIEW THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

Potential audience that meta reports can be reached with ads on facebook.



**2.11**  
BILLION

Facebook's potential advertising reach as a percentage of total population.



**26.7%**

Facebook's potential advertising reach as a percentage of population aged 13+.



**34.1%**

Percentage of its ad audience that facebook reports is female.



**43.4%**

Percentage of its ad audience that facebook reports is male.



**56.6%**

Like any other widget, the content in a Text/Images widget will appear in a PDF export file as long as it is visible in the print preview. If the widget appears cut off, please consider increasing its height.