



TOYOTA

MUSIC FACTORY

GRAND OPENING

WEEKEND

SOCIAL MEDIA

IMPRESSIONS: 1,917,379

ENGAGEMENTS: 22,344

LINK CLICKS: 4,802

FACEBOOK FANS: 1,692

INSTAGRAM FOLLOWERS: 6,544

TWITTER FOLLOWERS: 115

SNAPCHAT FILTER VIEWS: 61.1K

PAID DIGITAL

IMPRESSIONS: 668K

REACH: 169K

CLICKS: 21,571

PAGE LIKES: 720

WEBSITE CLICKS: 6,286

CTR: 3.23%

D MAGAZINE COVERAGE

SPONSORED CONTENT

PAGEVIEWS: 2,409 | UNIQUE PAGEVIEWS: 2,152 |

AVG. TIME ON PAGE: 4:25

Impressive average time on page. Web users read the article all the way through.

INSTAGRAM POST REACH: 17,964 | LIKES: 153 | VIEWS: 2,475

APRIL IT LIST SENT: 24,380 | OPENED: 4,689 | CLICKS: 743

INFLUENCER MARKETING

INFLUENCERS: 18

AUDIENCE: 472.6K

LIKES: 15K

COMMENTS: 1.6K

EVENTBRITE

TICKETS SOLD: 2,742

PAGE VIEWS: 7,011

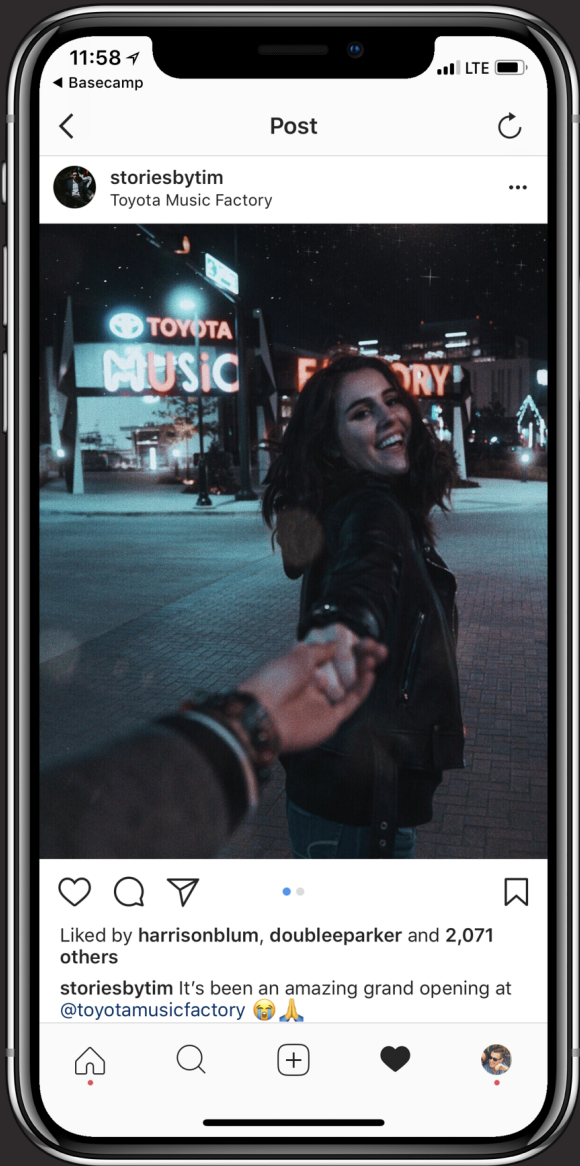
EMAIL MARKETING

OPENED: 3,778

CLICKED: 1,201

DELIVERIES: 10,392

OPEN RATE: 36.4%



AUDIENCE GROWTH VS COMPETITORS

COMPETITOR DATA 3/18/18 - 5/22/18

Instagram Profile	Total Followers	Followers Gained	Follower Growth
Competitor Average	20.5k	1,576	8.34%
@toyotamusicfactory	9,806	6,659	211.6%
@dosequipavilion	5,342	254	4.99%
@filmorenc	44.5k	2,301	5.45%
@legacyfoodhall	10.4k	2,177	26.33%
@sundancesquare	28.9k	712	2.53%
@thebombfactorydallas	35.9k	1,164	3.35%
@thestarinfrisco	14.8k	4,223	39.96%
@verizontheatre	3,366	200	6.32%

OVERALL PERFORMANCE VS COMPETITORS

Instagram Profile	Media Sent	Most Used Hashtags	Likes	Comments	Engagements	Engagements per Media
Competitor Average	86.33		9,263	416.83	9,680	112.56
@toyotamusicfactory	139	#toyotamusicfactory #morethanmusic #alamodraftthouse	16.1k	572	16.7k	119.79
@dosequipavilion	104	#livenation #LiveNation #BadCompany	2,669	128	2,797	26.89
@legacyfoodhall	40	#legacyhall #legacywest #easter	6,037	769	6,806	170.15
@sundancesquare	65	#fortworth #instatexas #mainst2018	14.5k	948	15.5k	238.11
@thebombfactorydallas	91	#ArrayDallas #thebombfactory #ericbandrakim	10.9k	347	11.2k	123.46
@thestarinfrisco	83	#dallascowboys #thestarinfrisco #dallas	19.7k	271	20k	240.92
@verizontheatre	135	#todrickhall #forbidden #tag	1,729	38	1,767	13.09
@filmorenc	209	#cit sellout #NationalConcertWeek #SpringIsSprungTour	40.1k	2,524	42.6k	204.01