



OVERALL REPORT

OCTOBER 4<sup>TH</sup> – NOVEMBER 30<sup>TH</sup> 2016

# Activity Overview

## Activity Overview



**1,353,761**  
IMPRESSIONS

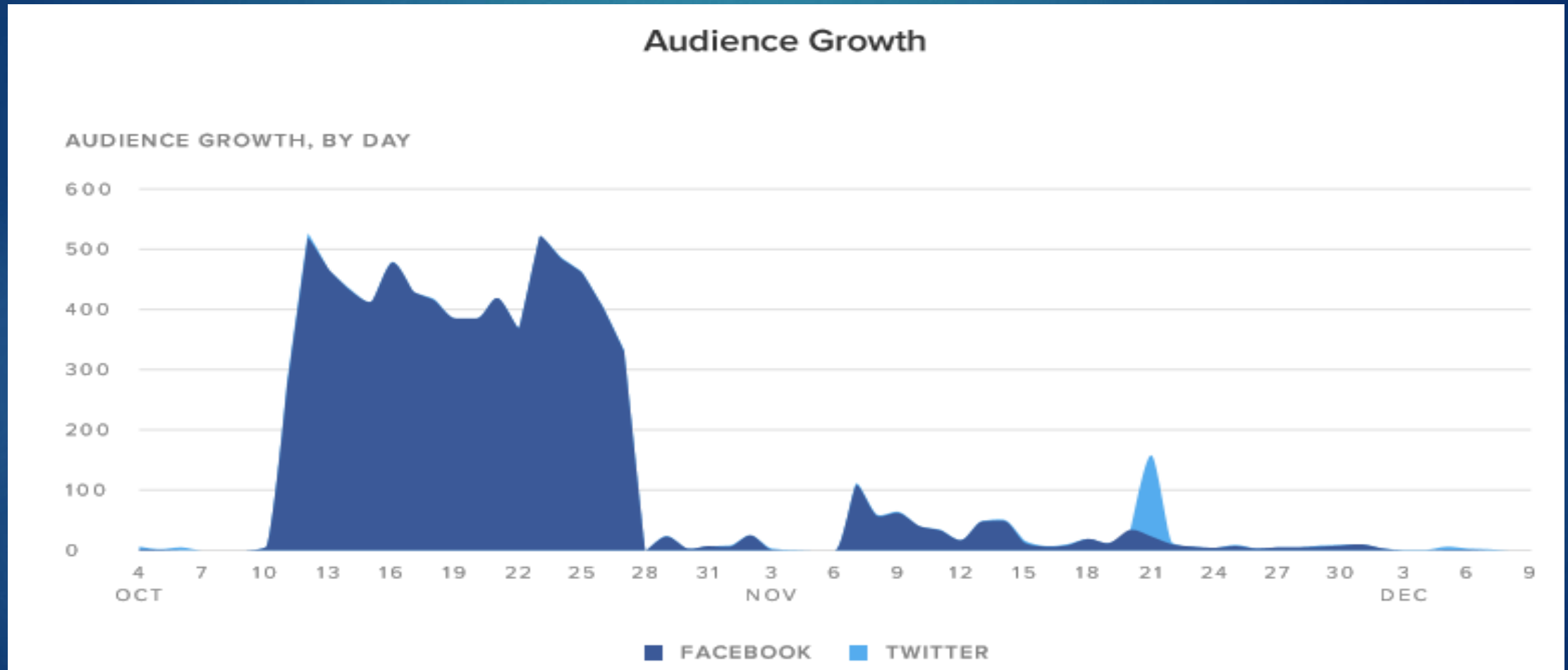


**12,312**  
ENGAGEMENTS



**10,565**  
LINK CLICKS

# Audience Growth

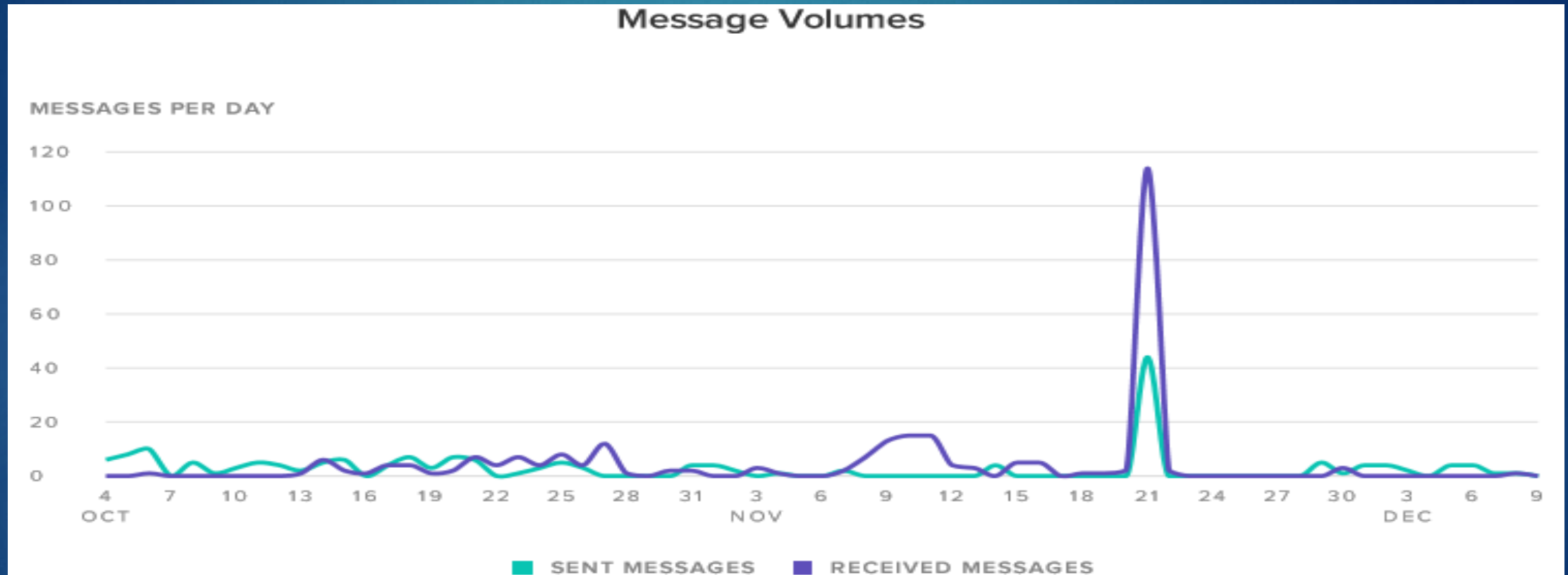


# Total Fan Growth

AUDIENCE GROWTH METRICS	TOTALS	CHANGE
<b>Total Fans</b>	<b>10,463</b>	<b>▲ 338.3%</b>
New Facebook Fans	7,815	▲ 78,050.0%
New Twitter Followers	196	▼ 68.4%
Total Fans Gained	8,011	▲ 1,169.6%

Total fans increased by  
**▲ 338.3%**  
since previous date range

# Sent Messages



# Sent Messages Matrix

SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	63	▲ 472.7%
Twitter Messages Sent	118	▲ 174.4%
<b>Total Messages Sent</b>	<b>181</b>	<b>▲ 235.2%</b>

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	150	-
Twitter Messages Received	120	▲ 500.0%
<b>Total Messages Received</b>	<b>270</b>	<b>▲ 1,250.0%</b>

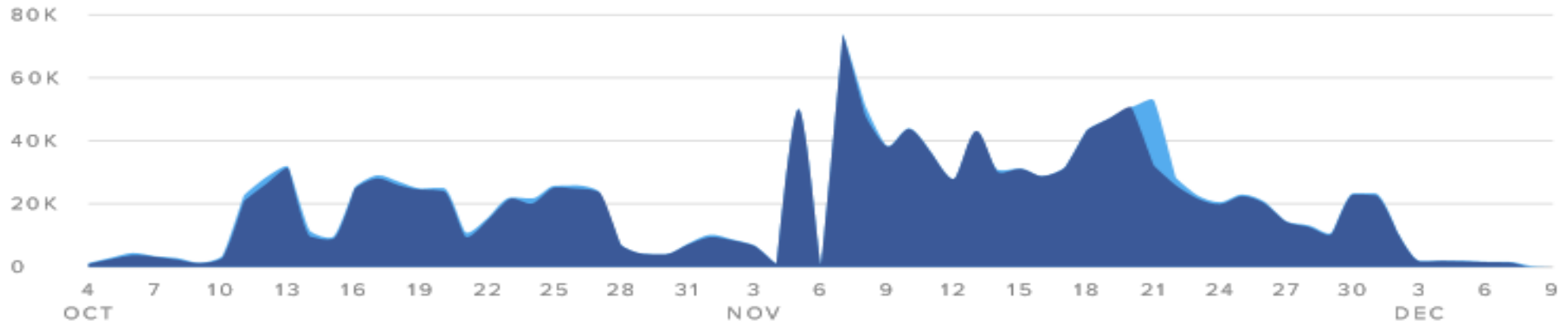
The number of messages you sent increased by  
**▲ 235.2%**  
since previous date range

The number of messages you received increased by  
**▲ 1,250.0%**  
since previous date range

# Impressions

## Impressions

### IMPRESSIONS PER DAY



■ FACEBOOK ■ TWITTER

### IMPRESSIONS METRICS

Facebook Impressions

### TOTALS

1,296,358

### CHANGE

▲ 58,585.3%

Twitter Impressions

57,403

▲ 3,073.2%

**Total Impressions**

**1,353,761**

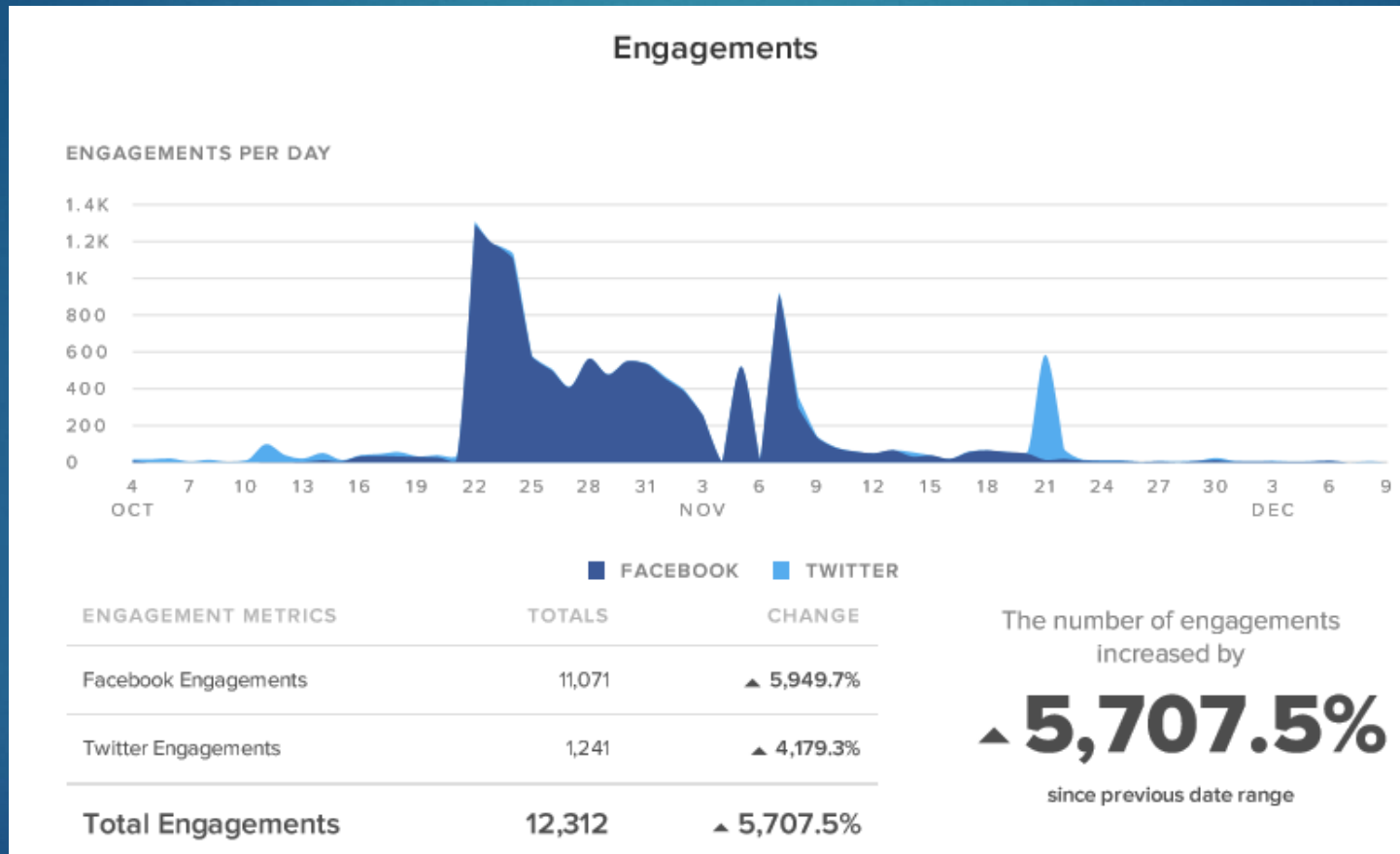
**▲ 33,592.4%**

Total Impressions increased by

**▲ 33,592.4%**

since previous date range



# Engagements





# Stats By Page

## Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Credit In... CIS Kenya Facebook page	9,646	446.21%	52	1,254,652	24,128	11,044	212.4	9,807
 CIS Kenya @CISKenya	817	31.56%	109	55,211	507	1,223	11.2	131

Before we started the campaign, total FaceBook likes were 1,768  
Total Twitter likes were 626.

# Campaign Overview

The Own Your Credit campaign ran for 2 months. During this time, we ran ads on YouTube, Facebook and Instagram.  
Cost & Performance Breakdown

Platform	Video Views	Post Engagements	Impressions	Conversions	Spend
FB & IG	36,794	34,654	1,148,351	420	\$1478.32
YouTube	22,635	NA	232,510	30	\$1514.65
Twitter	NA	NA	NA	NA	\$1000.00

# Twitter

- ▶ Advertising on Twitter has had a few glitches over this period.
- ▶ We have been working with Twitter Support, and after creating a different CIS Twitter ads account for us, we are happy to report that the campaign has now began in earnest.
- ▶ As such, we will run the ads over the month of December, and provide performance stats at the end of this period.