

BeautyBar

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Status Report

MAY 2024

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Paradise Ad Spend for May 2024 Total: \$152.36

Mother's Day Ad: 5/8-5/12

\$50

Reach: 3,773

Impressions: 4,847

Link Clicks to Website: 165

BeautyBar Hair, Nails, Action Ad: 5/16-5/31

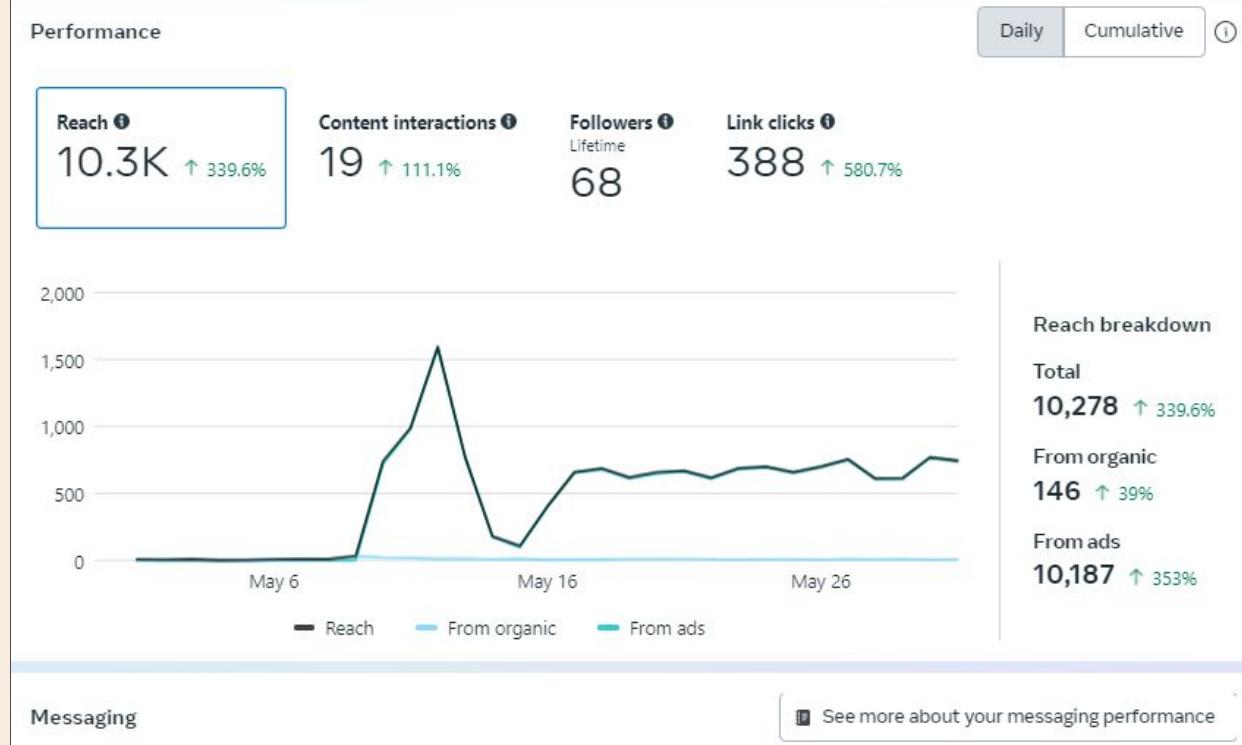
\$102.36

Reach: 4,598

Impressions: 8,152

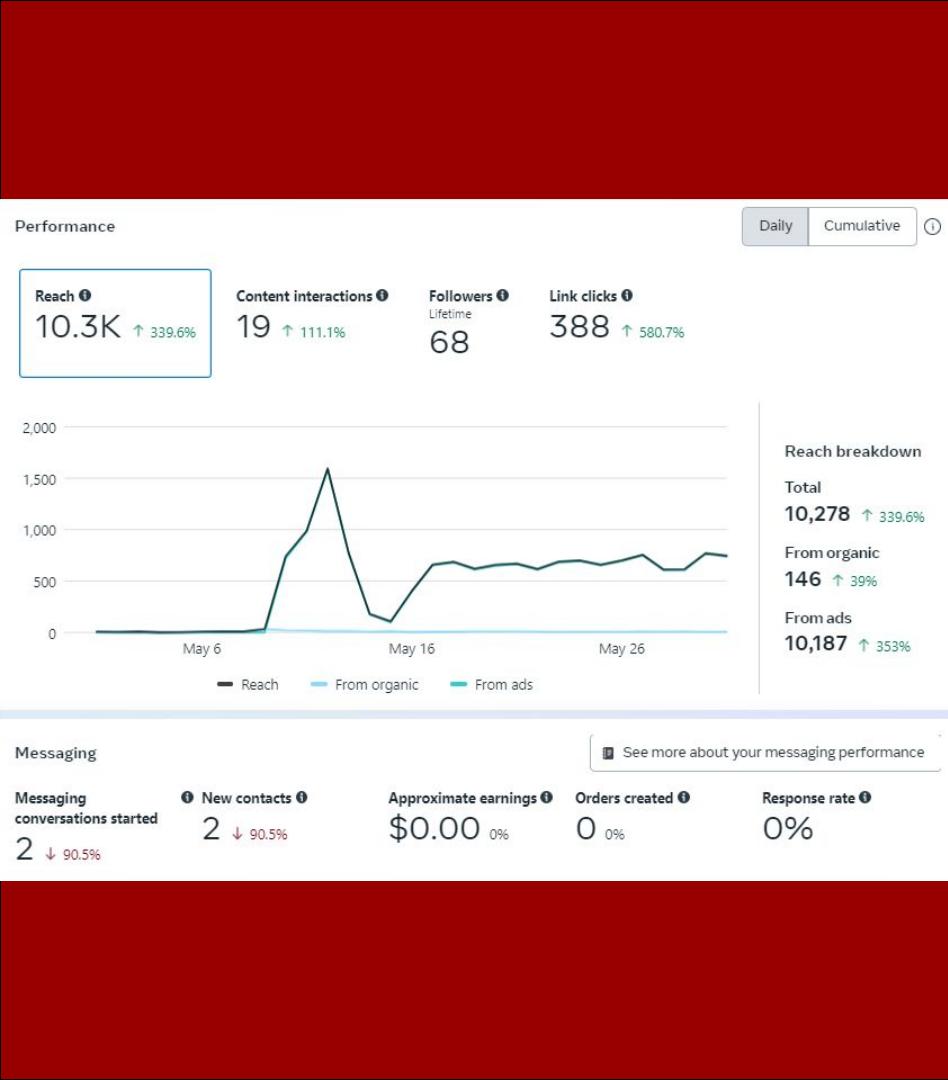
Link Clicks to Website: 249

Overview



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The ads and posts have gained a further reach and 100%+ more interactions with the page. The amount of people clicking links to get to the website have increased by more than 500%. The increase in views will only go up from here.

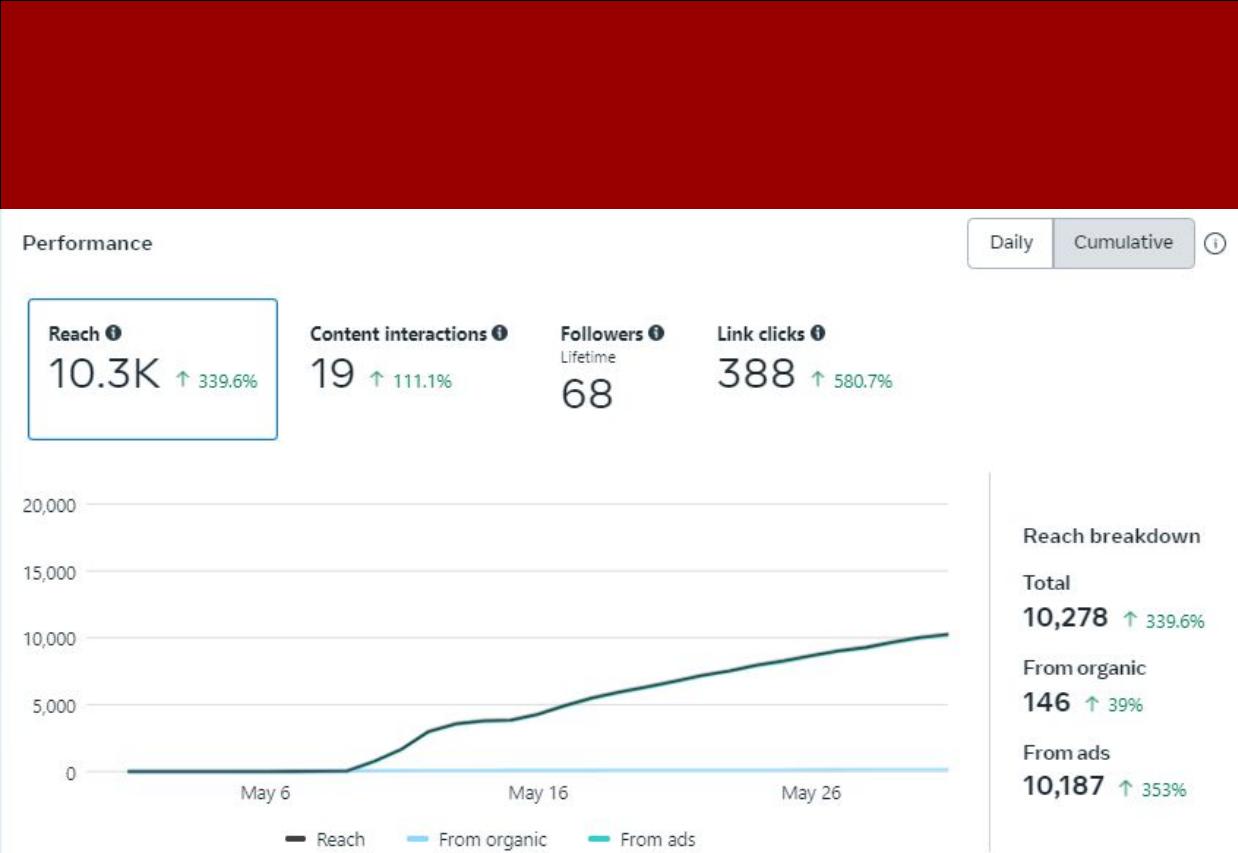


Cumulative Growth



Cumulative Growth

When looking at the cumulative chart, we can see how much the reach has grown and that the attention for the page is moving a positive direction.



Audience

Facebook followers ⓘ

68

Instagram followers ⓘ

207

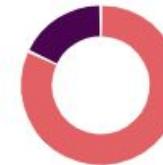
Age & gender ⓘ



You need 100 Page followers to see this demographic data

To protect the privacy of people who follow your Page, you need to have at least 100 Page followers to see these insights.

Age & gender ⓘ



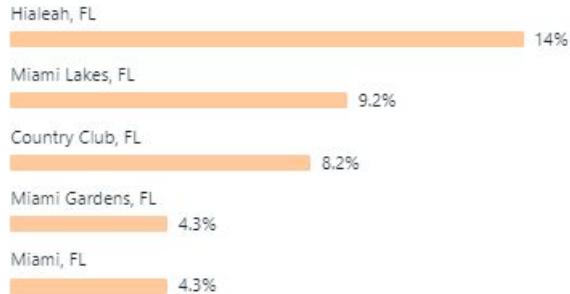
Top cities



You need 100 Page followers to see this demographic data

To protect the privacy of people who follow your Page, you need to have at least 100 Page followers among the top 45 cities to see these insights.

Top cities



Facebook followers ⓘ

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Instagram followers ⓘ

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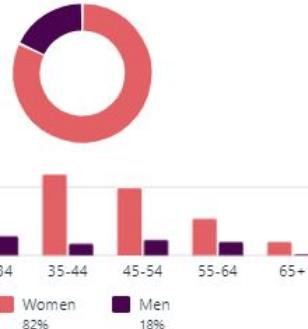
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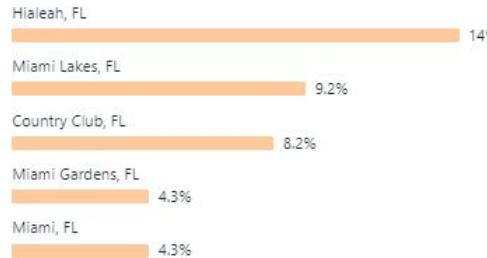
Top cities



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Top cities



Audience

The majority of your audience are coming from Hialeah Florida and Miami Lakes, and as expected, the majority of your audience are women. The main age range is 35-44.

Activity

Benchmarking

Business comparison Businesses to watch

Compare your performance against businesses in the **Lifestyle Services** category

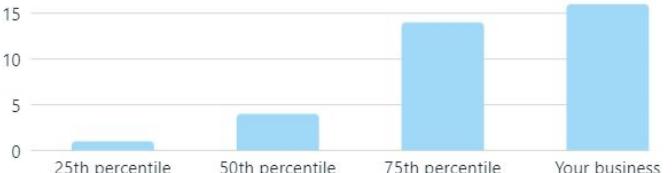
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

16

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

[Create post](#)

Facebook followers ⓘ

68

Lower than others

Typically: 498

Follows ⓘ

2

Similar to others

Typically: 2

Content interactions ⓘ

20

Similar to others

Typically: 20

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[Create post](#) ⌄

25th percentile 50th percentile 75th percentile Your business

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Content interactions ⓘ

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Activity

Compared to other similar businesses, your page has less followers, but we're also just getting started, so it will grow.

The amount of posts being sent out tops other business so far, and that's a good move to get the page recognized.

Goals For The Next 6 Months

1. Continue our reach growth using tagging, promotions and potentially using photos from the building.
2. Engage younger groups of people to catch their attention and possibly a more masculine leaning group as well.
3. Continue to post engaging video ads.