

Metrics



Table of Contents

Reach	3
Pages & Profile Visits	4
New Likes & Follows	5
Current Audience	6
Potential Audience	7
Benchmarking	8-9
Content Overview	10-11
Top-Performing Posts	12-13
Content Posts	14-15
Google Business	16
Email Campaign	17
Takeaways & Goals	18
Calendar	19-21

Reach

(Apr 24, 2023 - May 22, 2023)

Reach

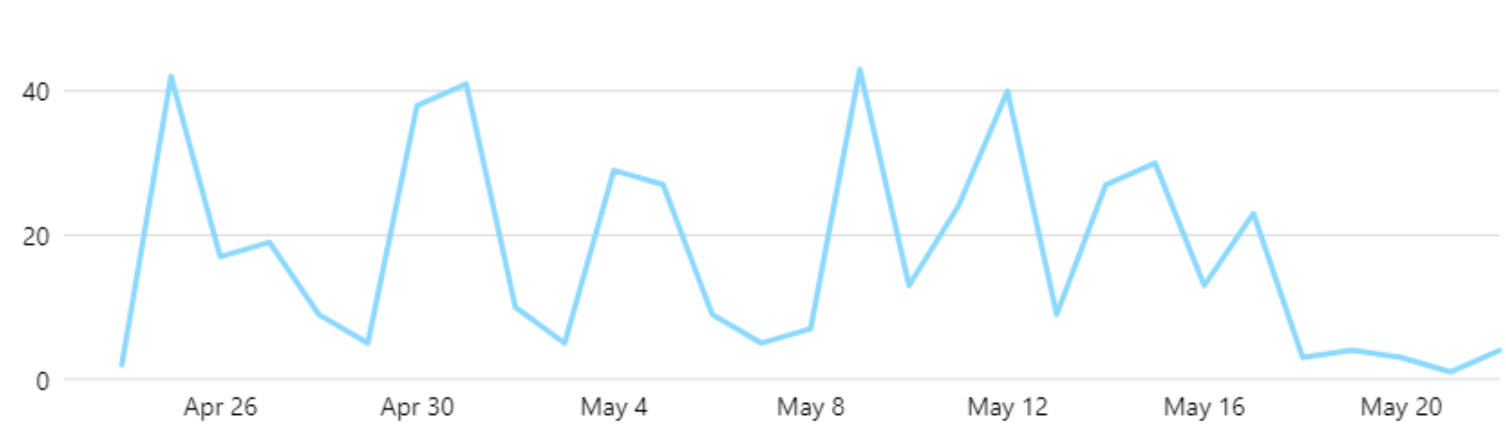
Facebook Page reach ⓘ

43 ↓ 46.3%



Instagram reach ⓘ

205 ↑ 122.8%



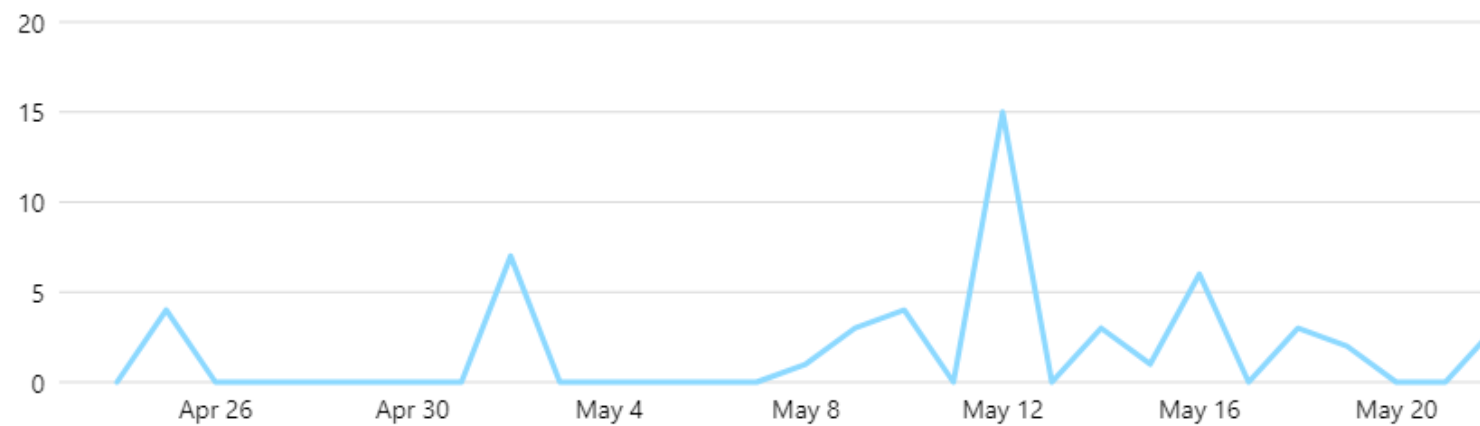
Page & Profile Visits

(Apr 24, 2023 - May 22, 2023)

Page and profile visits

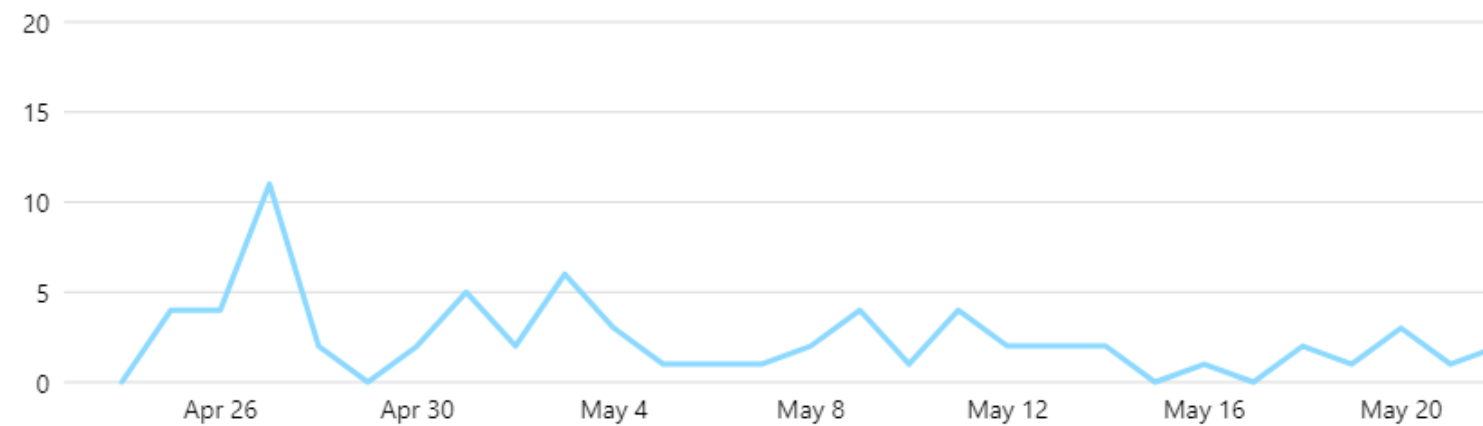
Facebook Page visits ⓘ

52 ↑ 18.2%



Instagram profile visits ⓘ

69 ↑ 165.4%



New Likes & Follows

(Apr 24, 2023 - May 22, 2023)

New likes and follows

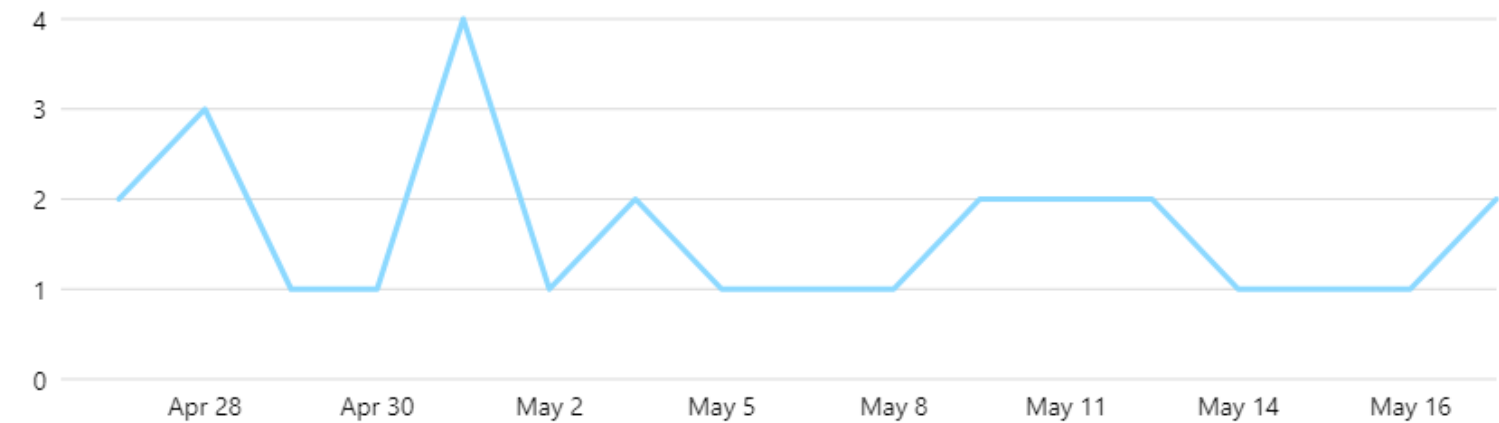
Facebook Page new likes ⓘ

0 ↓ 100%



New Instagram followers ⓘ

28 ↑ 300%



Current Audience

Facebook Page followers ⓘ

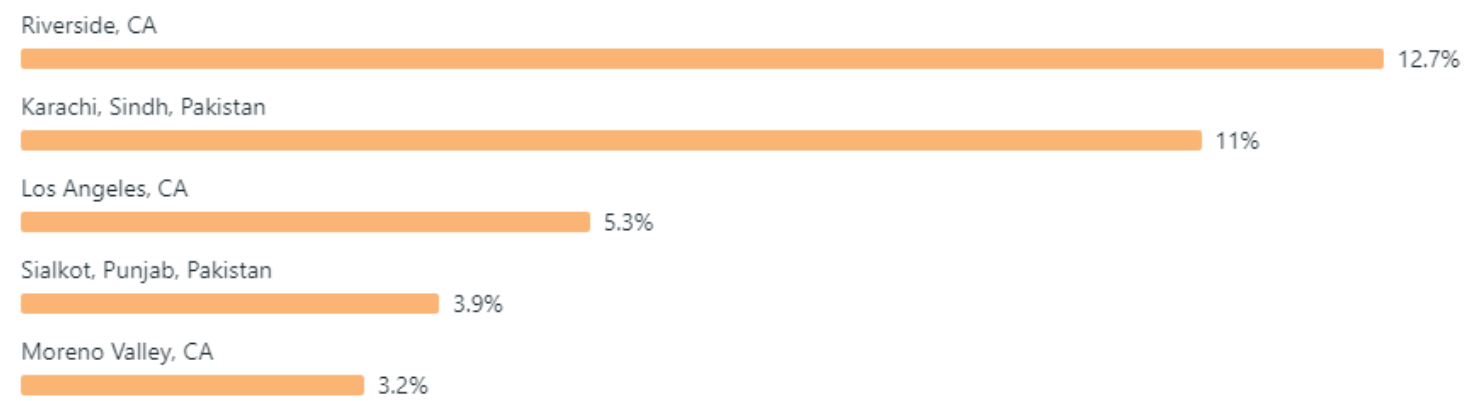
16



Reach 100 Facebook Page followers to learn more about your audience

Start by inviting your friends to follow Same Day T-Shirt Printing Riverside to be able to see demographic information including age, gender, top cities, and top countries. This will allow Meta Business Suite to access the friends list from your personal account. [Learn more](#)

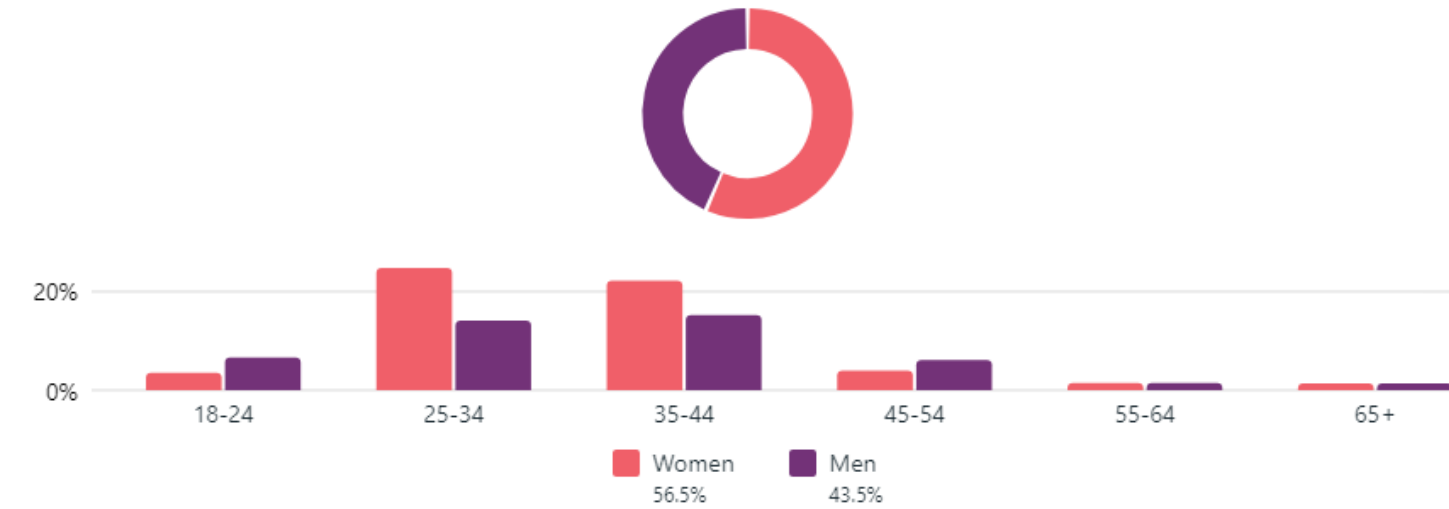
Top cities



Instagram followers ⓘ

283

Age & gender ⓘ



Top countries



Potential Audience

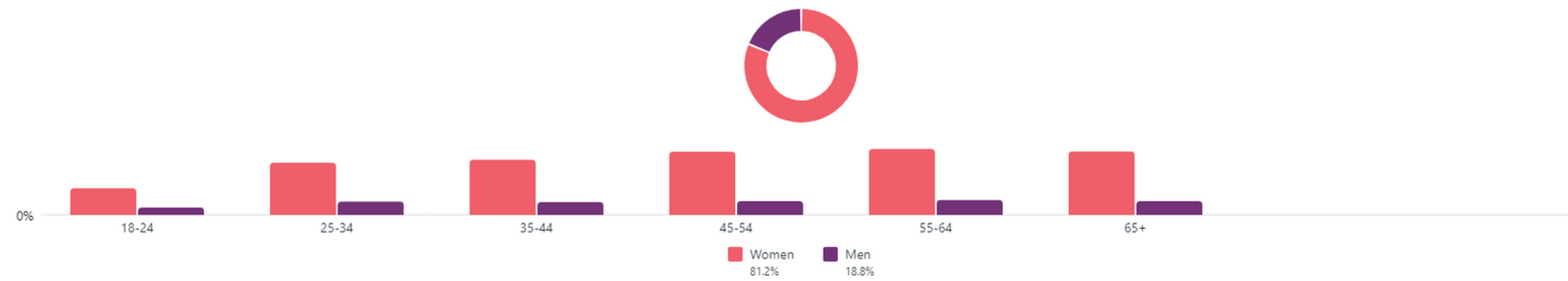
Estimated audience size ⓘ

227,400,000 - 267,500,000

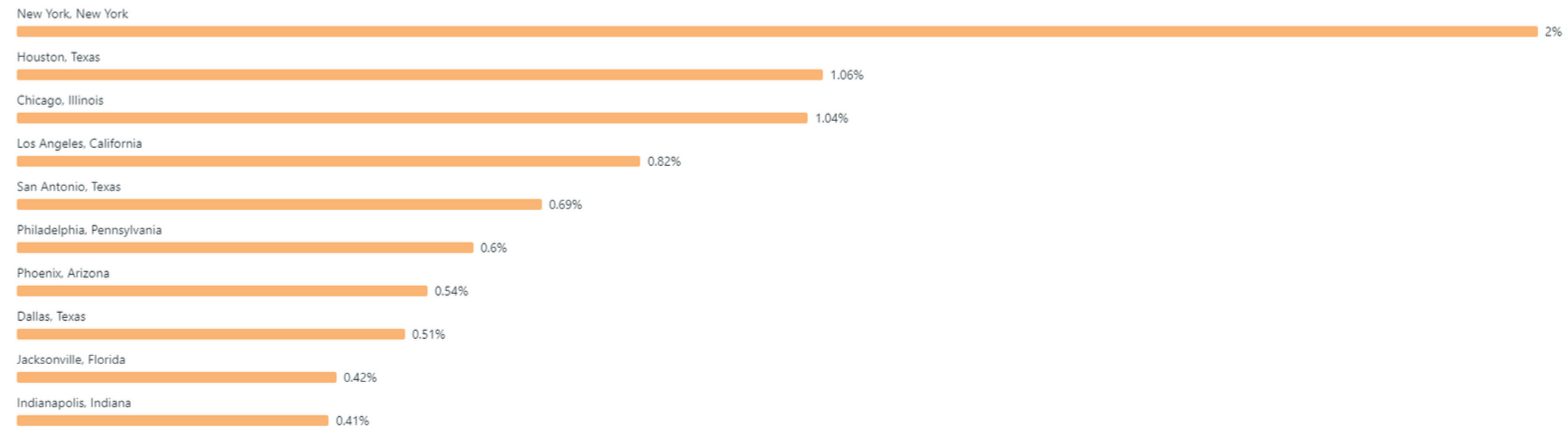
People on Facebook and Instagram in United States and 2 other filters selected

Advertise

Age & gender ⓘ



Top cities



Benchmarking (FB)

(Apr 24, 2023 - May 22, 2023)

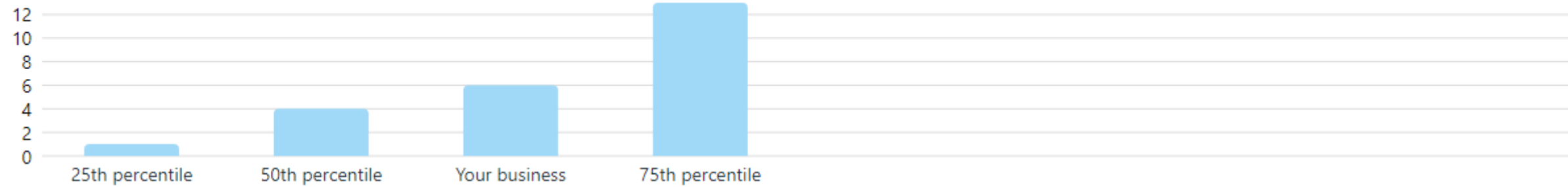
Compare your performance against businesses in the Home Services category
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

6

Similar to others

How often your business published versus others in this category



Facebook Page followers ⓘ

16

Lower than others

Typically: 729

New Facebook Page followers ⓘ

0

Lower than others

Typically: 6

Content interactions ⓘ

0

Lower than others

Typically: 39

Benchmarking (IG)

(Apr 24, 2023 - May 22, 2023)

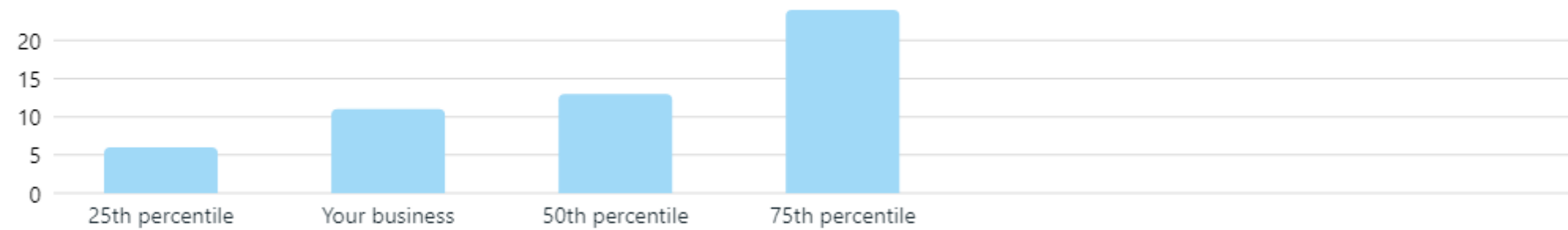
Compare your performance against businesses in the Home Services category
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

11

Similar to others

How often your business published versus others in this category



Instagram followers ⓘ

283

Lower than others

Typically: 580

New Instagram followers ⓘ

28

Higher than others

Typically: 11

Content interactions ⓘ

63

Similar to others

Typically: 49

Content Overview (FB)

(Last 90 Days: Feb 21, 2023 - May 21, 2023)

Reach

Post reach ⓘ

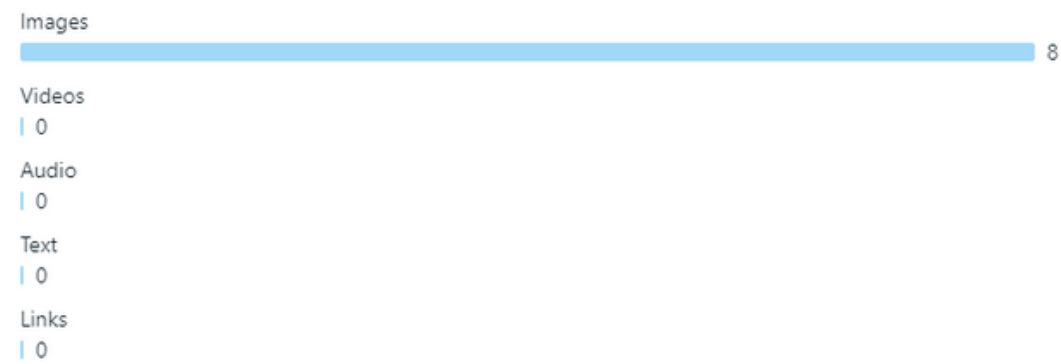
21 ↓ 41.7%

Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days



Engagement

Post reactions, comments and shares ⓘ

0

Total from last 90 days vs 90 days prior



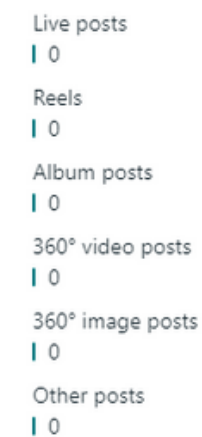
Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days



Content Overview (IG)

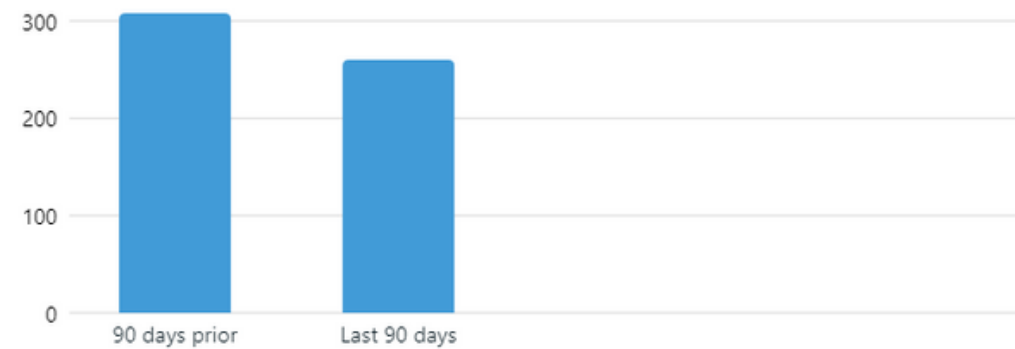
(Last 90 Days: Feb 21, 2023 - May 21, 2023)

Reach

Post reach ⓘ

260 ↓ 15.6%

Total from last 90 days vs 90 days prior



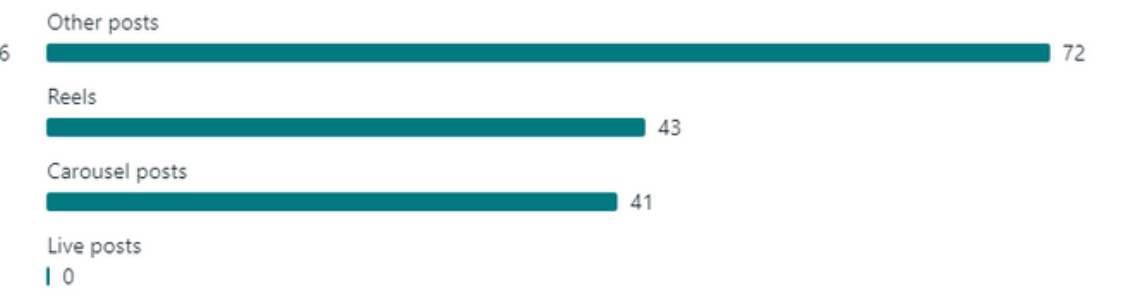
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days

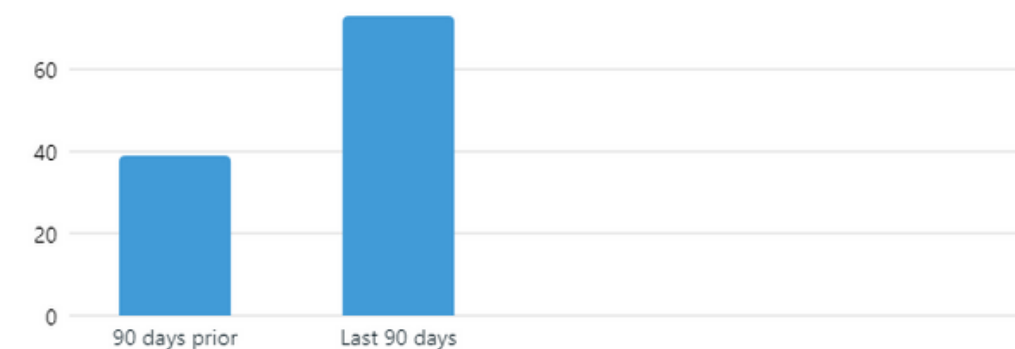


Engagement

Post likes, comments and shares ⓘ

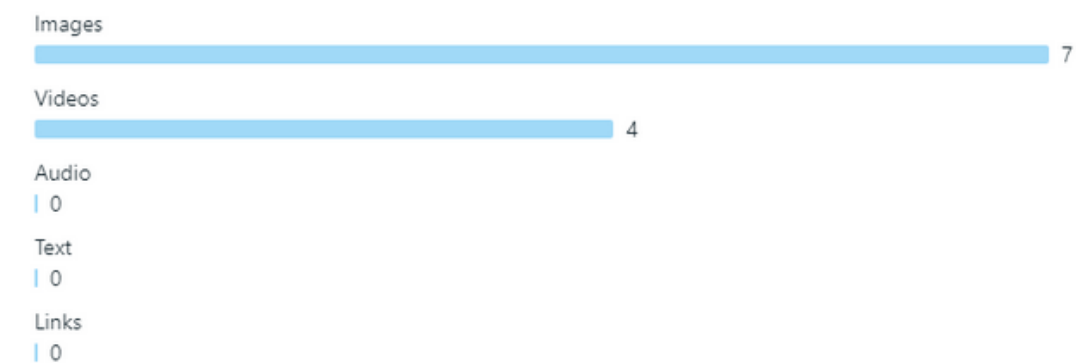
73 ↑ 87.2%

Total from last 90 days vs 90 days prior



Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days



Top-Performing Posts (FB)

(Last 90 Days: Feb 21, 2023 - May 21, 2023)

Highest reach on a post ⓘ



Facebook post

Mother's Day is just around the corner, and we have the perfect gift idea for you: a custom t-shirt that shows how much you appreciate your mom. Whether she loves gardening,...

May 9, 2023, 3:17 PM

This post reached **63%** more Accounts Center accounts (13 Accounts Center accounts) than your median post (8 Accounts Center accounts) on Facebook.

Highest reactions on a post ⓘ



Facebook post

Show your grad some love and appreciation with a custom-made sign to show everyone how proud you are. Whether you need custom signs, shirts, business cards, or custom hat...

May 17, 2023, 11:22 AM

This post received 0 reactions compared to your median post (0 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post

Show your grad some love and appreciation with a custom-made sign to show everyone how proud you are. Whether you need custom signs, shirts, business cards, or custom hat...

May 17, 2023, 11:22 AM

This post received 0 comments compared to your median post (0 comments) on Facebook.

Top-Performing Posts (IG)

(Last 90 Days: Feb 21, 2023 - May 21, 2023)

Highest reach on a post ⓘ



Instagram post

Looking to capture your next joyous moment? Get an exclusive discount on the following packages. **BOOKING** for Prom @ Graduation events. Visit www.JoyousMomentsPhotoBooth.com for more information.

Apr 11, 2023, 6:39 PM

This post reached **116%** more Accounts Center accounts (97 Accounts Center accounts) than your median post (45 Accounts Center accounts) on Instagram.

Highest likes on a post ⓘ



Instagram post

Need a personalized polo for your business? From shirts and sweaters of various styles to hats, Same Day Riverside has your needs covered! We offer a wide variety of services...

May 1, 2023, 12:59 PM

This post received 8 likes.

Highest comments on a post ⓘ



Instagram post





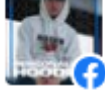

Show your grad some love and appreciation with a custom-made sign to show everyone how proud you are. Whether you need custom signs, shirts, business cards, or custom hats...

May 17, 2023, 11:22 AM

This post received **100%** more comments (4 comments) than your median post (2 comments) on Instagram.









Content - Posts (FB)

(Apr 24, 2023 - May 22, 2023)

Title	Type	Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓	Sticker taps ⓘ ↑↓	Link clicks ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 Show your grad some love and appreciation with... Same Day T-Shirt Printing Riverside	Boost post	Post	Wed May 17, 11:22... 5 Accounts Center accou...	0 Reactions	--	--	0 Comments	0 Shares
 LAST CHANCE: Mother's Day is officially over but... Same Day T-Shirt Printing Riverside	Boost post	Post	Mon May 15, 12:39... 8 Accounts Center accou...	0 Reactions	--	--	0 Comments	0 Shares
 How do you make a hat more than just a hat? By... Same Day T-Shirt Printing Riverside	Boost post	Post	Thu May 11, 10:57am 7 Accounts Center accou...	0 Reactions	--	--	0 Comments	0 Shares
 Mother's Day is just around the corner, and we h... Same Day T-Shirt Printing Riverside	Boost post	Post	Tue May 9, 3:17pm 12 Accounts Center accou...	0 Reactions	--	--	0 Comments	0 Shares
 Will this rain ever stop? Stay warm in this crazy w... Same Day T-Shirt Printing Riverside	Boost post	Post	Fri May 5, 3:23pm 7 Accounts Center accou...	0 Reactions	--	--	0 Comments	0 Shares
 Need a personalized polo for your business? Fro... Same Day T-Shirt Printing Riverside	Boost post	Post	Mon May 1, 5:33pm 10 Accounts Center accou...	0 Reactions	--	--	0 Comments	0 Shares

Content - Posts (IG)

(Apr 24, 2023 - May 22, 2023)

Title	Type	Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓	Sticker taps ⓘ ↑↓	Link clicks ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 Show your grad some love and appreciation with... samedayriverside	Boost post	Post	Wed May 17, 11:22...	28 Accounts Center accou...	5 Likes	--	4 Comments	0 Shares
 LAST CHANCE: Mother's Day is officially over but... samedayriverside	Boost post	Post	Mon May 15, 12:39...	45 Accounts Center accou...	3 Likes	--	1 Comments	0 Shares
 How do you make a hat more than just a hat? By... samedayriverside	Boost post	Post	Thu May 11, 10:57am	25 Accounts Center accou...	4 Likes	--	0 Comments	0 Shares
 Will this rain ever stop? Stay warm in this crazy w... samedayriverside	Boost post	Post	Fri May 5, 3:23pm	44 Accounts Center accou...	4 Likes	--	2 Comments	0 Shares
 How to use our Design Editor: 1. Choo... samedayriverside	Boost unavailable	Post	Thu May 4, 1:32pm	43 Accounts Center accou...	4 Likes	--	0 Comments	0 Shares
 Need a personalized polo for your business? Fro... samedayriverside	Boost post	Post	Mon May 1, 12:59pm	52 Accounts Center accou...	8 Likes	--	2 Comments	0 Shares
 Looking for a way to make your event stand out?... samedayriverside	Boost post	Post	Thu Apr 27, 11:00am	37 Accounts Center accou...	5 Likes	--	0 Comments	0 Shares
 Looking for high-quality printing services for you... samedayriverside	Boost post	Post	Tue Apr 25, 1:00pm	68 Accounts Center accou...	8 Likes	--	3 Comments	1 Shares

Google Business

(Previous Month)

Business Profile

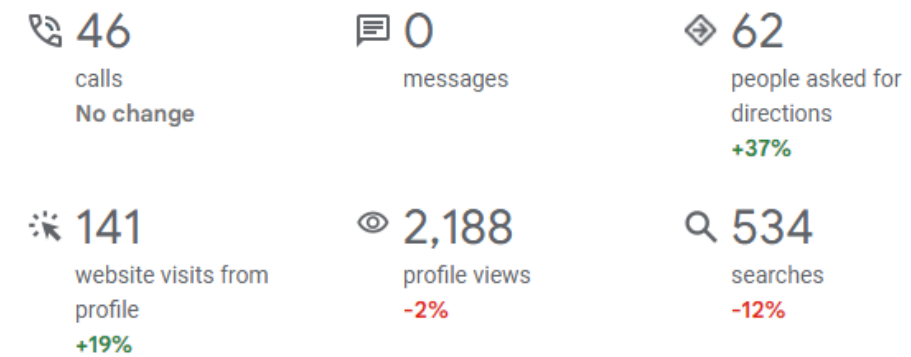


Your Business Profile report with 249 interactions* last month

See how Same Day T-Shirt Printing Riverside at 12154 Severn Way, Riverside, CA 92503 performed in April 2023 compared to the previous month.

[See full report](#)

Your performance at a glance



*An interaction is when a customer calls, messages you, makes a booking, is sent to your website, or requests directions from your Business Profile.

Top search terms

1 tshirt printing 75	2 t shirt store 51	3 t shirt printing 45
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Email Campaign

(Mother's Day - May 5th-15th, 2023)

Summary							
Successful Delivery	Opened	Clicked	Soft Bounced	Hard Bounced	Unsubscribed	Failed	Spam
4.08%	100%	100%	0%	0%	0%	31.00%	0%
67	67	67	0	0	0	741	0

Takeaways & Goals


- Potential markets on the East Coast
 - Should schedule posts for 6AM-7AM to accommodate EST
- Need to post more on Facebook (inc. stories)
 - Previous posting issues have been resolved
- Higher performing posts are were either ads or related to small-business
 - First post had highest reach (68) with "POLO" being the second highest (52)
 - Lowest reach were "HATS" (25) and "SIGNS/GRADUATION" (29)
- Increase frequency of posts to hit goal
- Create more informational content to attract customers into sales funnel
- Fix email campaign contacts

Goals

 Grow Facebook Page likes ...

May 22 - Jun 19

0/3

0% 

 Grow Instagram followers ...

May 22 - Jun 19

0/31

0% 