



# Draudi.It

[facebook.com/draudi.it/](https://facebook.com/draudi.it/)

## Facebook komunikacijos ataskaita

Spalis 23, 2017 – gruodžio 12, 2017



## Fans

Total Fans

**1 410**

Absolute Change in Fans

**438**

Relative Change in Fans

**+ 45.06 %**

## Content

Page Posts

**16**

Moving 7-Day Average of Interactions per 1000 Fans

**9.98**

Moving 30-Day Average of Interactions per 1000 Fans

**7.48**

Response Rate for User Questions

**N/A %**

Average Response Time for User Questions

**N/A**

## Interactions

Total Interactions

**681**

Reactions

**619**

Comments

**9**

Shares

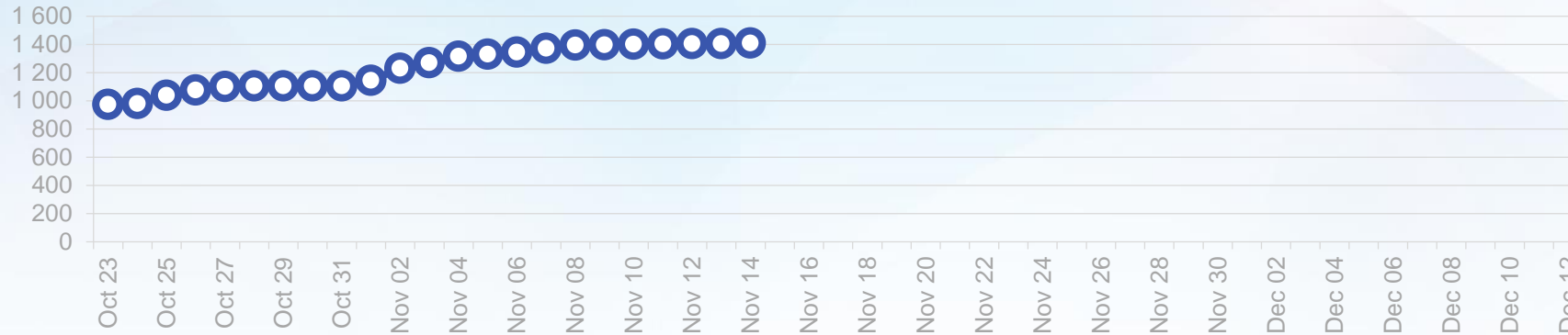
**53**

User Posts

**0**



## Total Fans



## Fans Overview

Total Fans  
**1 410**

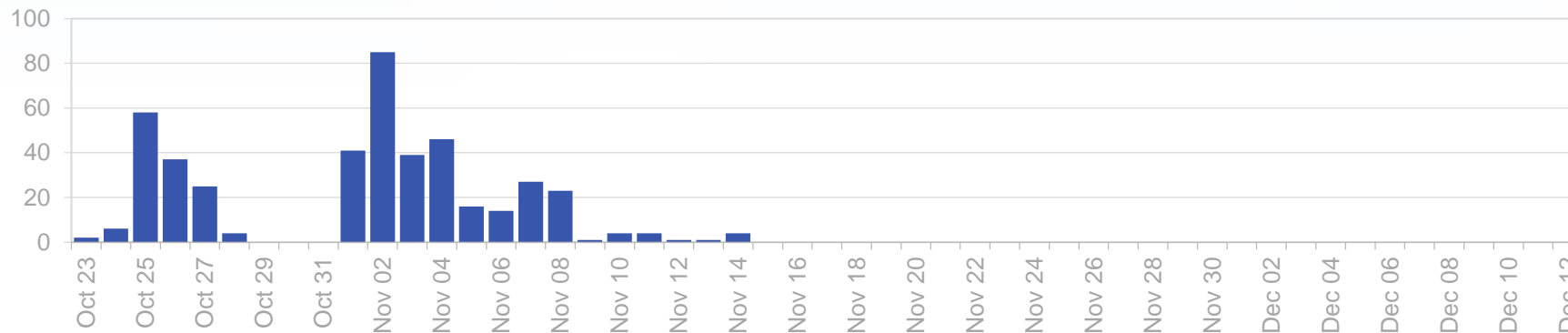
Change in Fans  
**438**

Max Change of Fans  
**85**

Thursday Nov 02, 2017

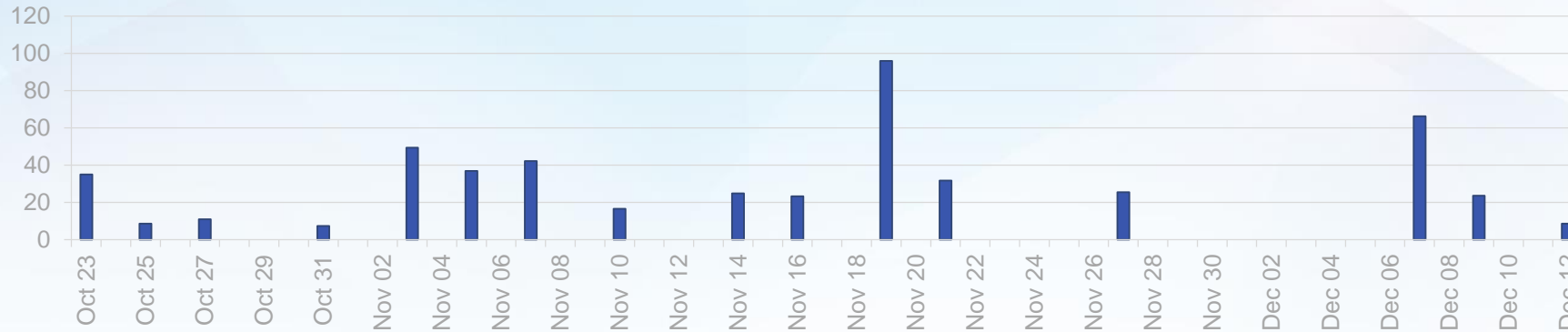
Avg Fan Change per Day  
**8.59**

## Growth of Total Fans





## Interactions per 1000 Fans

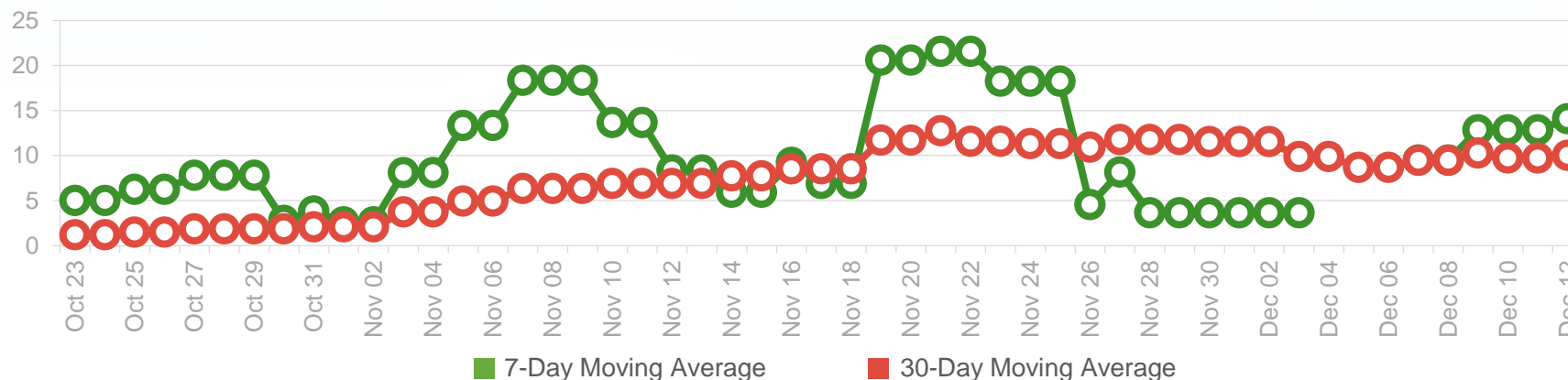


## Activity Overview

Max Interactions per 1000 Fans on  
**95.91**  
 Sunday Nov 19, 2017

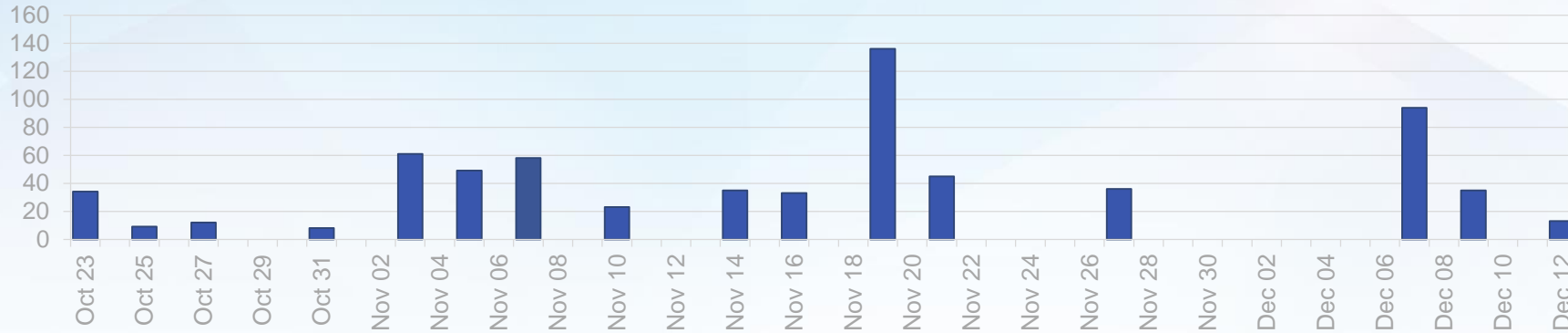
Min Interactions per 1000 Fans on  
**7.25**  
 Tuesday Oct 31, 2017

## Moving Averages of Interactions per 1000 Fans





## Daily Interactions



## Interactions Overview

Total Interactions

**681**

Max Interactions

**136**

Sunday Nov 19, 2017

Min Interactions

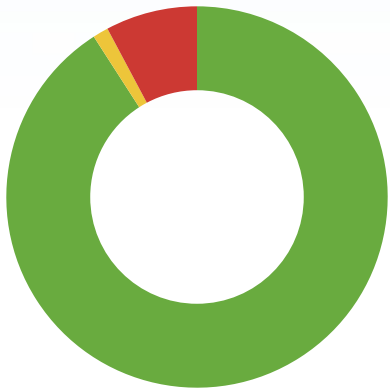
**8**

Tuesday Oct 31, 2017

Avg Interactions per Day

**13**

## Distribution of Interactions



Interaction Type	% of Interactions	# of Interactions
Reactions	90.90 %	619
Comments	1.32 %	9
Shares	7.78 %	53



Nov 19, 2017  
10:00:00 UTC +02:00

[View on Facebook](#)



/ DRAUDI.lt apie eismo įvykius su laukiniais gyvūnais.



Dec 07, 2017  
13:40:47 UTC +02:00

[View on Facebook](#)

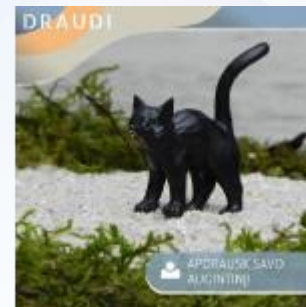


/ DRAUDI.lt apie tas nusibodusias eismo spūstis.



Nov 03, 2017  
15:41:00 UTC +02:00

[View on Facebook](#)



/ DAUDI.LT apie tavo augintinio draudimą.  
Augintinių draudimas daugeliui draudėjų



Nov 07, 2017  
08:00:00 UTC +02:00

[View on Facebook](#)



/ DRAUDI.LT apie tavo gyvybės draudimą.  
Investicinio gyvybės draudimo

Total Interactions	136
Reactions	121
Comments	1
Shares	14
Interactions per 1000 Fans	95.91

Total Interactions	94
Reactions	89
Comments	0
Shares	5
Interactions per 1000 Fans	66.29

Total Interactions	61
Reactions	58
Comments	0
Shares	3
Interactions per 1000 Fans	49.31

Total Interactions	58
Reactions	50
Comments	2
Shares	6
Interactions per 1000 Fans	42.21



Nov 05, 2017  
10:00:00 UTC +02:00

[View on Facebook](#)



/ DRAUDI.LT primena!  
Vairuotojau, iki lapkričio 10 d. nepamiršk  
skirti laiko pasikeisti vasarines padangas į



Oct 23, 2017  
21:29:59 UTC +03:00

[View on Facebook](#)



/ DRAUDI.LT - draudimo situacijų žinynas.  
Draudi.lt - tai projektas, skirtas išsamiai



Nov 21, 2017  
11:00:00 UTC +02:00

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/ DRAUDI.lt apie slidinėjimą kalnuose. 🏂  
Ar planuoji šį sezoną slidinėti? Kad ir koks



Nov 27, 2017  
10:50:01 UTC +02:00

[View on Facebook](#)



/ DRAUDI.lt apie tavo netikėtai apsemtą  
automobilį.

Total Interactions	49
Reactions	40
Comments	0
Shares	9
Interactions per 1000 Fans	36.79

Total Interactions	34
Reactions	29
Comments	0
Shares	5
Interactions per 1000 Fans	34.98

Total Interactions	45
Reactions	43
Comments	0
Shares	2
Interactions per 1000 Fans	31.65

Total Interactions	36
Reactions	34
Comments	1
Shares	1
Interactions per 1000 Fans	25.37



Nov 14, 2017  
10:00:00 UTC +02:00

[View on Facebook](#)



/ DRAUDI.It apie tavo mobiluįj.

Draudimo įmonės tau suteikia galimybę



Dec 09, 2017  
11:00:00 UTC +02:00

[View on Facebook](#)



/ DRAUDI.It apie nelaiku sugedusią skalbimo mašiną.



Nov 16, 2017  
11:00:00 UTC +02:00

[View on Facebook](#)



/ DRAUDI.It apie būsto nuomą.

Vėl nori išsinuomoti butą? Būk geras, iš



Nov 10, 2017  
19:20:44 UTC +02:00

[View on Facebook](#)



/ DRAUDI.It apie automobilių parkavimo problemas.

Total Interactions	35
Reactions	34
Comments	0
Shares	1
Interactions per 1000 Fans	24.82

Total Interactions	35
Reactions	30
Comments	3
Shares	2
Interactions per 1000 Fans	23.58

Total Interactions	33
Reactions	31
Comments	0
Shares	2
Interactions per 1000 Fans	23.29

Total Interactions	23
Reactions	19
Comments	2
Shares	2
Interactions per 1000 Fans	16.48





## Page Reach

Average Total Reach per Day

**3 609.65**

Average Organic Reach per Day

**58.92**

Average Paid Reach per Day

**3 550.73**

## Page Post Reach

Average Total Page Post Reach per Day

**3 607.77**

Average Organic Page Post Reach per Day

**57.04**

Average Paid Page Post Reach per Day

**3 550.73**

## Page Feedback

Sum of Positive Feedback

**1279**

Average Positive Feedback per Day

**24.60**

Sum of Negative Feedback

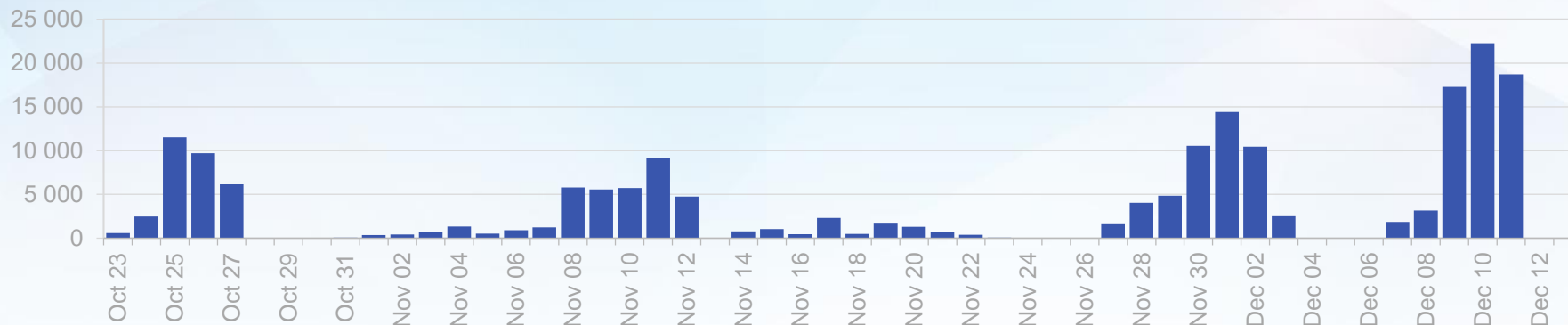
**4**

Average Negative Feedback per Day

**0.08**



## Total Page Reach



## Overview

Average Total Page Reach per Day

**3 609.65**

Average Total Page Post Reach per Day

**3 607.77**

Max Change of Total Page Reach

**22 255**

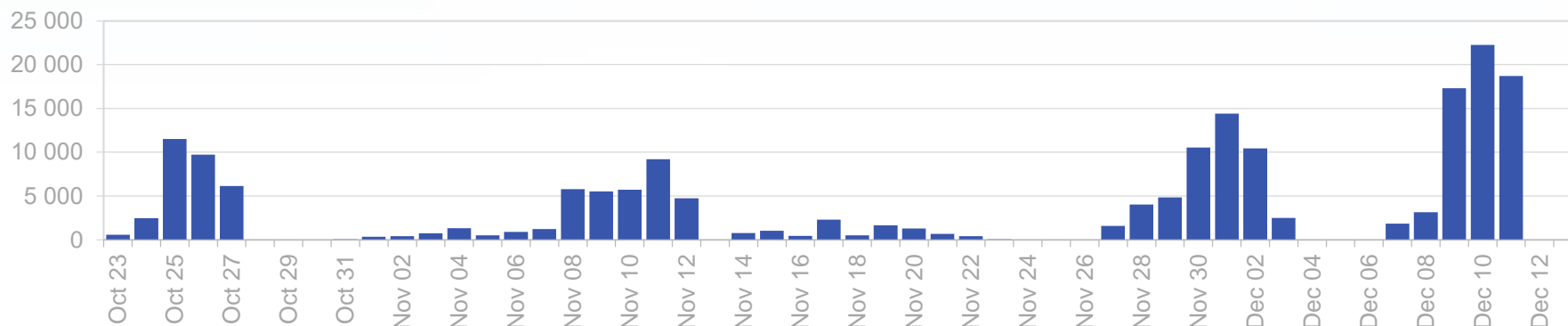
Sunday Dec 10, 2017

Max Change of Total Page Post Reach

**22 255**

Sunday Dec 10, 2017

## Total Page Post Reach





## Positive Feedback



## Overview

Max Positive Feedback

**95**

Thursday Nov 02, 2017

Min Positive Feedback

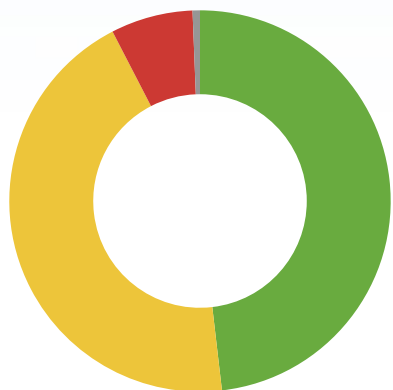
**0**

Saturday Oct 28, 2017

Avg Positive Feedback per Day

**25**

## Distribution of Positive Feedback



Feedback Type	Share	Count
Likes	48.16 %	616
Other	44.25 %	566
Shares	6.96 %	89
Others	0.63 %	8

# Facebook Metrics Explained

## **Total Fans**

Total number of a Page's Fans in a given point of time.

## **Absolute Change in Fans**

The sum of all daily increases and decreases in fans during the selected time range.

## **Relative Change in Fans**

Shows how many fans, as a percentage of a page's fanbase, a page has gained or lost.

## **Page Posts**

The number of posts made by the page's administrators during a selected time range.

## **Moving 7-Day Average of Interactions per 1000 Fans**

The sum of Number of interactions per 1000 fans for all posts made during a particular week.

## **Moving 30-Day Average of Interactions per 1000 Fans**

The sum of Number of interactions per 1000 fans for all posts made during a particular month.

## **Response Rate for User Questions**

The percentage of user questions the page responded to during the selected time range. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.

## **Average Response Time for User Questions**

The average response time it took the page to answer user questions during a selected time period. The response time is fixed to the day of the original question/post.

## **Total Interactions**

The total number of Interactions (Reactions, Comments and Shares) during a selected time range.

## **User Posts**

The total number of posts made by users during a selected time range.

## **Change in Fans**

The sum of all daily increases and decreases in fans during the selected time range.

## **Max Change of Fans**

The day with the largest change in the number of fans (either increase or decrease) during a selected time range and the numerical value of change on that day.

## **Avg Fan Change per Day**

The average change in number of fans (either increase or decrease) during a selected time range.

## **Growth of Total Fans**

Shows the daily increase or decrease in fans during a selected time period.

## **Distribution of Fans**

Distribution of fans in different countries.

## **Page Posts by day**

The number of posts made by the page's administrators by day during a selected time range.

## **Total Page Posts**

The sum of posts made by the page's administrator during a selected time range.

## **Avg Page Posts per day**

The average number of posts made by a page administrator per day during a selected time range.

# Facebook Metrics Explained

## Most Engaging Post Types

This shows the average interactions per 1000 fans by post type (Status, Link, Photo and Video) during a selected time range.

## Interactions per 1000 Fans

The sum of interactions (reactions, comments, and shares) divided by the number of fans a page has on the day of the post and multiplied by 1000.

## Moving Averages of Interactions per 1000 Fans

Calculated from the sum of all daily values of Number of Interactions per 1000 Fans. For example, if in the last 7 days there are 4 days with Number of Interactions per 1000 Fans equal to 2, 3, 4, and 5, then the 7-Day Moving Average would equal  $((2+3+4+5) / 7) = 2$ .

## Max Interactions per 1000 Fans on

The day with the highest amount of interactions per 1000 fans and the amount of interactions per 1000 fans on that day.

## Min Interactions per 1000 Fans on

The day with the smallest amount of interactions per 1000 fans and the amount of interactions per 1000 fans on that day.

## Daily Interactions

The total number of Interactions (Reactions, Comments and Shares) per day during a selected time period.

## Max Interactions

The day with the highest amount of interactions on that day.

## Min Interactions

The day with the smallest amount of Interactions on that day.

## Avg Interactions per day

The average number of interactions (comments, reactions, shares) per day during a selected time range.

## Distribution of Interactions

The distribution of interactions (reactions, comments, shares) during a selected time range.

## Total User Posts

The total number of posts made by users during a selected time range. User posts that were either marked as spam, hidden, or deleted by the admin are not included.

## Max User Posts

The day during which the users posted most for a selected time range. Also shows the number of posts that occurred on that day.

## Avg User Posts per day

The average number of posts users posted on the monitored page's wall per day during a selected time range.

## Highest Activity Weekday/hour

This shows the weekday and hour with the highest number of User Posts during a selected time range.

## User Activity

This graph shows the total number of all user posts (user posts, questions and comments) by day of the week and by hour of the day during a selected time range.

## Responded vs. Unresponded User Questions

This graph shows the number of responded and unresponded questions and the response rates during a selected time range. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.

# Facebook Metrics Explained

## **Total User Questions**

The total number of questions made by fans during a selected time range. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included.

## **Responded User Questions**

The number of responded questions made by users during a selected time range.

## **Avg User Questions per day**

The average number of questions users posted on the page's wall per day during a selected time range.

## **Avg Question Response Time**

The average time it took the page to respond to a user question during a selected time range.

## **Response Time for User Questions**

This graph shows the average response time for user questions. The response time is fixed to the day of the original question/post. A user question is a user post on the company's page or a user post mentioning the company's Facebook page that contains a question mark in one of several possible languages (English, Armenian, Arabic, Japanese, and others). User questions that were either marked as spam, hidden, or deleted by the admin are not included. The data is visualized and aggregated by hour of the day, day, week and day of the week.

## **Reach**

Reach is the number of people who received impressions of a Page post. Reach might be less than impressions since one person can see a post multiple times.

## **Page Positive Feedback**

The number of times people liked, shared and commented on the posts.

## **Page Negative Feedback**

The number of times people took negative action. There are following types of negative actions - unliking the page, hiding all posts from the page, hiding the posts or reporting the post as spam and x button clicks.