



Twitter Profiles Report

for @KootRocks

May 01, 2016 - May 31, 2016

The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

Twitter Activity Overview



173,259
ORGANIC IMPRESSIONS



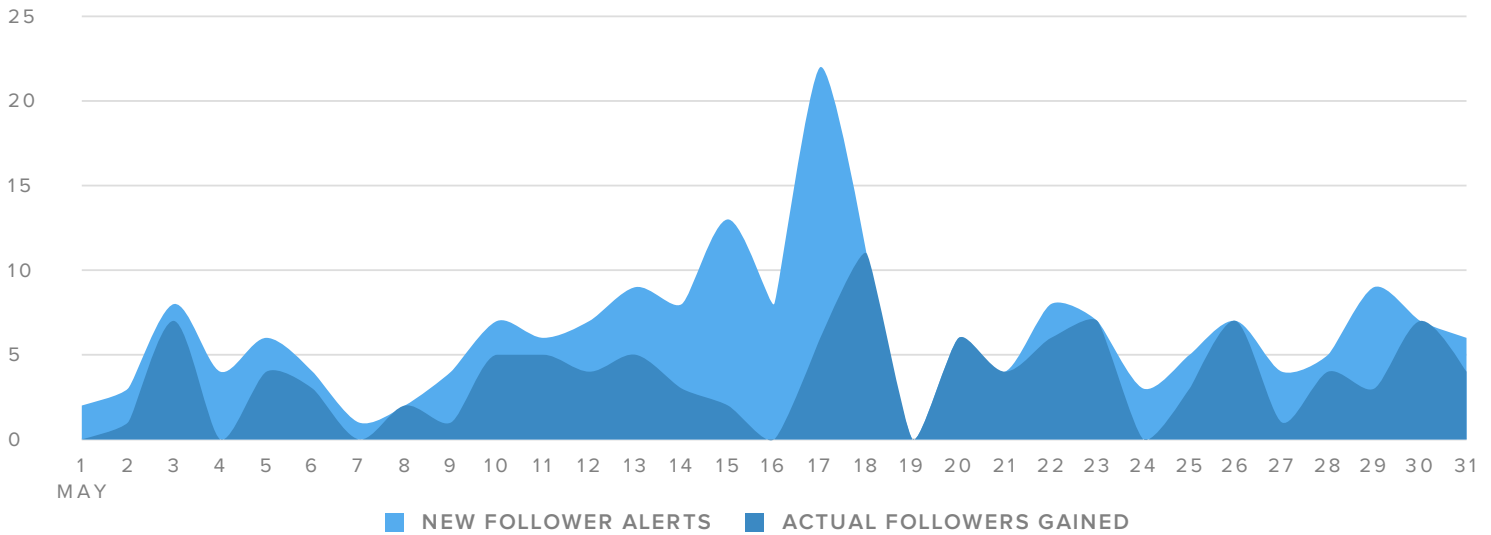
3,078
TOTAL ENGAGEMENTS



574
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

| | |
|--------------------------|--------------|
| Total Followers | 4,437 |
| New Follower alerts | 189 |
| Actual Followers gained | 105 |
| People that you followed | 97 |

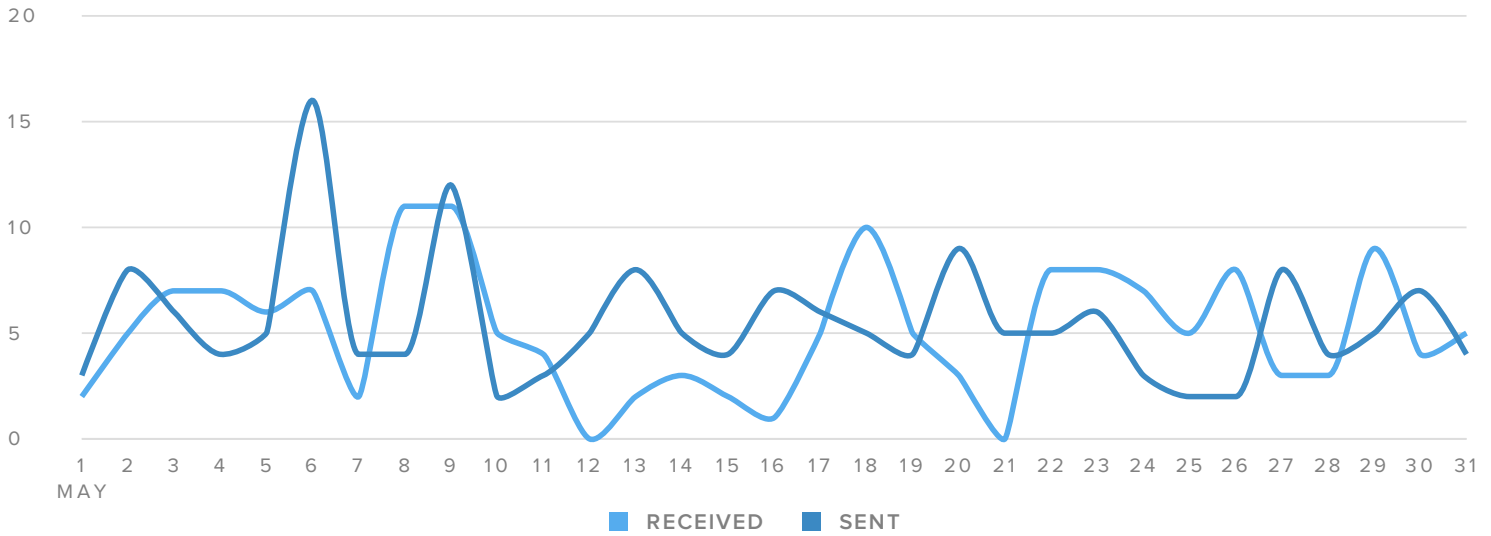
Total followers increased by

▲ 2.4%

since previous date range

Posts & Conversations

MESSAGES PER DAY



| SENT/RECEIVED METRICS | TOTALS |
|--------------------------|------------|
| Tweets sent | 170 |
| Direct Messages sent | 1 |
| Total Sent | 171 |
| Mentions received | 148 |
| Direct Messages received | 10 |
| Total Received | 158 |

The number of messages you sent increased by

▲ 18.8%

since previous date range

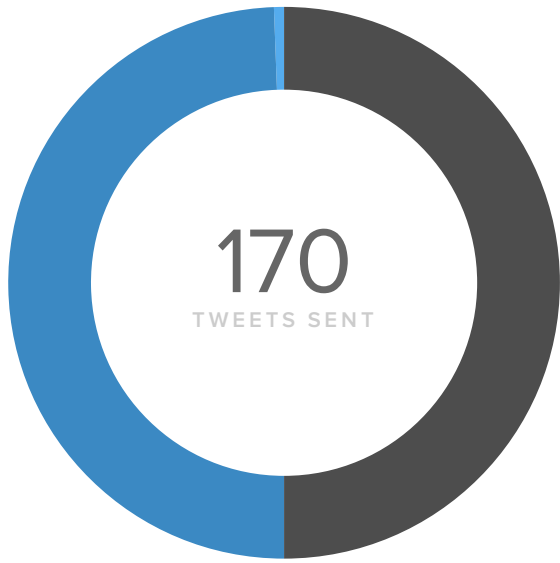
The number of messages you received decreased by

▼ 3.7%

since previous date range

Your Content & Engagement Habits

SENT MESSAGE CONTENT

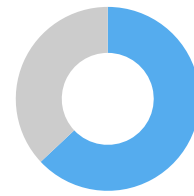


1
PLAIN TEXT

84
PAGE LINKS

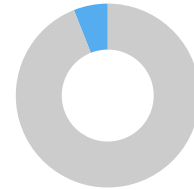
85
PHOTO LINKS

YOUR TWEETING BEHAVIOR



63%
CONVERSATION

37%
UPDATES

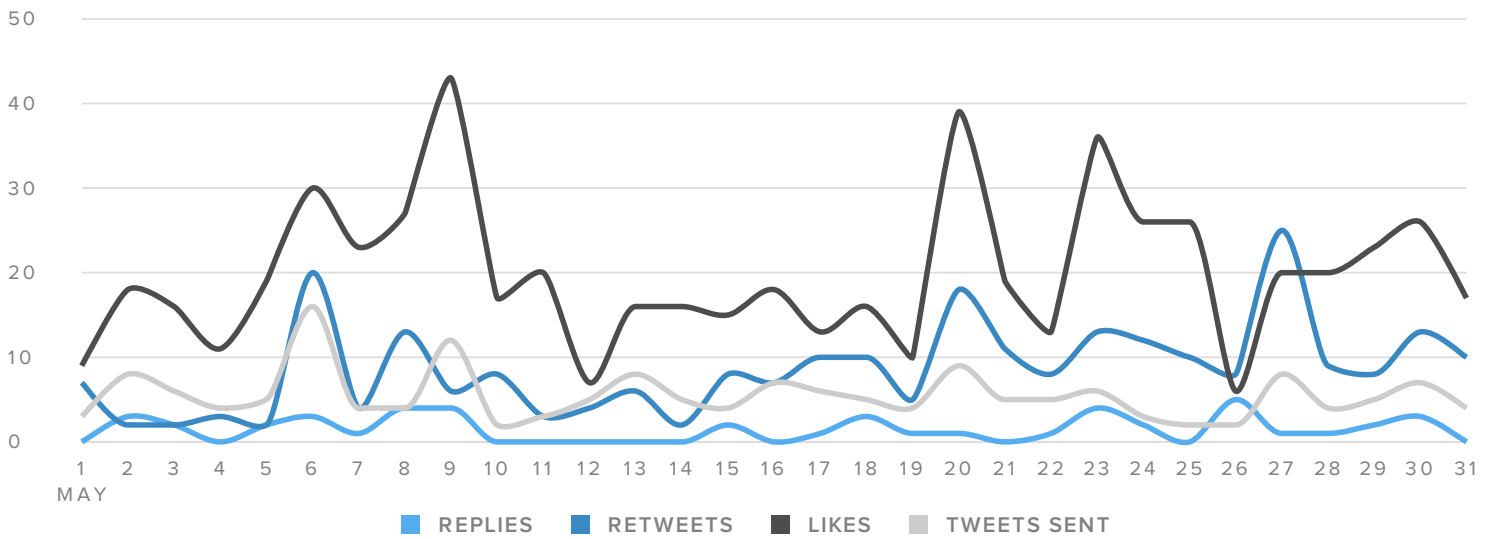


6%
NEW CONTACTS

94%
EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT



| ENGAGEMENT METRICS | TOTALS |
|----------------------------|---------|
| Replies | 46 |
| Retweets | 267 |
| Retweets with Comments | 15 |
| Likes | 615 |
| Engagements per Follower | 0.7 |
| Impressions per Follower | 39.0 |
| Engagements per Tweet | 18.1 |
| Impressions per Tweet | 1,019.2 |
| Engagements per Impression | 1.8% |

The number of engagements increased by

▲ 29.1%

since previous date range

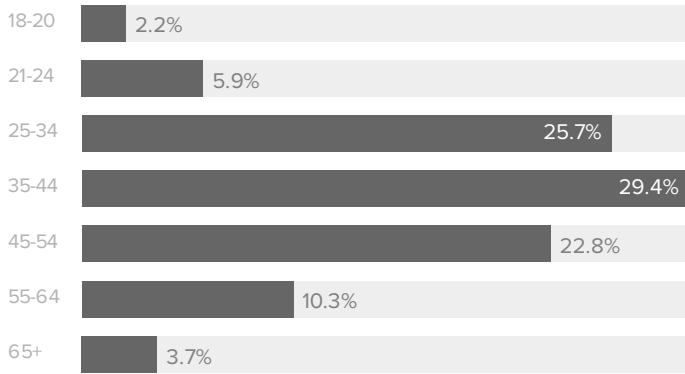
The number of impressions per Tweet increased by

▲ 7.3%

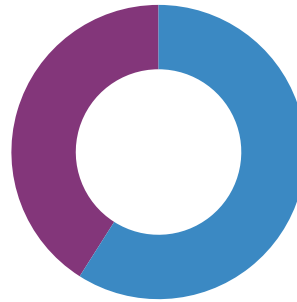
since previous date range

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



41%


FEMALE FOLLOWERS

59%

MALE FOLLOWERS

Men between ages of 35-44 appear to be the leading force among your recent followers.

Twitter Stats by Profile

| Twitter Profile | Total Followers | Follower Increase | Tweets Sent | Impressions | Impressions per Follower | Engagements | Engagements per Follower | Retweets | Clicks |
|---|-----------------|-------------------|-------------|-------------|--------------------------|-------------|--------------------------|----------|--------|
|  @KootRocks | 4,437 | 2.4% | 170 | 173,259 | 39.05 | 3,078 | 0.69 | 267 | 574 |