



Report on the 2nd Phase 4 month + Google & Facebook Ads , Creative designs and outreach campaign : Jan to April 2013

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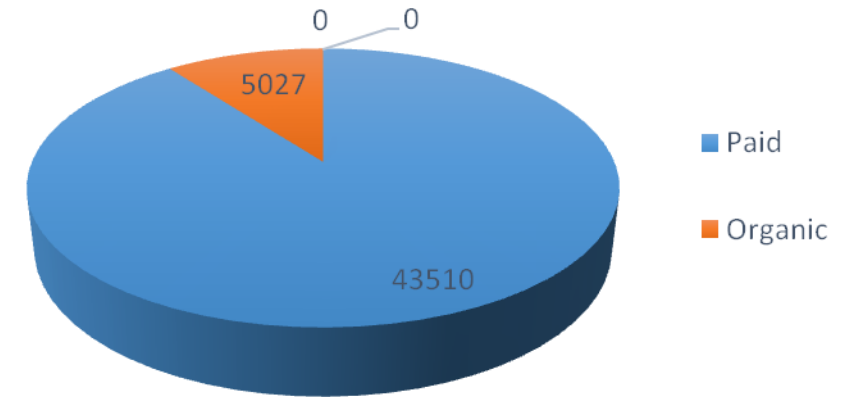
Facebook Likes

January	1408
February	6028
March	20423
April	16745
May	3933
Total	48537
Life-Time Likes	51,328

Facebook Ad Summary

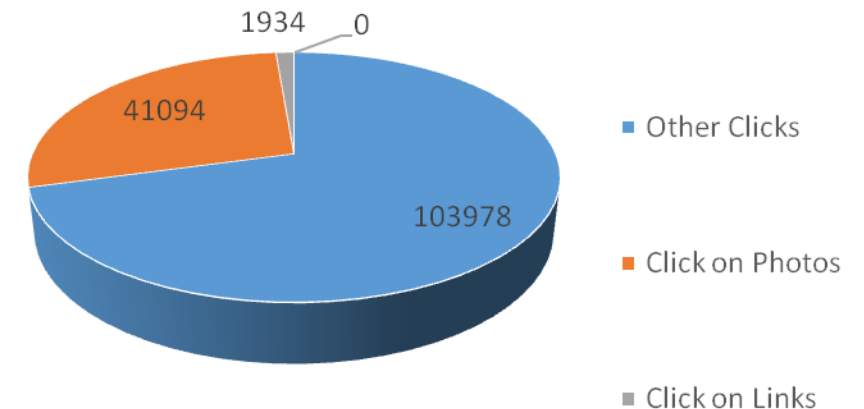
Impressions	7320706
Social-Impressions	5523880
Reach	3202742
Clicks	67099
Social Clicks	39819
Page Likes	43510

Organic and Paid Likes

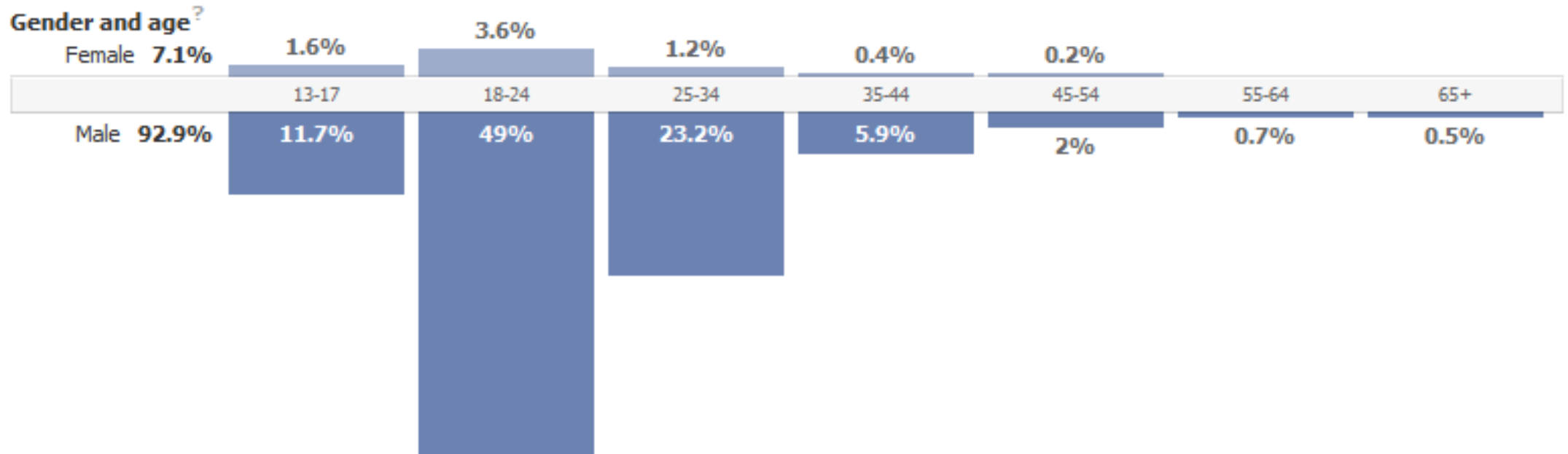


More than exclusive 20 creative's made and over 200 queries replied with due care

Interaction on Facebook Page



Demographics of the users who have liked our Page



Demographics of the users who have liked our Page

Countries?

46,765	India
26	United States of America
22	United Arab Emirates
14	Saudi Arabia
9	Pakistan
9	Oman
8	Congo, Democratic Republic
8	United Kingdom
7	Bangladesh
7	Qatar
7	Kuwait
6	Bahrain
6	Brazil
6	Australia
6	Uganda
5	Indonesia
5	Canada
4	Japan
4	Nepal
4	Singapore

Towns/cities?

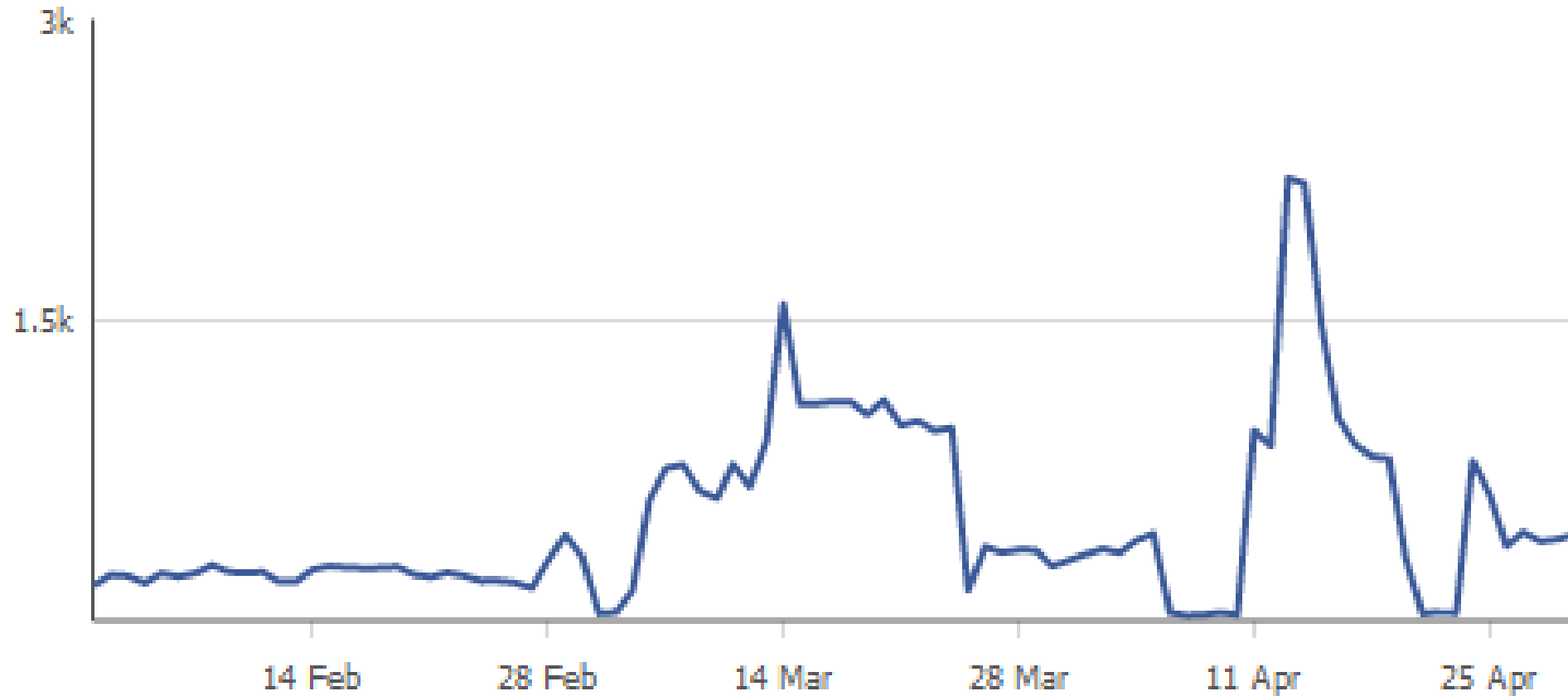
17,477	Mumbai, Maharashtra
9,445	Pune, Maharashtra
2,552	Nagpur, Maharashtra
1,935	Aurangabad, Maharashtra
1,530	Thane, Maharashtra
903	Kolhapur, Maharashtra
717	Nanded, Maharashtra
648	Kalyan, Maharashtra
591	Jalgaon, Maharashtra
588	Amravati, Maharashtra
448	Akola, Maharashtra
389	Satara, Maharashtra
275	Baramati, Maharashtra
275	Chandrapur, Maharashtra
258	Dhule, Maharashtra
258	Panvel, Maharashtra
249	Bhiwandi, Maharashtra
239	Jalna, Maharashtra
224	Ulhasnagar, Maharashtra
214	Wardha, Maharashtra

Languages?

40,802	English (US)
5,569	English (UK)
243	English (India)
217	Hindi
96	Marathi
10	Spanish
8	English (Pirate)
7	Arabic
5	Leetspeak
4	Indonesian
3	Thai
3	Turkish
3	Portuguese (Brazil)
3	French (France)
2	Japanese
2	Sanskrit
2	Nepali
2	Gujarati
1	Dutch
1	Swedish

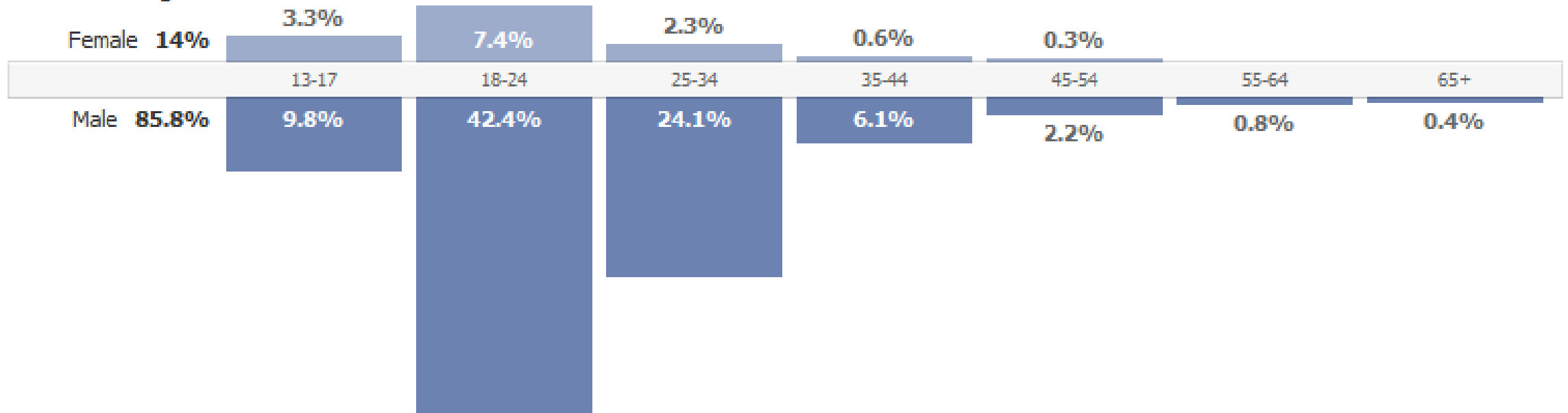
Number of New Likes of the Page

New Likes? Unlikes?



Reach of Our Page (Demographics and Location)

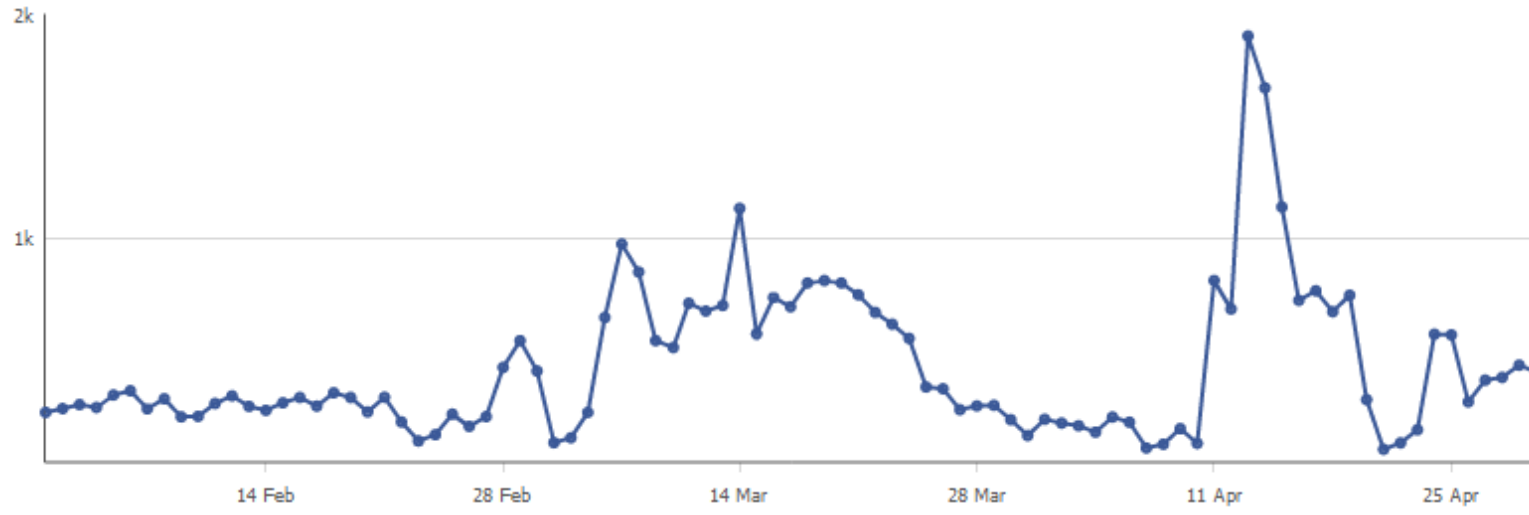
Gender and age²



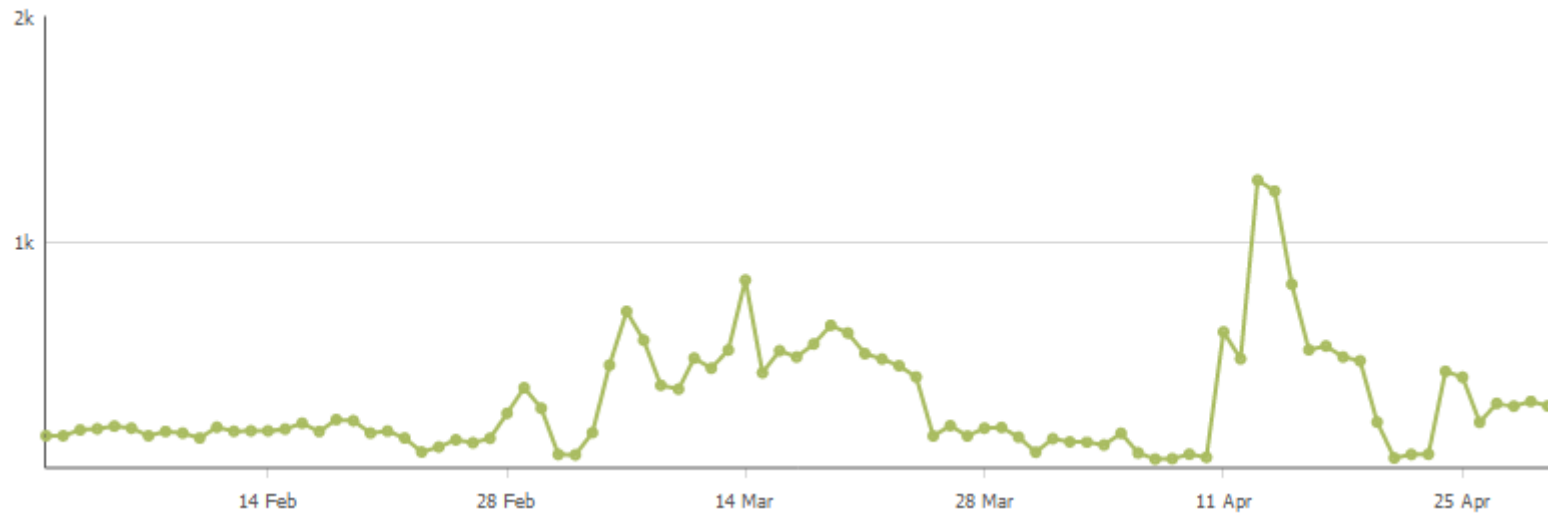
Reach of Our Page (Demographics and Location)

Countries [?]	Towns/cities [?]	Languages [?]
251,926 India	121,007 Mumbai, Maharashtra	222,011 English (US)
371 United States of America	54,624 Pune, Maharashtra	29,125 English (UK)
156 United Arab Emirates	12,041 Nagpur, Maharashtra	1,044 English (India)
100 United Kingdom	8,325 Thane, Maharashtra	504 Hindi
87 South Korea	7,827 Aurangabad, Maharashtra	345 Marathi
52 Australia	4,456 Kolhapur, Maharashtra	104 Korean
52 Saudi Arabia	2,946 Kalyan, Maharashtra	77 English (Pirate)
43 Canada	2,487 Jalgaon, Maharashtra	31 Arabic
40 Pakistan	2,445 Nanded, Maharashtra	30 French (France)
33 Qatar	2,405 Amravati, Maharashtra	28 German
26 Mauritius	1,922 Akola, Maharashtra	27 Spanish
24 Oman	1,472 Satara, Maharashtra	26 Leetspeak
23 Germany	1,228 Panvel, Maharashtra	14 Italian
21 Kuwait	1,109 Chandrapur, Maharashtra	12 Portuguese (Brazil)
19 Singapore	1,108 Baramati, Maharashtra	11 Tamil
19 Congo, Democratic Republic	1,076 Dhule, Maharashtra	10 Turkish
17 France	823 Ulhasnagar, Maharashtra	9 Japanese
17 Philippines	796 Yavatmal, Maharashtra	8 Indonesian
16 Nepal	771 Vasai	8 Thai
15 New Zealand	763 Wardha, Maharashtra	8 Gujarati

Daily Page views of our Page



Daily Unique Visitors of the Page

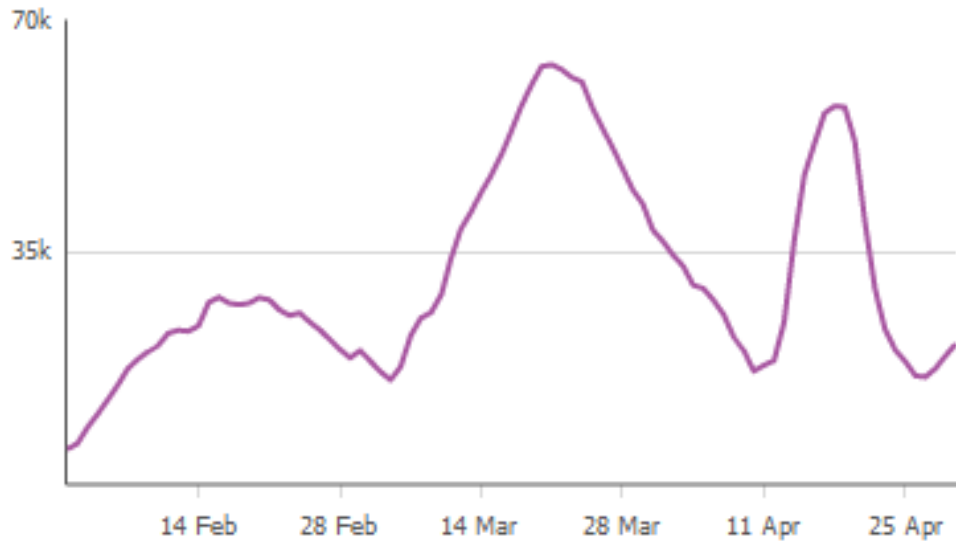


Organic? Paid? Viral? Total?



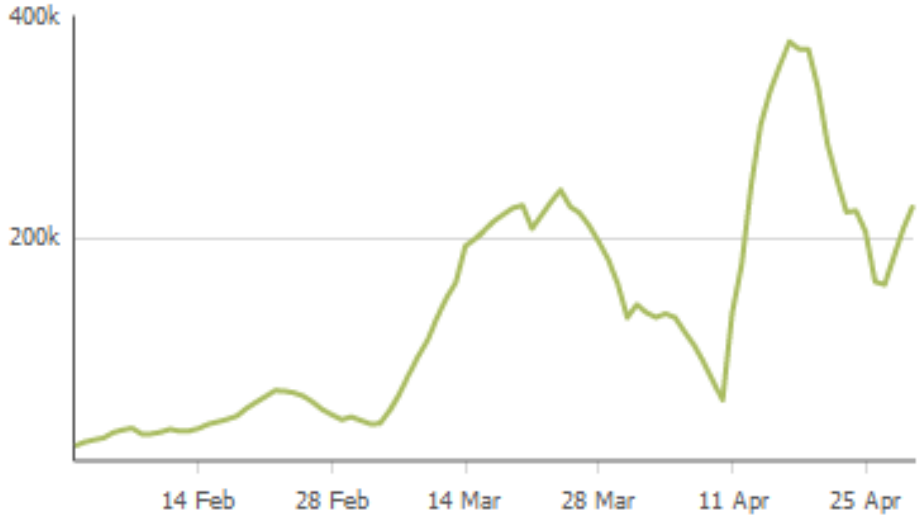
The number of unique people who saw our content in News Feeds, in ticker or on our Page.

Organic? Paid? Viral? Total?



The number of unique people who saw a post of our page published by a friend. These stories include liking our Page, posting on our Pages, Liking, commenting on or sharing one of our pages post and taking other actions related to our page that their friends could see

Organic?
 Paid?
 Viral?
 Total?



The number of unique people who saw an Advert or Sponsored Ads that pointed to our page

	Impressions	Clicks
Indian Express	33959	269
Times of India	53182	249
Hindustan Times	71126	448
India Times	47890	193
The Hindu	36819	96
Maharashtra Times	331694	492
Loksatta	425564	932
Lokmat	473590	1519

Google ads report on variety of e-newspapers