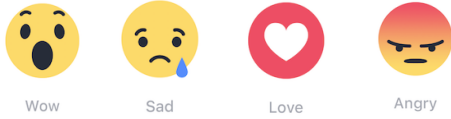


# Facebook Reactions



## In Browse Content & Filter Content Reporting

LiftMetrix is introducing Facebook's new Reactions into the platform. Every



Like

Haha

reaction will be made available through the platform.

### 1 Browse Content: For each post there is a break down of all Reactions:

AFFINITY	AWARENESS	CONSUMPTION	CONVERSATION	INTENT	PURCHASE
AFFINITY STATS		TOTAL	ORGANIC	PAID	
LIKES ON POST		6,371	6,371	0	
CLICKS TO HIDE ALL CONTENT		2	--	--	
AFFINITY METRICS		TOTAL	ORGANIC	PAID	
ENGAGEMENT RATE %		5.79%	50.82%	--	
POST LIKES %		5.72%	50.20%	--	
CLICKS TO HIDE CONTENT %		0.00%	--	--	
REACTIONS		TOTAL	ORGANIC	PAID	
LIKE		6,355	6,355	0	
HAHA		1	1	0	
WOW		2	2	0	
LOVE		14	14	0	
SAD		0	0	0	
ANGRY		0	0	0	

### 2 Filter Content: For Campaign Reporting and Custom Reporting compare different data sets:

CUSTOM REPORT	PRIMARY FILTER	VS.	SECONDARY FILTER
Total Posts	339	▼ -28.78%	476
Total Reach	42,067,778	▲ 489.05%	7,141,651
Total Impressions	71,371,875	▲ 804.63%	7,889,619
Total Engagements	4,565,557	▲ 673.40%	590,322
Total Likes	4,509,002	▲ 673.97%	582,579
Total Shares	22,144	▲ 1252.72%	1,637
Total Comments	34,411	▲ 463.56%	6,106
👍 Total Like Reactions	112,184	▲ 81857.00%	30,327
😲 Total Wow Reactions	96	▲ 80.00%	16
😂 Total Haha Reactions	44	▲ 35.00%	9
❤️ Total Love Reactions	596	▲ 562.00%	34
😞 Total Sad Reactions	6	▲ 1.00%	5
😡 Total Angry Reactions	9	▲ 7.00%	2
Total Photo Views	646,503	▲ 724.62%	78,400