

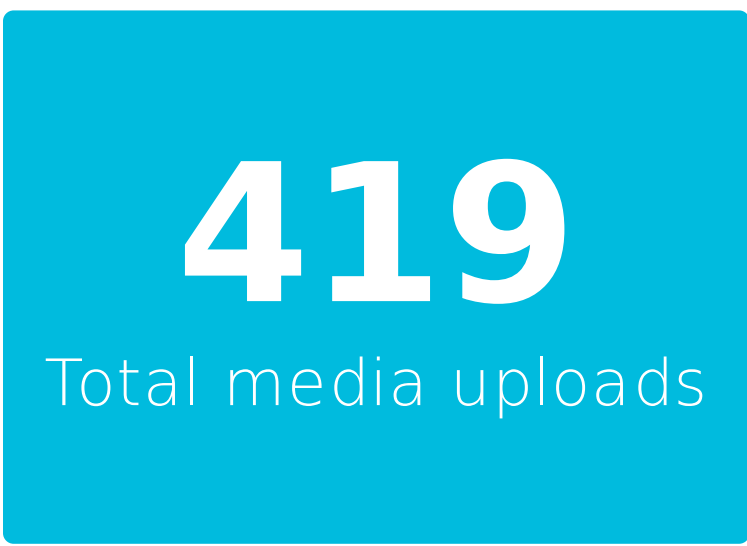
Dashboard Report (12:12 PM on Apr 24, 2017 US/Eastern)

Showing results from the last 7 days in US/Eastern timezone, including the present day.

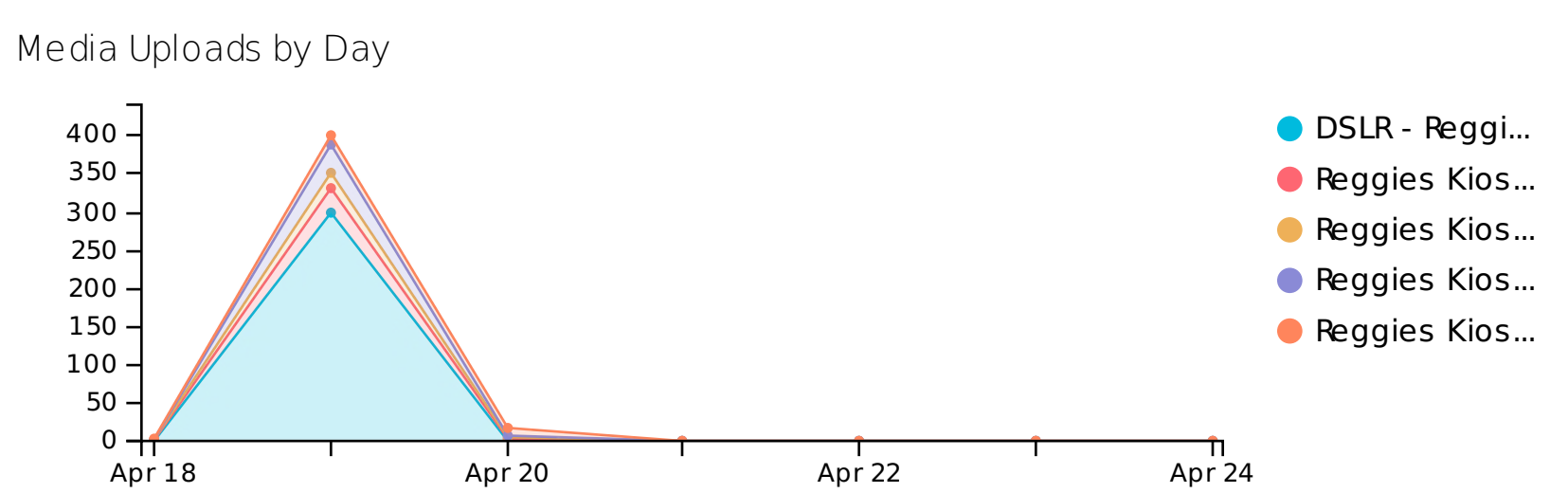
EXAMPLE: Results from two capture devices used during a 3 hour event

Images captured onsite by photo booths or branded camera apps

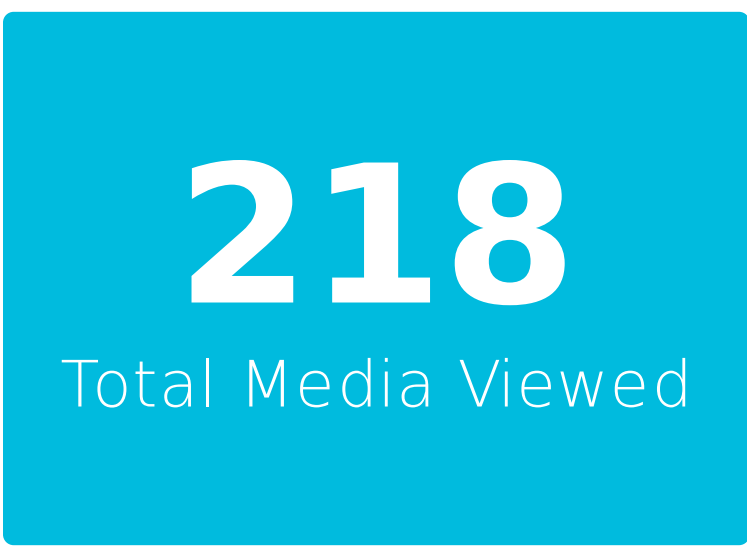
Total media uploads
How many pieces of media (photos/videos) were uploaded?



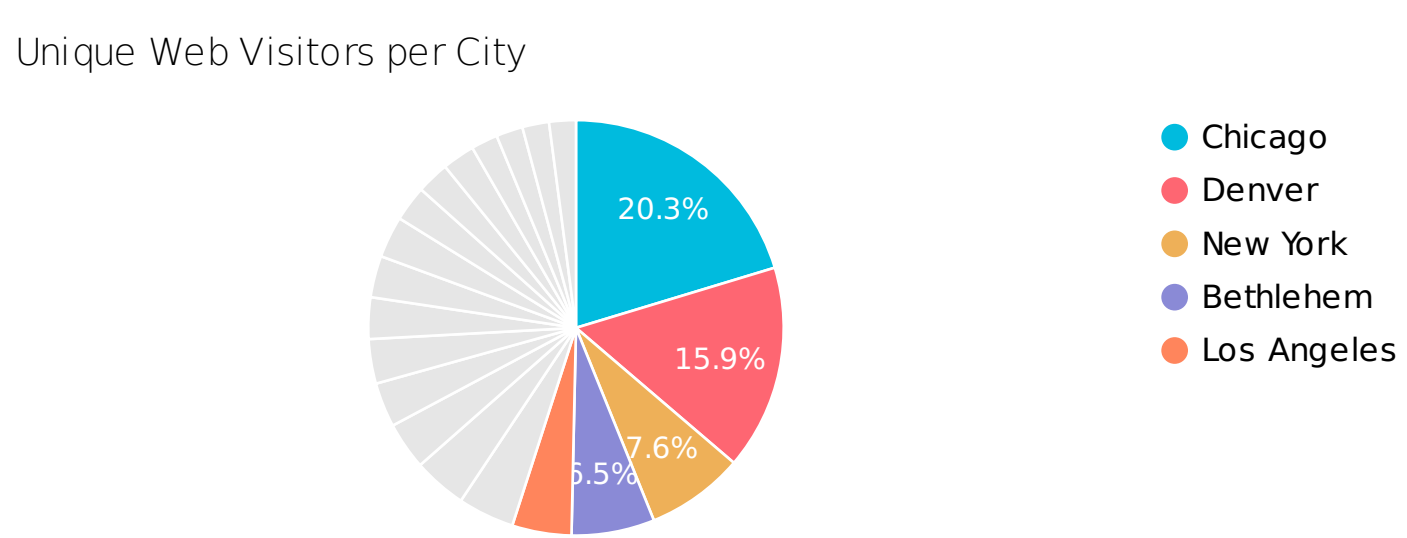
Media Uploads by Day
Graph media uploads by day - broken down by campaign



Total Media Viewed
How many images have been viewed at least once?



Unique Web Visitors per City
Chart of the number of unique visitors broken down by city



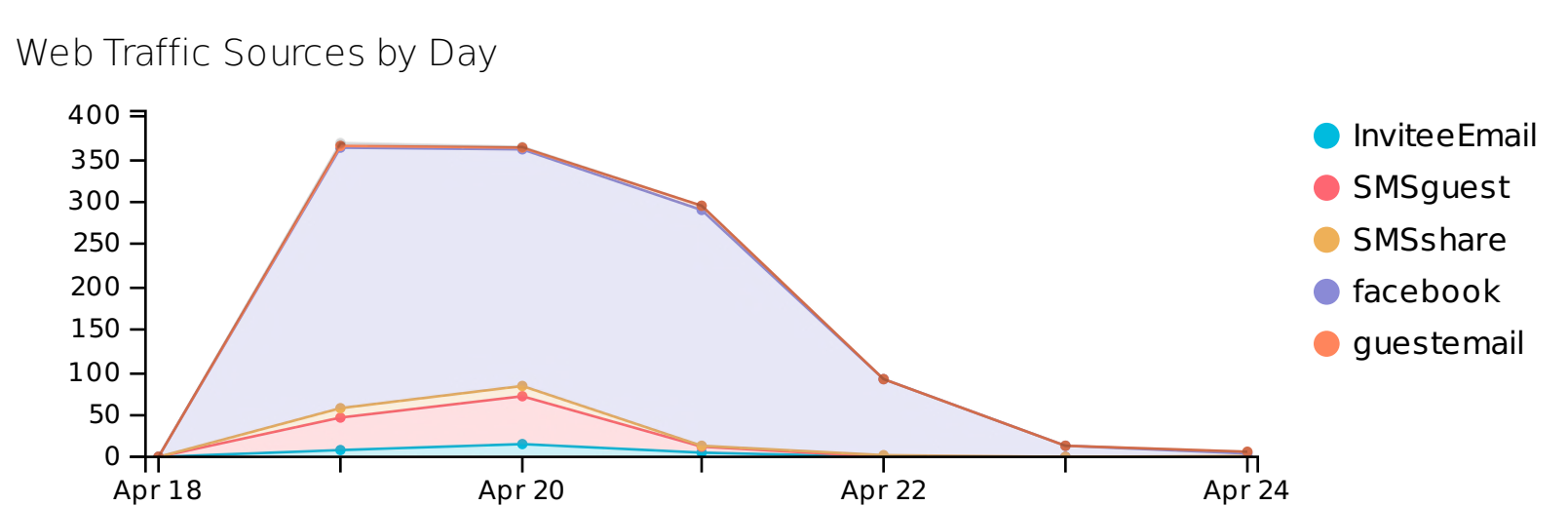
Traffic Generation

Amount of traffic driven to the microsite and the number of clicks on calls-to-action

Total Unique Web Visitors
How many unique website visitors were there?



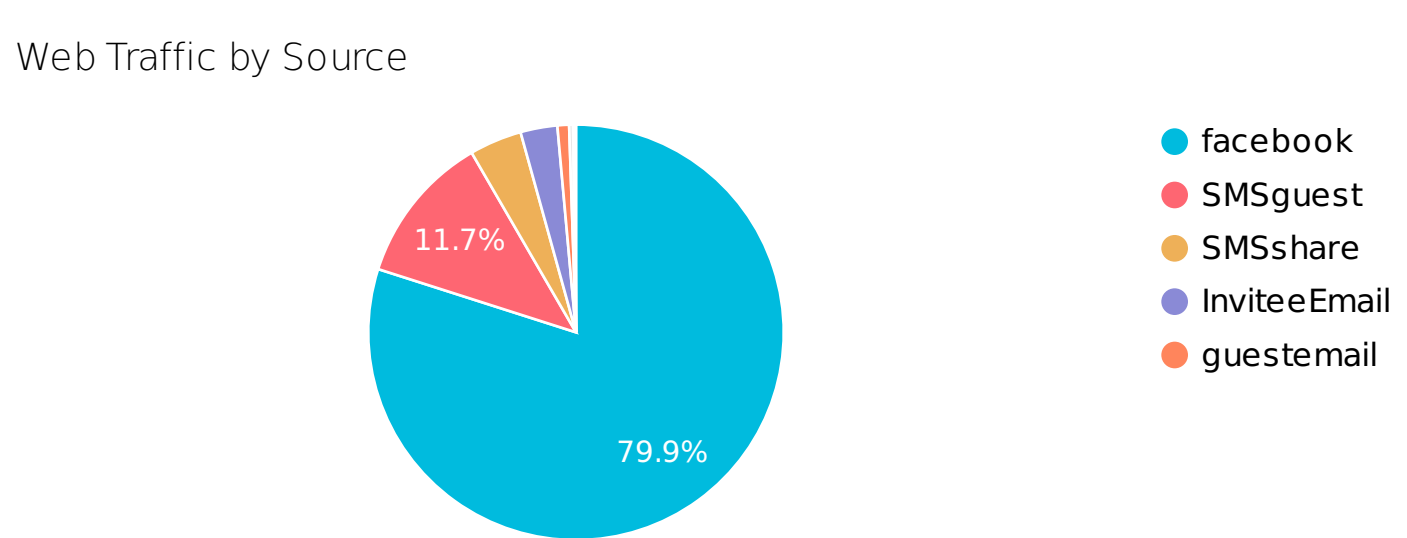
Web Traffic Sources by Day
Graph unique visitors by day - broken down by traffic sources



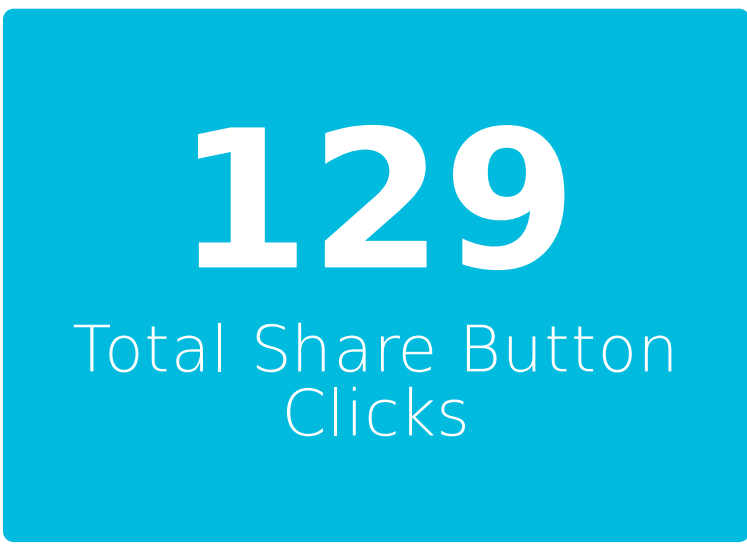
Unique Visitors from Facebook
How many unique visitors came from Facebook?



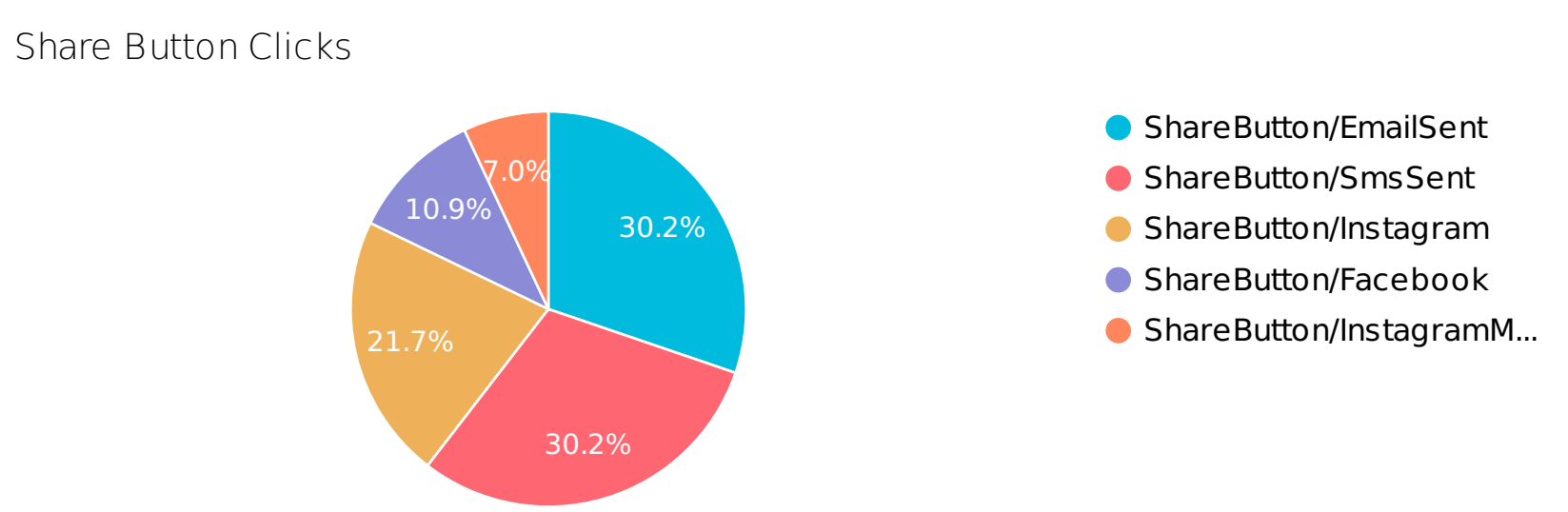
Web Traffic by Source
Chart of web traffic broken down by source



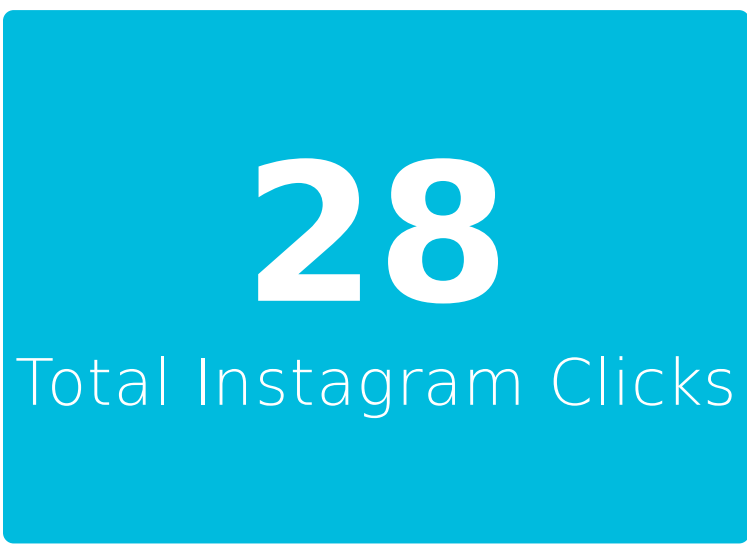
Total Share Button Clicks
How many times was any share button clicked?



Share Button Clicks
Chart of share button clicks broken down by type



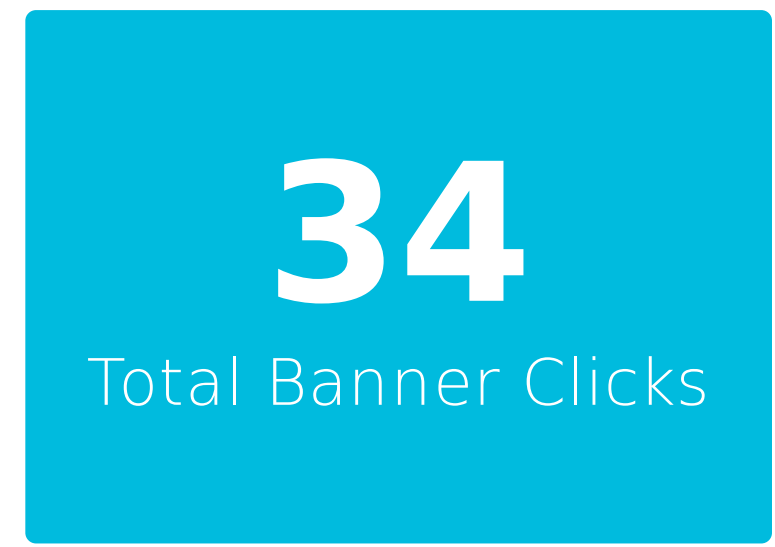
Total Instagram Clicks
How many times was the Instagram share button clicked?



Total Facebook Clicks
How many times was the Facebook share button clicked?



Total Banner Clicks
How many times was the banner clicked?



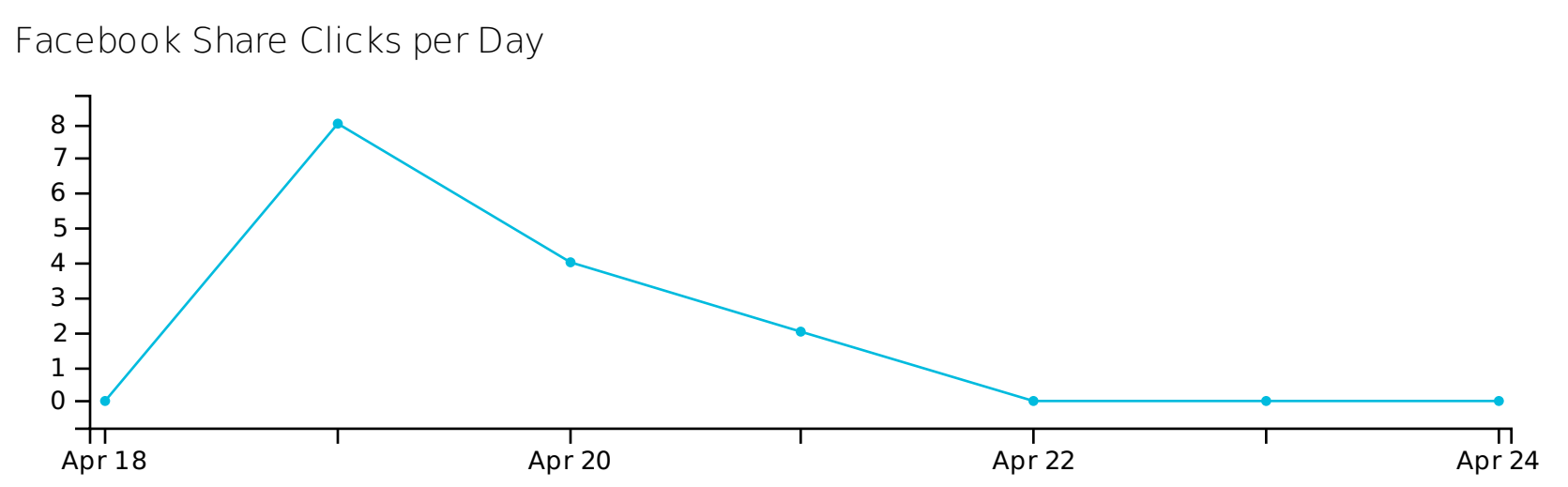
Social Media Exposure: Facebook

Shares to Facebook and Referral Traffic from Facebook

Total Facebook Clicks
How many times was the Facebook share button clicked?



Facebook Share Clicks per Day
Graph clicks on the Facebook share button by day



Unique Visitors from Facebook
How many unique visitors came from Facebook?



Facebook Referral Visitors per Day
Graph web visitors coming from Facebook per day

