

# Profile Performance

January 1, 2020 - December 31, 2020

Understand growth and health of your social profiles





## Included in this Report

 The Trans Am Series

 The Trans Am Series

 The Trans Am Series presented by Pirelli

## Cross-Network Performance Summary

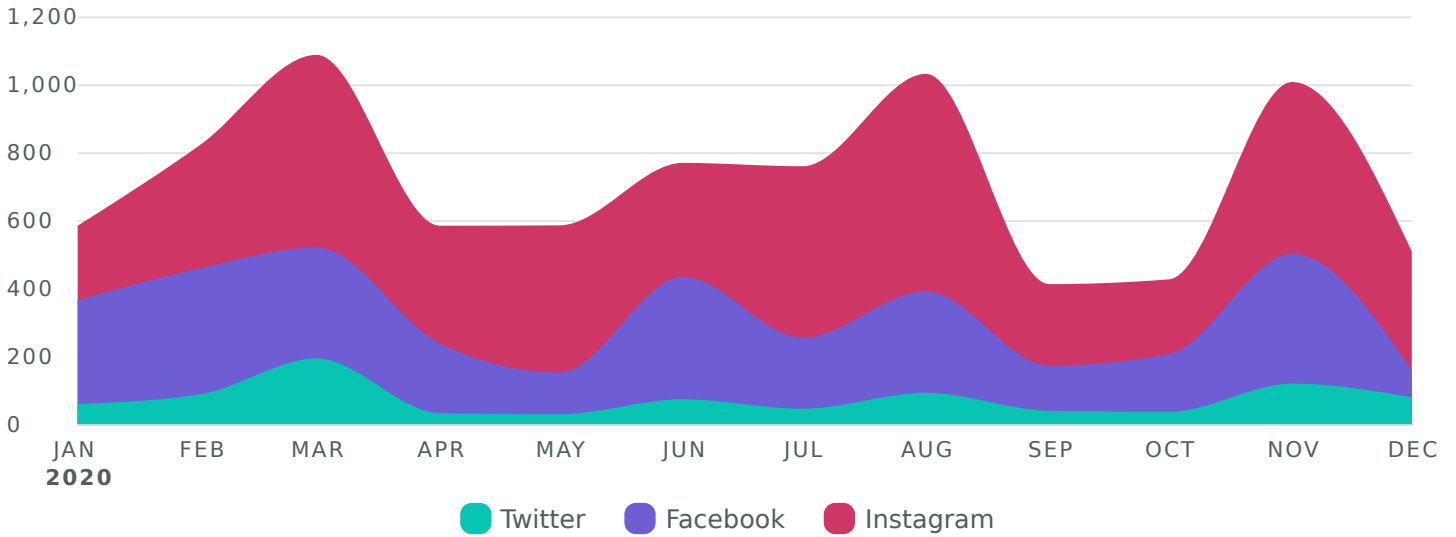
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p><b>7,315,216</b></p> <p>↗ 15.8%</p>	<p>Engagements ⓘ</p> <p><b>505,397</b> ↗ 19.4%</p>	<p>Post Link Clicks ⓘ</p> <p><b>31,170</b> ↘ 7%</p>
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### Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Month

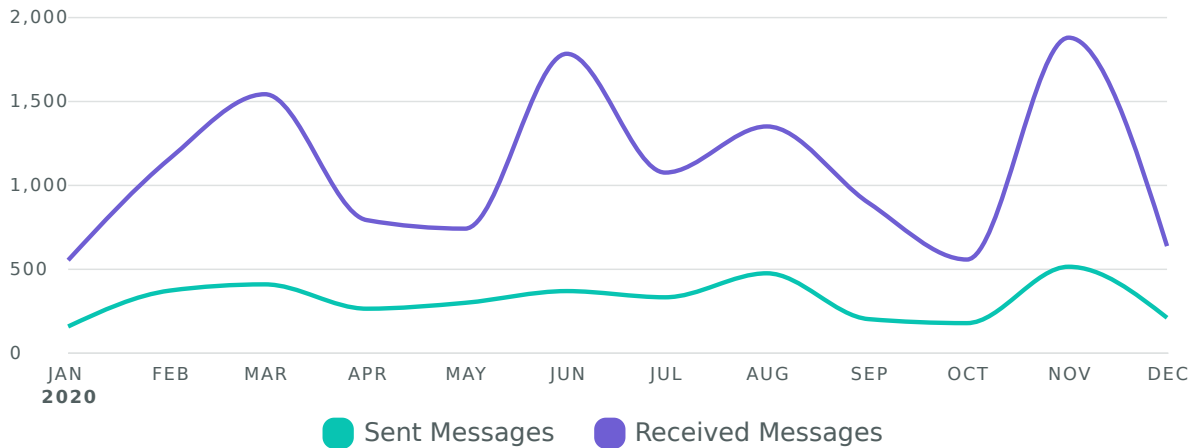


Audience Metrics	Totals	% Change
<b>Total Audience <sup>i</sup></b>	<b>52,052</b>	<b>↗ 13.6%</b>
<b>Total Net Audience Growth <sup>i</sup></b>	<b>6,441</b>	<b>↗ 21.4%</b>
Twitter Followers Gained	884	↗ 18.3%
Facebook Page Likes	2,964	↗ 2.8%
Instagram Followers Gained	4,728	↗ 56.5%

## Cross-Network Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Month



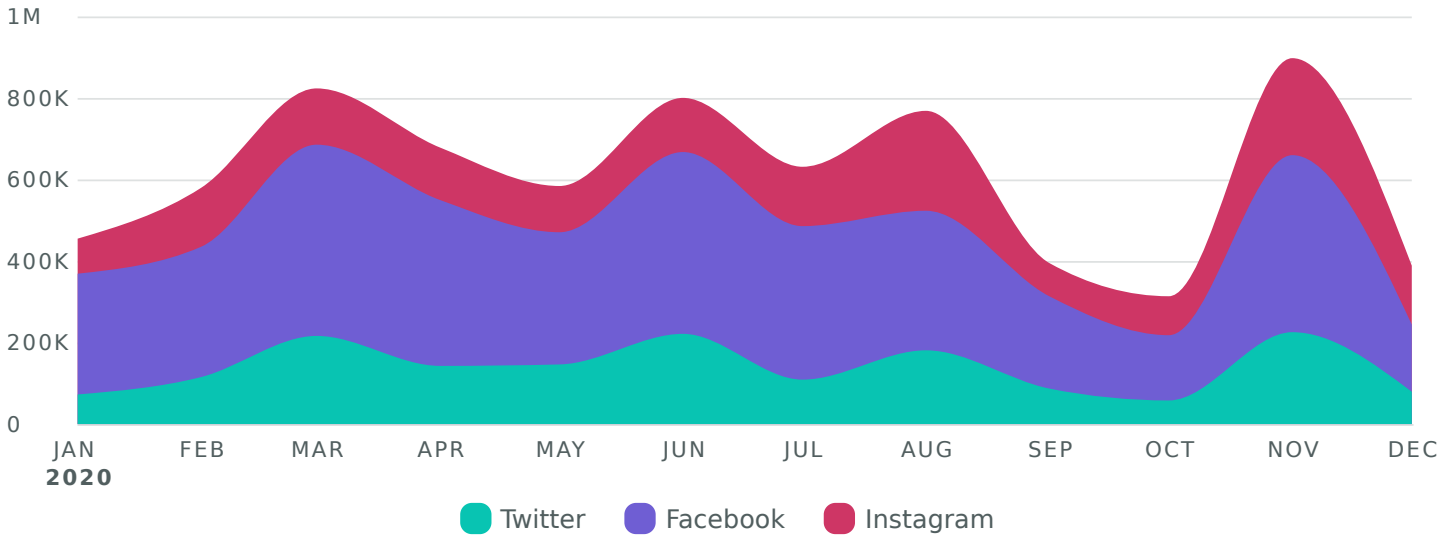
Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages</b> ⓘ	<b>3,746</b>	<b>↗ 31.1%</b>
Twitter Sent Messages	1,348	↘ 1.1%
Facebook Sent Messages	1,236	↗ 26.8%
Instagram Sent Messages	1,162	↗ 124%

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b> ⓘ	<b>12,927</b>	<b>↗ 61%</b>
Twitter Received Messages	6,018	↗ 54.2%
Facebook Received Messages	4,246	↗ 50.1%
Instagram Received Messages	2,663	↗ 105%

### Cross-Network Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Month

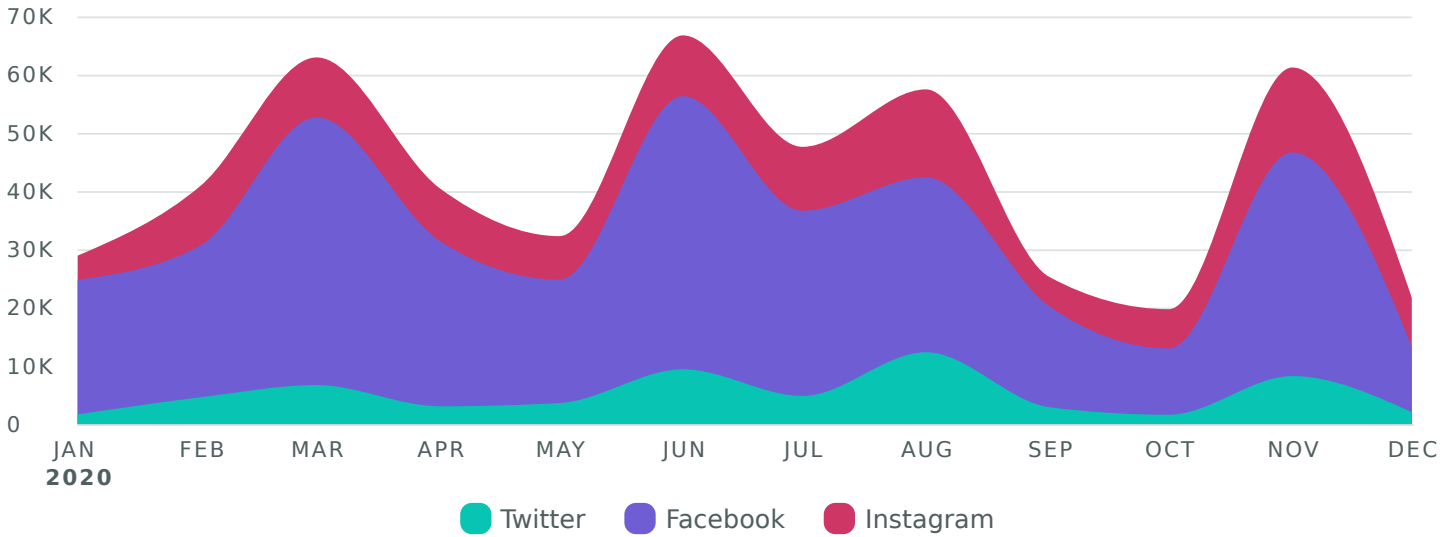


Impression Metrics	Totals	% Change
<b>Total Impressions</b> ⓘ	<b>7,315,216</b>	<b>↗ 15.8%</b>
Twitter Impressions	1,653,553	↗ 4.3%
Facebook Impressions	3,967,648	↗ 0.6%
Instagram Impressions	1,694,015	↗ 115%

## Cross-Network Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month



Engagement Metrics	Totals	% Change
<b>Total Engagements</b> ⓘ	<b>505,397</b>	<b>↗ 19.4%</b>
Twitter Engagements	60,907	↗ 54.2%
Facebook Engagements	332,042	↗ 0.5%
Instagram Engagements	112,448	↗ 111%
<b>Engagement Rate (per Impression)</b> ⓘ	<b>6.9%</b>	<b>↗ 3.1%</b>

## Cross-Network Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile <sup>▲</sup>	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
<b>Reporting Period</b> Jan 1, 2020 - Dec 31, 2020	<b>52,052</b> ↗ 13.6%	<b>6,441</b> ↗ 21.4%	<b>3,132</b> ↗ 15.7%	<b>7,315,216</b> ↗ 15.8%	<b>505,397</b> ↗ 19.4%	<b>6.9%</b> ↗ 3.1%
<b>Compare to</b> Dec 31, 2018 - Dec 31, 2019	<b>45,818</b>	<b>5,306</b>	<b>2,706</b>	<b>6,316,183</b>	<b>423,150</b>	<b>6.7%</b>
<b>The Trans Am Series</b>	11,063	3,645	881	1,694,015	112,448	6.6%
<b>The Trans Am Series</b>	6,059	755	1,344	1,653,553	60,907	3.7%
<b>The Trans Am Seri...</b>	34,930	2,041	907	3,967,648	332,042	8.4%