

FACEBOOK

September 1-30, 2017

ACTIVITY OVERVIEW

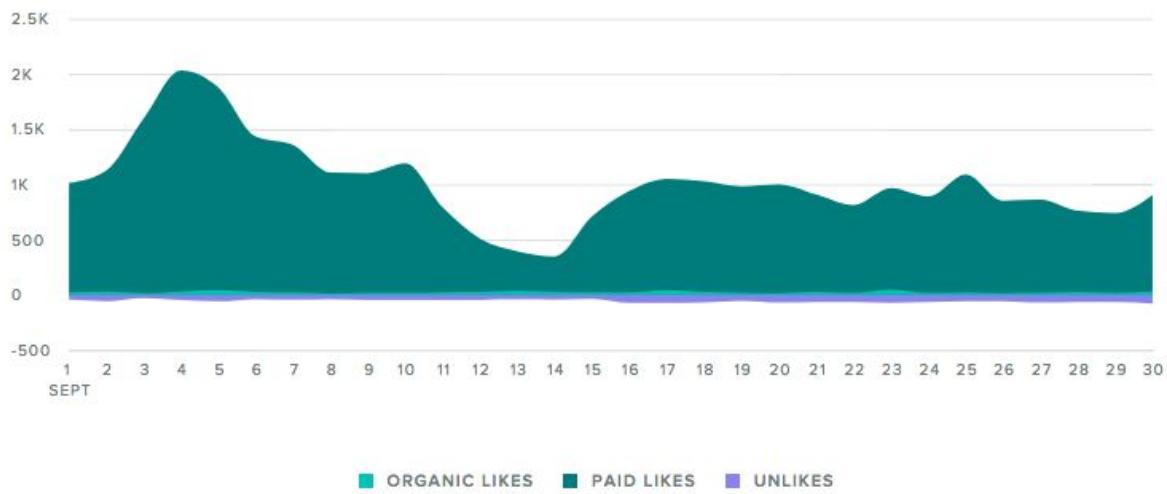
Facebook Activity Overview



Month	April	May	June	July	August	September
Impressions	9,017,056	9,030,560	7,780,587	6,961,713	8,880,298	6,575,573
Engagements	93,678	71,842	60,713	82,323	101,390	24,857
Net Likes	12,981	18,289	16,691	7,673	16,069	28,699
Organic Clicks	48,856	59,421	51,961	54,807	57,850	56,956
Total Clicks	110,878	104,455	94,523	89,901	105,071	80,857

Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

Totals

Total Fans	291,133
Paid Likes	29,682
Organic Likes	695
Unlikes	1,678
Net Likes	28,699

Total fans increased by

-11.2%

since previous month

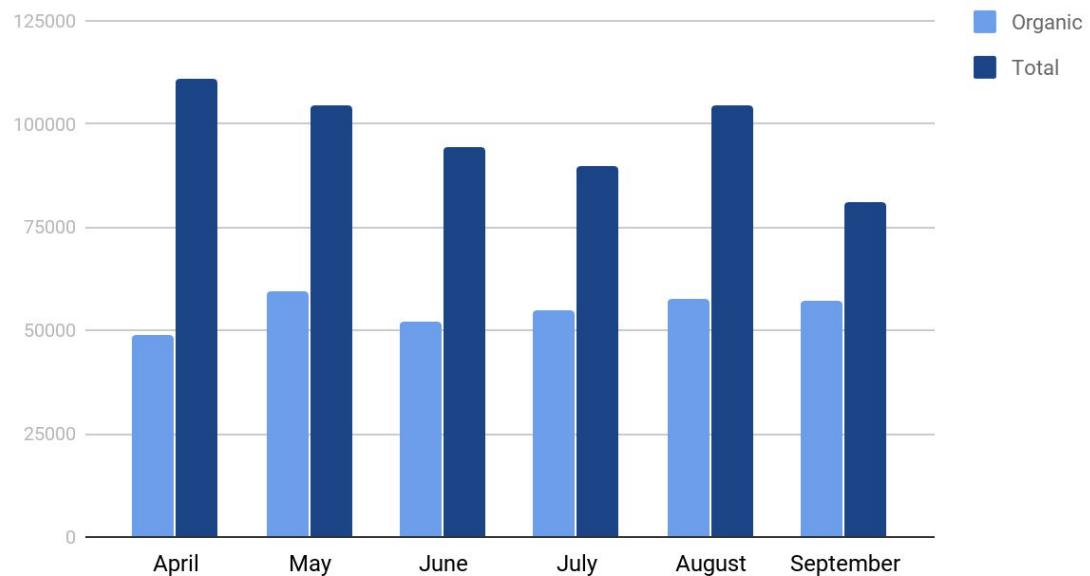
*Net Likes were up significantly from August due to paid likes.

ENGAGEMENT & CLICKS

Action Metrics	Totals	
Reactions	16,868	Total Engagements decreased by
Comments	1,731	
Shares	6,258	
Total Engagements	24,857	-70.6%

*All engagement numbers were down significantly from August. This is most likely due to a large focus on gaining Facebook fans (putting the budget toward like campaigns). We also largely focused on our own videos (which is key) and less on sharing viral videos from other sources.

Click Analysis



IMPRESSIONS

Impressions Metrics	Totals
Organic Impressions	2,509,373
Viral Impressions	264,217
Paid Impressions	3,801,983
Total Impressions	6,575,573
Users Reached	4,032,041

Total Impressions decreased by

-23.3%

since previous month

*Impressions are down due to a decrease in paid impressions.

Top Performing Posts By Clicks:

 **Million Mile Secrets**
September 28 at 3:05am · 

A cracked screen on the \$1,000+ iPhone X will easily cost a few hundred dollars to fix. So it makes sense to pay with a card that'll get you automatic purchase protection.



Don't Regret Paying for Your \$1,000+ iPhone X (or ANY Device!) With the Wrong Credit Card

With \$10,000 in coverage, you'll have more than enough to cover the cost of replacing your phone.

MILLIONMILESECRETS.COM

1,516 clicks



Million Mile Secrets

September 26 at 7:26pm · 88

...

3 things AMEX does NOT want you to do! (Partner Offer, Terms Apply)



Why Most Folks In The Miles & Points Hobby Should
NOT Be Affected By This!

AMEX is paying attention to whether or not folks are opening cards just for the
sign-up bonus.

MILLIONMILESECRETS.COM

1,474 clicks



Million Mile Secrets

September 26 at 11:59am · 88

...

If you haven't applied for these cards before, now is a great time to
consider it!



They're Back, Baby! Increased Card Bonuses That Let
You Travel TWICE as Far

These cards are twice as valuable today as they were yesterday!

MILLIONMILESECRETS.COM

1,162 clicks

Top Performing Post By Shares



Million Mile Secrets

Published by Million Mile Secrets [?] · September 27 at 11:05am ·

...

I'm optimistic following our 1-on-1 interview with the former Starwood executive now leading Hyatt's efforts.



5 Important Takeaways From Our Interview With Hyatt's New Head of Loyalty

Hyatt is definitely listening to loyalty members when it comes to future changes to their loyalty program.

MILLIONMILESECRETS.COM

145 shares

Top Performing Post By Comments



Million Mile Secrets

Published by Hootsuite [?] · September 12 ·

...

What's the ONE destination you most want to return to?

23,320 people reached

Boost Post

288 comments

Top Performing Post By Reactions



Million Mile Secrets shared UNILAD Adventure's video.

Published by Shannon Michelle Delaney · September 15 ·

...

Looks unforgettable!



IT'S HOME TO THE INCREDIBLY
BLUE TYRRHENIAN SEA

14,587,874 Views

UNILAD Adventure
July 27 ·

Like Page

2,044 reactions

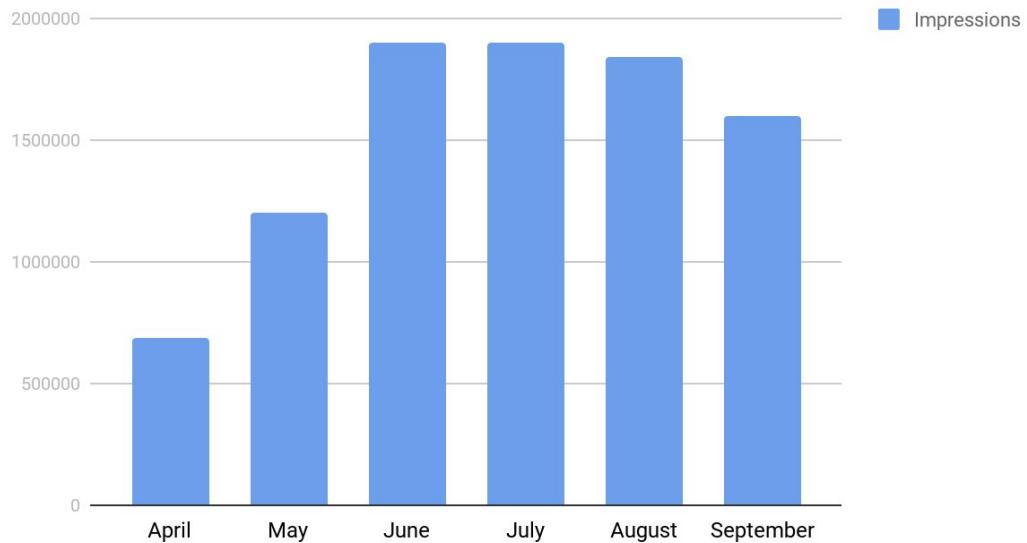
ANALYSIS: Impressions and engagements were significantly down from August, but likes were significantly up. This change is due to putting the budget toward like campaigns. Organic clicks remain steady.

TWITTER

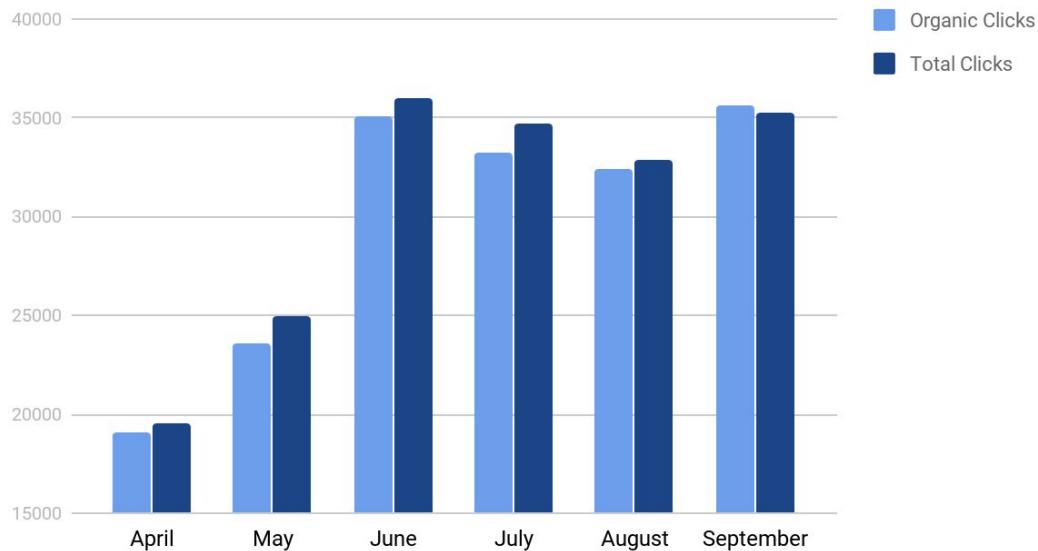
ACTIVITY OVERVIEW

Month	April	May	June	July	August	September
Impressions	689K	1.2M	1.9M	1.9M	1.84M	1.6M
Retweets	408	349	442	376	368	327
Likes	566	808	1.2K	1.2K	1.1K	1.2K
Replies	89	122	178	197	114	155
Followers Gained	673		525	739	688	636
Organic Clicks	19,105	23,554	35,104	33,208	32,405	35,255
Total Clicks	19.5K	25K	36K	34.7K	32.9K	35.6K

Impressions



Click Analysis



TOP TWEETS BY CLICKS:



Million Mile Secrets @MilMileSecrets

Wow! Up to 30,000 Bonus Miles per Hotel
NIGHT With This Promotion -
<http://bit.ly/2hcMKdB>
pic.twitter.com/d9RKWY7Zie

512 clicks



Million Mile Secrets @MilMileSecrets
We're Letting You In on a BIG Secret That'll
Change Everything! -> <http://bit.ly/2wnoQy3>
pic.twitter.com/QzPa2LSRgo

470 clicks

Million Mile Secrets @MilMileSecrets
These sign-up bonuses are worth at LEAST \$600 to \$700.
(Partner Offer, Terms Apply, Offer Through November 8, 2017)
<https://millionmilesecrets.com/2017/09/28/theyre-back-baby-increased-card-bonuses-that-let-you-travel-twice-as-far/> ...

423 clicks

ANALYSIS: Another solid month for Twitter. Plus, we are now verified, which may bring more traffic (due to having more authority).

INSTAGRAM

Instagram Activity Overview

 5,876 Total Followers	 1,912 Likes Received	 114 Comments Received
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Follower Metrics

Totals

Total Followers	5,876
Followers Gained	247
People that you Followed	423

Total followers increased by

-4.4%

since previous month

Publishing Metrics

Totals

Photos	25
Videos	5
Other	2
Total Media	32

The number of media you sent increased by

-3.2%

since previous month

Engagement Metrics

Totals

Likes Received	1,912
Comments Received	114
Total Engagements	2,026

The number of engagements increased by

-8.8%

since previous month

Engagements per Follower

0.34

Engagements per Media

63.31

The number of engagements per media increased by

-5.4%

since previous month

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

#instagood	28
#travel	26
#bigtravelsmallmoney	25
#millionmilesecrets	25
#travelbug	25
#travelstagram	24
#tripstagram	24
#instatravel	24
#travelgram	24
#vacation	23

MOST ENGAGED HASHTAGS

#travel	1,263
#instatravel	1,235
#bigtravelsmallmoney	1,145
#tripstagram	1,105
#travelbug	1,058
#millionmilesecrets	1,025
#travelstagram	994
#instagood	914
#travelgram	906
#vacation	707

Instagram Top Posts



@millionmilesecrets
159 Engagements



@millionmilesecrets
118 Engagements



@millionmilesecrets
112 Engagements

ANALYSIS: We saw an increase in followers and engagements from August. It would be helpful to have more recent photos from team member travels with insights about the photos (location, tips, things to avoid, etc.).