

## #LoveMyRide / Auto Loan Campaign

### Results

April 18 to May 31, 2016

	Auto Loan APPLICATIONS	Auto Loans FUNDED
Goal	100	\$ 1,000,000
Actual	110	\$ 1,103,845
<b>% of Goal Reached</b>	<b>110%</b>	<b>110%</b>

## #LoveMyRide / Auto Loan Campaign

### Social Media Results

April 18 to May 31, 2016

	FACEBOOK	TWITTER
Followers as of 3.31.16 (Base)	1,241	419
Followers as of 05/31/16	1,348	446
Goal % Increase	2%	2%
<b>Actual % Increase</b>	<b>9%</b>	<b>6%</b>

### 2016 Facebook

	Dec 2015	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Lifetime Total Likes</b>	1,185	1,227	1,237	1,241	1,266	1,348	1,419	1,453	1,463	1,468	1,478	1,485	1,487	N/A
<b>Monthly Difference</b>		42	10	4	25	82	71	34	10	5	10	7	2	
<b>New Likes</b>	13	50	15	13	29	90	81	43	12	14	15	16	8	386
<b>Monthly Difference</b>		37	-35	-2	16	61	-9	-38	-31	2	1	1	-8	
<b>Page Engaged Users</b>	1,323	884	3,139	185	241	929	1,352	802	252	127	1,037	4,184	193	13,325
<b>Monthly Difference</b>		-439	2,255	-2,954	56	688	423	-550	-550	-125	910	3,147	-3,991	
<b>Total Reach</b>	98,360	43,224	147,826	5,732	4,791	14,204	16,823	15,936	7,318	7,239	64,725	172,163	8,086	N/A
<b>Monthly Difference</b>		-55,136	104,602	-142,094	-941	9,413	2,619	-887	-8,618	-79	57,486	107,438	-164,077	
<b>Reach of Page Posts</b>	98,216	42,521	143,640	5,281	4,359	12,833	16,183	14,193	5,168	7,119	61,813	171,125	7,673	N/A
<b>Monthly Difference</b>		-55,695	101,119	-138,359	-922	8,474	3,350	-1,990	-9,025	1,951	54,694	109,312	-163,452	
<b>Page Consumptions</b>	1,577	855	3,485	315	340	368	720	605	189	71	1,176	4,839	694	13,657
<b>Monthly Difference</b>		-722	2,630	-3,170	25	28	352	-115	-416	-118	1,105	3,663	-4,145	

**Launched: March 2010**

Lifetime Total Likes: The total number of people who have liked your Page. (Unique Users)

New Likes: The number of new people who have liked your Page (Unique Users)

Page Engaged Users: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

Total Reach: The number of people who have seen any content associated with your Page. (Unique Users)

Reach of Page Posts: The number of people who saw any of your Page posts. (Unique Users)

Page Consumptions: The number of clicks on any of your content. Clicks generating stories are included in "Other Clicks." Stories generated without clicks on page content (e.g., liking the page in Timeline) are not included. (Total Count)

## 2016 Twitter as of December 31, 2016

	Dec. 2014	Dec. 2015	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	New Followers Since Dec. 2015
<b>Followers</b>	35	336	373	392	419	436	446	469	487	492	525	542	561	572	N/A	236
Monthly Difference			37	19	27	17	10	23	18	5	33	17	19	11		
<b>Average Daily Impressions</b>	106	1100	908	1,000	1,200	550	868	796	934	9,800	653	1,700	3,200	1,000	22,609	
Monthly Difference			-192	92	200	-650	318	-72	138	8,866	-9,147	1,047	1,500	-2,200		
<b>Engagement Rate (%)</b>	2	1	1	1	1	1	1	1	1	1	1	1	1	1	12	
Monthly Difference			0	0	0	0	-1	0	0	0	-1	1	0	-1		
<b>Link Clicks</b>	3	153	23	14	10	13	18	13	17	3,500	9	990	1,500	8	6,115	
Monthly Difference			-130	-9	-4	3	5	-5	4	3,483	-3,491	981	510	-1,492		
<b>Retweets</b>	5	74	104	57	25	30	9	59	98	51	32	34	30	58	587	
Monthly Difference			30	-47	-32	5	-21	50	39	-47	-19	2	-4	28		
<b>Favorites (Likes)</b>	19	131	122	121	90	73	48	107	172	111	86	79	68	114	1,191	
Monthly Difference			-9	-1	-31	-17	-25	59	65	-61	-25	-7	-11	46		
<b>Replies</b>	5	45	27	27	27	20	10	27	30	23	21	13	10	17	252	
Monthly Difference			-18	0	0	-7	-10	17	3	-7	-2	-8	-3	7		

**Launched: July 2009**

Impressions: The number of times users saw the Tweet on Twitter

Engagements: Total number of times a user has interacted with a Tweet (includes clicks anywhere on the Tweet, retweets, replies, follows, and favorites)

Engagement Rate: The number of engagements divided by the total number of impressions.

