



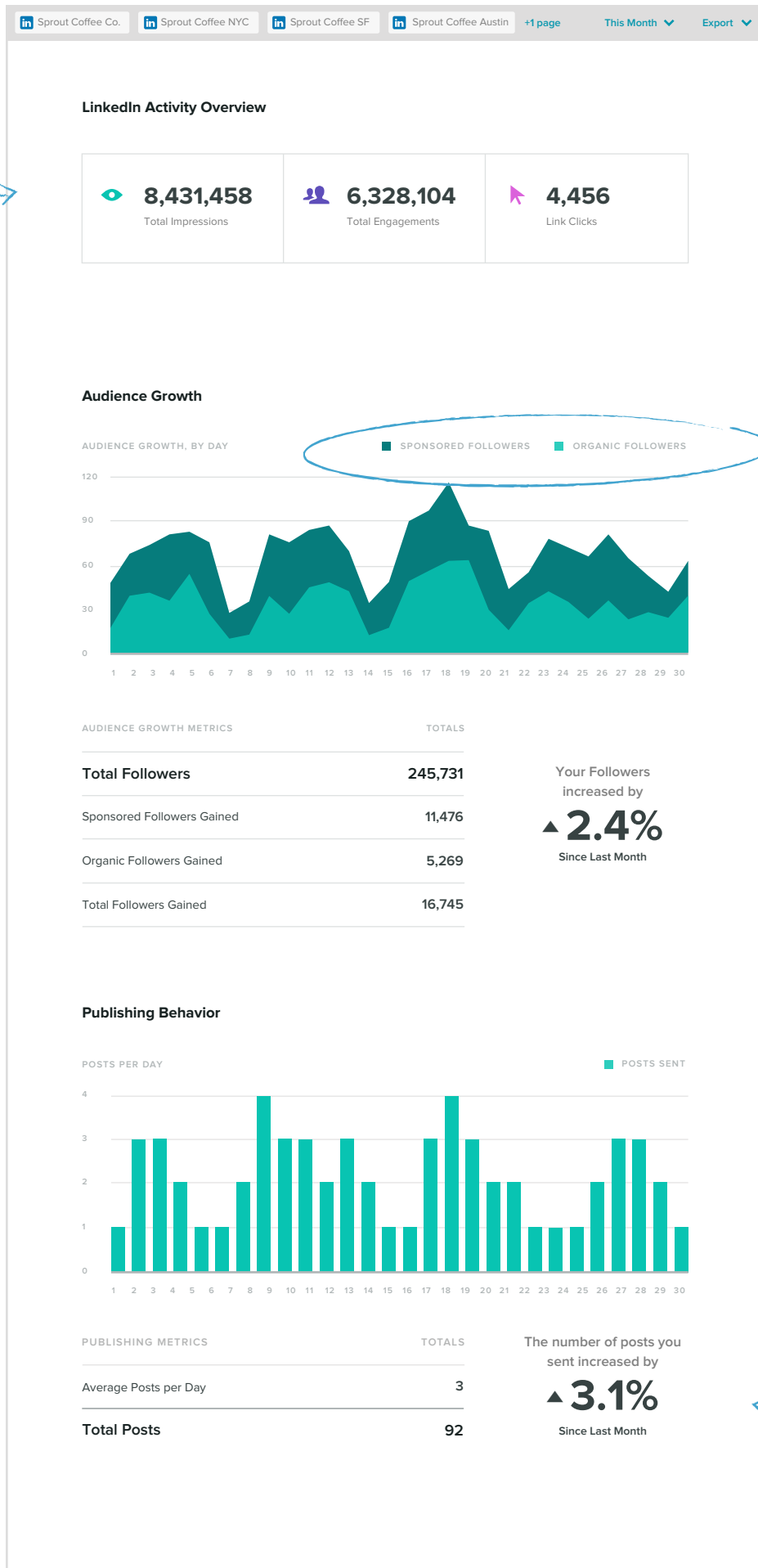
GETTING STARTED WITH THE

LinkedIn Company Pages Report

Analyze performance across your
Company Pages with page-level data.



sproutsocial



View a quick snapshot of your Company Page's engagement activity.

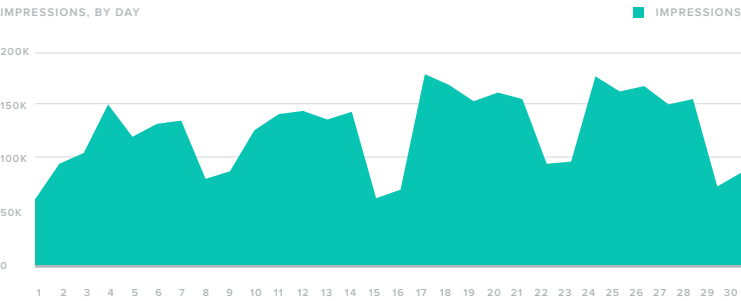
Visualize how your paid efforts—including Sponsored content—impacts growth by comparing Sponsored to organic followers gained.

Are you consistently sharing content? Quickly gain insight to your publishing behavior with daily volume.

Benchmark your publishing goals by comparing to the previous time period.

Compare impressions to publishing behavior to draw conclusions around how shared content impacts audience views.

Impressions

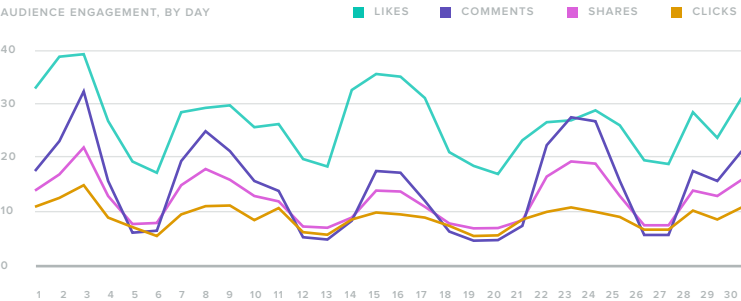


IMPRESSION METRICS	TOTALS
Average Impressions per Day	8,004
Organic Impressions	136,070
Users Reached	44,789

Total Impressions increased by
▲ 0.8%
Since Last Month

Impressions include visits to your Company Page and shares viewed by your audience.

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Likes	994
Comments	256
Shares	427
Clicks	22
Total Engagements	1,699

The number of engagements increased by
▲ 0.8%
Since Last Month

Engagements per Follower	48
Engagements per Post	23
Engagements per Impression	2.08

The number of engagements per share decreased by
▼ 4.5%
Since Last Month

Understand how your audience is interacting with your content...

...and if engagement is trending up or down.

Are your posts relevant to your audience? Use demographics to understand the types of professionals following your page, then tailor and target your content for maximum engagement.

Demographics






SENIORITY LEVEL

Senior	6,179
Entry-Level	5,189
Manager	2,782
Director	1,521
Owner	1,365
Chief X Officer (CXO)	768
Training	545
Vice President (VP)	530
Partner	345
Upaid	34

POSITION

Media & Communications	3,853
Marketing	3,834
Sales	2,472
Entrepreneurship	1,384
Business Development	1,254
Information Technology	1,123
Consulting	1,012
Arts and Design	951
Operations	882
Education	770

LinkedIn Stats by Page

LinkedIn Company Page	Total Followers	Follower Increase	Shares Sent	Impressions	Impressions per Share	Total Engagements	Engagements per Share	Clicks
 Sprout Coffee Co.	94,427	18%	34	100,901	1.75	1,782	55	76
 Sprout Coffee Chicago	33,453	9%	45	45,683	2.25	479	10	34
 Sprout Coffee NYC	56,425	5%	35	78,913	1.75	879	25	56
 Sprout Coffee SF	34,425	12%	46	49,000	1.85	389	8	34
 Sprout Coffee Austin	23,577	5%	69	34,132	2.95	302	4	12

Compare multiple Company Pages at-a-glance to quickly spot where more effort is needed.