



# 02 Report Index

What is awaiting you at the upcoming slides



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Overview

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# 04 Key Indicators

How you performed on key indicators



CONNECTIONS

10K

+5%

POSTS

12

+100%

REACTIONS

145

+3%

COMMENTS

205

+1%

REPOSTS

52

+4%

TOTAL IMPRESSIONS

3K

+116%

ORGANIC  
IMPRESSIONS

3K

+116%

UNIQUE IMPRESSIONS

2K

+182%

ENGAGEMENT RATE %

9 %

-40%

CLICKS

156

+48%



Visitor Metrics

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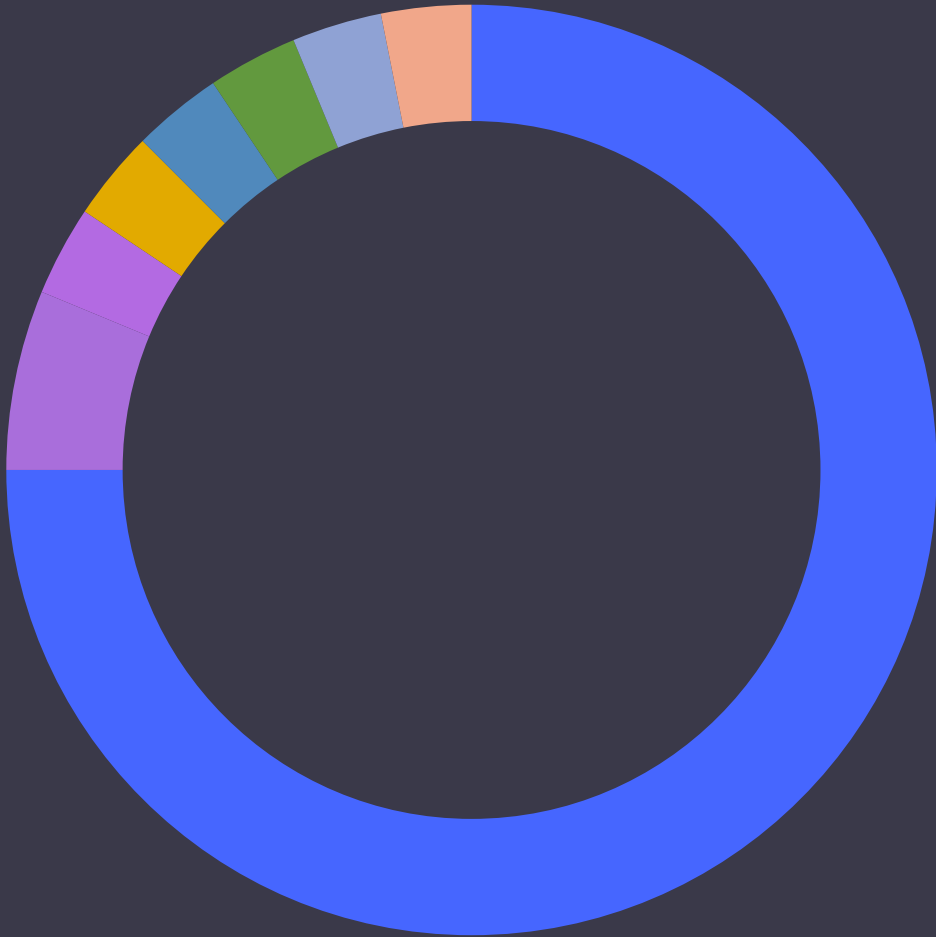
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# 06 Locations

Discover the geographic distribution of your connections who viewed your LinkedIn Page



## CONNECTION PER LOCATION



Greater ch Berlin met Makhado, l Greater is Greater ma Athens met Zürich met Greater de

Location	Connections
Greater Chicago Area	2.908 +24%
Berlin Metropolitan Area	2.569 +2%
Makhado, Limpopo, South Africa	1.561 +1%
Greater Istanbul Area	1.247 +1%
Greater Madrid Metropolitan Area	1.199 +1%
Athens Metropolitan Area	1.083 +1%
Zürich Metropolitan Area	1.060 +1%
Greater Delhi Area	1.002 +1%

# 07 Job Descriptions

An overview of the job titles and roles of your connections who engaged with your content.



## JOB DESCRIPTIONS OF CONNECTIONS



Business d Arts and d Engineerin Sales Consulting Marketing Education  
Entreprene Human reso Informatio Media and Operations Program an

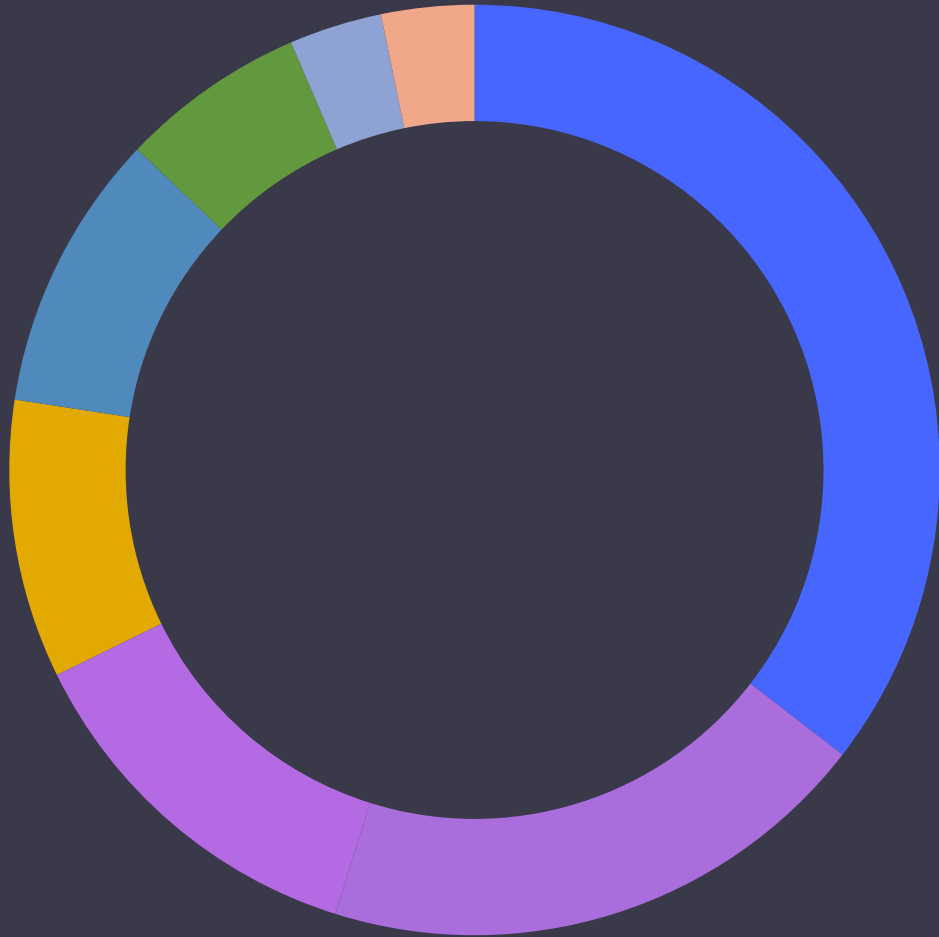
Job Descriptions	Connections
Business Development	3.689 +9%
Arts and Design	2.056 +3%
Engineering	2.012 +3%
Sales	1.983 +3%
Consulting	1.679 +2%
Marketing	1.356 +2%
Education	1.309 +1%
Entrepreneurship	1.278 +1%
Human Resources	1.110 +1%
Information Technology	1.106 +1%

# 08 Seniority

Insights into the seniority levels of your connections interacting with your content.



## SENIORITY OF CONNECTIONS



■ Senior ■ Owner ■ Manager ■ Entry ■ Director ■ Vp ■ Cxo ■ Partner

Seniorities	Connections
Senior	824 +8%
Owner	617 +6%
Manager	578 +2%
Entry	408 +2%
Director	103 +1%
VP	72 +1%
CXO	13 +1%
Partner	11 +1%

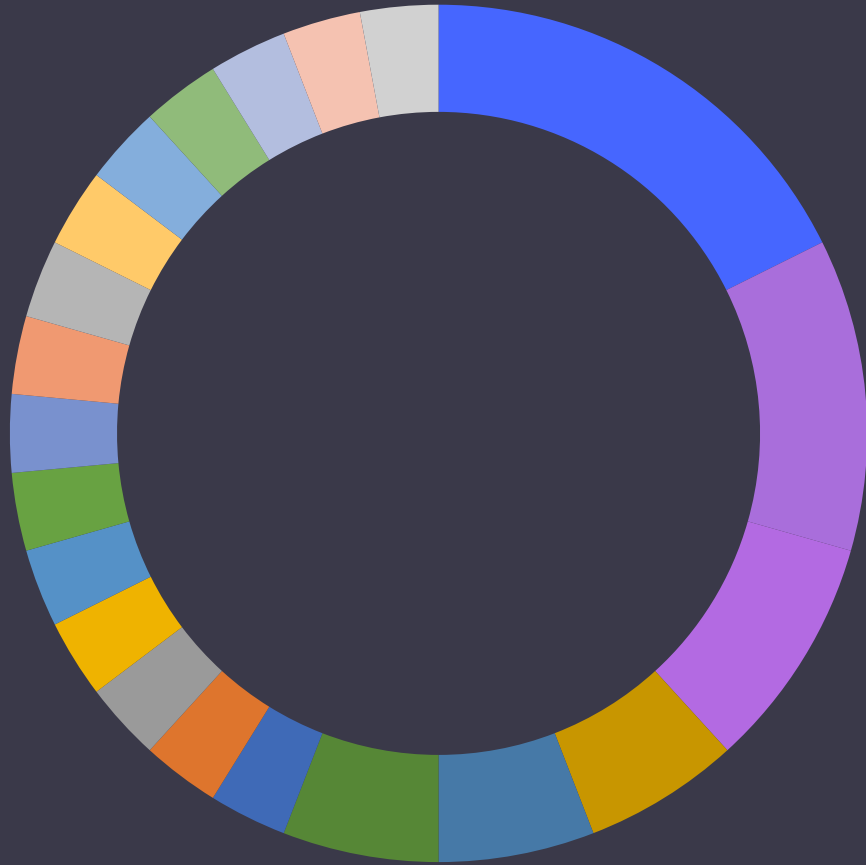


# 09 Sector

The industries and sectors your audience belongs to.



## SECTOR OF CONNECTIONS



- Software d
- Retail
- Business c
- Higher edu
- Technology
- It service
- Public rel
- Performing
- Wholesale
- Internatio
- Pharmaceut
- Retail lux
- Advertisin
- Holding co
- Packaging
- Transporta
- Food and b
- Oil extrac
- Manufactur
- Entertainm
- Wellness a

Job Description	Page Views
Software Development	822 +8%
Retail	613 +6%
Business Consulting and Services	541 +2%
Higher Education	400 +2%
Technology, Information and Internet	189 +1%
IT Services and IT Consulting	71 +1%
Public Relations and Communications Services	12 +1%
Performing Arts	10 +1%

Insights

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# 11 Insights

Here are some insights that we have found and recommendations on how to solve them and grow your audience



Issue No	Platform	Issue	Recommendation	Priority	Category	Status	Dated Issued
262	Linkedin	Follower Growth Stagnation	Your LinkedIn page has experienced a flat growth rate in followers over the last month. This could suggest a need to increase visibilit...	P1 - Important / V1 - Major	Grow your audience	Open	2024-09-06T10:55:19
261	Linkedin	Low Engagement Rate on Posts	Recent posts have shown a decline in engagement rates, indicating that the content may not be resonating with your audience. Consider t...	P1 - Important / V2 - Moderate	Engage with your audience	Open	2024-09-06T10:54:50
263	Linkedin	Declining Impressions on Sponsored Posts	Impressions for sponsored posts have dropped by 20% compared to the previous period. Review targeting settings or adjust your ad creati...	P2 - Normal / V3 - Low	Convert followers to customers	Open	2024-09-06T10:55:54
264	Linkedin	High Click-Through Rate on Industry Articles	Posts sharing industry-related articles have shown a significant increase in click-through rates. This suggests your audience is highly...	P3 - Low / V2 - Moderate	Encourage followers to come back	Open	2024-09-06T10:56:27



Glossary

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# 13 LinkedIn Glossary



Name	Description
Engagement rate	Calculated as: (Clicks + Likes + Comments + Shares + Follows) / Impressions.
Follower metrics	Number of new followers. Sponsored data shows followers acquired through Ads and Sponsored Content.
Followers	Numerical and demographic information about people who subscribe to your page
Impressions	Views when an update is at least 50% on screen for at least 300 ms, or when it is clicked, whichever comes first.
Number of clicks	The number of times your content, company name or logo was clicked by a member (currently logged in). This number does not include interactions (posts, Reactions, and comments).
Organic Impressions	Organic impressions on LinkedIn refers to the number of times unpaid content is shown to members.
Reactions, Comments, and Shares:	The number of comments, shares, and reactions your post receives. Reaction buttons include like, celebrate, love, insightful, and curious.
Sponsored Impressions	Organic impressions on LinkedIn refers to the number of times paid content is shown to members.
Update engagement	Engagement metrics for individual updates and is updated in real time. Data for Sponsored Updates is total of organic and sponsored engagement.
Update highlights	Total number of likes, comments, and shares on your updates in the last 30 days.



# 14 LinkedIn Glossary



Name	Description
Update metrics	Aggregated engagement metrics for your organic and sponsored updates over time.
Updates	Engagement metrics for content posted on LinkedIn
Visitor demographics	Learn about the LinkedIn members who are showing an interest in your page. Data includes job function, location, seniority, and industry.
Visitor highlights	Total number of page views and unique visitors over time. Data is measured across desktop and mobile for logged in LinkedIn members.
Visitor metrics	Traffic metrics for unique visitors and page views over time. Mobile metrics include LinkedIn native apps and mobile web browsers.
Visitors	Data on people who visit your page



