

SMM report Sprinkler

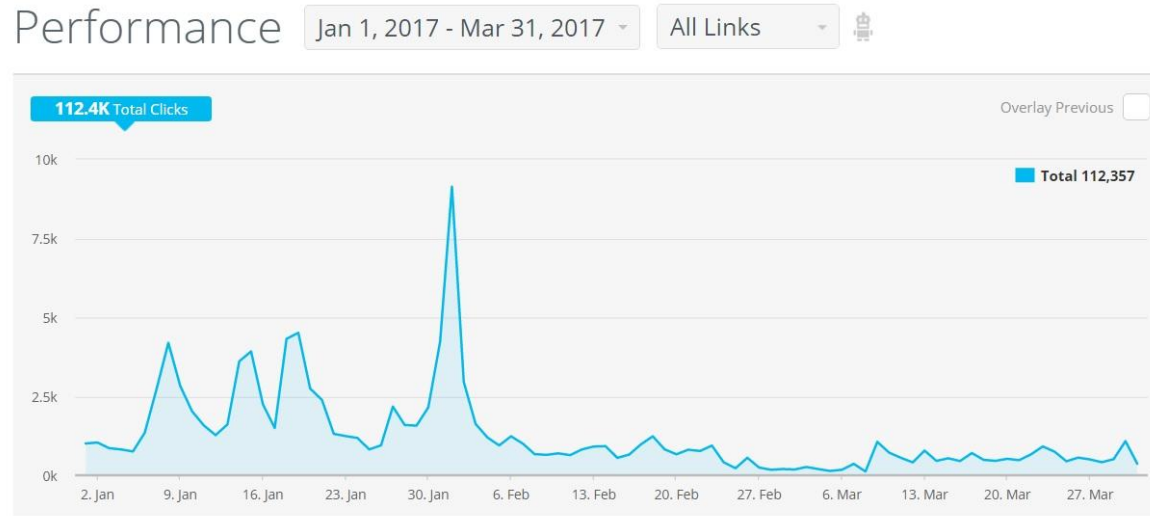
January 1, 2017 — March 31, 2017

WE'RE ALL GAMERS.



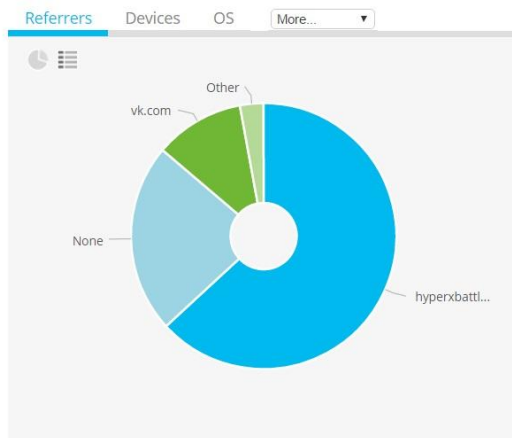
GENIUS LINKS. ANALYTICS:

- Total traffic: 112 357 clicks
- Battle of Gamers — 60 400 clicks
- Default — 29 600 clicks
- HyperX CIS SMM — 8 300 clicks
- HyperX CIS Products — 7 000 clicks



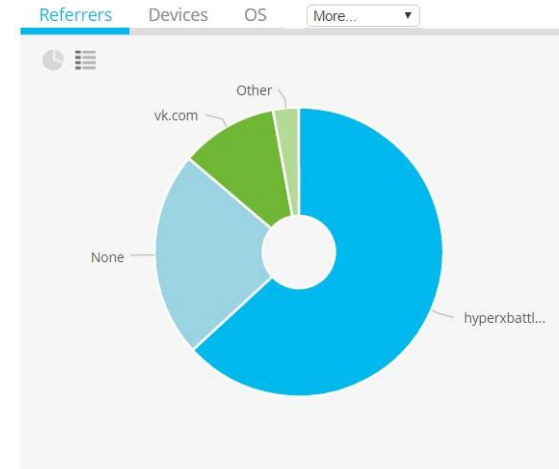
Links **Groups** Tags Product Types Destinations

	Clicks
Battle of Gamers	60.4K
default	29.6K
HyperX CIS SMM	8.3K
HyperX CIS Products	7K
UA Mail	2.5K
Product launch	1.8K
2017	1.6K
HyperX CIS campaigns	1.2K
UA 5Frag	69
Other	36



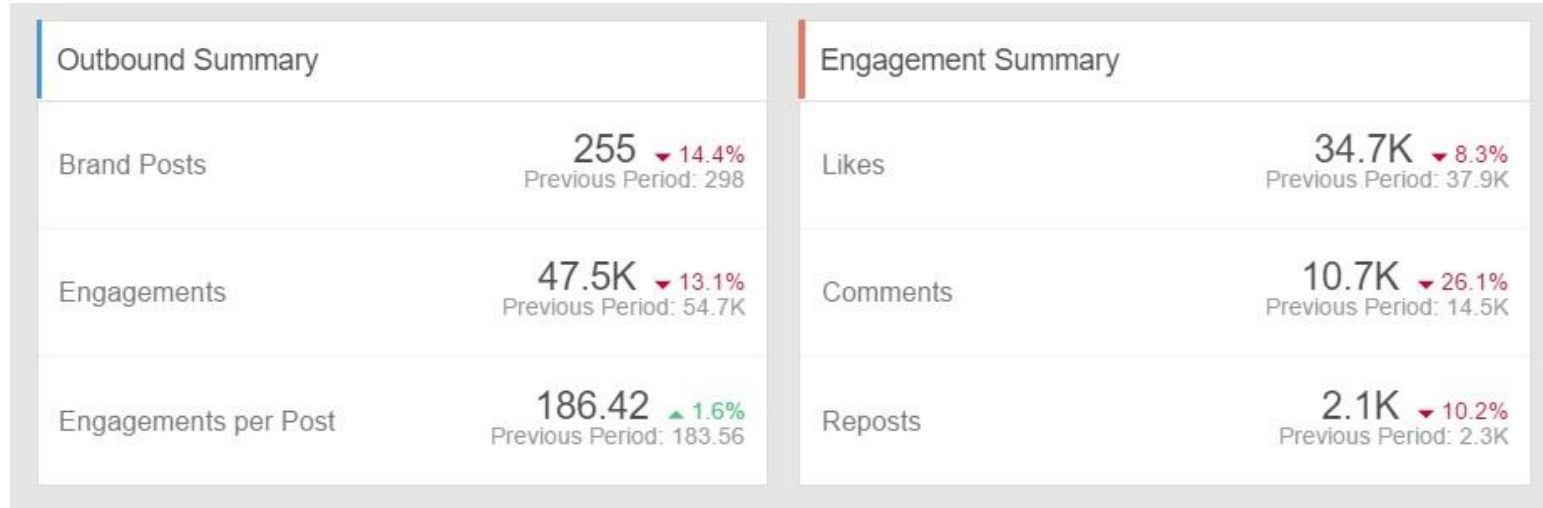
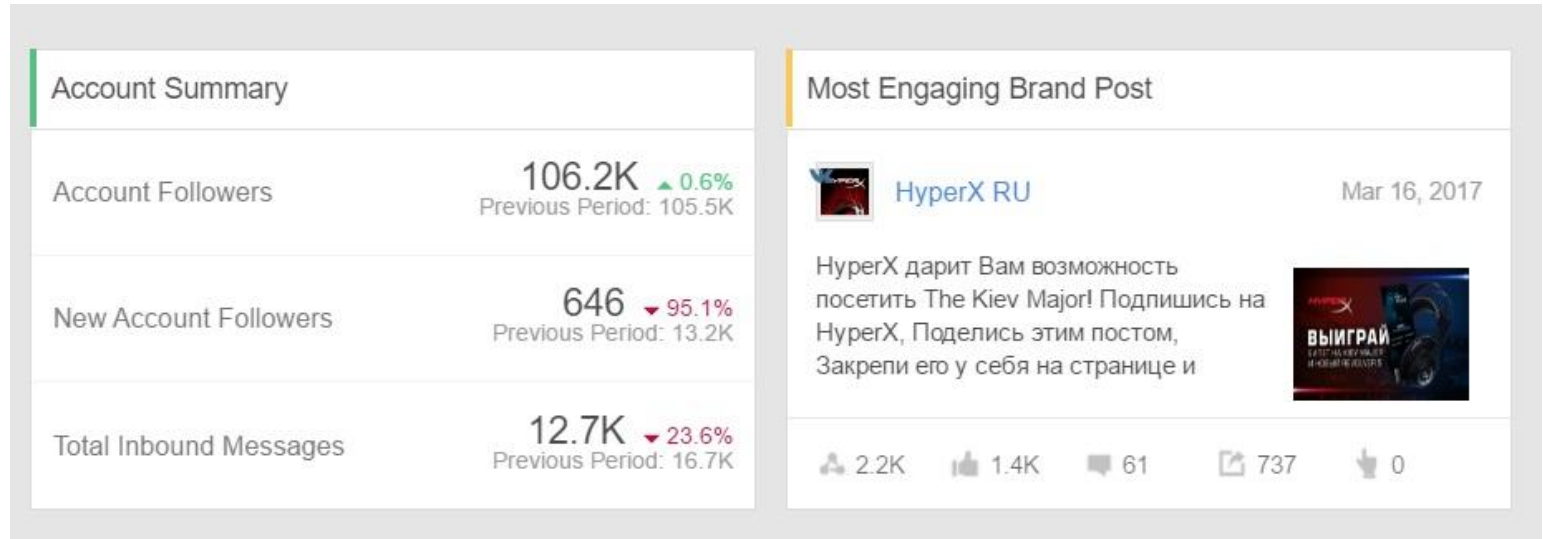
Links Groups Tags Product Types **Destinations**

	Clicks
dns-shop.ru	34.9K
youtube.com	22.1K
rozetka.com.ua	11.1K
Other	11K
hyperxgaming.com	9K
3ona51.com	7.7K
4frag.ru	5.6K
vk.com	5.4K
hellcase.com	3.1K
ulmart.ru	2.4K



OVERVIEW VKONTAKTE:

- Account followers 106 200 (+0,6%)
- New account followers 646 (-95,1%)
- Total inbound messages 12 700 (-23,6%)
- Brand posts 255 (-14,4%)
- Engagement 47 500 (-13,1%)
- Engagement per post 186,42 (+1,6%)
- Likes 34 700 (-8,3%)
- Comments 10 700 (-26,1%)
- Reposts 2 100 (-10,2%)

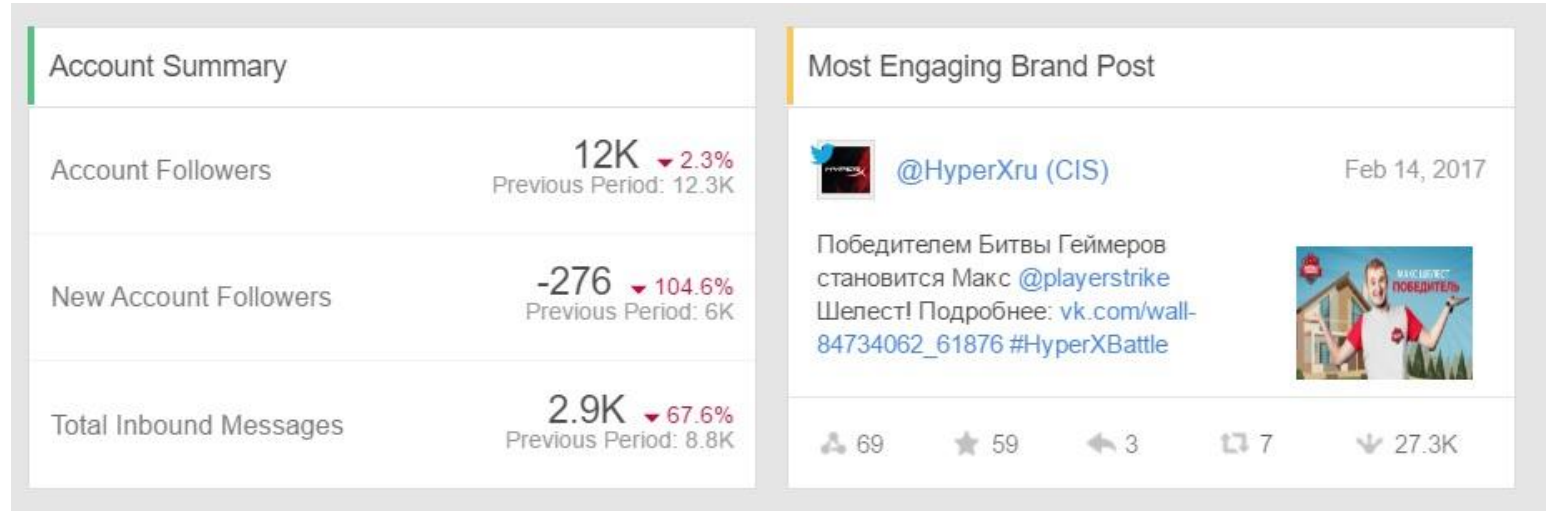


OVERVIEW TWITTER:

- Account followers 12 000 (-2,3%)
- New account followers -276 (-104,6%)
- Total inbound messages 2 900 (-67,6%)
- Brand posts 172 (-3,4%)
- Engagement 1 100 (-32,2%)
- Engagement per post 6,29 (-29,9%)

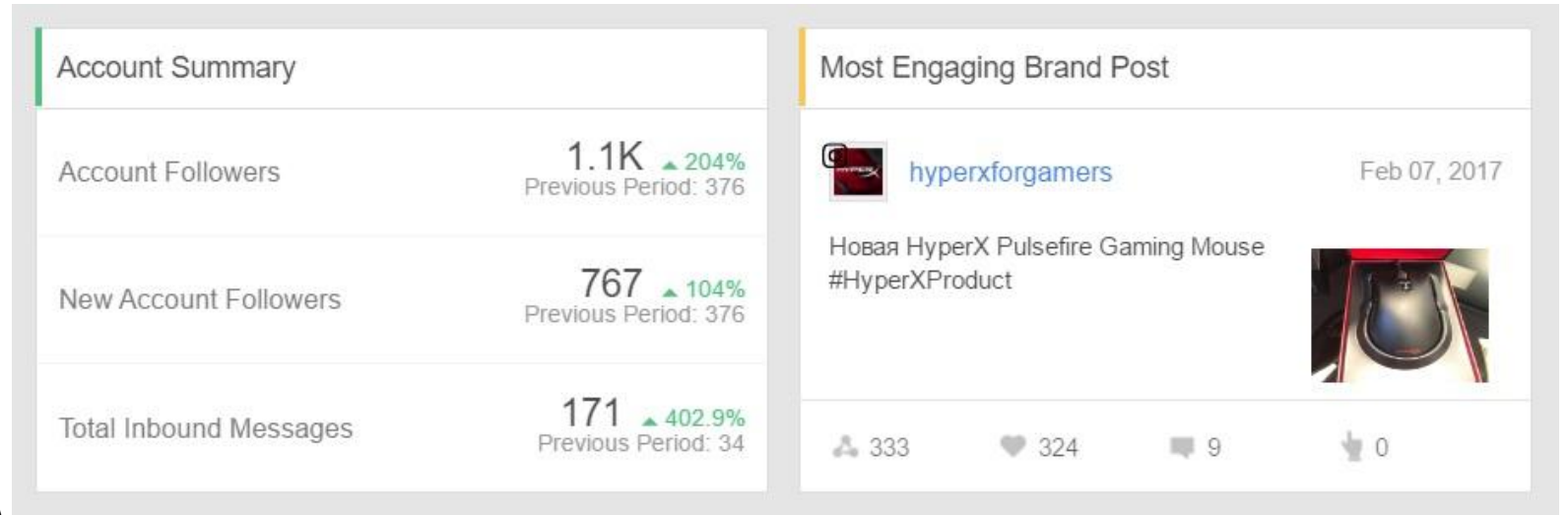
- Likes 878 (-31,4%)
- Replies 116 (+190%)
- Retweets 88 (-68,2%)

Note: Stats felt down when Bloggers Battle ends

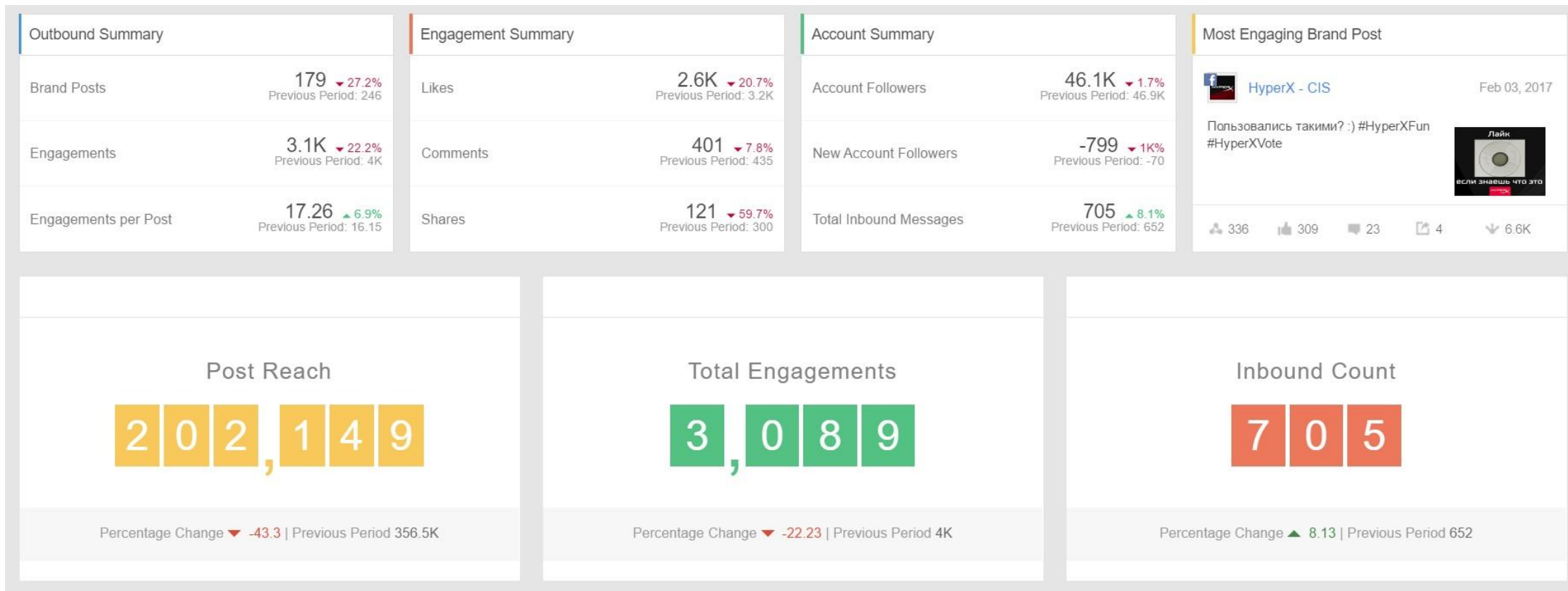


OVERVIEW INSTAGRAM:

- Account followers 1 100 (+204%)
 - New account followers 767 (+104%)
 - Total inbound messages 171 (+402,9%)
 - Brand posts 40 (+29%)
 - Engagement 5 100 (+208,1%)
 - Engagement per post 126,88 (+138,8%)
-
- Likes 4 900 (+206,7%)
 - Comments 190 (+251,8%)



OVERVIEW FACEBOOK:



- Account followers 46 100 (-1,7%)
- New account followers -799
- Total inbound messages 705 (+8,1%)
- Brand posts 179 (-27,2%)
- Engagement 3 100 (-22,2%)
- Engagement per post 17,26 (+6,9%)

- Likes 2 600 (-20,7%)
- Comments 401 (-7,8%)
- Shares 121 (-59,7%)


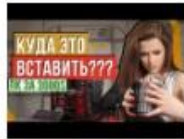





Note: We switched the AD budget from group promotion to products promo on VK.



OVERVIEW YOUTUBE:

- Total subscribers 226 900 (+11,3%)
- New subscribers 23 000 (-56,4%)
- Total Inbound Messages 11 900 (+64%)
- Published videos 43 (-23,2%)
- Engagements 132 800 (+26,6%)
- Engagement Trend/Video 3 100 (+64,9%)
- Likes 111 300 (+26,4%)
- Comments 15 900 (+18,9%)
- Shares 5 600 (+62,8%)

Outbound Summary		Engagement Summary	
Published Videos	43 ▼ 23.2% Previous Period: 56	Likes	111.3K ▲ 26.4% Previous Period: 88.1K
Engagements	132.8K ▲ 26.6% Previous Period: 104.9K	Comments	15.9K ▲ 18.9% Previous Period: 13.4K
Engagement Trend/Video	3.1K ▲ 64.9% Previous Period: 1.9K	Shares	5.6K ▲ 62.8% Previous Period: 3.4K

Account Summary		Most Engaging Published Video	
Total Subscribers	226.9K ▲ 11.3% Previous Period: 203.9K	 HyperX Russia	Jan 31, 2017
New Subscribers	23K ▼ 56.4% Previous Period: 52.9K	ДЕВОЧКИ СОБИРАЮТ ИГРОВОЙ ПК ДЛЯ ПОДПИСЧИКА ЗА 3000\$	
Total Inbound Messages	11.9K ▲ 64% Previous Period: 7.3K	 15.3K	 13K
		 1.6K	 661
		 0	