# West Hollywood Promo Shoot - Recap April 25 - 29, 2017

#### **Executive Summary**





# West Hollywood Promo Shoot - Recap April 25 - 29, 2017



**Unique Visitors** TeamUSA.org

**Pageviews** TeamUSA.org TeamUSA.org/news/

#### Social - Team USA

**Impressions** Dig. Eng. Rank (US Sports) Total Engagement Video Vie New Foll wers Snapchat /iews Instagram Story ews

#### Apr 24 - 30

Lift from Prior 60 Days\*

Lift from Same Week **Last Year** 

#### Digital Engagement Ranking

			60 Days
1	NBA	33,737,598	
2	NFL	27,400,292	
3	Golden State Warriors	6,855,950	
77	Washington Nationals	442,183	
78	Indianapolis Colts	435,261	
79	Team USA	427,228	79
80	Montreal Canadiens	414,910	
81	Memphis Grizzlies	409,711	
82	Sacramento Kings	388,750	

	1_1_	Serena Williams	1,322,767	
	31	Lindsey Vonn	221,447	26
	7	Jaso Brown	173,116	90
	<b>/3</b>	Maia 3h Tutar	102,876	86
	71	Nex hibuan	91,051	126
	76	A hle Wagi	86,458	117
	102	Gus Kenworthy	61,865	115
	105	Shaun White	58,806	89
	101	Mikaela Chiff	45 111	75
	140	È Lige	0, 02	35

#### Social - NGBs

**Posts** (USS, orts) Engager ent ew Follo

#### **Social - Athletes**

**Posts** Engagement **New Followers** 

#### aoT



Rank, Prior

## 170 KT WIL ST

# **Facebook**



#### **Shaun White**



### **Twitter**

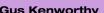
**Top Content - NGB & Athlete Profiles** 





## Instagram





















<sup>\*</sup> Lift = % Difference between average daily metric from 4/24 - 4/30 and the daily average from 2/22 - 4/23 Sources:Listen First Media, Google Analytics, Nielsen, NBC