

Saffire<sup>®</sup>



# Saffire®

Websites and ticketing in a simple, integrated platform

- Functionality that fits like a glove to the industry
- Beautiful, unique and engaging websites that are easy to manage
- Completely integrated ticketing with comprehensive, real-time reporting

SEPT 22 - OCT 1, 2017  
ONLY 86 DAYS UNTIL THE BIG EVENT!

# DISCOVER SAN ANGELO!

74° SIGN IN 0  
ENGLISH ESPAÑOL

PLAN

MEDIA

THINGS TO DO

ACCOMMODATIONS

DINING

EVENTS CALENDAR

CONTACT US





SEPTEMBER 11, 2016

122 Days Until the Vintage Car Show & Festival

# EXPERIENCE WEATHERFORD

82° Sign In Cart: 0 Items

Get Updates

Hours & Directions

ABOUT US

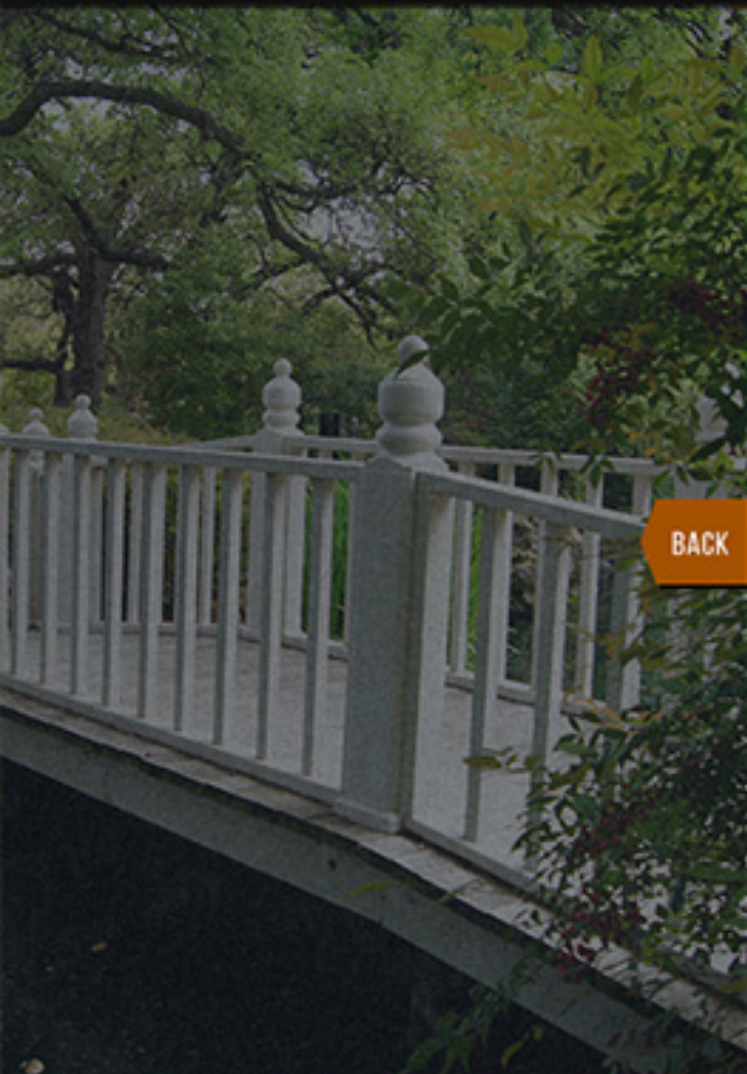
EVENTS

ATTRACTIONS

LODGING

PARTNER PROGRAMS

CONTACT US

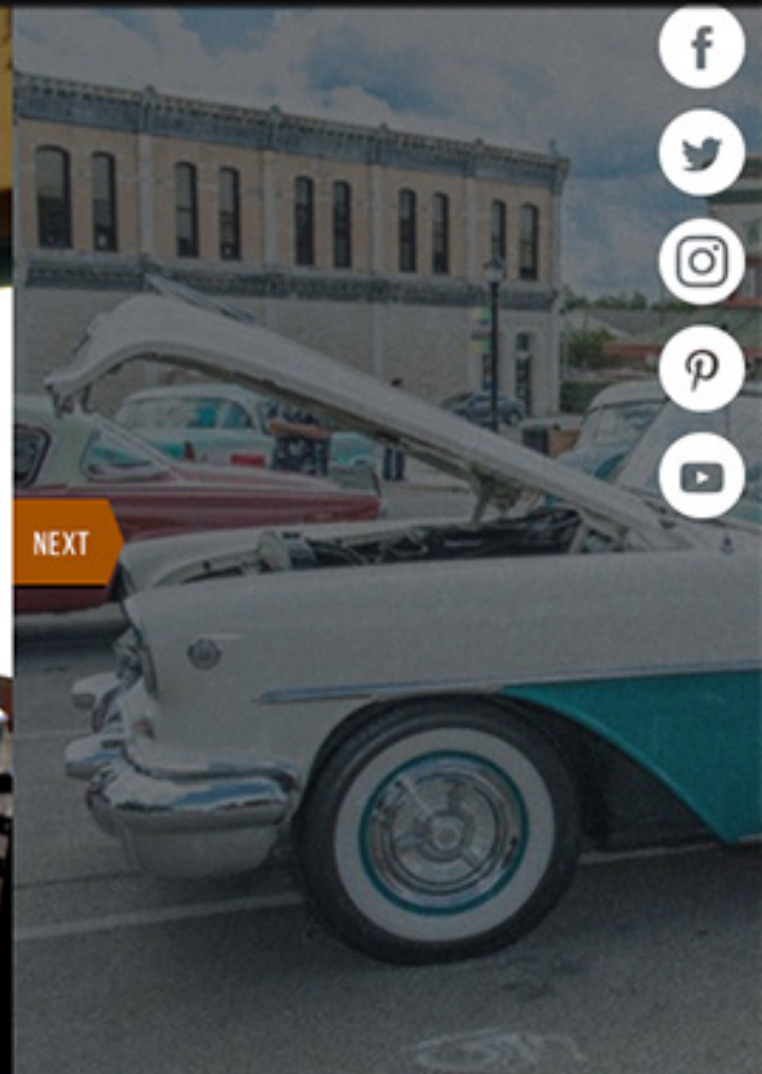


BACK



A Craft of Our Own in Weatherford, Texas

MORE >



NEXT



BOOK a ROOM

Check In



Check Out



SEARCH

HAPPENING IN WEATHERFORD



# PULSE

TUESDAY, JANUARY 19 - 6:41 PM



PINNED PAGES

EMAIL HELP

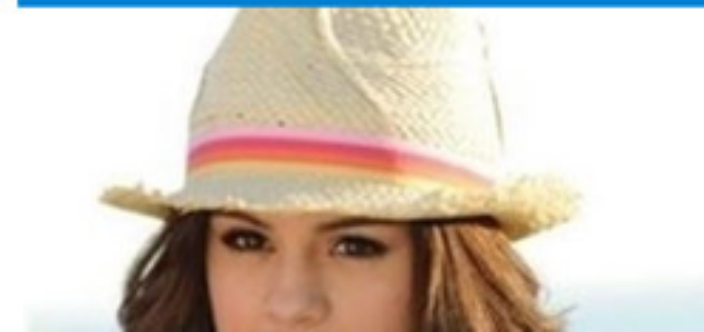
### SITE PULSE - DECEMBER

- 681,474 Site visits
- 4681 Email signups
- 71 Forms submitted
- 6 User photos
- 81 SaffireCommerce purchases
- \$81,676 SaffireCommerce revenue

### SOCIAL PULSE

- 925 Facebook likes
- 681 Twitter followers

### CURRENT HOMEPAGE MAIN FEATURES



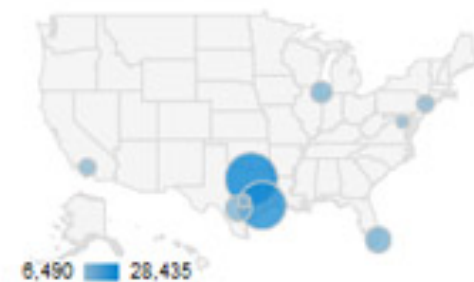
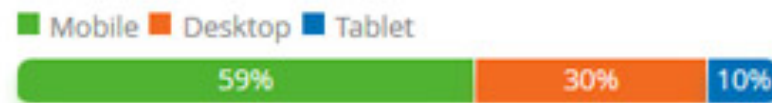
### QUICK SHOT ANALYTICS

#### Overview

Right now

# 374

active users on site



### USERS BY CITY - DECEMBER

Dallas	28435
Houston	25517
(not set)	22166
Miami	11674
San Antonio	10098



[GO TO GOOGLE ANALYTICS](#)

### MOST VISITED PAGES - DECEMBER

/default.aspx	236321 (10%)
/	193138 (8%)
/events	100433 (4%)
/events/	84291 (3%)
/events/dates	64677 (2%)
/p/34	28933 (1%)
/events/categories	27534 (1%)
/contact.aspx	17281 (0%)
/directions.aspx	13634 (0%)
/default.aspx?fm=1	10691 (0%)

### TRAFFIC SOURCES - DECEMBER

google	348996 (51%)
(direct)	157742 (23%)
bing	30473 (4%)
yahoo	27264 (4%)



# PRINT-AT-HOME TICKETS



SDFIO0923NWDJ9078Q



Bring this ticket to your neighborhood 7Eleven for a FREE Big Gulp! Limit 1 per customer, per coupon.



saffirecelebration.com

**THIS IS YOUR TICKET!**

Print this page and bring it with you.

**ORDER #: 5412885**

Purchased by Cassie Roberts, 08/10/2015

**SINGLE DAY PASS**

08/15/2016

**SAFFIRE CELEBRATION**

248 Addie Roy Rd.  
Suite B-106  
Austin, TX  
www.saffirecelebration.com

## SPONSORED BY



The code on this ticket allows entry to the event as described above, and it will be scanned for authenticity. Do not make additional copies of this ticket; duplicates will be rejected. Purchase of this ticket by a third party is not authorized and carries a risk of being fraudulent. Event reserves the right to require photo ID for entry. This ticket is a revocable license to enter this event. Any violation of law or other inappropriate behavior by the ticket holder may result in revocation of the license. Ticket holder assumes all risk of bodily harm as well as damage to or loss of property while attending this event. The holder grants unrestricted license to use the holder's likeness in photograph or videos by the event or its respective agents. All sales are final. No refunds or exchanges.



# ADVANCE TICKETS

**THE TRADITION LIVES ON**  
FORT BEND COUNTY FAIR & RODEO

**FORT BEND COUNTY FAIR**  
WWW.FORTBENDCOUNTYFAIR.COM

**SEASON PASS**  
Sept 25 - Oct 4, 2015  
**\$40.00**

THIS TICKET IS VALID FOR ONE ENTRY FOR EVERY DAY DURING NORMAL BUSINESS HOURS OF THE FAIR. THANKS FOR ALL YOU DO TO SUPPORT THE FAIR! NO REFUNDS OR EXCHANGES.



FB1002SFTIX3

**THE TRADITION LIVES ON**  
FORT BEND COUNTY FAIR & RODEO

**FORT BEND COUNTY FAIR**  
WWW.FORTBENDCOUNTYFAIR.COM

**SEASON PASS**  
Sept 25 - Oct 4, 2015  
COMP

THIS TICKET IS VALID FOR ONE ENTRY FOR EVERY DAY DURING NORMAL BUSINESS HOURS OF THE FAIR. THANKS FOR ALL YOU DO TO SUPPORT THE FAIR! NO REFUNDS OR EXCHANGES.



**MEMBER**

**FAYETTE CO. FAIR**  
EST. 1927

**SEASON PASS**  
www.fayettecountyfair.org



SAF41789CDZF9978IRE

**September 3 - 6, 2015**

**saffiretix**  
WWW.SAFFIRE.COM

**SAFFIRE CELEBRATION**  
WWW.SAFFIRECELEBRATION.COM

**SPONSOR SEASON PASS**  
SEPT 25 - OCT 4, 2016  
**\$150.00**

THIS TICKET IS VALID FOR ENTRY EACH DAY OF THE FAIR DURING NORMAL BUSINESS HOURS OF THE FAIR, WHICH CAN BE FOUND ON OUR WEBSITE. THANKS FOR ALL YOU DO TO SUPPORT THE FAIR!

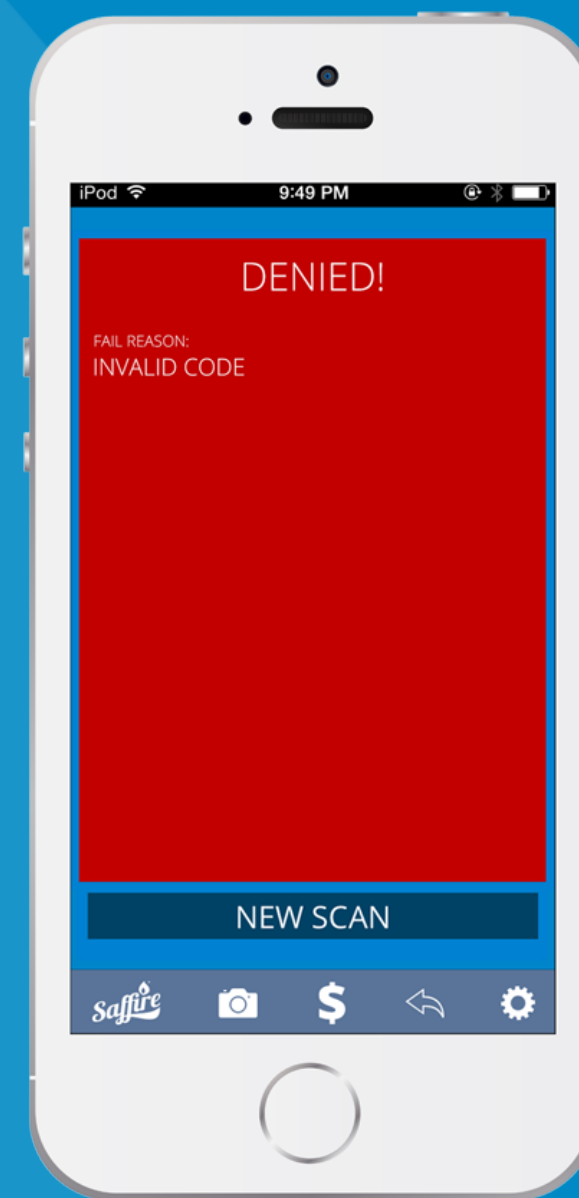
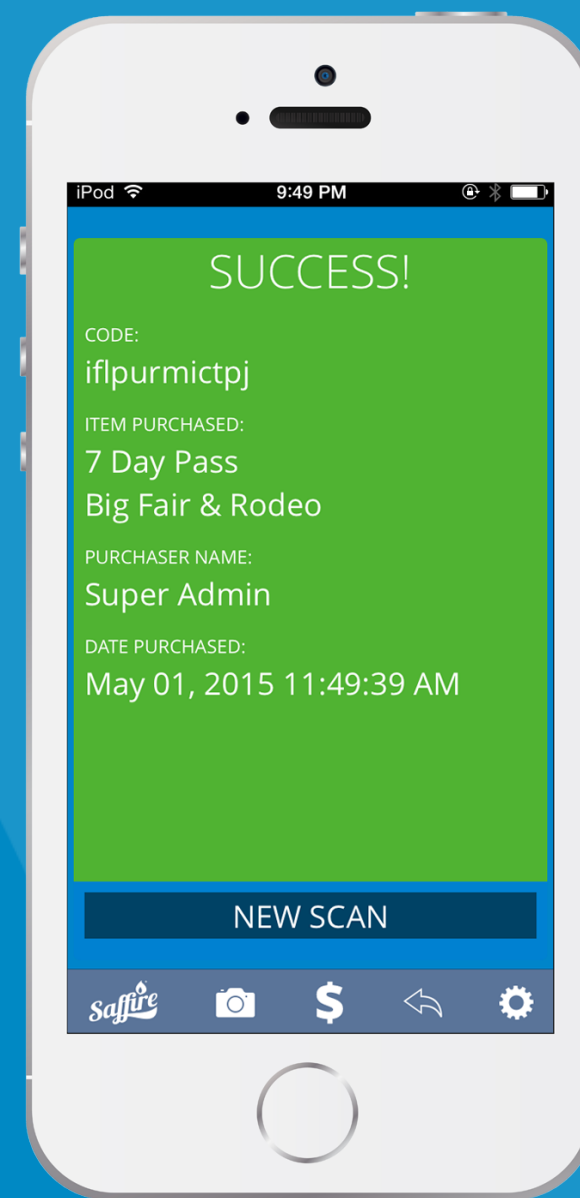


RKEVNTGELMOAEE



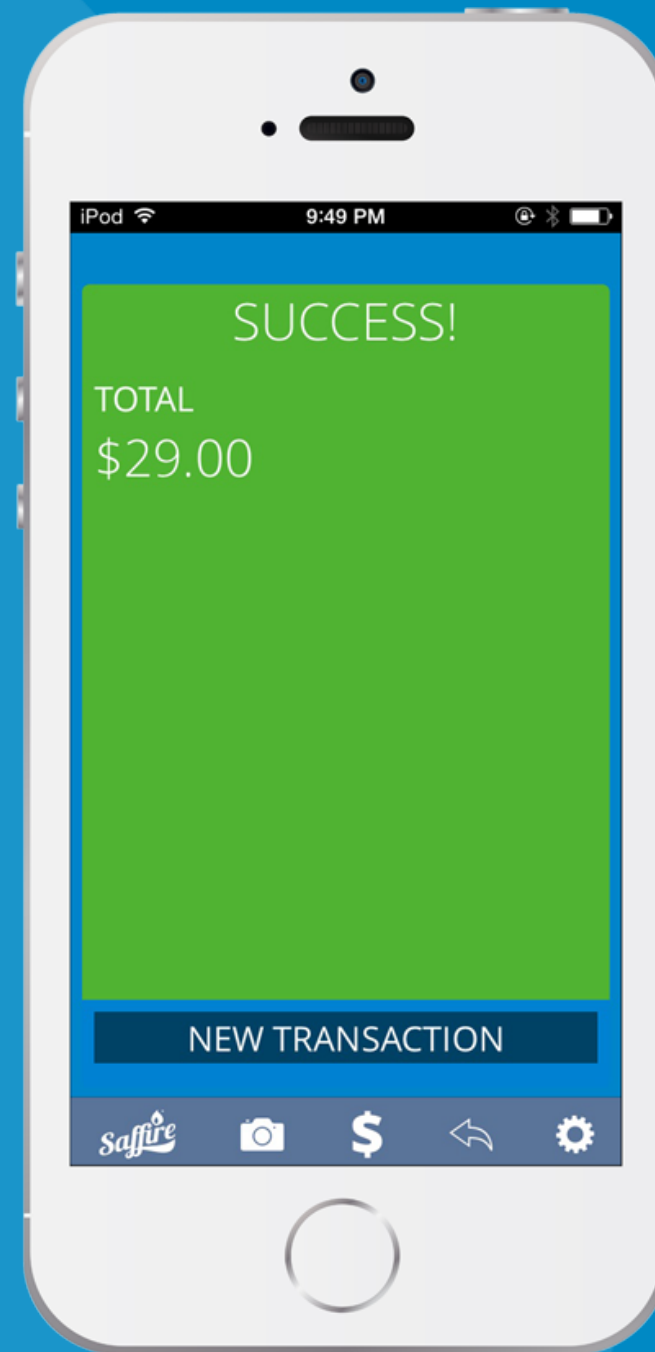
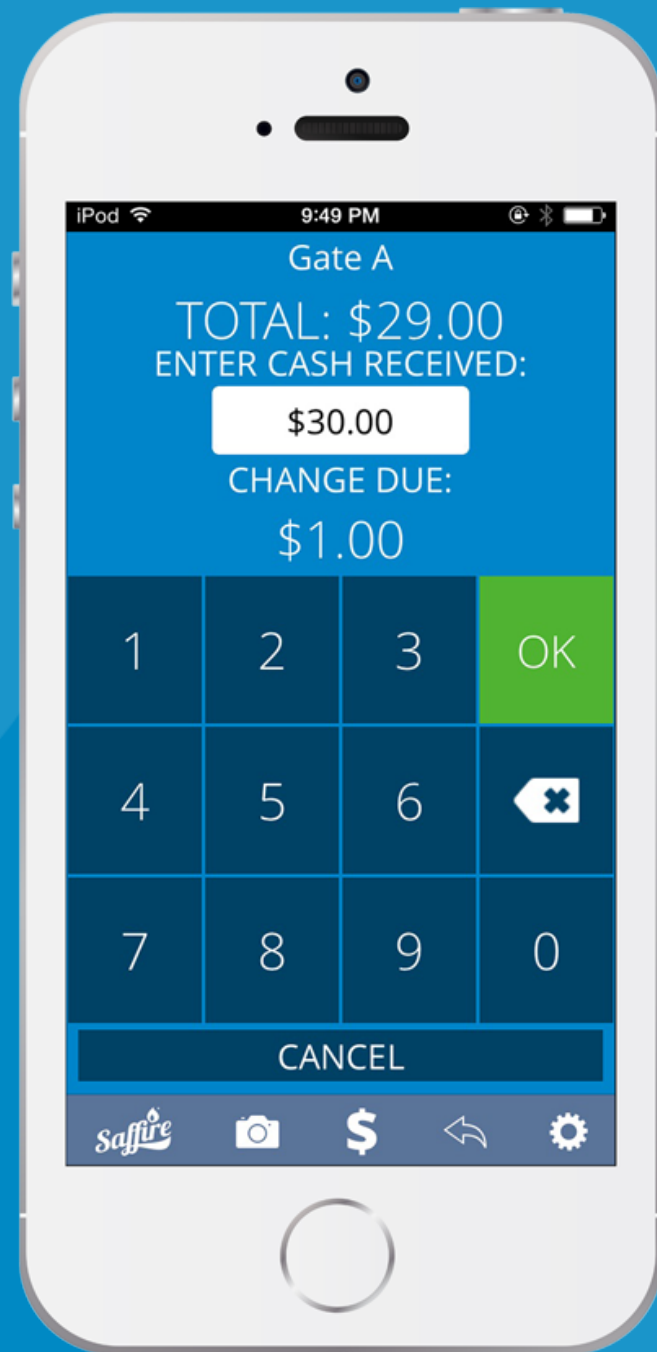
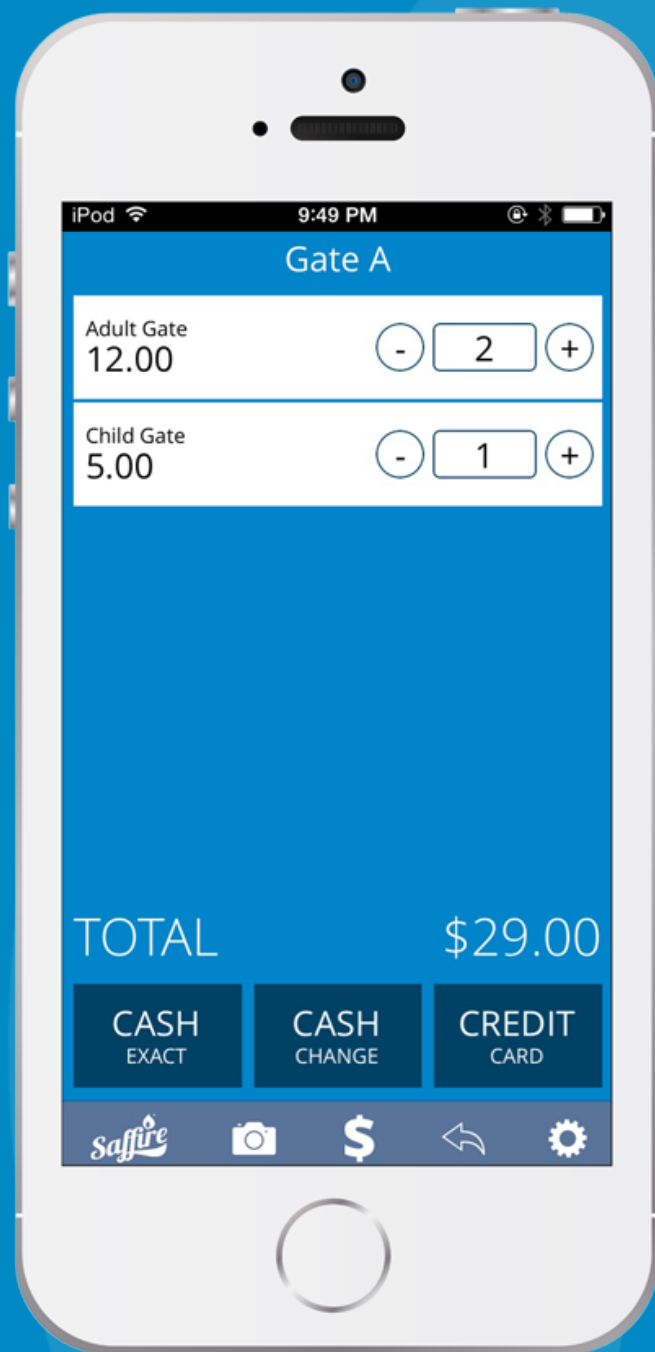


# SCANNING PRE-SOLD TICKETS





# OR SELL AT THE GATE



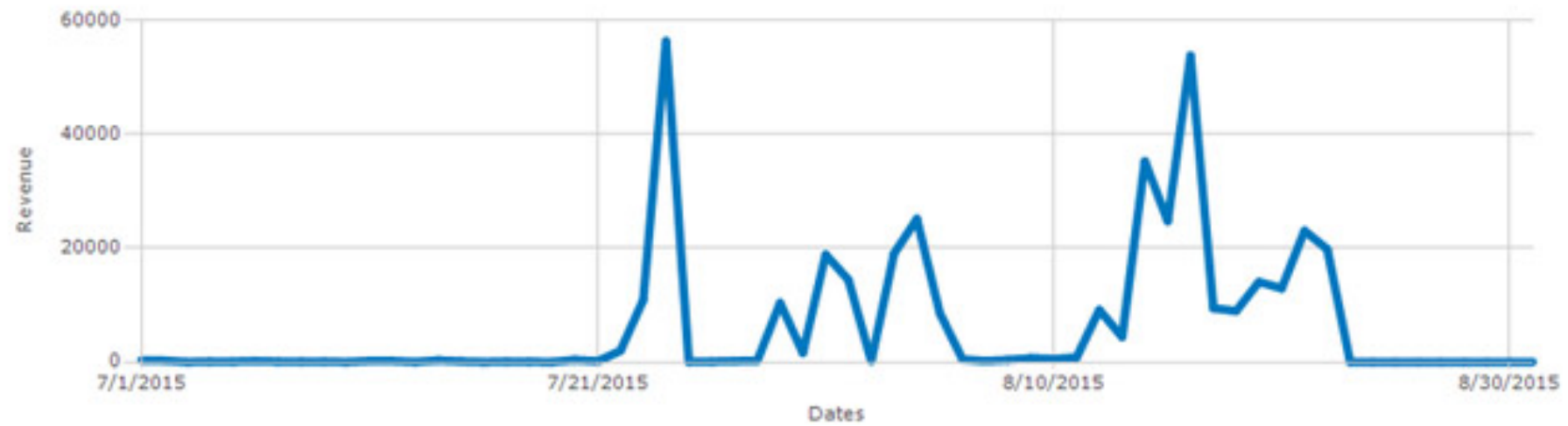
# SALES REPORT

Date

07/01/2015 - 08/31/2015 GO

By Product ▾

Print | Export | Export Detail | Email



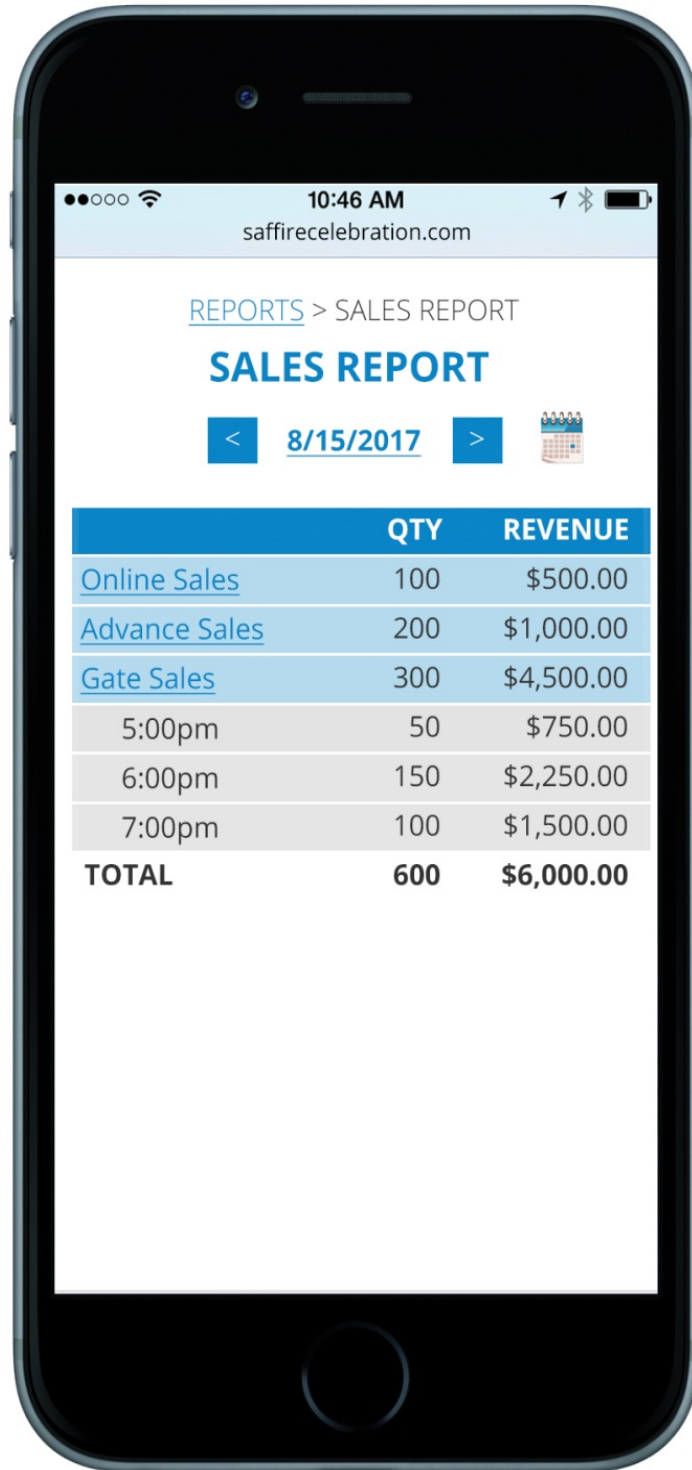
— Total Revenue

COLLAPSE ALL | EXPAND ALL

	Purchased	Redeemed	Current Price	Revenue	Current Customer Fee	Total Customer Fees	Card Revenue	Cash Revenue	Total Revenue
Online	876	807		\$20,107.00		\$2,175.00	\$22,282.00	\$0.00	\$22,282.00
Eli Young Band	119	110		\$4,046.00		\$297.50	\$4,343.50	\$0.00	\$4,343.50
Big & Rich	195	189		\$6,630.00		\$487.50	\$7,117.50	\$0.00	\$7,117.50
Randy Houser	93	88		\$3,162.00		\$232.50	\$3,394.50	\$0.00	\$3,394.50
Demo Derby	191	178		\$2,767.00		\$472.50	\$3,239.50	\$0.00	\$3,239.50
Supercross Racing	49	43		\$569.00		\$112.50	\$681.50	\$0.00	\$681.50
Rodeo	162	135		\$2,220.00		\$405.00	\$2,625.00	\$0.00	\$2,625.00
Ranch Rodeo	67	64		\$713.00		\$167.50	\$880.50	\$0.00	\$880.50
Gate	91,146	91,146		\$110,019.00		\$0.00	\$0.00	\$110,019.00	\$110,019.00
Advance	10,268	6,962		\$256,376.00		\$0.00	\$256,376.00	\$0.00	\$256,376.00
<b>Total</b>	<b>102,290</b>	<b>98,915</b>		<b>\$386,502.00</b>		<b>\$2,175.00</b>	<b>\$278,658.00</b>	<b>\$110,019.00</b>	<b>\$388,677.00</b>

PINNED PAGES

EMAIL HELP



**I'LL SEND THE SLIDES IF YOU LEAVE  
YOUR BUSINESS CARD!**



# OUR MOBILE OBSESSION

I AM SOOOO NOT ADDICTED TO MY SMARTPHONE, BECAUSE I HAVE AN APP THAT WARNS ME IF I'M TURNING INTO AN ADDICT AND IT HASN'T GONE OFF YET.

























# MARKETING OPPORTUNITY




More Than

**1/2**

Of all  
consumer

**EIR**  
mobile

ST

A close-up photograph of a person's hands holding a black smartphone. The phone's screen is black and displays white text. The background is a soft-focus outdoor scene with green foliage and a warm, golden light.

**71%**  
**Of total digital  
minutes in the U.S.  
come from mobile  
devices**

Average time  
browsing on a  
smartphone

**87**

hours

per month

Average time browsing  
on desktop

**34**

hours

per month



# MICRO-MOMENTS ARE SIGNIFICANT

Think with Google calls these the:

“I-want-to-know,  
I-want-to-go, I-  
want-to-do and I-  
want-to-buy

# MICRO-MOMENTS ARE SIGNIFICANT

Micro-moments are the moments throughout the day, when a consumer instinctively



## MOBILE-CENTRIC

Research shows that **96 percent** of users now reach for their smartphones in these micro moments.



## BUT FIRST, SEARCH

People are **at least twice as likely** to use search than other online or offline sources such as store visits or social media.



Verizon LTE 9:52 AM 93% 49 AM

visit conroe texas

Google

visit conroe texas

ALL IMAGES MAPS NEWS VIDEOS SHOPPING

Conroe, TX Calendar of Events | Explore Our Calendar of Events | visitconroe.com  
 (Ad) www.visitconroe.com/events/conroe

Discover fun festivals, great activities and more. Explore our calendar today! Plan A Event. Request A Brochure.

Explore Activities  
 Business Stay  
 Photo Gallery  
 Plan An Event

People also search for

conroe tx things to do in conroe tx this weekend lake conroe

Willis

Verizon LTE

Verizon LTE 9:53 AM 92%

waco fair

Google

waco fair

ALL IMAGES NEWS MAPS VIDEOS SHOPPING

Heart O' Texas Fair & Rodeo  
 Heart O' Texas Fair › home

The Heart O` Texas Fair & Rodeo - October 4-13, 2018 is the signature event, held annually at the Extraco Events Center in McLennan County.

Concerts  
 Events  
 Contact  
 Rodeo  
 Competitive Events  
 Attractions

Heart O' Texas Fair Complex  
 4.2 ★★★★★ (338)

Verizon LTE

94%

star wars

SHOPPING VIDEOS M

EXTRA

Verizon LTE

Verizon LTE 9

how to c

how to change a headli

ALL VIDEOS SHOPPING

Tips and

0:07

SUGGESTED CLIP · 52 sec

How to Replace a Head - YouTube  
 YouTube · ChrisFix

a prius on pontiac g

PEOPLE ALSO ASK

Verizon LTE

# WEBSITE

# SEO: MOBILE-FIRST INDEXING

In late 2016, Google announced it would begin ranking search results based off of the mobile site, not the desktop site.

Your website needs:

- To show the same content regardless of desktop or mobile
- To perform well, within normal mobile standards





Pages need to load quickly and use responsive design.



Buttons need to work with touch screens.



No zooming or side scrolling for mobile usability.



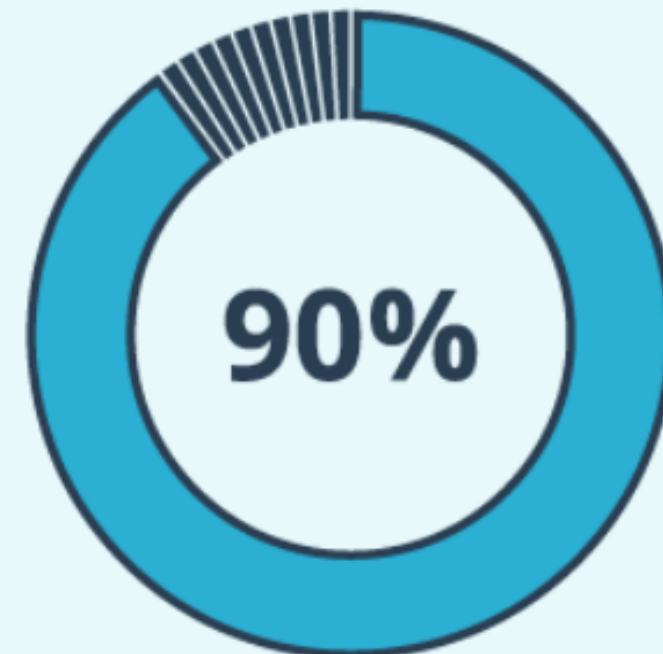
Photos and text need to appear where they should.

# SPEED MATTERS

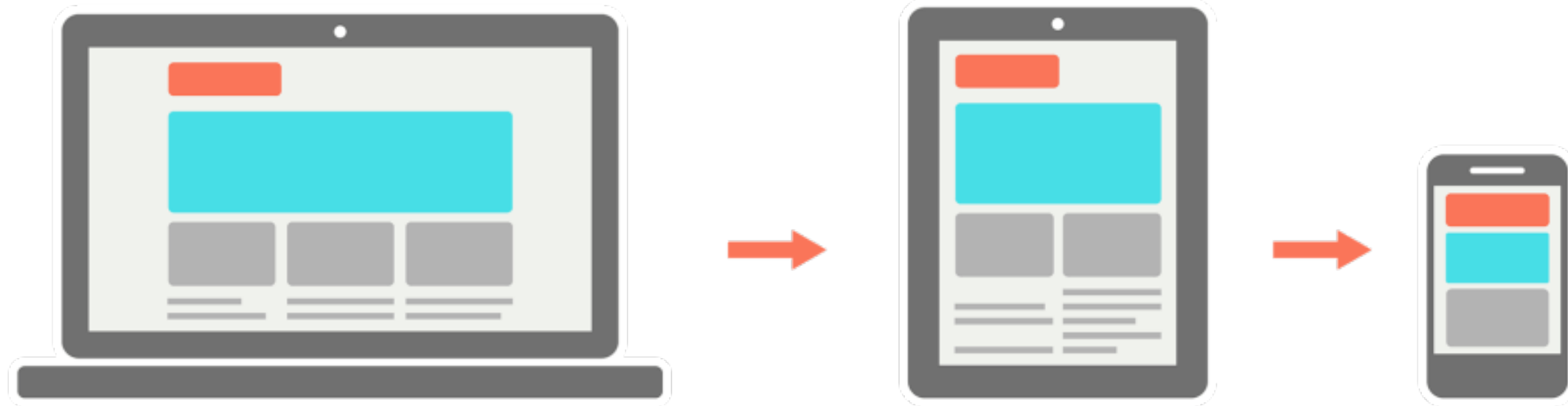


Research by DoubleClick says that if a page takes more than three seconds to load, the bounce rate rises to **53 percent**.

Think With Google found that if a page's loading time goes from **one second to five seconds**, the bounce rate goes up by 90 percent.



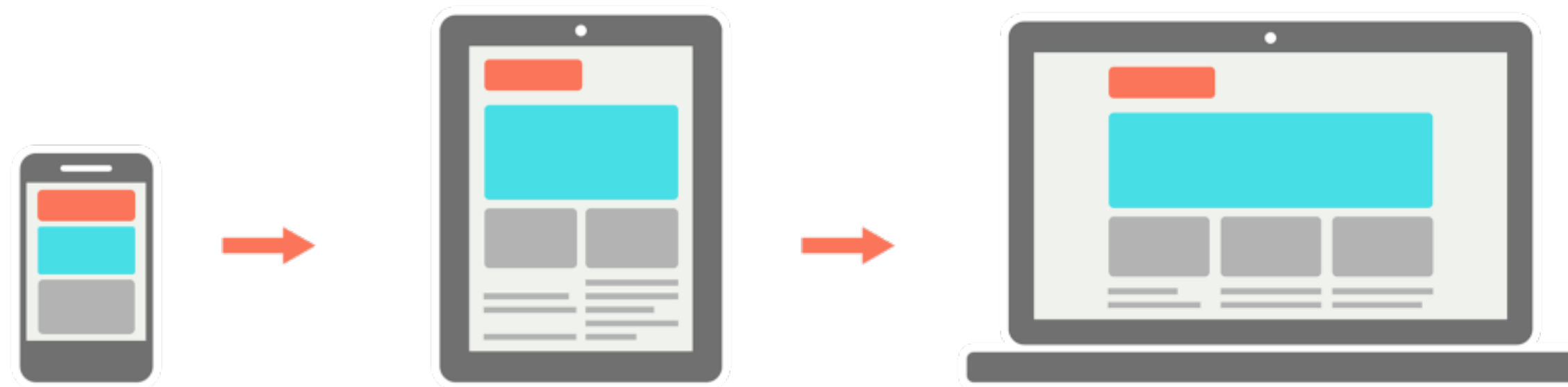
# RESPONSIVE & MOBILE FIRST DESIGN



Responsive Web Design

---

Mobile First Web Design



# RESPONSIVE LOGO DESIGN



# MOBILE-FRIENDLY ECOMMERCE

- Online sales are growing at almost 10% annually
- Online retail will account for nearly 20% of total sales in 2025
  - More than 30% in 2030
  - And about 50% in 2035

# MOBILE-FRIENDLY ECOMMERCE

More consumers are entrusting their phones with access to their bank and credit card

**\$503B**

In-store mobile payments will reach **\$503 billion by 2020.**

In the U.S., mobile wallets are **expected to surpass** the use of both credit and debit cards by 2020.





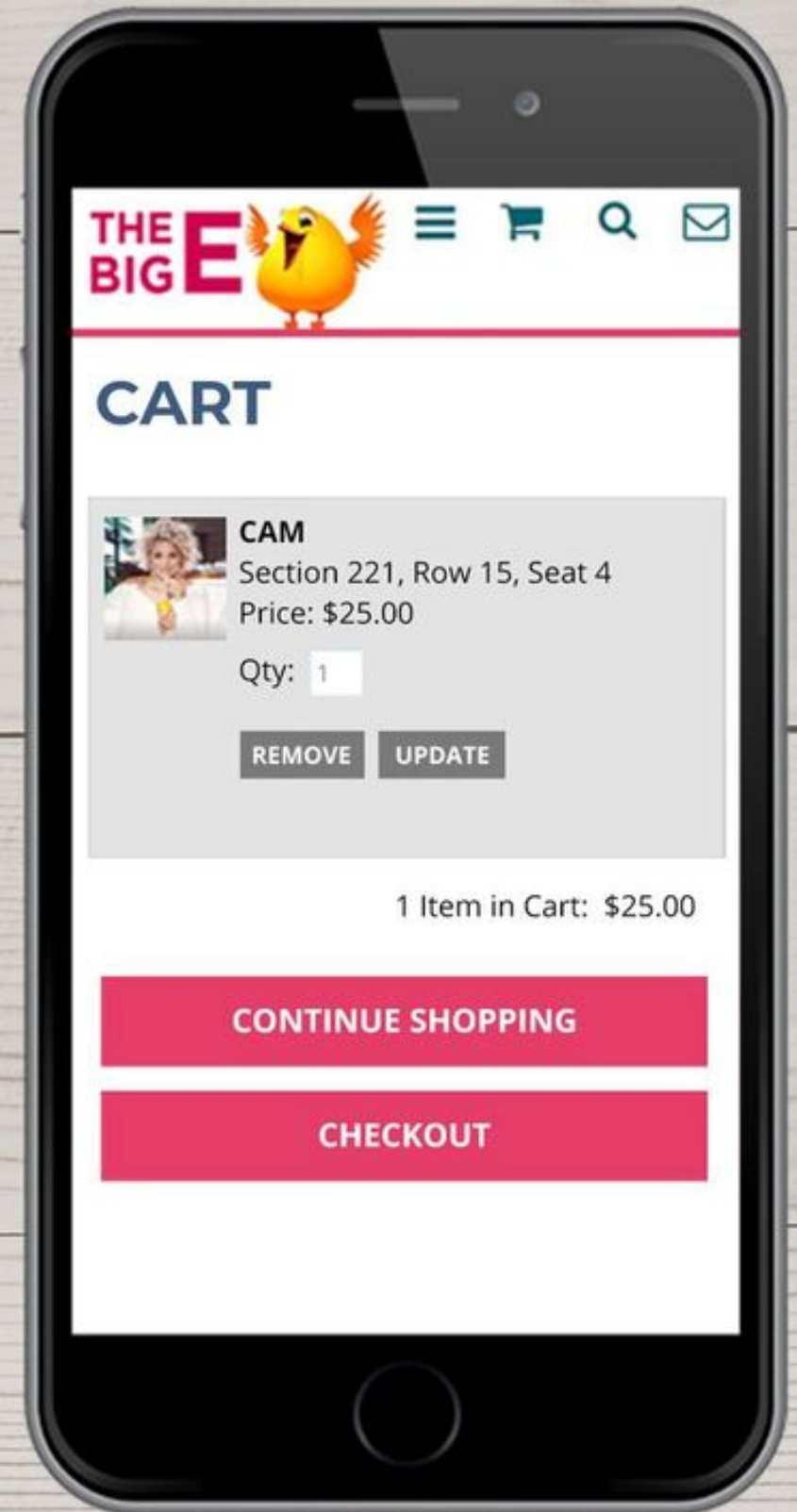
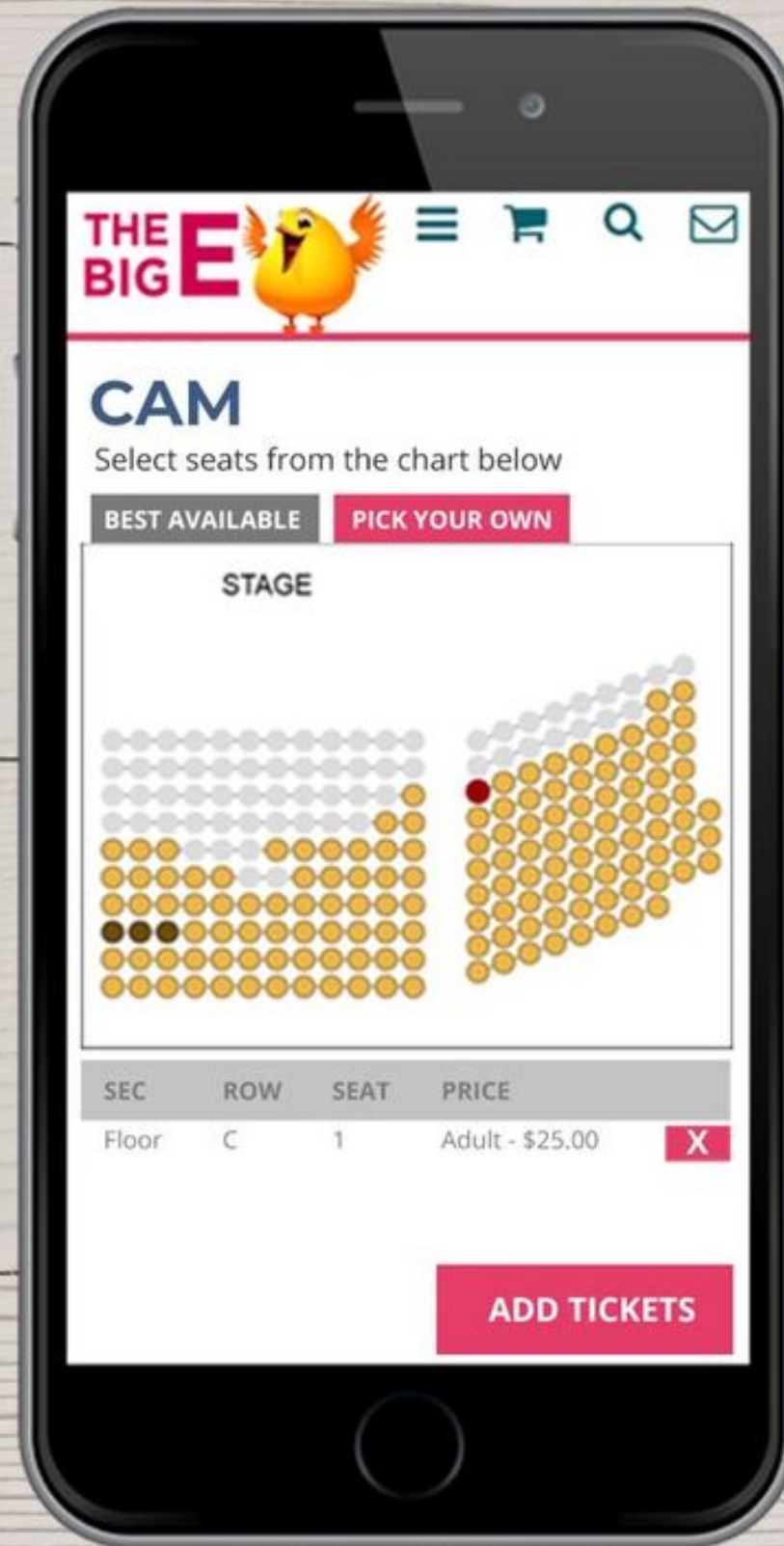
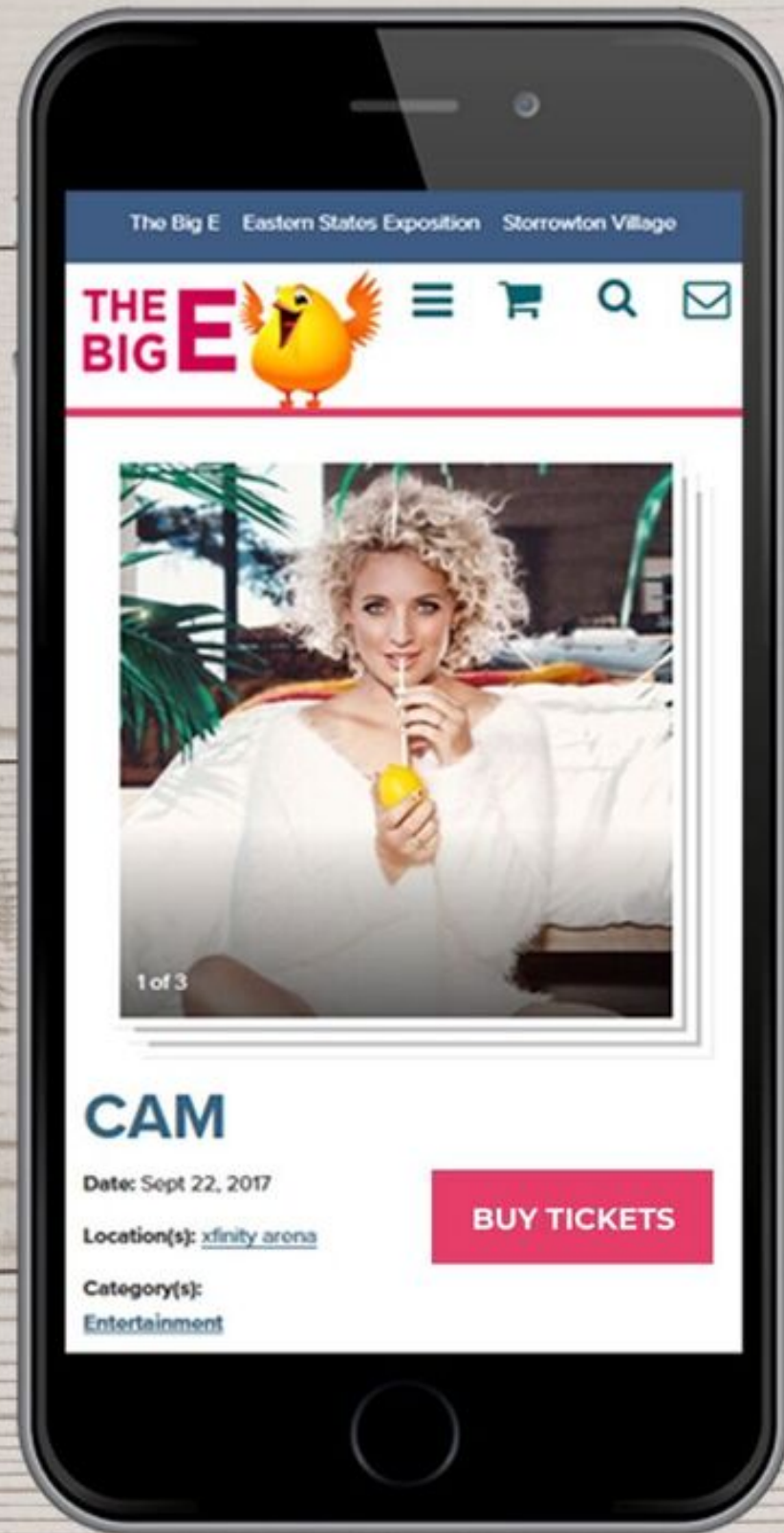


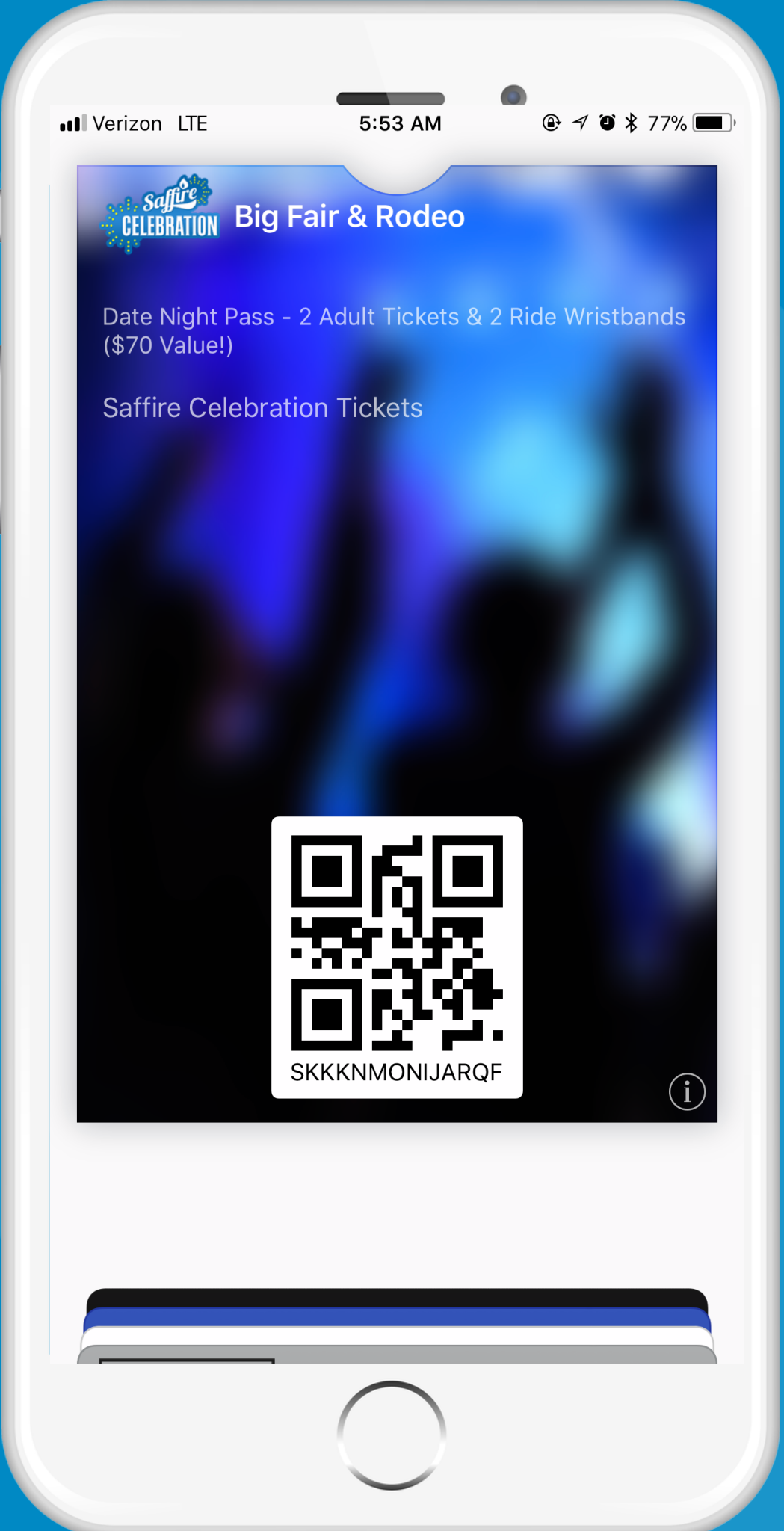
CHELTENHAM  
Festivals

FESTIVAL BOX OFFICE

Children's Railway  
Montpellier Gardens  
Drawing Room









# MOBILE MARKETING PLAN

**Smartphone & tablet users**

**84%**

**Turn to their devices while  
watching TV**

Searching for information

**29%**

Related to what they are  
watching

# HAVE A MOBILE PLAN

- Consider your other advertising efforts (TV, Radio, Outdoor, Print)
- Anticipate your customer's needs for more information
- Provide relevant and useful content on your mobile site & social media

**MOBILE + VIDEO = SUCCESS**



## THE FUTURE IS VIDEO

By 2019, video will account for **around 78%** of the world's mobile data traffic.



Saffire

# CREATING COMPELLING CONTENT

Aspiration



# CREATING COMPELLING CONTENT

- **Step 1: Set some goals! What are you trying to achieve?**
- **4 Types of video:**

**AWARENESS**

# Awareness Video

## INFORMATION

- Dates
- Time
- Location
- How to BUY



# Awareness Video

## INFORMATION

- Dates
- Time
- Location
- How to BUY



# CREATING COMPELLING CONTENT

- **Step 1: Set some goals! What are you trying to achieve?**
- **4 Types of video:**

**AWARENESS**  
**ENGAGEMENT**

# Engagement Video

- Short & sweet
- Ask your audience to participate with comments, likes & shares



# CREATING COMPELLING CONTENT

- **Step 1: Set some goals! What are you trying to achieve?**
- **4 Types of video:**

**AWARENESS**  
**ENGAGEMENT**  
**PRODUCT**

# Product Video

- Show your product
- Top tourism attraction
- Behind the scenes
- Unique restaurant experience highlights





# CREATING COMPELLING CONTENT

- **Step 1: Set some goals! What are you trying to achieve?**
  - **4 Types of video:**

**AWARENESS**

**ENGAGEMENT**

**PRODUCT**





**SUPPORT**

# Support Video

- “How To” Tutorial
- Walk your customer through a process
- Ex. How to plan your booth for the Festival!



# DID YOU KNOW?

-  85% of Facebook video is being watched with the sound off.
-  39% of consumers are more likely to finish videos with subtitles.
-  43% of consumers decide to watch a video to the end in under 15 seconds.
-  73% of consumers decide to watch a video to the end in under 30 seconds.



# LIVESTREAM VIDEO

3x 

LIVE VIDEO IS KEY

Facebook reports that users spend more than **3x more time** watching a live video vs. static content.

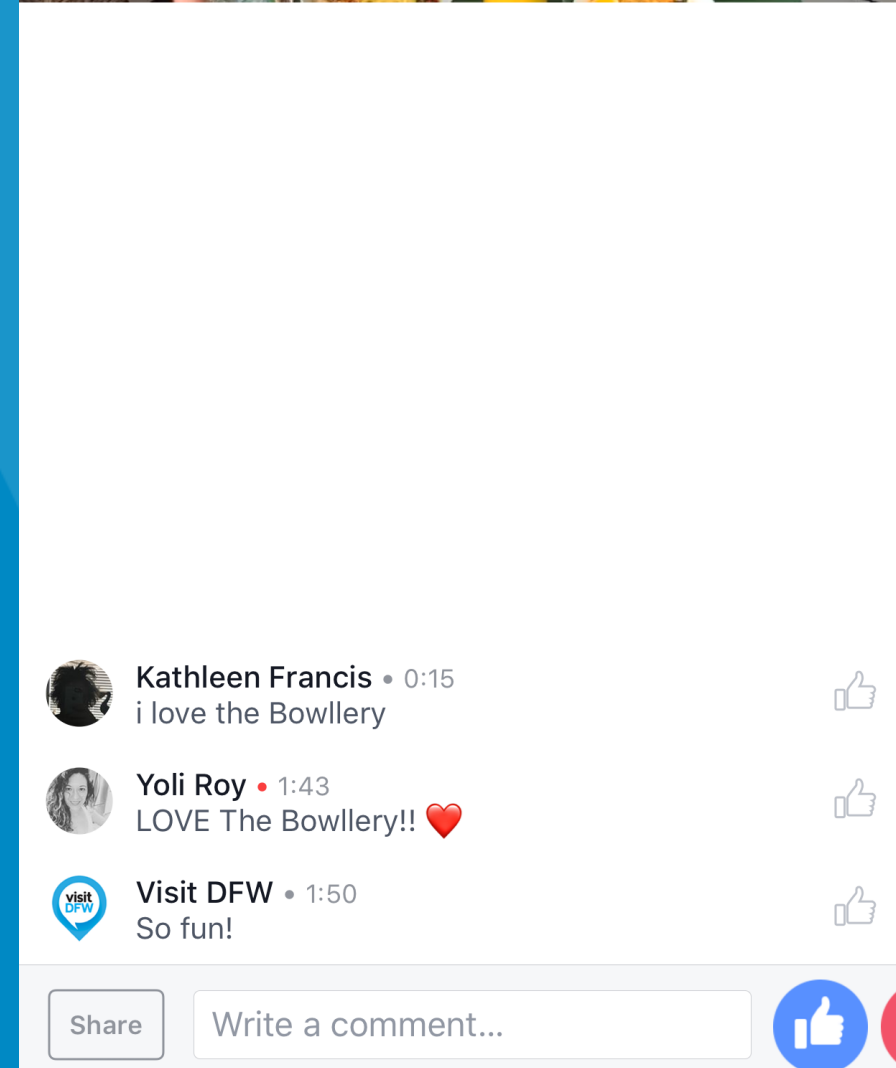
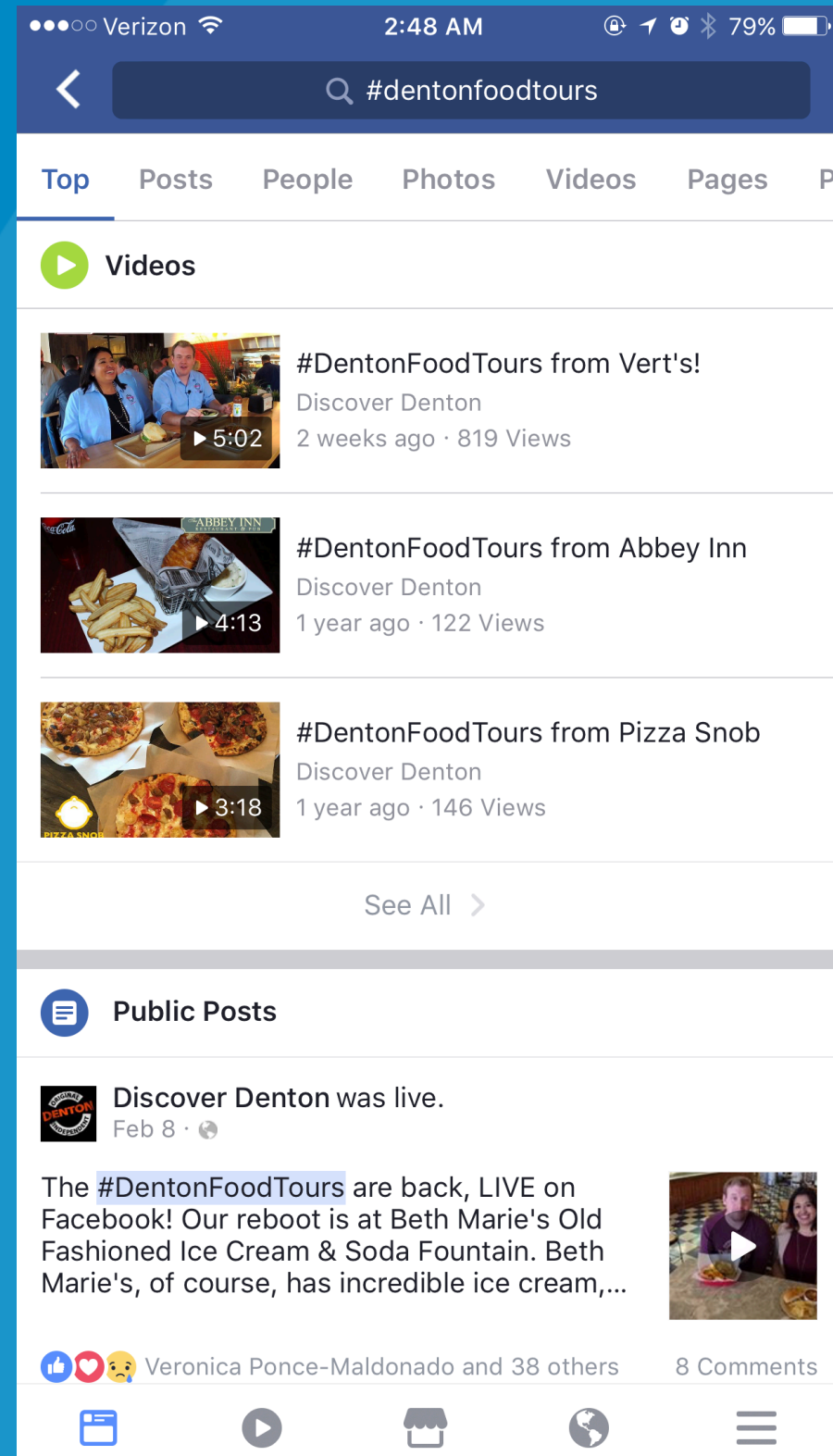
# WHAT WILL WE MISS IF DON'T WATCH?

Live streaming gives people the human connection they want with the brands they follow.

- 81% of consumers on mobile devices watched more live video in 2016 than in the year before, according to LiveStream
- 80% would rather watch live video than read a blog post
- 82% prefer live video over social posts



# CREATE A CONCEPT



# WHAT'S YOUR STORY?

- Who is your target audience?
- What is your key takeaway message?
- Create an outline/storyboard to ensure you have a beginning, middle, & end.
- Keep it authentic! (no scripts!)
- Keep their attention – marketing videos should be less than 1 minute long.
- Determine the production value



# BE AUTHENTIC

**Don't try to be a better version of yourself;  
try to be your most authentic self.**

- **Stop worrying about how you look and sound so you can focus on content.**
- **Train your eyes – when shooting on a smartphone, look about a half an inch behind the front of the phone.**

# AT YOUR DESTINATION

## Use for:

- **Candid video streaming – LIVE!**
- **Announce special events & promotions**
- **Live Q&A Sessions with important figures/entertainers**

## Remember:

- **Place ads on Facebook even for live content**

# GOOD QUESTION!



Saffire

# CO-HOSTS ARE OUR FRIENDS



Saffire

# YEAR-ROUND CONNECTION

The screenshot shows the Facebook profile for Clay County Fair. The page header includes the name 'Clay County Fair', a search bar, and navigation icons for Jessica, Home, and notifications. Below the header are interaction buttons: Like, Follow, Recommend, Book Now, and Send Message. The main content area displays a grid of 12 video posts, each with a thumbnail, a title, and view statistics. The left sidebar contains navigation links for Home, About, Instagram feed, Photos, Reviews, Events, Videos (highlighted), Posts, and Community. The Clay County Fair logo is visible in the top left of the page content.

**Clay County Fair**  
@claycountyfair

- Home
- About
- Instagram feed
- Photos
- Reviews
- Events
- Videos**
- Posts
- Community

**Clay County Agricultural Fair**

Like Follow Recommend ... Book Now Send Message

2.1K views · September 18, 2017

Video Title	Views	Date
A message from our friends at Deggeller Attractions! You...	8.2K views	September 17, 2017
Main points: Thank you everyone! Please no more...	2.4K views	September 16, 2017
(No title visible)	1.7K views	September 16, 2017
Check this out everyone, we had Mr. Young all the way from...	8K views	September 16, 2017
We are here until 4pm accepting and giving!	2.1K views	September 16, 2017
Free hamburgers and sausages tonight until 7-ish. We have...	4.8K views	September 15, 2017
Afternoon update from our fair office, we are in need of...	4.4K views	September 15, 2017
Here's our afternoon update from the Clay County Fair! We need...	1.1K views	September 15, 2017
Update: We are in need of food-canned goods, cereal, drinks,...	7.4K views	September 15, 2017
Come out and join us, our door is open for you! #firstcoastnews...	3.9K views	September 14, 2017
Our Fair Cares has adopted Charles E Bennett Elementary...	772 views	August 7, 2017
Thanks to our friends at Ag-Pro Middleburg for partnering with...	458 views	July 3, 2017

# GETTING THE WORD OUT



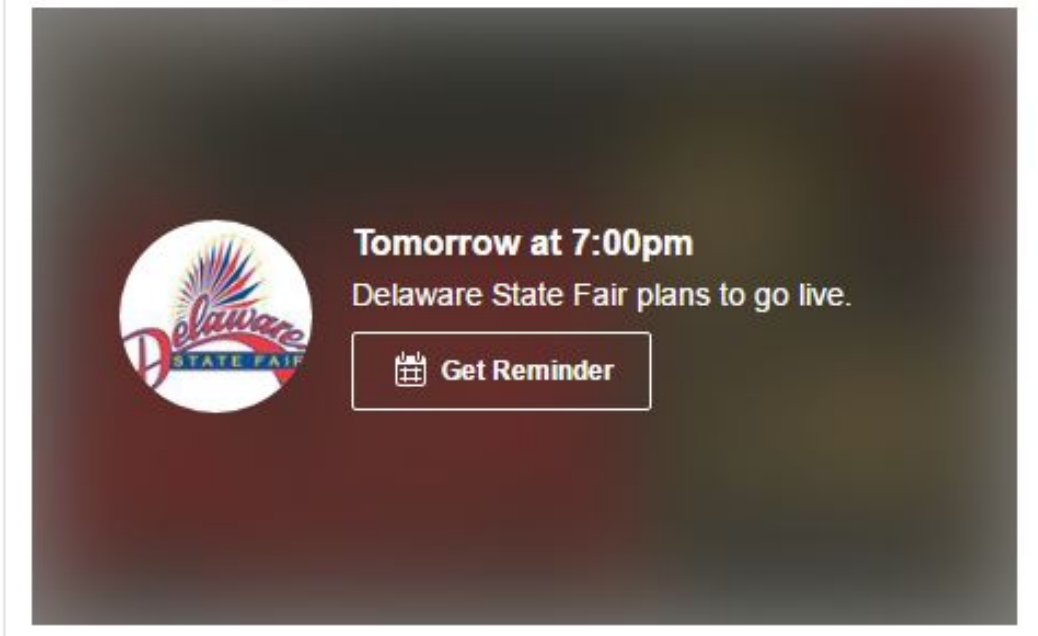
Delaware State Fair  
@DelStateFair

- Home
- About
- Photos
- Videos
- Likes
- Events
- Join the Mailing List!
- Buy Tickets
- Posts
- Notes
- Create a Page

Liked Following Share

Delaware State Fair plans to go live.  
February 9 at 8:13am

The 2017 Delaware State Fair Entertainment Lineup LIVE announcement with broadcast right here on Wednesday, February 15 at 8pm! Hit Get Reminder to be notified!



Like Comment Share

240

65 shares

Write a comment...

- Ann Marie Mckay Anxious!!! Like
- Alice Conway Love the State Fair !!! Like
- Vincent J Deskiewicz Sr Can't wait to see the lineup ! Like
- Lexi Santa Barbara Ryan Hartung were going right??? Like

See All

Send Message

1 Comment  
Like - Comment

Lee Summers  
February 9 at 6:00pm

How soon will you be announcing concert for the fair?

1 Comment  
Like - Comment

Tiffany Myers  
January 25 at 8:05pm

When will concerts for 2017 be announced?

1 Like 2 Comments  
Like - Comment

Liked by This Page

- Toby Keith Like
- Big Time Rush Like
- Jamey Johnson Like

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2017

Posts

StyleNow Feed

Andrew Home 12








Page Messages Notifications Insights **Publishing Tools** Settings Help

Posts  
Published Posts  
Scheduled Posts  
Expiring Posts  
Expired Posts  
Drafts

**Video Library**  
Your Videos  
Videos You Can Use

**Video Library**

Search... Actions Filters

<input type="checkbox"/>	Video	Views	Date Added
<input type="checkbox"/>	 Winter blues? Planning your summer vacation now! 2:00	11,602	Dec 2, 2015 at 12:30pm Erich Bachman
<input type="checkbox"/>	 Can you really have too much color around the house? 1:46	569,979	May 30, 2015 at 3:58pm Erich Bachman
<input type="checkbox"/>	 The making of a Dior handbag by artisans 1:22	34,567	June 22, 2015 at 4:34pm Richard Hendricks-Smythe
<input type="checkbox"/>	 The definitive ranking of bike trails in the Peninsula 0:54	112,254	June 5, 2015 at 12:52pm Erich Bachman
<input type="checkbox"/>	 Check out these 5 great tips for in-season summer style 1:09	195,658	June 2, 2015 at 4:34pm Richard Hendricks
<input type="checkbox"/>	 Top 10 Travel Spots 2:00	11,602	June 29, 2015 at 12:30pm Erich Bachman
<input type="checkbox"/>	 Love the outdoors? Check out the latest boots, shirts, and gear for hiking. 2:11	268,400	May 27, 2015 at 4:42pm Erich Bachman





## Posts

Published

Scheduled

Expiring

Expired

Drafts

## Video Library

Your Videos

Videos You

## Create Live Video

This will create a live video, streamed directly from your professional video equipment or encoding software. This is not for creating live videos from your computer's webcam.

 Secure connection (SSL)

A secure connection is better, but it may not work with all encoders.

Depending on your streaming software, you will use either the Single Field or Separate Fields option below. Copy the contents of these text fields into your video streaming software's set-up fields. [Learn more about live video](#)

## Single Field

Server or Stream URL

OR

## Separate Fields

Server URL

Stream Key



Keep the Stream Key secret. Anyone can use them to stream video to your post. This stream key is valid for 24 hours. Once you preview the video, you have up to 4 hours to go live. If you need more time, create a new stream key closer to the time.

4

Next

Get ready for the yoga attire this summer

12,345

June 5, 2015 at 12:52pm  
Erlich Bachman

Facebook interface for 'StyleNow Feed'. The top navigation bar includes 'Page', 'Messages', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The user is logged in as 'Andrew'.

The 'Publishing Tools' modal is open, titled 'Create Live Video'. It features a purple profile picture and the text: 'Join us later today as we interview Kimberly Williams Live on StyleNow!'. The modal has three tabs: 'Basic', 'Advanced', and 'Stream Key'. The 'Basic' tab is active and contains:

- Video Title:** Kimberly Williams Interview
- Video Tags:** Fashion

The right side of the modal shows a 'PREVIEW' area with a loading spinner and the text: 'Fetching video stream... This can take a few seconds'. At the bottom of the modal, there are icons for audience selection, emojis, location, and a 'Go Live' button with a dropdown arrow. A red dashed box highlights the 'Schedule Live...' option in the dropdown menu, which is also circled in red with a large red number '5'.

The background shows a feed of posts. The first post is a video titled 'Love the outdoors? Check out the latest boots, shirts, and gear for hiking.' with a duration of 2:11. The second post is titled 'Get ready for the yoga attire this summer' with 12,345 likes and is dated 'June 5, 2015 at 12:52pm' by 'Erlich Bachman'.

StyleNow Feed

Andrew Home 12

Page Messages Notifications Insights **Publishing Tools** Settings Help

Posts Publish Schedule Expiring Expired Drafts

Video Library Your Videos

### Schedule Live

Select a date and time when you want to go live.

Upload an image to announce your live video in a post. The announcement will be published immediately.

Preview your live video at least 10 minutes before the scheduled start time to ensure your video feed is streaming properly. You can preview your video feed by opening the scheduled video in your Video Library.

Be prepared for the live video to start automatically at the scheduled time. You must go live within 10 minutes of the scheduled time or your video will be canceled.

**Scheduled Start Time**

10/31/2016 2:30 PM PDT

**Custom Image**

Change Image Remove Image

Announcement Preview

**StyleNow Feed plans to go live.** Just now ·

Join us later today as we interview **Kimberly Williams** Live on StyleNow!

**Today at 2:30 PM**  
StyleNow Feed plans to go live.

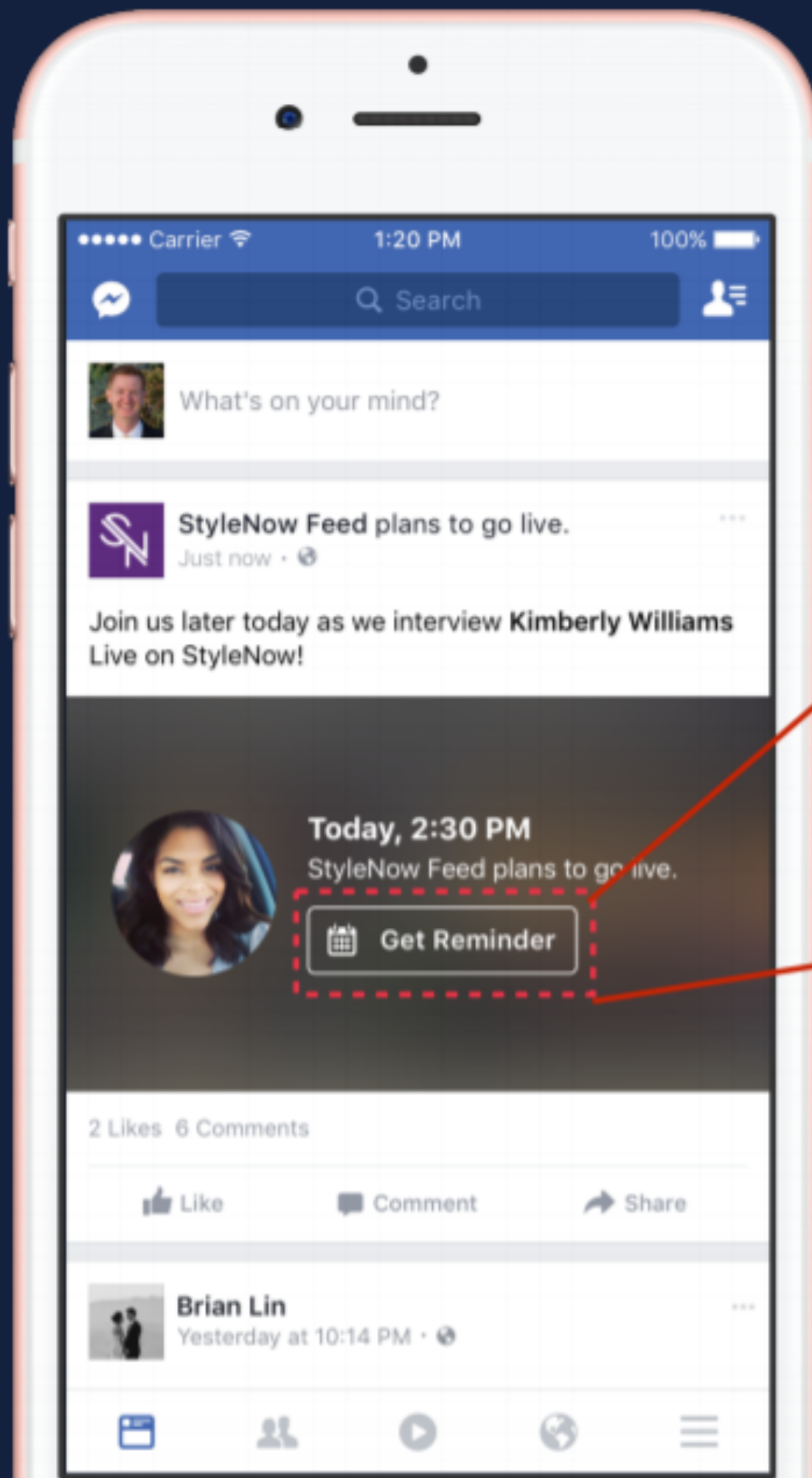
Get Reminder

Cancel **Schedule**

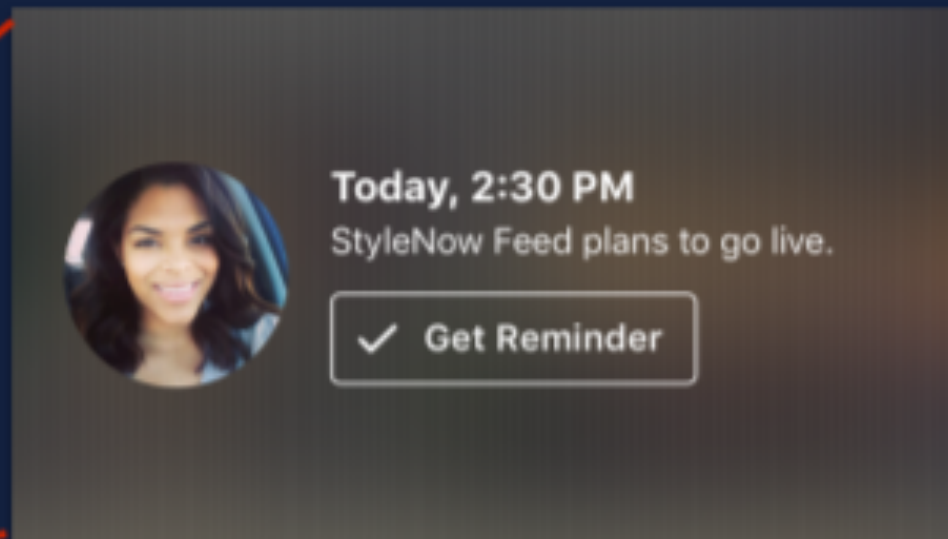
Love the outdoors? Check out the latest boots, shirts, and gear for hiking. 268,400 May 27, 2015 at 4:42pm Erich Bachman

Get ready for the yoga attire this summer 12,345 June 5, 2015 at 12:52pm Erich Bachman

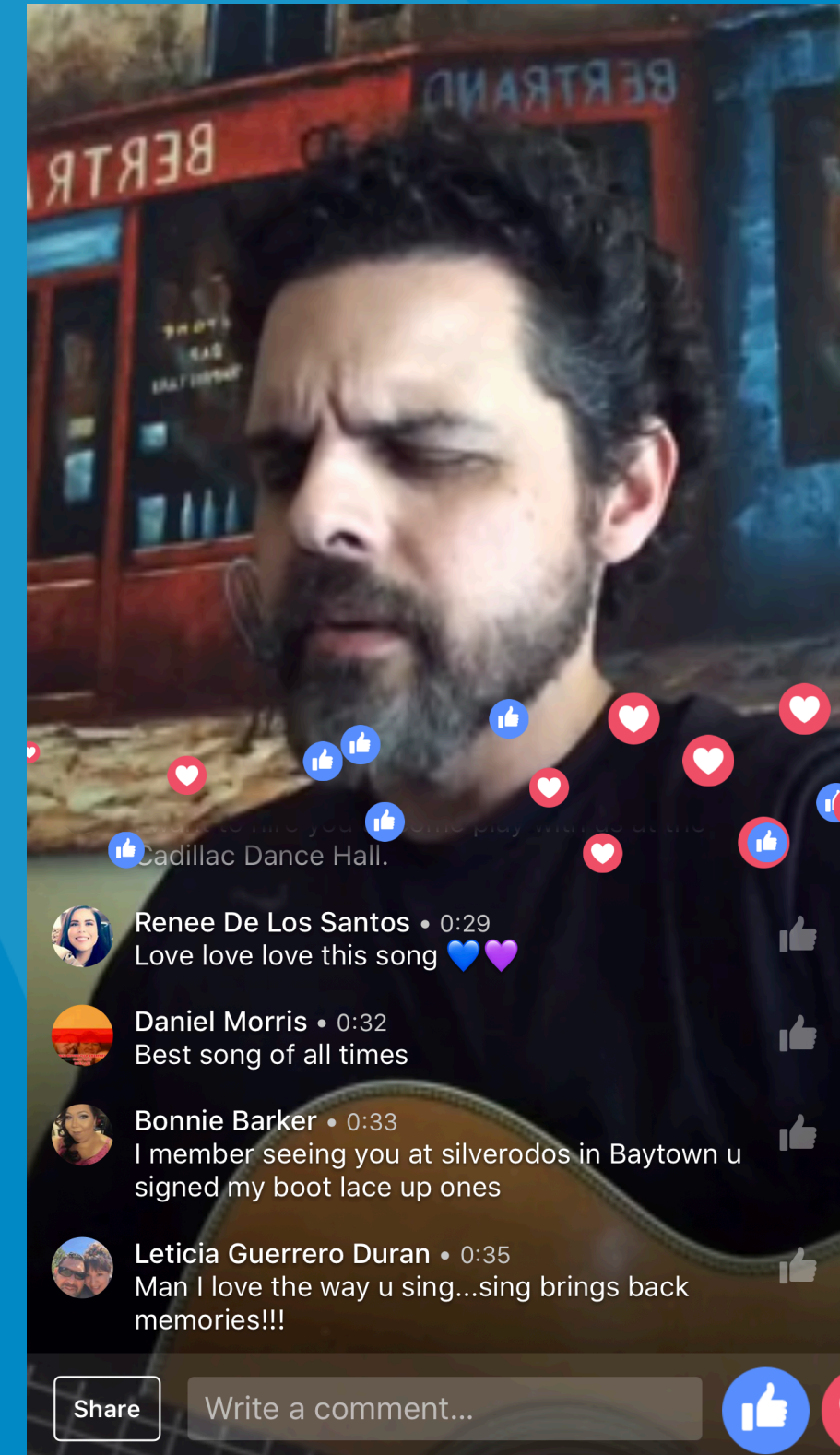
6



Once a follower hits "Get Reminder," they'll see a checkmark confirming they've opted in to be notified when the live broadcast is about to begin



# MAKE IT A ROUTINE





# MEASURING YOUR RESULTS

- Overview
- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos**
- People
- Messages

**Welcome to the new Video Insights!**  
Video Insights shows you how people engage with videos on your Page so you can get an in-depth look at viewership and track overall performance.



## Video Insights: Jul 18, 2017 - Jul 24, 2017

Daily data is recorded in the Pacific Time Zone

Last 7 days

**Select a Date Range**  
Choose a time period to analyze video performance.

Next

### Performance

24 COMPARED TO THE PREVIOUS 7 DAYS

<b>0</b> Minutes Viewed ▼ 100% from previous 7 days	<b>0</b> Video Views ▼ 100% from previous 7 days
---	--

Jul 18, 2017 - Jul 24, 2017  
**0 Minutes Viewed**   **6 Previous Period**



Austin Revolution Film Festival

Jessica Home 2

Page Inbox Notifications 10 Insights Publishing Tools Settings Help

Overview Promotions Followers Likes Reach Page Views Page Previews Actions on Page Posts Events **Videos** People Messages

0 Minutes Viewed   
 ▼ 100% from previous 7 days

0 Video Views   
 ▼ 100% from previous 7 days

Jul 18, 2017 - Jul 24, 2017

0 Minutes Viewed 6 Previous Period

Date	Minutes Viewed
Jul 18	7.5
Jul 19	4
Jul 20	0
Jul 21	0
Jul 22	0
Jul 23	0
Jul 24	0

Spot Top Performers   
 See the highest performing videos on your Page.   
 Back Next

Top Videos > HIGHEST PERFORMING VIDEOS BY MINUTES VIEWED FROM 7/18 - 7/24

Now Top Videos will include all videos that have been viewed within the selected date range. Go to your Video Library to see all of your videos.





- Overview
- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Branded Content
- Events
- Videos**
- People
- Local
- Messages



# Video Insights: Apr 1, 2017 - Jul 25, 2017

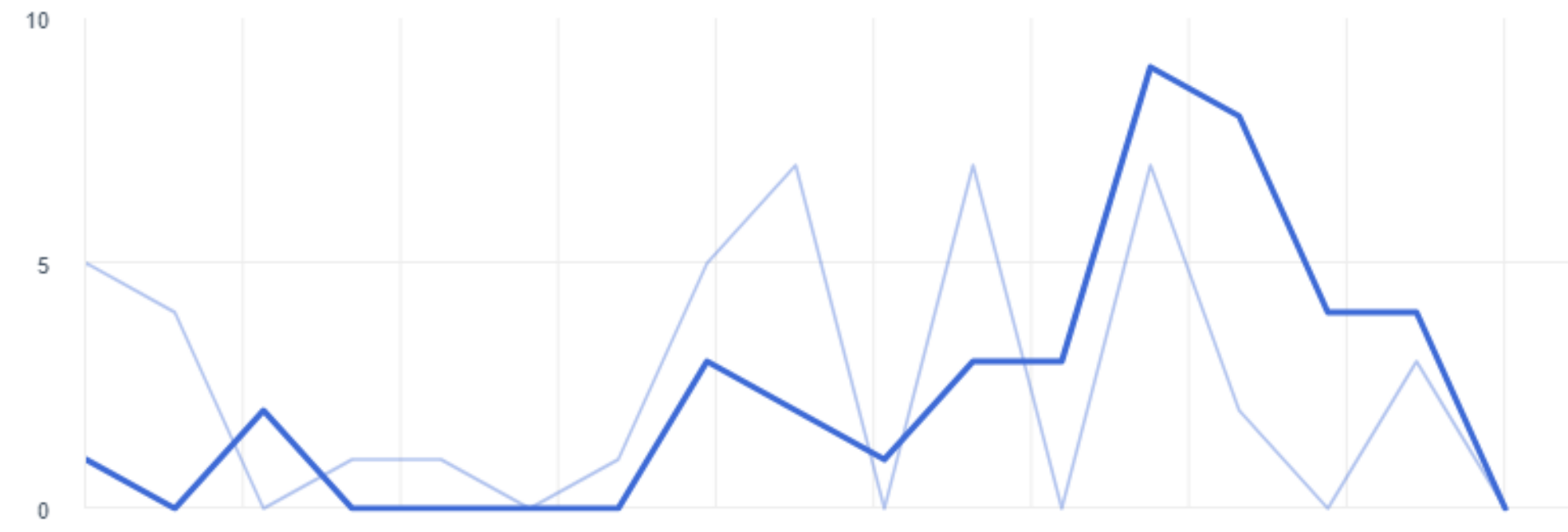
Daily data is recorded in the Pacific Time Zone

Apr 1, 2017 - Jul 25, 2017

## Performance > METRICS FOR ALL YOUR VIDEOS FROM 4/1 - 7/25 COMPARED TO THE PREVIOUS 116 DAYS

<p><b>40</b></p> <p>Minutes Viewed</p> <p>▼ 6.98% from previous 116 days</p>	<p><b>59</b></p> <p>Video Views</p> <p>▼ 34.4% from previous 116 days</p>
--	---

Apr 1, 2017 - Jul 22, 2017  
40 Minutes Viewed 43 Previous Period



# WHAT TO MEASURE

- **Impressions:** the number of opportunities someone has for watching the video.
- **Views:** are the number of times someone watches a video.
- **Play rate:** a measure of how engaging your video is (calculate by dividing views by impressions).
- ★ **Engagement rate:** a signal of when viewership drops off.

# REUSE GOOD IDEAS



- Home
- Trending
- Subscriptions

LIBRARY

- History
- Watch later
- Liked videos
- Favorites

SUBSCRIPTIONS

About 5 results

FILTER



### St. Pete/Clearwater Off Limits: Tropicana Field

Visit St. Pete Clearwater • 4.7K views • 4 years ago

In the St. Pete/Clearwater Off Limits series, you will go where no one else is allowed. In this video, climb to the top of Tropicana ...



### St. Pete/Clearwater Off Limits: Vinoy Tower

Visit St. Pete Clearwater • 2.3K views • 4 years ago

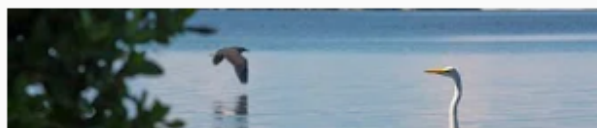
In the St. Pete/Clearwater Off Limits series, you will go where no one else is allowed to be. In this video, get incredible views of ...



### St. Pete/Clearwater Off Limits: St. Pete/Clearwater International Airport

Visit St. Pete Clearwater • 1.8K views • 4 years ago

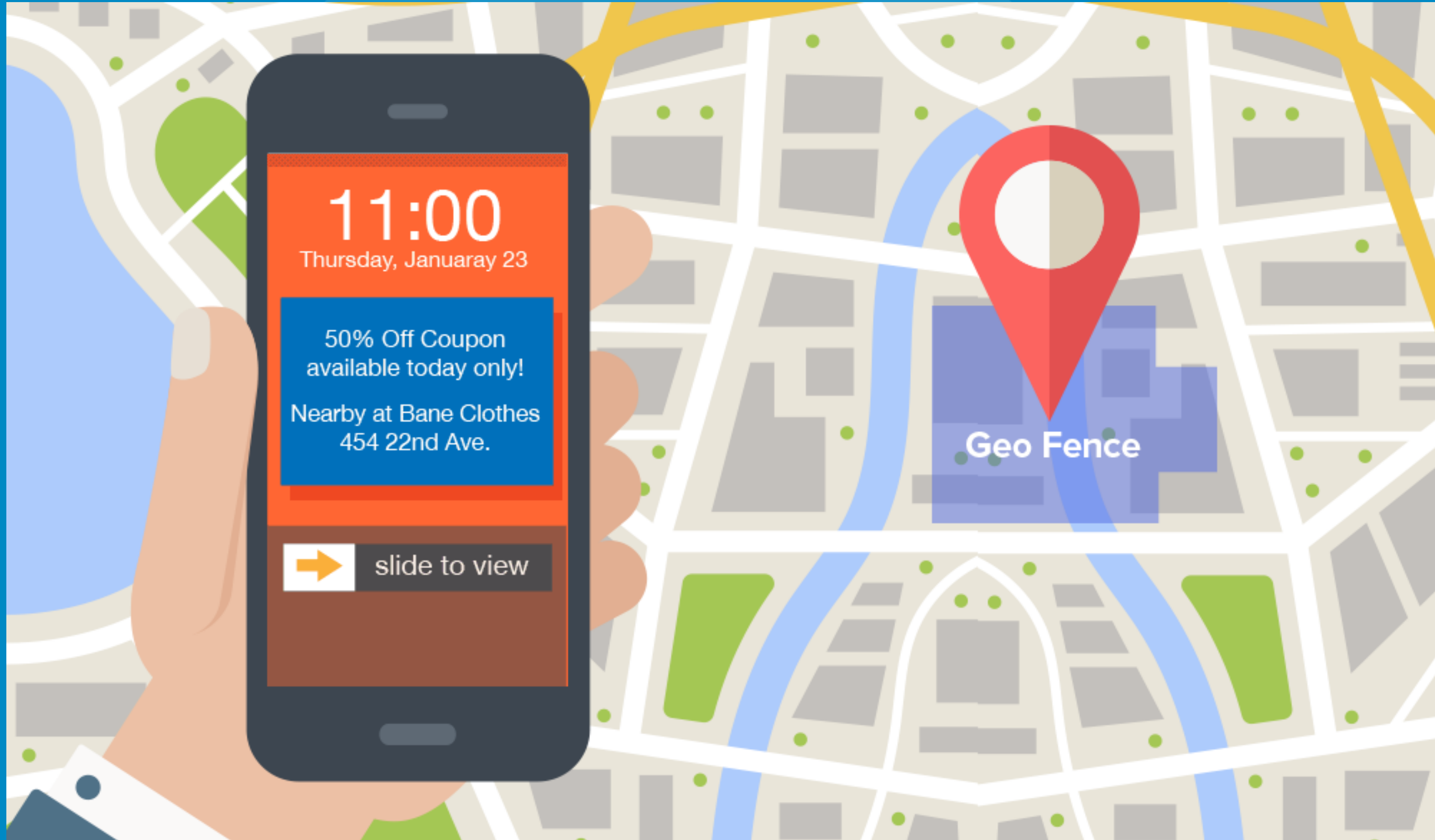
In the St. Pete/Clearwater Off Limits series, you will go where no one else is allowed. In this video, ride the runway at St.



### St. Pete/Clearwater Off Limits: Fort De Soto Park

Visit St. Pete Clearwater • 1.4K views • 4 years ago

# GEO-FENCING



*Saffire*

**MORE CUTTING EDGE TECHNOLOGY**

Saffire

# AMBIENT COMPUTING / VOICE ACTIVATED



Saffire

# AUGMENTED / VIRTUAL REALITY





# More Free Online Marketing Tips!

Website

[www.saffire.com](http://www.saffire.com)

Facebook

TeamSaffire

Twitter

@TeamSaffire

Instagram

TeamSaffire

Pinterest

saffire

YouTube

saffirestudio

The Amplifier

[www.saffire.com/podcast](http://www.saffire.com/podcast)

## Questions?





**Saffire**<sup>®</sup>

Jessica Bybee-Dziedzic  
Director of Partnerships, Saffire  
[jessica@saffire.com](mailto:jessica@saffire.com)