



93.5K
impressions

down 1.48% from 94.9K last month

52.5K
total reach

up 9.14% from 48.1K last month

17.3K
engagements

up 136% from 7,327 last month

1,589
reactions

down 18.5% from 1,950 last month

54
total posts

down 17% from 65 last month

4.69%
engagement rate

up 5.39% from 4.45% last month

6,117
total fans

up 1.33% from 6,037 last month

TOP POSTS



TOP HASHTAGS

#cornmaze
#31onthe31st
#comingsoon
#dontbetardyforthetarts
#inpizzawecrust



323.1K
impressions

up 0.06% from 322.9K last month

116.4K
total reach

up 3.1% from 112.9K last month

10K
total likes

down 24.8% from 13.3K last month

275
comments

down 3.8% from 286 last month

53
total posts

down 18% from 65 last month

5.67%
engagement rate

down 9.71% from 6.28% last month

10,531
total followers

up 2.8% from 10,243 last month

TOP POSTS



TOP HASHTAGS

#cornmaze
#buttercrunch
#candy
#comingsoon
#christmas

Story Insights

40.3K
impressions

up 6.1% from 38K last month

38.9K
total reach

up 5.2% from 37K last month

46
replies

down 21% from 58 last month

3,064
exits

up 8.53% from 2,823 last month

43
total stories

down 14% from 50 last month

0.12%
engagement rate

down 20% from 0.15% last month



7,998
impressions

down 42.5% from 13.9K last month

189
engagements

down 24% from 250 last month

127
total likes

down 17% from 153 last month

6
retweets

down 60% from 15 last month

47
total tweets

down 22% from 60 last month

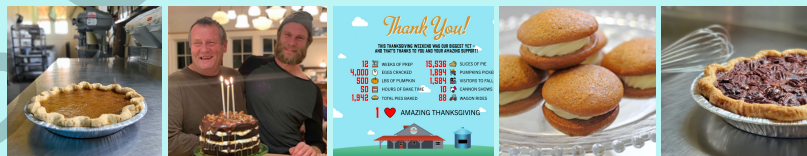
2.60%
engagement rate

up 0% from 2.60% last month

985
total followers

up 0.31% from 982 last month

TOP POSTS



TOP HASHTAGS

#fallfest
#thankyou



13.5K
sessions

up 32.3% from 10.2K last month

27.4K
pageviews

up 31.1% from 20.9K last month

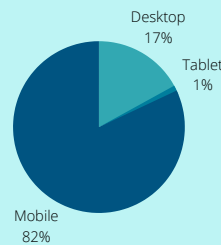
1:36
avg. session

up 0:00 from 1:36 last month

48.8%
bounce rate

up 3.39% from 47.2% last month

69% new users
31% returning



TOP PAGES

Murphy's Home Page - 11,599
Fall Fest - 5,547
Hours, Directions, etc. - 1,639
Halloween Harvest - 1,079
Thanksgiving Bakery Orders - 788

TOP REFERRALS

Blog TO - 1,451
Murphys Shopify - 408
Facebook - 351
Lnk.Bio - 33
ca.pickyounfarm - 27



2,882
total emails

up 3.74% from 2,744 last month

4
total sends

up 16.7% from 7 last month

34.8%
avg. open rate

down 9.8% from 33.1% last month

7.5%
avg. click rate

down 39.8% from 5% last month

E-Newsletter Insights

32%
avg. open rate

5.5%
avg. click rate

0.3%
avg. unsub.