























Australian Facebook Performance Report

[February 2013

Top 30 Facebook Pages by Fans	3	 News & Magazines	17
Top 20 Industries by Fans	4	 Quick Serve Restaurants	18
Introduction	5 - 6	 Radio	19
 Airlines	7	 Retail - Fashion	20
 Alcohol - Beer, Wine & Cider	8	 Retail - Grocery	21
 Alcohol - Spirits	9	 Sporting Clubs	22
 Automotive - Manufacturers	10	 Telecommunications	23
 Banks & Financial Institutions	11	 TV Channels & Networks	24
 Department & Online Stores	12	 TV Programs	25
 Electronics	13	 Universities	26
 FMCG - Beverages	14	Methodology	27 - 28
 FMCG - Snackfoods	15	Social Pulse	29 - 31
 Health & Beauty	16	About Us - Online Circle	32

Top 30 Facebook Pages by Fans*

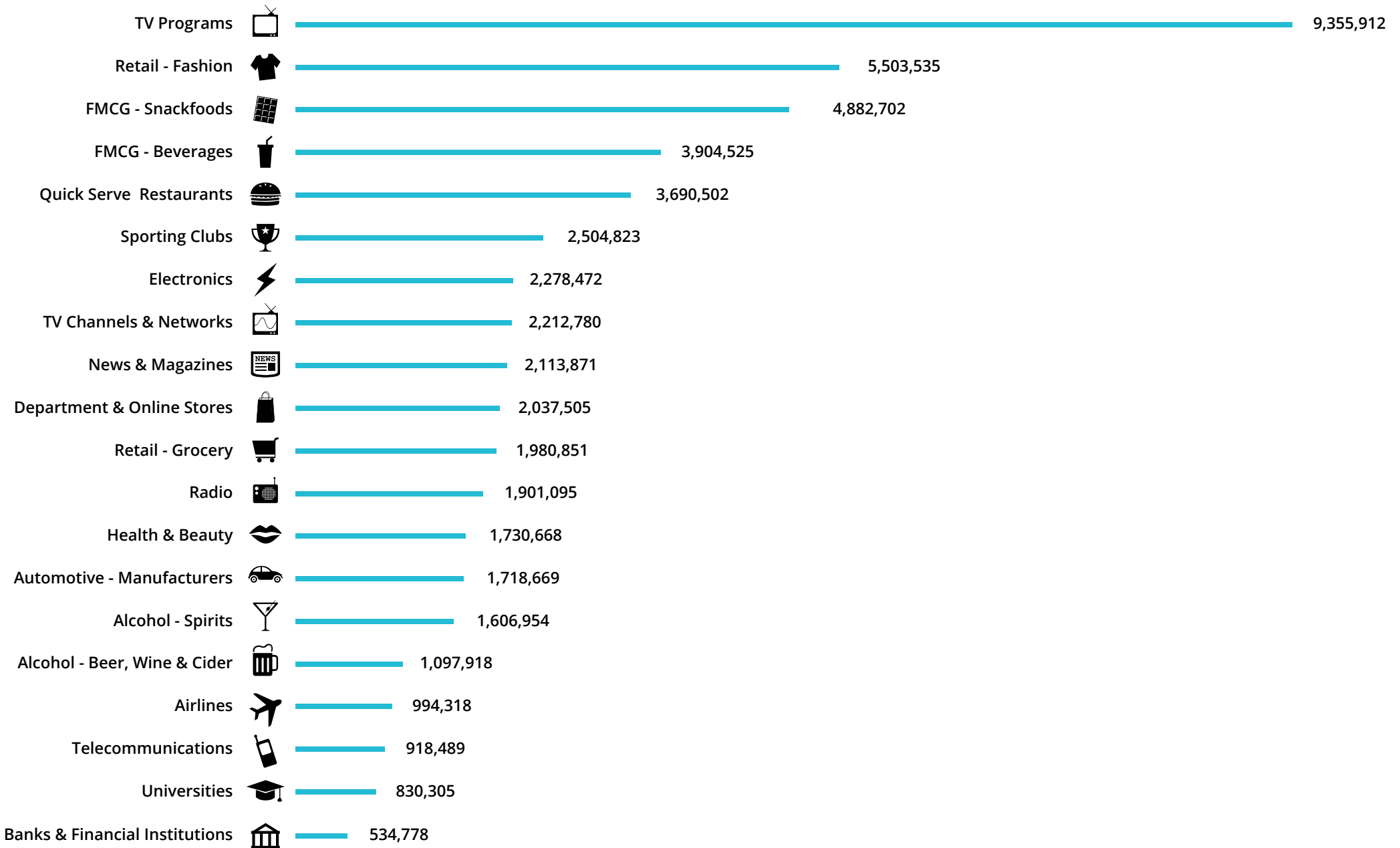
Data provided by Online Circle & Social Pulse

1		BANANAS in PYJAMAS <i>Bananas in Pyjamas</i> 2,032,296	11		<i>[yellow tail]</i> 719,826	21		<i>Jay Jays</i> 496,674
2		<i>Bubble O'Bill</i> 1,272,089	12		<i>KFC Australia</i> 630,504	22		<i>5 Gum Australia & NZ</i> 493,826
3		<i>Pringles Australia</i> 1,259,733	13		<i>UNDERBELLY</i> 629,687	23		<i>V Energy Drink Australia</i> 486,832
4		<i>Home and Away (Official)</i> 1,047,820	14		<i>Hey Hey It's Saturday</i> 623,176	24		<i>Freddo</i> 482,894
5		<i>MasterChef Australia</i> 1,033,696	15		<i>Lorna Jane</i> 619,083	25		<i>The X Factor - Australia</i> 478,480
6		<i>Coca-Cola Australia</i> 882,306	16		<i>Simple Skincare</i> 574,671	26		<i>Subway Australia</i> 475,301
7		<i>Domino's Pizza - Australia</i> 797,320	17		<i>triple j</i> 571,487	27		<i>SUPRÉ</i> 471,374
8		<i>BONDS</i> 791,220	18		<i>McDonald's Australia</i> 524,966	28		<i>Cotton On</i> 455,622
9		<i>[V] Music - Channel [V] Australia</i> 774,523	19		<i>Neighbours</i> 500,320	29		<i>JB Hi-Fi</i> 453,517
10		<i>Better Homes and Gardens</i> 753,950	20		<i>Official Big Brother Australia</i> 500,076	30		<i>Foxtel</i> 442,889

* Average for February 2013

Top 20 Industries by Fans*

Data provided by Online Circle & Social Pulse



* Average for February 2013

Welcome to the 2013 February edition of the Australian Facebook Performance Report.

This is our second year of providing success benchmarks to increase understanding of the strategies and tactics behind some of the country's most successful Facebook brand pages. We're excited to start this year with a new, improved and more thorough report.

It's clear that generating a strong presence on Facebook continues to be a competitive necessity for marketers as Facebook use continues to grow.

Experian recently reported that 6.11% of all web traffic in Australia goes to Facebook, and it receives more than 120 million page views every week. AC Nielsen has further reported that Facebook holds the number 2 position (from Google's first) of Top 10 Brands (websites) with unique Australian Audiencesⁱ.

How this competitive advantage is gained and maintained changes with each of the updates and new products Facebook releases. This report highlights in particular, the clear trend that a brand's Facebook marketing success is now so often determined by their use of Facebook's advertising platform. Until mid to late last year

the vast majority of money brands invested in Facebook was for 'like' ads - designed specifically to acquire new fans. The theory being, that once fans had liked a page, the brand could market to its community as it saw fit.

With the unveiling of a plethora of new features, including sponsored stories, it is clear that Facebook's aim is to develop an advertising model that it hopes will resemble organic social marketing. Facebook would argue that inserting paid content into users' newsfeeds with supposed minimal distraction could help businesses see more exposure for their social content and eventually drive more traffic to their website.

The stark reality of this however, is that Facebook is actually asking brands to now pay for what they used to offer for free. With 84% of its total revenue coming from advertising this is clearly a reflection of the pressure from Facebook's shareholders to increase the bottom line.

It's up to you and your brand to analyse your return on investment when it comes to Facebook.

In recognition of the wide variety of industries using Facebook as a marketing channel, this month we have increased the number of

categories in our report.

We have split one category, Alcohol – Brands into two tables: Alcohol – Beer, Wine & Cider and Alcohol – Spirits.

The new categories we have added are:

- Airlines
- Health & Beauty
- News & Magazines
- Radio
- Sporting Clubs
- TV – Channels & Networks
- Universities

TV Programs remains at the top of the list with 9,355,912 fans. It still has approximately 4 million more fans than nearest rivals Retail – Fashion which jumped to second position (5,503,535) and FMCG – Snackfoods (4,882,702) which dropped from second to third. In our last report we suspected that the traditionally quiet summer months for television could result in a slowdown in fan growth for the category but in actual fact, the industry grew a healthy 3.5%.

It's certainly possible to cultivate an engaged Facebook following as part of your larger digital marketing strategy and some industries do this better than others. New category, Radio is clearly best in class when it comes to this with an incredibly high engagement rate of 15.6% for February which was just down on 17.5% in December. The secret for brands in this industry appears to be a solid Facebook advertising investment, hosting competitions and posting content much more regularly than brands from other industries (between 5-10 times a day).

Second in class was the Telecommunications industry with a rate of 8% (our leader last report) followed by Alcohol – Beer, Wine & Cider (7.2%), TV Programs (6.9%), News & Magazines (6.5%) and Banks and Financial Institutions (6.5%).

Data for this report was collected from Social Pulse on **January 16, 23 and 30 and also on February 6 and 13 unless otherwise stated**. Please review the methodology at the end of the report for a clear understanding of each metric.

Finally, here at the Online Circle we create the Australian Facebook Performance Report using our data analysis and visualisation software, Social Pulse.

Social Pulse provides simple social media analytics to measure ROI on social media.

If you want to learn more about this software, feel free to request an invite at: www.socialpulse.co

We would love to hear your thoughts and feedback. We are constantly refining the data and trying to think ahead and your suggestions are most welcome.

If you would like to be notified of future reports visit: www.theonlinecircle.com/facebook-report



Lucio Ribeiro

Lead Strategist, Online Circle.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			994,318	26,962	21,384	5.3%	176.8%	4.6%	19.3%	
1	1	Qantas	293,698	10,194	8,452	2.9%	25.9%	3.5%	9.9%	22.0%
2	2	Virgin Australia	217,746	5,931	3,795	1.8%	2.5%	2.7%	3.1%	13.4%
3	3	Jetstar Australia	206,739	3,621	4,206	2.1%	2.2%	1.8%	2.4%	5.9%
4	-	AirAsia Australia	112,626	1,578	614	0.5%	-	1.4%	-	11.0%
5	4	Air New Zealand - Australia	110,705	2,965	2,561	2.3%	3.8%	2.7%	4.0%	2.9%
6	6	Thai Airways International Australia	15,039	787	440	3.0%	3.7%	5.2%	5.1%	0.6%
7	5	Cathay Pacific Australia	14,986	167	36	0.2%	0.5%	1.1%	0.8%	3.4%
8	7	Tiger Airways Australia	9,352	925	841	9.4%	6.3%	9.9%	5.1%	1.6%
9	8	LAN Airlines Australia	8,237	443	88	1.1%	1,878.5%	5.4%	70.6%	0.7%
10	9	Air Tahiti Nui - Australia	2,875	178	55	1.9%	2.1%	6.2%	6.4%	0.4%
11	10	Philippine Airlines Australia	1,300	113	160	12.9%	18.9%	8.7%	10.8%	0.1%
12	-	Skywest Airlines	583	35	41	7.3%	-	6.1%	-	0.1%
13	11	Air Canada - Australia	432	23	95	23.7%	0.0%	5.4%	93.5%	0.0%

Fans (Avg):

Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.

People Talking About (Avg):

Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.

Fan Growth:

13 February compared to 16 January 2013.

% Fan Growth:

Relative % increase comparing number of fans on 13 February compared to 16 January 2013.

Engagement Rate:

The People Talking About (Avg) represented as an percentage of total Fans (Avg).

Share of Engagement:

Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.



Alcohol - Beer, Wine & Cider

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			1,097,918	56,421	46,954	6.2%	13.3%	7.2%	4.9%	
1	3	Rekorderlig Cider - Australia	216,966	11,184	8,584	4.0%	7.4%	5.2%	6.4%	3.2%
2	2	Pure Blonde	212,977	1,788	1,435	0.7%	1.7%	0.8%	1.7%	16.1%
3	4	Jacob's Creek	126,227	9,058	17,897	15.5%	0.1%	7.2%	1.0%	2.5%
4	5	Tooheys Extra Dry	109,227	1,433	1,250	1.2%	0.3%	1.3%	1.5%	3.5%
5	6	XXXX GOLD	62,290	1,992	747	1.2%	4.4%	3.2%	7.8%	19.9%
6	7	VB	56,673	11,202	1,305	2.3%	2.3%	19.8%	6.9%	2.1%
7	9	Brown Brothers Winery	38,184	1,198	474	1.2%	4.7%	3.1%	3.0%	2.4%
8	8	Carlton Draught	37,124	1,371	604	1.6%	0.9%	3.7%	2.6%	1.6%
9	10	Guinness Australia	32,693	928	-54	-0.2%	0.0%	2.8%	3.0%	2.0%
10	12	Magners Australia	32,547	1,129	1,656	5.2%	11.2%	3.5%	4.6%	1.0%
11	13	Coopers	25,600	565	313	1.2%	1.9%	2.2%	0.8%	0.6%
12	14	Little Creatures Brewing	22,561	337	223	1.0%	1.4%	1.5%	1.7%	1.0%
13	15	Tooheys New	21,933	592	437	2.0%	1.1%	2.7%	1.2%	2.5%
14	16	Sol Beer Australia	21,895	1,429	3,154	15.6%	2.5%	6.5%	1.1%	2.5%
15	17	Corona - From Where You'd Rather Be	18,329	1,423	207	1.1%	0.5%	7.8%	2.4%	14.5%
16	29	Peroni Nastro Azzurro Australia	15,886	8,178	5,452	41.7%	217.8%	51.5%	41.2%	1.8%
17	18	Yellowglen	15,553	1,011	928	6.0%	5.4%	6.5%	3.6%	1.8%
18	21	Strongbow Australia	11,307	992	2,200	20.5%	2.3%	8.8%	3.7%	0.4%
19	20	James Boag	11,106	249	44	0.4%	0.4%	2.2%	2.4%	0.6%
20	22	De Bortoli Wines	8,842	362	98	1.1%	0.5%	4.1%	0.7%	0.1%

Fans (Avg):

Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.

People Talking About (Avg):

Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.

Fan Growth:

13 February compared to 16 January 2013.

% Fan Growth:

Relative % increase comparing number of fans on 13 February compared to 16 January 2013.

Engagement Rate:

The People Talking About (Avg) represented as an percentage of total Fans (Avg).

Share of Engagement:

Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			1,606,954	74,921	50,139	2.1%	6.1%	3.5%	5.0%	
1	1	Wild Turkey Australia	208,936	9,525	12,869	6.3%	3.0%	4.6%	5.1%	12.7%
2	-	Smirnoff	187,916	3,858	3,150	1.7%	-	2.1%	-	5.1%
3	2	Bundy Rum	183,798	19,243	5,719	3.2%	3.9%	10.5%	8.2%	25.7%
4	5	Jim Beam Australia	153,877	16,632	19,868	13.9%	0.4%	10.8%	5.5%	22.2%
5	3	Baileys Australia	138,400	5,918	1,731	1.3%	0.1%	4.3%	2.9%	7.9%
6	4	Jack Daniel's Australia	134,559	4,506	1,362	1.0%	2.9%	3.3%	6.2%	6.0%
7	6	Johnnie Walker Australia	111,947	2,014	1,251	1.1%	0.3%	1.8%	2.3%	2.7%
8	7	American Honey Australia	93,697	1,155	-208	-0.2%	-0.3%	1.2%	1.7%	1.5%
9	8	Bundy R. Bear	78,232	2,466	125	0.2%	0.3%	3.2%	1.6%	3.3%
10	9	Jagermeister Australia	78,062	1,357	426	0.5%	0.5%	1.7%	1.7%	1.8%
11	10	ABSOLUT VODKA (Australia)	62,070	1,440	1,505	2.5%	15.6%	2.3%	5.6%	1.9%
12	11	Midori Australia	54,370	4,636	814	1.5%	7.5%	8.5%	7.1%	6.2%
13	-	Canadian Club Australia	45,501	537	28	0.1%	-	1.2%	-	0.7%
14	12	Stoli Vodka Australia	33,403	1,104	1,591	4.9%	11.1%	3.3%	4.7%	1.5%
15	13	Southern Comfort Australia	23,009	347	-121	-0.5%	38.8%	1.5%	14.0%	0.5%
16	14	Russian Standard Vodka Australia	10,913	144	2	0.0%	1.9%	1.3%	3.5%	0.2%
17	-	Frangelico Australia	7,752	40	23	0.3%	-	0.5%	-	0.1%
18	-	Hennessy Australia	515	0	4	0.8%	-	0.0%	-	0.0%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Engagement: Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			1,718,669	73,046	52,016	4.1%	4.8%	5.7%	4.8%	
1	1	Holden	339,360	7,788	7,795	2.3%	0.9%	2.3%	0.7%	10.7%
2	2	Kia Australia	180,525	5,871	4,347	2.5%	0.7%	3.3%	2.4%	8.0%
3	3	Jeep Australia	140,170	1,443	-414	-0.3%	0.4%	1.0%	1.1%	2.0%
4	4	Hyundai Australia	130,262	2,604	2,368	1.8%	8.2%	2.0%	4.8%	3.6%
5	5	Toyota Australia	113,214	2,345	1,759	1.6%	0.9%	2.1%	1.7%	3.2%
6	6	Suzuki Australia	94,824	1,094	1,614	1.7%	3.4%	1.2%	1.2%	1.5%
7	7	BMW Australia	78,099	7,048	1,262	1.6%	4.9%	9.0%	7.7%	9.6%
8	11	Mitsubishi Motors Australia	73,529	5,819	3,296	4.6%	20.4%	7.9%	11.3%	8.0%
9	10	Nissan Australia	73,251	6,168	6,440	9.2%	14.0%	8.4%	8.2%	8.4%
10	8	Lexus Australia	65,147	2,515	2,284	3.6%	2.6%	3.9%	3.1%	3.4%
11	9	Mazda Australia	63,127	4,873	6,631	10.9%	1.9%	7.7%	1.4%	6.7%
12	12	Honda Australia	49,070	513	232	0.5%	0.7%	1.0%	2.3%	0.7%
13	13	Volkswagen Australia	48,891	978	125	0.3%	0.8%	2.0%	1.2%	1.3%
14	14	Audi Australia	46,973	5,848	624	1.3%	11.4%	12.5%	23.6%	8.0%
15	15	MINI Australia	41,546	1,405	827	2.0%	5.4%	3.4%	3.1%	1.9%
16	16	Ford Australia	40,686	1,799	2,384	6.1%	3.0%	4.4%	4.1%	2.5%
17	24	Mercedes-Benz Australia	38,227	6,936	2,378	6.4%	5.4%	18.1%	9.0%	9.5%
18	17	HSV - Holden Special Vehicles	35,147	310	795	2.3%	5.5%	0.9%	3.1%	0.4%
19	23	Harley-Davidson Australia	34,203	6,686	6,440	21.3%	3.4%	19.5%	4.1%	9.2%
20	18	HRT - Holden Racing Team	32,420	1,002	829	2.6%	1.3%	3.1%	2.6%	1.4%

Fans (Avg):

People Talking About (Avg):

Fan Growth:

% Fan Growth:

Engagement Rate:

Share of Engagement:

Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.

Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.

13 February compared to 16 January 2013.

Relative % increase comparing number of fans on 13 February compared to 16 January 2013.

The People Talking About (Avg) represented as an percentage of total Fans (Avg).

Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			534,778	35,194	40,304	14.5%	20.7%	7.0%	6.6%	
1	1	Commonwealth Bank	285,608	21,653	29389	10.9%	0.8%	7.6%	2.8%	61.5%
2	2	NAB	87,719	5,153	1021	1.2%	4.3%	5.9%	4.0%	14.6%
3	9	Westpac	27,596	2,663	3736	14.2%	233.3%	9.6%	38.2%	7.6%
4	3	Raymond A Ram	24,188	947	233	1.0%	25.5%	3.9%	9.2%	2.7%
5	4	Bank of Melbourne	23,245	409	524	2.3%	5.6%	1.8%	3.0%	1.2%
6	7	UBank – Backed by NAB	19,859	214	31	0.2%	17.4%	1.1%	7.2%	0.6%
7	5	Aussie	18,473	267	417	2.3%	7.7%	1.4%	2.9%	0.8%
8	6	ANZ Australia	18,454	1,820	1095	6.2%	6.5%	9.9%	4.8%	5.2%
9	8	Citi Australia	12,104	95	-12	-0.1%	-0.2%	0.8%	0.9%	0.3%
10	10	St.George Bank	5,152	278	160	3.2%	1.3%	5.4%	4.0%	0.8%
11	11	ING DIRECT Australia	4,215	142	307	7.5%	4.5%	3.4%	4.5%	0.4%
12	12	Heritage	3,086	1,167	2498	125.6%	1.1%	37.8%	1.8%	3.3%
13	14	Police Bank	2,111	330	879	50.7%	6.6%	15.6%	7.8%	0.9%
14	13	Queenslanders Credit Union	1,855	23	-3	-0.2%	0.6%	1.2%	2.1%	0.1%
15	15	Queensland Country Credit Union	750	22	8	1.1%	3.6%	2.9%	5.5%	0.1%
16	16	BankSA	365	12	21	5.9%	11.8%	3.2%	6.6%	0.0%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Engagement: Brands share of total People Talking About for four week period (based on gross numbers, not averages).
 Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.



Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			2,037,505	80,871	31,656	2.3%	4.7%	4.9%	5.3%	
1	1	CatchOfTheDay.com.au	404,269	2,308	2,451	0.6%	3.8%	0.6%	2.3%	2.9%
2	2	Target Australia	282,016	6,192	4,742	1.7%	1.0%	2.2%	1.4%	7.7%
3	3	David Jones	205,854	8,753	3,341	1.6%	3.7%	4.3%	3.4%	10.8%
4	4	Harvey Norman	191,132	15,830	3,235	1.7%	5.9%	8.3%	11.1%	19.6%
5	5	BIG W	189,822	16,727	9,339	5.1%	11.2%	8.8%	5.3%	20.7%
6	6	MYER	166,064	1,890	1,816	1.1%	8.1%	1.1%	4.4%	2.3%
7	7	DealsDirect	154,521	3,410	-15	0.0%	0.7%	2.2%	8.5%	4.2%
8	8	Scoopon Australia	141,874	1,797	427	0.3%	0.6%	1.3%	0.7%	2.2%
9	10	Cudo	69,871	16,948	527	0.8%	0.2%	24.3%	8.7%	21.0%
10	11	oo.com.au	52,042	620	641	1.2%	2.0%	1.2%	3.4%	0.8%
11	12	Groupon Australia	47,461	1,557	839	1.8%	3.3%	3.3%	4.8%	1.9%
12	13	The Reject Shop	38,002	905	2,019	5.4%	6.1%	2.4%	2.0%	1.1%
13	15	Crazysales.com.au	30,801	1,009	-7	0.0%	2.2%	3.3%	4.9%	1.2%
14	16	Peter's of Kensington	21,037	278	496	2.4%	2.3%	1.3%	1.3%	0.3%
15	19	Domayne Australia	10,949	778	536	5.0%	12.0%	7.1%	21.0%	1.0%
16	20	OzBargain	9,356	225	362	3.9%	11.8%	2.4%	3.6%	0.3%
17	21	Topbuy.com.au	8,709	1,361	469	5.5%	7.0%	15.6%	6.7%	1.7%
18	22	Best & Less	8,301	151	313	3.8%	6.2%	1.8%	5.0%	0.2%
19	23	Biome Eco Stores	5,427	131	125	2.3%	2.0%	2.4%	2.4%	0.2%
20	27	eSOLD.com.au	2,832	88	134	4.9%	20.6%	3.1%	8.3%	0.1%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Conversation: Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			2,278,472	49,856	54,117	1.9%	10.4%	1.9%	5.6%	
1	1	Kogan	385,551	5,556	12763	3.4%	5.1%	1.4%	3.3%	11.1%
2	2	Xbox Australia	340,178	6,255	2890	0.9%	2.6%	1.8%	3.0%	12.5%
3	3	Sony Australia	265,718	6,685	11776	4.5%	6.2%	2.5%	3.1%	13.4%
4	4	HTC Australia	206,217	6,195	13131	6.6%	5.3%	3.0%	2.3%	12.4%
5	5	PlayStation Australia	186,456	4,756	1435	0.8%	4.9%	2.6%	4.3%	9.5%
6	6	Logitech Australia	185,116	8,884	-321	-0.2%	-0.2%	4.8%	3.5%	17.8%
7	7	Samsung Australia	136,502	2,077	1498	1.1%	35.7%	1.5%	15.6%	4.2%
8	8	Nokia Australia	115,301	759	791	0.7%	1.4%	0.7%	1.0%	1.5%
9	9	BlackBerry	78,378	4,792	7789	10.3%	3.5%	6.1%	2.7%	9.6%
10	10	Intel Australia	67,156	768	856	1.3%	3.7%	1.1%	2.3%	1.5%
11	11	Canon Australia	64,548	912	280	0.4%	2.2%	1.4%	2.4%	1.8%
12	-	LG Australia	61,291	359	417	0.7%	-	0.6%	-	0.7%
13	-	Panasonic Australia	53,847	261	219	0.4%	-	0.5%	-	0.5%
14	-	Huawei Device Australia	34,574	83	-40	-0.1%	-	0.2%	-	0.2%
15	12	ASUS Australia	27,087	253	86	0.3%	1.9%	0.9%	2.3%	0.5%
16	13	Olympus AU	26,552	699	166	0.6%	45.8%	2.6%	18.2%	1.4%
17	14	Lenovo Australia and New Zealand	22,601	349	396	1.8%	27.1%	1.5%	15.8%	0.7%
18	15	Motorola Australia	21,402	213	-15	-0.1%	10.7%	1.0%	4.7%	0.4%
19	16	Gain City	14,743	1,091	580	4.0%	-0.3%	7.4%	0.8%	2.2%
20	17	Fujifilm Cameras Australia	4,886	156	17	0.3%	22.2%	3.2%	10.0%	0.3%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Engagement: Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.



Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			3,904,525	64,774	65,487	44.3%	195.8%	36.0%	65.2%	
1	1	Coca-Cola Australia	882,306	6,005	6,065	0.7%	2.3%	0.7%	1.5%	9.3%
2	2	V Energy Drink Australia	486,832	4,043	3,734	0.8%	1.2%	0.8%	1.3%	6.2%
3	4	Lipton Ice Tea ANZ	399,265	14,116	11,430	2.9%	2.1%	3.5%	1.9%	21.8%
4	3	Slurpee Australia	397,490	7,368	5,305	1.3%	2.2%	1.9%	3.5%	11.4%
5	5	Pepsi Australia	225,382	4,565	4,782	2.1%	3.1%	2.0%	3.2%	7.0%
6	6	Coca-Cola Zero Australia	159,964	3,244	5,379	3.4%	1.1%	2.0%	0.6%	5.0%
7	8	Fanta Australia	149,021	3,929	1,509	1.0%	20.3%	2.6%	7.4%	6.1%
8	9	ICE BREAK	136,308	385	675	0.5%	8.2%	0.3%	5.7%	0.6%
9	7	POWERADE Australia	135,684	1,492	3,087	2.3%	0.9%	1.1%	0.7%	2.3%
10	10	Big M ®	135,243	731	441	0.3%	0.9%	0.5%	0.8%	1.1%
11	11	Kirks Originals	135,069	9,192	8,152	6.3%	4.3%	6.8%	2.3%	14.2%
12	13	Rockstar Energy Australia	95,224	529	976	1.0%	4.7%	0.6%	1.5%	0.8%
13	12	'Mount Franklin' Water	93,034	317	-156	-0.2%	2.2%	0.3%	4.2%	0.5%
14	14	MILO Australia & New Zealand	87,729	1,580	108	0.1%	1.7%	1.8%	1.3%	2.4%
15	15	Gatorade Australia	86,615	938	1,982	2.3%	2.8%	1.1%	1.5%	1.4%
16		Mountain Dew Australia	77,760	909	1,680	2.2%	1.4%	1.2%	0.5%	1.4%
17	17	Cottee's Cordial	70,706	3,757	7,817	11.9%	127.4%	5.3%	21.7%	5.8%
18		Schweppes Australia	53,578	526	666	1.3%	0.4%	1.0%	0.3%	0.8%
19	16	SOLO the Original Thirst Crusher	49,818	139	-91	-0.2%	3.9%	0.3%	2.8%	0.2%
20	18	Breaka Flavoured Milk	47,500	1,007	1,946	4.2%	4.7%	2.1%	2.4%	1.6%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Conversation: Brands share of total People Talking About for four week period (based on gross numbers, not averages).
 Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.



Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			4,882,702	104,817	58,069	1.7%	2.1%	2.5%	3.3%	
1	1	Pringles Australia	1,259,733	8,364	-1,138	-0.1%	3.6%	0.7%	2.1%	8.0%
2	2	Cadbury Dairy Milk - Australia	347,976	12,786	6,686	1.9%	1.9%	3.7%	2.0%	12.2%
3	3	Vegemite	323,311	8,949	1,633	0.5%	0.4%	5.5%	1.2%	8.5%
4	5	Nutella Australia & NZ	281,556	2,852	1,555	0.6%	4.3%	1.0%	3.0%	2.7%
5	8	Maltesers Australia	279,701	15,628	-307	-0.1%	20.9%	5.6%	7.9%	14.9%
6	6	Tic Tac Australia and New Zealand	264,753	10,211	3,216	1.2%	1.0%	3.9%	1.5%	9.7%
7	7	M&M'S Australia	257,319	3,690	-438	-0.2%	0.4%	1.4%	1.9%	3.5%
8	9	Chuck	235,302	6,418	7,864	3.4%	3.1%	2.7%	2.4%	6.1%
9	10	Ferrero Chocolates Australia	225,680	7,715	9,970	4.5%	9.3%	3.4%	5.4%	7.4%
10	4	Kit Kat	212,303	1,333	1,419	0.7%	-28.7%	0.6%	10.9%	1.3%
11	11	Allen's Lollies	172,369	8,657	12,239	7.4%	4.3%	5.0%	2.4%	8.3%
12	12	Streets Cornetto	142,206	2,686	2,018	1.4%	2.0%	1.9%	2.5%	2.6%
13	-	Samboy Chips	135,622	1,132	2,934	2.2%	-	0.8%	-	1.1%
14	14	Streets Golden Gaytime	131,974	3,026	2,600	2.0%	1.0%	2.3%	1.4%	2.9%
15	-	Cheezels	131,578	939	2,239	1.7%	-	0.7%	-	0.9%
16	13	Arnott's Tim Tam	131,287	2,182	316	0.2%	0.9%	1.7%	1.2%	2.1%
17	15	Lindt Australia	129,027	4,160	507	0.4%	4.7%	3.2%	4.4%	4.0%
18	17	Doritos Australia & NZ	87,978	2,937	4,674	5.5%	1.9%	3.3%	1.1%	2.8%
19	16	Kinder Surprise Australia & NZ	83,439	794	268	0.3%	4.1%	1.0%	4.7%	0.8%
20	-	Creme Egg Australia	49,590	357	-186	-0.4%	-	0.7%	-	0.3%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Engagement: Brands share of total People Talking About for four week period (based on gross numbers, not averages).
 Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			1,730,668	27,310	21,956	1.8%	5.2%	1.8%	3.1%	
1	1	Simple Skincare	574,671	3,485	-511	-0.1%	5.7%	0.6%	2.5%	12.8%
2	2	Nivea Australia	211,419	5,556	2,187	1.0%	0.1%	2.6%	0.9%	20.3%
3	3	Australis Cosmetics	136,332	1,301	821	0.6%	1.1%	1.0%	1.4%	4.8%
4	4	Estee Lauder Australia	132,471	3,346	2,576	2.0%	0.3%	2.5%	1.4%	12.3%
5	5	Le Tan	118,864	3,427	3,897	3.3%	4.7%	2.9%	3.1%	12.5%
6	6	Napoleon Perdis	79,158	2,748	5,126	6.7%	2.9%	3.5%	2.1%	10.1%
7	7	Panadol Australia	61,980	1,491	2,009	3.3%	2.4%	2.4%	1.4%	5.5%
8	8	Maybelline New York - Australia	59,808	681	248	0.4%	0.1%	1.1%	1.2%	2.5%
9	9	L'Oréal Paris - Australia	58,892	596	163	0.3%	0.2%	1.0%	1.9%	2.2%
10	10	KORA Organics by Miranda Kerr	56,111	868	2,274	4.1%	2.6%	1.5%	1.4%	3.2%
11	12	Pantene Australia & New Zealand	37,073	338	443	1.2%	17.9%	0.9%	5.2%	1.2%
12	11	Blackmores	33,679	208	94	0.3%	7.6%	0.6%	3.4%	0.8%
13	13	St Tropez Tan	29,365	391	318	1.1%	7.6%	1.3%	3.0%	1.4%
14	14	Macleans Mums	23,713	250	-47	-0.2%	4.5%	1.1%	3.5%	0.9%
15	15	Ansell Condoms	22,519	701	157	0.7%	12.7%	3.1%	9.6%	2.6%
16	23	NATIO	20,446	160	477	2.4%	22.4%	0.8%	9.3%	0.6%
17	16	Revlon Australia	20,214	301	187	0.9%	2.0%	1.5%	3.3%	1.1%
18	19	ModelCo	20,031	665	1,026	5.2%	4.4%	3.3%	4.3%	2.4%
19	17	Sukin-Australian Natural Skincare	17,585	541	409	2.4%	3.4%	3.1%	2.4%	2.0%
20	18	Kit Cosmetics	16,337	258	102	0.6%	0.6%	1.6%	1.2%	0.9%

Fans (Avg):

Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.

People Talking About (Avg):

Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.

Fan Growth:

13 February compared to 16 January 2013.

% Fan Growth:

Relative % increase comparing number of fans on 13 February compared to 16 January 2013.

Engagement Rate:

The People Talking About (Avg) represented as an percentage of total Fans (Avg).

Share of Engagement:

Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			2,113,871	114,248	59,724	2.5%	2.6%	6.2%	7.1%	
1	1	Better Homes and Gardens	753,950	40,081	26,595	3.6%	3.4%	5.3%	4.7%	35.1%
2	2	Frankie Magazine	172,238	8,851	2,475	1.4%	1.5%	5.1%	2.2%	7.7%
3	3	DOLLY Magazine	144,469	3,133	3,058	2.1%	1.4%	2.2%	1.7%	2.7%
4	4	Girlfriend Magazine Australia	111,729	2,516	1,737	1.6%	1.5%	2.3%	1.8%	2.2%
5	5	Smashing Magazine	98,561	2,341	2,707	2.8%	2.6%	2.4%	2.3%	2.0%
6	6	Vogue Australia	95,534	3,977	2,648	2.8%	2.2%	4.2%	3.4%	3.5%
7	7	Sunshine Coast	92,844	4,943	642	0.7%	4.2%	5.3%	38.1%	4.3%
8	8	INKED Australia/NZ	91,979	3,346	7,191	8.1%	3.4%	3.6%	2.8%	2.9%
9	9	Top Gear Australia	71,392	5,790	1,174	1.7%	3.5%	8.1%	3.8%	5.1%
10	10	RUSSH MAGAZINE	64,508	1,055	950	1.5%	1.5%	1.6%	1.6%	0.9%
11	11	Australian 4WD Action	63,393	8,015	2,720	4.4%	4.2%	12.6%	15.6%	7.0%
12	12	Daily Telegraph	49,698	10,094	1,123	2.3%	3.6%	20.3%	13.0%	8.8%
13	13	news.com.au	42,232	3,929	928	2.2%	2.5%	9.3%	8.7%	3.4%
14	14	AdelaideNow	40,979	2,127	828	2.0%	1.7%	5.2%	6.4%	1.9%
15	16	Australian Geographic	40,333	4,486	783	2.0%	2.6%	11.1%	13.9%	3.9%
16	15	Herald Sun	40,091	4,028	1,106	2.8%	1.9%	10.0%	7.2%	3.5%
17	18	Women's Health Magazine Australia	35,518	1,101	861	2.5%	2.0%	3.1%	2.3%	1.0%
18	20	ABC News	35,175	3,899	1,517	4.4%	3.6%	11.1%	11.2%	3.4%
19	17	Shop Til You Drop	34,672	193	207	0.6%	0.9%	0.6%	0.7%	0.2%
20	19	FourFourTwo	34,577	343	474	1.4%	3.0%	1.0%	1.3%	0.3%

Fans (Avg):

Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.

People Talking About (Avg):

Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.

Fan Growth:

13 February compared to 16 January 2013.

% Fan Growth:

Relative % increase comparing number of fans on 13 February compared to 16 January 2013.

Engagement Rate:

The People Talking About (Avg) represented as an percentage of total Fans (Avg).

Share of Engagement:

Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.



Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			3,690,502	91,480	107,812	11.7%	9.3%	5.1%	3.5%	
1	1	Domino's Pizza - Australia	797,320	11,309	6,230	0.8%	0.3%	1.4%	0.8%	12.4%
2	2	KFC Australia	630,504	11,122	7,319	1.2%	6.8%	1.8%	4.8%	12.2%
3	3	McDonald's Australia	524,966	24,362	18,311	3.6%	1.0%	4.6%	3.6%	26.6%
4	4	Subway Australia	475,301	5,026	10,121	2.2%	3.7%	1.1%	1.1%	5.5%
5	5	Pizza Hut Australia	407,763	3,257	1,208	0.3%	6.5%	0.8%	3.6%	3.6%
6	6	Hungry Jack's	297,380	5,869	9,730	3.3%	3.4%	2.0%	1.4%	6.4%
7	7	Nando's Australia	161,891	9,379	18,475	12.1%	7.6%	5.8%	2.4%	10.3%
8	8	Red Rooster	156,966	6,590	9,166	6.0%	3.4%	4.2%	2.3%	7.2%
9	10	Oporto	53,518	3,815	9,420	19.5%	1.8%	7.1%	2.0%	4.2%
10	9	Pizza Capers	49,007	1,620	3,570	7.5%	0.7%	3.3%	1.2%	1.8%
11	11	Grill'd	34,854	1,514	998	2.9%	2.5%	4.3%	2.3%	1.7%
12	12	Crust Gourmet Pizza Bar	25,485	466	156	0.6%	3.2%	1.8%	2.9%	0.5%
13	13	Mad Mex - Fresh Mexican Grill	20,811	316	280	1.4%	3.9%	1.5%	2.8%	0.3%
14	16	Eagle Boys Pizza	14,551	4,945	10,254	125.8%	3.3%	34.0%	1.7%	5.4%
15	15	Salsa's Fresh Mex Grill	13,405	443	962	7.4%	105.9%	3.3%	18.4%	0.5%
16	14	Pie Face	13,033	737	1,089	8.6%	2.1%	5.7%	2.1%	0.8%
17	17	Hog's Breath Cafe	7,525	567	338	4.6%	7.1%	7.5%	6.7%	0.6%
18	18	SumoSalad	6,225	141	185	3.0%	4.7%	2.3%	2.9%	0.2%

Fans (Avg):

Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.

People Talking About (Avg):

Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.

Fan Growth:

13 February compared to 16 January 2013.

% Fan Growth:

Relative % increase comparing number of fans on 13 February compared to 16 January 2013.

Engagement Rate:

The People Talking About (Avg) represented as an percentage of total Fans (Avg).

Share of Engagement:

Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			1,901,095	300,611	46,795	2.2%	3.4%	15.6%	17.5%	
1	1	triple j	571,487	51,587	15,415	2.7%	1.0%	9.0%	3.5%	17.2%
2	2	Fifi and Jules	194,458	27,659	10,283	5.5%	5.3%	14.2%	7.2%	9.2%
3	3	Kyle and Jackie O	140,645	49,435	2,464	1.8%	2.9%	35.1%	22.3%	16.4%
4	4	Nova 969	128,142	12,091	1,837	1.4%	5.2%	9.4%	15.2%	4.0%
5	5	2Day FM	106,884	36,008	432	0.4%	9.1%	33.7%	41.7%	12.0%
6	8	Nova 106.9	74,348	6,847	3,032	4.2%	8.4%	9.2%	74.8%	2.3%
7	7	B105	72,830	40,907	2,854	4.0%	2.4%	56.2%	23.0%	13.6%
8	6	The Edge 96.1	70,845	1,595	232	0.3%	1.2%	2.3%	5.2%	0.5%
9	9	Fox FM	68,423	21,189	1,126	1.7%	3.2%	31.0%	24.3%	7.0%
10	10	Nova 100	66,178	5,905	2,373	3.7%	2.4%	8.9%	9.8%	2.0%
11	11	Nova 937	57,027	10,711	333	0.6%	0.9%	18.8%	22.2%	3.6%
12	12	92.9	54,255	9,018	786	1.5%	2.7%	16.6%	31.7%	3.0%
13	13	SBS PopAsia	50,497	4,231	791	1.6%	2.7%	8.4%	8.7%	1.4%
14	14	Nova 919	45,048	14,030	778	1.7%	2.9%	31.1%	17.8%	4.7%
15	15	Three Angels Broadcasting Network (3ABN)	38,177	1,019	661	1.7%	2.1%	2.7%	2.2%	0.3%
16	16	triple j Unearthed	35,787	909	1,242	3.5%	3.1%	2.5%	2.2%	0.3%
17	17	FBi Radio	33,690	501	420	1.3%	1.6%	1.5%	1.2%	0.2%
18	18	SAFM	32,201	4,999	430	1.3%	3.5%	15.5%	22.9%	1.7%
19	19	Take 40 Australia	30,460	1,028	285	0.9%	1.5%	3.4%	8.0%	0.3%
20	20	Fresh 92.7	29,716	943	1,021	3.5%	5.7%	3.2%	6.2%	0.3%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Engagement: Brands share of total People Talking About for four week period (based on gross numbers, not averages.)
 Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			5,503,535	248,251	128,881	2.7%	5.6%	5.0%	4.9%	
1	-	BONDS	791,220	4,468	8,252	1.0%	-	0.6%	-	1.8%
2	1	Lorna Jane	619,083	25,295	22,439	3.7%	5.6%	4.1%	4.3%	10.2%
3	2	Jay Jays	496,674	5,152	5,947	1.2%	1.3%	1.0%	0.9%	2.1%
4	3	SUPRÉ	471,374	13,370	4,997	1.1%	1.6%	2.8%	2.7%	5.4%
5	4	Cotton On	455,622	2,620	4,613	1.0%	3.5%	0.6%	1.5%	1.1%
6	5	Black Milk Clothing	398,648	59,434	19,461	5.0%	7.5%	14.9%	22.0%	23.9%
7	7	City Beach	290,979	55,556	10,130	3.5%	8.1%	19.1%	3.8%	22.4%
8	8	THE ICONIC	287,854	17,362	11,705	4.2%	15.1%	6.0%	7.6%	7.0%
9	6	princess polly	277,059	11,951	4,644	1.7%	3.6%	4.3%	4.2%	4.8%
10	9	Sportsgirl	201,409	2,578	3,392	1.7%	1.8%	1.3%	1.1%	1.0%
11	10	Forever New	187,984	2,688	3,043	1.6%	3.7%	1.4%	1.9%	1.1%
12	11	Bras N Things	164,066	864	841	0.5%	3.7%	0.5%	1.4%	0.3%
13	13	SurfStitch.com	119,220	5,147	8,245	7.2%	6.7%	4.3%	4.3%	2.1%
14	12	Dotti	117,573	1,225	2,437	2.1%	3.4%	1.0%	1.1%	0.5%
15	21	Ally Fashion	111,698	19,561	10,916	10.3%	23.9%	17.5%	17.5%	7.9%
16	15	Mimco	109,159	2,280	3,522	3.3%	4.6%	2.1%	4.4%	0.9%
17	16	Peter Alexander Sleepwear	103,003	2,935	523	0.5%	2.0%	2.9%	3.6%	1.2%
18	14	MIISHKA	102,078	1,337	-103	-0.1%	0.4%	1.3%	1.7%	0.5%
19	17	Witchery	99,555	4,051	1,800	1.8%	7.3%	4.1%	5.8%	1.6%
20	18	Country Road	99,281	10,377	2,077	2.1%	3.3%	10.5%	2.8%	4.2%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Engagement: Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			1,980,851	70,098	77,980	3.4%	6.4%	4.0%	5.5%	
1	3	Woolworths Australia's Fresh Food People	434,782	25,508	40,577	10.0%	23.6%	5.9%	11.8%	36.4%
2	1	7-Eleven Australia	430,464	8,250	11,721	2.8%	3.2%	1.9%	2.8%	11.8%
3	4	Coles	259,794	11,173	6,516	2.5%	11.2%	4.3%	9.4%	15.9%
4	5	Bakers Delight	140,885	3,171	1,674	1.2%	4.7%	2.3%	5.9%	4.5%
5	6	Sunny The Egg	131,909	1,119	423	0.3%	0.0%	0.8%	0.6%	1.6%
6	9	Dan Murphy's	90,085	1,315	1,127	1.3%	8.2%	1.5%	3.5%	1.9%
7	7	GroceryRun.com.au	90,083	3,362	534	0.6%	1.9%	3.7%	5.3%	4.8%
8	10	Leggo's	71,976	2,229	3,205	4.5%	3.1%	3.1%	2.6%	3.2%
9	11	Birds Eye Australia	66,388	2,403	2,043	3.1%	7.7%	3.6%	5.6%	3.4%
10	13	Planet Cake	49,375	2,169	3,563	7.4%	10.7%	4.4%	6.3%	3.1%
11	12	Cadbury Kitchen	49,006	889	518	1.1%	5.5%	1.8%	5.6%	1.3%
12	14	Coles Online	39,665	598	-85	-0.2%	0.0%	1.5%	1.6%	0.9%
13	15	T2 Tea	30,945	1,377	1,143	3.8%	9.4%	4.5%	4.7%	2.0%
14	18	MyFoodBook	24,503	2,416	1,759	7.5%	14.1%	9.9%	11.8%	3.4%
15	19	Vinomofo	18,614	1,729	79	0.4%	4.2%	9.3%	7.1%	2.5%
16	20	Lite n' Easy	17,594	467	547	3.2%	1.5%	2.7%	2.2%	0.7%
17	21	Queen Victoria Market	17,460	971	1,169	6.9%	7.4%	5.6%	11.9%	1.4%
18	22	John West Australia	17,326	954	1,467	8.8%	-0.3%	5.5%	1.2%	1.4%
19	23	Quorn Australia	14,864	468	17	0.1%	4.6%	3.1%	3.8%	0.7%
20	24	USAFoods	12,099	313	642	5.5%	1.7%	2.6%	2.0%	0.4%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Engagement: Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			2,504,823	129,244	79,670	4.2%	0.7%	5.2%	0.7%	
1	1	Brisbane Broncos	262,458	4,126	734	0.3%	1.2%	1.6%	0.4%	3.2%
2	2	Collingwood Football Club	213,291	14,302	1,256	0.6%	0.5%	6.7%	0.5%	11.1%
3	3	Essendon FC	210,025	15,759	5,197	2.5%	0.2%	7.5%	0.2%	12.2%
4	4	Melbourne Storm	199,329	7,207	1,635	0.8%	0.8%	3.6%	0.8%	5.6%
5	5	Parramatta Eels	145,801	17,318	1,363	0.9%	0.7%	11.9%	0.7%	13.4%
6	6	West Coast Eagles	130,276	3,363	575	0.4%	0.3%	2.6%	0.3%	2.6%
7	7	Carlton Football Club	125,442	11,470	968	0.8%	0.6%	9.1%	0.6%	8.9%
8	8	South Sydney Rabbitohs	111,952	7,904	1,110	1.0%	0.8%	7.1%	0.8%	6.1%
9	9	Canterbury-Bankstown Bulldogs	111,173	4,302	798	0.7%	1.0%	3.9%	1.0%	3.3%
10	15	Wests Tigers - Official National Rugby League Club	110,432	6,324	59,080	68.2%	0.5%	5.7%	0.5%	4.9%
11	10	Gold Coast Titans	109,895	1,890	986	0.9%	0.4%	1.7%	0.4%	1.5%
12	11	Sydney Swans	107,912	3,846	697	0.6%	0.7%	3.6%	0.7%	3.0%
13	13	Adelaide Football Club	99,850	1,769	227	0.2%	0.2%	1.8%	0.2%	1.4%
14	12	Richmond FC	97,167	4,336	549	0.6%	2.3%	4.5%	2.3%	3.4%
15	14	St Kilda Football Club	86,377	2,545	474	0.6%	0.3%	2.9%	0.3%	2.0%
16	16	Hawthorn Football Club	85,817	5,590	698	0.8%	0.6%	6.5%	0.6%	4.3%
17	17	Melbourne Victory	82,449	6,510	1,660	2.0%	2.0%	7.9%	2.0%	5.0%
18	18	St George-Illawarra Dragons	76,372	2,838	230	0.3%	0.3%	3.7%	0.3%	2.2%
19	19	Queensland Reds	70,697	3,223	679	1.0%	0.9%	4.6%	0.9%	2.5%
20	20	Manly-Warringah Sea Eagles	68,111	4,624	754	1.1%	0.6%	6.8%	0.6%	3.6%

Fans (Avg):

Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.

People Talking About (Avg):

Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.

Fan Growth:

13 February compared to 16 January 2013.

% Fan Growth:

Relative % increase comparing number of fans on 13 February compared to 16 January 2013.

Engagement Rate:

The People Talking About (Avg) represented as an percentage of total Fans (Avg).

Share of Engagement:

Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.



Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			918,489	35,115	26,461	174.1%	4.9%	7.3%	5.6%	
1	3	Telstra 24x7	257,824	15,023	15,330	6.1%	6.8%	5.8%	4.8%	28.1%
2	1	Vodafone Australia	237,558	3,772	1,542	0.7%	7.1%	1.6%	12.1%	25.9%
3	2	Telstra	156,732	7,817	2,852	3.7%	2.6%	10.0%	5.3%	17.1%
4	4	Optus	108,015	5,045	3,703	3.5%	1.6%	4.7%	2.4%	11.8%
5	5	Boost Mobile Australia	62,747	489	-200	-0.3%	0.5%	0.8%	10.5%	6.8%
6	6	iiNet	27,849	543	143	0.5%	1.0%	2.0%	3.6%	3.0%
7	7	Virgin Mobile Australia	25,942	533	338	1.3%	1.6%	2.1%	2.5%	2.8%
8	8	amaysim	18,813	942	1,416	7.8%	21.0%	5.0%	12.1%	2.0%
9	10	Dodo Australia	8,684	296	144	1.7%	2.8%	3.4%	6.7%	0.9%
10	11	Internode	5,390	123	72	1.3%	1.9%	2.3%	3.0%	0.6%
11	-	iPrimus	2,833	29	18	0.6%	-	1.0%	-	0.3%
12	-	ClubTelco	1,477	11	17	1.2%	-	0.7%	-	0.2%
13	13	TPG	1,464	56	101	7.1%	8.5%	3.8%	3.2%	0.2%
14	12	Westnet	1,438	35	27	1.9%	4.7%	2.5%	2.6%	0.2%
15	14	SpinTel	1,190	31	-4	-0.3%	3.3%	2.6%	4.6%	0.1%
16	-	Telnetworks	535	370	962	2,748.6%	-	69.2%	-	0.1%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Engagement: Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.



Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			2,212,780	69,730	67,139	5.7%	4.3%	6.2%	5.1%	
1	1	[V] Music - Channel [V] Australia	774,523	7,114	5,152	0.7%	2.2%	0.9%	1.3%	10.2%
2	2	Foxtel	442,889	10,467	22,251	5.2%	2.1%	2.4%	3.0%	15.0%
3	3	MTV AUSTRALIA	193,246	3,102	2,691	1.4%	9.6%	1.6%	3.5%	4.4%
4	4	ABC	101,779	2,953	2,299	2.3%	1.3%	2.9%	3.0%	4.2%
5	7	Channel 9	81,770	8,032	3,005	3.7%	3.1%	9.8%	12.1%	11.5%
6	6	GO! TV	78,331	3,588	162	0.2%	0.9%	4.6%	5.5%	5.1%
7	9	Nickelodeon Australia	64,518	3,192	3,141	5.0%	1.5%	4.9%	2.4%	4.6%
8	8	LifeStyle FOOD Channel	60,365	728	427	0.7%	0.6%	1.2%	1.5%	1.0%
9	10	ABC TV	49,891	3,681	715	1.4%	2.0%	7.4%	8.1%	5.3%
10	11	LifeStyle YOU.	43,605	707	53	0.1%	0.2%	1.6%	1.1%	1.0%
11	12	Eleven	43,288	864	74	0.2%	0.6%	2.0%	3.2%	1.2%
12	14	Channel Ten	42,871	4,390	3,173	7.7%	4.5%	10.2%	8.9%	6.3%
13	13	Disney Channel Australia	41,747	5,465	10,264	26.1%	3.0%	13.1%	6.6%	7.8%
14	-	BBC Knowledge Australia	37,892	914	1,112	3.0%	-	2.4%	-	1.3%
15	15	GEM	35,235	1,426	345	1.0%	3.3%	4.0%	3.2%	2.0%
16	19	The Comedy Channel	30,473	6,810	7,487	28.6%	0.3%	22.3%	0.4%	9.8%
17	17	MTV CLASSIC AUSTRALIA	29,324	404	-39	-0.1%	17.2%	1.4%	4.9%	0.6%
18	18	The LifeStyle Channel	23,431	896	927	4.0%	0.8%	3.8%	4.5%	1.3%
19	20	SBS Australia	19,443	996	1,951	10.4%	2.4%	5.1%	2.5%	1.4%
20	22	NITV	18,163	4,002	1,949	11.3%	25.9%	22.0%	21.3%	5.7%

Fans (Avg):

Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.

People Talking About (Avg):

Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.

Fan Growth:

13 February compared to 16 January 2013.

% Fan Growth:

Relative % increase comparing number of fans on 13 February compared to 16 January 2013.

Engagement Rate:

The People Talking About (Avg) represented as an percentage of total Fans (Avg).

Share of Engagement:

Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			9,355,912	366,158	152,551	3.5%	2.4%	6.9%	4.4%	
1	1	Bananas in Pyjamas	2,032,296	14,673	21,086	1.0%	8.2%	0.7%	2.4%	4.0%
2	2	Home and Away (Official)	1,047,820	74,720	6,975	0.7%	1.5%	7.1%	3.5%	20.4%
3	3	MasterChef Australia	1,033,696	22,382	11,267	1.1%	1.6%	2.2%	0.6%	6.1%
4	-	UNDERBELLY	629,687	4,780	-683	-0.1%	-	0.8%	-	1.3%
5	5	Neighbours	500,320	6,778	119	0.0%	0.1%	1.4%	1.0%	1.9%
6	4	Official Big Brother Australia	500,076	8,321	1,605	0.3%	-0.7%	1.7%	3.6%	2.3%
7	6	The X Factor - Australia	478,480	5,373	340	0.1%	5.0%	1.1%	8.9%	1.5%
8	7	The Voice Australia	424,138	3,109	-602	-0.1%	0.7%	0.7%	1.2%	0.8%
9	-	Packed To The Rafters (Official Page)	394,091	19,606	7,204	1.8%	-	5.0%	-	5.4%
10	8	The AFL Footy Show	326,390	2,763	1,041	0.3%	0.0%	0.8%	0.9%	0.8%
11	9	Sunrise	312,621	48,235	9,063	2.9%	1.9%	15.4%	8.2%	13.2%
12	10	Beauty and The Geek Australia	267,188	1,546	1,964	0.7%	1.9%	0.6%	2.0%	0.4%
13	11	Merlin - Australia	254,485	1,789	1,617	0.6%	0.9%	0.7%	1.6%	0.5%
14	12	My Kitchen Rules	227,936	54,962	50,289	24.6%	0.5%	24.1%	0.9%	15.0%
15	13	The Block	201,688	22,830	11,621	5.9%	-0.1%	11.3%	5.0%	6.2%
16	14	Dance Academy	166,807	4,007	6,803	4.2%	4.9%	2.4%	1.4%	1.1%
17	16	9 News	154,667	53,548	16,299	11.1%	2.6%	34.6%	16.4%	14.6%
18	15	Can Of Worms	152,283	1,141	-486	-0.3%	1.8%	0.7%	1.9%	0.3%
19	17	NRL Footy Show	132,984	4,169	1,755	1.3%	1.3%	3.1%	1.8%	1.1%
20	29	A Current Affair	118,261	11,424	5,274	12.8%	10.2%	24.0%	18.0%	3.1%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Engagement: Brands share of total People Talking About for four week period (based on gross numbers, not averages.)

Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Rank	Page Name		Avg Fans	People Talking About	Avg Fan Growth	Avg Fan Growth %		Engagement Rate		Share of Conversation
	Feb-13	Dec-12				Feb-13	Dec-12	Feb-13	Dec-12	
			830,305	26,503	33,004	5.0%	4.9%	4.4%	4.6%	
1	1	UNSW (The University of New South Wales)	190,898	3,660	6,847	3.7%	3.5%	1.9%	2.2%	13.8%
2	2	Macquarie University	159,038	1,741	2,539	1.6%	2.7%	1.1%	1.0%	6.6%
3	4	Monash University	56,983	1,794	2,627	4.7%	3.4%	3.1%	2.8%	6.8%
4	3	University of Sydney	54,429	1,760	1,522	2.8%	1.9%	3.2%	2.8%	6.6%
5	5	Curtin University	42,073	1,003	1,558	3.8%	3.9%	2.4%	2.4%	3.8%
6	7	The University of Melbourne	39,881	1,709	2,147	5.5%	4.2%	4.3%	4.0%	6.4%
7	6	RMIT University	39,557	2,421	2,275	5.9%	2.5%	6.1%	3.7%	9.1%
8	8	Open Universities Australia	29,344	1,489	1,802	6.3%	3.3%	5.1%	1.8%	5.6%
9	9	La Trobe University	24,535	893	1,110	4.6%	2.4%	3.6%	1.8%	3.4%
10	10	Deakin University	24,407	548	1,016	4.3%	1.8%	2.2%	2.5%	2.1%
11	11	Queensland University of Technology (QUT)	23,731	965	1,435	6.3%	5.3%	4.1%	2.5%	3.6%
12	12	Australian Catholic University (ACU)	20,735	508	822	4.0%	18.2%	2.5%	16.8%	1.9%
13	14	The University of Queensland	19,935	1,870	2,409	12.9%	6.1%	9.4%	5.9%	7.1%
14	13	The University of Adelaide	18,387	719	647	3.6%	3.8%	3.9%	5.3%	2.7%
15	15	Swinburne University of Technology	17,939	2,396	887	5.1%	15.3%		21.3%	9.0%
16	18	UTS: University of Technology, Sydney	16,179	436	847	5.4%	3.6%	2.7%	3.1%	1.6%
17	16	University of South Australia	16,026	684	769	4.9%	5.3%	4.3%	3.9%	2.6%
18	17	The University of Newcastle, Australia	14,292	686	764	5.5%	4.0%	4.8%	3.0%	2.6%
19	19	Flinders University	11,585	1,041	575	5.1%	3.2%	9.0%	3.7%	3.9%
20	21	CSU (Charles Sturt University)	10,355	180	406	4.0%	4.0%	1.7%	2.1%	0.7%

Fans (Avg): Average number of fans based on five intervals of one week, 16, 23 and 30 January, 06 and 13 February at 12 midday.
People Talking About (Avg): Average of the seven day figures taken at midday on January 16, 23 and 30, February 06 and 13, 2013.
Fan Growth: 13 February compared to 16 January 2013.
% Fan Growth: Relative % increase comparing number of fans on 13 February compared to 16 January 2013.
Engagement Rate: The People Talking About (Avg) represented as an percentage of total Fans (Avg).
Share of Engagement: Brands share of total People Talking About for four week period (based on gross numbers, not averages).
 Any brands shaded fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

Report Period

The Australian Facebook Performance Report covers the four weeks from January 16 to February 13, 2013.

Data Collection

The data for this report was captured at 12 midday on Wednesday January 16, 23, 30 and February 6 and 13, 2013. The collection of data is automated through the Facebook API to ensure that times collected are as close to simultaneous as possible.

Fans (Avg)

The Fans (Avg) calculation is an average of the collected fans (likes) figures on each date. Industry averages have been calculated using only those above the statistical confidence level. Dates include January 16, 23, 30 and February 6 and 13, 2013.

Fan Growth

Is the difference between a brand's fans (likes) on February 13 compared to the January 16 figure, presented as a whole number and as a percentage change.

People Talking About (Avg)

The collected People Talking About figures relate to a seven day period ending on the collected date and time. The average taken from the four collected dates represents an average weekly People Talking About figure. Industry averages have been calculated using only those above the statistical confidence level.

Engagement Rate

The widely accepted metric called the "engagement rate" is the relationship between the People Talking About average and the fans (likes) average. The engagement equation is:

People Talking About

No. of Fans (like this)

= *Engagement Rate %*

Share of Engagement

This is calculated using the sum of each industry's top twenty brand pages 'People Talking About' figure, for each week of the report, then calculating each brand pages share of that sum.

Brand People Talking About

Industry Top 20
People Talking About

= *Share of Engagement Activity %*

Statistical Confidence

Industry averages have been calculated using only those organisations whose engagement rates meet a required level of statistical confidence.

Specifically, 95% binomial confidence interval was calculated for each organisation's engagement rate. Organisations whose engagement rate's lower confidence level was equal to or less than 0.5% was assumed to have zero level engagement rate.

Industry Fans, People Talking About & Engagement Rates

The Industry Fans total is the sum of each brand page's fan count. Only those brand pages above statistical confidence levels have been included.

The Industry People Talking About total is the sum of each brand page's People Talking About (Avg). Only those brand pages above statistical confidence levels have been included.

The Industry Engagement Rate has been calculated using these two totals and the engagement equation detailed earlier.

Selection of Brands

The brands displayed are not a complete list of those incorporated within the study, but are representative of those brands leading the way in each vertical. We expect and welcome suggestions for additional brands for inclusion in future reports.

Statistical Calculations

The mathematical and statistical foundations of this report have been produced by Online Circle in consultation with 95th Percentile Pty Ltd. (John Ward).

SOCIAL PULSE

Simple social media analytics that matter.

Social Pulse is Online Circle's response to the noisy and cluttered social media measurement world.

For years companies have been investing time and money in social media but they haven't been able to track the full impact of their efforts.

Lack of common terminology, benchmarking and empirical data are just some of the problems faced by businesses willing to understand their social media channels.

We simplified the process.

Social Pulse translates big data and gives you what you need to calculate the Return on

Investment of social media marketing; Audience, Reach, Impact, Frequency and ROI.

Analysing data from brand assets (Facebook, Twitter and YouTube) and websites, Social Pulse gives a dollar figure to your investments.

Social Pulse is also a competitive analysis tool. It provides a single location from which you can access and understand key data from competitors, allowing you to benchmark against the best in your class.

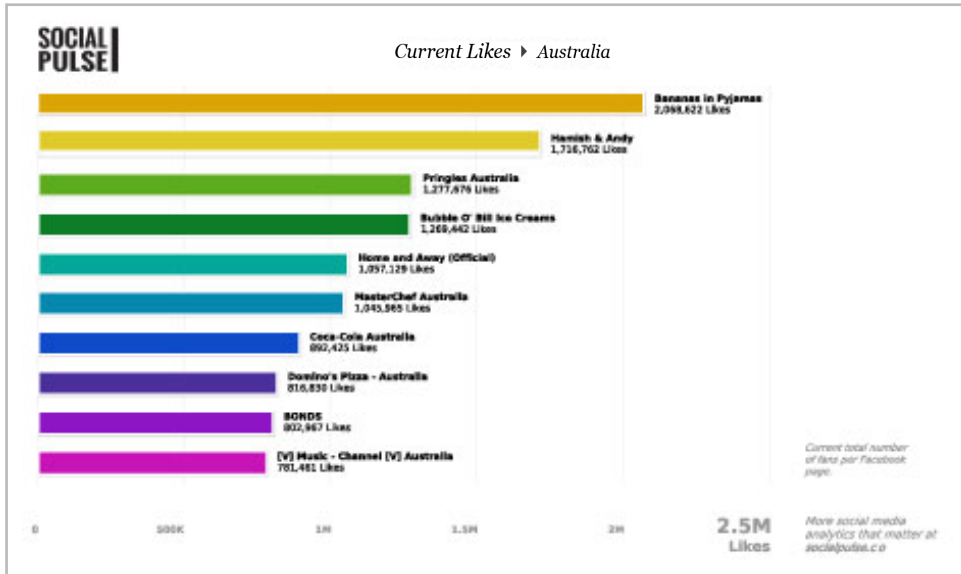
Delving even deeper, Social Pulse also provides you with information on who the most active users are on both yours and your competitor's pages; allowing you to sort through their engagement actions by viewing data sets such as Likes, Comments, Actions, Friends and Subscribers.

Live data for all metrics and Facebook pages covered on this Facebook Performance Report can be viewed online via the Social Pulse dashboard, updated on-the-fly. There you'll find many more brands and industries covered for Facebook audience and engagement, as well as for Twitter reach and frequency. Add any Facebook page, either owned by you or

a competitor, and use the analytics we provide to benchmark your assets against them.

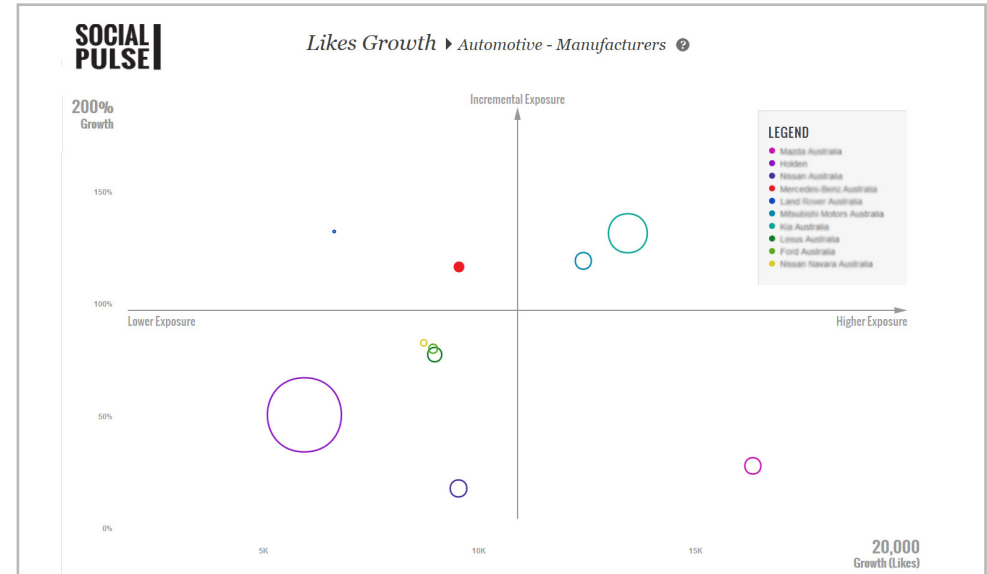
Social Pulse is now live.

If you would like an invitation, visit www.socialpulse.co and hit 'request an invite'.



Current Fan Total

Social Pulse gives you access to post analysis data, Reach and GRP to make it easy to understand where your brand stands in the social market place.



Audience and Impact

Social Pulse gives you access to your page's fan growth over the last 30 days so you can measure the impact of social media marketing on your business and get insights on how to improve it.

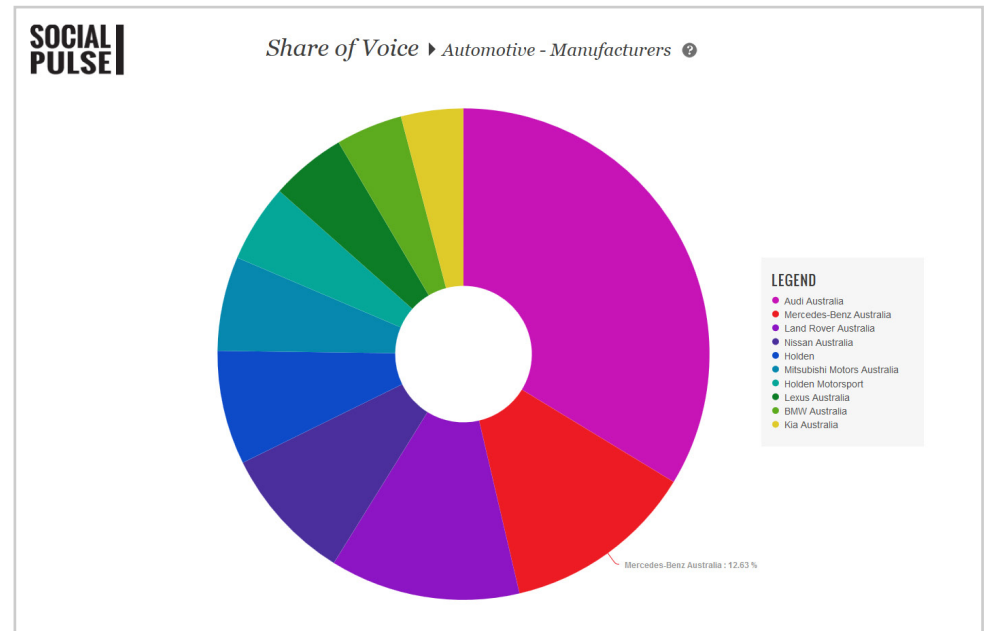
Most Active Users ?

MERCEDES-BENZ AUSTRALIA HOLDEN KIA AUSTRALIA JEEP AUSTRALIA HYUNDAI AUSTRALIA TOYOTA AUSTRALIA

RANK	USER	LIKES	COMMENTS	ACTIONS	FRIENDS	SUBSCRIBERS
1	Alan Plunkett-Smyth	10	0	10	449	0
2	Rebecca Borik	7	2	9	155	0
3	Amanda Lu	0	8	8	Not Public	0
4	Lulu Berg	0	8	8	Not Public	0

Most Active Users

Social Pulse gives you instant access to view who the most active users are on both yours and your competitor pages.



Share of Voice

Social Pulse provides you with a snapshot of the unique users who have taken an action and interacted with yours and your competitor pages so you can evaluate your competitor's social assets against your brand.



**Online Circle is a digital agency.
We transform brands & grow
businesses.**

From strategy to creative to SEO to IT development to research & monitoring, we do digital & we're good at it.

As a prominent digital agency in Melbourne, we have a front-row ticket to the ever growing technologies that make up the digital world. In fact, we were one of the first agencies to have an SEO team and the first Australian agency with a dedicated social media department.

We take your business objectives & make them realities in a strategic, creative & measurable way.

Want to talk more about what we can do for you? Call us on **(+61) 3 9696 7473**