



DETROIT, MI

SEPTEMBER 17, 2016

STEP
OUT® | WALK
TO STOP DIABETES®

American Diabetes Association.

EVENT METRICS

792

TOTAL PARTICIPANTS

171

TOTAL RED STRIDERS

\$168,000

TOTAL FUNDS RAISED
as of September 19

160,902

NOVO NORDISK
BRAND IMPRESSIONS
(Excluding social media)

NOVO NORDISK PHOTO BOOTH

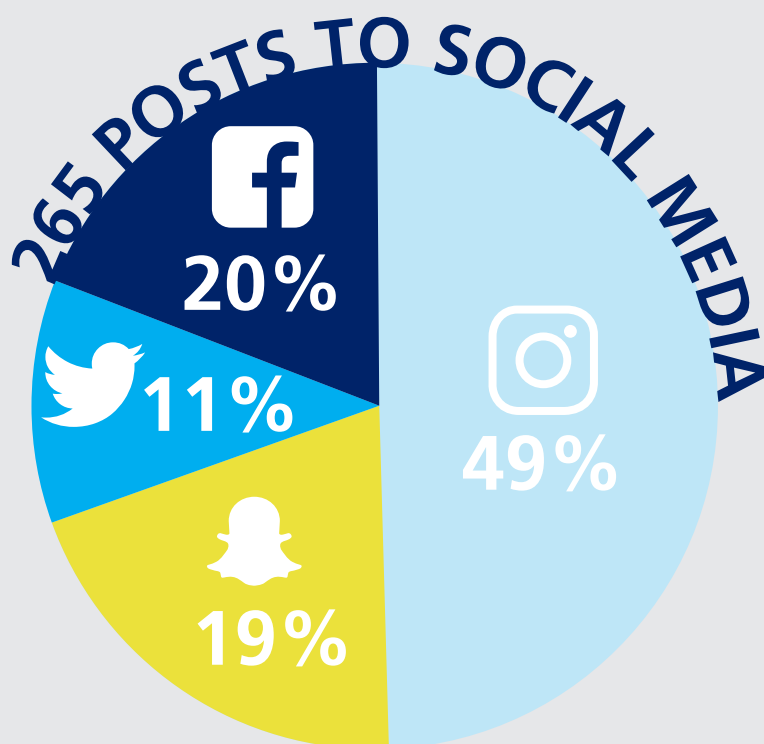
439
Participants



402
Participants
used
selfie boards



125
Photos taken



TOTAL SOCIAL MEDIA AUDIENCE

203,043

NOVO NORDISK SOCIAL MEDIA
BRAND IMPRESSIONS

102,036

TOP 3 #HASHTAGS

#StepOutDiabetes
#StepOutDetroit
#StepOut



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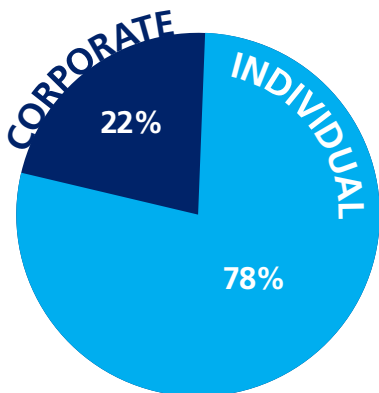
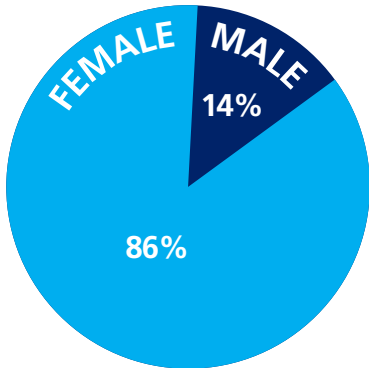
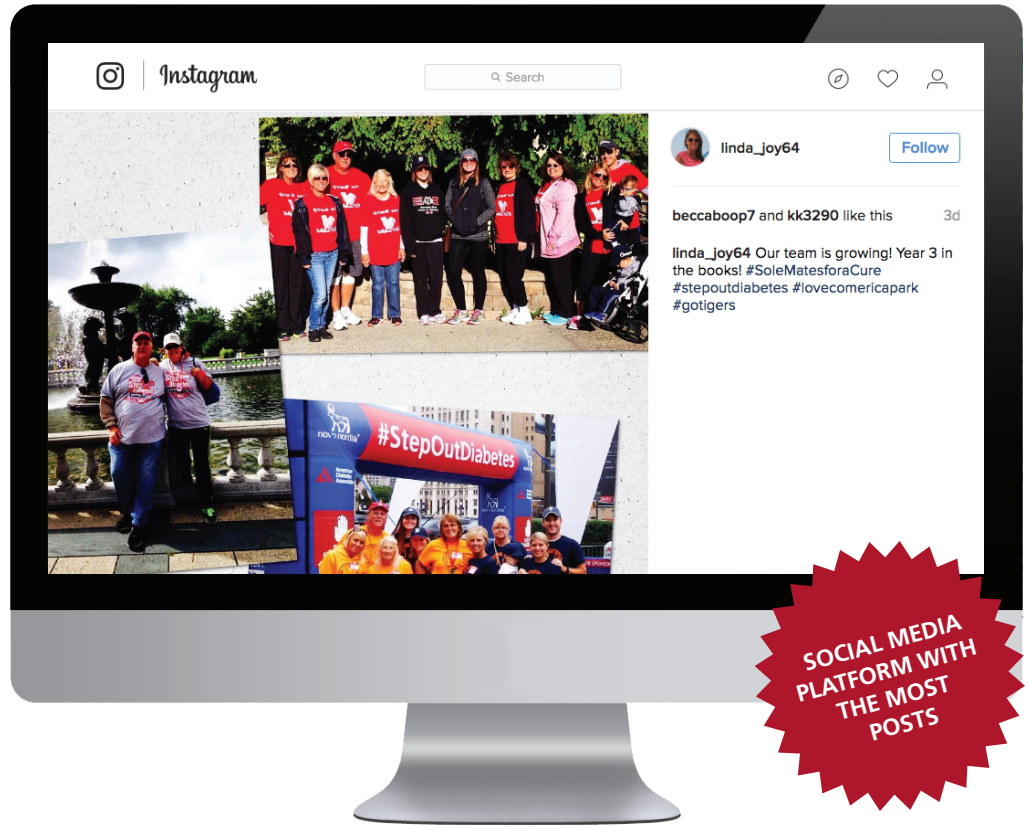
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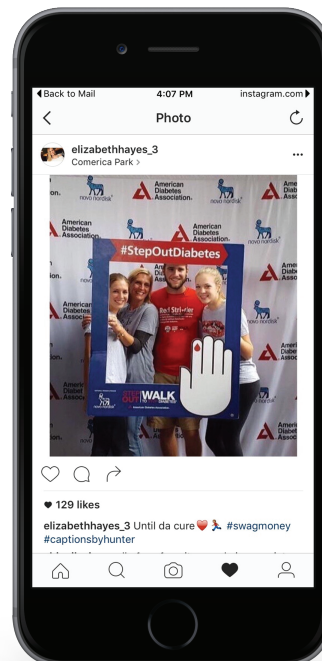


131 Photos
524 Likes

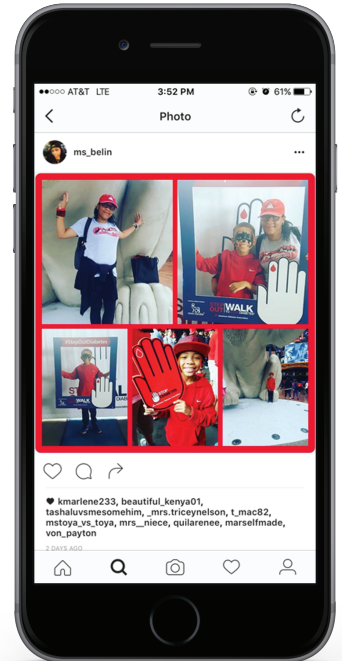
99% of posts feature Novo Nordisk branded materials



93% of posts featured #StepOutDiabetes



92% of posts featured Step Out Banner



44% of users posted multiple times



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54 Posts

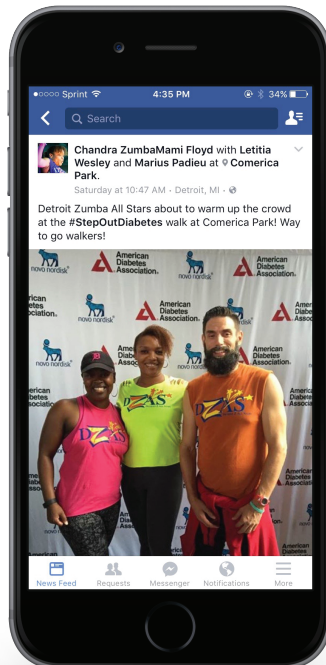
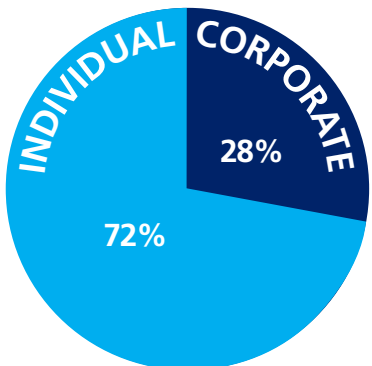
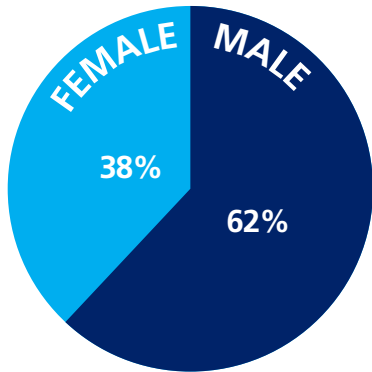


475 Likes

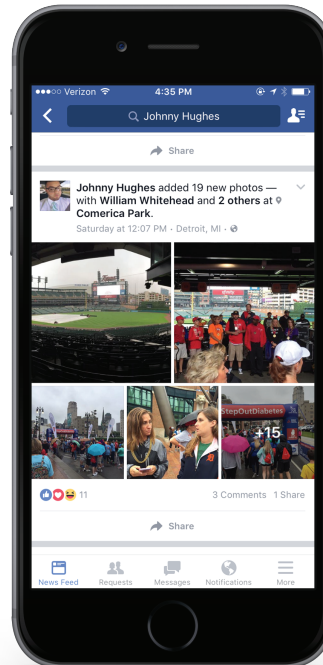


6 Shares

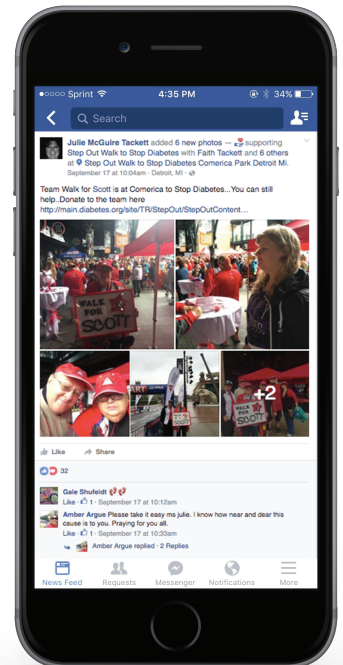
22% of posts feature Novo Nordisk branded materials



13% of posts featured multiple photos



32% of posts featured #StepOutDiabetes



81% of posts featured a photo

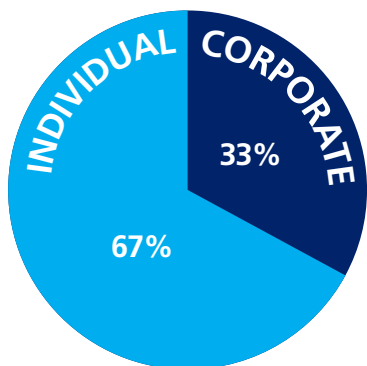
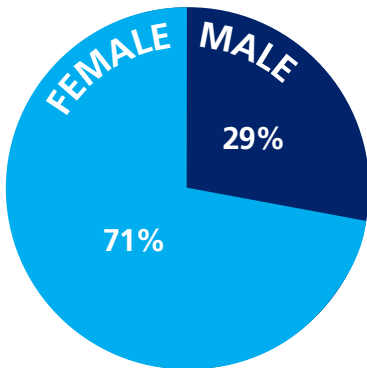


29 Tweets

20 Favorites

9 Retweets

72% of posts feature Novo Nordisk branded materials



64% of posts featured #StepOutDiabetes



24% of users posted multiple times



10% of posts featured multiple photos



51 Uses

2,413 Views



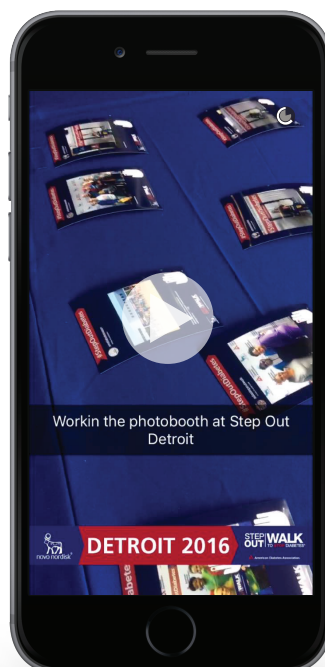
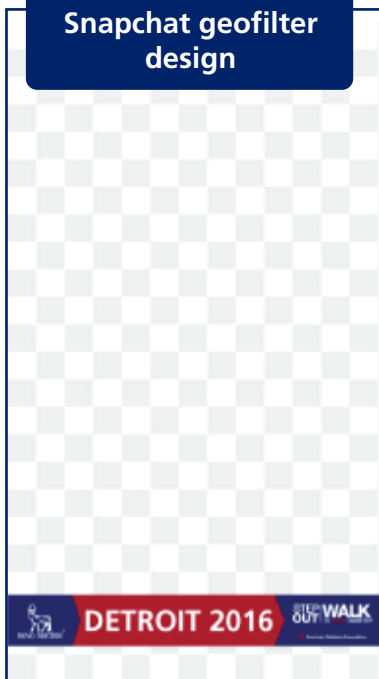
Start Time: September 17, 2016 9:00 AM
End Time: September 17, 2016 11:00 AM
Area Covered: 21,029 Sq Ft

Users 51



Geofilter was created on Snapchat for the start and venue area

Snapchat geofilter design





DETROIT, MI

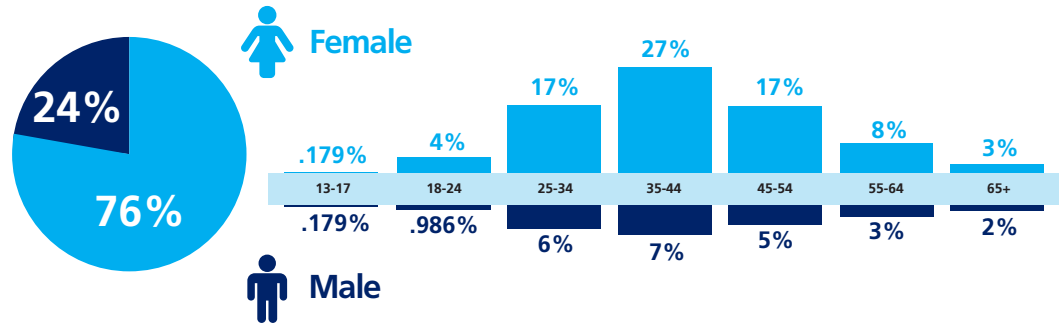
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PEOPLE WHO LIKE YOUR PAGE



PAGE VIEWS

September 13 - September 19

169

Total Page Views ▲ 956%

PAGE LIKES

September 13 - September 19

11

Page Likes ▲ 1,000%

VIDEOS

September 13 - September 19

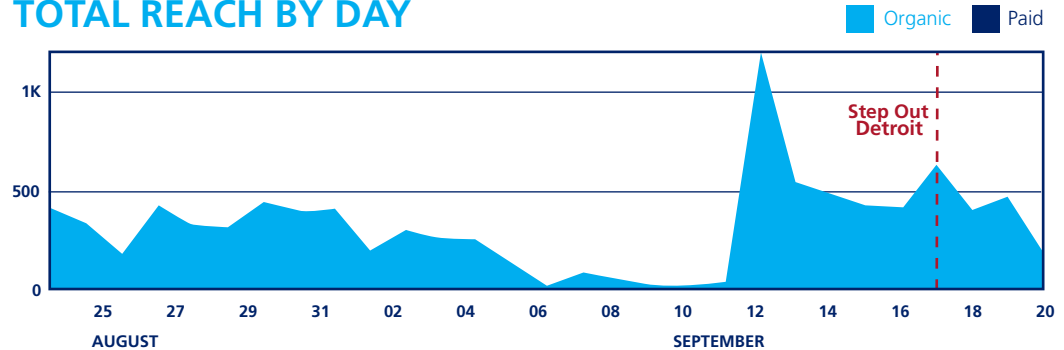
175

Total Video Views ▲ 100%

TOTAL REACH - 6,291

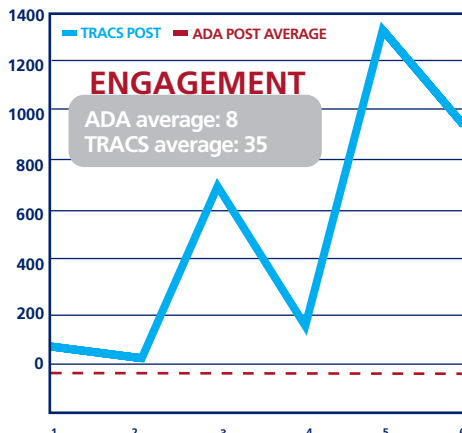
Reach is the number of unique users who saw your page's posts from August 25 to September 20.

TOTAL REACH BY DAY



ENGAGEMENT

Total number of post clicks, likes, shares, and comments from September, 13 - 19.



TRACS POSTS PUBLISHED FROM STEP OUT DETROIT FACEBOOK PAGE

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/19/2016 3:20 pm 6	Step Out Walk Detroit	Image	Global	344	460	Boost Post
09/17/2016 5:20 pm 5	Photos from the Novo Nordisk photo booth	Image	Global	361	750	Boost Post
09/17/2016 11:03 am 4	Don't forget to come to the Novo Nordisk photo booth to pick up	Image	Global	468	171	Boost Post
09/17/2016 10:21 am 3	Step Out Detroit has started! #stepoutdiabetes	Image	Global	687	4629	Boost Post
09/17/2016 8:23 am 2	Comerica Park is ready for Step Out Detroit, are you? #stepoutdi	Image	Global	449	1110	Boost Post
09/16/2016 7:40 am 1	Don't forget to stop by the Novo Nordisk photo booth to pick up y	Image	Global	445	134	Boost Post