



PHOENIX, AZ
NOVEMBER 5, 2016

STEP OUT | WALK
TO STOP DIABETES

 American Diabetes Association.

EVENT METRICS

1,120

TOTAL PARTICIPANTS

208

TOTAL RED STRIDERS

\$348,021

TOTAL FUNDS RAISED
as of November 7

165,002

NOVO NORDISK
BRAND IMPRESSIONS
(Excluding social media)

NOVO NORDISK PHOTO BOOTH

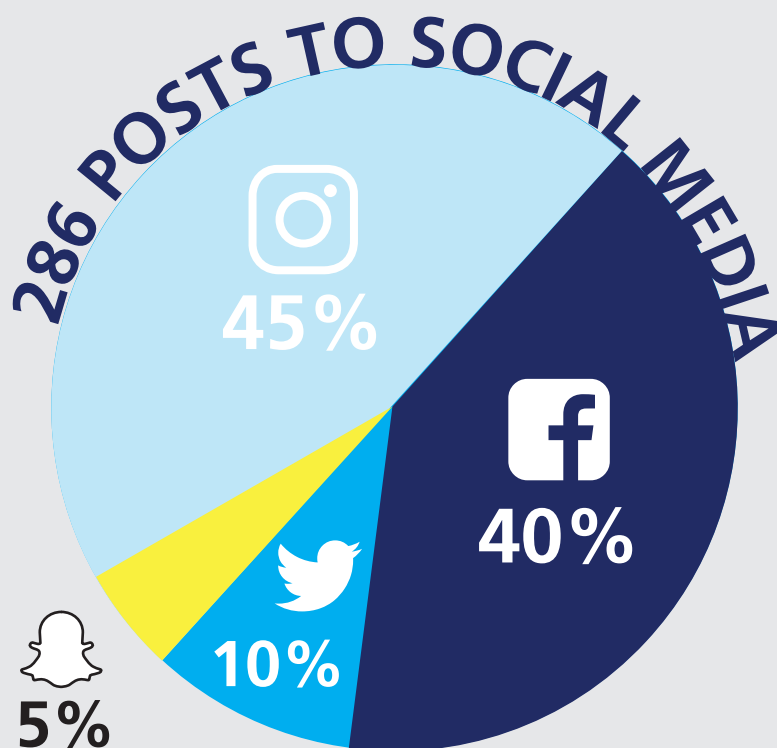
788
Participants



287
Participants
used
selfie boards



167
Photos taken



TOTAL SOCIAL MEDIA AUDIENCE

92,827

**NOVO NORDISK SOCIAL MEDIA
BRAND IMPRESSIONS**

40,136

TOP 3 #HASHTAGS

#StepOutDiabetes

#Diabetes

#NorthPhoenix



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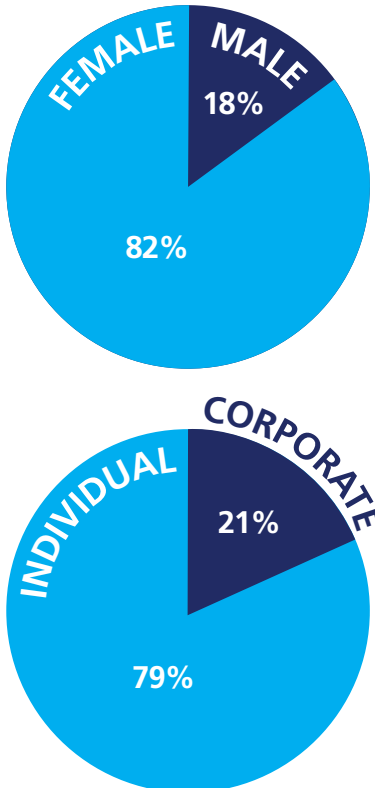
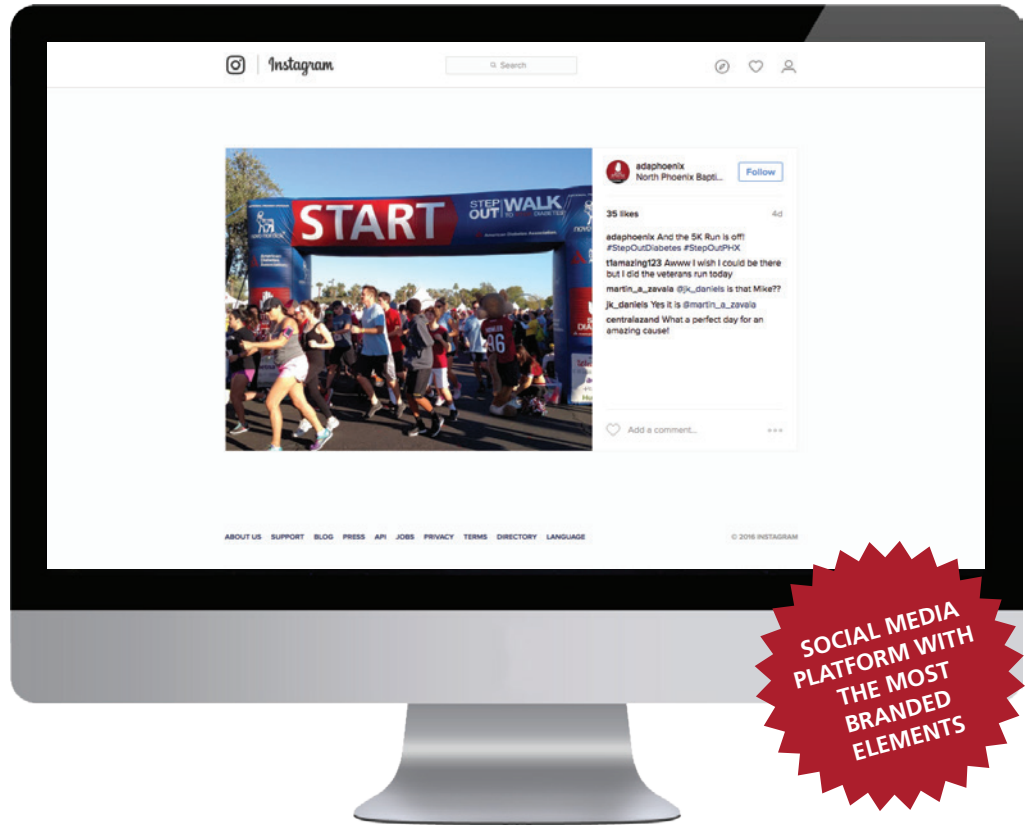
STEP OUT | WALK TO STOP DIABETES®

American Diabetes Association.

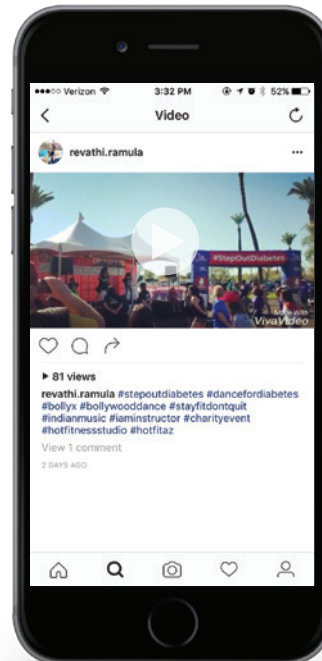


128 Photos
1,556 Likes

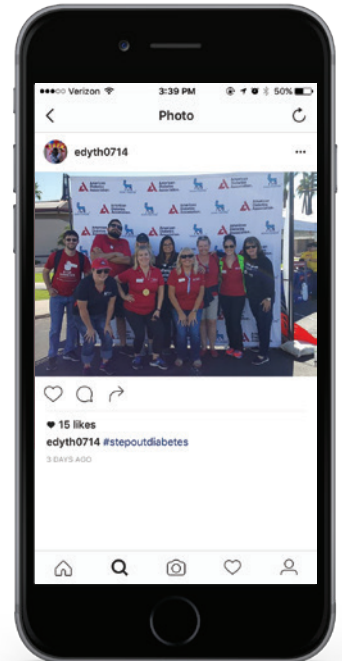
95% of posts feature Novo Nordisk branded materials



85% of posts feature Step Out Banner



95% of posts feature #StepOutDiabetes

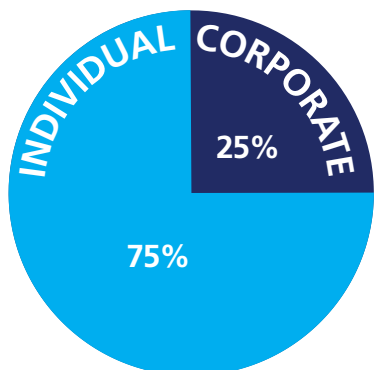
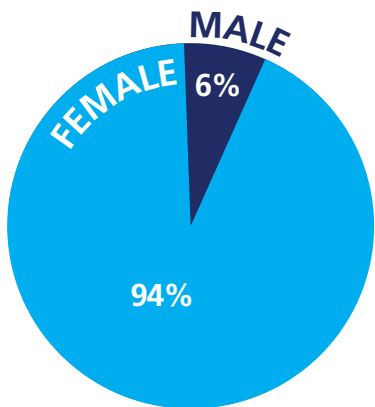


51% of posts feature a selfie board

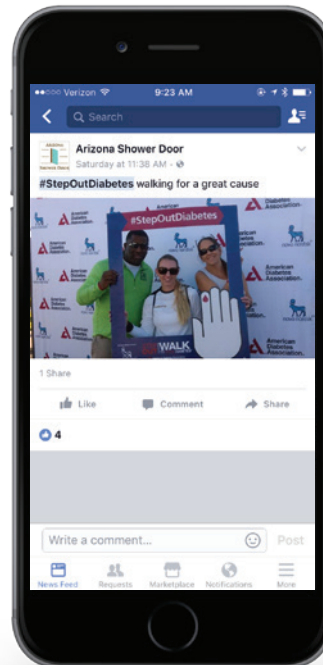


 **116 Posts**
 **643 Likes**
 **34 Shares**

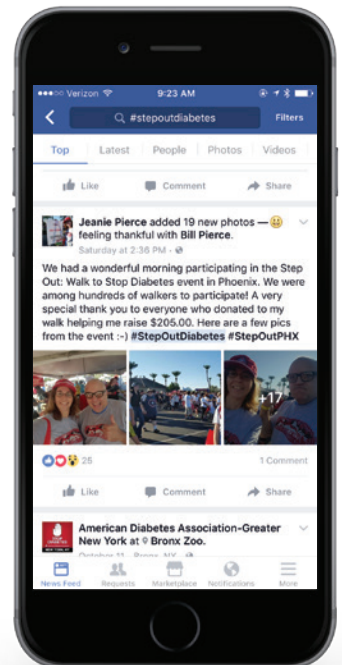
20% of posts feature Novo Nordisk branded materials



Posts averaged 6 likes



21% of posts feature #StepOutDiabetes



31% of posts feature a hashtag



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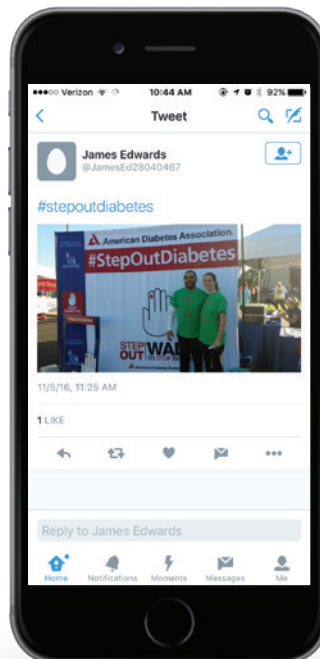
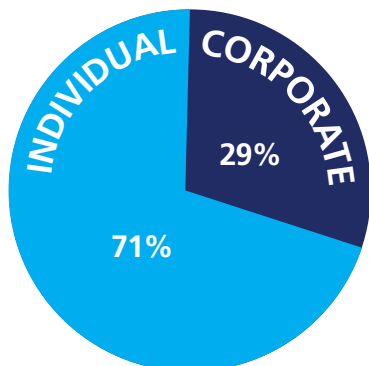
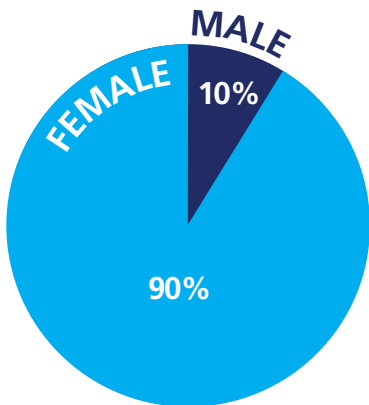


28 Tweets

60 Favorites

12 Retweets

64% of posts feature Novo Nordisk branded materials



82% of posts feature #StepOutDiabetes



18% of users posted multiple times

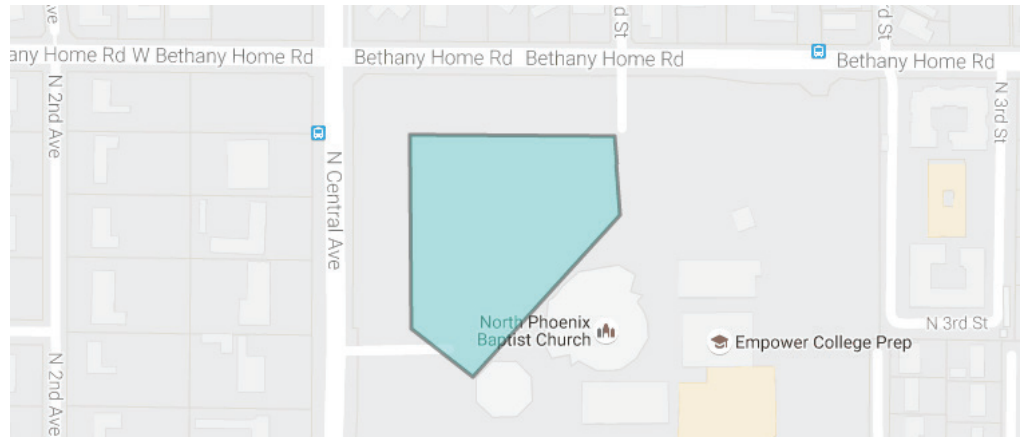


40% of posts feature a selfie board



14 Uses

1,147 Views



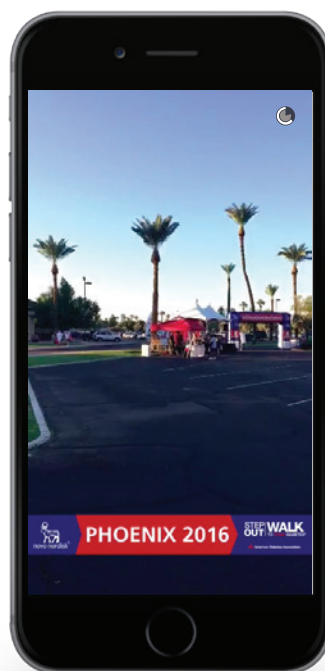
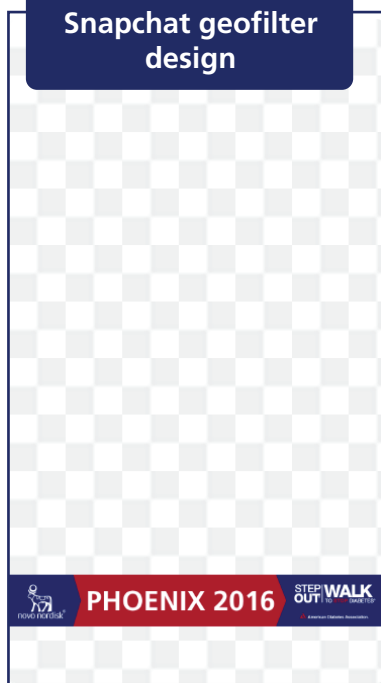
Start Time: November 5, 2016 5:00 AM
End Time: November 5, 2016 8:00 AM
Area Covered: 220,462 Sq Ft

Users 14

Views 1,147

Geofilter was created on Snapchat for the start and venue area

Snapchat geofilter design





PAGE VIEWS

November 1 - November 7

286

Total Page Views ▲ 1,688%



PAGE LIKES

November 1 - November 7

19

Page Likes ▲ 100%



VIDEOS

November 1 - November 7

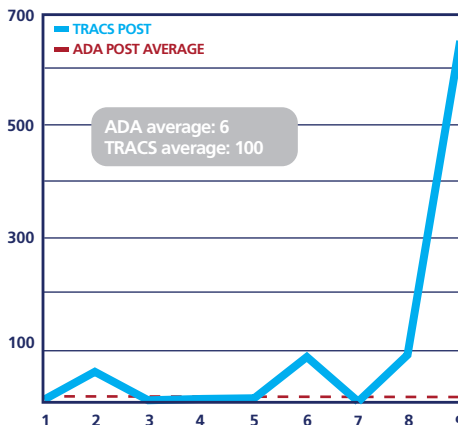
665

Total Video Views ▲ 100%

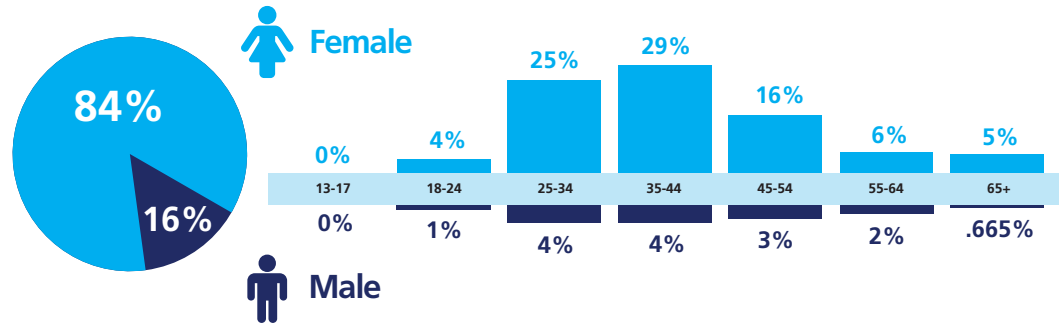


ENGAGEMENT

Total number of post clicks, likes, shares, and comments from November 1 - 7.



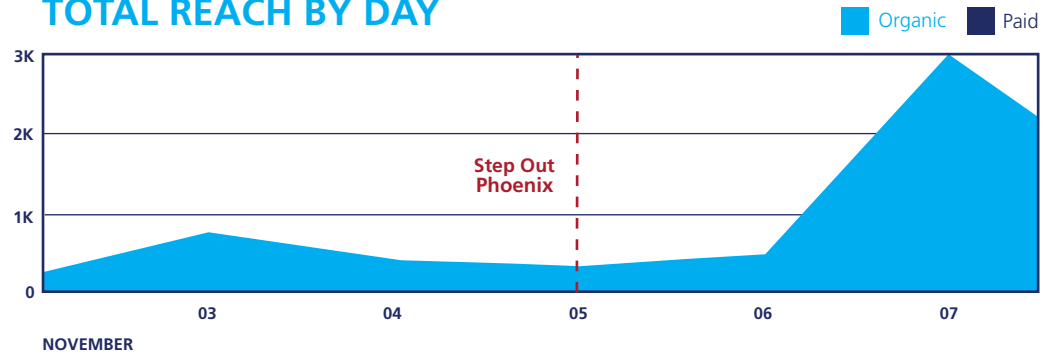
PEOPLE WHO LIKE YOUR PAGE



TOTAL REACH - 5,162

Reach is the number of unique users who saw your page's posts from November 2 to November 8.

TOTAL REACH BY DAY



TRACS POSTS PUBLISHED FROM STEP OUT PHOENIX FACEBOOK PAGE

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/05/2016 8:23 pm	#stepoutdiabetes	Image	Global	557	626 30	Boost Post
11/05/2016 1:28 pm	2016 Step Out Walk - Phoenix	Image	Global	91	93 0	Boost Post
11/05/2016 1:24 pm	Step Out Phoenix Selfie Station	Image	Global	0	1 0	Boost Post
11/05/2016 1:28 pm	2016 Step Out Walk - Phoenix	Image	Global	91	93 0	Boost Post
11/05/2016 12:56 pm	Come get your picture taken and get a free photo print at the Novo	Image	Global	97	2 0	Boost Post
11/05/2016 12:56 pm	Step Out Phoenix Start/Finish Photos	Image	Global	36	0 0	Boost Post
11/05/2016 12:09 pm	Don't forget to stop by the Novo Nordisk Photo Booth when you're b	Image	Global	92	6 0	Boost Post
11/05/2016 11:51 am	Thank you to everyone who came out for the Phoenix Step Out Wal	Image	Global	3.1K	69 69	Boost Post
11/05/2016 11:07 am	Excited for #StepOutPHX at the North Phoenix Baptist Church. The	Image	Global	65	3 0	Boost Post