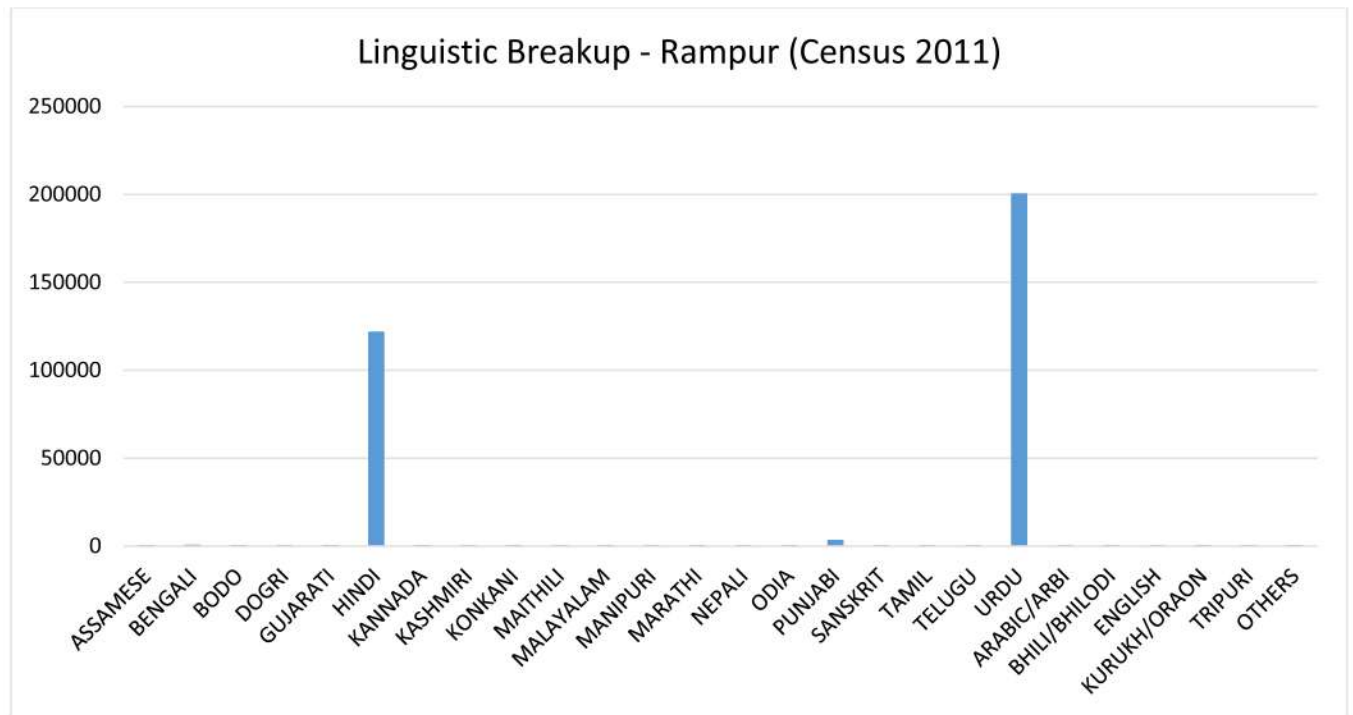


1.1 Demographics

State Name	City	Mother Tongue (Census 2011)	Literacy Rate of District (Census 2011)	Population (Census 2011)	Estd. Population (2018)	Estd. Internet Subscribers (2018)	Estd. Facebook Users (Dec 2017)
Uttar Pradesh	Rampur	Urdu (61.4%), Hindi (37.3%)	53.3%	3,25,313	3,77,287	93,567	50,816

1.2 Language



*See Reach-O-Meter on www.prarang.in for more.

2.1 Prarang हिन्दी Subscribers

FB Hindi Page Subscribers	Email Subscribers	Prarang App Subscribers
8470	0	61

Prarang हिन्दी Total Subscribers	Estimated Hindi & Urdu Speaking Internet Subscribers	Prarang हिन्दी Reach (%)
8531	92,351	9.2%*

*Assuming the entire Urdu population can read Hindi (Devnagri Script)



Rampur – Digital Hyperlocal - June 2018

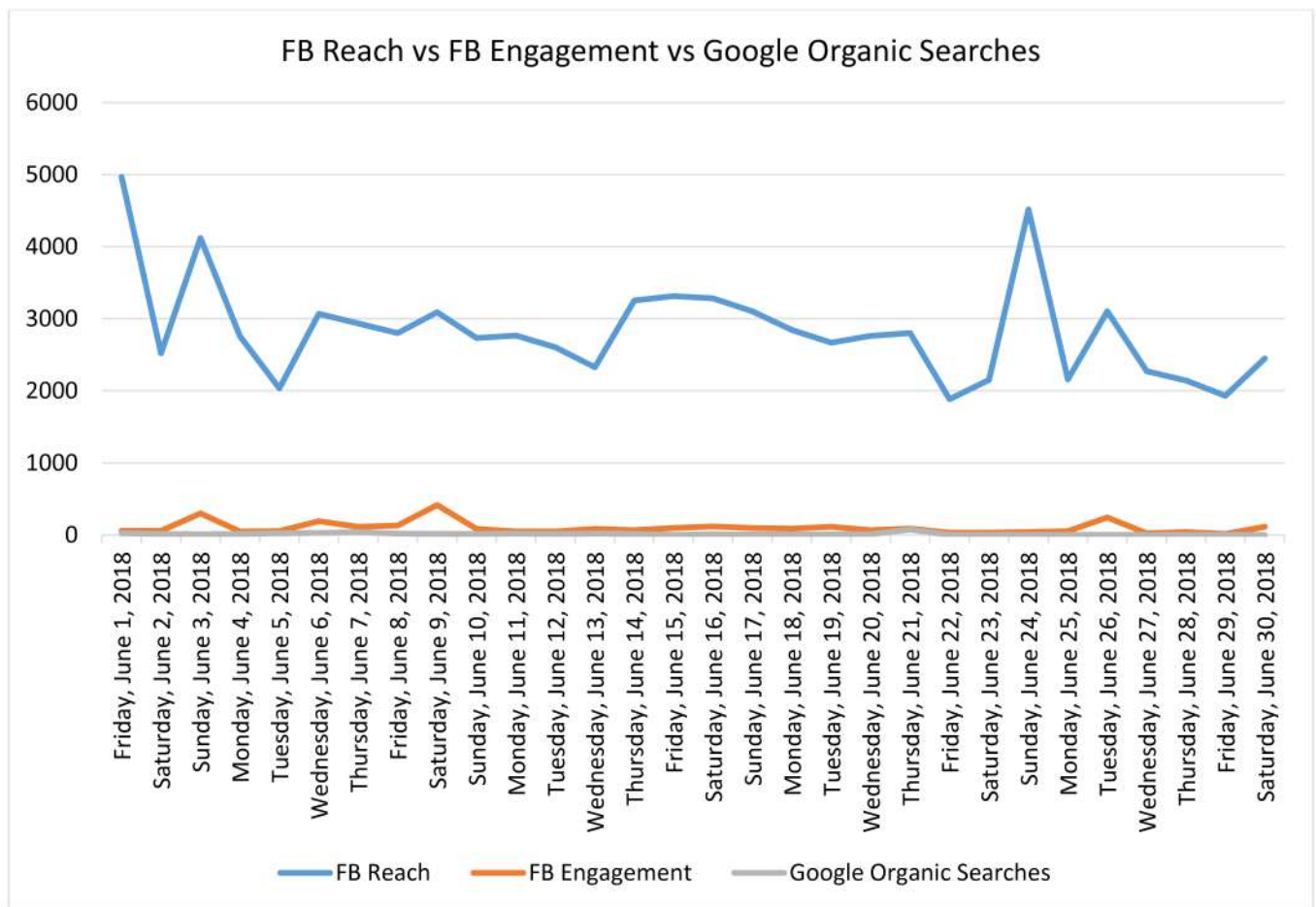
2.2 Prarang June '18 Reach - Rampur

FB Reach ¹	Google Organic Searches ²	Google Direct Sessions ³	Referrals ⁴	Prarang App Reach ⁵	Total Viewership ⁶	Prarang Total Readership ⁷
85,506	385	6,294	114	1,830	94,129	9,985

2.3 Prarang June '18 Engagement - Rampur

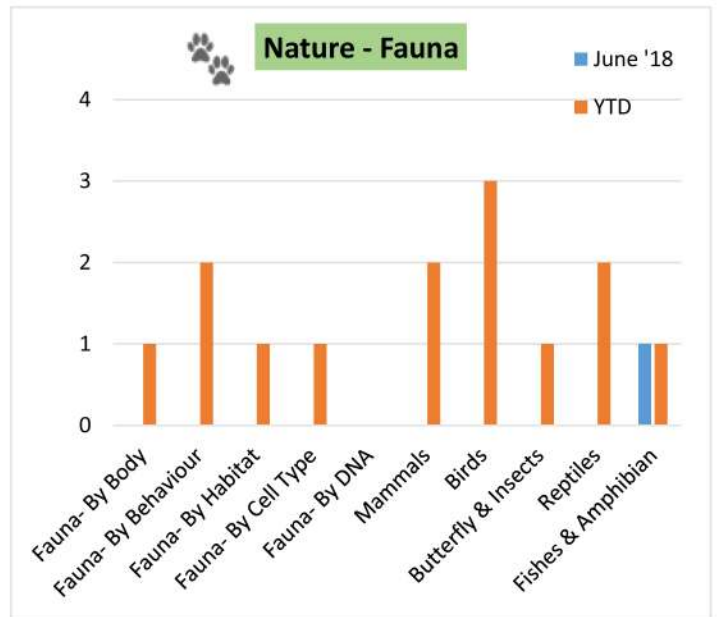
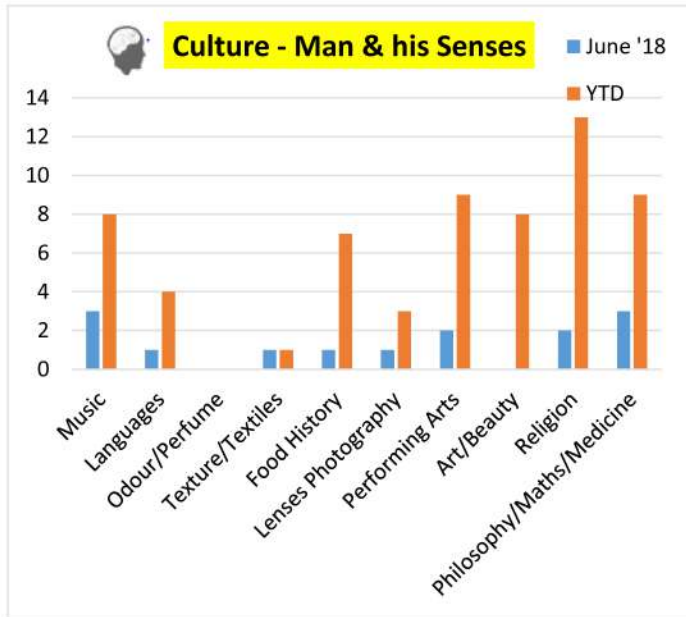
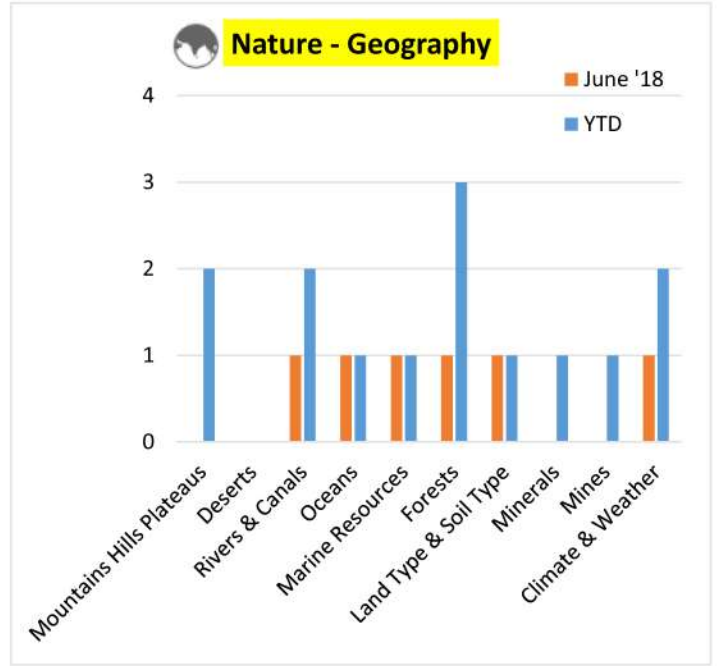
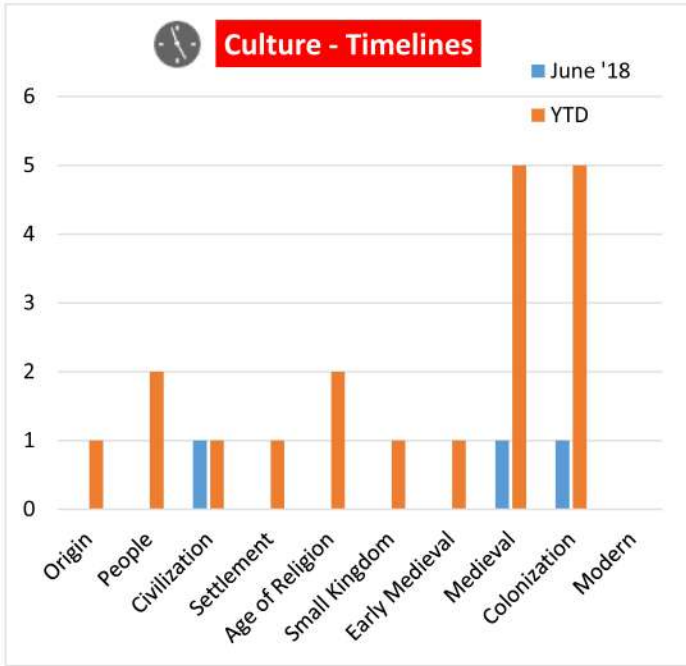
FB Engagement ⁸	FB Post Likes	FB Post Shares
2,943	1,304	76

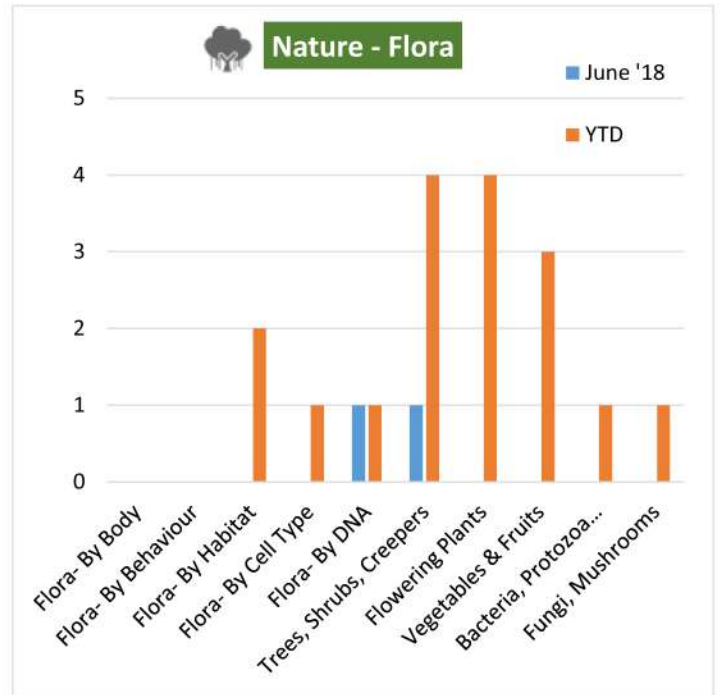
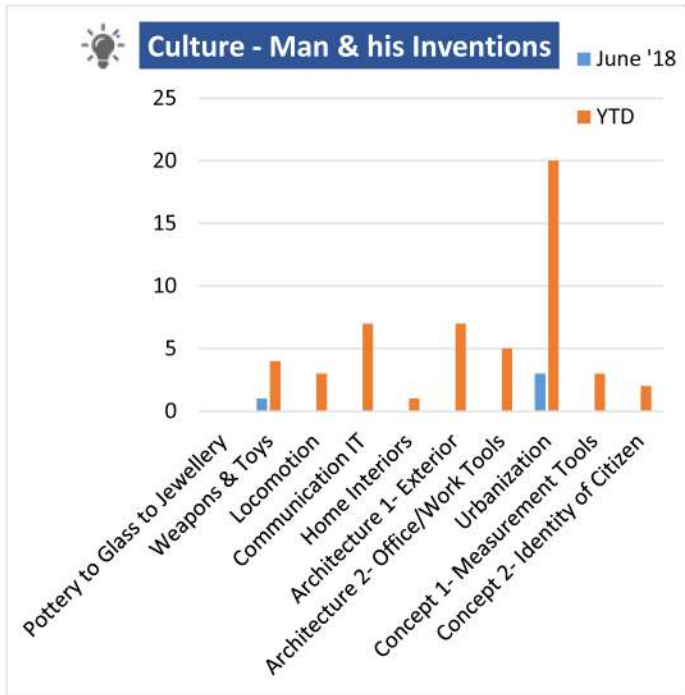
2.4 FB Reach vs FB Engagement vs Google Organic Searches



3.1 Prarang Content Categories - YTD (Year to Date) & June '18

Event Posts: Eid-UI-Fitr (15 June 2018)





3.2 Most Popular Posts in the Month

1



2



3



1935 के जिम कॉर्बेट जंगल की झलकिया

कठेर 1000 साल पहले का रामपुर

रामपुर से निकला फिल्म जगत का सितारा

Tag: Culture - Timelines - Man & his Senses - Lenses Photography

Tag: Culture - Timelines - Early Medieval

Tag: Culture - Man & his Senses - Performing Arts

Posted On: 24 June 2018

Posted On: 1 June 2018

Posted On: 3 June 2018

Viewership: 5103

Viewership: 5020

Viewership: 4130

Readership: 618

Readership: 87

Readership: 22

Engagement¹: 40

Engagement¹: 58

Engagement¹: 297

Post-Boost Spending: ₹40

Post-Boost Spending: ₹40

Post-Boost Spending: ₹40

Relative Popularity Index*: 1554

Relative Popularity Index*: 1535

Relative Popularity Index*: 1400

3.4 Some Comments



Post Title: कचरा केवल फेंके नहीं, उसे बदले खाद' में ईनकी मदद से

Posted On: 25 June 2018

Tag: Culture - Man & his Inventions - Urbanization

Comment: Apka mo no milega?

Reply: जी महेश जी !अपना फेसबुक मेसेज चेक करें। हमने आपको अपना नंबर भेज दिया है।

- [Redacted], Age: 20-25, Studies at Delhi University, # of FB Friends: 513



Post Title: कचरा केवल फेंके नहीं, उसे बदले खाद' में ईनकी मदद से

Posted On: 25 June 2018

Tag: Culture - Man & his Inventions - Urbanization

Comment: [Redacted] aware ho raha h Rampur...ruk jaiye bhai sab yahi

- [Redacted] Age: 25-30, Urban Planner at Nagar Palika Parishad, Rampur, Went to Guru Nanak Dev University, Amritsar



Post Name: भारत से प्रेरित होकर बनाया था चार्ली चैपलिन ने ये गाना

Posted On: 28 June 2018

Tag: Culture - Man & his Senses - Music

Comment: v.good

- [Redacted] Age: 25-30, Former Teacher at R.K. Duksh public school, Narkhera Rampur, # of FB Friends: 400



3.5 Prarang fans of the month

1



AGE: 20-25, STUDYING AT
TD COLLEGE, JAUNPUR

NUMBER OF LIKES THIS
MONTH: 8

2



AGE: 40, LECTURER AT
GOVT. INTER COLLEGE,
PATWAI, RAMPUR

NUMBER OF LIKES THIS
MONTH: 8

3



AGE: 20-
25, M.COM FROM MJP
ROHILKHAND UNIV,
BAREILLY, LIVES IN RAMPUR

NUMBER OF LIKES THIS
MONTH: 7

3.6 Non-Digital (Hoardings)

Top 10. Hoardings	Location Name
1.	Shahbad gate
2.	Killa
3.	Civil Lines
4.	Photo chungi
5.	Malgodam chauraha
6.	Roadways bus stand
7.	Top khana
8.	Gandhi Samadhi
9.	Shaukat Ali road
10.	V mart



3.7 Summary:

For the month of June 2018, Prarang FB posts received 1304 likes by 463 unique users. Most of this month’s active subscribers seem to be of the age group: 20-30 years. 2 of the top 3 likers are frequent Facebook users (More than 15 posts a month). It is interesting to note that the people who commented and the people who like our posts are roughly of the same age-group, that is, 20-30 years.

2 out of the top 3 most popular posts in the month of June are about the city (One describes the history of Rampur and the other one is about an actor who hailed from the city).

3.8 Glossary & Metric Overview:

<p>1 - FB Reach</p> <p>FB Reach is the sum of number of unique people who saw our content each day.</p>	<p>2 - Google Organic Searches</p> <p>Traffic from search engine results (that is earned, not paid).</p>	<p>4 - Referrals</p> <p>Traffic that came to our site from sources outside of Google search results.</p>
<p>5 - Prarang App Reach</p> <p>Product of the number of subscribers registered on our app and the number of days in the month.</p>	<p>7 - Prarang Total Readership</p> <p>Prarang Total Readership = Total number of Sessions for the month + (Prarang App Subscribers*Number of days in the month).</p>	<p>6 - Total Viewership</p> <p>Sum of FB Reach, Organic Searches, Direct Sessions, Referrals and Prarang App Reach</p>
<p>8 - FB Engagement</p> <p>Sum of FB Likes, FB Shares, FB Comments and FB Link clicks for the month.</p>	<p>3 - Google Direct Sessions</p> <p>Traffic from users who have entered our website URL directly into their browser search bar. This also includes users who arrive on our site via their bookmarks or favorites.</p>	
<p>* Relative Popularity Index</p> <p>Sum of Post viewership, Post engagement and Post Clicks multiplied by their respective weights. Weights for these metrics are as follows: Post Viewership: 0.30, Post Engagement: 0.30, Post Clicks: 0.40</p>		

