

Group Report

Oct 01, 2016 - Dec 31, 2016

The Group Report helps you understand the growth and health of your social profiles across social channels. The report combines your activity and growth across all your Twitter, Facebook, LinkedIn and Instagram profiles to provide a clear picture of where to focus your social efforts.

Included in this Report

 Regional Cancer Care Associates, Central J..  CJ_Oncology

Activity Overview



17,600
IMPRESSIONS



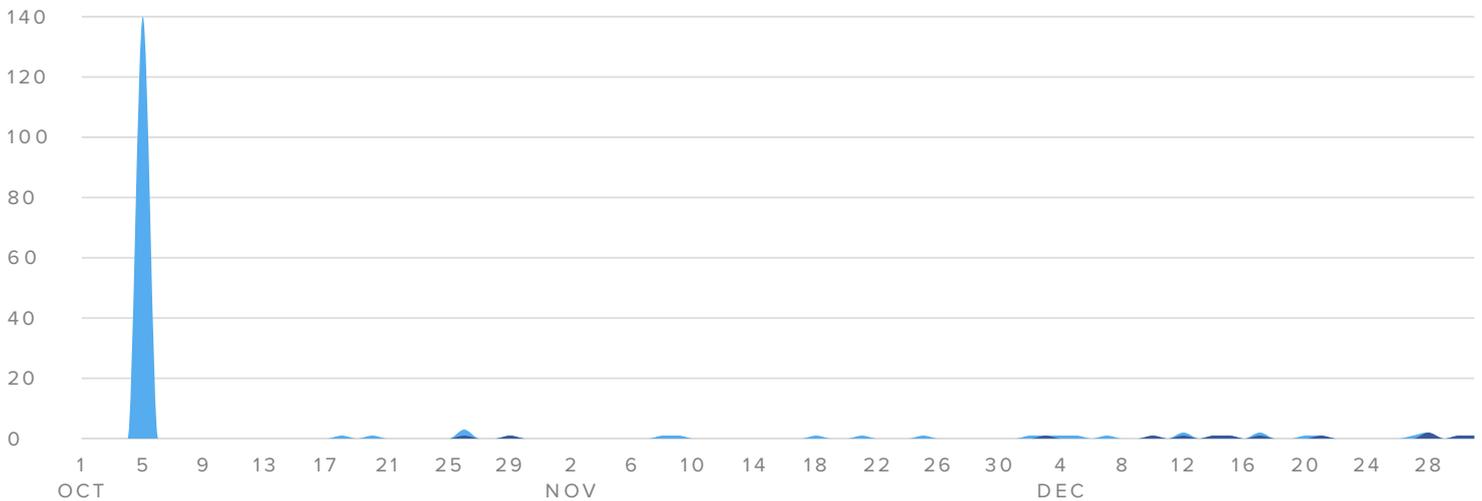
185
ENGAGEMENTS



258
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



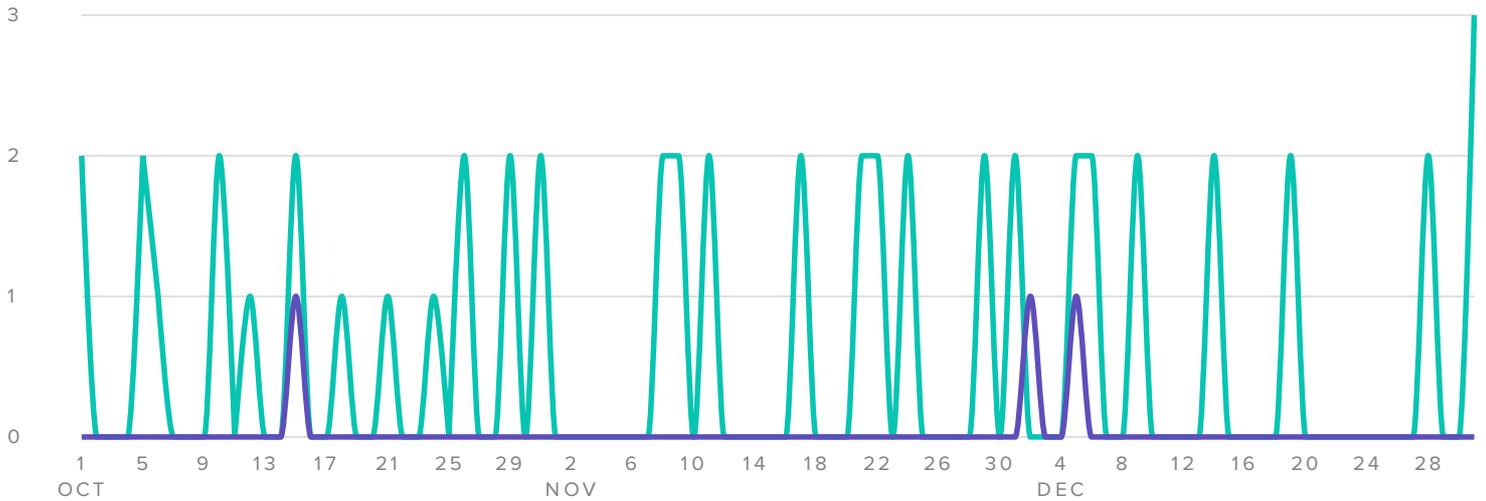
■ FACEBOOK ■ TWITTER

AUDIENCE GROWTH METRICS	TOTALS	CHANGE
Total Fans	388	▲ 64.4%
New Facebook Fans	5	–
New Twitter Followers	147	–
Total Fans Gained	152	▲ 2,940.0%

Total fans increased by
▲ 64.4%
 since previous date range

Message Volumes

MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	26	▲ 4.0%
Twitter Messages Sent	26	▲ 8.3%
Total Messages Sent	52	▲ 6.1%

The number of messages you sent increased by

▲ **6.1%**

since previous date range

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	1	▼ 66.7%
Twitter Messages Received	2	—
Total Messages Received	3	—

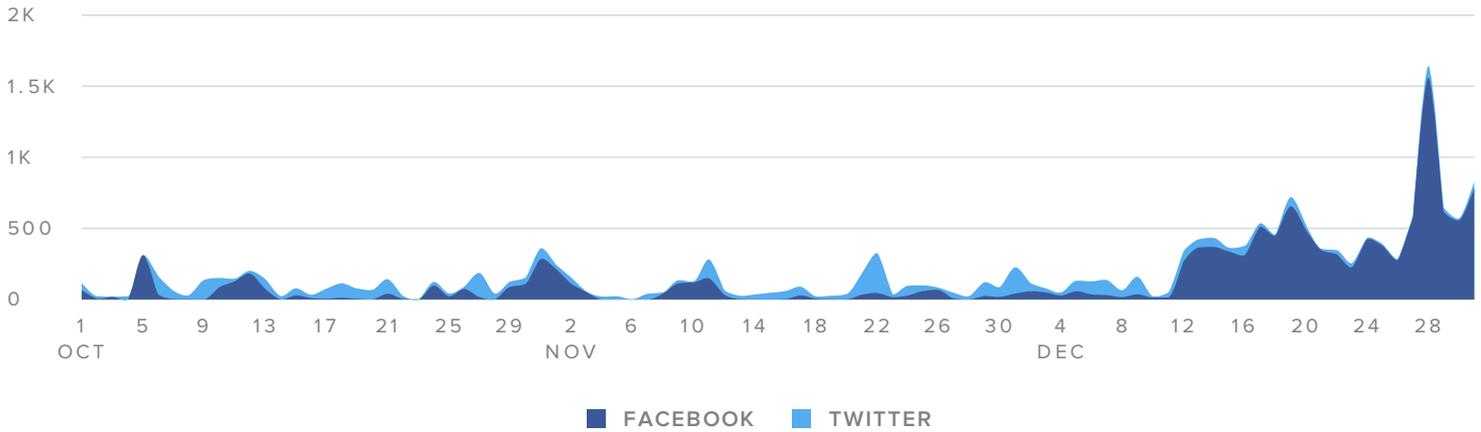
The number of messages you received increased by



since previous date range

Impressions

IMPRESSIONS PER DAY



IMPRESSIONS METRICS	TOTALS	CHANGE
Facebook Impressions	13,067	▲ 142.9%
Twitter Impressions	4,533	▲ 5,170.9%
Total Impressions	17,600	▲ 222.0%

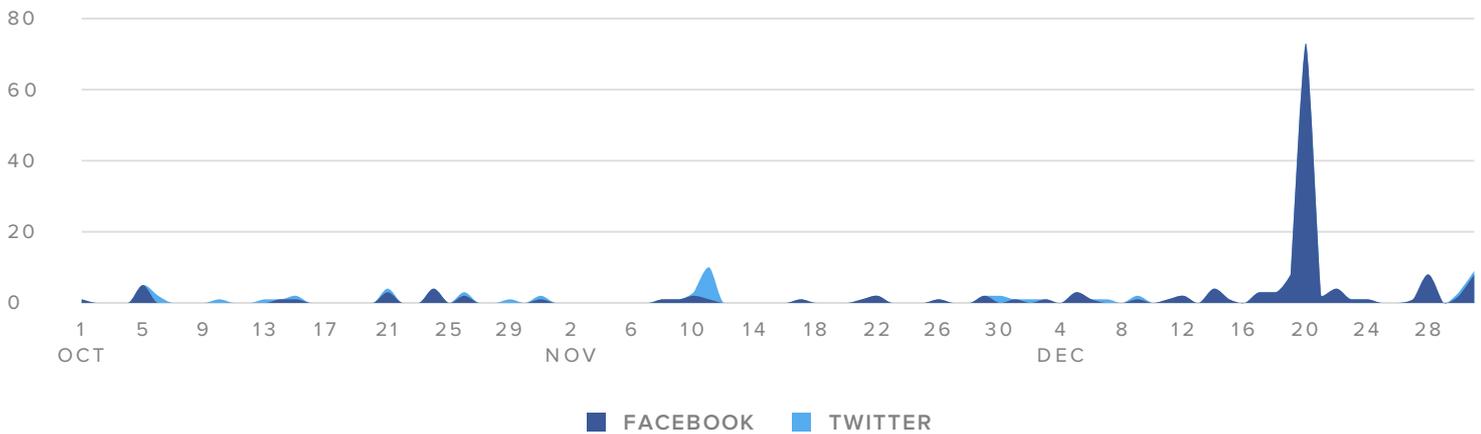
Total Impressions increased by

▲ **222.0%**

since previous date range

Engagements

ENGAGEMENTS PER DAY



ENGAGEMENT METRICS	TOTALS	CHANGE
Facebook Engagements	159	▲ 76.7%
Twitter Engagements	26	▲ 2,500.0%
Total Engagements	185	▲ 103.3%

The number of engagements increased by

▲ **103.3%**

since previous date range

Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Regiona...y Division Facebook page	241	2.12%	26	13,067	503	159	6.1	257
 Regional Cancer C. @CJ_Oncology	147	100.00%	26	4,533	174	26	1.0	1



Facebook Pages Report
for **Regional Cancer Care Associates, Central Jersey**
Division

Oct 01, 2016 - Dec 31, 2016

The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

Facebook Activity Overview



13,067
IMPRESSIONS



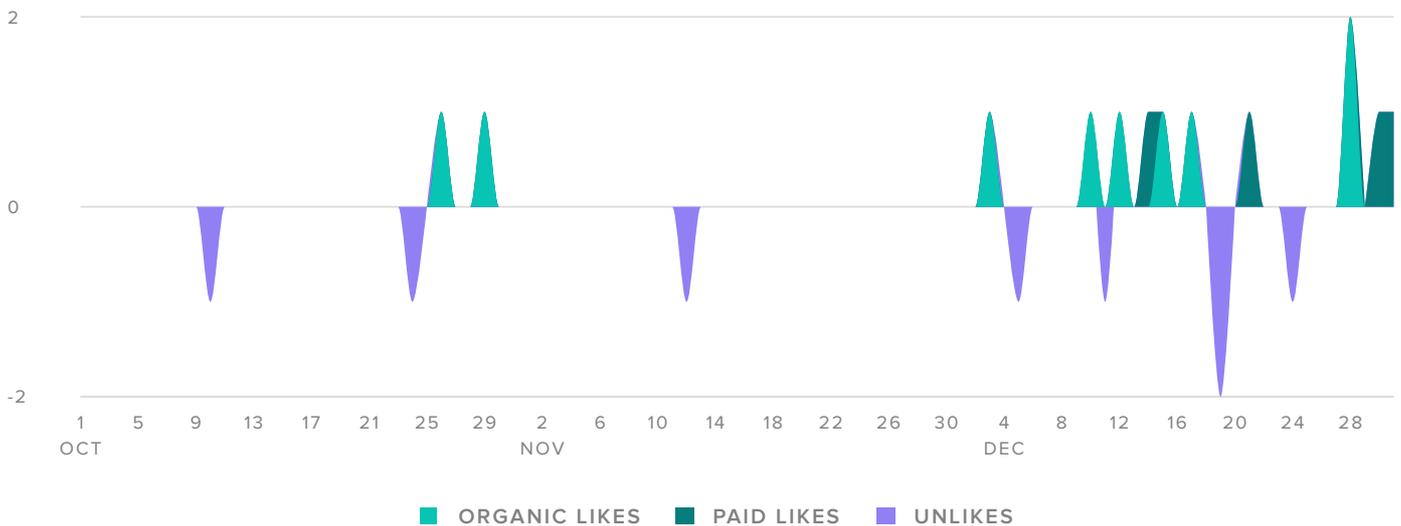
159
POST ENGAGEMENTS



257
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY

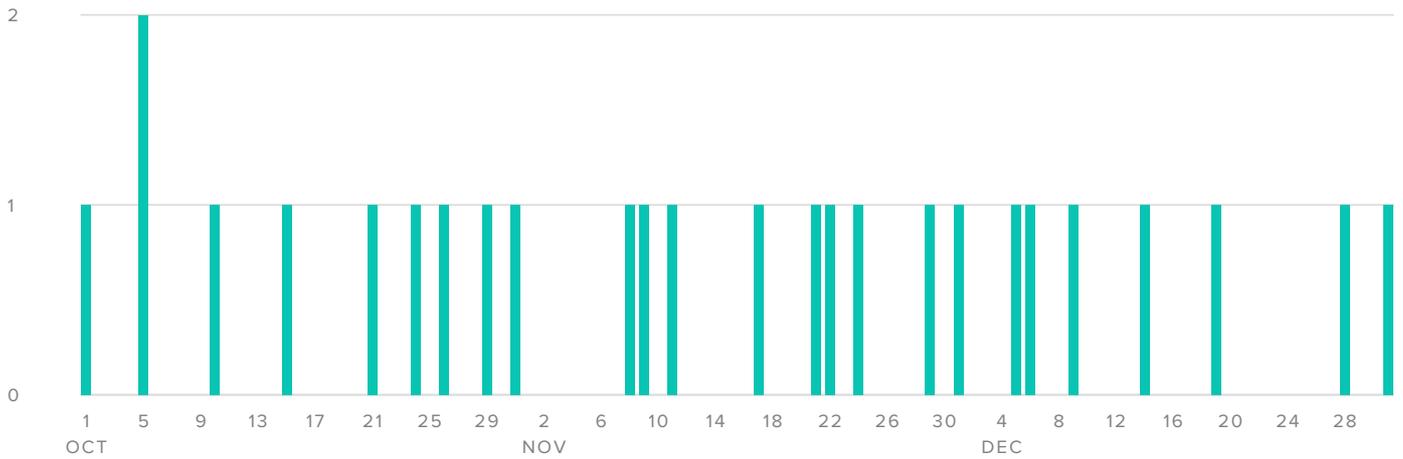


AUDIENCE GROWTH METRICS	TOTALS
Total Fans	241
Paid Likes	4
Organic Likes	9
Unlikes	8
Net Likes	5

Total fans increased by
▲ 2.1%
 since previous date range

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT

PUBLISHING METRICS	TOTALS
Photos	8
Videos	-
Posts	18
Total Posts	26

The number of posts you sent increased by

▲ **4.0%**

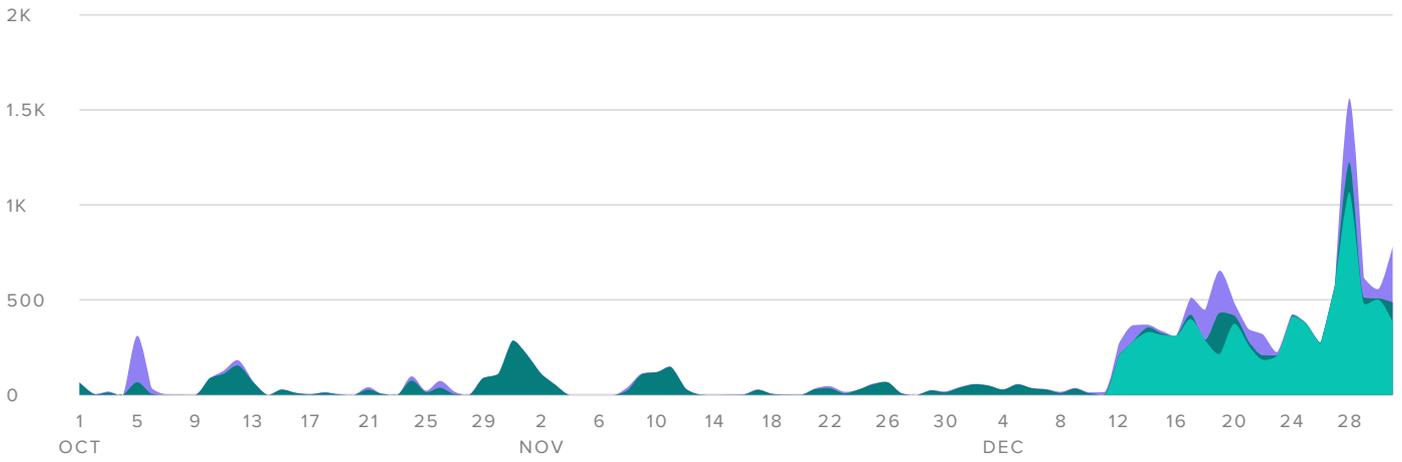
since previous date range

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>November is National Lung Cancer Awareness Month, a time to raise awareness about the dangers of smoking and provide smokers with effective tools to quit. Smoking is the primary cause of lung cancer, which in turn is the leading cause of cancer death and the second most common cancer among American men and women.</p>  <p>Lung Cancer Awareness Month: Tips to Quit Smoking</p> <p>(Post) November 22, 2016 9:01 am</p>	1	–	7.4%	27
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>Today is National Mammography Day! It's recommended by many doctors that women over the age of 40 get regular mammograms. If breast cancer is detected early, the five year survival rate is 100%! Create your early detection plan with the National Breast Cancer Foundation:</p>  <p>Breast Cancer Awareness Month :: The National Breast Cancer Foundation</p> <p>(Post) October 21, 2016 9:32 am</p>	2	–	6.9%	29
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>When you have cancer, there are many resources available to help you. CancerCare is a great resource for addressing your needs and concerns.</p>  <p>Cancer, Resources, Community CancerCare</p> <p>(Post) December 05, 2016 9:35 am</p>	1	1	5.4%	37
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>You shouldn't have to face a cancer diagnosis alone. Visit us online for a list of support resources we recommend.</p>  <p>Providing Support for Cancer Patients in Central New Jersey</p> <p>(Post) October 26, 2016 9:32 am</p>	1	–	5.4%	37
<p>Regional Cancer Care Associates, Central Jersey Division</p> <p>Holidays are a time for celebration when families join together to share in the joy of the season, but people battling cancer can feel "out of step." CancerCare has helpful tips to help you have a happy holiday season.</p>  <p>Coping with Cancer During the Holidays CancerCare</p> <p>(Post) December 14, 2016 9:40 am</p>	1	–	4.4%	23

Page Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	3,383
Viral Impressions	2,251
Paid Impressions	7,433
Total Impressions	13,067
Users Reached	9,232

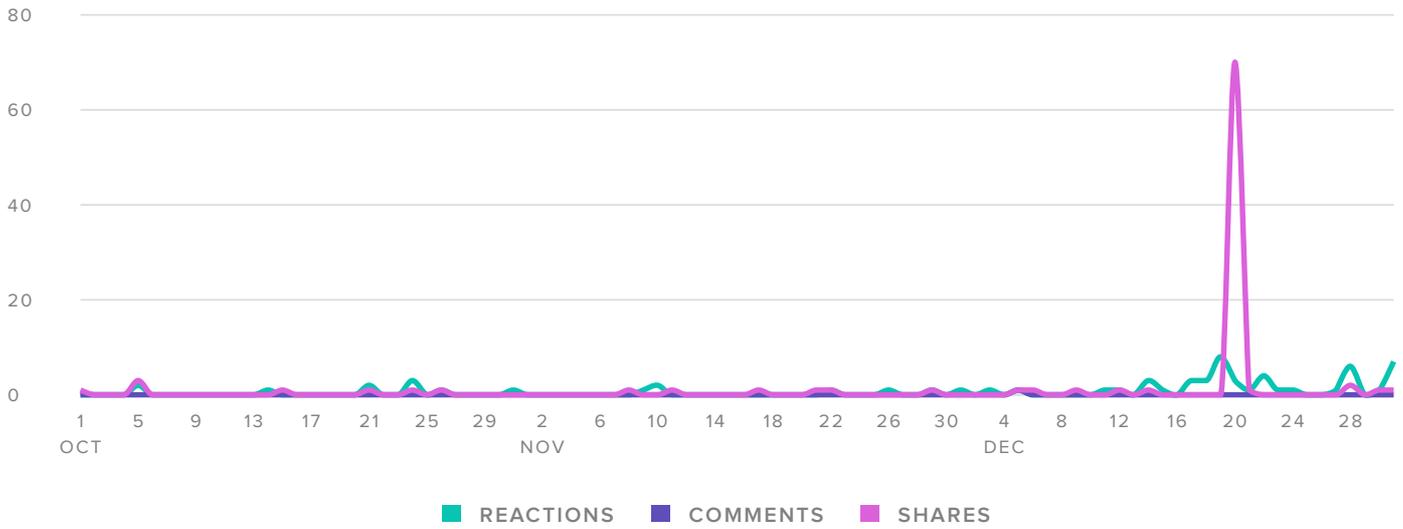
Total Impressions increased by

▲ **142.9%**

since previous date range

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



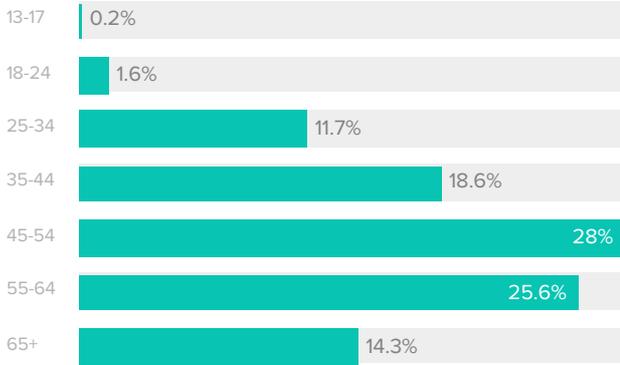
ACTION METRICS	TOTALS
Reactions	64
Comments	1
Shares	94
Total Engagements	159

Total Engagements increased by **76.7%** since previous date range

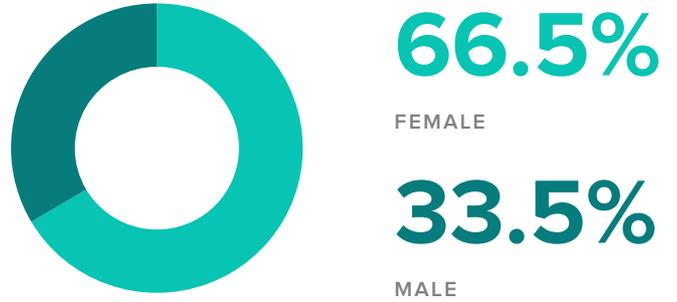
Demographics

PAGE FANS | **PEOPLE REACHED** | PEOPLE ENGAGED

BY AGE



BY GENDER



Women between the ages of **45-54** have a higher potential to see your content and visit your Page.

TOP COUNTRIES

United States	8,628
India	30
United Kingdom	24
Peru	21
Qatar	16

TOP CITIES

Newark, NJ	727
East Brunswick, NJ	364
Elizabeth, NJ	283
Edison, NJ	224
Monroe Township, Middlesex County, NJ	219

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Regional Cancer Care ...	241	2.12%	26	13,067	503	159	6.1	257



Twitter Profiles Report

for **CJ_Oncology**

Oct 01, 2016 - Dec 31, 2016

The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

Twitter Activity Overview



4,533
ORGANIC IMPRESSIONS



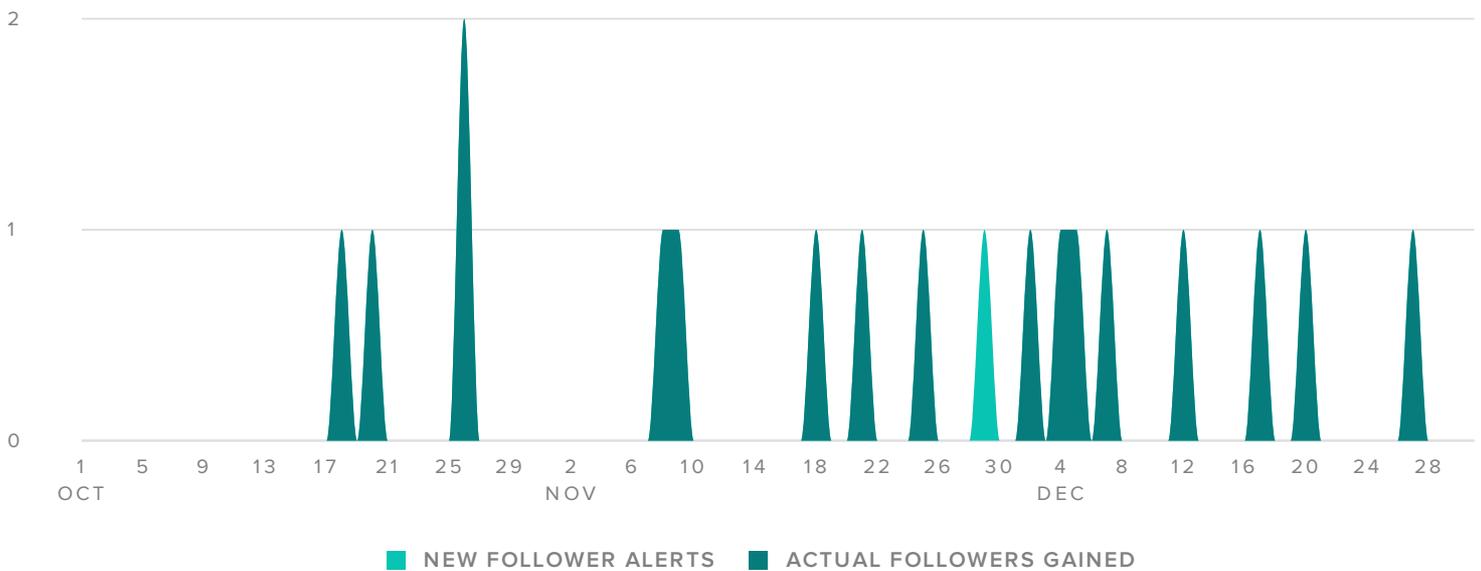
26
TOTAL ENGAGEMENTS



1
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS	TOTALS
Total Followers	147
New Follower alerts	17
Actual Followers gained	7
People that you followed	24

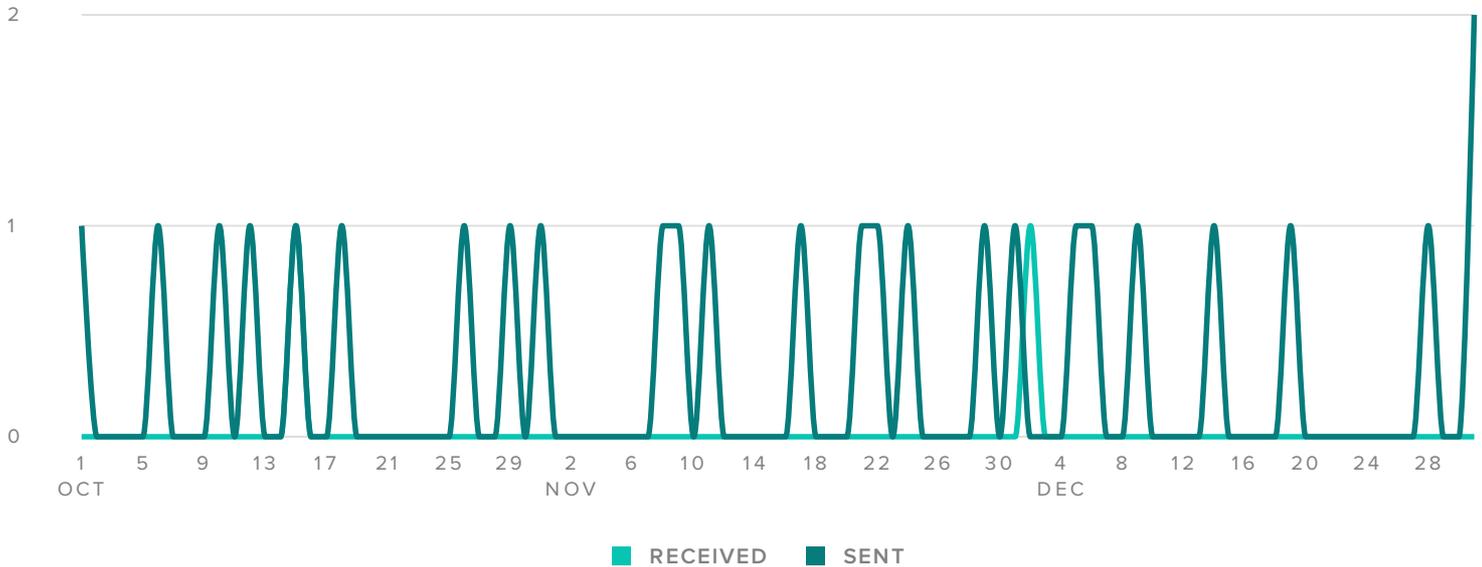
Total followers increased by

▲ 5.0%

since previous date range

Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS	TOTALS
Tweets sent	26
Direct Messages sent	-
Total Sent	26
Mentions received	2
Direct Messages received	-
Total Received	2

The number of messages you sent increased by

▲ 8.3%

since previous date range

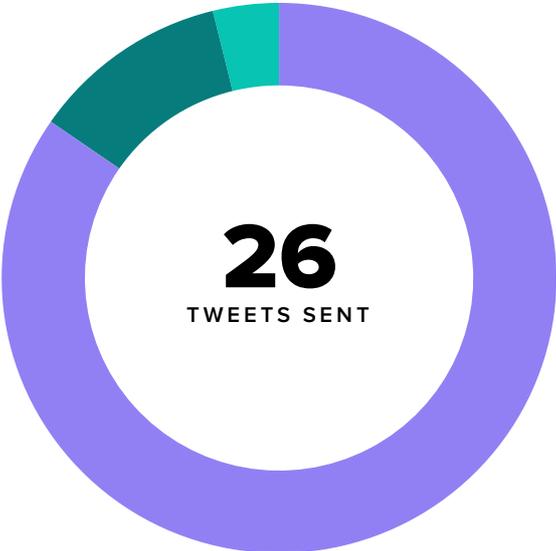
The number of messages you received increased by



since previous date range

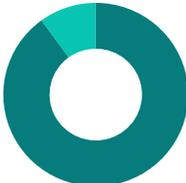
Your Content & Engagement Habits

SENT MESSAGE CONTENT

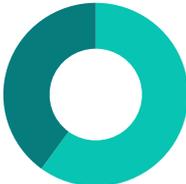


- 1**
PLAIN TEXT
- 3**
PAGE LINKS
- 22**
PHOTO LINKS

YOUR TWEETING BEHAVIOR



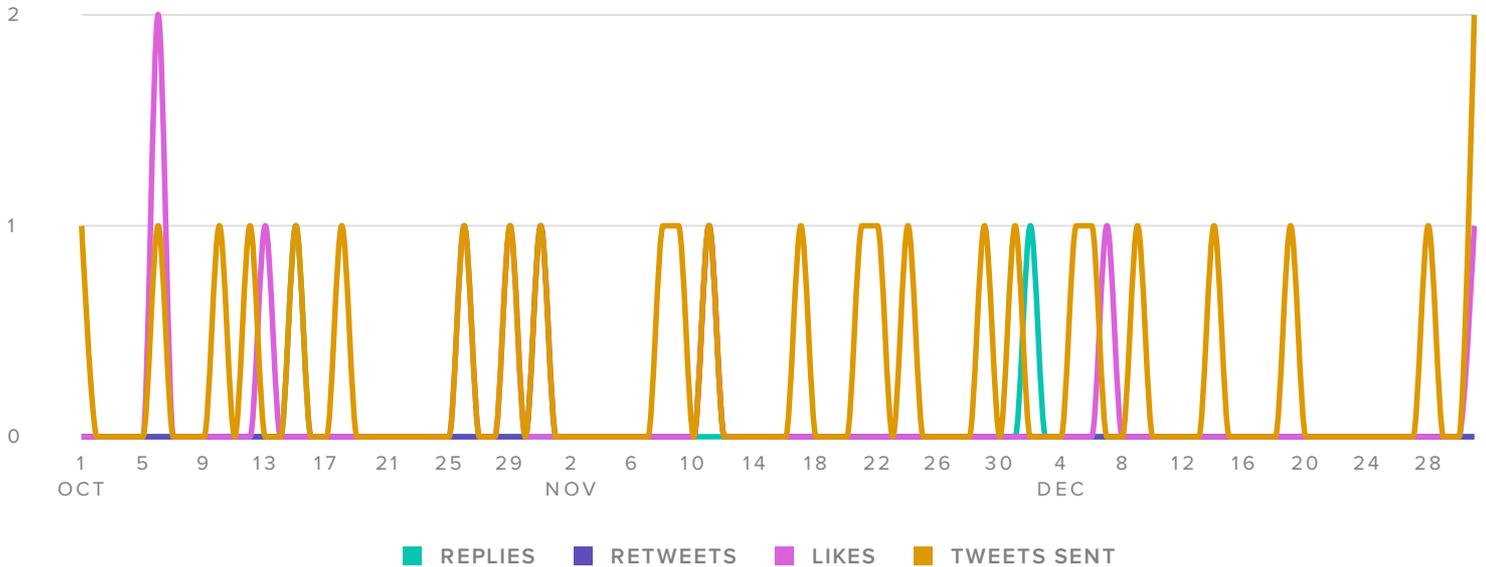
- 10%**
CONVERSATION
- 90%**
UPDATES



- 60%**
NEW CONTACTS
- 40%**
EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT



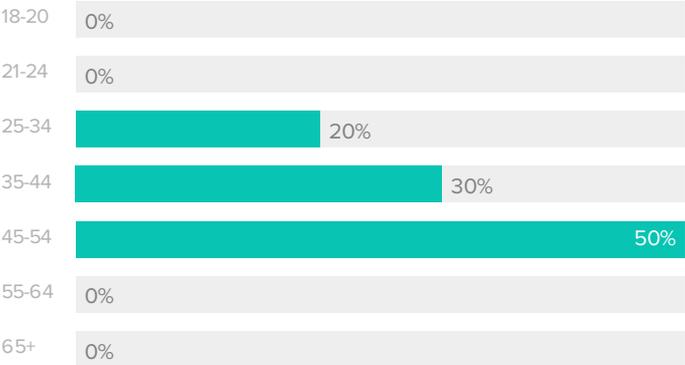
ENGAGEMENT METRICS	TOTALS
Replies	2
Retweets	2
Retweets with Comments	-
Likes	8
Engagements per Follower	0.2
Impressions per Follower	30.8
Engagements per Tweet	1.0
Impressions per Tweet	174.3
Engagements per Impression	0.6%

The number of engagements increased by **▲ 2,500.0%** since previous date range

The number of impressions per Tweet increased by **▲ 4,765.5%** since previous date range

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



45%

FEMALE FOLLOWERS

55%

MALE FOLLOWERS

Men between ages of **45-54** appear to be the leading force among your recent followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @CJ_Oncology	147	100.0%	26	4,533	30.84	26	0.18	2	1

SEO Report // Regional Cancer Care Associates

Regional Cancer Care Associates' overall monthly visibility for the keywords is up 50% since our first time tracking this website. The website currently has an additional 48 keywords ranked in the #1 spot, 112 additional keywords ranked in the Top 3 and an additional 164 keywords ranked in the Top 10 on Google, Google Mobile, Yahoo and Bing.

Top Search Engine Rankings: Overview

Ranked 1st	62	+48	62 rankings found for 22 keywords in 4 search engines
In Top 3	145	+112	145 rankings found for 59 keywords in 4 search engines
In Top 10	242	+164	242 rankings found for 89 keywords in 4 search engines
In Top 50	327	+222	327 rankings found for 100 keywords in 4 search engines
Not in Top 50	173	-222	173 rankings found for 82 keywords in 4 search engines
Moved up	180		180 rankings found for 92 keywords in 3 search engines
Moved down	16		16 rankings found for 15 keywords in 3 search engines

Overall Monthly Visibility



All Search Engine Rankings

Keyword ▾	 Bing US	 Google	 Google.com Mobile	 Yahoo!
Amita B. Patel, NP-C	1 	1 ● 0	1 —	1 
Andrei M. Dobrescu, MD	Not in top 50 —	2 ● 0	2 —	6 
Aysha Khalid	Not in top 50 —	5  4	4 —	13 
Aysha Khalid, MD	Not in top 50 —	3  5	3 —	7 
Beiqing Pan, MD, PhD	14 	3  1	3 —	2 
Blood Disorders in Central Jersey	1 	1 ● 0	1 —	1 
Brian F. Canavan, DO	Not in top 50 —	4 ● 0	4 —	3 
Bruce H. Wallach, MD	6 	2  5	2 —	7 
Bruno Fang, MD	Not in top 50 —	3  1	3 —	10 
Bruno S. Fang, MD	Not in top 50 —	3 ● 0	3 —	13 
Cancer Care Associates Doctors in Central Jersey	1 	1 ● 0	1 —	1 
Cancer Clinical Trials in New Jersey	9 	28 	27 —	27 
Cancer Doctors in Central Jersey	2 	1 ● 0	1 —	2 
Cancer Doctors in Jersey	Not in top 50 —	17  17	30 —	38 
Cancer Doctors in New Jersey	Not in top 50 —	36  8	43 —	Not in top 50 —
Cancer Pharmacy in Central New Jersey	Not in top 50 —	1  1	1 —	2 
Cancer Pharmacy in New Jersey	3 	4  9	4 —	3 
Cancer Pharmacy Services in Central New Jersey	Not in top 50 —	1 ● 0	1 —	1 
Cancer Surgery in Central New Jersey	2 	6  1	6 —	13 
Cancer Surgery in New Jersey	4 	29 	15 —	Not in top 50 —
Cancer Treatment in Central New Jersey	7 	11  2	10 —	6 
Cancer Treatment in East Brunswick	Not in top 50 —	2  22	2 —	24 
Cancer Treatment in East Brunswick New Jersey	9 	6 ● 0	4 —	17 
Cancer Treatment in Edison	Not in top 50 —	Not in top 50 —	Not in top 50 —	Not in top 50 —
Cancer Treatment in Edison New Jersey	Not in top 50 —	10  7	13 —	33 
Cancer Treatment in New Jersey	Not in top 50 —	Not in top 50 —	Not in top 50 —	Not in top 50 —
Cancer Treatment in Somerset	Not in top 50 —	Not in top 50 	Not in top 50 —	Not in top 50 —

Cancer Treatment in Somerset New Jersey	17	↑	18	↓ 3	Not in top 50	—	22	↑
Cancer Treatment in Somerville	Not in top 50	—	7	↓ 4	3	—	Not in top 50	—
Cancer Treatment in Somerville New Jersey	18	↑	4	↓ 2	3	—	17	↑
Central Jersey Oncology	1	● 0	1	● 0	1	—	1	● 0
Central Jersey RCCA	Not in top 50	—	1	↑ 4	1	—	1	↑
centraljerseyrocca.com	1	↑	1	● 0	1	—	1	↑
Chemo in Central New Jersey	2	↑	3	↑ 4	3	—	Not in top 50	—
Chemo in New Jersey	Not in top 50	—	20	↑ 11	17	—	Not in top 50	—
Chemotherapy Treatment in Central New Jersey	Not in top 50	—	2	↑ 3	2	—	2	↑
Chemotherapy Treatment in New Jersey	4	↑	16	↑ 2	12	—	4	↑
Clinical Trials in New Jersey	49	↑	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr Bruno Fang	28	↑	4	● 0	4	—	28	↑
Dr Ellen Ronnen	21	↓ 1	4	● 0	4	—	17	↑
Dr George Karp	Not in top 50	—	7	↑ 1	8	—	36	↑
Dr Michael Nissenblatt	Not in top 50	—	2	● 0	2	—	30	● 0
Dr. Amita Patel	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Amjad	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Beiqing Pan	18	↑	8	● 0	7	—	19	↑
Dr. Bruce Wallach	Not in top 50	—	12	↑	9	—	Not in top 50	—
Dr. Canavan	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Dobrescu	18	↑	13	↓ 5	13	—	21	↑
Dr. Edward Licitra	Not in top 50	—	4	↑ 2	6	—	24	↑
Dr. Eileen Peng	3	↑	4	● 0	4	—	1	↑
Dr. Ellen Ronnen	Not in top 50	—	4	↑ 12	4	—	16	↑
Dr. Fang	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Flocco	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Hill	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. James Salwitz	Not in top 50	—	2	● 0	2	—	Not in top 50	—
Dr. Jonathan Rosenbluth	Not in top 50	—	5	↑ 7	5	—	13	↑
Dr. Karp	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Kathleen Toomey	45	↑	21	↓ 14	20	—	37	↑

Dr. Khalid	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Licitra	Not in top 50	—	7	↑ 14	6	—	Not in top 50	—
Dr. Maria Hill	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Maurren Thyne	Not in top 50	—	Not in top 50	↓	Not in top 50	—	Not in top 50	—
Dr. Michael Nissenblatt	34	↑	2	● 0	2	—	30	↑
Dr. Nissenblatt	Not in top 50	—	2	● 0	2	—	20	↑
Dr. Pan	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Patel	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Peng	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Phillip Reid	Not in top 50	—	10	↑ 3	10	—	25	↑
Dr. Reid	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Richard Schuman	Not in top 50	—	8	↑ 11	8	—	33	↑
Dr. Ronnen	17	↑	4	↑ 19	4	—	15	↑
Dr. Rosenbluth	Not in top 50	—	49	↑	37	—	Not in top 50	—
Dr. Salwitz	Not in top 50	—	2	● 0	2	—	37	↑
Dr. Schuman	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Seeta Trivedi	23	↑	3	↑ 2	2	—	24	↑
Dr. Shannon Woerner	Not in top 50	—	1	↑ 1	1	—	34	↑
Dr. Steven Young	Not in top 50	—	21	↑ 16	20	—	Not in top 50	—
Dr. Thyne	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Tina Flocco	Not in top 50	—	4	● 0	4	—	12	↑
Dr. Toomey	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Trivedi	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Wallach	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Woerner	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Dr. Young	Not in top 50	—	Not in top 50	—	Not in top 50	—	Not in top 50	—
Edward J. Licitra, MD, PhD	3	↑	2	↑ 1	2	—	6	↑
Eileen R. Peng, PharmD	1	↑	1	● 0	1	—	1	↑
Ellen A. Ronnen, MD	6	↑	3	↑ 7	3	—	7	↑
George I. Karp	6	↑	4	● 0	4	—	30	↑
George I. Karp, MD	5	↑	4	● 0	4	—	9	↑

George Karp	Not in top 50	—	5 ● 0	5 —	31 ↑
Hematology Care for Blood Disorders in Central Jersey	Not in top 50	—	1 ● 0	1 —	1 ↑
Hematology in Central Jersey	1	↑	1 ↑ 6	1 —	1 ↑
Hematology Treatment in Central New Jersey	Not in top 50	—	2 ↑ 8	2 —	1 ↑
Hematology Treatment in New Jersey	Not in top 50	—	13 ↑ 7	13 —	4 ↑
Hematology Oncology Associates	Not in top 50	—	Not in top 50 —	Not in top 50 —	Not in top 50 —
James C. Salwitz, MD	17	↑	2 ↑ 11	2 —	16 ↑
Jonathan Z. Rosenbluth, MD	Not in top 50	—	2 ↑ 2	2 —	5 ↑
Kathleen C. Toomey, MD	Not in top 50	—	5 ↓ 1	4 —	3 ↑
Kathleen Toomey	Not in top 50	—	11 ↓ 2	10 —	18 ↓ 4
Kathleen Toomey MD	Not in top 50	↓	8 ● 0	7 —	6 ● 0
Maqsood Amjad, MD	11	↑	3 ↓ 1	3 —	16 ↑
Maria T. Hill, NP-C	Not in top 50	—	Not in top 50 ↓	Not in top 50 —	16 ↑
Maureen E. Thyne, RPA-C	3	↑	6 ● 0	5 —	3 ↑
Michael J. Nissenblatt, MD	6	↑	2 ● 0	2 —	10 ↑
Michael Nissenblatt	Not in top 50	—	2 ● 0	2 —	26 ↓ 7
Oncology Pharmacy in Central New Jersey	Not in top 50	—	1 ↑ 9	1 —	1 ↑
Oncology Pharmacy in New Jersey	Not in top 50	—	6 ↑ 18	6 —	8 ↑
Oncology Treatment in Central New Jersey	1	↑	5 ↑ 11	5 —	1 ↑
Oncology Treatment in New Jersey	5	↑	Not in top 50 —	Not in top 50 —	9 ↑
Oncology-Hematology Treatment in Central New Jersey	1	↑	2 ↑ 5	2 —	1 ↑
Phillip D. Reid, MD	Not in top 50	—	3 ↑ 1	3 —	10 ↑
Radiation Oncology in Central New Jersey	Not in top 50	—	6 ↑ 1	6 —	2 ↑
Radiation Oncology in New Jersey	Not in top 50	—	36 ↑	42 —	Not in top 50 —
Radiation Treatment in Central New Jersey	18	↑	2 ↑ 4	2 —	3 ↑
RCCA	Not in top 50	—	1 ↑	2 —	Not in top 50 —
RCCA NJ	Not in top 50	↓	2 ● 0	2 —	5 ● 0
Regional Cancer Care	17	↑	4 ↑ 5	4 —	20 ↑ 4
Regional Cancer Care Associates	2	↑	2 ↑ 2	2 —	4 ↑
Regional Cancer Care Associates in Somerville	5	↑	1 ● 0	1 —	4 ↑
Richard M. Schuman, MD	Not in top 50	—	2 ↑ 3	2 —	13 ↑
Richard Schuman	Not in top 50	—	4 ↑ 2	4 —	Not in top 50 —
Seeta Trivedi, MD	10	↑	2 ↑ 1	2 —	11 ↑
Shannon L. Woerner, ANP-BC	Not in top 50	—	1 ● 0	1 —	1 ↑
Steven E. Young, MD	6	↑	2 ● 0	2 —	13 ↑
Tina D. Flocco, ANP-BC	1	↑	1 ● 0	1 —	1 ↑

Traffic From Organic Search Is Up This Quarter From The Past Quarter

Explorer

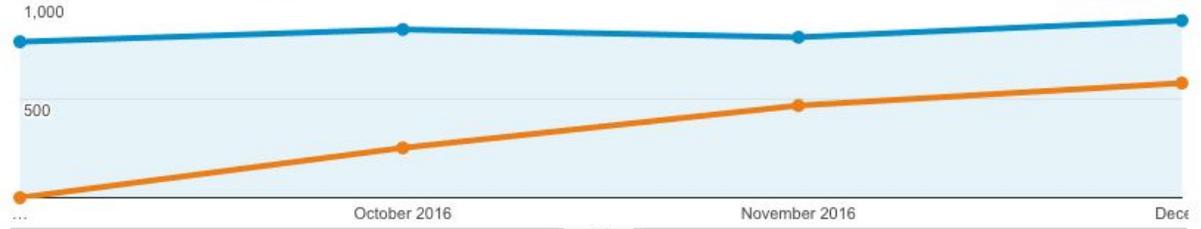
Summary Site Usage Ecommerce

Sessions vs. Select a metric

Day Week Month

Sep 1, 2016 - Dec 31, 2016: Sessions

May 2, 2016 - Aug 31, 2016: Sessions



Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default advanced

Keyword	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	157.89% ↑ 3,332 vs 1,292	3.62% ↓ 75.57% vs 78.41%	148.57% ↑ 2,518 vs 1,013	7.64% ↑ 48.68% vs 52.71%	3.39% ↓ 2.61 vs 2.70	0.28% ↓ 00:02:01 vs 00:02:01