CAMPAIGN PERFORMANCE.

Verified workspace metrics | January 1, 2021 - November 2, 2026

Source: ContentStudio export generated November 2, 2026

9.29M	4.77M
IMPRESSIONS	REACH
640.65K	**3K**
ENGAGEMENTS	PUBLISHED POSTS

6.89% engagement rate reported by ContentStudio

FEATURED POST / OCT 4, 2025

Eliza PGH - Halloween Breakfast

480.8K impressions 193.7K reach 22.7K engagements

The highest-engagement post listed in the exported report. Event promotion for Eliza Hot Metal Bistro on Facebook; account attribution and platform metrics are taken directly from ContentStudio.

WORKSPACE BREAKDOWN

Channels & standout posts.

PLATFORM	POSTS	ENGAGEMENTS	REACH	IMPRESSIONS
Facebook	2.14K	636.11K	4.68M	9.11M
Instagram	866	4.55K	84.96K	183.01K
Total	3K	640.65K	4.77M	9.29M

TOP FACEBOOK POSTS BY ENGAGEMENT

DATE / CAMPAIGN	ENG.	IMP.	REACH
Oct 4, 2025 **Eliza PGH | Halloween Breakfast**	**22.7K**	480.8K	193.7K
Nov 29, 2024 **Eliza PGH | Snowflakes & Spirits**	**19.8K**	153.3K	56.8K
Jul 1, 2026 **Eliza PGH | July menu**	**19.6K**	120.9K	54.0K
Oct 13, 2025 **Elements | Grand opening**	**14.0K**	107.5K	50.9K
Apr 22, 2025 **Eliza PGH | Breakfast with Stitch**	**12.0K**	124.2K	77.4K

Metrics are rounded as displayed by ContentStudio; post impressions, reach, and engagement are separate measures. These figures do not demonstrate ticket sales or revenue attribution.

ACCOUNT EVIDENCE & METHODOLOGY

The work behind the numbers.

SELECTED FACEBOOK ACCOUNT PERFORMANCE

ACCOUNT	POSTS	ENG.	REACH	IMP.
Eliza PGH	465	365.28K	2.08M	3.93M
Elements Salon & Wellness	232	109.67K	1.20M	2.69M
Hampton Inn (account A)	354	83.33K	788.53K	1.39M
Hotel Indigo	420	55.65K	360.85K	665.72K
Hampton Inn (account B)	654	22.17K	245.76K	434.98K

HOW TO INTERPRET THIS REPORT

This summary is based on the eight-page ContentStudio Workspace Analytics Report exported on November 2, 2026. It covers multiple branded social accounts, not one individual campaign.

Platform metrics are ContentStudio-reported totals for the selected date range.

Account engagement and audience counts may reflect platform-specific definitions and data availability.

No claims about ad spend, conversions, ticket sales, or revenue are made.

Prepared for portfolio and recruiting review by Archer Design. ’Account A’ and ’account B’ distinguish the two Hampton Inn Facebook rows without assigning specific properties that the summary report does not unambiguously identify.