



GET STARTED WITH

# LinkedIn Company Report

Track your company's presence on LinkedIn  
with insightful data.

[sendible.com](https://sendible.com)



Impressions help you understand how many times your content has been seen by LinkedIn members over the selected date range.

Engagement is the number of times people have liked, commented on, or shared each of your updates.

Clicks help you understand how many times viewers of your content have been engaged enough to click through to read the full story.



### LinkedIn Activity Overview



IMPRESSIONS  
**3,193**



ENGAGEMENT (APR 2019)  
**73**



CLICKS (APR 2019)  
**73**

in

### Audience Growth

FOLLOWERS GAINED & LOST



Understand how your audience is growing over time by analyzing paid versus organic audience growth and comparing trends to the previous time period.

#### FOLLOWER METRICS

##### All-time Followers (?)

**1,289**

Followers Gained	23
Organic Followers Gained	23
Paid Followers Gained	0

YOU GAINED

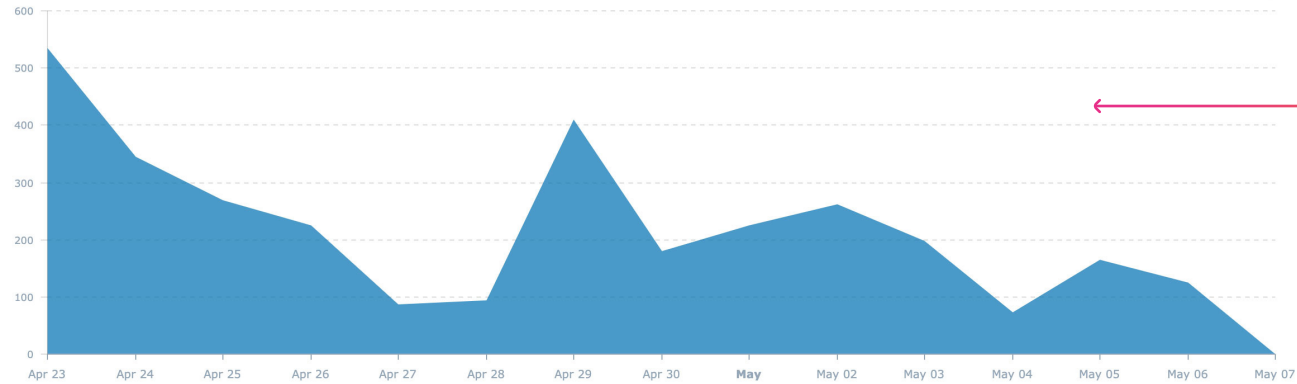
↑ **27.78%**

MORE FOLLOWERS THIS PERIOD  
COMPARED TO THE LAST

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## Impressions

### IMPRESSIONS BY DAY



### IMPRESSIONS METRICS

Total Impressions	3,193
Average Daily Impressions	228

TOTAL IMPRESSIONS  
DECREASED BY  
↓ **15.46%**  
SINCE PREVIOUS PERIOD

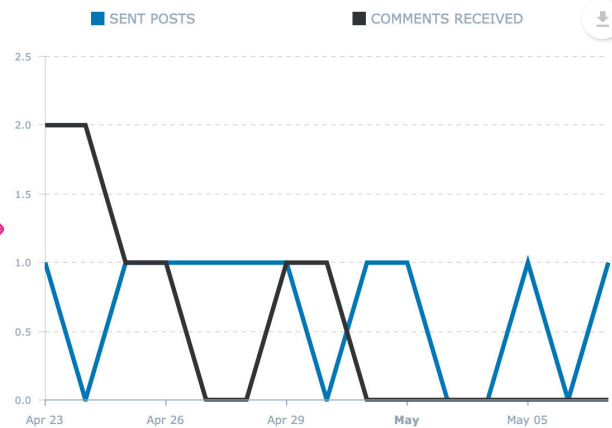
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Keep track of the number of times each update is shown to LinkedIn members per day and monitor your success over time.

Understand the responsiveness of your audience relative to the number of posts you've published to your Company Page.

## Publishing

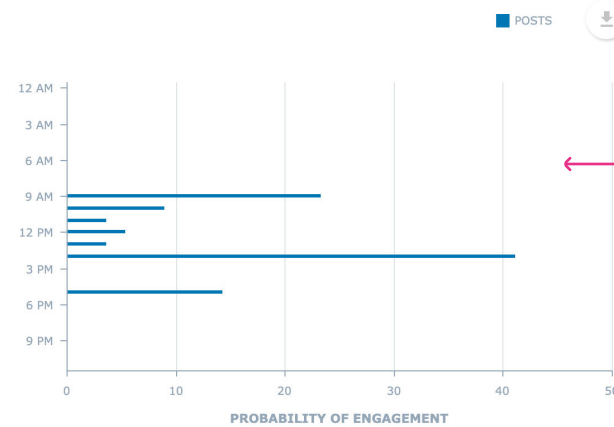
### MESSAGES PER DAY



### PUBLISHING METRICS

Total Posts Sent	10
Total Comments Received	8
Total Comments Received Last Period	4

### BEST TIME TO POST



NUMBER OF POSTS YOU SENT  
INCREASED BY  
↑ **233.33%**  
SINCE PREVIOUS PERIOD

in

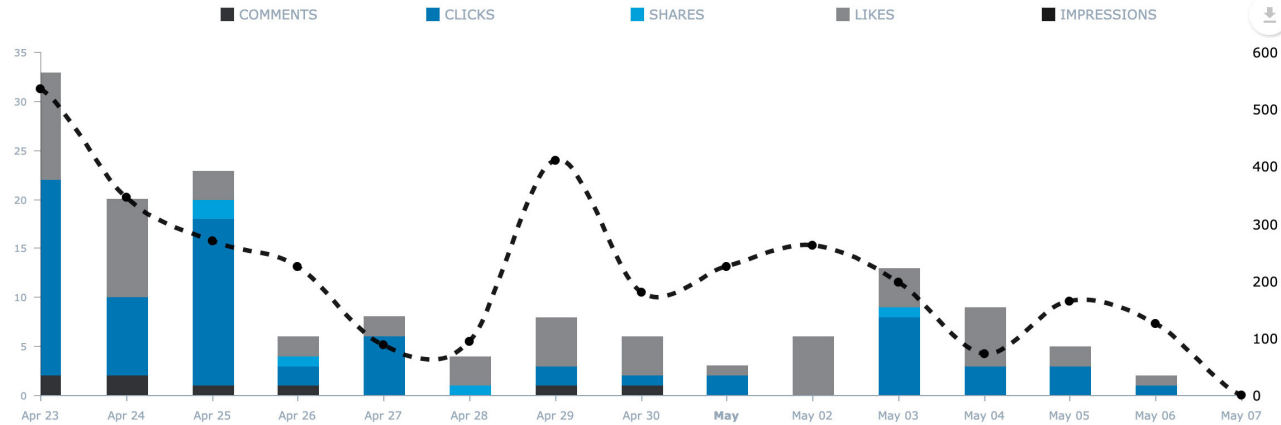
Gain insight into the posting times that are, on average, likely to generate the most engagement from your audience on LinkedIn.

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Understand how engaged your audience is by analyzing Likes, Comments, Shares and Clicks over time.

## Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



### ENGAGEMENT METRICS - APR 2019

Likes	60
Comments	8
Shares	5
Clicks	73
<b>Total Engagements</b>	<b>146</b>

TOTAL ENGAGEMENTS  
DECREASED BY  
**↓ 6.41%**  
SINCE PREVIOUS PERIOD

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Clicks are tracked when posts you publish contain trackable links.

## Top Posts

These posts are sorted by likes and comments and then by date



### MOST ENGAGING POSTS

COMMENTS LIKES CLICKS



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LINKEDIN COMPANY PAGE - 23 APR 2:03 PM



Shoutout to our development team who are making remote working work! Heidi Pereira, Hervé Nioche, Weronika Groszek, Alex Prachuablarb and Martine Lazarus 🙌🙌🙌 #remoteworking #office #team #SaaS #development #software #tech [https://media.linkedin.com/dms/image/C4D22AQF9ZVOsNrMgEg/feedshare-shrink\\_8192/0?e=1560384000&v=beta&t=Q9PwIWaEVgEUI\\_a0RZ1f\\_zfHdRdoXvb-9kC9Mj1RqHQ](https://media.linkedin.com/dms/image/C4D22AQF9ZVOsNrMgEg/feedshare-shrink_8192/0?e=1560384000&v=beta&t=Q9PwIWaEVgEUI_a0RZ1f_zfHdRdoXvb-9kC9Mj1RqHQ)

2 21 -



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LINKEDIN COMPANY PAGE - 29 APR 9:26 AM

Need some #tips for boosting your credibility as an #agency? Here you go...👉 Read the full blog post here 📄 <http://bit.ly/2GHqZgo> #digitalmarketing #smm #social #digitalagency #clients #blogpost

2 11 88



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LINKEDIN COMPANY PAGE - 02 MAY 5:34 PM



"Be Your Freaking Self": 11 Experts Have Their Say on the Future of Social at Social Media Marketing World 2019 Whilst attending Social Media Marketing World 2019, we spoke to a group of social media marketing professionals, who had some fantastic insights to share. The future of social media is... authenticity 🙌 After attending #SMMW19, organized by Social Media Examiner and speaking to some of the most influential people in the industry, it's clear that being authentic is the way to go on social media. We collected priceless

- 8 99

Analyze your top published content to your Company Page based on Comments, Likes and Clicks.

The number of comments made on a Post, including those made by your Company Page.

A breakdown of who's following your Company Page using 4 types of demographic data.

**Sendible**

LINKEDIN COMPANY PAGE - 25 APR 12:48 PM



How to Build Credibility as an Agency to Attract New Clients Are you looking to land your dream clients, but struggle to close deals because you're a new agency? Here's how to build your credibility... Fast. <http://bit.ly/2GHqZgo>

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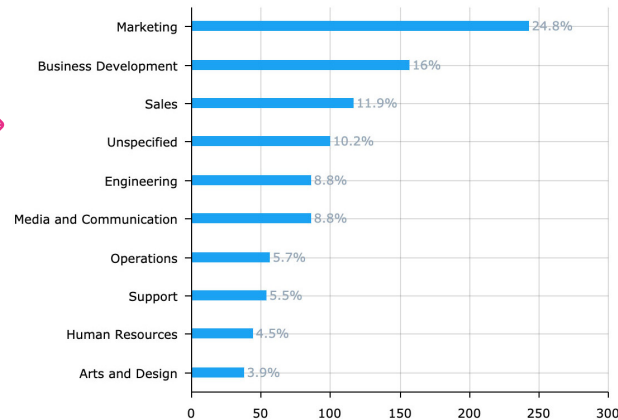
88

← PREV

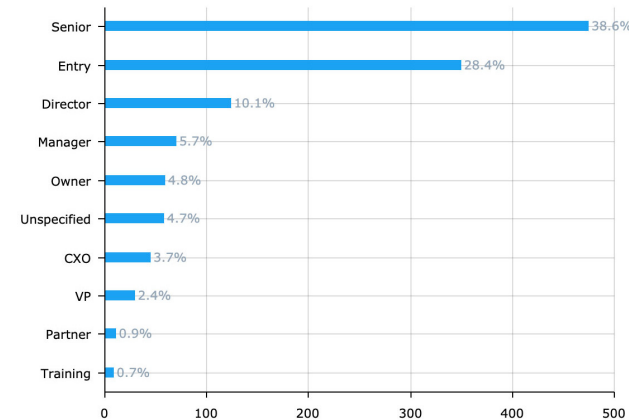
NEXT →

## Demographics

### BY FUNCTION



### BY SENIORITY



People in **Senior** positions who work in **Marketing** appear to be a leading force among your followers.

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### BY COUNTRY

United Kingdom	478
United States	296
India	65
Australia	37
Canada	29
France	22

### BY COMPANY SIZE

Between 11 and 50	241
Unspecified	225
Between 51 and 200	169
Between 2 and 10	168
Between 10001 and infinity	113
Between 1001 and 5000	98

Get to know your Company Page followers better and use this data to inform your content strategy



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