



REUNION

Notre Dame Reunion 2014

Pixe Photo Booth Facebook Usage and ROI Analysis from May 29 - June 4, 2014

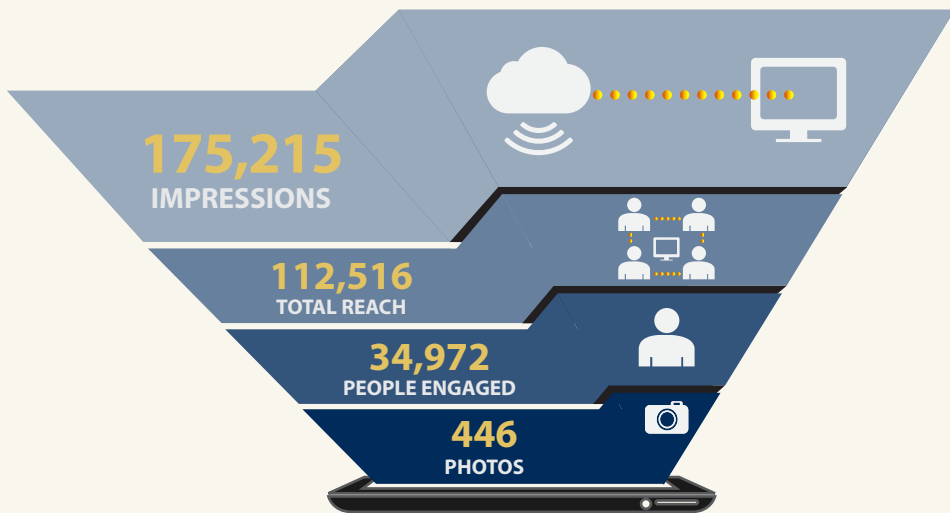
The Notre Dame Reunion Pixe Photo Booth extended the event's reach to **112,516** fans on Facebook. The **446** fun photos shared by attendees on the brand's Facebook Page engaged a total of **34,972** fans! The Notre Dame Alumni Association Facebook Page saw a substantial jump in its outreach as reflected in the overall Page Insights.

Facebook Page Insights

316,626
TOTAL PAGE IMPRESSIONS

98,763
TOTAL PAGE REACH

Facebook Post Insights



"I love Notre Dame because the ND family is for life."
#NDReunion

- The total number of times posts were displayed to Facebook users
- The total number of people who saw the posts on Facebook
- The total number of people who liked, shared or commented on posts
- The total number of photos taken during the event



Pixe Social is a unique experiential and social marketing solution built to activate your online community, boost your brand's social presence and engage your prospects online; all with minimal effort from your side and at a fraction of the investment that major social campaign initiatives require.



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