



CAPCOM® at SDCC Photo Booth

PIXE SOCIAL FACEBOOK USAGE AND ROI ANALYSIS FROM JULY 23 - AUGUST 7, 2014

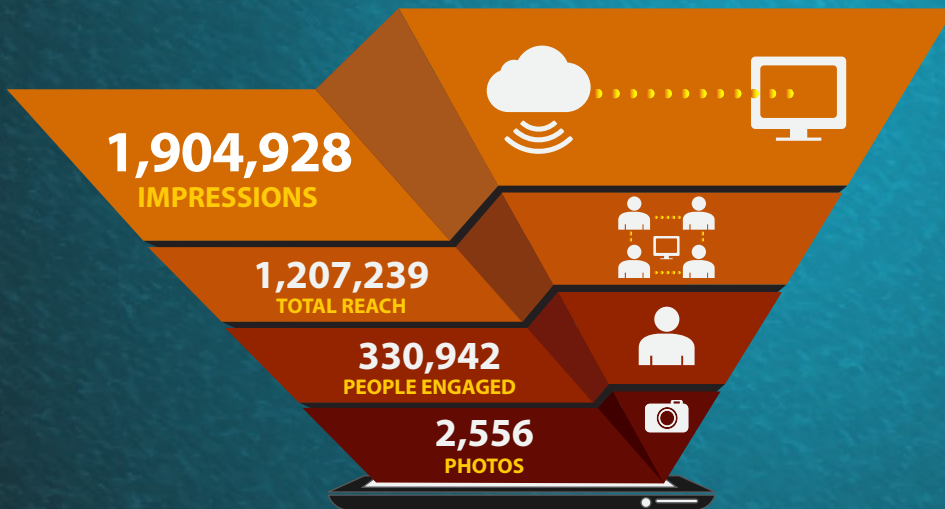
The CapCom Monster Hunter Pixe Photo Booth at the San Diego Comic-Con extended the brand's reach to 1,207,239 fans online. The 2,556 fun photos shared by attendees on Monster Hunter's Facebook Page live from the show generated 1,904,928 Impressions! The brand's Facebook Page saw a substantial jump in its outreach as reflected by the overall Page Insights.

Facebook Page Insights

4,979,035
TOTAL PAGE IMPRESSIONS

1,706,357
TOTAL PAGE REACH

Facebook Post Insights



Hunting Season Begins Early 2015!

#MH4U #SDCC

- Number of times posts were displayed to Facebook users
- Number of people who saw the posts on Facebook
- Number of people who liked, shared or commented on posts
- Number of photos taken during 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 at a fraction of the investment that major social campaign initiatives require.



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