



RACE WEEKEND MEDIA RECAP JULY 10-JULY 31
CHAMPIONSHIP OF UTAH 2018

CHAMPIONSHIP OF UTAH SUMMARY

TOTAL IMPRESSIONS

91.2M +

Total Race Views: 441K +

Total Social Media Impressions & Engagement: 8.8M+

Total Media Impressions: 20.7M +

Total Brand Impressions: 61.7M+

JULY 10 - JULY 31



FACEBOOK RACE WEEKEND

TOP POSTS

#1 MotoAmerica is at Utah Motorsports Campus.
Published by MotoAmerica [?] · July 22 at 10:46 AM · Grantsville, UT · 🌐



Crash Ends Day for Josh Herrin Reach: 1.4M+

#2 MotoAmerica is at Utah Motorsports Campus.
Published by Silicon Drive 191 · July 21 at 9:37 AM · Grantsville, UT · 🌐

Yoshimura Suzuki's Toni Elias crashed his GSX-R1000 yesterday and things turned bad when the bike, air fence and Styrofoam blocks caught fire. Elias hitchhiked back to the pits with Mathew Scholtz, who almost ran off the track



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 13,000 people.

Your video is popular with men between the ages 25-34 [Boost Post](#)

👍❤️🗨️ 50 30 Comments 23 Shares

Toni Elias GSX-R1000 Crash
Reach: 210.4K+

#3 MotoAmerica
Published by Doug Hamann 191 · July 17 at 9:00 AM · 🌐

The hustle that goes down before Roger Hayden (fan page) hits the track. #MotoAmerica #BehindTheScenes



Your Ad Has a High Relevance Score
Great work! Your ad has an average relevance score of 8, which means it's getting more positive feedback and is costing less to deliver than most ads on Facebook.

👤 63,869 people reached [Boost Unavailable](#)

Hustle Before Roger Hayden Hits the Track
Reach: 63.9K+

112
POSTS

687K+
TOTAL VIDEO VIEWS

34 videos

60.8K+
TOTAL ENGAGEMENT

clicks, likes, shares, comments

4.59M+
TOTAL IMPRESSIONS

of times activity related to your page was seen

2.5M+ **TOTAL REACH**
of people who had any content from our page enter their screen

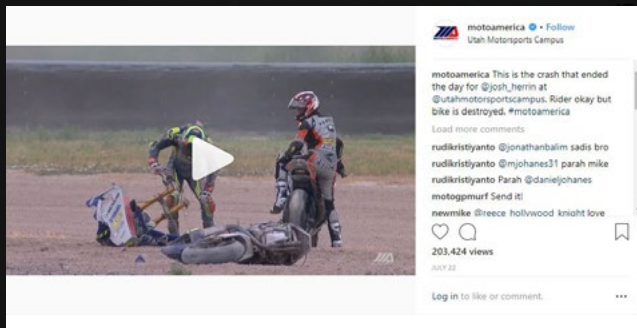
50.3M+
TOTAL BRAND IMPRESSIONS

of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

TOP POSTS



#1

Josh Herrin
Crash

Reach: 171K+
Likes: 5.1K+

85
POSTS

1.3M+
TOTAL REACH
of people who had any content from our page enter their screen



#2

Tire Shot

Reach: 95K+
Likes: 4.5K+

89K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

1.8M+
TOTAL IMPRESSIONS
of times activity related to your page was seen



#3

Josh Herrin

Reach: 76K+
Likes: 4.1K+

5.2M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen

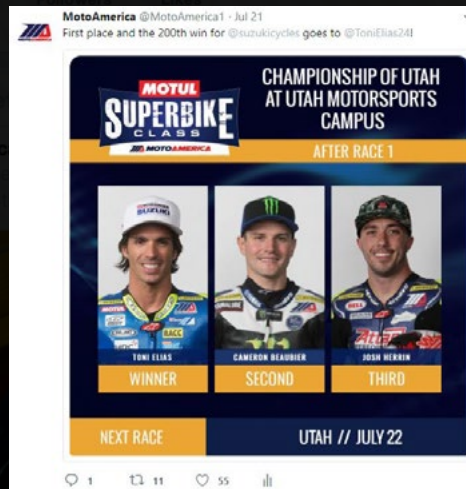


TWITTER RACE WEEKEND

TOP POSTS



#1
 Toni Elias Crash
 Impressions: 8.1K+



#2
 First Place: Toni Elias
 Impressions: 7.8K+



#3
 beINSPORTS Announcement
 Impressions: 7.5K+

99
POSTS

275K+
TOTAL IMPRESSIONS
 # of times activity related to your page was seen

12.6K+
TOTAL INTERACTIONS
 comments, likes, retweets

6.2M+
TOTAL BRAND IMPRESSIONS
 # of times activity related to MotoAmerica was seen

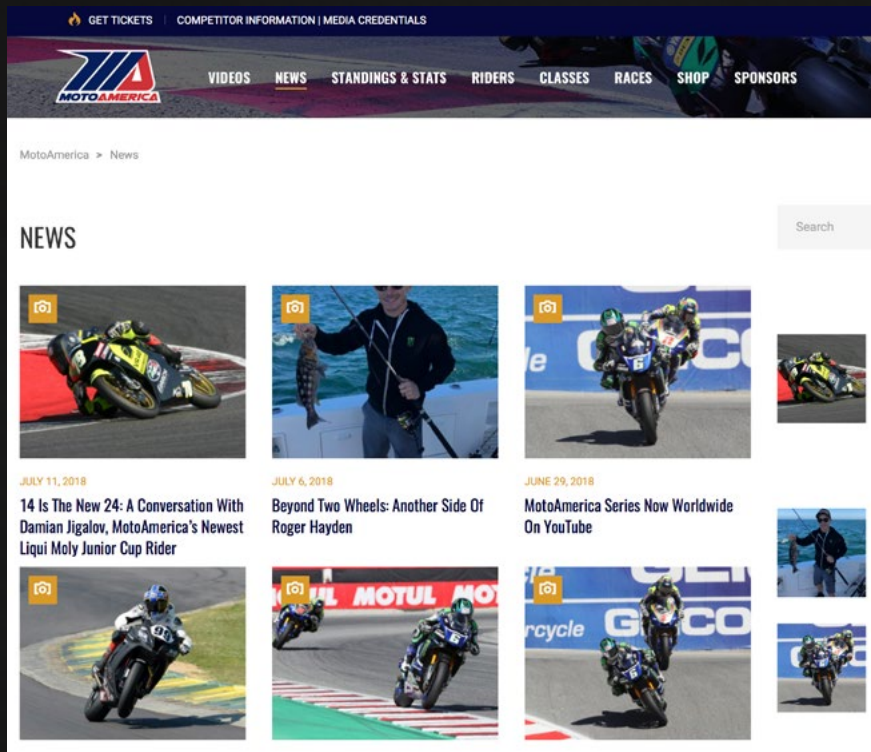


July 10- July 31

WEBSITE ANALYTICS

92,644
PAGE VIEWS

Bounce Rate: 64.43%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site



1 MINUTE 8 SECONDS
AVG. TIME ON PAGE

1.55
PAGES PER VISIT

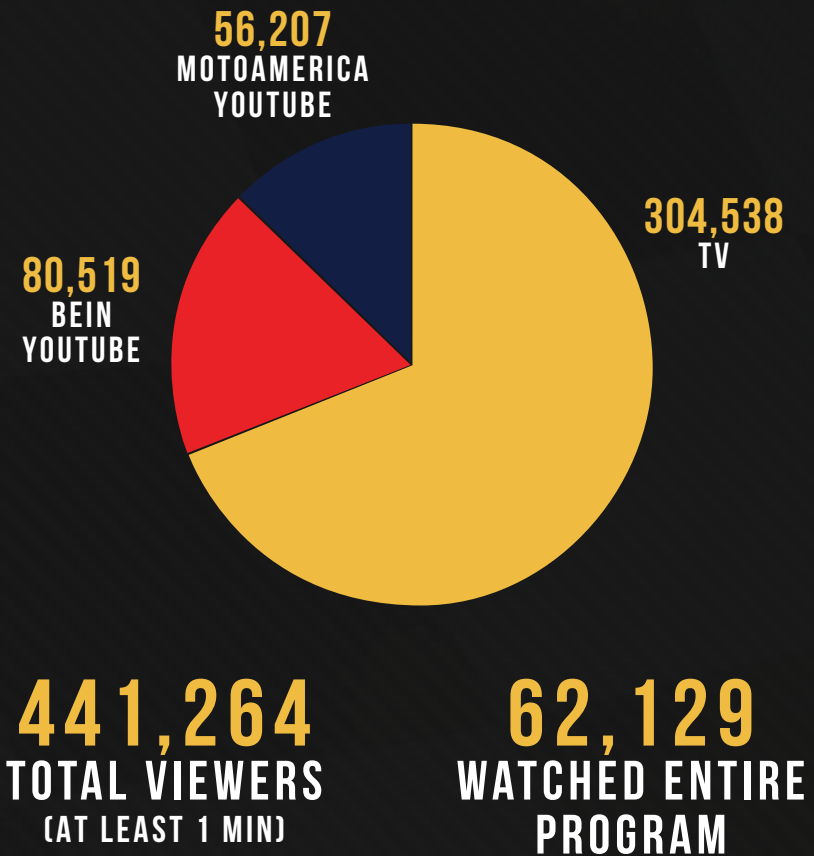
72,014
TOTAL UNIQUE VISITORS
total # of people who visited the site

BROADCAST PERFORMANCE

14 RACE BROADCASTS

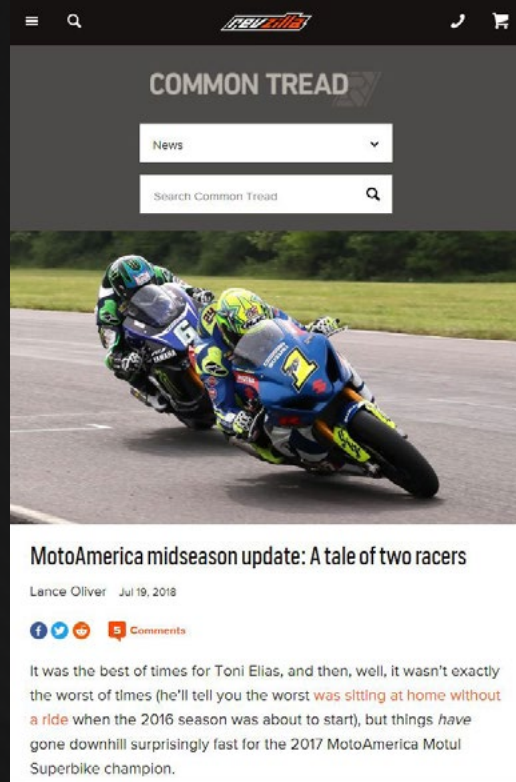
4 LIVE RACES

10 REPLAYS



TOP SPOTS MEDIA COVERAGE

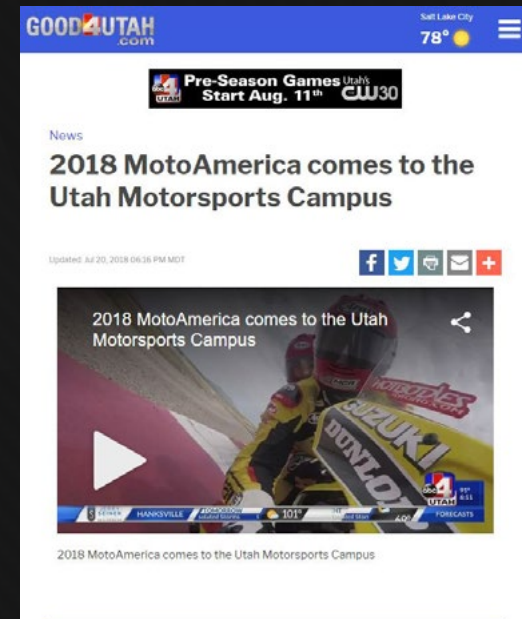
July 10- July 31



MONTHLY PAGE VIEWS
3,729,570



MONTHLY PAGE VIEWS
949,860



MONTHLY PAGE VIEWS
346,890



ALL HITS MEDIA COVERAGE

| | | |
|--|--|--|
|  ELIAS AND BEAUBIER SPLIT IN UTAH |  SUPERBIKE RACE ONE RESULTS FROM UTAH |  SUPERBIKES RETURN THIS WEEKEND |
|  ELIAS TO CHASEDOWN BEAUBIER |  EVEN MORE FROM THE RACES AT UTAH |  UTAH RESULTS RECAP USUAL SUSPECTS |
|  CHAMPIONSHIP OF UTAH RESULTS |  7/20 - 7/22 MOTOAMERICA UTAH |  SUPERBIKE TO RULE... UNTIL IT CRASHES |
|  SUZUKI REACHES LANDMARK VICTORY |  MIDSEASON UPDATE: A TALE OF 2 RACERS |  MOTOAMERICA STARTS 2ND HALF IN UTAH |
|  ELIAS WINS IN UTAH |  TONI ELIAS VICTORY |  2018 MOTOAMERICA COMES TO UTAH |
|  ELIAS AND BEAUBIER TRIUMPHED IN UTAH |  BEAUBIER DOMINATES 2ND DAY AT UTAH | |

20.7M+ TOTAL # OF IMPRESSIONS FROM MEDIA HITS



LOCAL MEDIA COVERAGE



THE END

PREPARED BY: **KAHN MEDIA**