

Local Community Distribution Network KPI Overview

This document provides an overview of key performance indicators of the distribution network.

It does not include pricing or commercial terms.

Measurement period: current data

Data source: Inzertní noviny Facebook groups

Methodology: aggregated internal data

KPI 1 Reach by Region

Prague 7,165

Beroun 37,984

Brno 135,996

Břeclav 140,830

Hodonín 36,434

Chomutov 43,830

Karlovy Vary 22,809

Kroměříž 25,628

Olomouc 17,527

Ostrava 21,205

Písek 75,461

Plzeň 5,699

Příbram 15,393

Šumperk 99,014

Uherské Hradiště 179,072

Ústí nad Labem 54,493

Zlín 2,714

Total Reach for the Period: 920,254

Note: The values represent the cumulative reach of content within each region during the measured period.

KPI 2 Frequency of Impressions

Average number of content impressions per user within each region during the measured period.

Region | Average Frequency

Note: Frequency represents repeated exposure of users to content over time within the measured period.

KPI 3 Engagement Rate

Level of user interaction with content across regional communities.

Region | Reactions | Comments

Prague
Beroun
Brno
Břeclav
Hodonín
Chomutov
Karlovy Vary
Kroměříž
Olomouc
Ostrava
Písek
Plzeň
Příbram
Šumperk
Uherské Hradiště
Ústí nad Labem
Zlín

Note: Engagement includes only organic reactions and comments without paid promotion.

Note: Frequency is derived from reach and total impressions. Facebook does not provide this metric directly at the group level.

KPI Summary

- regional reach across local markets
- repeated content visibility over time
- organic user engagement without paid promotion

Contact

Name: Pavel Vellek

Role: Community Distribution Channel Coordinator

Email: info@triuone.com

Phone: +420 608 220 886