

November 2024

YTD Report

Presented to:
Gelotti



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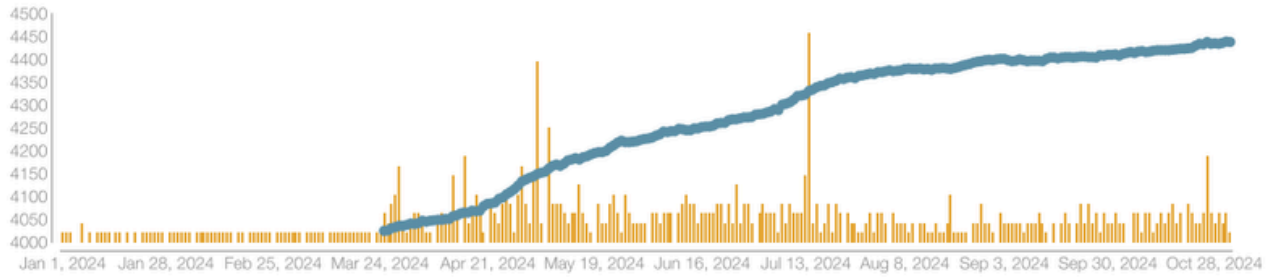
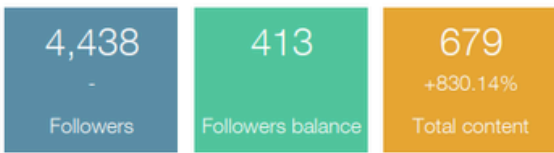
Contact Us

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Instagram: At a Glance

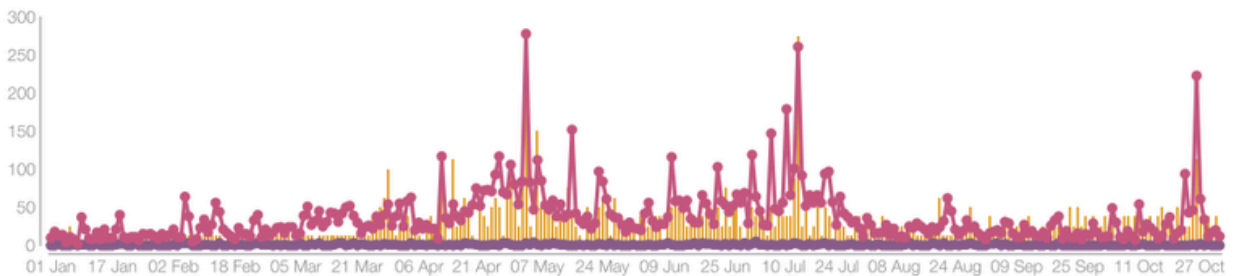
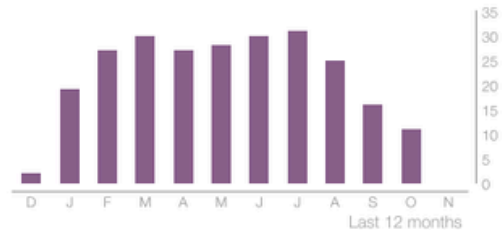
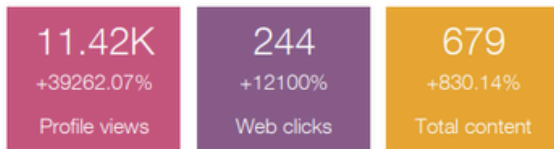
New Followers

Community growth

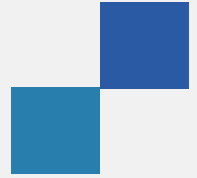


Profile Visits

Profile



Instagram: Reached Audience

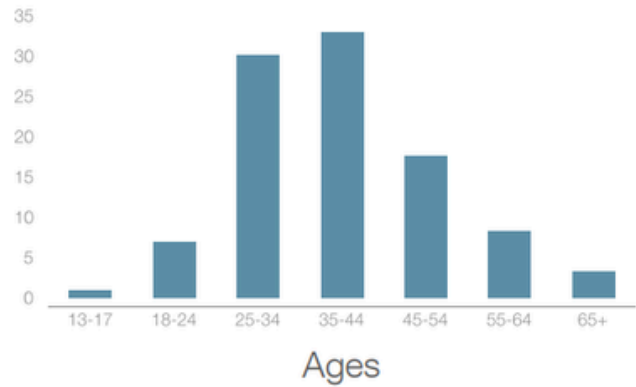
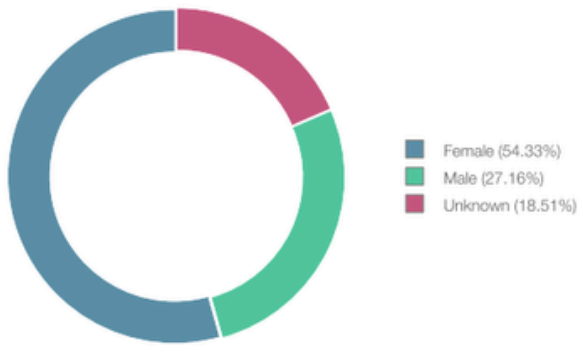


Audience > Age

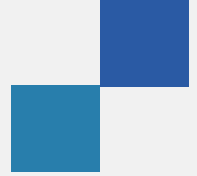
Demographics: gender and age



Instagram icon gelotti



Instagram: Top Content



Top Content



Ranking of posts




Showing 20 posts sorted by engagement.

Published	Text	Impressions	Reach	Likes	Comments	Saved	Engagement
Mar 21, 2024 01:16 PM	 Don't let March slip by without trying our Limi...	468	402	44	2	1	11.69
Jan 12, 2024 01:04 PM	 Enjoy the sweetness of Gelotti Roche... our cho...	480	412	38	2	1	9.95
May 28, 2024 12:02 PM	 You're mint to be eating this! Come enjoy ...	388	344	34	0	0	9.88
Mar 06, 2024 01:20 PM	 Happy #NationalOreoCookieDay! Come celebrate by...	386	334	31	1	0	9.58
Apr 17, 2024 12:07 PM	 Craving cake? Come try our Birthday Cake and Ca...	530	466	42	2	0	9.44
Feb 03, 2024 11:03 AM	 Indulge in February bliss with our love-filled ...	582	509	45	2	1	9.43

Tiktok: At a Glance

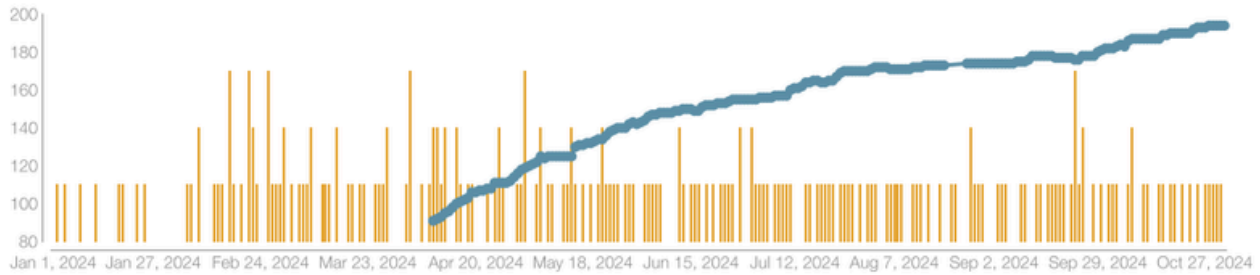
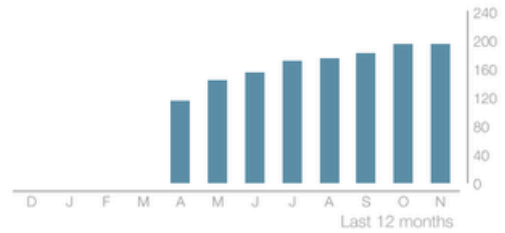
New Followers

Community growth

 Gelotti Ice Cream



194 - Followers	207 +885.71% Posts
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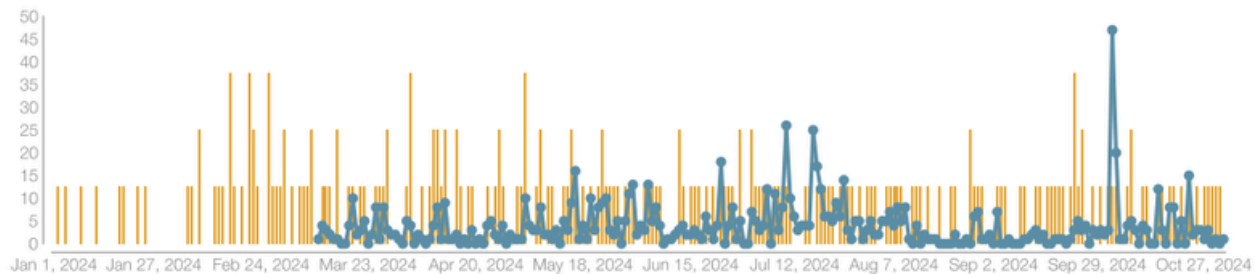
Profile Views

Account

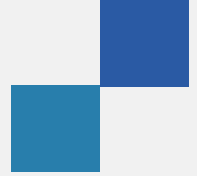
 Gelotti Ice Cream



904 - Profile views	207 +885.71% Posts
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Tiktok: Posts Reach



Reach

Reach of published posts



Gelotti Ice Cream

238.77

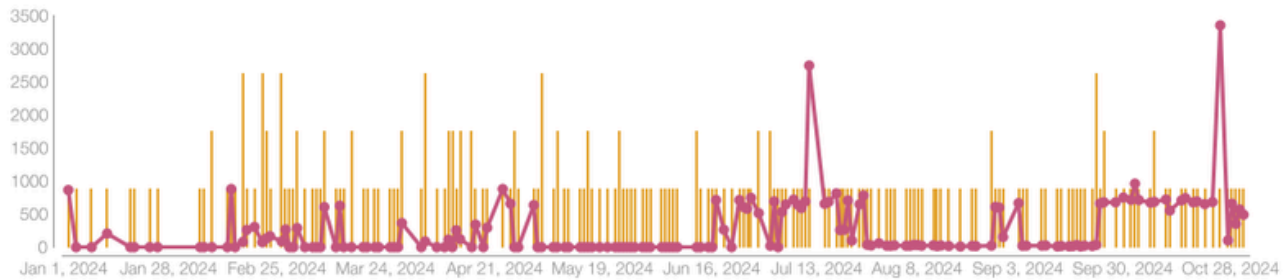
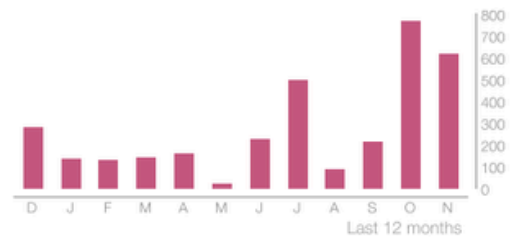
+3.62%

Avg reach per post

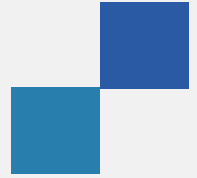
207

+885.71%

Posts



Tiktok: Top Content



Top Content



Published		Text		Impressions	Reach	Likes
Apr 13, 2023 03:53 PM		NEW TOPPING ALERT! CHAMOY! Get any signature Ge...	Go	2,444	2,298	116
Dec 16, 2022 12:50 PM		#icecream #newjersey #gelotti #cookiemonster #g...	Go	2,156	1,993	82
Jul 14, 2024 08:54 AM		TODAY!!!! from 9AM-12PM, Gelotti will be hostin...	Go	2,127	1,825	21
Apr 02, 2023 02:21 PM		Spring vibes Cantaloupe Pink Lemonade ...	Go	1,883	1,610	144
Jun 27, 2024 01:30 PM		More excitement for our Cars and Cones event th...	Go	1,588	1,476	51
Apr 18, 2023 04:43 PM		Stop down and try our self ordering kiosk and g...	Go	1,573	1,499	39

Showing 20 reels sorted by Video views

Published		Text		Video Views	Reach	Likes	Saved	Comments	Shares	Engagement
May 15, 2024 12:03 PM		It's National Chocolate Chip Day! Come enjoy our various chocolate chip novelties, from ice cream...	Go	26.15K	24.56K	211	2	-	3	0.88
Jul 11, 2024 12:03 PM		Who's got the scoop skills? Watch as our team tries to scoop ice cream straight from the deep fre...	Go	15.88K	15.64K	397	4	4	13	2.67
Apr 12, 2024 10:02 AM		!! NEW DATE!! Get ready for a thrilling ride of flavor and fun! On MAY 4th, from 10AM-12P...	Go	15.26K	13.36K	437	32	57	676	9
May 07, 2024 04:07 PM		Still not over our Cars and Cones event this past Saturday! Thank you all for coming!! We hope...	Go	13.88K	10.7K	636	25	39	271	9.08
Jun 04, 2024 03:32 PM		WE HEARD YOU LOUD AND CLEAR! Get ready for ANOTHER thrilling ride of flavor and fun! ...	Go	8,354	6,750	189	20	10	566	11.63
Jul 10, 2024 12:03 PM		DON'T FORGET. JULY 14TH. 9AM-12PM. CARS AND CONES. 25% OFF CUPS AND CONES. 2 Union Ave, Paters...	Go	8,250	6,096	380	18	5	745	18.83

Google My Business: At a Glance

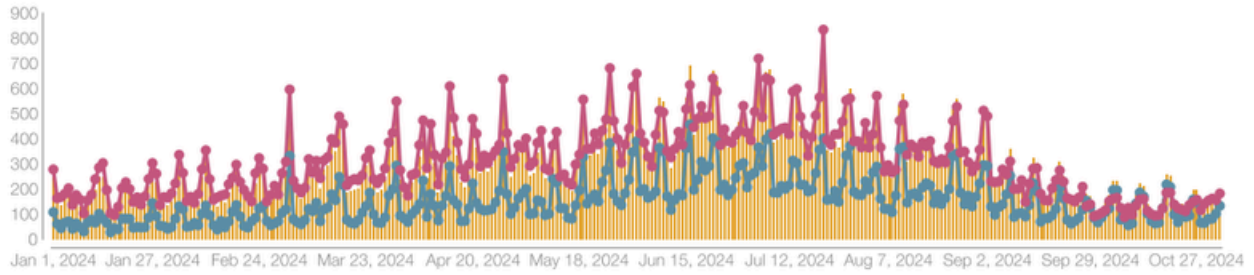
Reach

Reach

 Gelotti Ice Cream




47.45K +46.44% Google Maps	95.05K +4.21% Google Search	142.5K +15.28% Total
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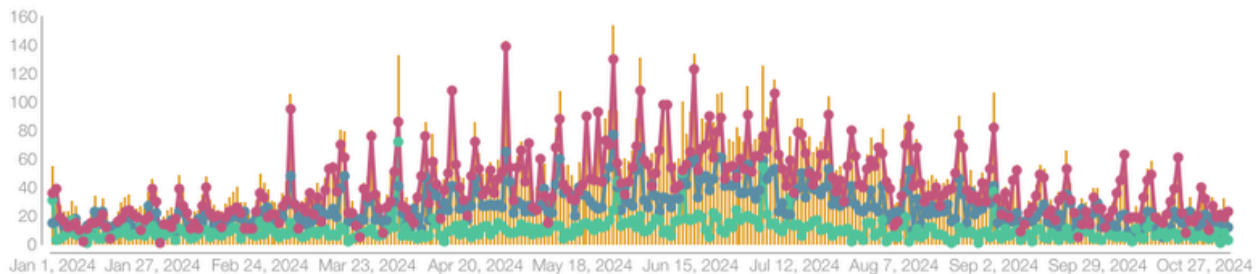
GMB Clicks

Clicks

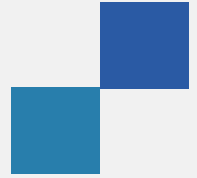
 Gelotti Ice Cream



7,888 -0.22% Website	3,070 -8.93% Phone	12.26K +9.69% Driving directions	23.22K +3.41% Total
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Google My Business: Top Keywords

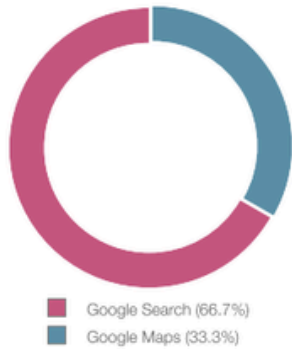


Keywords

Reach distribution per source



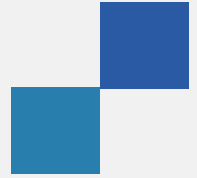
 Gelotti Ice Cream



Keywords

Keyword	Impressions
ice cream near me	21,620
ice cream	19,044
gelotti ice cream, union avenue, paterson, nj	5,975
gelato	3,617
gelotti	3,445
dessert near me	2,636
gelato near me	2,608
dessert	2,249
ice cream shop	2,009
heladerias cerca de mi	1,578

Google My Business: Top Content



Top Content



Ranking of posts

Gelotti Ice Cream

Showing 20 posts sorted by Views

Published	Text	Type
Oct 31, 2024	Happy Halloween from Gelotti! Today is the perfect day to trick or treat yourself	PHOTO
Oct 29, 2024	Boo-tifully crafted and delicious! Come check out our Halloween Ice Cream Cakes! Here at Gelo...	PHOTO
Oct 28, 2024	Craving pumpkin? We have the ultimate treat for you... Here at Gelotti we want every customer ...	PHOTO
Oct 25, 2024	Pumpkin spice and everything nice in a cone... Try our Pumpkin Soft Serve today! DON'T FO...	PHOTO
Oct 22, 2024	Get ready to scream for our Halloween ice cream cakes! DON'T FORGET ABOUT OUR HALLOWEEN CARS...	PHOTO
Oct 21, 2024	Fall in a scoop! Indulging in the creamy goodness of pumpkin gelato—autumn never tasted so s...	PHOTO

ABMG

Key Takeaways



Let's
Celebrate our
Success!

01 Instagram profile views surged by 39262.07%!

02 TikTok posts got 3,480 likes and shares!

03 Google searches grew by 15.28% locally!

ABMG: Instagram Insights

- **Record Engagement:** 11.42K profile views (+39262.07%) and 244 web clicks (+12100%).
- **Follower Growth:** 413 new followers through ABMG's consistent posting.

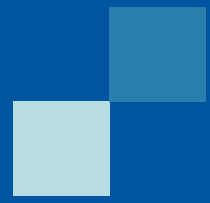
TikTok Insights

- **Expanding Reach:** 90.86K views and 3,480 likes from ABMG's storytelling.
- **Engagement Surge:** Post engagement up by 885.71%, with 194 new followers.

Google My Business Insights

- **Local Visibility:** 142.5K reach, with Google Search up 15.28%.
- **Customer Actions:** Phone inquiries (+9.69%) and driving directions (+3.41%).

Questions? Contact Us



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