



Weekly Dashboard Update/Progress of Mustashari App Launch.

1/12-5/12





Key Stats

- In our first 6 days we have gained 934 followers.
- 500+ downloads of the app.
- 200 clicks on link to app download.
- 43,000 impressions/interactions.
- Overall engagement with 5% of followers (Industry average = 1-2%).



Followers Ages

- 56% aged 18-24
- 30% aged 25-35
- 60% Females



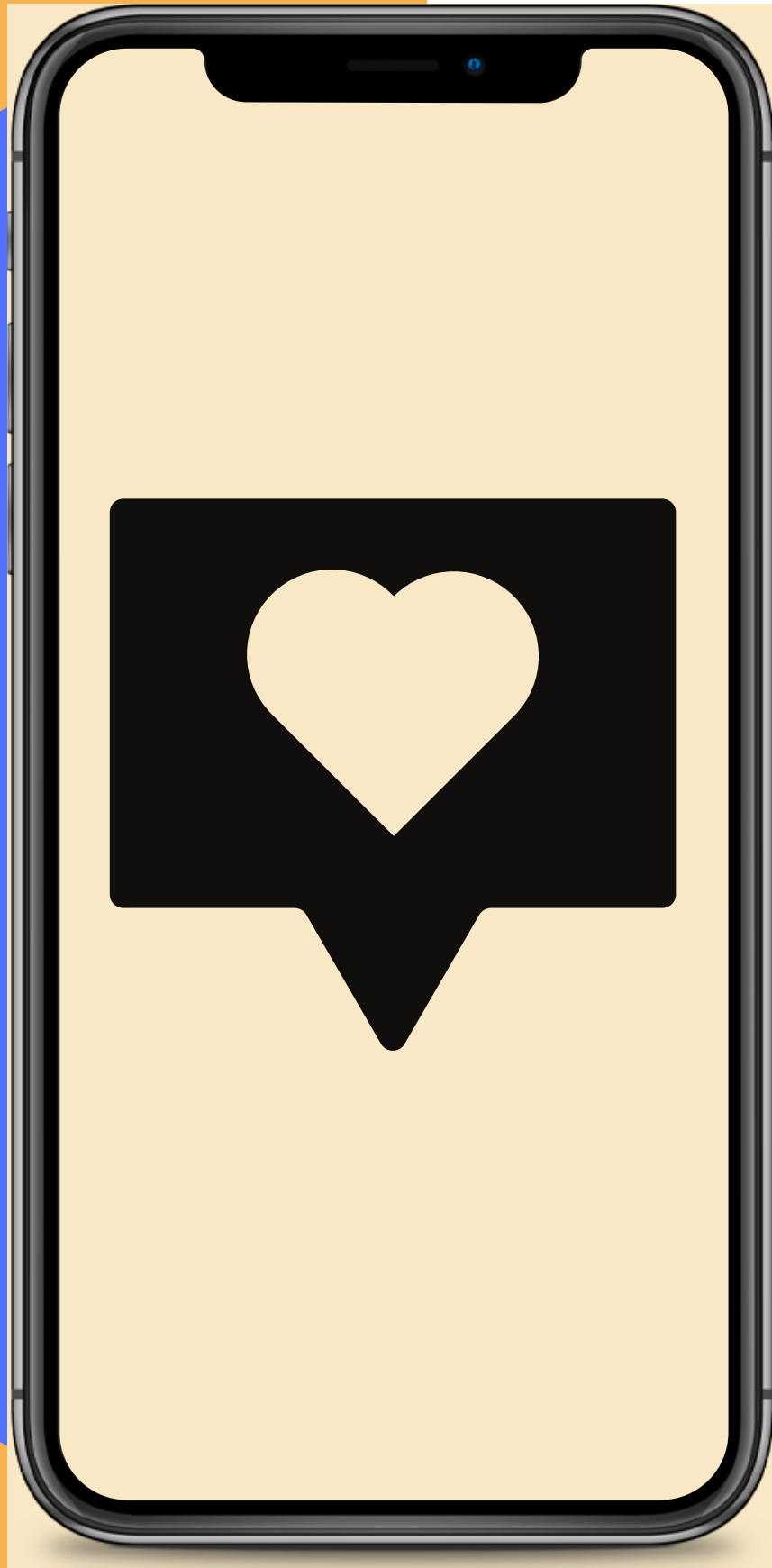
Key Cities

- Bethlehem
- Jerusalem
- Ramallah



Influencer promotion

- 3 Macro influencers engaged
- 6 Micro
- Overall approximately still working with 10 influencers.



Paid Promotion

- By Thursday promotion had reached 23,000 people.
- Almost 50/50 females and males.
- Ages mostly 18-25 and then 25-35.
- Cities: Jerusalem, Northern, Central, Haifa, Southern.



Key Focus 6-12/12

- Lock in Macro influencers.
- Create video and photo content.
- Build YOUTH FOCUSED content.
- Add more human elements e.g. photos etc. With quotes.
- Automate messages and posting of content to feed and stories once content built.
- Add influencer video to