

2025

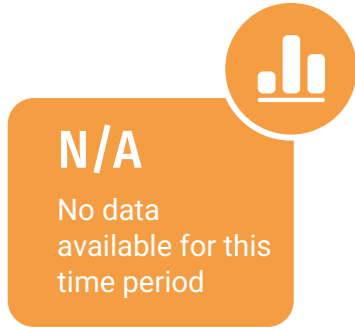
**KPI Report Deck
Bliss Dairy**

April - June 2025

Facebook Stats

2024 KPI's - Facebook

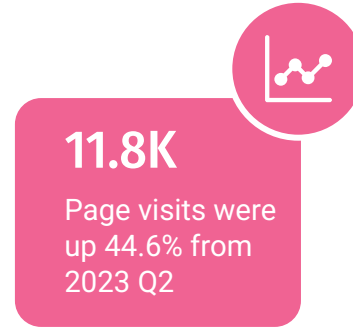
April-June 2024



Views



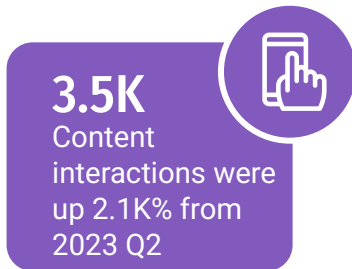
Reach



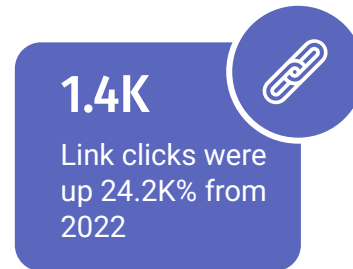
Visits



Follows



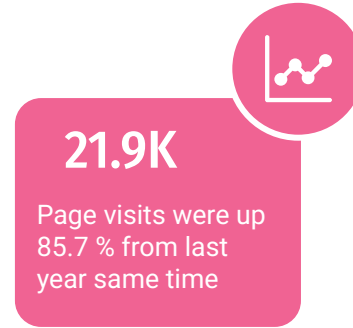
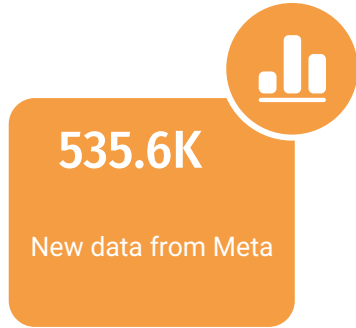
Content Interactions



Link Clicks

2025 KPI's - Facebook

April - June 2025 (Comparisons this time last year to now)

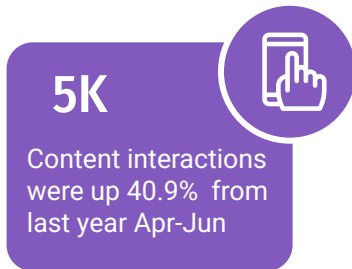


Views



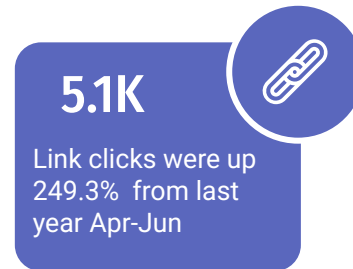
Follows

Reach



Content Interactions

Visits



Link Clicks

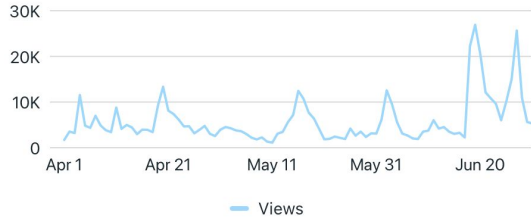
2025 KPI's - Facebook

Apr-Jun overview

Views ⓘ

Export

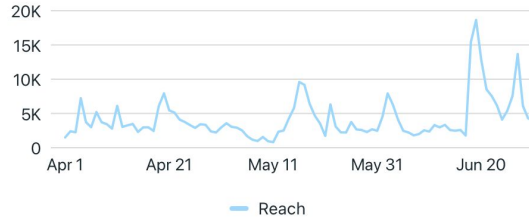
535,563 ↑ 10.6%



Reach ⓘ

Export

167,663 ↑ 18.2%



Visits ⓘ

Export

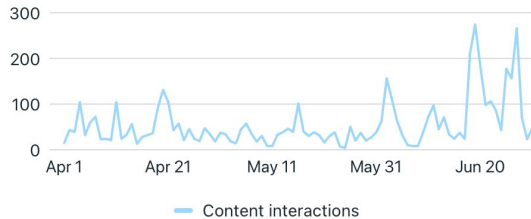
21,872 ↑ 19.5%



Content interactions ⓘ

Export

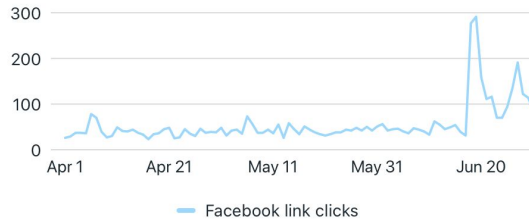
5,011 ↑ 2.8%



Link clicks ⓘ

Export

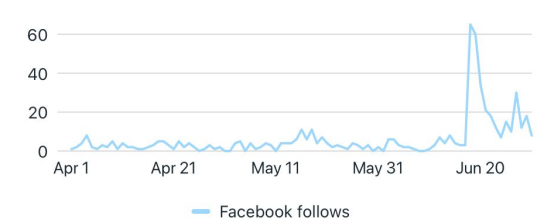
5,090 ↑ 14.5%



Follows ⓘ

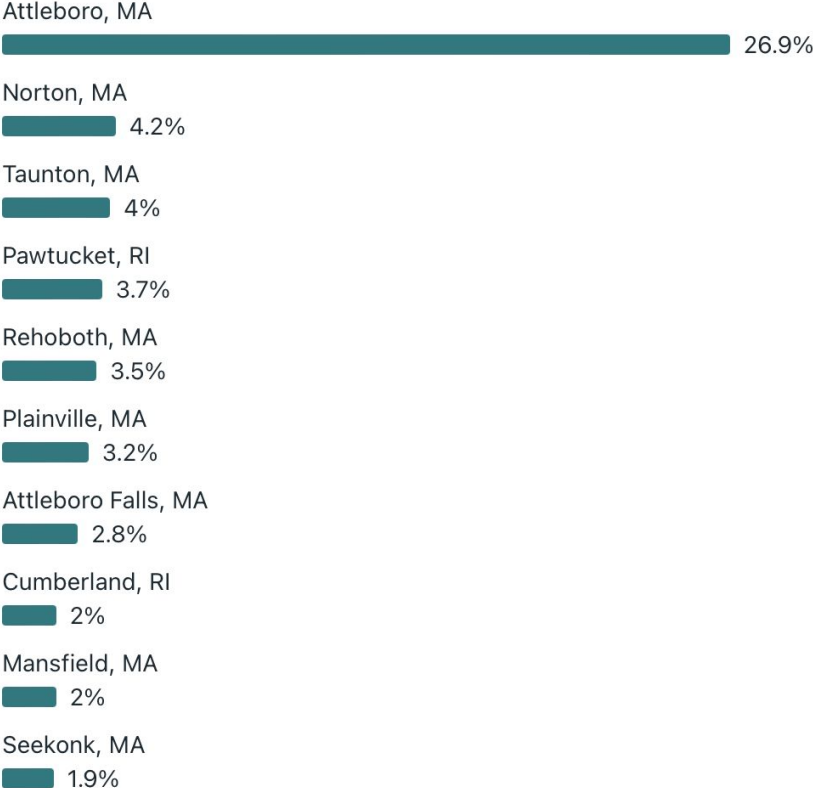
Export

542 ↑ 88.2%



Top Cities - Facebook

Top cities

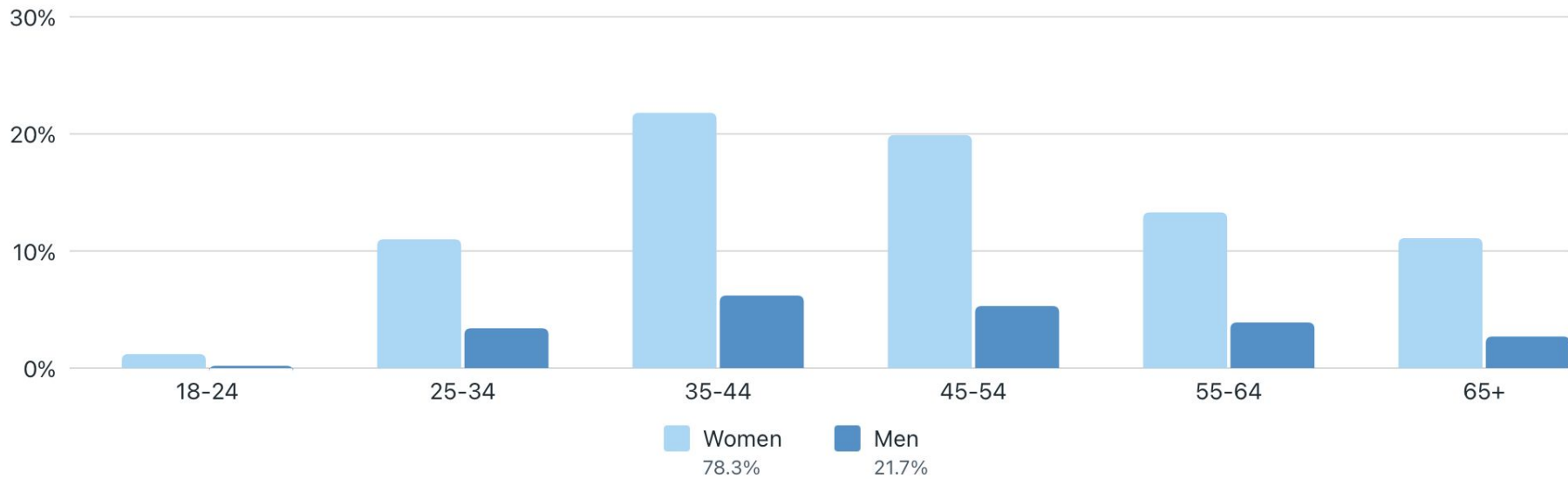


Top Follower Demographic - Facebook

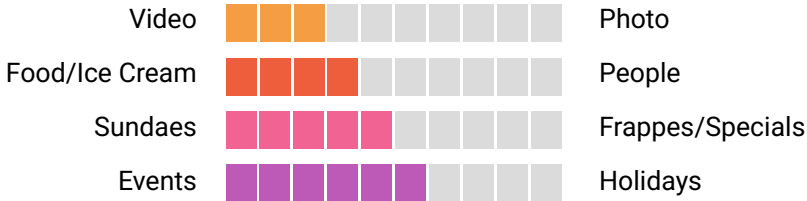
Followers ⓘ

11,441

Age & gender ⓘ



Top Types of Media - Facebook Organic



Top Types of Media - Facebook

Top Likes/Reactions/Interactions

Bliss Restaurant
Published by Buffer
June 18 at 5:02 PM

🎬🍿 Outdoor Movie Nights Are Back—Starting NEXT WEEK!

J... See more



351

Bliss Restaurant
Published by Buffer
June 2 at 6:02 PM


🍦 Bliss Pop-Up Markets Are Back!... See more



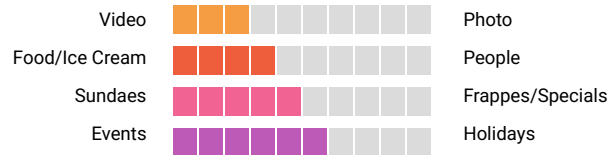
132

Bliss Restaurant
Published by Buffer
April 11

Love Bliss? Wear it! 🍦👕 Our Bliss tees are the perfect way to show off your love for ice cream and support your favorite local spot. Comfy, stylish, and perfect for any season!



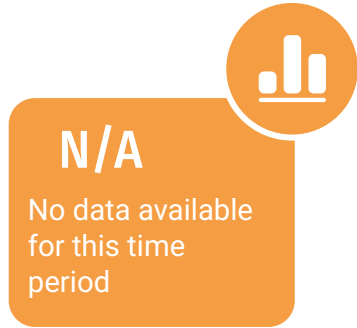
122



Instagram Stats

2024 KPI's - Instagram

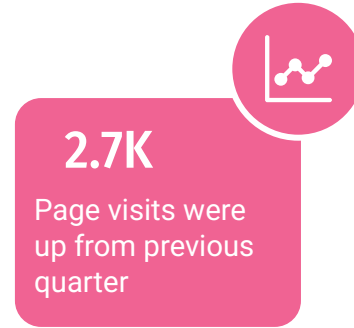
April-June 2024



Views



Reach



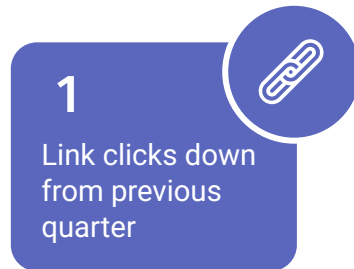
Visits



Follows



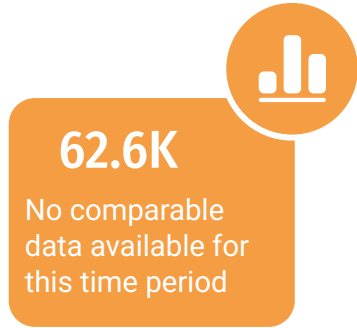
**Content
Interactions**



Link Clicks

2025 KPI's - Instagram

April - June 2025 (Comparisons this time last year to now)



Views



Reach



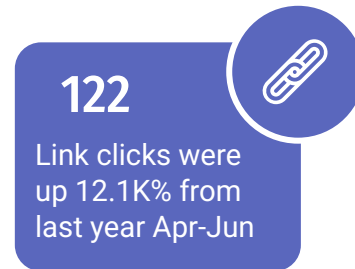
Visits



Follows



Content Interactions



Link Clicks

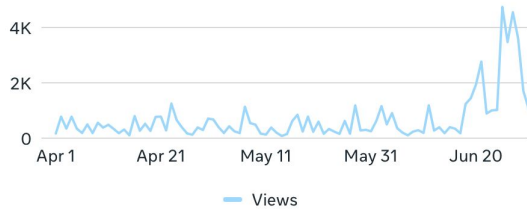
2025 KPI's - Instagram

Apr-Jun overview

Views ⓘ

Export

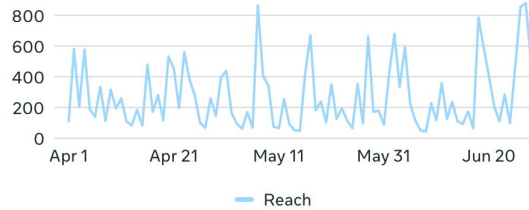
62,586 ↑ 16.8%



Reach ⓘ

Export

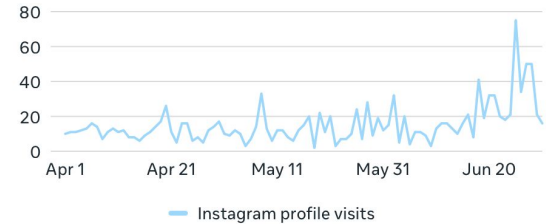
7,764 ↓ 42.6%



Visits ⓘ

Export

1,385 ↑ 50.5%



Content interactions ⓘ

Export

1,974 ↑ 0.6%



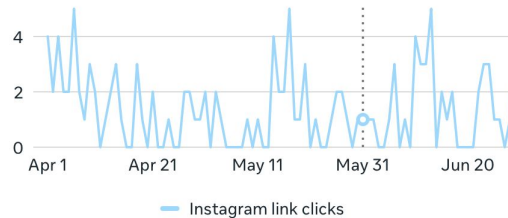
Data unavailable

This data is currently unavailable.

Link clicks ⓘ

Export

122 ↓ 18.1%



Follows ⓘ

Export

220 ↑ 74.6%



Top Cities - Instagram

Top cities

Attleboro, MA



Norton, MA



Plainville, MA



Mansfield, MA



Attleboro Falls, MA



Pawtucket, RI



Taunton, MA



Boston, MA



Cumberland, RI



Rehoboth, MA

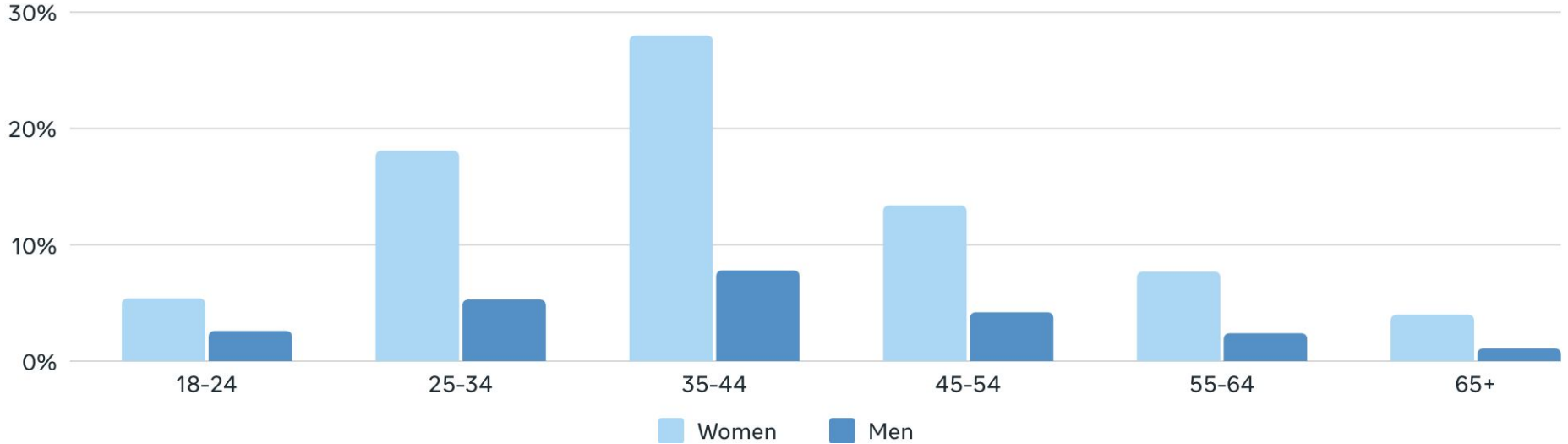


Top Follower Demographic - Instagram

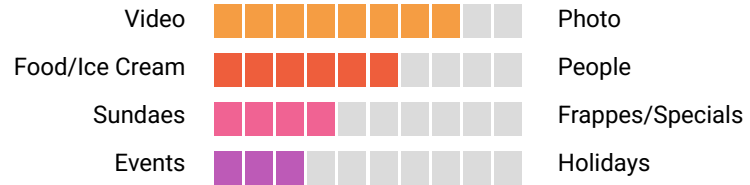
Followers ⓘ

2,751

Age & gender ⓘ



Top Types of Media - Instagram Organic



Top Types of Media - Instagram

Top Likes/Interactions



blissdairy · Following

blissdairy 1w
🎬🍿 Outdoor Movie Nights Are Back—Starting NEXT WEEK!

Join us Friday, June 27th for the first movie night of the summer at Bliss! We'll be watching under the stars, and the film begins at sundown (around 8:20 PM, but we'll keep you updated as we get closer- keep an eye on our stories that day!). Bring a blanket, grab some ice cream, and get cozy—it's going to be a perfect summer evening. 🍿👉

This marks the start of our 2025 movie night series, and we're SO excited to welcome you all back!

As a reminder, DM us for to know movie that's showing! Here's why: "We are getting lots of questions as to why we can't publicly say what the movie is. The answer: we aren't allowed to due to a licensing agreement! What we ARE able to do is send you directly the list, so that's why we are messaging you all individually! Thank you for understanding! We hope you're all excited for movie nights at Bliss!"

96

Bliss 195 YEARS
711 Park St. Attleboro MA

June 25 (Wed) 4 - 8 PM
July 9 (Wed) 4 - 8 PM
July 23 (Wed) 4 - 8 PM
July 27 (Sun) 10 AM - 2 PM

August 6 (Wed) 4 - 8 PM
August 17 (Sun) 10 AM - 2 PM
August 20 (Wed) 4 - 8 PM
September 7 (Sun) 10 AM - 2 PM

80+ Vendors This Summer!

93

blissdairy · Following

blissdairy 4w
🍿 Bliss Pop-Up Markets Are Back!

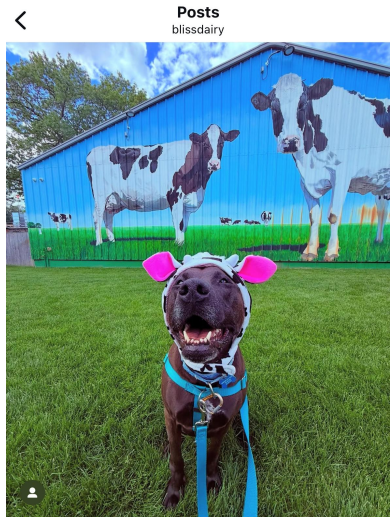
Join us on the lawn for local vendors & sweet treats right here at Bliss Dairy in Attleboro. Shop handmade goods, or grab a scoop of your favorite ice cream, or just enjoy some good company

📍 Bliss Dairy - 711 Park Street, Attleboro, MA
🆓 Free to attend | Family-friendly | Rain or shine
👉 80+ vendors across our dates this summer!

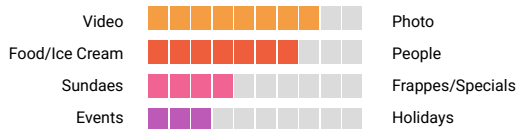
jilliesflowers 1w
any available spots left ?
Reply

madewithlovejewelry 4w
❤️❤️❤️
Reply

missbluebeetleco 4w
Yayyy so excited
1 like · Daniv



78



Top Types of Media - Instagram

Reach - Reels



blissdairy · Following
kayleestewart · Original audio

blissdairy 7w
Pistachio ice cream 😊 AND it's only \$4.99 for a retail tub??? SOLD 🌟

We made too many pistachio take-home tubs, so while supplies last they are only \$4.99 per tub! Come by and grab yours now!

P.S. could be a good Mother's Day gift basket idea 🥰👉

#mothersdaygiftsideas
#pistachioicecream #pistachiolovers
#attleboroma #attleboromassachusetts
#tauntonma #foxboroma #mansfieldma
#icecream #icecreamshop #diner
#massachusetts

No comments yet.

45 likes
May 7

1.2K



blissdairy · Following
itsdylannovak · Original audio

blissdairy 9w
Ice cream is our true love 🤍

#attleboroma #icecream #attleboro
#massfoodies #bostonfoodieguide
#northattleboro #bostonmom
#bostoncommunity #bostonfamily
#icecreamlover #icecreamaddict
#foxboroma #mansfieldma #tauntonma
#dessertlover #summertreat

No comments yet.
Start the conversation.

54 likes
April 23

972



blissdairy · Following
laneige_uk · Original audio

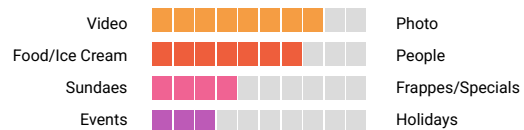
blissdairy 3w
There's nothing better than when the forecast is a sunny 80 degrees and we have a cup of ice cream in our hands 🍦

Today we chose a twist on a hearty classic: Chocolate yogurt with peanut butter swirl and peanut butter cup chunks

#attleboroma #icecream #attleboro
#massfoodies #bostonfoodieguide
#northattleboro #tauntonma
#bostonfamily #mansfieldma
#foxboromassachusetts

coolzeek20 3w
34 likes
June 4

850



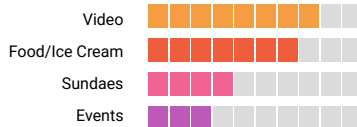
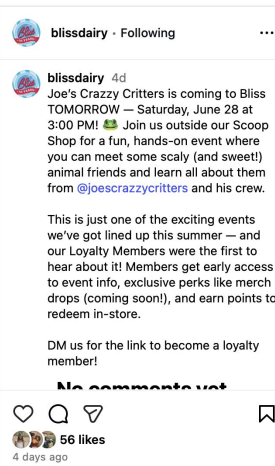
Top Types of Media - Instagram Shares



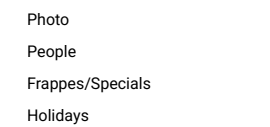
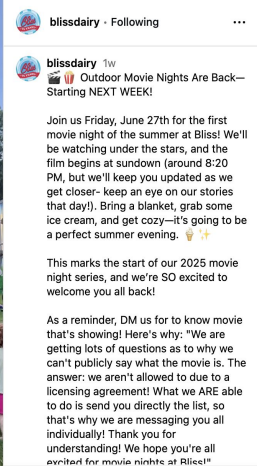
33



24



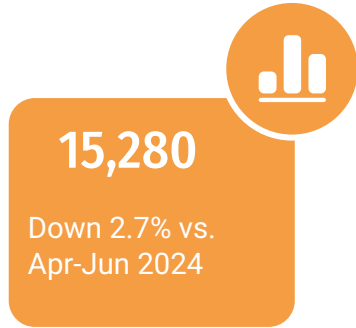
22



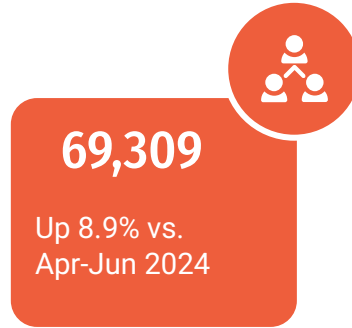
Google Business Profile

2024 KPI's - Google Business Profile

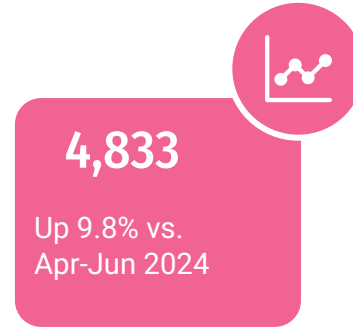
June-Dec



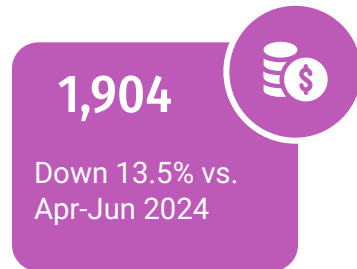
Interactions



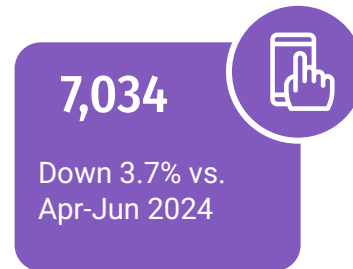
Viewed Menu



Direction Requests



Calls



Website Visits

2025 KPI's - Google Business Profile

Profile

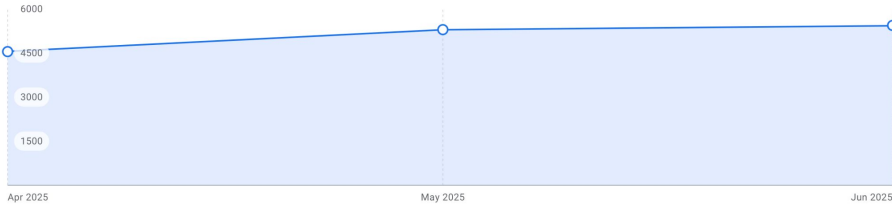
April - June

[Overview](#) [Menu](#) [Calls](#) [Bookings](#) [Directions](#) [Website clicks](#)

15,280

Business Profile interactions ⓘ

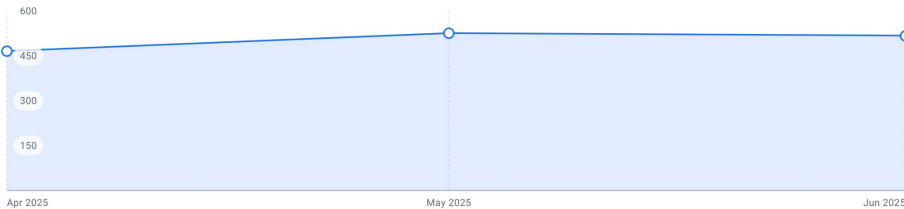
↘ -2.7% (vs Apr 2024–Jun 2024)



1,509

People viewed your menu content ⓘ

↘ -16.0% (vs Apr 2024–Jun 2024)



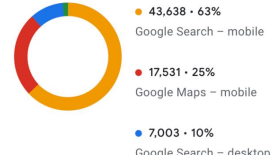
69,309

👁 People viewed your Business Profile

↗ +8.9% (vs Apr 2024–Jun 2024)

Platform and device breakdown

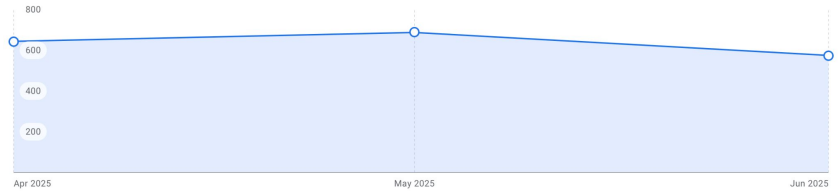
Platform and devices that people used to find your profile



1,904

Calls made from your Business Profile

↘ -13.5% (vs Apr 2024–Jun 2024)

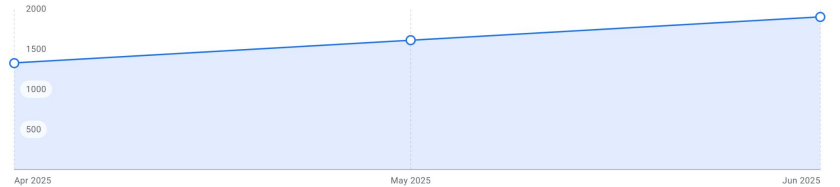


[Overview](#) [Menu](#) [Calls](#) [Bookings](#) [Directions](#) [Website clicks](#)

4,833

Direction requests made from your Business Profile

↗ +9.8% (vs Apr 2024–Jun 2024)



27,884

🔍 Searches showed your Business Profile in the search results

↘ -24.7% (vs Apr 2024–Jun 2024)

Searches breakdown

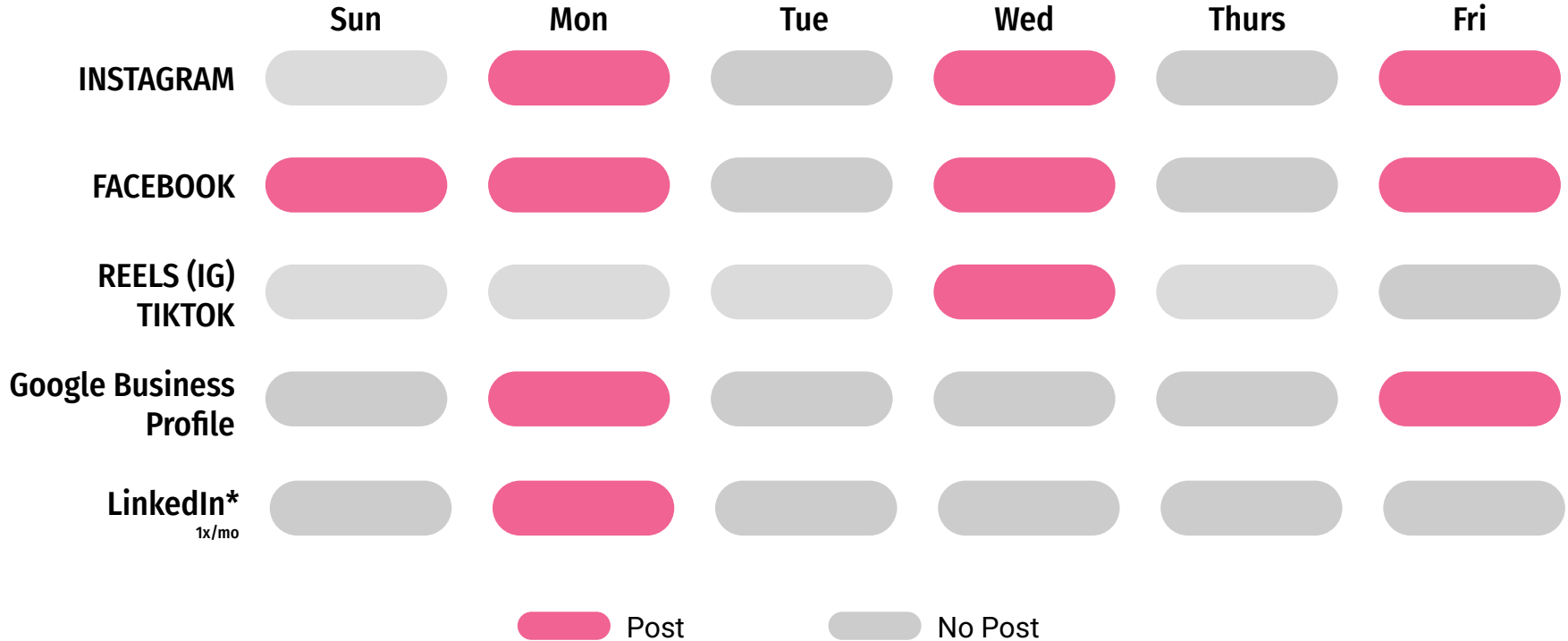
Search terms that showed your Business Profile in the search results

1. res aurants	4,934
2. blis s	4,302
3. ice cream near me	2,099

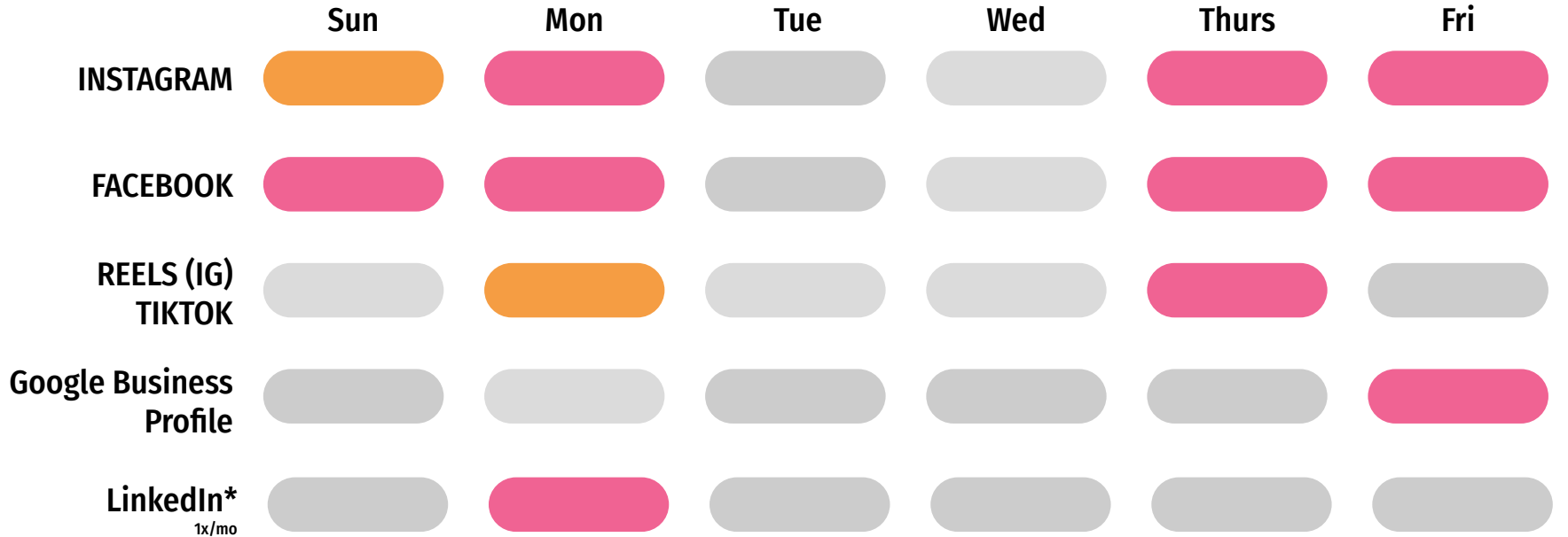
Changes for 2025

Weekly Posting Schedule

Current



Weekly Posting Schedule Q3 Changes



 Post

 No Post

 Post if needed

Updates should generate more reach for
Facebook and Google Profile

Topics to Include in Q3



Ice Cream

Summer season is biggest push



Events

CTAs & Awareness



Merch /People

Community focus,
Bliss Brand

KPI Cheat Sheet - Definitions

KPI	What It Means	Why It Matters
Views	The total number of times your content was watched or displayed.	Measures content visibility and overall exposure.
Reach	The number of unique accounts or people who saw your content.	Reflects how many individuals were exposed to your content.
Visits	The number of times users visited your social media profile.	Shows interest in your brand and how effective your content is at driving curiosity.
Follows (Net)	The total number of new followers minus any unfollows in a specific period.	Tracks the growth of your audience and brand loyalty.
Content Interactions	The total number of likes, comments, shares, and saves on your content.	Indicates engagement and how well your content resonates with your audience.
Link Clicks	The number of clicks on links shared in your posts, profile, or ads.	Measures the success of driving traffic to external sites or landing pages.

KPI Cheat Sheet - Benchmarks

KPI	Instagram Our Data	Instagram (Year Average Growth)	Facebook Our Data	Facebook (Year Average Growth)
Views	100.4k (N/A data for 2023)	50% increase *New Data, not consistent	286k (N/A data for 2023)	20% increase
Reach	26.7k (up 75.1%)	30% increase	235.7k (up 35.5%)	25% increase
Page Visits	3.4k (down 32%)	20% increase	37.3k (up 91.4%)	30% increase
Follows	384 (up 131.4%)	50% increase	672 (up 100.6%)	25% increase
Content Interactions	4.7k (up 100%)	60% increase	11.8k (up 64.3%)	30% increase
Link Clicks	99 (up 1.3%)	15% increase	7.9k (up 30.4k%)	20% increase

Ad Spend

\$1,014.41

Meta Ad Spend
(Total June-Dec)

\$1,195.50

Google Ad Spend
(Total July-Dec)

Facebook/Instagram



\$50/wk

Budget Spend



\$33.81

Actual Spend
(Avg)

North Country

Since July 2024



\$26.05

Monthly Avg



\$156.28

Actual Spend
(Total)

NEIC Generic

Since October 2024



\$140.21

Monthly Avg



\$736.08

Actual Spend
(Total)

Bliss Dairy Online Ordering

Since Nov 2024



\$151.57

Monthly Avg



\$303.14

Actual Spend
(Total)

Spend increases for Summer Months

Google Ads Monthly avg: \$317 Budget Spend Monthly: \$300-550

Analysis - WINS

Instagram

- Our profile visits are up (+50.5%). As we host more events and the Bliss community shares the activity, more people are visiting our profile.
- We gained 220 new followers (+74.6%), far exceeding the typical annual growth rate of 6-10%.
- Views are up 16.8%, this due to more posts that include CTAs or community involvement. Especially for our events, users are sharing with others, drawing more views to our profile

Facebook

- Our reach hit 167.6k (+50%)—well beyond the average annual growth rate of 10-20%.
- Link clicks have skyrocketed (249.3%) compared to our previous year Q2.
- Our page has gained 542 (+191.4%) new followers — this an incredible jump that's translating directly into community involvement and users being excited to see what other events they may be able to attend/ be apart of. More traffic to Bliss will translate to increase in sales.

Strategy Works

- Static posts on Instagram on Facebook are performing the best, especially those with a CTA. We're also seeing that photos featuring our team and customers are resonating most with our audience.
- Posts featuring events performed equally well, and our events got the most shares.

Analysis - OPPORTUNITIES

People and Events

- Let's push including the community! Posts about Bliss events for families to enjoy will resonate with our audience and encourage shares.
- Posts that bring the community together perform well, getting more interactions through comments and shares

Adding Another Posting Day

- These are the most popular ice cream months. Post more videos and reels highlighting our team, products, and daily life at Bliss may benefit.
- Include our products, especially ice cream and other frozen desserts to show variety for all + events and people.

Strategy Works

- Continue frequency in post and overall content. As there are many things happening at Bliss, the community needs 'reminders'.
- Feature more staff or customer photos to keep the personal, relatable vibe our followers love.

Analysis - GOALS

Community

- Highlight Bliss's role in the local community through posts about our people and events
- Foster engagement by sharing community content and encouraging followers to share their own Bliss memories.
- Create interactive content with CTAs, a poll, 'game' to encourage interactions.

Creative Promos

- Showcase sundaes, unique flavors, our non-dairy variety etc. with visually appealing and creative posts.
- Use storytelling to spotlight staff, loyal customers, and behind-the-scenes moments that resonate with our audience.
- Show recaps of events and highlights that make viewers want to partake in the fun.

Strategy Works

- Focus on event-related content to generate excitement and participation, including behind-the-scenes teasers and event highlights.
- Develop campaigns that turn engagement into loyalty email subscribers.

Thank You

Questions send to info@addisonsagedesigns.com