

Happy August to you all!

Similar to the previous months, our analytics have continued to climb. Positive reviews and lots of guest activity on our social media pages has increased our online presence. I am pleased to present the attached Boom + Batten Analytics Summary and the discussion of these analytics below!

Through the OpenTable platform, we received and tracked 224 reviews. Compared to July of 2021, our review count was 154! Our monthly overall rating is still 4.7 out of 5 stars with 95% of guests saying they "Would Recommend" us. The detailed breakdown on the Service, Ambience, and Food category ratings came in at 4.7, 4.7, and 4.6, respectively.

Through our Google page, we received and responded to 41 reviews providing us with an overall rating of 4.3 out of 5 stars. This is down from the 46 Google reviews we received in July of 2021. Our TripAdvisor rating is 4 out of 5 stars and we have a total of 163 reviews, four more than the month of June 2022. I have also engaged with ten guests over email this month regarding both positive feedback and constructive criticism.

We have reached 6,795 followers on Instagram; an overall increase of 30 throughout the month. Our Facebook analytics have also increased. We are at a total of 2,353 followers; gaining 12 over the month of July. During the month of July, we gained 12 new page likes and 15 new page followers. Our top performing Facebook photo was from our newest photoshoot, a photo of one of our many pasta dishes. This photo received a reach of 727.

Please find the attached Analytics Summary for July 2022. I look forward to the continuation of these reports and the continuing increase of our ratings, reviews, and followers.

Kindly,  
Chantaille



# boom + batten

guest relations +  
social media analytics  
summary

by chantaille ash

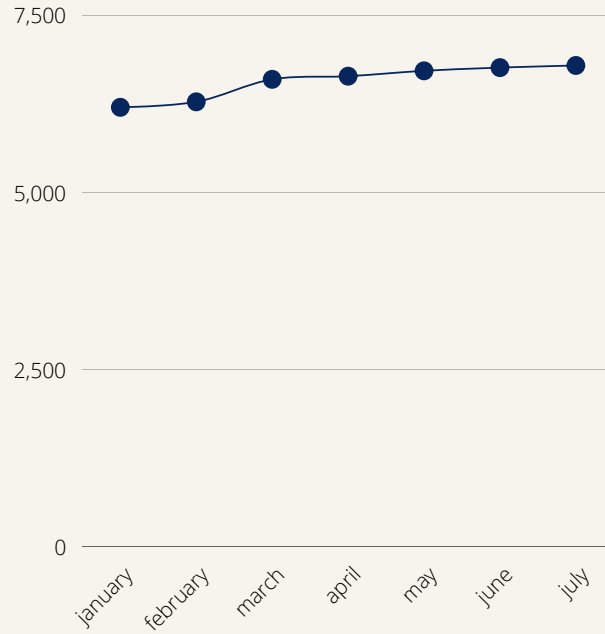
for the month of july

to our investors

2022

instagram +30

6,795  
total followers



opentable

224  
total reviews

overall rating 4.7

4.7 4.7 4.6  
service ambience food

google

41  
total reviews

overall rating 4.3

tripadvisor

163  
total reviews

overall rating 4

facebook

2,353  
total followers

+12 +15  
new page likes new page followers

email

10  
total emails

regarding both positive  
feedback and  
constructive criticism



our favourite pasta dish ❤️ we had such a great weekend  
at boom + can't wait for the upcoming gorgeous weather

Post Impressions 727

Post Reach 727

Post Engagement 52