

I numeri di
Fuorisalone
2017

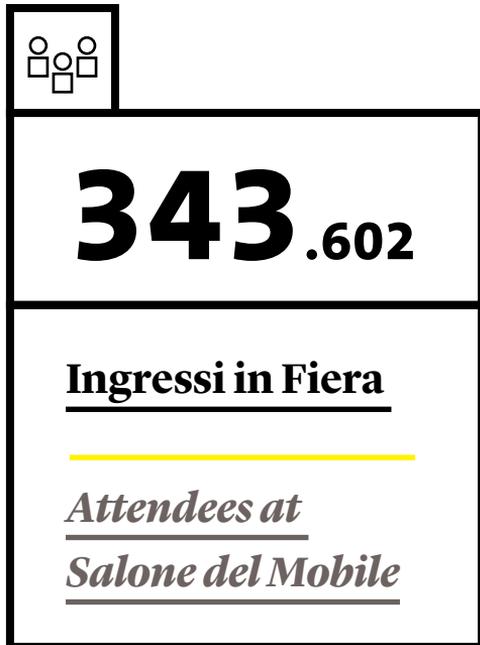
I numeri dell'evento

370K

**presenze al
Fuorisalone**

***Turnout at
Fuorisalone***

I numeri del Salone del Mobile



Dati registrati durante il Salone del Mobile Milano 2017
Data registered during Salone del Mobile Milano 2017

I numeri di Fuorisalone.it



1.492

Eventi caricati
sul sito

Events uploaded
on website



2.099

Brand registrati
sul sito

Brands registered
on website



1.233

Designer
registrati sul sito

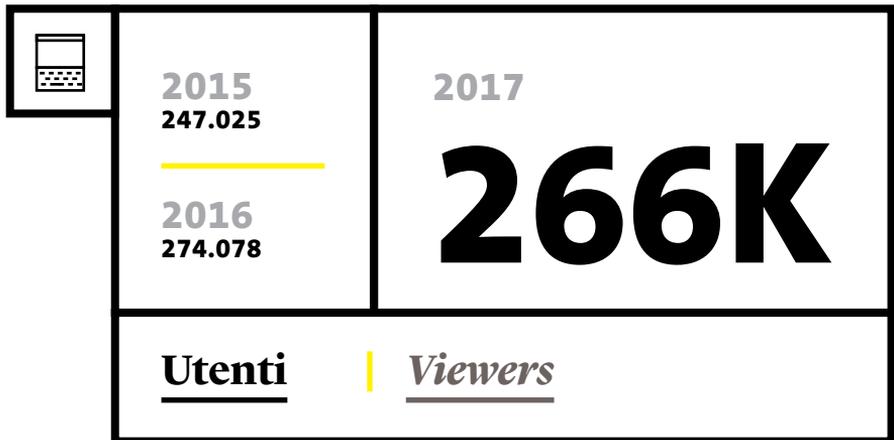
Designers recorded
on website



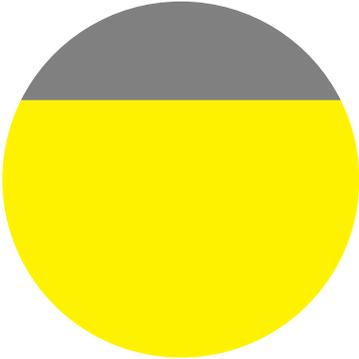
922

Location attive
sul sito

Active locations on
website



Dati aggiornati al 17 Aprile // *Data updated on April, 17th*



143

**Paesi nel mondo che
hanno visitato il sito**

***Counties of the world
that have visited our
website***

**Sono stati registrati 143 Paesi del
mondo su 196**



8.660

Foto e.Reporter

***e.Reporters'
photos***



26,7K

**Download totali
dell'app ufficiale**

***Total downloads
of the Official App***

I numeri di Fuorisalone.it social



28,6K

Like sulla pagina
Facebook

Fans on Facebook
Page



400K

Persone raggiunte
su Facebook

People reached on
Facebook

150K

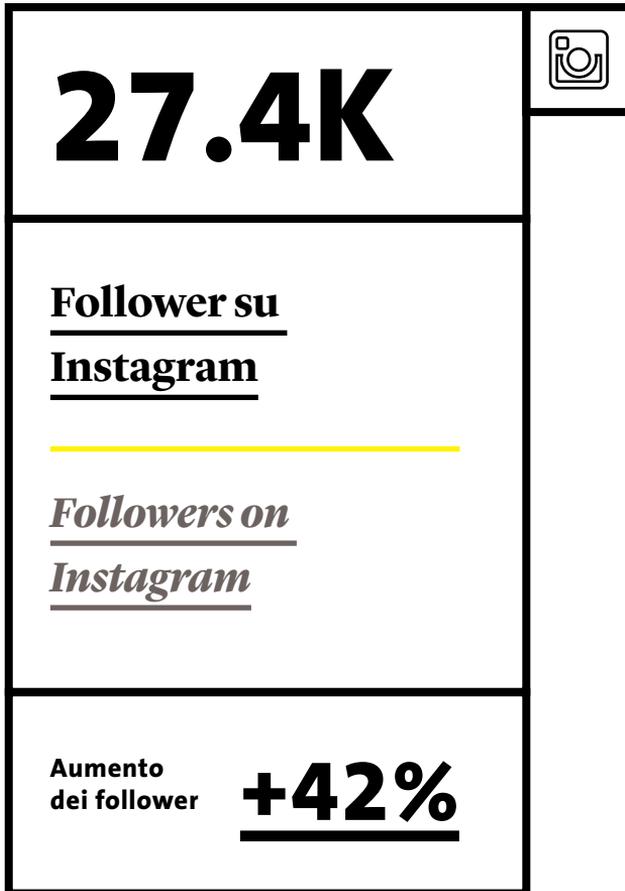


Interazioni sui post
su Facebook

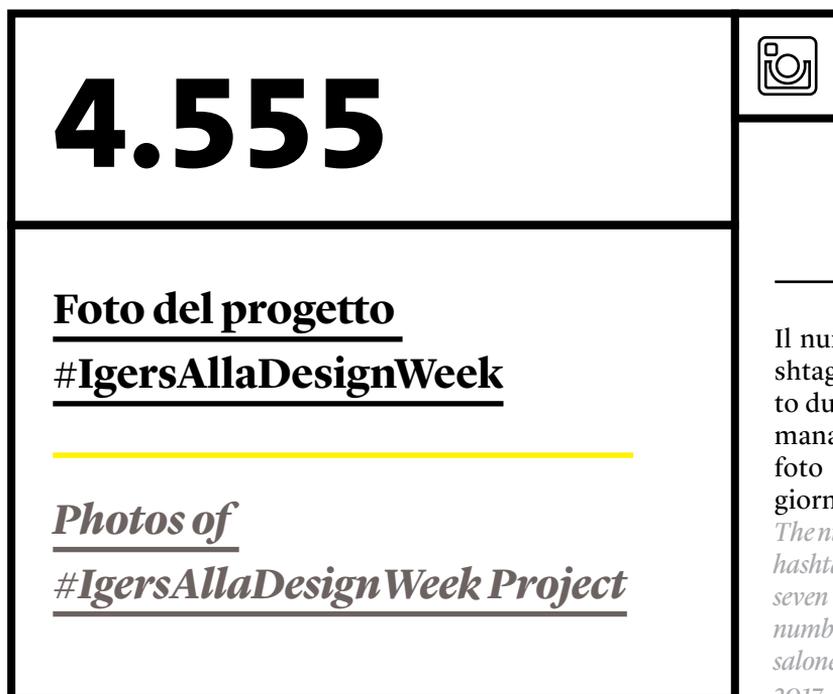
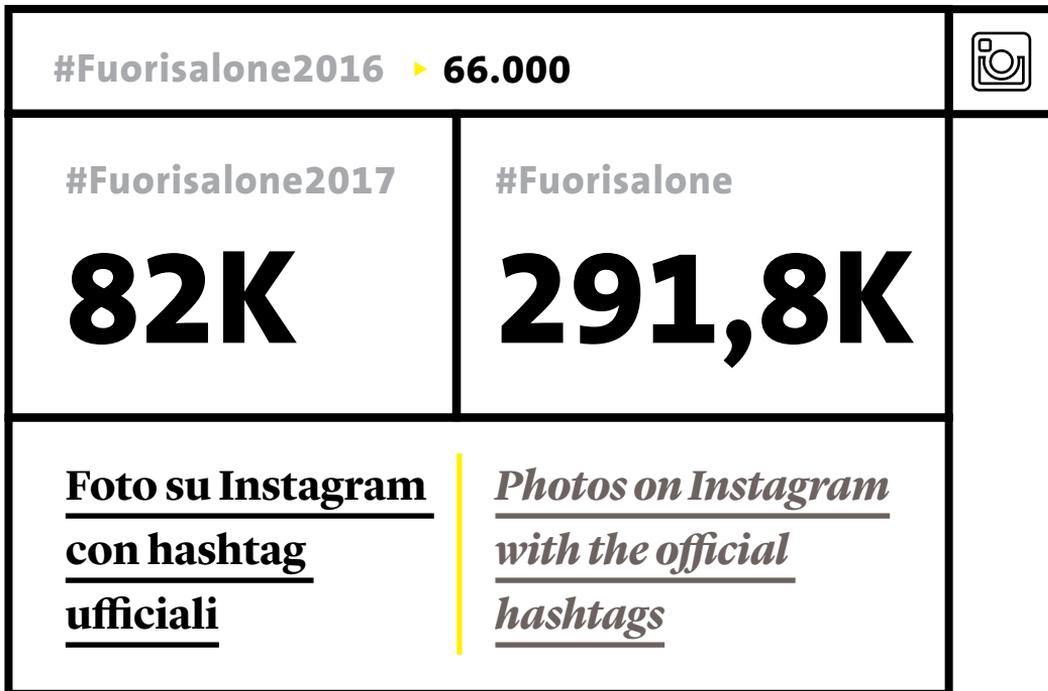
Post engagement on
Facebook

Il numero di like è aggiornato al 20 aprile 2017. I dati di persone raggiunte e di interazione sono stati calcolati sul periodo 04-09 aprile 2017

The number of fans on Facebook's page is updated to April, 20th. Data about people reached and post engagement were calculated between April, 4th and 9th 2016



Numeri aggiornati al 20 aprile 2017. Il numero è stato raggiunto con attività organica
The number is updated on April, 20th, with no media budget



I numeri di Fuorisalone Magazine



138

Articoli pubblicati
online

Online published
articles



54,7K

Pagine viste sul
sito

Page views
on website

13,3K

Utenti
unici

Unique
users



I numeri sono aggiornati al 20
aprile 2017
*Numbers are updated on April,
20th 2017*

I migliori post



Il piano Instagram dell'edizione 2017 prevedeva 10/12 contenuti al giorno, di produzione interna o repost degli utenti

Instagram editorial plan of MDW 2017 included 10/12 contents every day, internally made or users' reposts

Il canale Instagram è quello cresciuto più velocemente. I numeri raggiunti sono da considerarsi totalmente organici

Instagram account has grown fastest than the others during last edition. Numbers are totally organic

Post Details Reported stats may be delayed from what appears on posts

Fuorisalone.it
Published by Fabrizio Somma (7) · March 23 at 6:04pm · E

Viewing: English ·

Here we are. The guide of #Fuorisalone2017 is finally online. The events and itinerary lists will be constantly updated. Discover more on Fuorisalone.it and plan your Milan Design Week!

Fuorisalone 2017 | Guida eventi
Il Fuorisalone è l'evento più importante legato al tema del design che anima la città di Milano nel periodo di Aprile in corrispondenza del Salone del Mobile.
FUORISALONE.IT

Get More Likes, Comments and Shares
Boost this post for €10 to reach up to 5,300 people.

223,921 people reached Boost Post

2.5K 127 Comments 816 Shares

Like Comment Share

223,921 People Reached

4,861 Reactions, Comments & Shares

3,574 Like	2,250 On Post	1,324 On Shares
76 Love	38 On Post	38 On Shares
5 Haha	1 On Post	4 On Shares
22 Wow	14 On Post	8 On Shares
1 Angry	0 On Post	1 On Shares
337 Comments	186 On Post	151 On Shares
850 Shares	816 On Post	34 On Shares

10,611 Post Clicks

13 Photo Views	7,083 Link Clicks	3,515 Other Clicks
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NEGATIVE FEEDBACK

13 Hide Post	13 Hide All Posts
0 Report as Spam	0 Unlike Page

Post Details Reported stats may be delayed from what appears on posts

Fuorisalone.it
Published by Claudia Consiglieri (7) · April 3 at 8:30pm · E

Viewing: English ·

The Design Week will start in a few hours. Once again this year, the question is the same: what to see? Here's a selection we made for you with all the must-sees of this edition. Happy #Fuorisalone2017 everyone!

Che cosa vedere al Fuorisalone 2017 | Fuorisalone.it
Ecco una selezione degli incidenti di quest'anno, divisi per distretti. Buon Fuorisalone 2017!
FUORISALONE.IT

Get More Likes, Comments and Shares
Boost this post for €10 to reach up to 6,300 people.

42,657 people reached Boost Post

457 21 Comments 141 Shares

Like Comment Share

42,657 People Reached

761 Reactions, Comments & Shares

547 Like	443 On Post	104 On Shares
12 Love	11 On Post	1 On Shares
3 Wow	2 On Post	1 On Shares
2 Sad	1 On Post	1 On Shares
50 Comments	26 On Post	24 On Shares
148 Shares	141 On Post	7 On Shares

2,772 Post Clicks

1 Photo Views	2,201 Link Clicks	570 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	6 Hide All Posts
0 Report as Spam	0 Unlike Page

I due best post su Facebook
The two best posts on Facebook

Facebook Fuorisalone.it
Instagram @fuorisalone

www.fuorisalone.it
www.fuorisalonemagazine.it

Studiolabo S.r.l.
via Palermo 1, 20121, Milano
info@studiolabo.it