

Local Community Distribution Channel

KPI Overview

This document provides an overview of key performance indicators for the local community distribution channel Inzertní noviny.

It does not represent a price offer or commercial terms and is intended solely for informational and analytical purposes.

Measurement period: Q4 2025

Data source: Inzertní noviny Facebook groups

Measurement methodology: aggregated internal data for the monitored quarter

KPI 1: Reach by Region

The values below represent the aggregated content reach within individual regions during the monitored period.

Prague	6,682
Beroun	25,653
Brno	99,659
Břeclav	97,543
Hodonín	25,331
Chomutov	37,914
Karlovy Vary	15,085
Kroměříž	16,003
Olomouc	12,585
Ostrava	17,311
Písek	57,353
Plzeň	2,764
Příbram	2,947
Šumperk	63,899
Uherské Hradiště	132,369
Ústí nad Labem	38,605
Zlín	3,254

Total reach for the period: 654,957

Note: the values represent aggregated content impressions within each region for the monitored period. They do not represent unique users.

KPI 2: Frequency of Exposure

Frequency of exposure represents the average number of times a single user was exposed to content within a given region during the monitored period.

This indicator is used to evaluate repeated visibility and sustained presence within local communities.

Metric definition:

Average number of content impressions per user within a given region during Q4 2025.

Methodological clarification:

Facebook does not provide frequency metrics directly at the group level. Frequency values are therefore calculated based on total impressions and aggregated regional reach for the monitored period.

Reporting structure:

Region | Average frequency

Prague

Beroun

Brno

Břeclav

Hodonín

Chomutov

Karlovy Vary

Kroměříž

Olomouc

Ostrava

Písek

Plzeň

Příbram

Šumperk

Uherské Hradiště

Ústí nad Labem

Zlín

Note: frequency reflects repeated exposure to content over time and is used to assess distribution intensity rather than one time reach.

KPI Summary

The key performance indicators confirm the effectiveness of the local community based distribution model operated under the Inzertní noviny platform.

- localized content reach across individual regions
- repeated content visibility over time
- organic user interaction without paid promotion

These indicators are derived from long term community building efforts and reflect natural user behavior within regional Facebook groups.

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