

KITLY BUSINESS
ACCOUNT PERFORMANCE AUDIT REPORT
JUNE 2023



Kitly Business

Kitly Business has achieved Certified Supplier status for
Kitly Business Account Performance Audit Report

About ABC Certified Suppliers

By undergoing an audit process with us, ABC Certified Suppliers clearly demonstrate both their willingness to be open to third party scrutiny and their support of industry agreed reporting standards. They can underpin their clients' brands through the delivery of data and services that have a proven capability.

For more information about the scheme please visit:
<https://www.abc.org.uk/data/certified-suppliers>

For more information:



Kitly Business



[kitlybusiness.co](https://www.kitlybusiness.co)

Issued: 05/07/2023

www.abc.org.uk

Audit Statement

We have audited Kitly Business and confirm that Kitly Business Account Performance Audit Report version 4.4.1 is able to support ABC members in the reporting of data in accordance with ABC Reporting Standards, for the platform metrics detailed below at 5th July 2023.

PLATFORM	METRIC	SECTOR
Facebook	Post content over last 100 posts	Social Media
	Fans	
	Reach	
	Engagement	
	Audience by Country and City	
	Gender	
	Age	
Instagram	Post content over last 100 posts	Social Media
	Followers	
	Reach	
	Engagement	
	Stories content over last 100 posts	
	Followers	
	Reels content over last 100 posts	
	Followers	
	Reels Reach	
	Reels Engagement	
YouTube	Audience by Country and City	Social Media
	Gender	
	Age	
	Follower Activity	
	Post content over last 100 posts	
	Views	
Tiktok	Subscribers	Social Media
	Geography	
	Gender	
	Age	
	Post content over last 50 posts	
	Followers	
	Median Plays	
	Engagement	

While care has been taken to ensure the information presented is correct, ABC cannot accept responsibility for any errors or omissions.

@ ABC and Kitly Business