

# **This 6-page PDF file contains 5 pieces of evidence**

**This front cover is page 1**

**Page 2:** Photo of the air mail envelope addressed to the Chief Executive and Owner of X (formerly Twitter) at their global Head Office in San Francisco. The envelope is stamped with £6 worth of Royal Mail stamps, which exceeded the cost of £5.85 for posting an air mail letter weighing 250 grams from England to America.

**Page 3:** Screenshot of X Analytics confirming on 19 October 2023 our social media profile achieved 7 million impressions in the last 7 days. At this rate, we will receive 365 million impressions in a year.

**Page 4:** Screenshot of X Analytics confirming on 19 October 2023 our social media profile achieved 8.2 million impressions in the last 28 days

**Page 5:** Screenshot of X Analytics confirming on 19 October 2023 our social media profile achieved 45,800 followers.

**Page 6:** Screenshot of the public announcement made by Mr Elon Musk on 11 August 2023 confirming the new eligibility threshold for ads revenue sharing is 5 million impressions within the last 3 months.



Private & Confidential

BY AIR MAIL  
*par avion*

Royal Mail®

Linda Yaccarino, CEO and Elon Musk, Owner  
**X Corp HQ (formerly Twitter)**

Market Square  
1355 Market St suite 900

San Francisco  
CA 94103  
United States







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@compassion\_heal

## Account Analytics



**Healed by Compassion** 

Impressions ⓘ

7M ↑ 382%

Profile visits ⓘ

3,147 ↑ 323%

New followers ⓘ

641 ↑ 250%

Likes ⓘ

6,815 ↑ 77%

Video views ⓘ

**O**

Engagement rate ⓘ

**0.5%** ↓ -45%

Link clicks ⓘ

3,619 ↑ 224%

Replies ⓘ

459 ↑ 182%

Reposts ⓘ

3,089 ↑ 47%

Media views ⓘ

18,953 ↑ 79%

Metrics shown for the last 7 days



Access your Post Analytics  
Detailed analytics on [analytics.twitter.com](https://analytics.twitter.com)

Account Analytics / X

Tweet Activity analytics for comp

+

https://analytics.twitter.com/user/compassion\_heal/tweets

FavouritesYahooGoogleOcadoWaitroseAmazonYouTubeNetflixDisneyTwitterInstagramTik TokFacebookLittle PortionGmailHealed by CompassionNOW TVApple TV+AirtaskerOther favourites

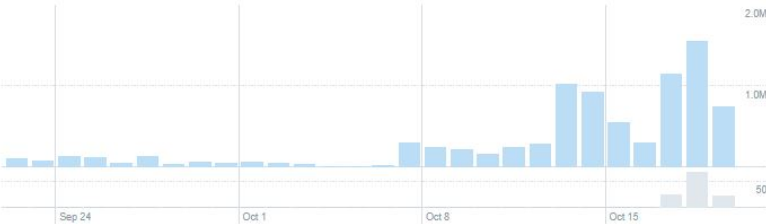
AnalyticsHomeTweetsMore

X AdsHelp?Healed by Compassion

Tweet activity

Last 28 DaysExport data






Your Tweets earned 8.2M impressions over this 28 day period



YOUR TWEETS

During this 28 day period, you earned 313.9K impressions per day.

TweetsTop TweetsTweets and repliesPromoted

	Impressions	Engagements	Engagement rate
<div> <b>Healed by Compassion</b> @compassion_heal · 52m 8 billion people on this planet need to stand firm against injustice <a href="#">twitter.com/sahouraxo/stat...</a></div> <div>View Tweet activity</div>	341	8	2.3%
<div> <b>Healed by Compassion</b> @compassion_heal · 55m 8 billion people on this planet have united <a href="#">twitter.com/zzzzzzzzzzack...</a></div> <div>View Tweet activity</div>	460	8	1.7%
<div> <b>Healed by Compassion</b> @compassion_heal · 50m We are grateful the attached post received 231,000 views <a href="#">twitter.com/compassion_he...</a></div> <div>View Tweet activity</div>	271	3	1.1%
<div> <b>Healed by Compassion</b> @compassion_heal · 1h This delightful picture illustrates how our lovely followers made us feel with all the support over the last decade, e.g. likes, reposts and supportive comments 🙏🥰  A big thank you 🙏👍!!  Enjoy <a href="#">twitter.com/compassion_he...</a></div> <div>View Tweet activity</div>	504	10	2.0%
<div> <b>Healed by Compassion</b> @compassion_heal · 1h <a href="#">pic.twitter.com/zCQF6sY5g</a></div> <div>View Tweet activity</div>	736	7	1.0%


Engagements

Showing 28 days with daily frequency

Engagement rate

1.1%


Oct 10 0.5% engagement rate



Link clicks

5.5K

Oct 10 379 link clicks




On average, you earned 198 link clicks per day

Retweets without comments

7.6K

Oct 10 284 Retweets without comments




On average, you earned 270 Retweets without comments per day

Likes

1.1M

Oct 10 1.1M likes



Type here to search

18°C Cloudy

15:44 19/10/2023



← Post



Support ✓



@Support



Now, even more people can get paid to post!

We've lowered the eligibility threshold for ads revenue sharing from 15M to 5M impressions within the last 3 months. We've also lowered the minimum payout threshold from \$50 to \$10.

Sign up for a Premium subscription to get access.

12:32 AM · Aug 11, 2023 · **27.3M** Views

3,229

4,987

14.1K

1,494

