

# a.network Earned Media Value Index

**soulmates.ai**

Turning Data Into Influence

# a.network Earned Media Value Index (a.EMVI) – Full List

## facebook.

VPM (Value 1K Impressions)	\$7.80
VPC (Click)	\$3.44
VPL (Like)	\$0.23
VPCO (Comment)	\$3.23
VPS (Share)	\$2.03
VPPL (Page Like)	\$1.82
VPV (View)	\$0.15

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## Instagram (Feed)

VPM (Value 1K Impressions)	\$5.88
VPL (Like)	\$0.10
VPCO (Comment)	\$4.49
VPF (Follower)	\$1.39
VPV (View)	\$0.11

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## Instagram (Story)

VPM (Value 1K Impressions)	\$8.15
VPC (Click)	\$3.53

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## LinkedIn

VPM (Value 1K Impressions)	\$14.43
VPC (Click)	\$5.35

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## Pinterest

VPM (Value 1K Impressions)	\$3.67
VPC (Click)	\$1.02
VPL (Like)	\$0.03
VPCO (Comment)	\$1.12
VPS (Share)	\$0.17

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## snapchat

VPM (Value 1K Impressions)	\$8.23
VPC (Click)	\$1.32
VPV (View)	\$0.05

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## twitter

VPM (Value 1K Impressions)	\$9.07
VPC (Click)	\$1.58
VPFAV (Favorite)	\$0.60
VPR (Reply)	\$2.87
VPS (Retweet/Share)	\$1.88
VPF (Follower)	\$2.28
VPV (View)	\$0.09

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## YouTube

VPM (Value 1K Impressions)	\$8.07
VPC (Click)	\$7.60
VPL (Like)	\$0.98
VPCO (Comment)	\$8.78
VPS (Share)	\$4.00
VPSUB (Subscriber)	\$13.85
VPV (View)	\$0.12

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Note that the values in this report reflect Q1 2019 baseline averages. For access to industry-specific EMV please contact us at [info@soulmates.ai](mailto:info@soulmates.ai).