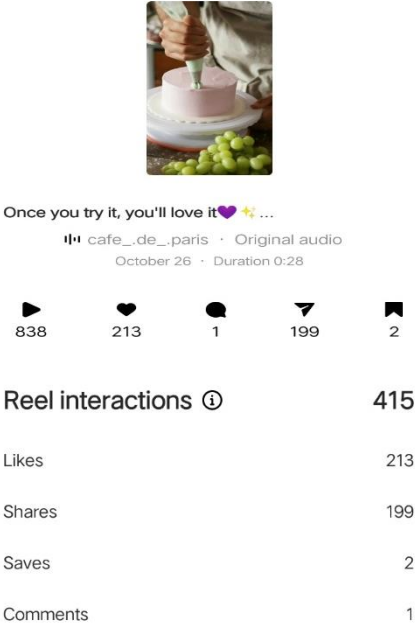


PROJECT DEVELOPMENT PHASE

Performance Metrics

Date	3 November 2023
Team ID	NM2023TMID01224
Project Name	How to create a reel design using Canva

Performance Testing:

S.No.	Parameter	Values	Screenshot
1.	Social Media Engagement	Likes - 213 Shares - 199 Saves - 2 Comments - 1	

2.	Traffic	Accounts reached - 377 Plays – 838 Watch time – 2 hours 47 minutes 48 seconds	<div><div>Reach ⓘ</div><div>377</div><div>Accounts reached</div><div><div>3</div><div>Followers</div><div><div></div></div><div>374</div><div>Non-followers</div><div><div></div></div></div></div> <div><div>Plays</div><div>838</div></div> <div><div>Initial plays</div><div>490</div></div> <div><div>Replays</div><div>348</div></div> <div><div>Watch time</div><div>2 hr 47 min 48 sec</div></div> <div><div>Average watch time</div><div>19 sec</div></div>
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