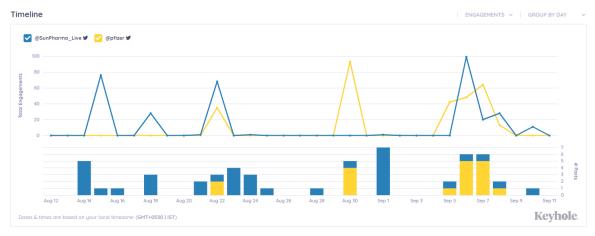
Brand Comparison 🗸











Summary

•	53 posts	520,760 control followers	628 a	0.1% =
@SunPharma_Live	35	29,532	333	1.1%
@pfizer	18	491,228	295	0.1%

Top Posts





Most Frequent Post Types

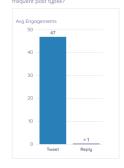
What type of content is being posted?

Most Frequent Media Types What type of media is being posted?

Text 60 % Combination 23 % 14 % Link Photo 3 %

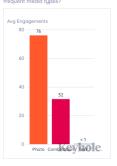
Most Engaging Post Types

Does this match with the profile's most frequent post types?



Most Engaging Media Types

Does this match with the profile's most frequent media types?



pfizer 🏏

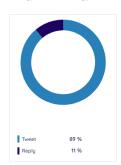
Reply

Tweet

Most Frequent Post Types

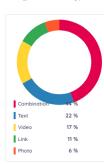
80 %

20 %

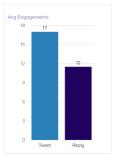


Most Frequent Media Types

What type of media is being posted?



Most Engaging Post Types
Does this match with the profile's most frequent post types?



Most Engaging Media Types
Does this match with the profile's most
frequent media types?

