



January

February

March

April

May

June

July

August

September

October

November

December



Engagement

43.06M

CM: 43.06M (October, 2024)
PM: 36.64M (September, 2024)
▲ 17.5%

Views

304.75M

CM: 304.75M (October, 2024)
PM: 261.03M (September, 2024)
▲ 16.7%

Likes

53.36M

CM: 53.36M (October, 2024)
PM: 45.00M (September, 2024)
▲ 18.6%

Posts by Platforms

Back Zoom-out Lin ?

TikTok

YouTube

Instagram

X.com

LinkedIn

Facebook

Shares

16.48M

CM: 16.48M (October, 2024)
PM: 14.38M (September, 2024)
▲ 14.6%

Comments

12.58M

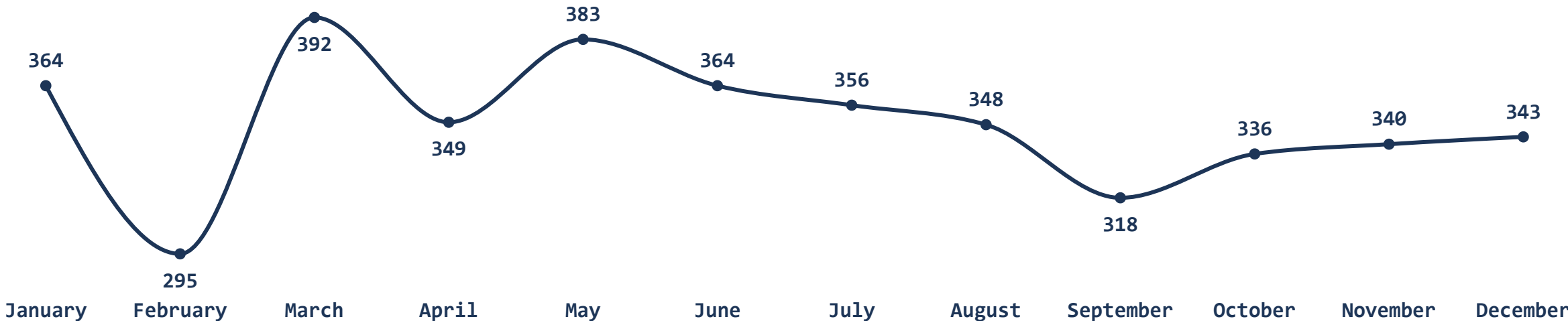
CM: 12.58M (October, 2024)
PM: 10.26M (September, 2024)
▲ 22.6%

Impressions

363.38M

CM: 363.38M (October, 2024)
PM: 312.44M (September, 2024)
▲ 16.3%

Posts Trends by Months





January

February

March

April

May



Posts by Content Category



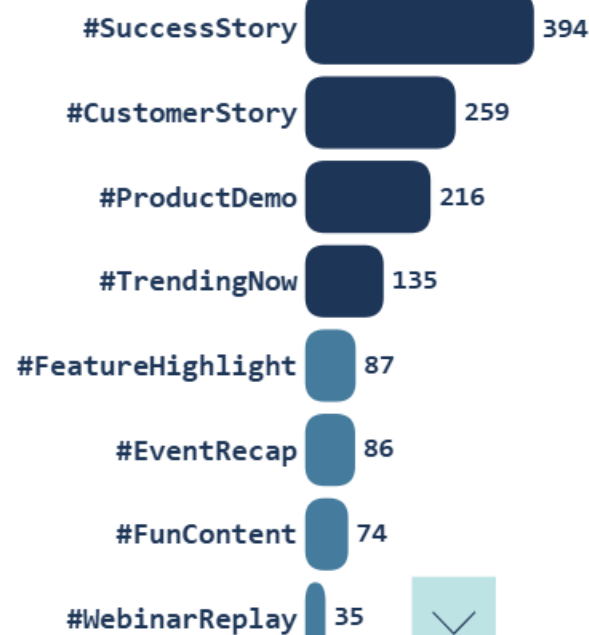
Posts by Hours in Weekdays

Day Name	8	9	10	11	12	13	14	15	16	17	18	19
Sunday	4	5	37	27	30	3	12	27	27	25	7	2
Monday	5	3	34	29	34	10	2	26	18	15	4	6
Tuesday	8	9	32	21	24	6	3	17	30	19	5	5
Wednesday	11	6	28	37	29	6	7	28	23	33	5	7
Thursday	9	11	21	35	38	7	3	34	33	28	4	4
Friday	7	6	25	23	37	2	4	27	24	27	7	6
Saturday	6	8	15	20	25	4	3	20	26	32	8	11

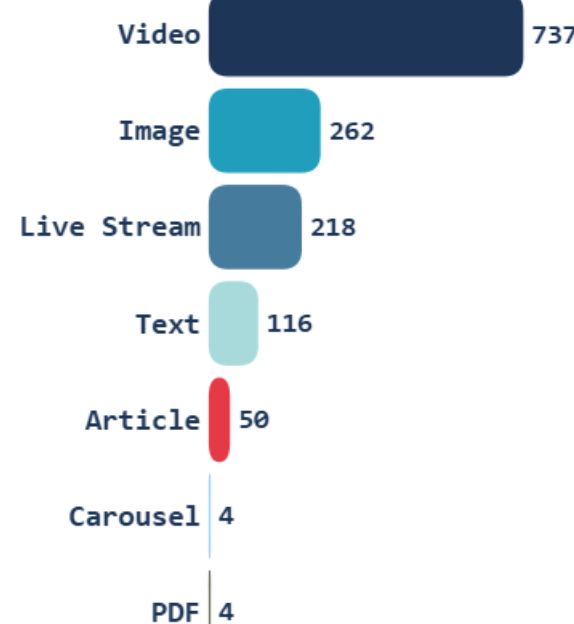
Posts by Engagement Level



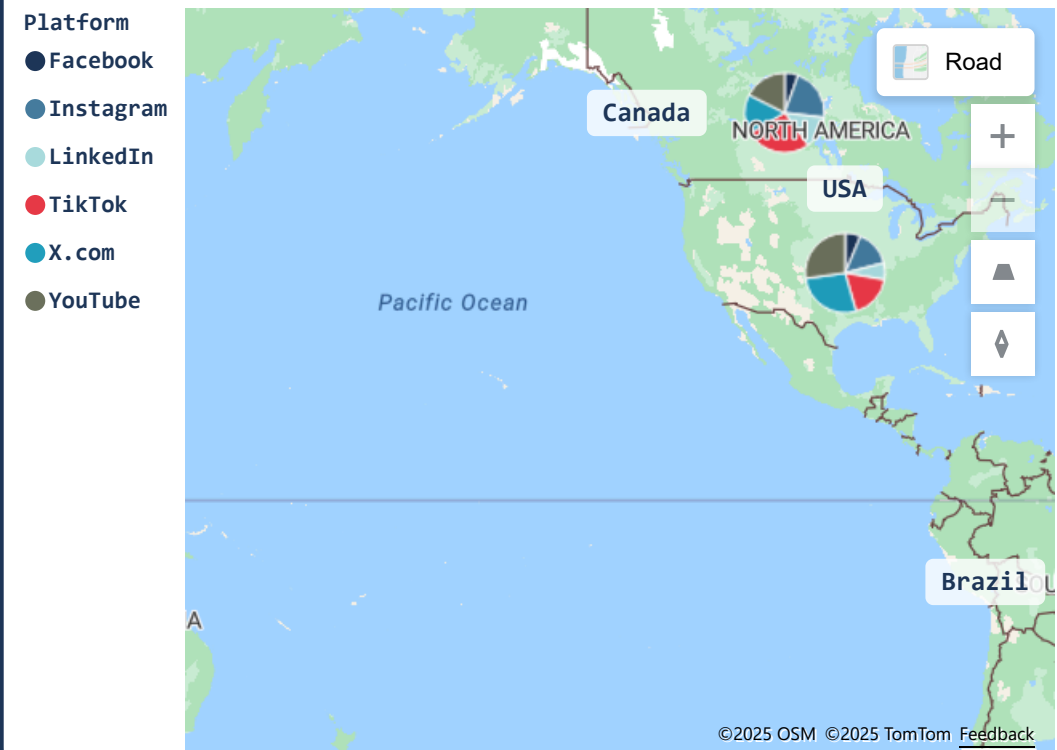
Posts by #Tags



Posts by Post Type



Posts by Regions





January

February

March

April

May

June

July

August

September

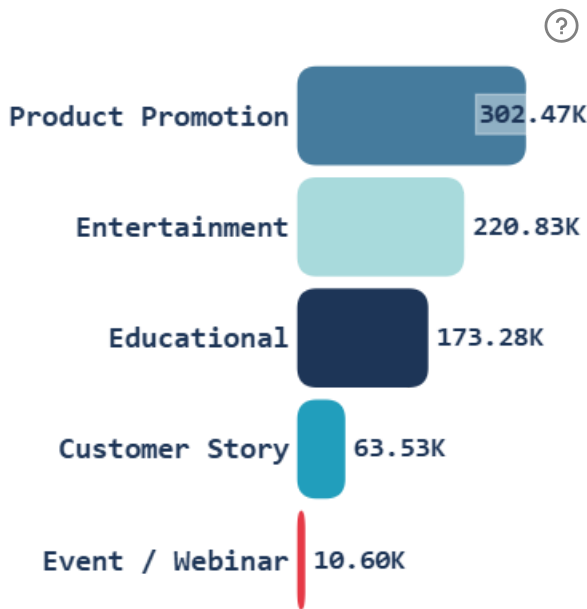
October

November

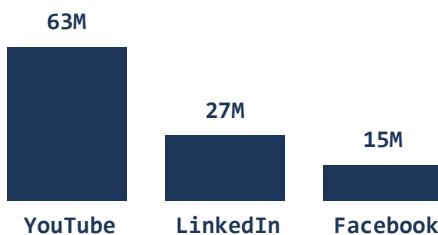
December



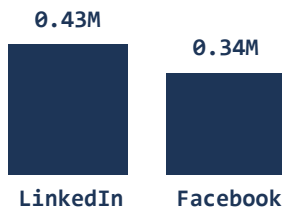
Clicks by Content Category



Views by Platform



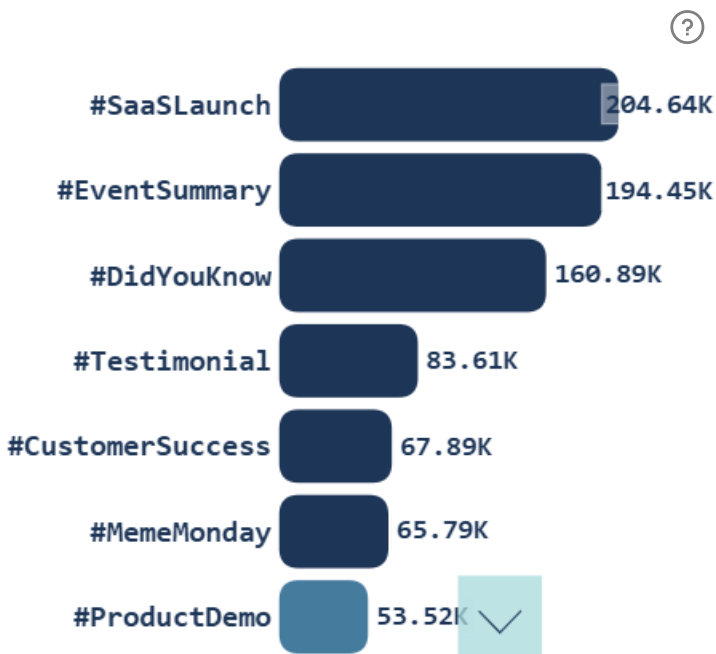
Clicks by Platform



Region-wise Engagement by Content Category

Region	Customer Story	Educational	Entertainment	Eve
Australia	76266	721008	541669	
Brazil	179112	1208610	131029	
Canada	29926	469402	527222	
Germany	1784806	147944	304954	
India	587054	629574	235854	
Japan	150090	396546	272907	
UK	675420	1516890	146417	
USA	252436	159942	38091	

Clicks by #Tags



Posts Summary

Post_ID	Content	Post_Type	Engagement	Likes	Comments	Shares
Post_100	Entertainment	Video	90883	210542	23064	45632
Post_1002	Product Promotion	Article	269448	663814	168882	127605
Post_101	Event / Webinar	Live Stream	78067	129344	16012	25570
Post_1012	Educational	Text	360144	325211	44597	128681
Post_1012	Educational	Video	396142	325211	44597	128681
Post_1014	Educational	Live Stream	48360	55678	12238	18495
Post_1016	Educational	Video	56276	29003	13223	18463
Post_1017	Product Promotion	Video	53073	120640	13394	37299
Post_1020	Event / Webinar	Live Stream	356809	368047	96489	74232