Accenture's Insights for Connectify

Connectify established in 2010 is a social media and content creation platform where content is at the forefront of user feeds. Currently the platform has 500 million active users monthly creating over 100,000 pieces of content daily.

# of Categories	# of Reactions to "Animals" post	Total # of Reactions
16	1,897	24,573

Top 5 most popular categories
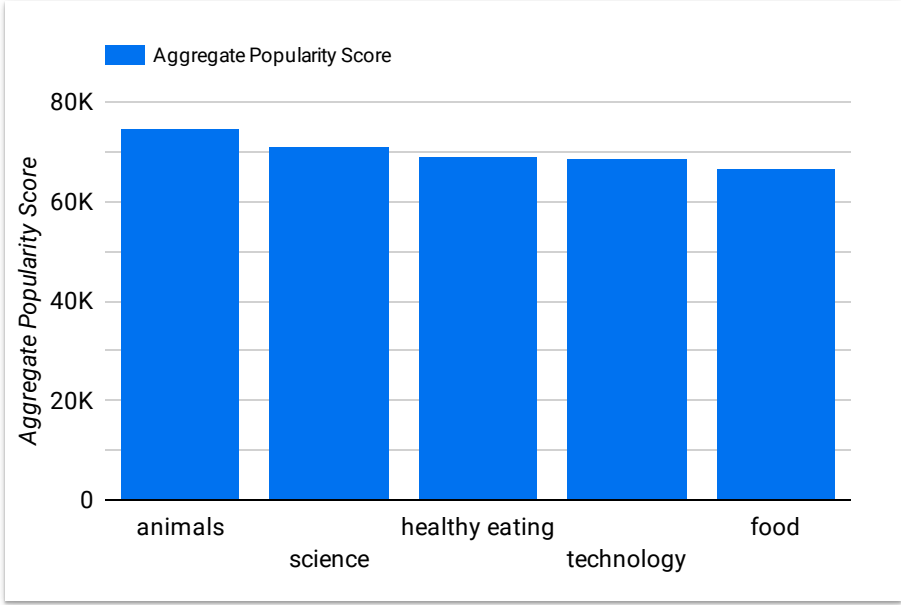
Top 5 categories popularity percentages

- animals — 21.4%
- science — 20.3%
- healthy eating — 19.8%
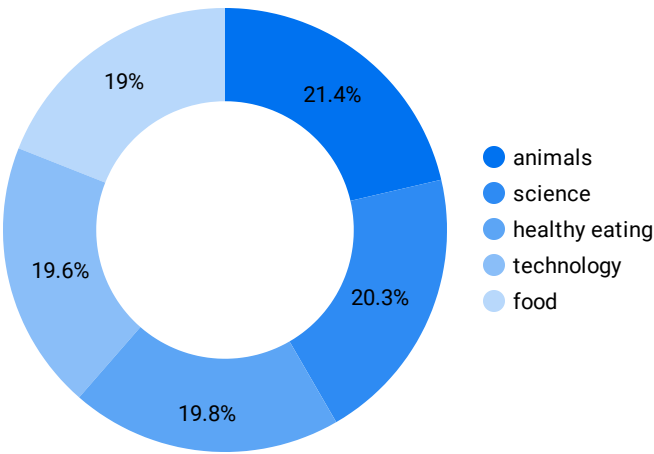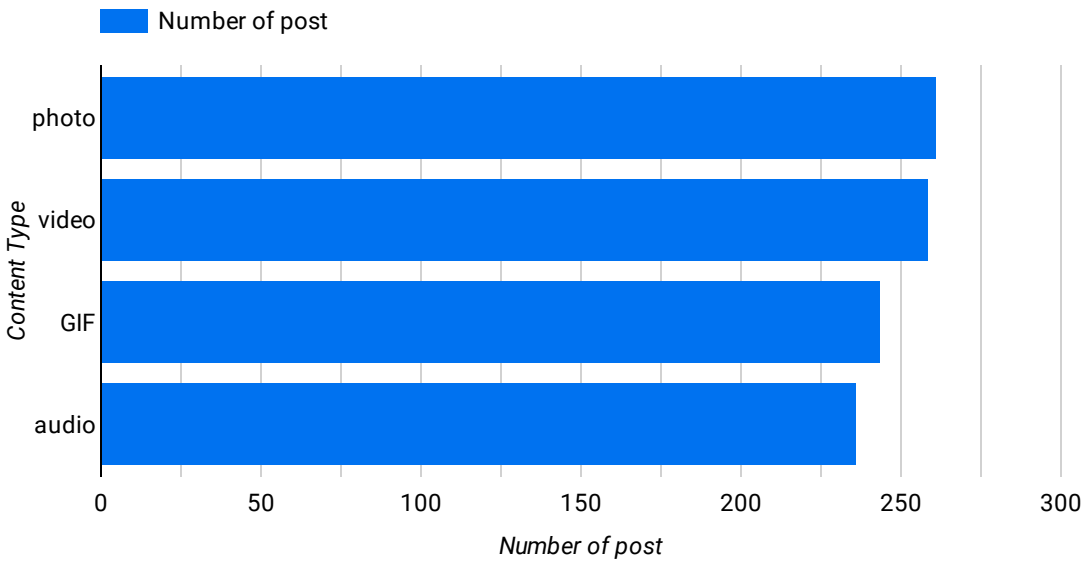- technology — 19.6%
- food — 19%

Photo is the most *popular content type*, followed closely by Video

Top types of reactions for each category

	Category	Type	Aggregate Score ▾
1.	technology	adore	9,288
2.	animals	super love	9,225
3.	science	want	8,820
4.	healthy eating	adore	8,784
5.	culture	want	8,540
6.	food	cherish	8,330
7.	travel	adore	8,280
8.	cooking	super love	8,250
9.	fitness	super love	7,500
10.	soccer	super love	7,125
11.	education	super love	6,900
12.	studying	super love	6,450
13.	dogs	super love	6,300
14.	veganism	super love	5,925
15.	public speaking	super love	5,700
16.	tennis	cherish	5,670

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Monthly # of post, Where January 2021 had the record high of 781 post

Select Year ▾