OVERVIEW

This page offers a high level summary of post types and platform performance. It highlights engagement and views trends, along with the most popular hashtags based on impressions and total posts per platform.

CONTENT PERFORMANCE

Dive deeper into how content performs across regions, days and times. This page covers category wise engagement trends, video views vs live stream views, and highlights engagement levels to identify what resonates best.

CATEGEORY ANALYSIS

This section focuses on content type comparisons, organic vs sponsored through performance. It helps uncover what content drives interaction across different audiences.

SOCIAL MEDIA CONTENT PERFORMANCE

844M LIKES   **193M** COMMENTS   **267M** SHARE   **5K** POST

Month: All

- OVERVIEW
- CONTENT PERFORMANCE
- CATEGEORY ANALYSIS

Post Type And Platform Comparison By Engagement

Post_Type	Facebook	Instagram	LinkedIn	TikTok	X.com	YouTube
Article			25M			
Carousel		1M	5M			
Image	10M	19M	4M		24M	1M
Live Stream	4M	14M	3M	14M		18M
PDF			2M			
Text	12M		1M		18M	
Video	10M	101M	4M	133M	91M	133M
Total	**36M**	**135M**	**45M**	**147M**	**133M**	**151M**

Post Type And Platform Comparison By Views

Post_Type	Facebook	Instagram	LinkedIn	TikTok	X.com	YouTube
Article			189M			
Carousel		7M	35M			
Image	80M	98M	20M		154M	6M
Live Stream	24M	88M	23M	93M		121M
PDF			12M			
Text	86M		13M		115M	
Video	76M	792M	48M	995M	730M	1000M
Total	**265M**	**985M**	**341M**	**1088M**	**1000M**	**1128M**

Popular Hashtags Based On Impression

Hashtag	Impression
#ProductDemo	1964M
#CustomerStory	1213M
#TrendingNow	1045M
#SuccessStory	514M
#FeatureHighlight	198M
#FunContent	192M

Total Post On Platforms

Platform	Posts
YouTube	1.18K
TikTok	1.13K
X.com	1.07K
Instagram	0.87K
LinkedIn	0.2K
Facebook	0.19K

SOCIAL MEDIA CONTENT PERFORMANCE

60M LIKES

14M COMMENTS

19M SHARE

506 POST

Month
All

OVERVIEW

CONTENT PERFORMANCE

CATEGEORY ANALYSIS

Content Category Comparison Across Region

Content_Category	Australia	Brazil	Canada	Germany	India	Japan	UK	USA
Customer Story	9M	8M	8M	8M	12M	8M	9M	11M
Educational	28M	33M	32M	25M	28M	33M	30M	29M
Entertainment	11M	10M	11M	9M	10M	12M	9M	10M
Event / Webinar	2M	3M	4M	4M	3M	4M	4M	6M
Product Promotion	30M	28M	25M	24M	24M	27M	30M	35M
Total	**79M**	**83M**	**80M**	**71M**	**77M**	**83M**	**82M**	**91M**

Engagement Level

High 20.76%

Medium 52.38%

Low 26.86%

Engagement Analysis By Days

Sunday	Wednesday	Monday	Friday	Thursday	Tuesday	Saturday
8.4M	7.1M	6.8M	6.7M	5.7M	5.2M	4.9M
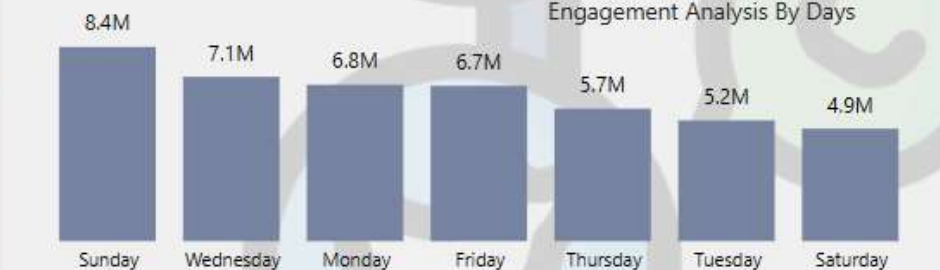
Time Trend Based On Engagement

1.3M 2.1M 5.7M 4.9M 7.8M 0.8M 6.3M 6.5M 0.6M

8   10   12   14   16   18
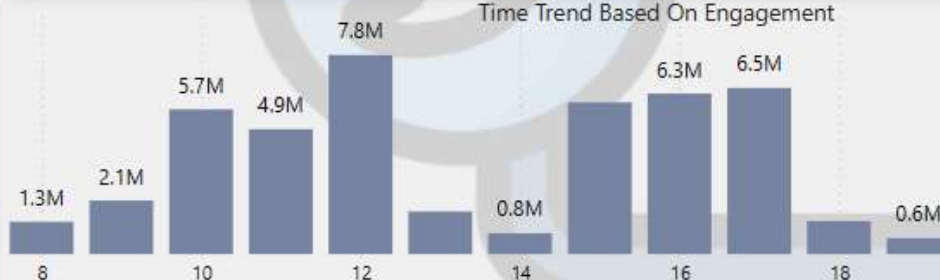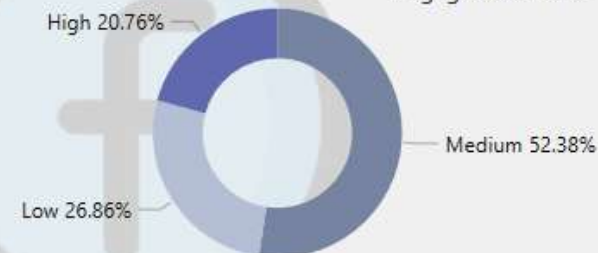
Live Stream Views And Video Views Comparison Across Region

Australia
72,15,323 Live Stream Views   22,39,143 Video Views

Brazil
19,81,047 Live Stream Views   53,89,019 Video Views

Canada
48,58,730 Live Stream Views   56,39,377 Video Views

Germany
33,33,212   76,66,880

SOCIAL MEDIA CONTENT PERFORMANCE

2024   2025

844M LIKES ♡1

193M COMMENTS 💬

267M SHARE

5K POST

Month
All

Most Popular Hashtags

Hashtag	Value
#SuccessStory	1523
#CustomerStory	1005
#ProductDemo	927
#TrendingNow	535
#EventRecap	365
#FeatureHighlight	354
#FunContent	299
#WebinarReplay	170
#DidYouKnow	124
#CustomerSuccess	92
#SaaSLaunch	72

No. Of Post Per Format

Format	Value
Video	2948
Image	996
Live Stream	924
Text	458
Article	207
Carousel	51
PDF	16

OVERVIEW

CONTENT PERFORMANCE

CATEGEORY ANALYSIS
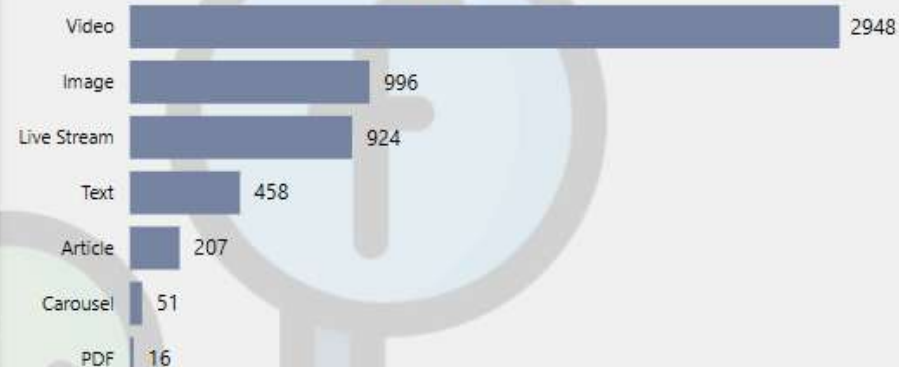
Comparison Between Organic Vs Sponsored Content

Organic

68,08,01,489 Likes	4,64,96,11,392 Impressions	52,35,53,801 Engagement
15,61,32,873 Comments	21,54,93,372 Shares	3,87,73,99,021 Views

Sponsored

16,32,31,875 Likes	1,11,69,44,352 Impressions	12,29,37,641 Engagement
3,71,53,783 Comments	5,15,42,111 Shares	92,88,76,213 Views

Engagement Difference Across Region

Region	Value
USA	91M
Japan	83M
Brazil	83M
UK	82M
Canada	80M
Australia	79M
India	77M
Germany	71M
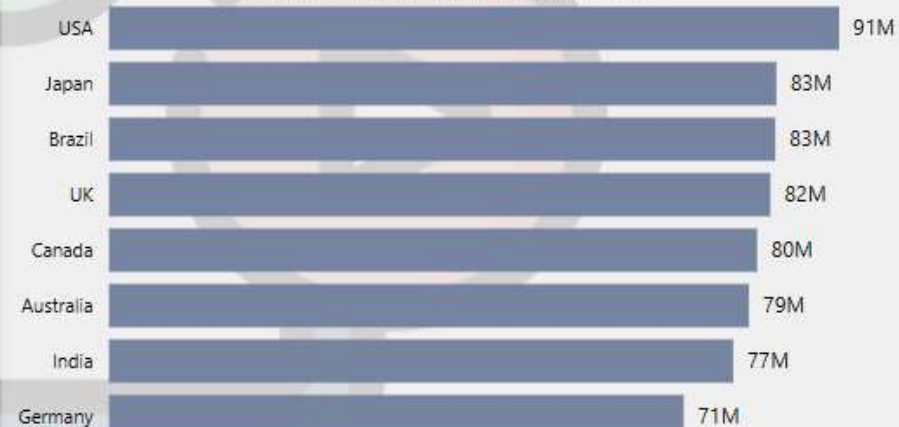
KEY INSIGHTS

1. TikTok generates the highest engagement while YouTube leads with the highest number of views among all platforms.

2. Educational and Product Promotion content types consistently drive the best performance across different regions.

3. #SuccessStory dominates across most platforms.

   Video format is the top performing post type on Instagram, TikTok and YouTube.

   LinkedIn stands out with a preference for #DidYouKnow and Article Format.

   Facebook prefers Text, while X (Twitter) leans towards Images.

4. Sunday is the best day to post with 8.4M engagement , followed by Wednesday with 7.1M.

5. Posting around 12PM gets the highest engagement (7.8M).

6. The hashtag #ProductDemo is the most effective in increasing impressions and clicks across platforms.

7. Live Stream Views are highest in: India, Australia, Canada and UK.

   Video Views are highest in: India, Germany, Japan and Canada.

8. Organic content types perform better and receive more reach compared to sponsored content.