

Facebook Marketplace Analysis

Discover insights into **engagement patterns** for Thai fashion and cosmetics sellers.





When to Post for Maximum Reactions

Understanding optimal posting times for engagement

1


The timing of a post has a noticeable impact on how many reactions it gets.

2

Posts shared between 7 PM and 10 PM tend to attract the most reactions.

3

Evening posts are more likely to engage viewers, as it might be considered as the "prime time" for reaching your audience.



How Reactions, Comments, and Shares Connect

Exploring the relationship between engagement metrics

1

Reactions, comments, and shares are **closed interlinked metrics** in performance.

2

Posts that get more reactions also tend to get more comments and shares.

- Reactions & Comments correlation: ~ 0.78
- Reactions & Shares correlation: ~ 0.62

3

Boosting one metric (like reactions) often lifts others too, showing holistic engagement.



What Kind of Posts Are Most Common?

Focus on post types for maximum engagement

1

Video posts are the **most frequent type** shared on Facebook Marketplace

2

Photo posts also hold significant **interest and engagement** among users

3

Visual content consistently **outperforms text-based posts** in engagement metrics



Which Posts Get the Most Engagement?

Content type influences engagement levels significantly

1

Video posts generate the **highest engagement rates** and interactions.

2

Visual content is **more appealing** and captures audience attention effectively. In contrast, status and link posts tend to perform poorly.

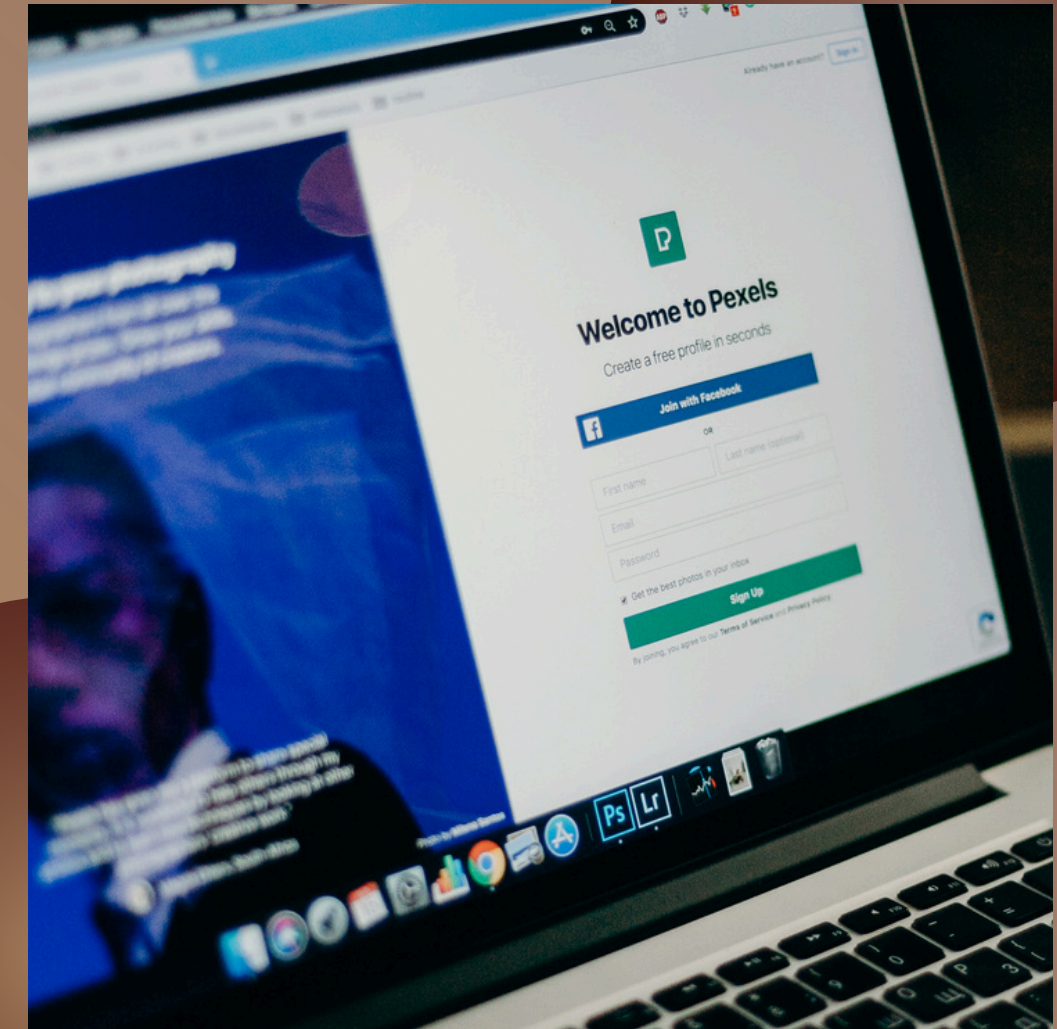
3

Focusing on videos can **boost overall reactions and shares** significantly.

Summary and Recommendations

Strategic posting times and engaging content create success

- Aim for evening hours (7 PM to 10 PM) to increase engagement.
- Prioritize video and photo content over plain text or links.
- Track reactions as an overall measure of performance as they tend to reflect trends in comments and shares.
- Adopt a data-driven content strategy that favors multimedia and peak-time publishing for better results.





Thank
you

