SOCIAL BUZZ ENGAGEMENT UPDATE

Bi-Weekly Review: June 2021

with Thu Pham (Data Analytics)

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TODAY'S AGENDA

- Social Buzz Metrics Recap

- Deep Dive on:
  - Content performance and activations rate
  - User behavior

- Summary

- Q&A

SOCIAL BUZZ

Misson: A social platform focused on user anonymity

Over 500 million active users within just 5 years of operation

Challenges:

- Scaling effectively amidst rapid growth, seeking guidance for IPO
- Over 100,000 items (contents, images, highly unstructured data)

Social Buzz

500 million
Over 500 million active users on platform.

Sixteen different content categories available for users ranging from animals, science to lifestyle…
16 Content Categories

4 Content Formats
Four content formats are supported on platform, including GIF, audio, video, photo
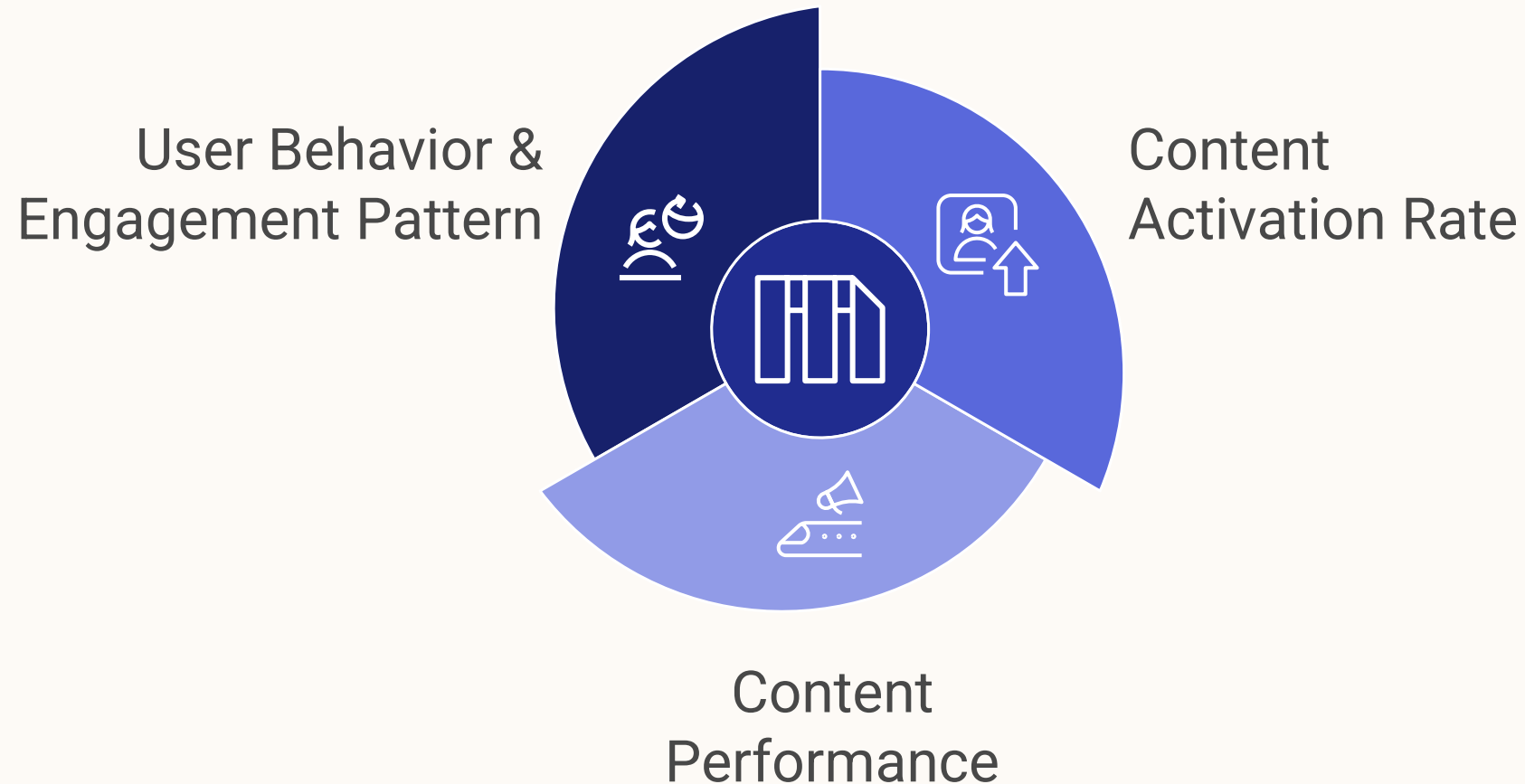
Sixteen reaction types for user feedback.
16 Reaction Types

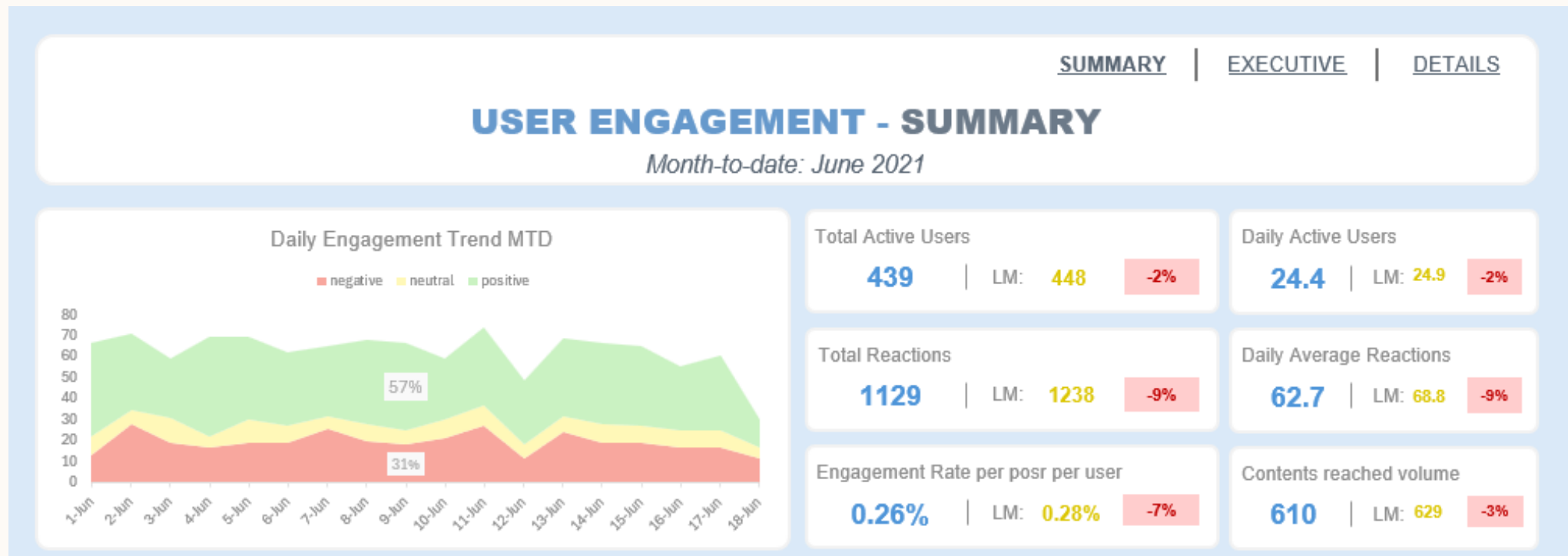**1000 Content Created (*)**
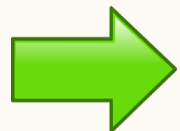One thousand contents from one thousand creators.

(*): Read "5.Assumption and Caveats" for more information

FOCUS AREAS OF ANALYSIS

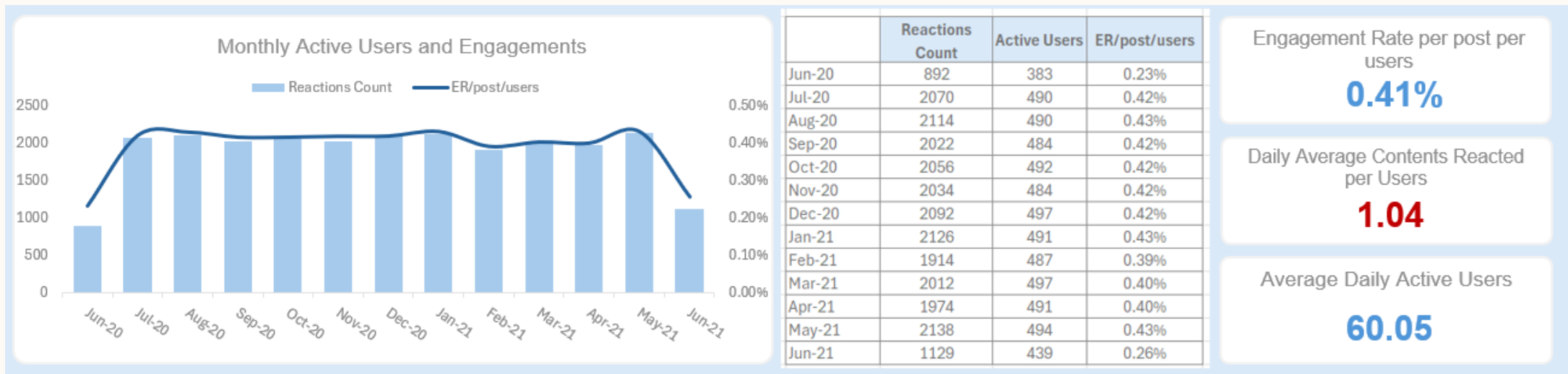User Behavior &
Engagement Pattern

Content
Activation Rate

Content
Performance

MTD Platform performance: A decline in key metrics
All key engagement metrics fell significantly compared to last month

SUMMARY | EXECUTIVE | DETAILS

USER ENGAGEMENT - SUMMARY

Month-to-date: June 2021

Daily Engagement Trend MTD
- negative
- neutral
- positive

57%

31%

Total Active Users		
439	LM: 448	-2%

Daily Active Users		
24.4	LM: 24.9	-2%

Total Reactions		
1129	LM: 1238	-9%

Daily Average Reactions		
62.7	LM: 68.8	-9%

Engagement Rate per posr per user		
0.26%	LM: 0.28%	-7%

Contents reached volume		
610	LM: 629	-3%

User activity has not shown any growth over the past year.

Each user interacts with only one piece of content daily.

Monthly Active Users and Engagements

Reactions Count — ER/post/users

	Reactions Count	Active Users	ER/post/users
Jun-20	892	383	0.23%
Jul-20	2070	490	0.42%
Aug-20	2114	490	0.43%
Sep-20	2022	484	0.42%
Oct-20	2056	492	0.42%
Nov-20	2034	484	0.42%
Dec-20	2092	497	0.42%
Jan-21	2126	491	0.43%
Feb-21	1914	487	0.39%
Mar-21	2012	497	0.40%
Apr-21	1974	491	0.40%
May-21	2138	494	0.43%
Jun-21	1129	439	0.26%

Engagement Rate per post per users
0.41%

Daily Average Contents Reacted per Users
1.04

Average Daily Active Users
60.05

➡️ Increase engagement by encouraging existing reacting users to interact with more content

Over the past 30 days, only 76% of the content successfully reached the audiences.

Last 30 days Engagement Rates

Category	Available contents	Reacted contents volume	% Reaction rate	Avg. reacted contents per day	Avg. reactions time
animals	72	61	85%	5.0	1.08
culture	67	55	82%	4.5	1.14
healthy eating	62	54	**87%**	4.6	1.01
travel	69	53	77%	4.4	1.01
science	68	53	78%	4.8	0.95
technology	73	52	71%	4.5	1.00
cooking	61	52	85%	4.4	1.12
food	64	50	78%	4.4	1.05
soccer	64	48	75%	4.0	1.07
fitness	66	44	67%	3.7	1.03
education	59	44	75%	3.8	1.02
dogs	58	42	72%	3.6	1.12
studying	58	42	72%	3.7	1.06
veganism	50	40	80%	3.4	0.92
public speaking	50	37	74%	3.3	1.03
tennis	59	35	**59%**	3.6	0.89

Total Available Contents
1000

Total Nb. of interactive contents
762

Total Nb. of interactive contents
**76%**

Contents Engagements rates by category

video **77%**

photo **77%**

GIF **74%**

audio **77%**

0   50   100   150   200   250   300
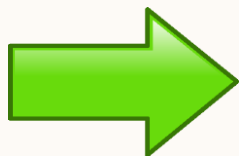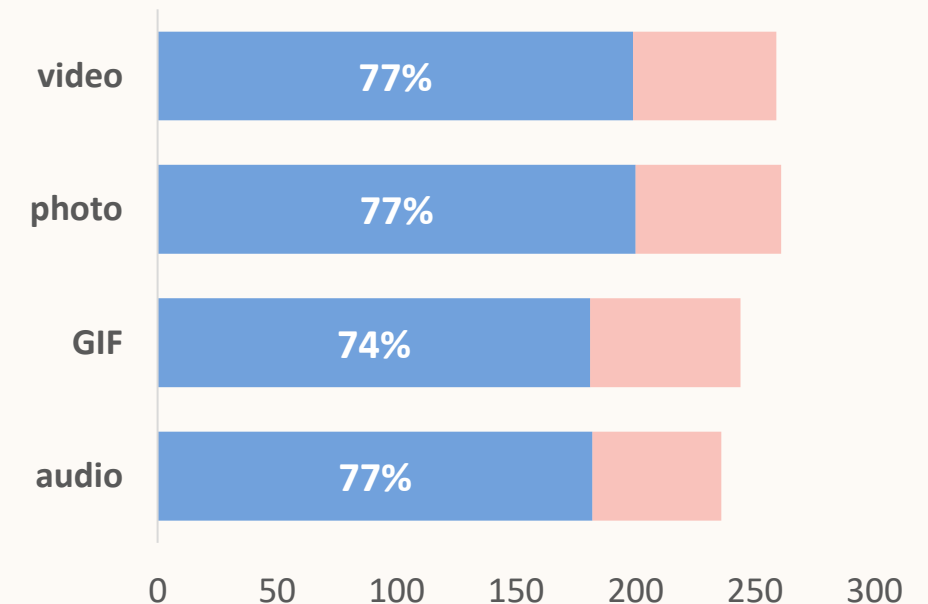
Enhance engagement rates by optimizing contents category and type to align with the most recent audience preferences.

MTD Report | ***Content Activation and Reach*** | *Category Performance* | *User behavior* | *Summary & Recommendations*

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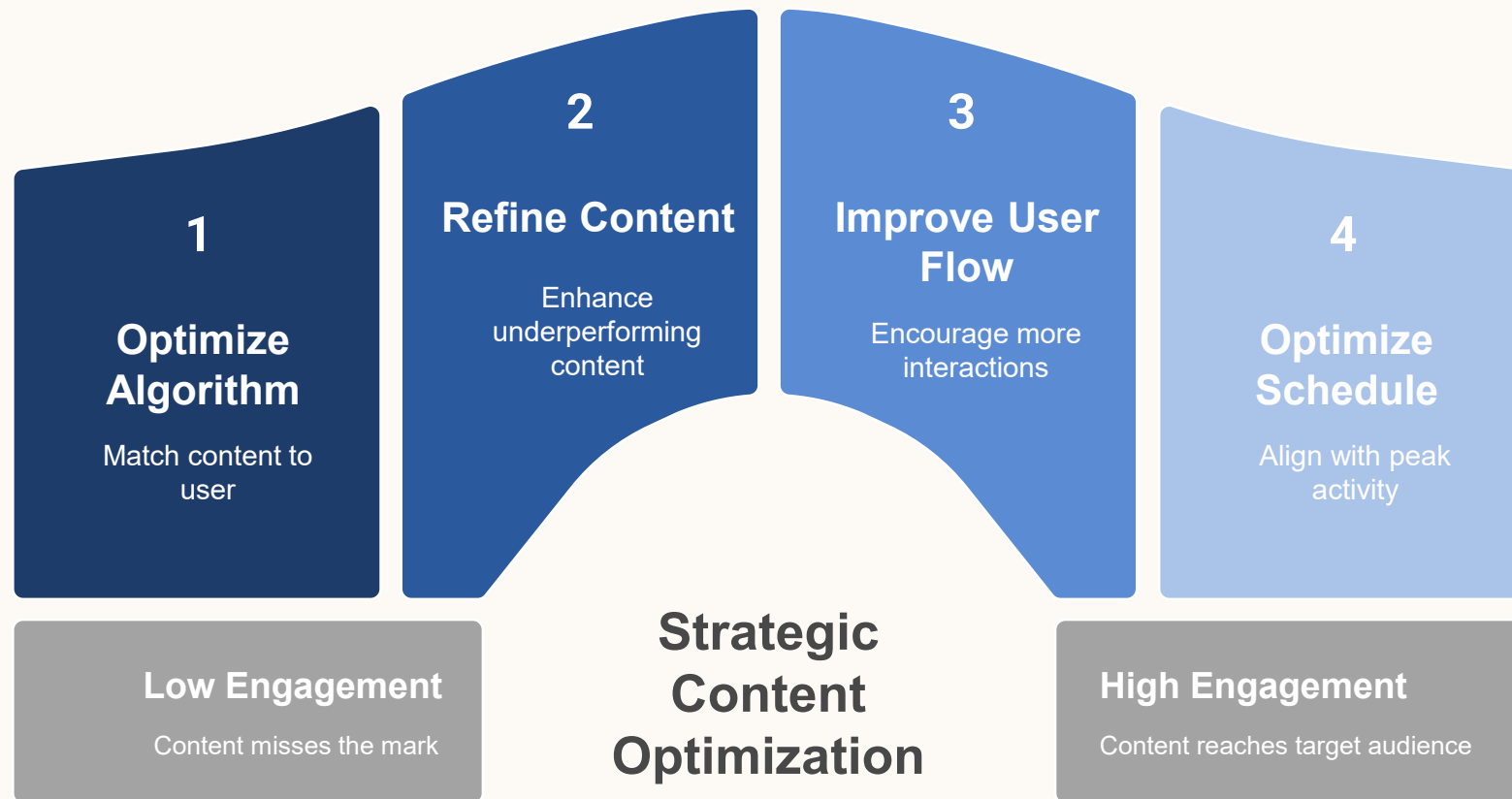
CHALLENGES IN AUDIENCE CONTENT ACCESS

After one year, <u>*4%*</u> *of the content has received no engagement.*

Number of Contents by their engagements
for the last 12 months
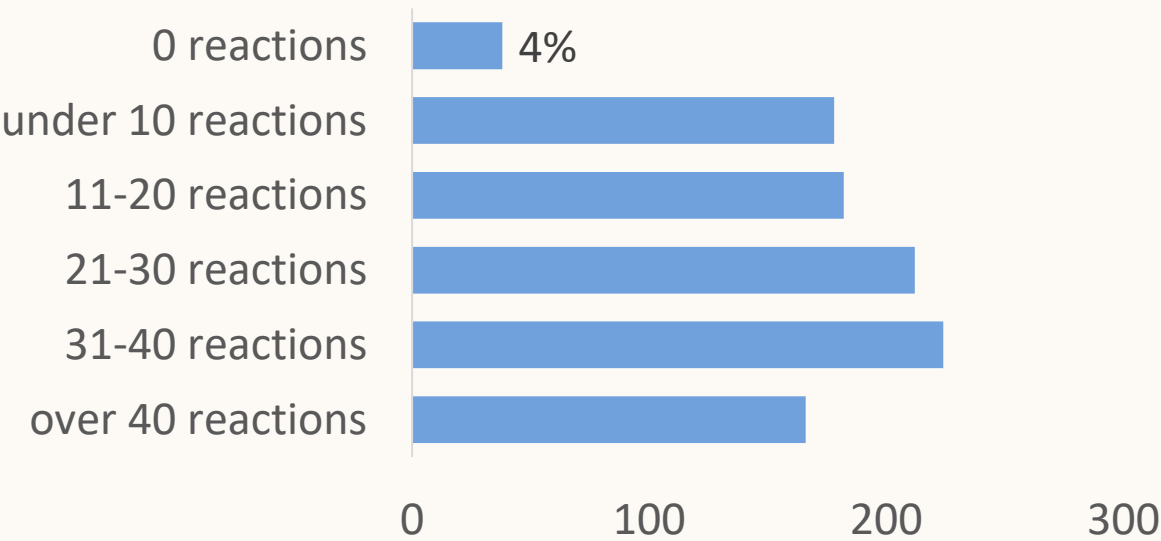
Post category	0 reactions	%	over 40 reactions	%
food	2	3%	17	27%
culture	2	3%	14	21%
soccer	1	2%	11	17%
technology	5	7%	11	15%
veganism	0	0%	11	22%
education	2	3%	11	19%
healthy eating	2	3%	11	18%
tennis	6	**10%**	10	17%
animals	3	4%	10	14%
travel	0	0%	10	14%
science	1	1%	10	15%
cooking	1	2%	10	16%
public speaking	2	4%	8	16%
dogs	2	3%	8	14%
fitness	5	**8%**	7	**11%**
studying	4	7%	7	**12%**

Bar chart:
- 0 reactions: 4%
- under 10 reactions
- 11-20 reactions
- 21-30 reactions
- 31-40 reactions
- over 40 reactions

X-axis: 0, 100, 200, 300

ENHANCING ENGAGEMENT: CHALLENGES, ACTIONS, & FUTURE FOCUS

1

Optimize Algorithm

Match content to user

2

Refine Content

Enhance underperforming content

3

Improve User Flow

Encourage more interactions

4

Optimize Schedule

Align with peak activity

Low Engagement

Content misses the mark

Strategic Content Optimization

High Engagement

Content reaches target audience

DEEPER DIVE - METRICS & ATTRIBUTES FOR INVESTIGATION

Performance Metrics:

- Click-Through Rates (CTR)
- Content Diversity
- Content freshness curve

User Behavior Metrics:

- User Journey Mapping
- Interaction Analytics
- Demographic Analysis

User Interaction Data

Analyze Algorithm Performance

Map User Journeys

Analyze Interaction Patterns

Measure Content Consumption Depth

Correlate Demographics

Optimized User Engagement

MTD Report | *Content Activation and Reach* | **Category Performance** | *User behavior* | *Summary & Recommendations*

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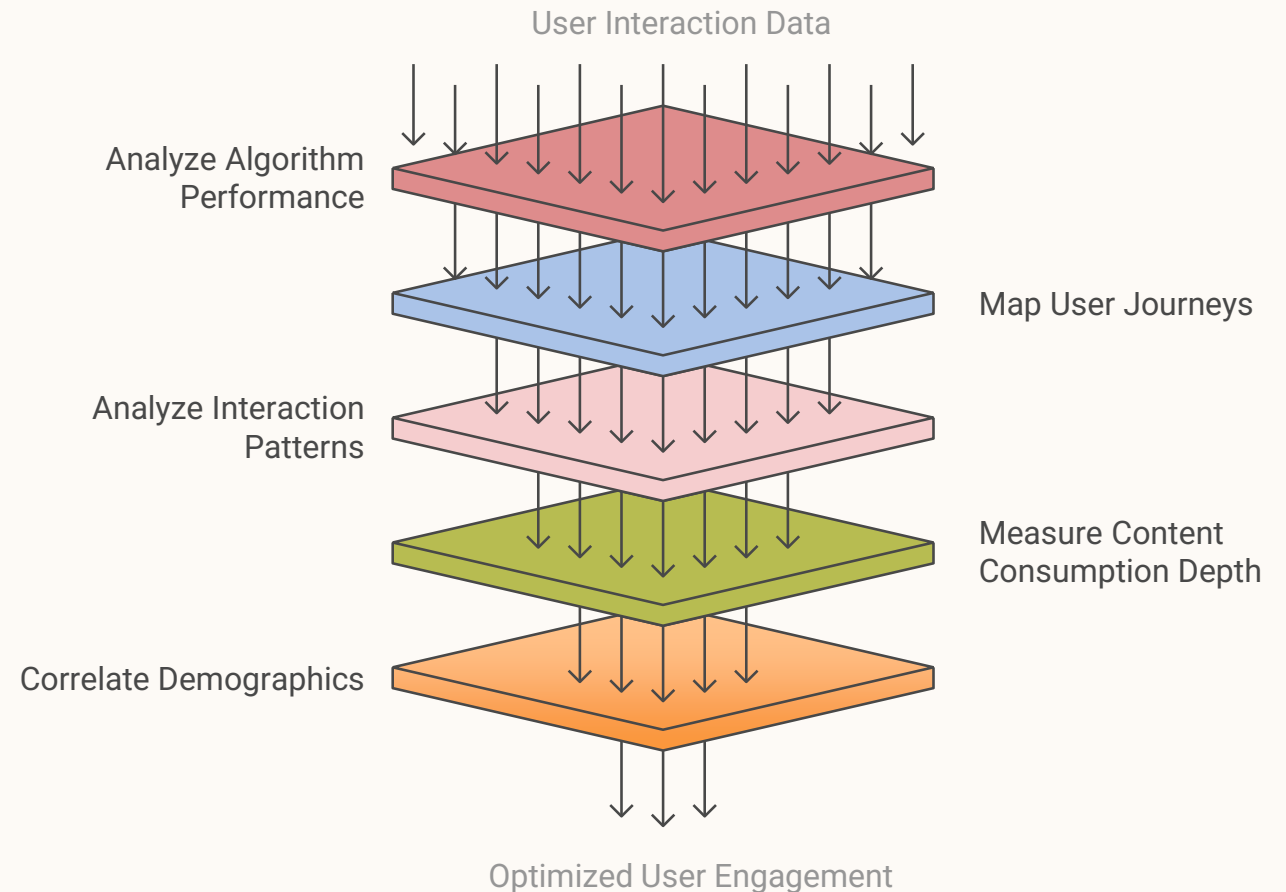
MTD CONTENTS PERFORMANCE

The strategy of promoting *positive content has successfully generated responses* in June 2021.

Improve the content strategy by *determining which content types drive higher engagement versus those that yield broader interactions*.

- "power categories" : animals, science, culture
- Low popularity and low engagement: tennis, public speaking, studying…
- "niche category" (?): soccer

MTD Report | *Content Activation and Reach* | **Category Performance** | *User behavior* | *Summary & Recommendations*

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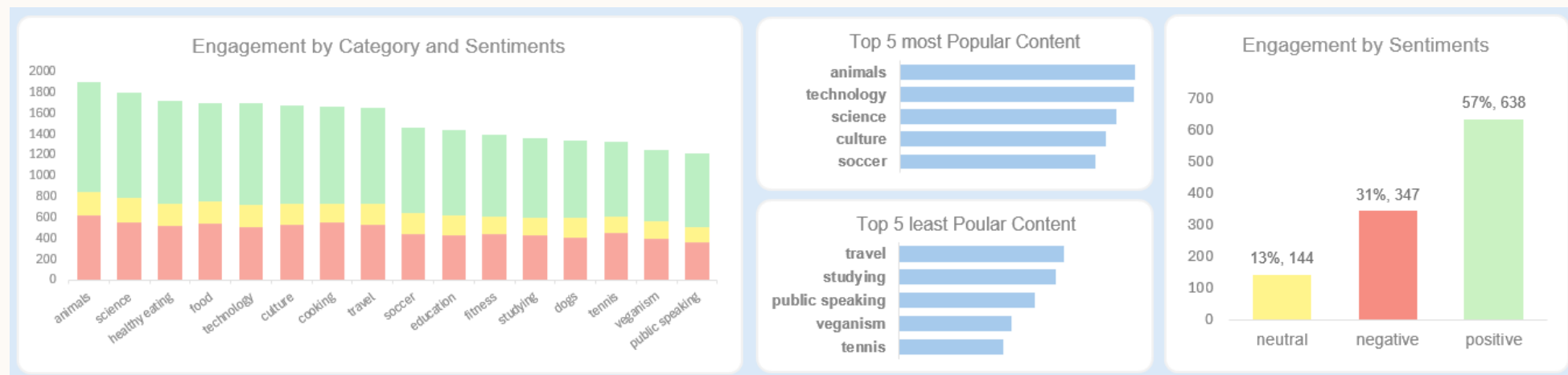
MTD SENTIMENT LANDSCAPE

- **Authentic Emotional Expression:**
  - Present of **'scared'** (Rank 1 overall), **'dislike'**, and 'indifferent' among the most used reactions.
- Both popular and unpopular content elicits **positive reactions (61%)**, though to different degrees.

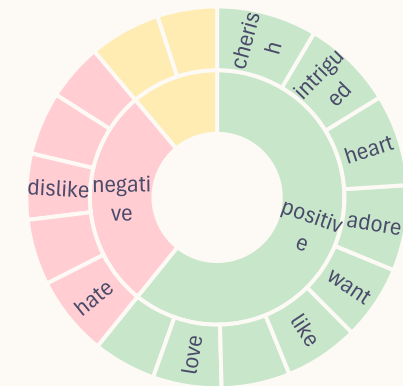- Less popular content often triggers more negative (36%) and neutral (14%) feelings.

Top 5 Most Used Reactions

- scared
- heart
- intrigued
- dislike
- indifferent
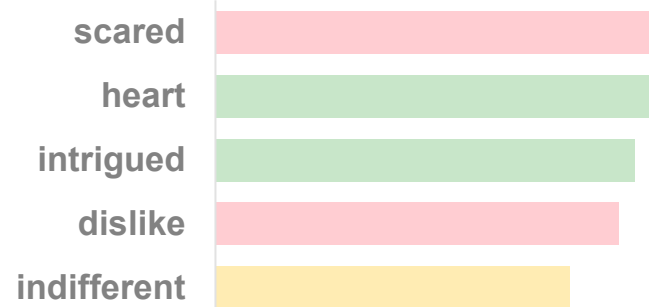
Top 5 Least Used Reactions

- like
- interested
- super love
- worried
- disgust
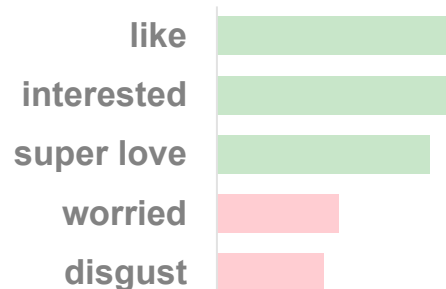
Top 5 most popular contents

Top 5 least popular contents

MTD Report | *Content Activation and Reach* | **Category Performance** | *User behavior* | *Summary & Recommendations*

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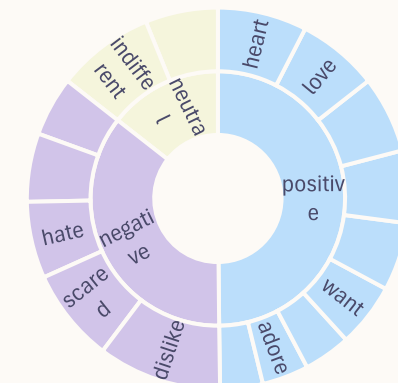
LONG-TERM CONTENT TRENDS: LEADING & LAGGING CATEGORIES

Past Year trend: Stable but stagnant content performance landscape

- *Some categories ("animals", "healthy eating"…) have consistently received high engagement*, whereas others, such as "public speaking," have seen little interest in the last year.

- This indicates a need for industry benchmarks to evaluate performance.

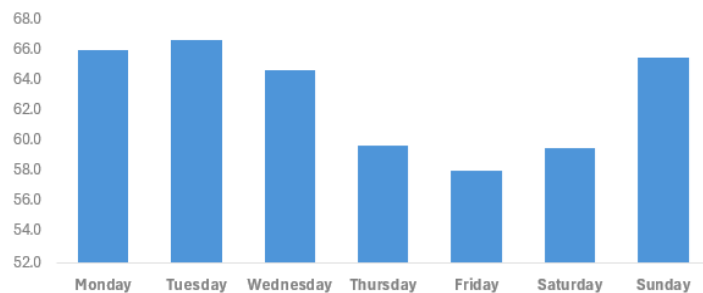**Monthly Engagement Trends: High and Low Performing Content Categories**

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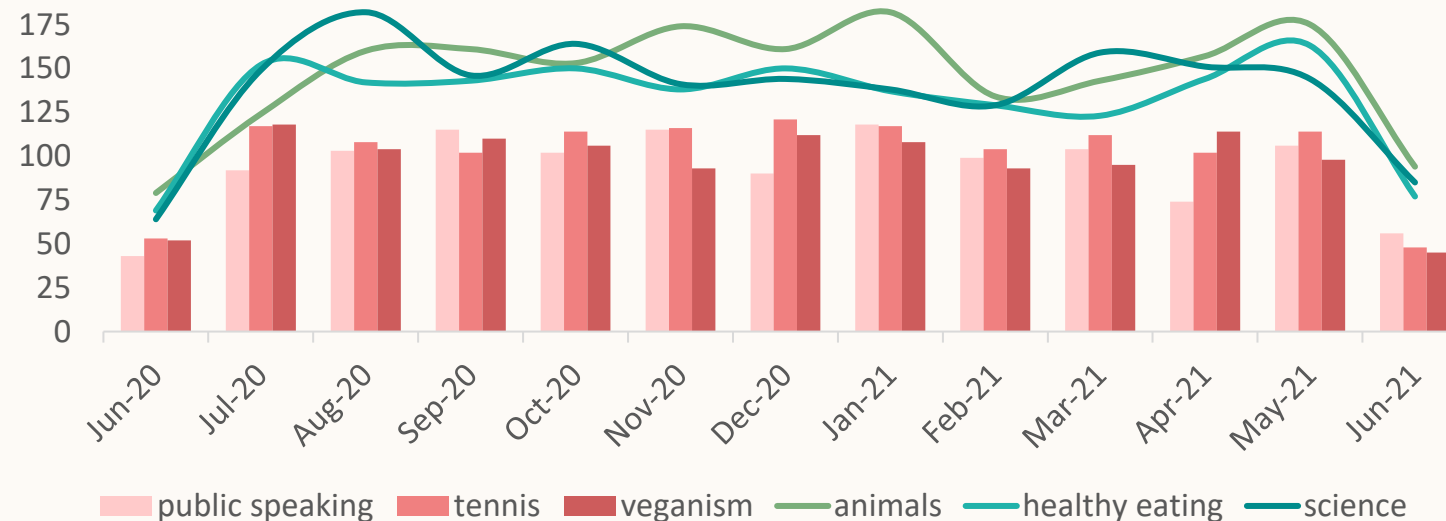
USER BEHAVIOR: MTD USER PATTERN

- Users most engage on Tuesday (*while overall data previously indicated Monday*)
  - ✓ Conversely, engagement appears to dip significantly on Friday & Saturday.

- Activity levels are generally stable, peaking unexpectedly between 3 AM and 6 AM (this could indicate users from different time zones).
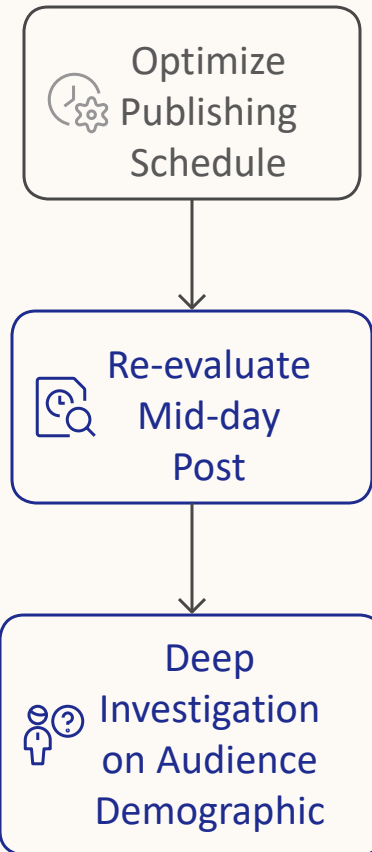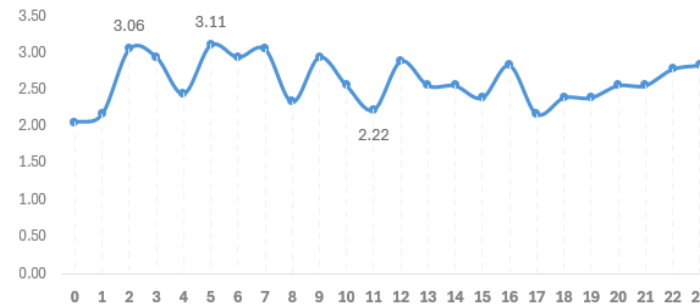

USER ENGAGEMENT - SUMMARY

Month-to-date: June 2021

Average engagement by Weekday

Engagement by Hourly

3.06 3.11

2.22

Optimize Publishing Schedule

Re-evaluate Mid-day Post

Deep Investigation on Audience Demographic

MTD Report | *Content Activation and Reach* | *Category Performance* | *User behavior* | **Summary & Recommendations**

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Social Buzz Engagement: Stability Amidst Untapped Potential

-9 %
decrease in total reactions along with 2% drop in active users in June 2021

1.04
reactions per user daily indicates potential for deeper engagement

57%
total reactions are positive

76 %
of contents successfully reach the audience, meaning 24% don't

"animals", "technology", "science"
consistently demonstrate strong user engagement and favorable sentiments

Tuesday, 3AM-6AM
User behavior: engagement peak

From Insights to Action: A Strategic Roadmap

Refine Algorithm

Improve content matching to users to improve content reach of 76%

Optimize Content Portfolio

Create high-scoring content in key categories

Refine Content Delivery

Enhance alignment with user behaviors to subsequently boost engagement.

Analyze User Engagement

To address the limited engagement resulting from a single interaction per day

- Improvement of UX/UI
- Create algorithmic models utilizing A/B testing
- New sections, features or "reaction types"

- Increase content production in "power categories" by collaborating with key influencers
- Conduct competitive benchmarking

- Align with Tuesday peaks and leverage the 3 AM - 6 AM activity surge to reactions

- User demographic and preferences
- User journey mapping
- Interaction analytics
- Content Consumption Depth

NEXT MEETING

- Metric Recap

- Recent Performance

- Deep Dive on:
    - User demographic
    - Activities: CTR, session duration, session frequency, retention rates, churn analysis

- Summary

- Q&A

Q&A

THANK YOU