

HAVAS MEDIA NETWORK

SOCIAL-MEDIA PLATFORM PERFORMANCE ANALYSIS

PRESENTED
BY

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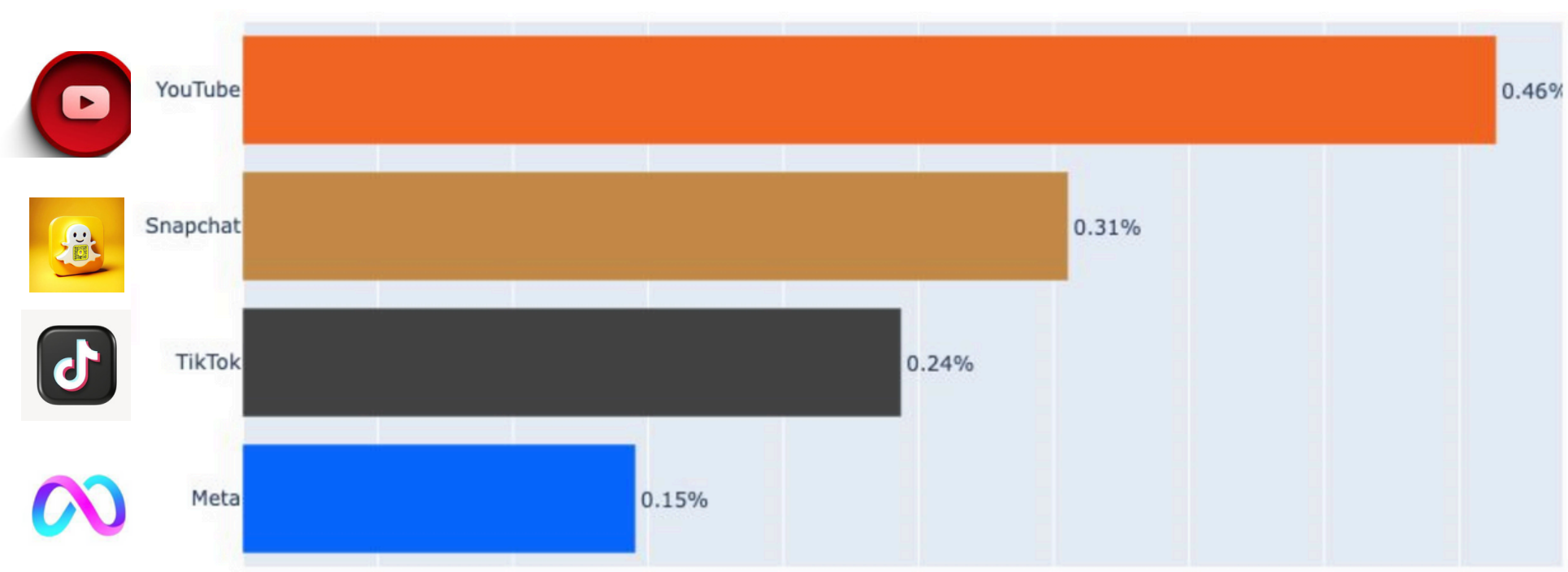
OVERVIEW



This project analyzes **a year of social media campaign** data from **four** sources across devices. The goal is to visualize trends, compare device performance, and share key insights on **Meta's** weekly campaigns and their duration to guide smarter decisions



CLICK PERFORMANCE BY PLATFORM



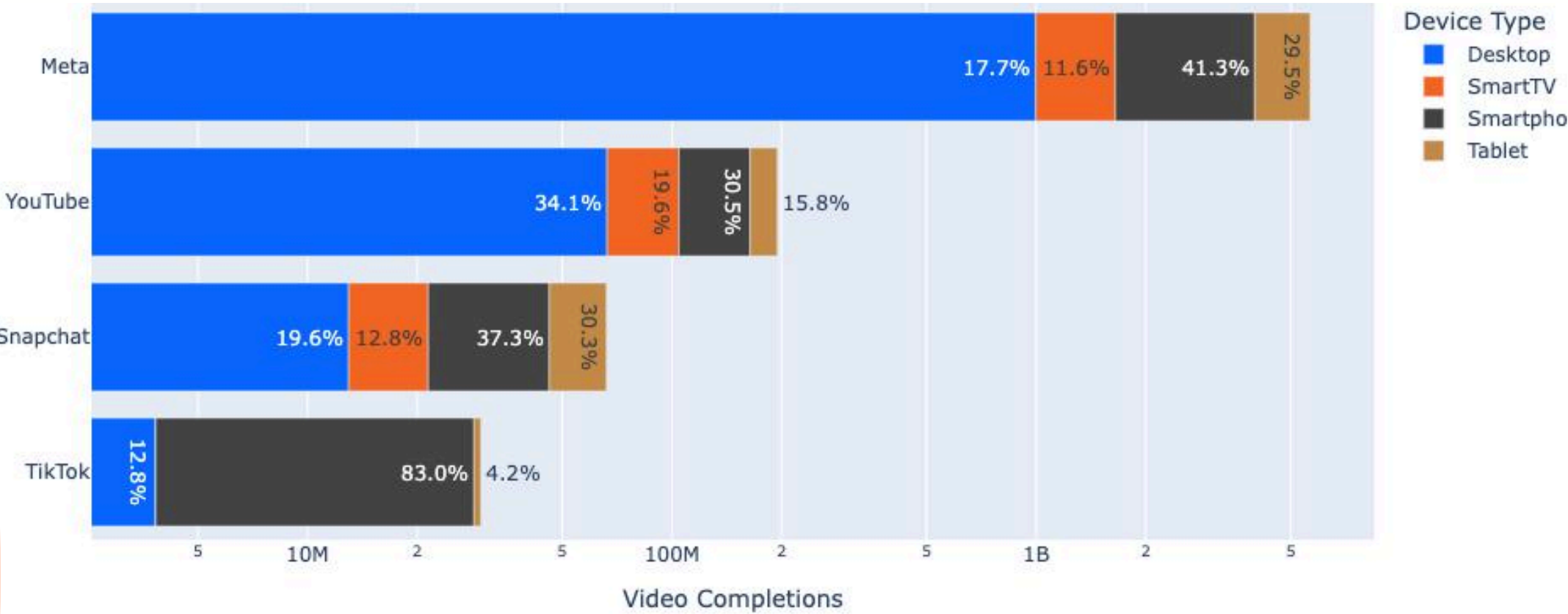
YouTube stands out with the strongest by clicks at **0.46%**, making it the top platform for driving user engagement.

IMPRESSIONS OVER TIME BY PLATFORM



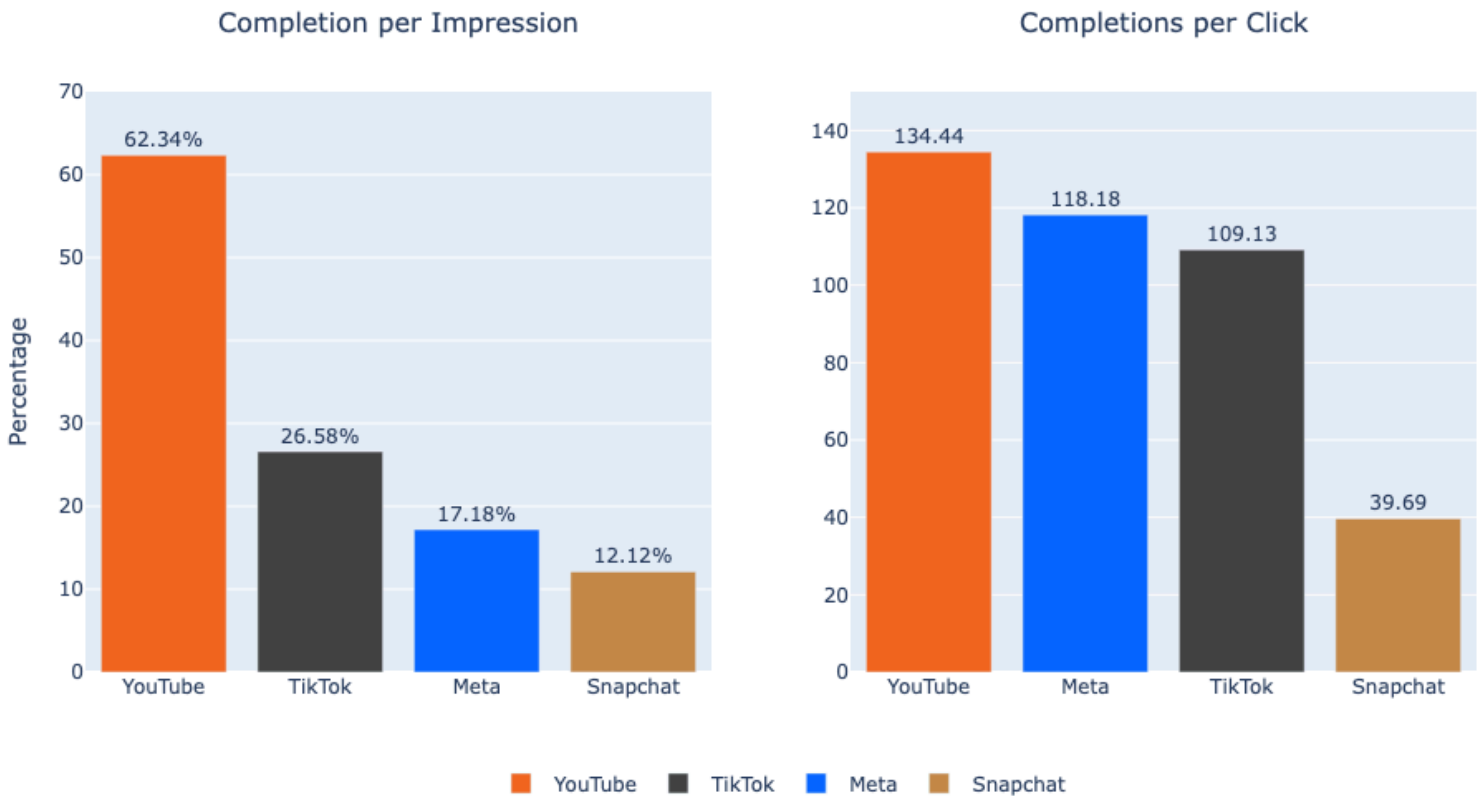
Meta leads with a peak of **6.8B** impressions in March. Followed by YouTube with **99M** impressions in November. Snapchat catching up by a spike in February with **88M** impressions, while TikTok starting to drop at the last quater of the year

VIDEO COMPLETION BY DEVICE TYPE AND PLATFORM




Meta has the most video completions overall. TikTok is great on **Smartphones** with **83%** completions, while YouTube does best on **Desktop**

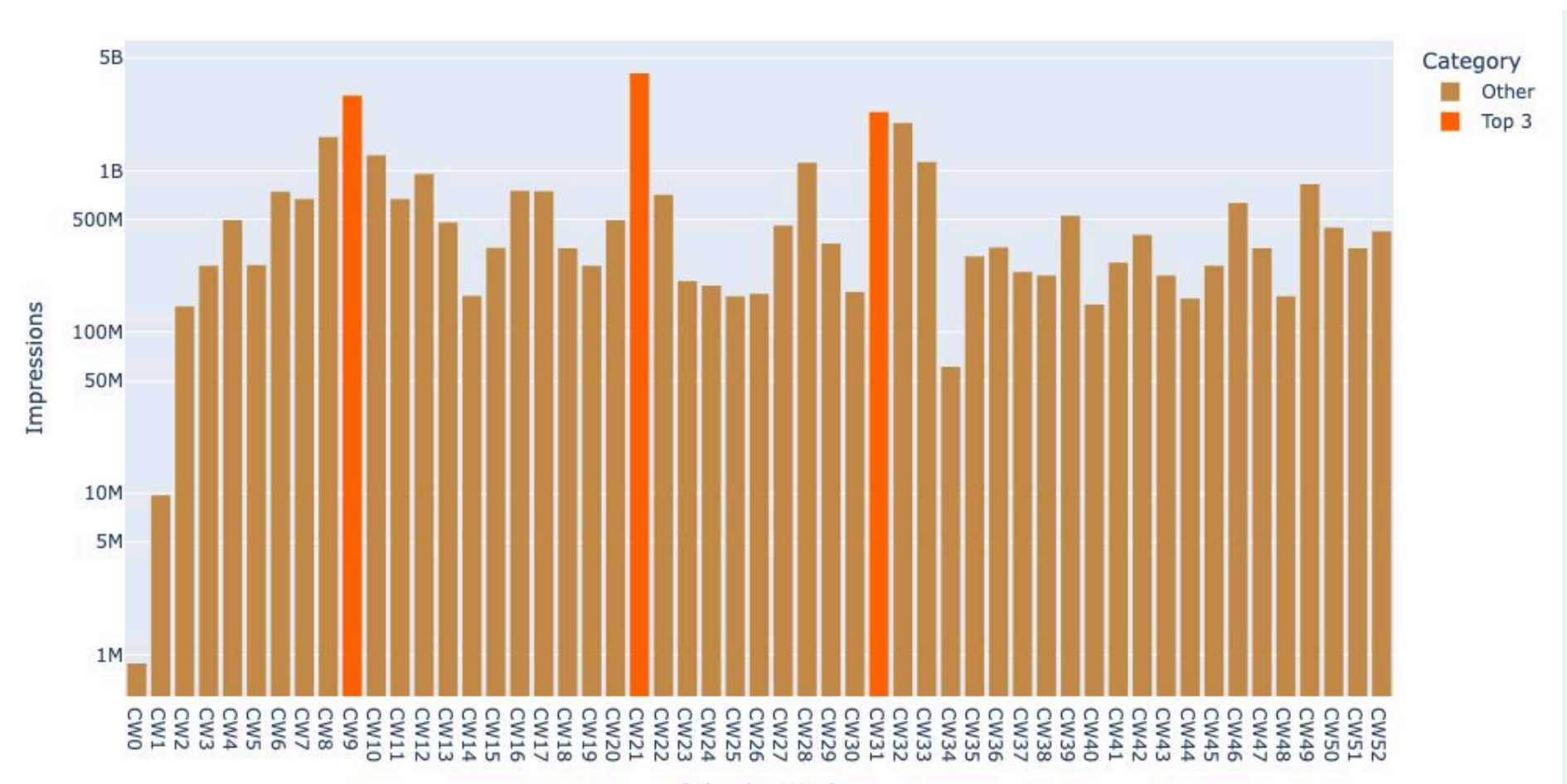
VIDEO COMPLETION BY IMPRESSION AND CLICKS



YouTube dominates **Video completions** for both impressions and clicks, with Meta right behind on clicks and TikTok showing strong engagement too.

WEEKLY IMPRESSIONS
FOR META  CAMPAIGNS

TOTAL IMPRESSIONS BY CALENDER WEEK



Meta campaigns did best in week **9 and 21**, getting up to 4b views, slowed down a bit, then jumped again in week **31**.

WEEKLY IMPRESSION BY CAMPAIGN DURATION



Shorter campaigns, like **1-2** weeks grab more with **14.8M–17.8M** on average, while longer campaigns get fewer views.

Thank you

