

Social Media Insights



Key Performance Summary

Provides a **high-level summary** of overall social media performance, highlighting key KPIs like **total reach, engagement rate**, and follower growth, offering a quick snapshot of overall **health and trends**.



Content Category

Analyzes the effectiveness of **different content types** and posting strategies, focusing on metrics like **content category engagement rates**, **hashtag effectiveness**, and optimal posting times to maximize audience engagement.



Audience Engagement

Breaks down **engagement metrics** by audience demographics such as **age**, **gender**, and **location**, helping to identify which **segments** are most **engaged** and informing **targeted** content strategies

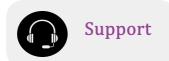


Campaign & Revenue

Evaluates the financial success of social media campaigns by analyzing ROI, cost per engagement, and ad conversion rates, offering insights into budget allocation and campaign effectiveness.



Information

















Content_Category

All



Key Performance Summary

1011M

Total Reach

Total Engagement Rate

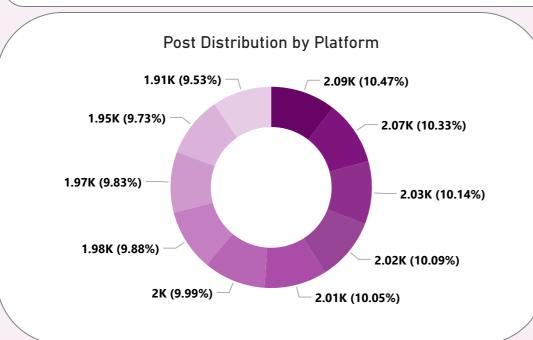
38.07M

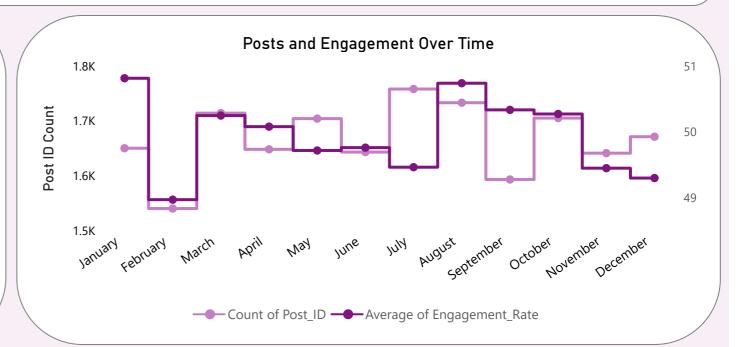
3.76%

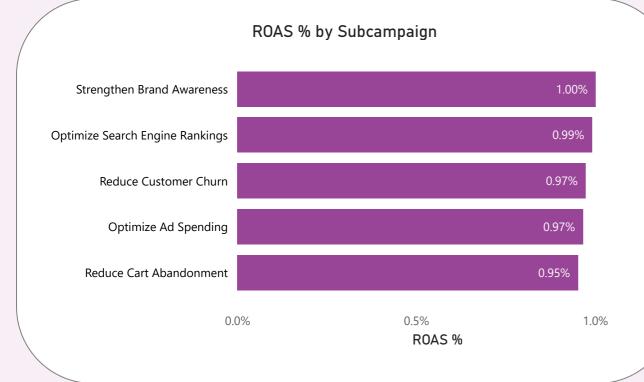
Average Engagement Rate

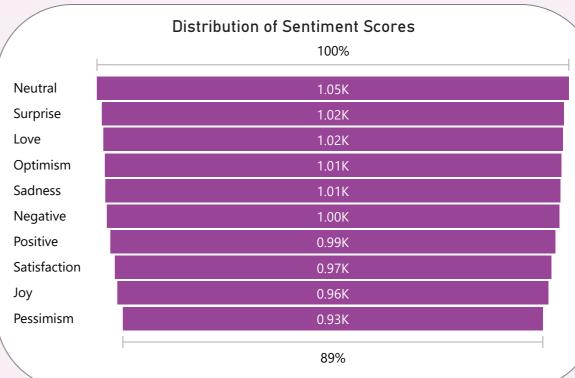
-99.02

ROI (%)

















Hashtag_Count ∨
All ∨

Sentiment_Score

All

Content_Category

All

Post_Type

All



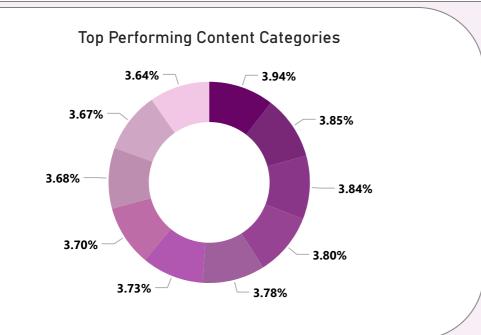
1.78

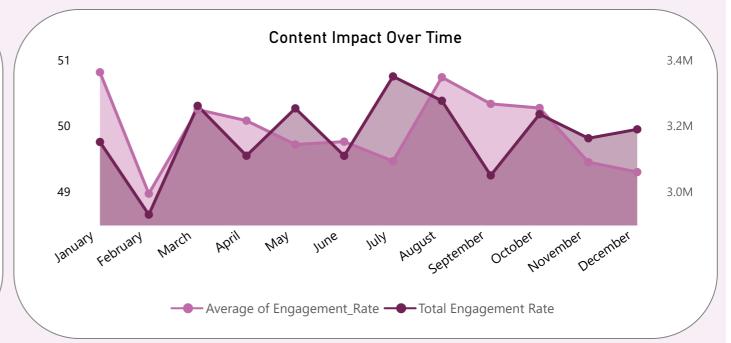
Top Engaging Content RAte Categories **49.93**Engagement Rate per Hashtag

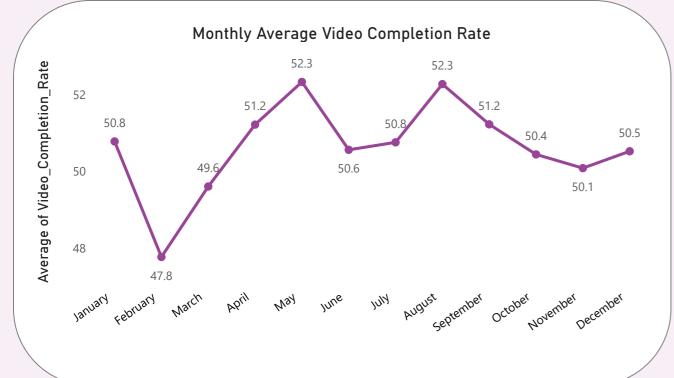
49.93Content Impact Based on Posting Time

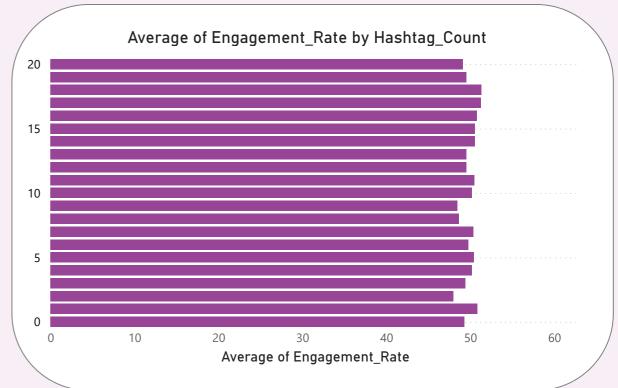
29.49%

Content Virality Index











Social Media Insights







Reports Menu



Audience Engagement



3.76%

Audience Engagement Rate



38.07425...

Total Engagement by Age Group

1.78%

Gender

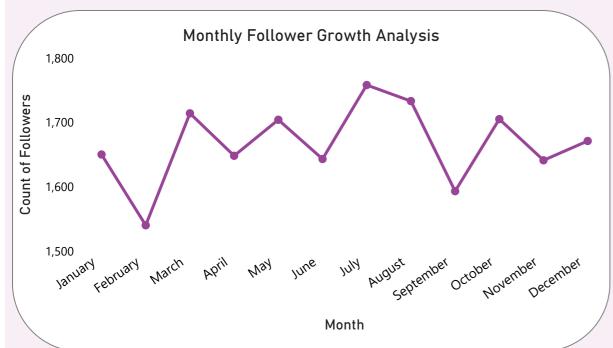
ΑII

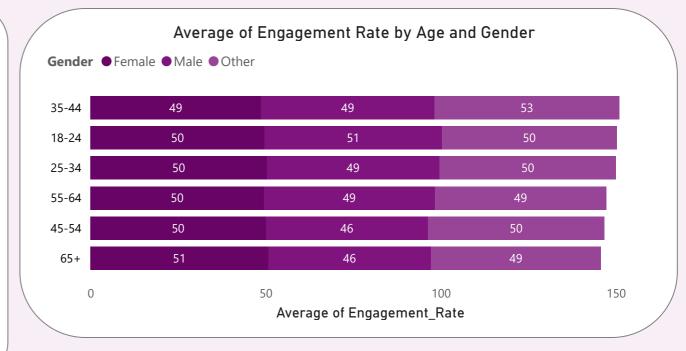
Gender Engagement

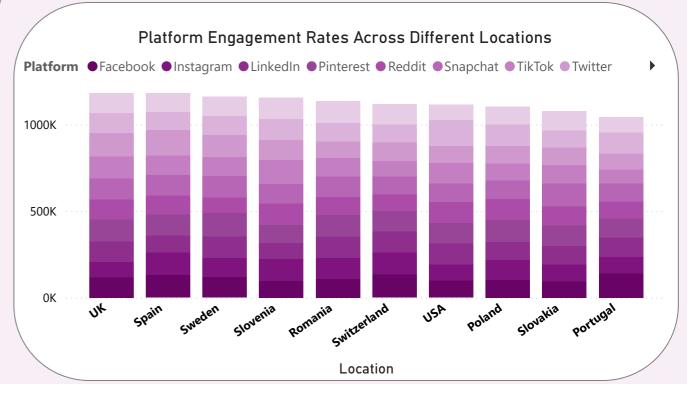
All 18M Total Engagements by

Rate	Location	

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	Location	Number of Likes	Number of omments	Number of Shares	Total Engagements %	
	USA	288.71K	151.44K	86.89K	2.93%	
	UK	302.67K	155.32K	91.32K	3.06%	
	Switzerland	302.83K	147.42K	88.44K	3.00%	
	Sweden	308.94K	146.01K	91.22K	3.04%	
	Spain	306.02K	153.48K	89.51K	3.05%	
	Slovenia	309.32K	157.28K	88.39K	3.09%	
	Slovakia	290.27K	145.03K	82.78K	2.88%	
	Romania	290.05K	145.40K	89.99K	2.92%	
	Portugal	274.24K	138.36K	84.07K	2.76%	
	Poland	286 31K	143 11K	87 70K	2 88%	









Social Media Insights













9.98

Content Category All



Campaign & Revenue

10.11M

Total Ad Spend

0.27

Cost Per Engagement Conversion Rate from Ad -99.02

ROI (%)

	Platform ▼	Avg of Engagement Rate	Cost Per Engagement (CPE)	Ad_Spend	Return On Ad Spend	ROI (%)
	YouTube	49.80	0.27	₹ 0.96M	₹ 9.36K	-99.03
	WhatsApp	48.95	0.27	₹ 0.99M	₹ 9.47K	-99.05
	Twitter	49.61	0.27	₹ 1.03M	₹ 10.01K	-99.03
	TikTok	49.51	0.26	₹ 1.01M	₹ 9.99K	-99.01
	Snapchat	50.07	0.26	₹ 0.99M	₹ 9.72K	-99.02
	Reddit	50.34	0.27	₹ 1.00M	₹ 9.68K	-99.03
/	Pinterest	50.63	0.26	₹ 1.05M	₹ 10.44K	-99.00

