

Total Engagement

646M

Avg Engagement Rate

0.15

Total Views

5bn

Total Clicks

35.41M

Avg Click Through Rate

0.01

Total Region

8

Top Performing Platform

YouTube

Live Stream Views

549M

Top Content Category

Educational

campaign, spanning 8 regions, achieved 646M total engagements, 5B views, 35.41M clicks, a 0.15 engagement rate, and a 0.01 CTR—driven largely by YouTube, 549M live stream views, and top-performing educational content.

Total Engagement by Platform

YouTube

151M

TikTok

147M

Instagram

135M

X.com

133M

LinkedIn

45M

Facebook

36M

YouTube, TikTok, and Instagram are top performers in user engagement.

Total Views by Post Type

Video

3641M

Image

358M

Live Stream

350M

Text

214M

Article

189M

Carousel

42M

PDF

12M

Video posts far outpaced other formats in total view count.

Engagement by Content Categories

Educational

238M

Product Promotion

223M

Entertainment

82M

Customer Story

73M

Event

31M

Post % Dist. by Engagement_Level

Medium

55.54%

High

23.57%

Low

20.89%

Educational and Product Promotion content dominate engagement share.

Microsoft Bing

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Social Media Marketing | Platform & Content Type Performance

Content_Category

All

Region

All

Main_Hashtag

All

Platform

All

- Summary Overview
- Platform Strategy
- Regional & Hashtag Trends
- Timing Optimization

Total Engagement

646M

Total Impressions

6bn

Total Views

5bn

Total Likes

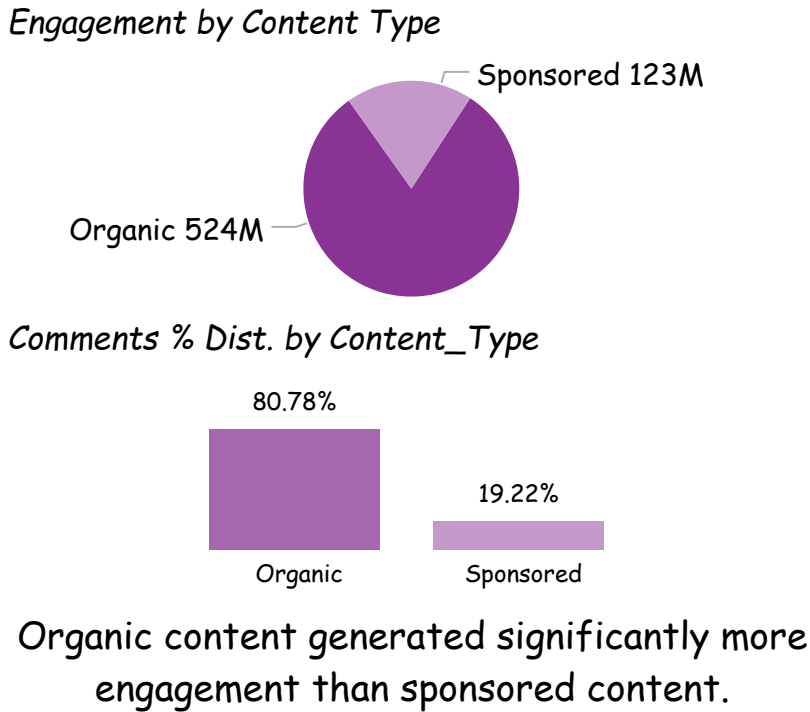
844M

Total Comments

193M

Total Shares

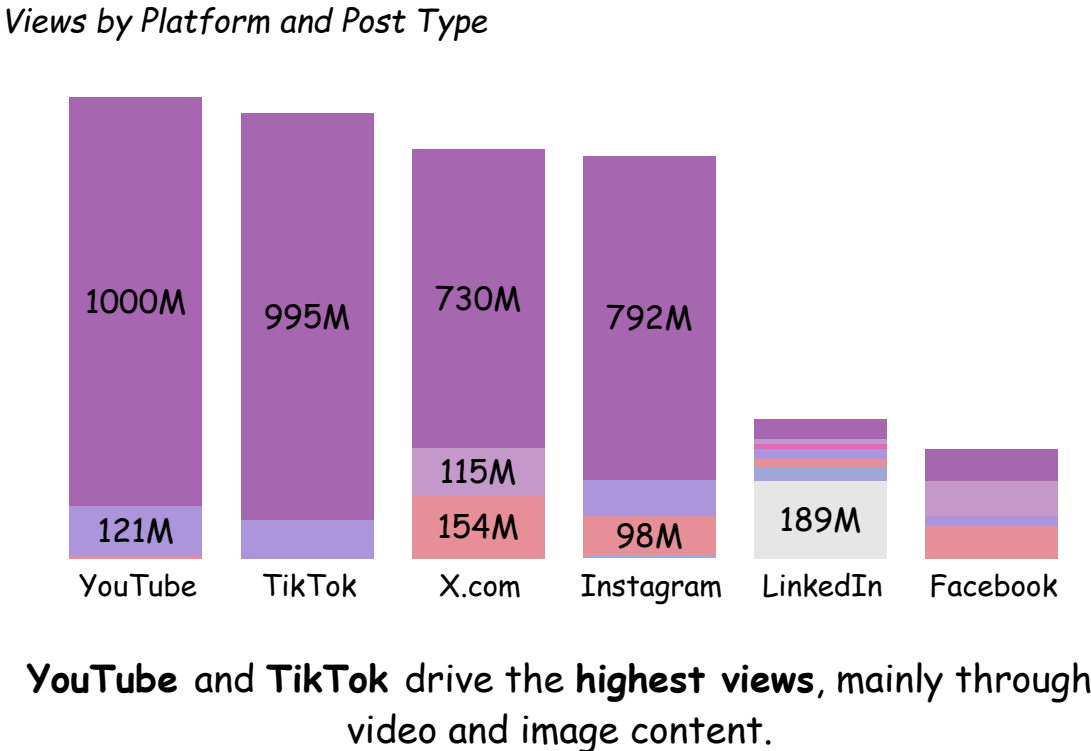
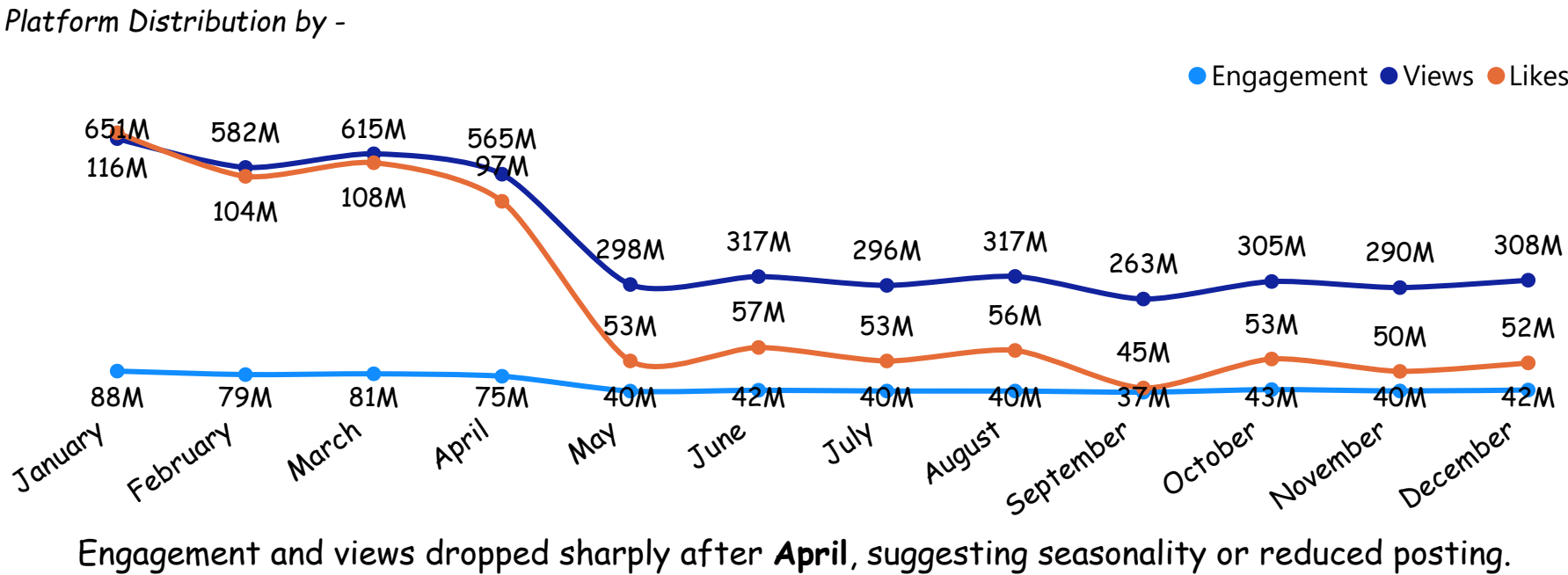
267M



Total Impression by Platfomr & Content Categories

Platform	Customer Story	Educational	Entertainment	Event / Webinar	Product Promotion
YouTube	92M	343M	313M	64M	539M
TikTok	85M	335M	295M	58M	534M
X.com	81M	291M	267M	58M	501M
Instagram	95M	311M	255M	49M	472M
LinkedIn	34M	96M	119M	19M	140M
Facebook	52M	56M	67M	14M	129M

YouTube and TikTok perform best across most content categories, especially Product Promotion and Educational.



Social Media Marketing | Regional & Hashtag Insights

Content_Category

All

Region

All

Main_Hashtag

All

Platform

All

- Summary Overview
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Top Country for Video/Live Stream Views

USA

Top Performing Region

Australia

Hashtag with Highest Clicks

#ProductDemo

Region with Highest CTR

Japan

Engagement by Hashtags

#Custom...201M

#ProductDemo190M

#SuccessStory85M

#TrendingNow65M

#FeatureHighlight19M

#CustomerStory and #ProductDemo drive the highest engagement.

Total Impressions and Total Shares by Region

808M

37M

746M

35M

733M

34M

722M

34M

720M

32M

719M

33M

677M

31M

641M

30M

USAJapanUKAustraliaBrazilCanadaIndiaGermany

USA and Japan lead in impressions and shares, indicating strong content reach and sharing behavior.

Region-Wise Performance Metrics

Region	Total Impressions	Total Views	Total Clicks	Avg Engagement_Rate	Total Likes
USA	808M	671M	4.53M	0.15	118M
UK	733M	609M	4.80M	0.15	108M
Japan	746M	624M	5.20M	0.15	113M
India	677M	563M	4.02M	0.15	98M
Germany	641M	536M	3.98M	0.15	93M
Canada	719M	599M	4.03M	0.15	103M
Brazil	720M	600M	4.21M	0.15	104M
Australia	722M	604M	4.63M	0.15	106M
Total	5767M	4806M	35.41M	0.15	844M

USA and Japan top total views and CTR; all regions share similar average engagement rate (0.15).

Total Clicks by Hashtags

#ProductDemo9.1M

#CustomerStory5.5M

#TrendingNow4.6M

#SuccessStory3.6M

#SaaSLaunch2.5M

#DidYouKnow1.9M

#FeatureHighlight1.9M

#FunContent1.5M

#CustomerSuccess1.0M

#NewRelease0.8M

#ProductDemo and #CustomerStory are the most engaging hashtags overall.

Social Media Marketing | Time Based Performance

- Summary Overview
- Platform Strategy
- Regional & Hashtag Trends
- Timing Optimization

Content_Category

All

Region

All

Main_Hashtag

All

Platform

All

Best Day of the Week (by Total Engagement)

Wednesday

Best Performing Hour

13

Avg CTR by Day

0.01

Avg Engagement Rate by Hour

0.15

Posts performed best at 1 PM and on Wednesdays, with an average engagement rate of 0.15 by hour and consistently low CTR across all days.

