

Analytics Report

Brand: Tesla · Period: 1–31 October 2025

Postfarming Smart Report Generated 17 Nov 2025 · 16:52

Summary

High-level performance across all connected Facebook, Instagram & TikTok accounts.

TOTAL POSTS

124*+18% vs. previous period*

TOTAL ENGAGEMENT

38,742*+32% vs. previous period*

AVG. ENGAGEMENT RATE

4.8%*+0.9 pts vs. previous period*

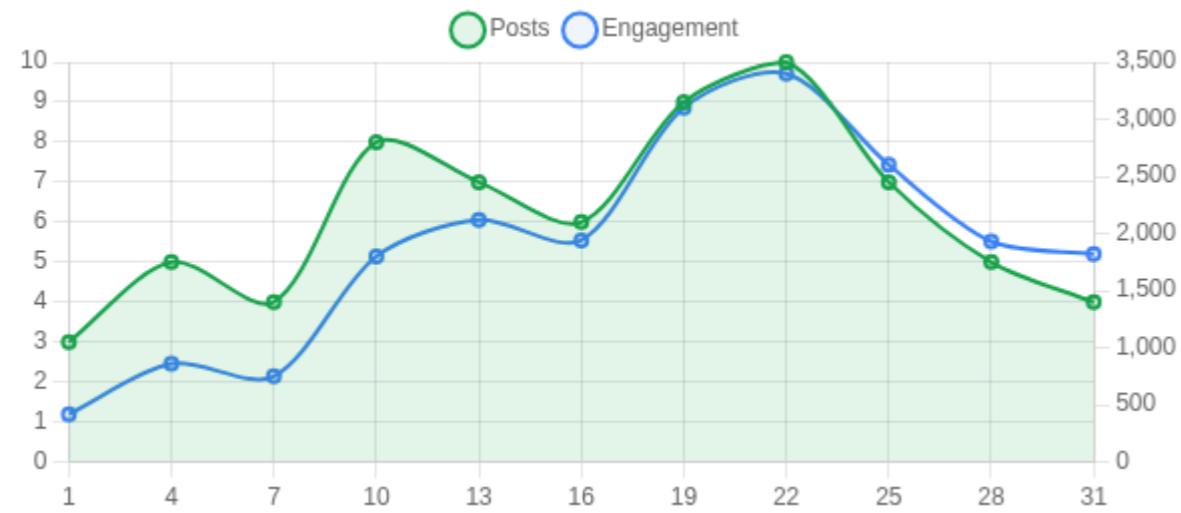
TOP PLATFORM

Instagram

62% of total engagement

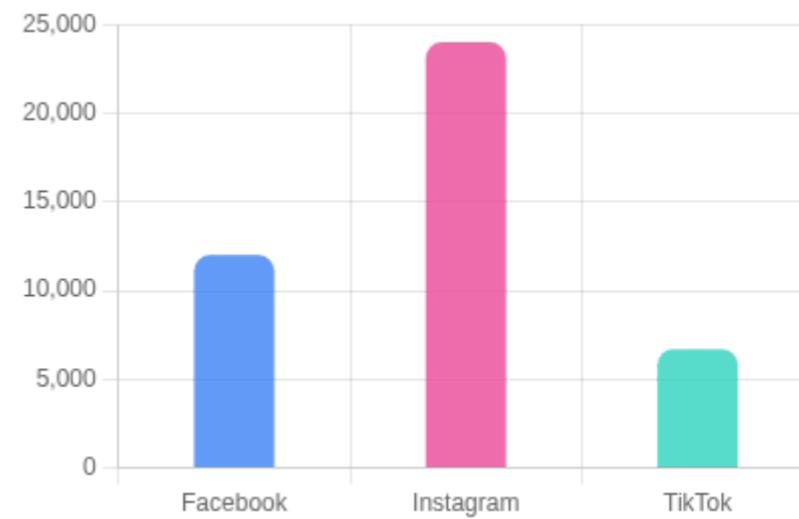
Posts & engagement over time

Daily volume of posts vs. total engagement.



Engagement by platform

How your audience interacted on each channel.



Top performing posts

Best posts in this period, ranked by total engagement.

#	PLATFORM	CAPTION	DATE	IMPRESSIONS	ENGAGEMENT	ENG. RATE
1	Instagram	"New Model Y delivery event in Sulaymaniyah 🎉"	12 Oct	18,940	6,214	6.3%
2	Facebook	"Weekly offer: free supercharger for 1 year ⚡"	21 Oct	15,002	4,108	5.4%
3	TikTok	Test drive POV through Erbil at sunset 😍	04 Oct	12,481	3,942	6.9%
4	Instagram	Behind the scenes: wrapping a red Model 3 in matte black	27 Oct	9,213	2,108	4.2%
5	Facebook	Customer story: first Tesla road trip from Duhok to Baghdad	16 Oct	7,802	1,503	3.7%

Key highlights

Auto-generated summary based on this period's performance.

- Instagram generated **62% of total engagement**, driven mainly by short Reels around deliveries and behind-the-scenes content.
- Posts with Kurdish + Arabic captions performed **40% better** than English-only posts.
- The best posting window this month was **18:00–21:00 Baghdad time** (average engagement rate 6.1%).
- TikTok had fewer posts but the **highest average engagement rate** at 6.9%; consider re-using more Instagram Reels on TikTok.