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12.5K Tweets



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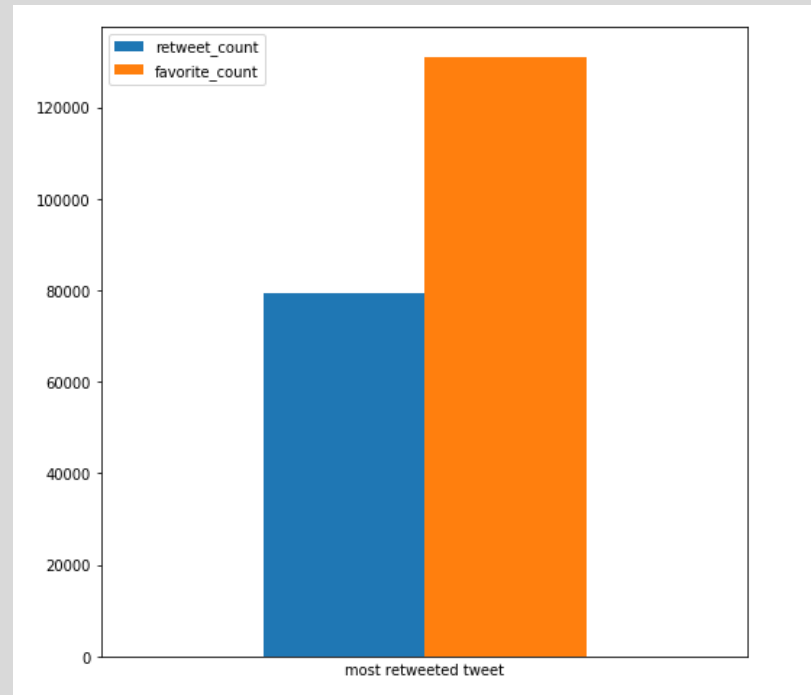
Marketing Insights report for WeRateDogs Twitter Account

Answers  
this  
analysis is  
providing:

- Most retweeted tweet & its dog breed prediction.
- Most liked tweet & its dog breed prediction.
- Top 5 dog breeds featured in the tweets.
- Dog ratings correlation with retweets & likes.
- Dog stages correlation with retweets & likes.
- Retweet attraction trend (content performance).
- Likes attraction trend (content performance)

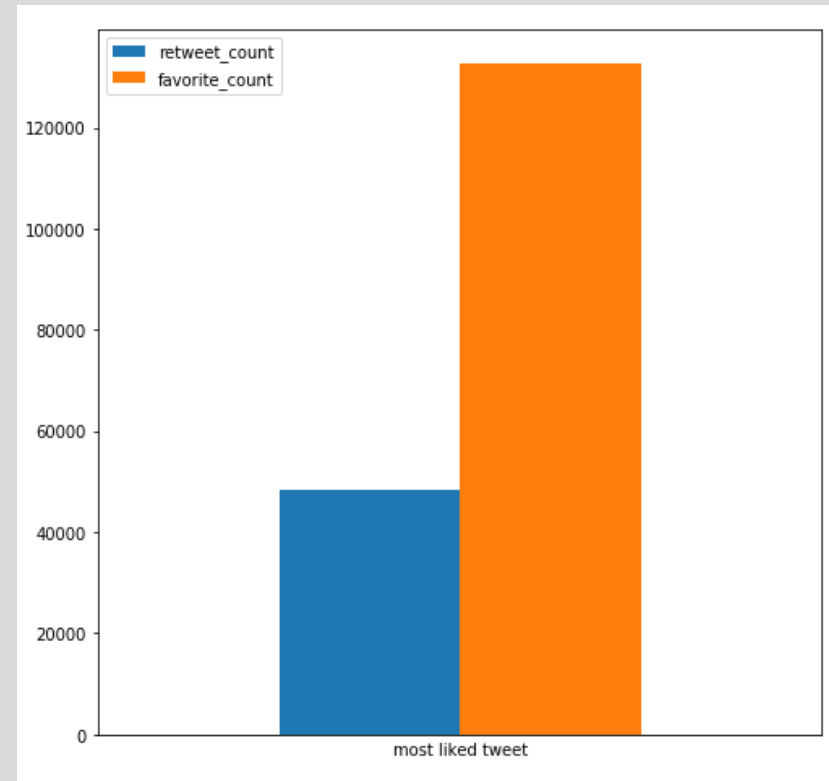
# Most retweeted tweet:

- The most retweeted tweet had the tweet id '744234799360020481'.
- It had 79,515 retweets.
- It had 131,075 likes.
- The animal in the picture was predicted to be: 'Labrador retriever'.

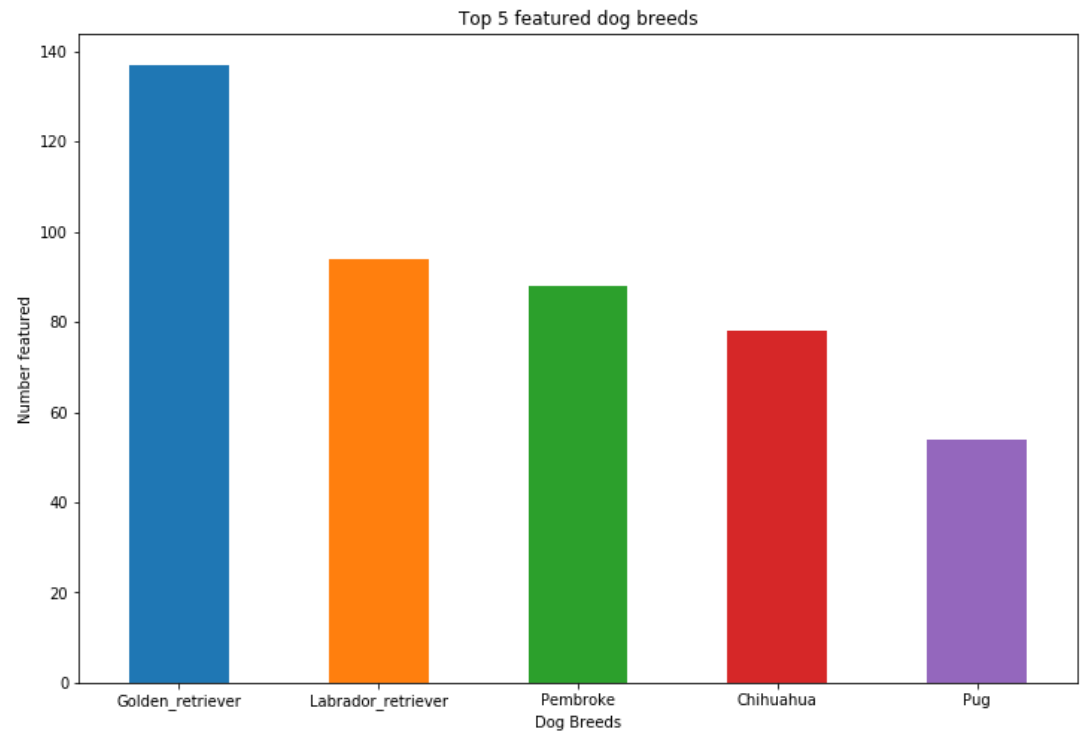


# Most liked tweet:

- The most liked tweet had the tweet id '822872901745569793'.
- It had 48,265 retweets.
- It had 132,810 likes.
- The animal in the picture was predicted to be: 'Lakeland terrier'.

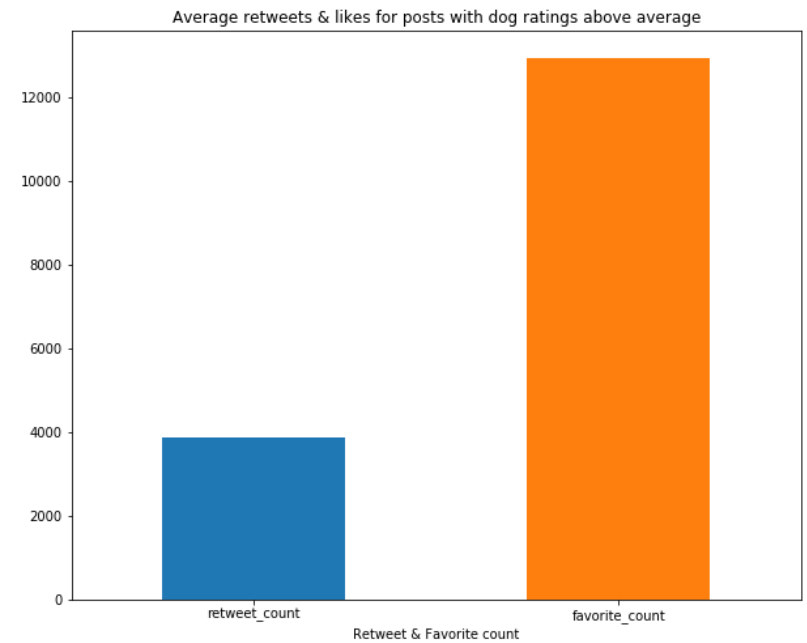
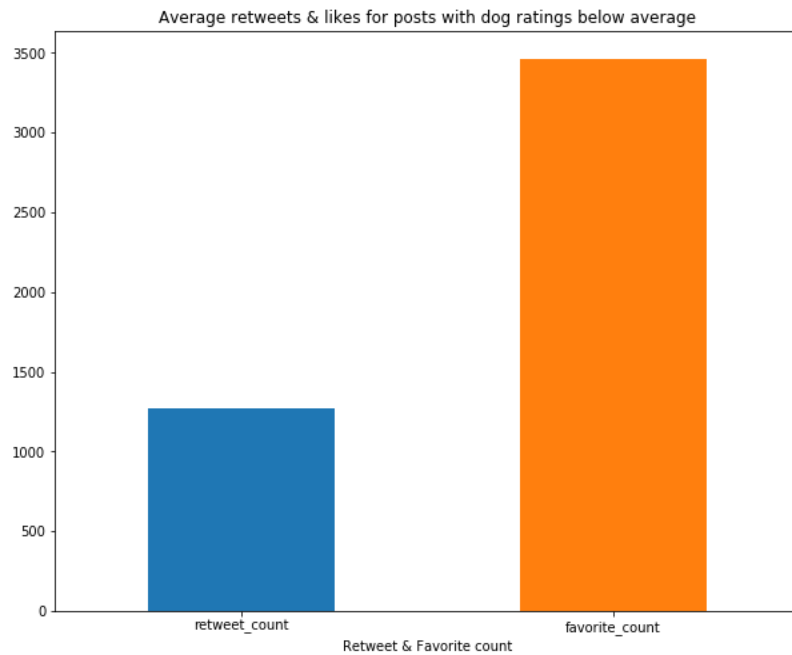


# Top 5 dog breeds featured in the tweets



# Dog ratings correlation with retweets & likes count

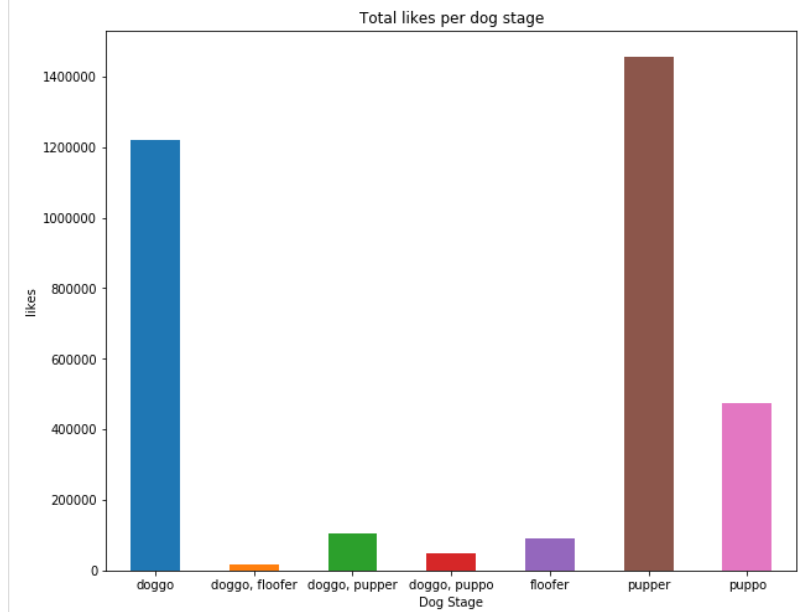
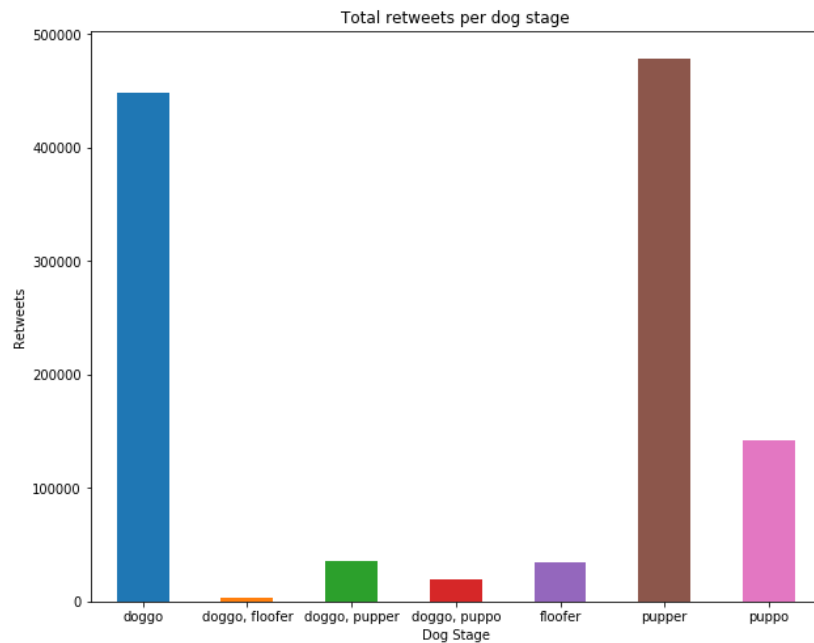
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# Dog stage correlation with retweets & likes count

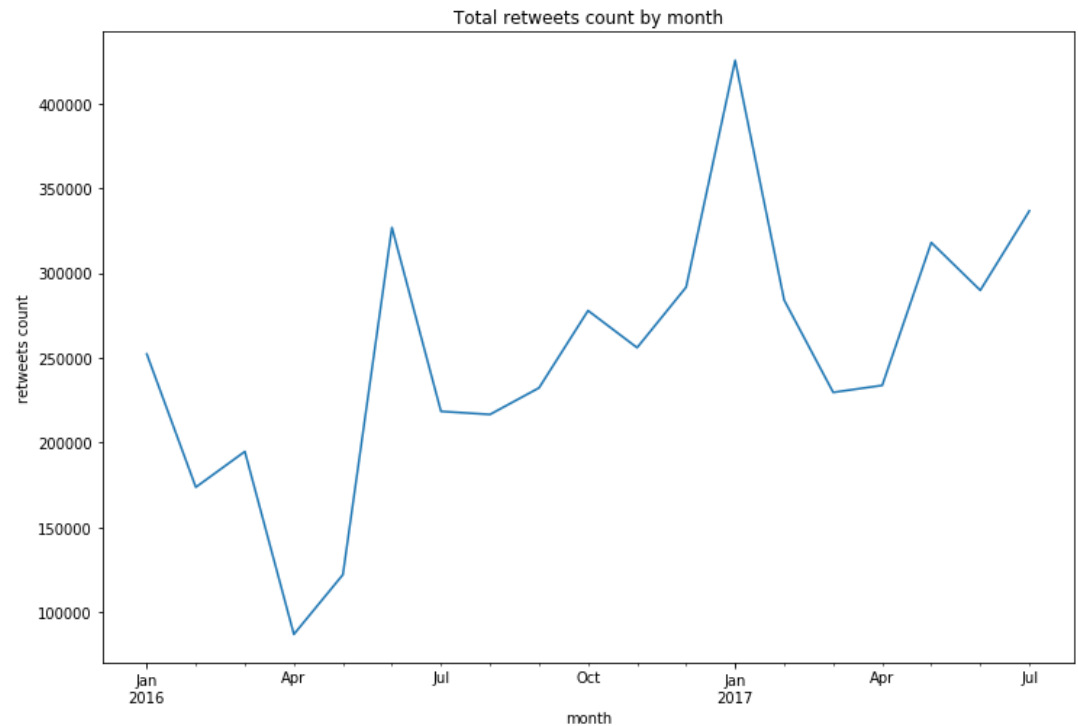
pupper being the most popular dog stage!

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# Retweets trend between June '16 and July '17

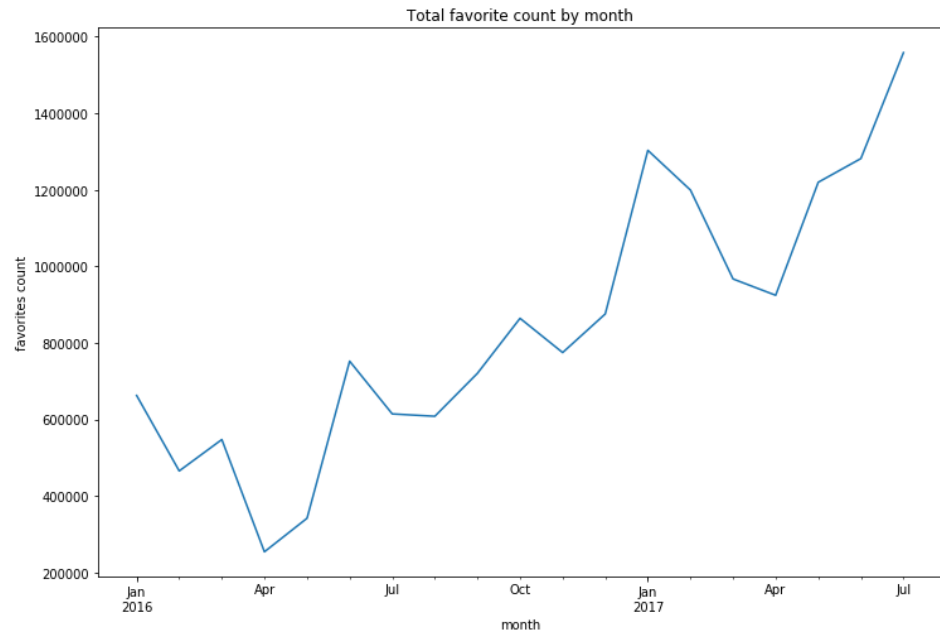
+ve trend over time for retweets showing increasing appeal towards the content of the page.





# Likes trend between June '16 and July '17

+ve trend over time for likes  
showing increasing appeal  
towards the content of the  
page.



# The count of tweets by the account over time:

The decreasing count of total tweets by the account over the same timeframe supports that the increasing interactions is because of the appeal of the content rather than increased interactions of the page with its audience.

