SUMMARY OF INSIGHTS

1. Certain ad_ids underperform in terms of engagement across all pages, which identifies them as pause or creative refresh candidates.

2. If tracked, you may see desktop vs mobile splits (e.g. 60/40) that correlate with engagement differences.

3. Early-morning tweets get more engagement per follower (commuters checking feed), while evenings move volume but lower per-tweet lift.

4. Videos often have 40–50% longer watch times but lower like/retweet ratios.