

Total Live Stream Views

549M

Total Post Hour

75K

Total Share

267M

Total Views

4.81bn

Total Comments

193M

Total Post

5.6K

Total Engagement

646M

Total Clicks

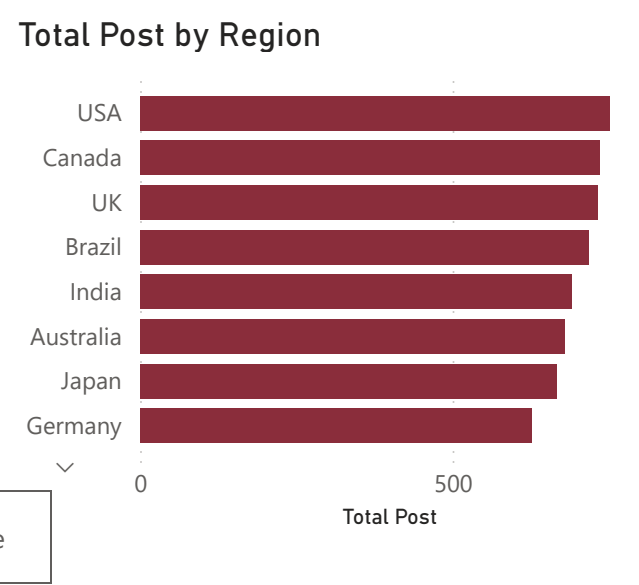
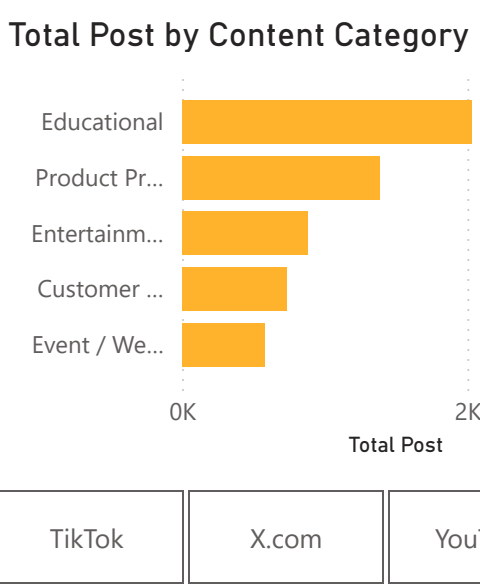
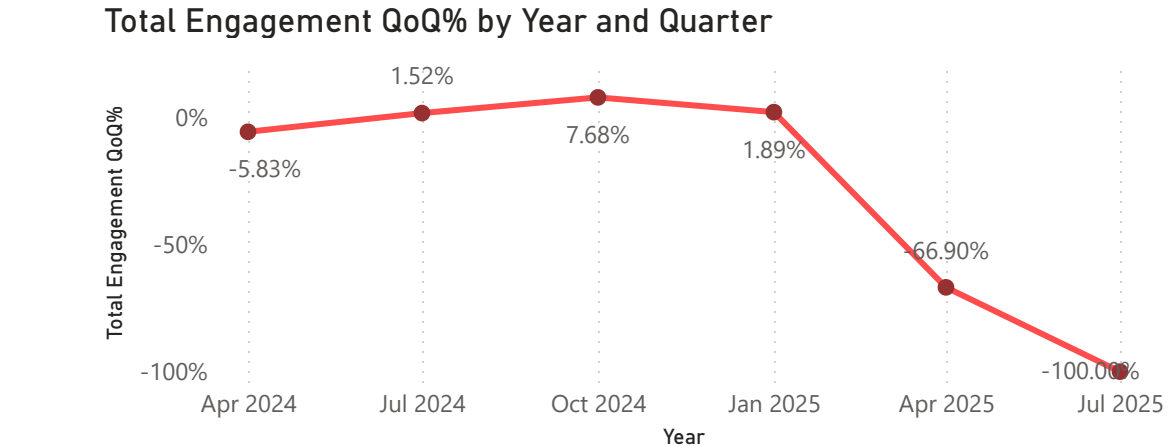
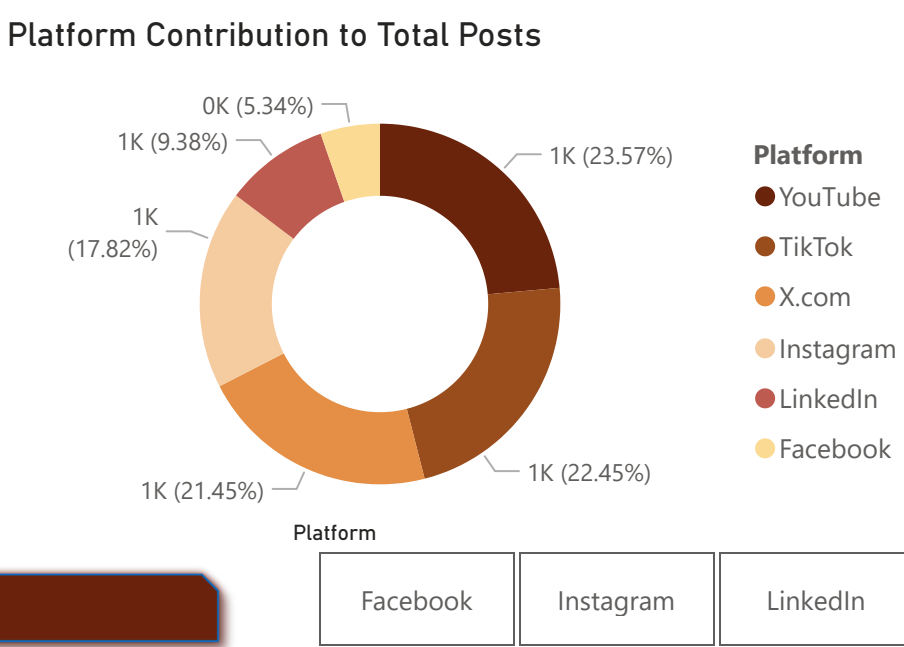
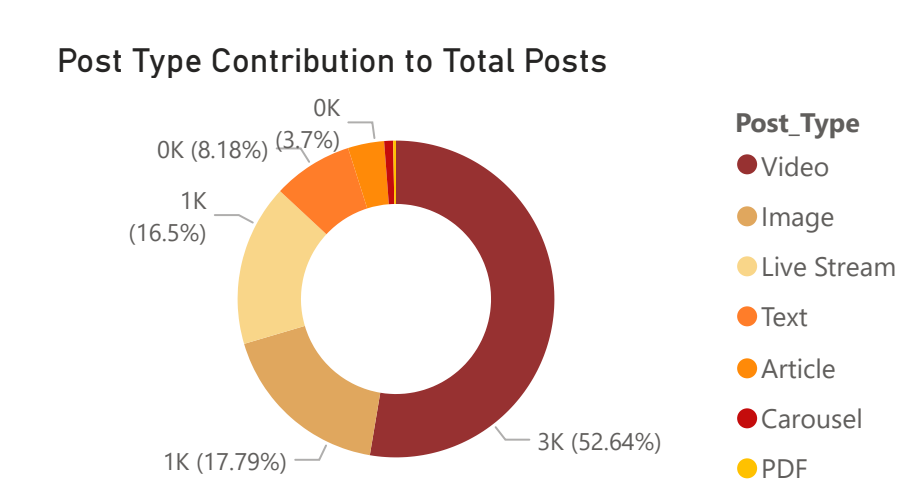
35M

Total Impression

6bn

Total Likes

844M



FacebookInstagramLinkedInTikTokX.comYouTube

Post Type

Select allArticleCarouselImageLive Str...PDFTextVideo

Engagement/Post

115.44K

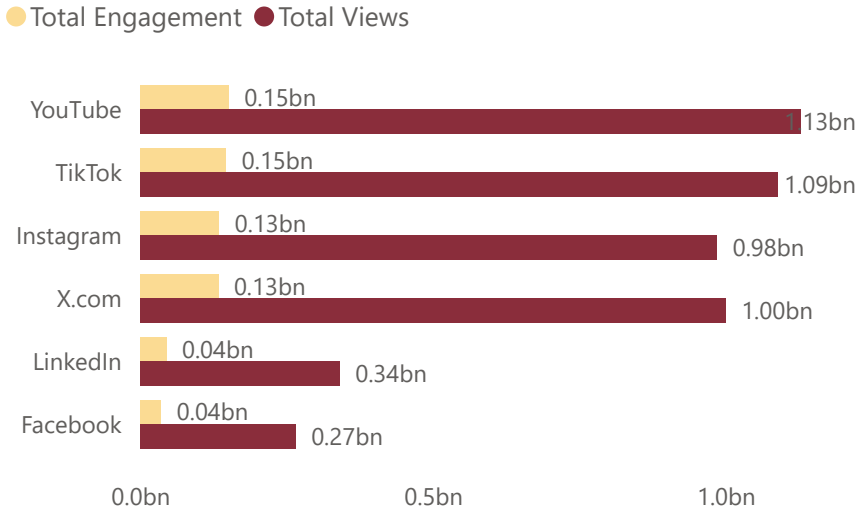
Click/Post

6.32K

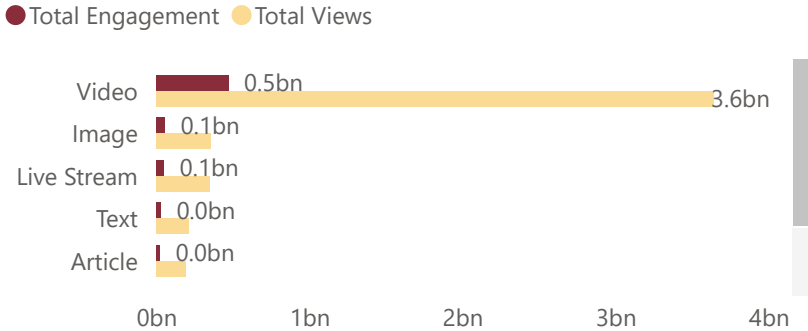
Views/Post

858.26K

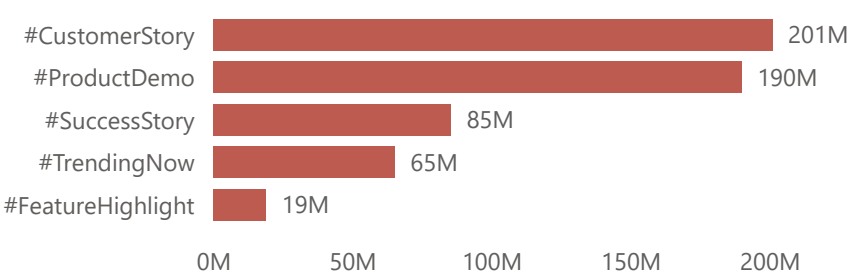
The Highest Engagement and Views by Platform



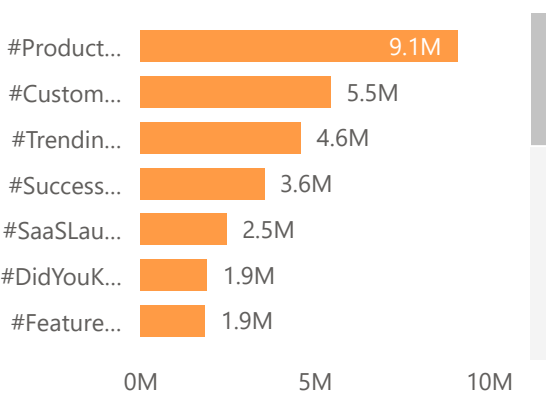
The Highest Engagement and Views by Post Type



Top 5 Engagement by Main Hashtag



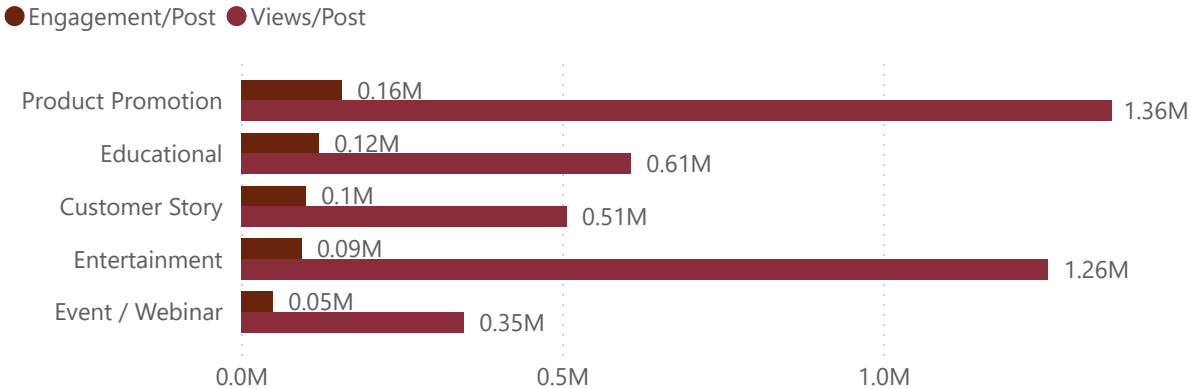
Total Clicks by Main Hashtag



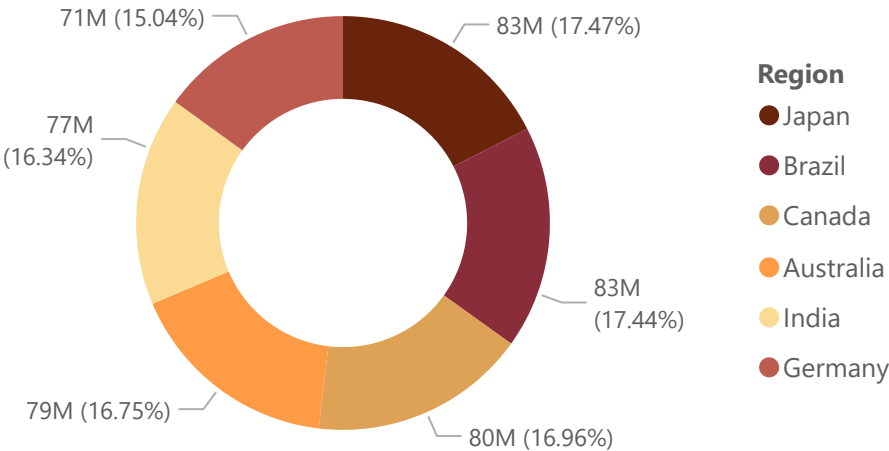
Content Type	Total Engagement	Engagement/Post	Click/Post	Views/Post	CTR/Post
Sponsored	122937641	128,865.45	9,934.71	973,664.79	0.02
Organic	523553801	112,689.15	5,581.03	834,567.16	0.02
Total	646491442	115,444.90	6,322.71	858,263.43	0.02

Platform	Total Engagement	Total Post	Engagement/Post	Click/Post	Impression/Post	CTR/Post	Views/Post
Facebook	35701985	299	119,404.63	22,027.23	1,065,613.84	0.02	887,358.64
Instagram	134738386	998	135,008.40	0.00	1,184,232.43		986,899.55
LinkedIn	44731424	525	85,202.71	11,148.63	777,973.94	0.02	648,725.28
TikTok	146646344	1257	116,663.76	18,272.08	1,040,331.23	0.02	865,505.00
X.com	133273396	1201	110,968.69	0.00	997,419.82		832,354.00
YouTube	151399907	1320	114,696.90	0.00	1,024,272.25		854,432.98
Total	646491442	5600	115,444.90	6,322.71	1,029,742.10	0.02	858,263.43

Top Engangement and Views Per Post by Content Category



Total Engagement by Region



Region

Australia

Brazil

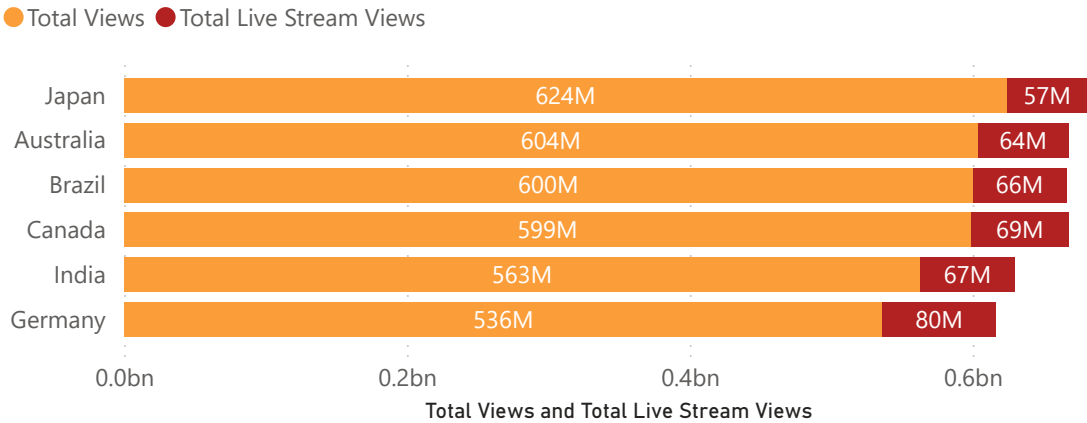
Canada

Germany

India

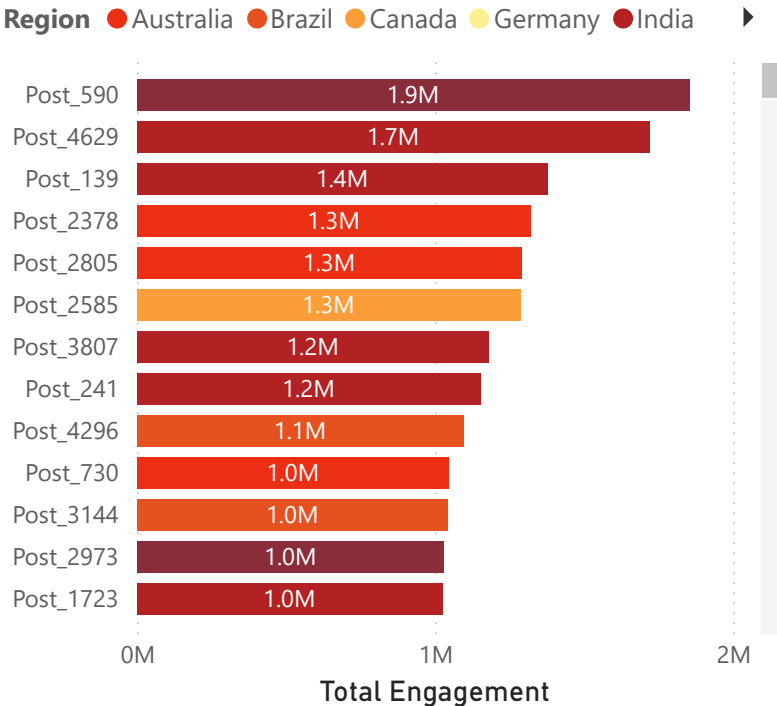
Japan

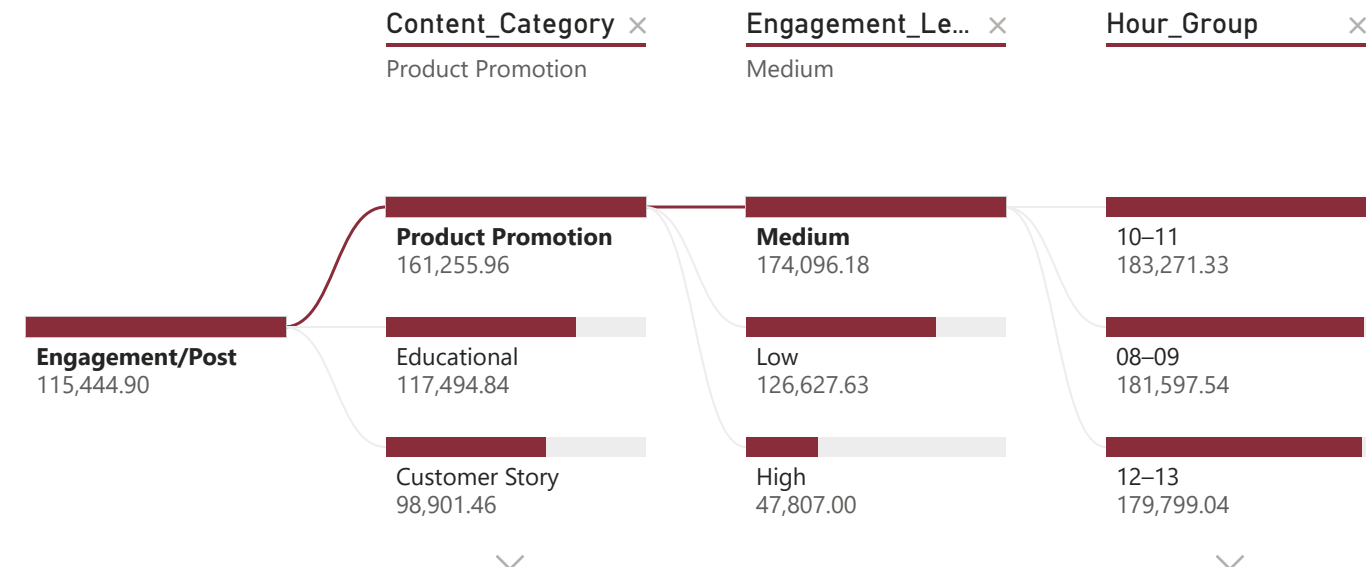
Total Views and Total Live Stream Views by Region



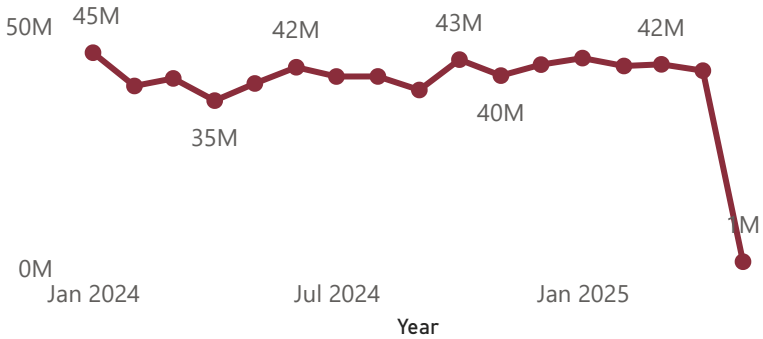
Region	Total Engagement	Total Engagement Rate	Total Clicks	Total Click Though Rate
Japan	82781768	100.35	5198818	4.52
Brazil	82642904	110.84	4211038	4.29
Canada	80395116	112.55	4032099	4.29
Australia	79365047	105.01	4631396	4.15
India	77422582	106.55	4018921	4.11
Total	473895671	627.02	26075155	25.28

Top Post IDs by Engagement Across Regions





Total Engagement by Year, Quarter and Month



Day

Select all

Sat

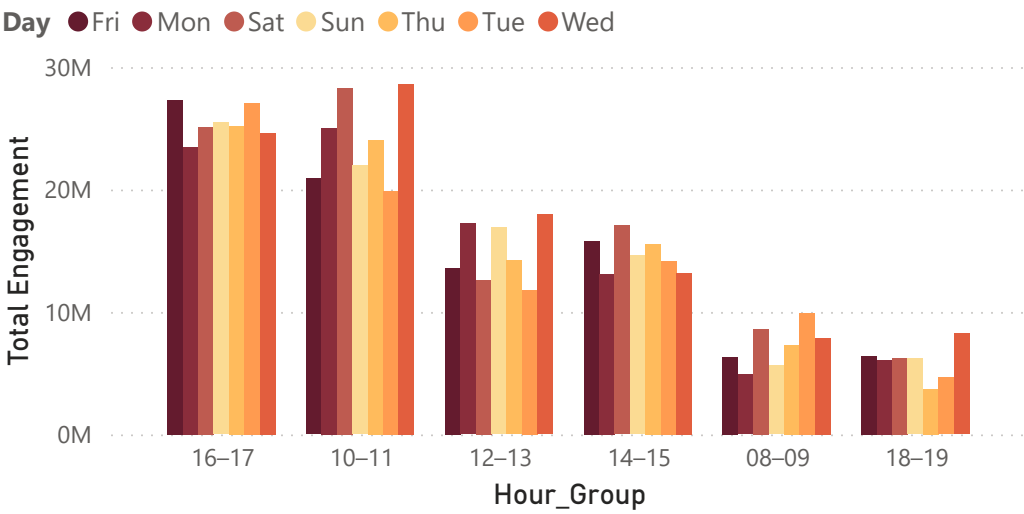
Fri

Sun

Mon

Thu

Engagement Performance by Day and Time



When to Post for Maximum Engagement (Per Platform)

Hour_Group	Facebook	Instagram	LinkedIn	TikTok	X.com	YouTube	Total
08-09	3070307	10951340	3349329	10861337	11044329	11269023	50545665
10-11	9378728	36781796	10530389	38662707	33574306	39702595	168630521
12-13	5100394	22447211	9440686	22767196	21354149	23138324	104247960
14-15	5515712	19637822	6735182	27843573	20098194	23643873	103474356
16-17	10039286	37324072	12764858	37819147	38754031	41399688	178101082
18-19	2597558	7596145	1910980	8692384	8448387	12246404	41491858
Total	35701985	134738386	44731424	146646344	133273396	151399907	646491442

Hour_Group

Select all

08-09

10-11

12-13

14-15

16-17

18-19