

Total Posts  
5.00K

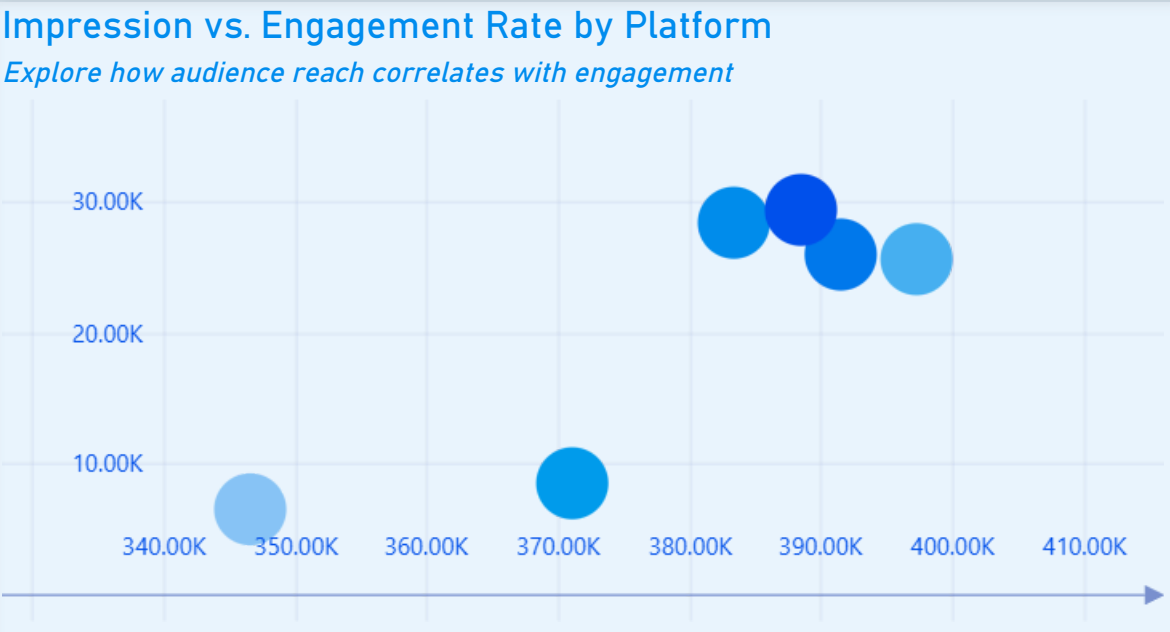
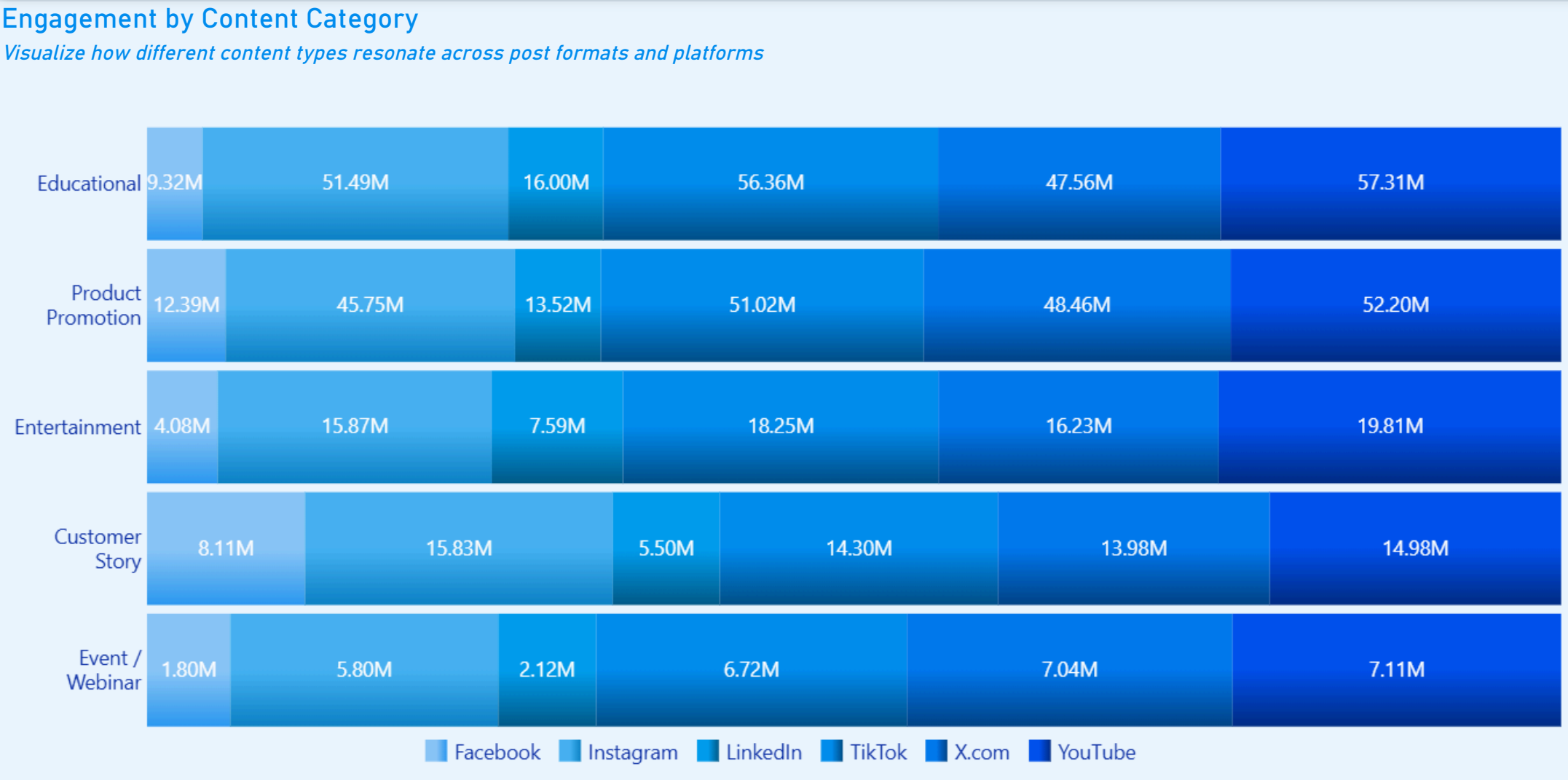
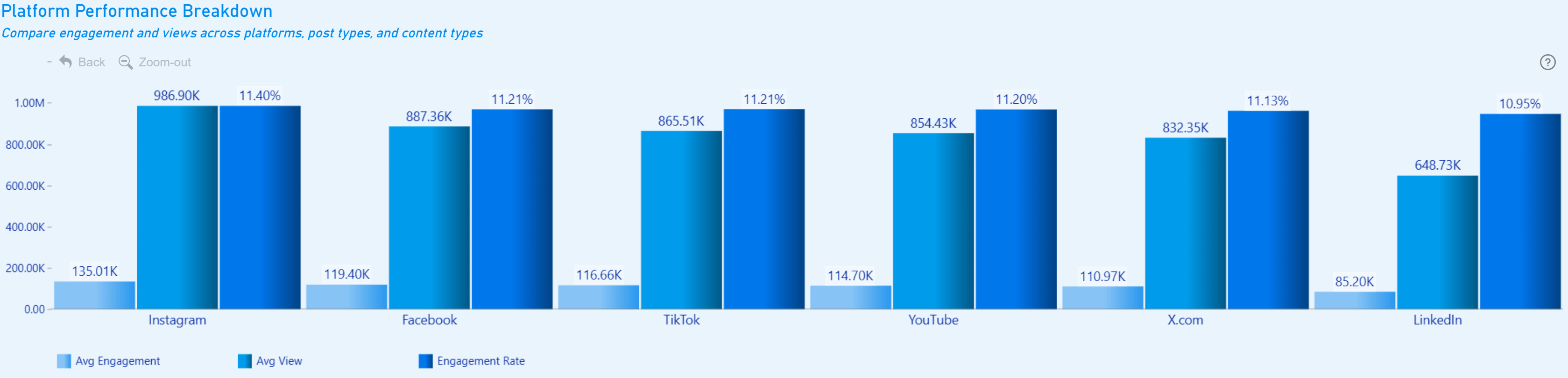
Total Impression  
5.77bn

Total Views  
4.81bn

Total Engagement  
646.49M

Engagement Rate  
11.21%

Avg CTR  
0.61%



### Engagement Rate by Platform and Post Type

Cross-tab view to compare how each post type performs on different platforms

Platform	Article	Carousel	Image	Live Stream	PDF	Text	Video	Total
Facebook			10.93%	12.94%		11.24%	10.91%	11.21%
Instagram		10.08%	16.64%	12.98%			10.59%	11.40%
LinkedIn	11.21%	11.33%	16.53%	11.79%	13.00%	7.04%	7.41%	10.95%
TikTok				12.34%			11.11%	11.21%
X.com			12.93%			13.03%	10.44%	11.13%
YouTube			10.62%	12.05%			11.10%	11.20%
Total	11.21%	11.11%	13.66%	12.40%	13.00%	11.95%	10.81%	11.21%

# Regional & Temporal Trends

Separates “reach waves” from “quality tides” while exposing reliable time slots.

Overview

Trend

Deep Dive

Content\_Cate...

Content\_Type

Platform

Clear Filter

See Info

All

All

All

Total Posts

5.00K

Total Impression

5.77bn

Total Views

4.81bn

Avg Engagement

115.44K

Engagement Rate

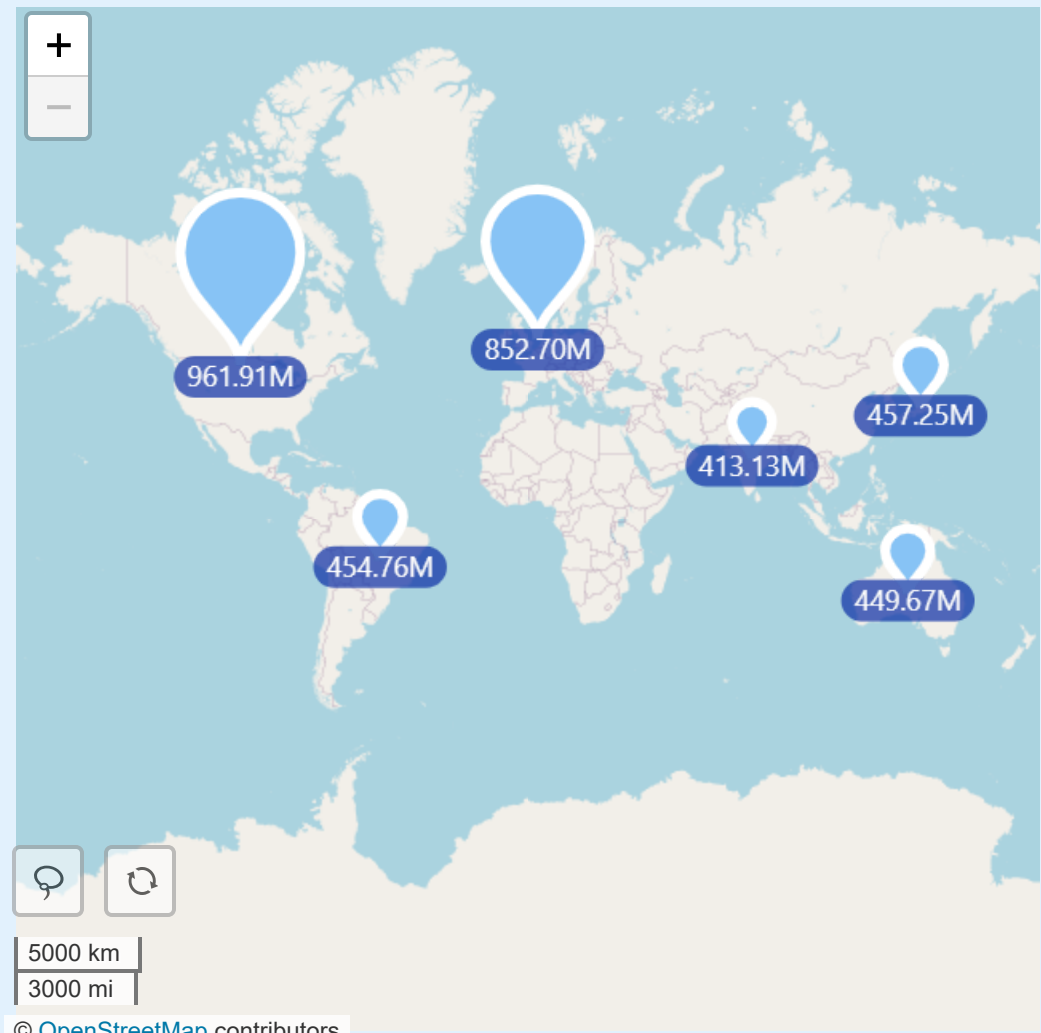
11.21%

Avg CTR

0.61%

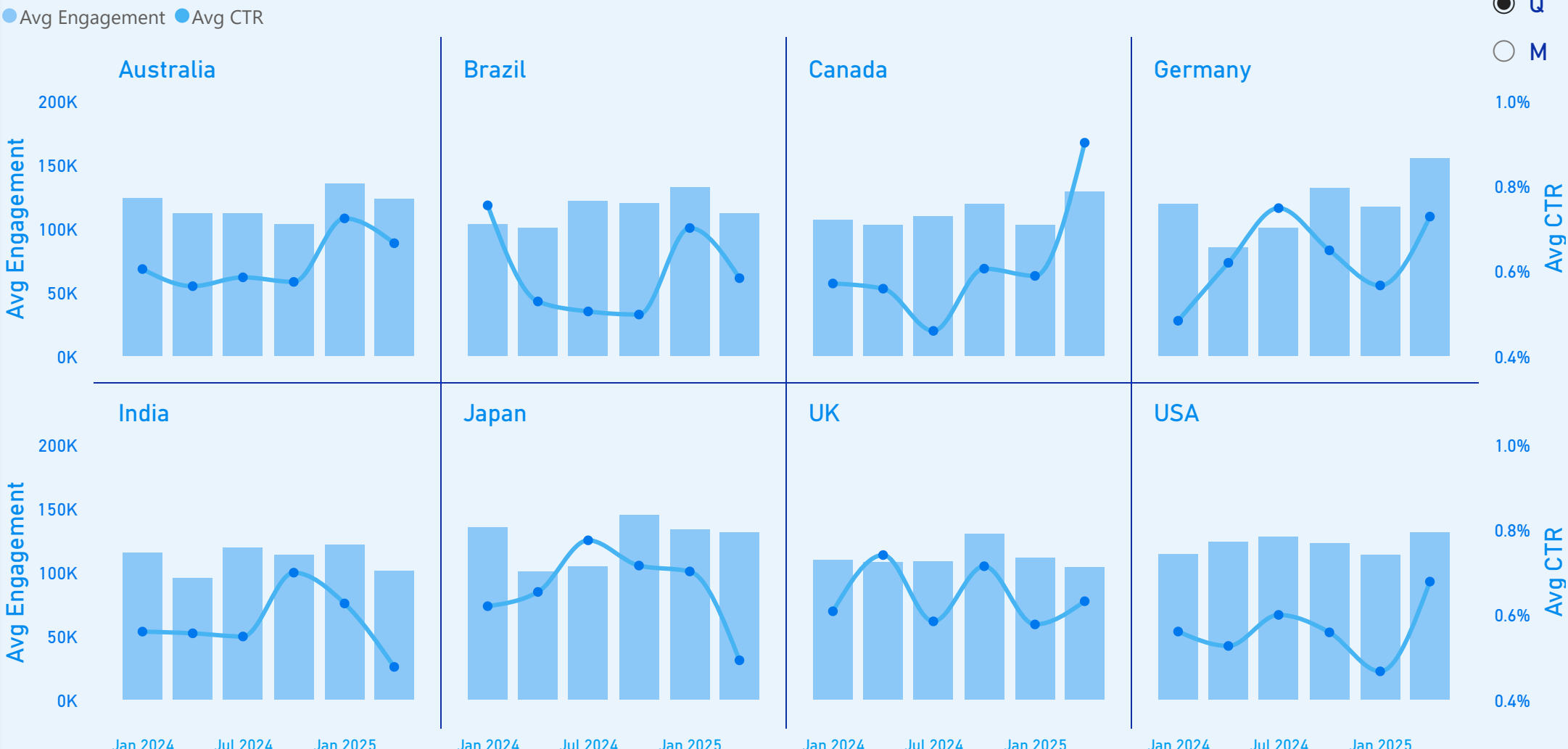
## Video View Distribution by Region

Discover geographic hotspots for video content engagement



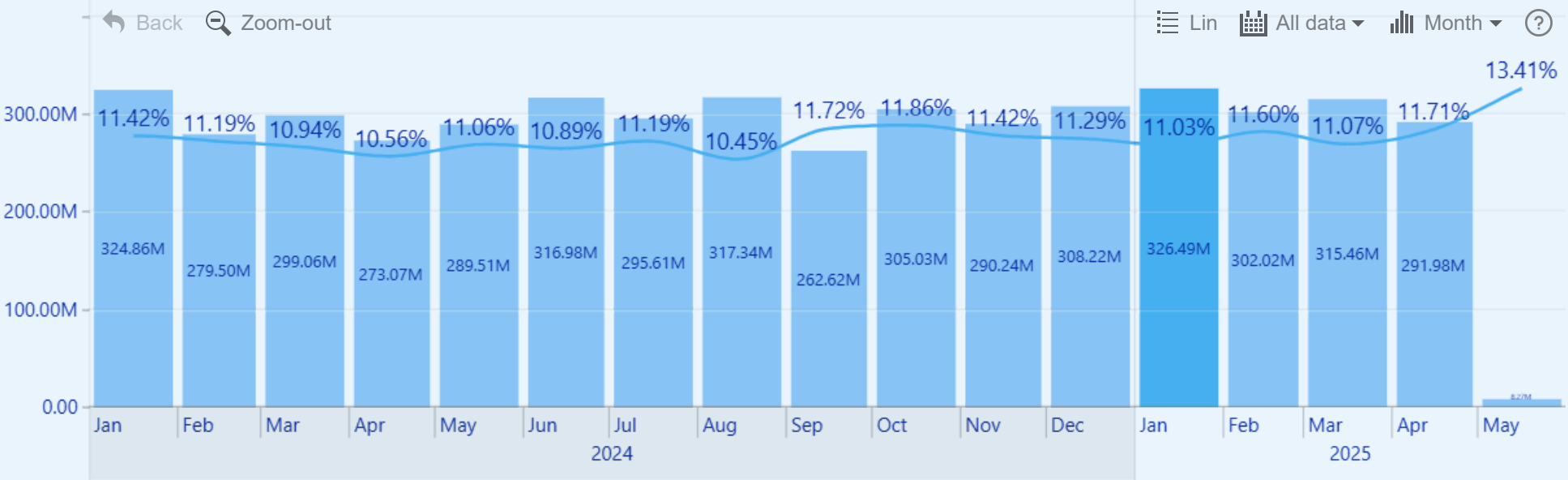
## Engagement & CTR Trends by Region

Compare average engagement and click-through rate across regions over time



## Performance Over Time

Trend of engagement rate and views by Month



## Engagement Patterns by Time of Posting

Average engagement by hour and day of the week

Post Hour/Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat
8	117,831.18	104,371.28	145,536.13	156,602.29	143,951.30	105,281.70	152,386.43
9	94,873.66	111,563.37	115,871.05	130,684.65	122,348.14	118,280.52	105,223.97
10	96,837.49	102,872.15	93,120.12	122,114.00	113,399.87	111,133.90	136,804.26
11	112,783.84	110,254.36	100,930.22	132,480.46	116,488.84	112,544.19	130,307.61
12	150,023.28	127,487.77	97,785.32	122,931.54	90,337.07	99,588.45	105,813.48
13	97,549.38	148,027.56	112,567.56	123,366.78	109,078.20	106,029.70	88,726.16
14	147,950.00	64,851.18	56,243.45	76,851.43	90,869.05	159,398.90	136,644.31
15	97,767.92	106,257.04	140,662.42	94,265.81	112,588.09	116,817.22	127,193.26
16	107,388.77	113,982.70	130,994.40	123,841.80	109,291.67	119,423.28	114,190.70
17	135,516.34	117,151.83	111,413.04	99,210.35	116,438.36	123,966.24	125,701.97
18	104,445.73	137,656.58	89,200.22	132,357.16	65,953.72	173,904.84	116,273.76
19	156,183.48	111,714.72	92,267.89	158,884.85	108,152.68	51,328.69	95,866.52

# Hashtag & Content Strategy Deep Dive

Pivots from vanity volume to efficiency, surfacing the hashtags and paid tactics that punch above their weight.

Overview

Trend

Deep Dive

Post\_Type

All

Content\_Ty...

All

Clear Filter

See Info

Total Views

4.81bn

Total Video Views

3.59bn

Total Live Stream

549.31M

Total Engagement

646.49M

Engagement Rate

11.21%

Avg CTR

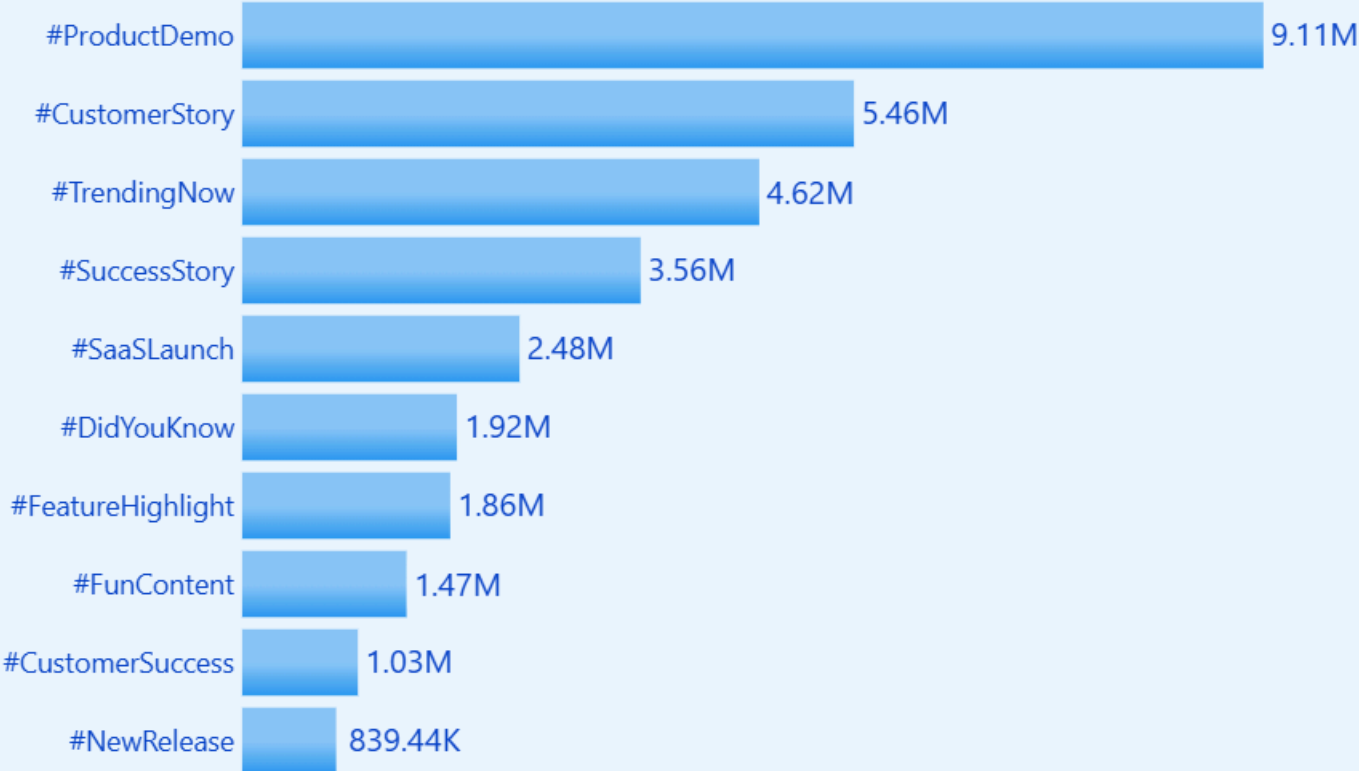
0.61%

## Top 10 Hashtags by Clicks

Which hashtags drive the most audience interaction?

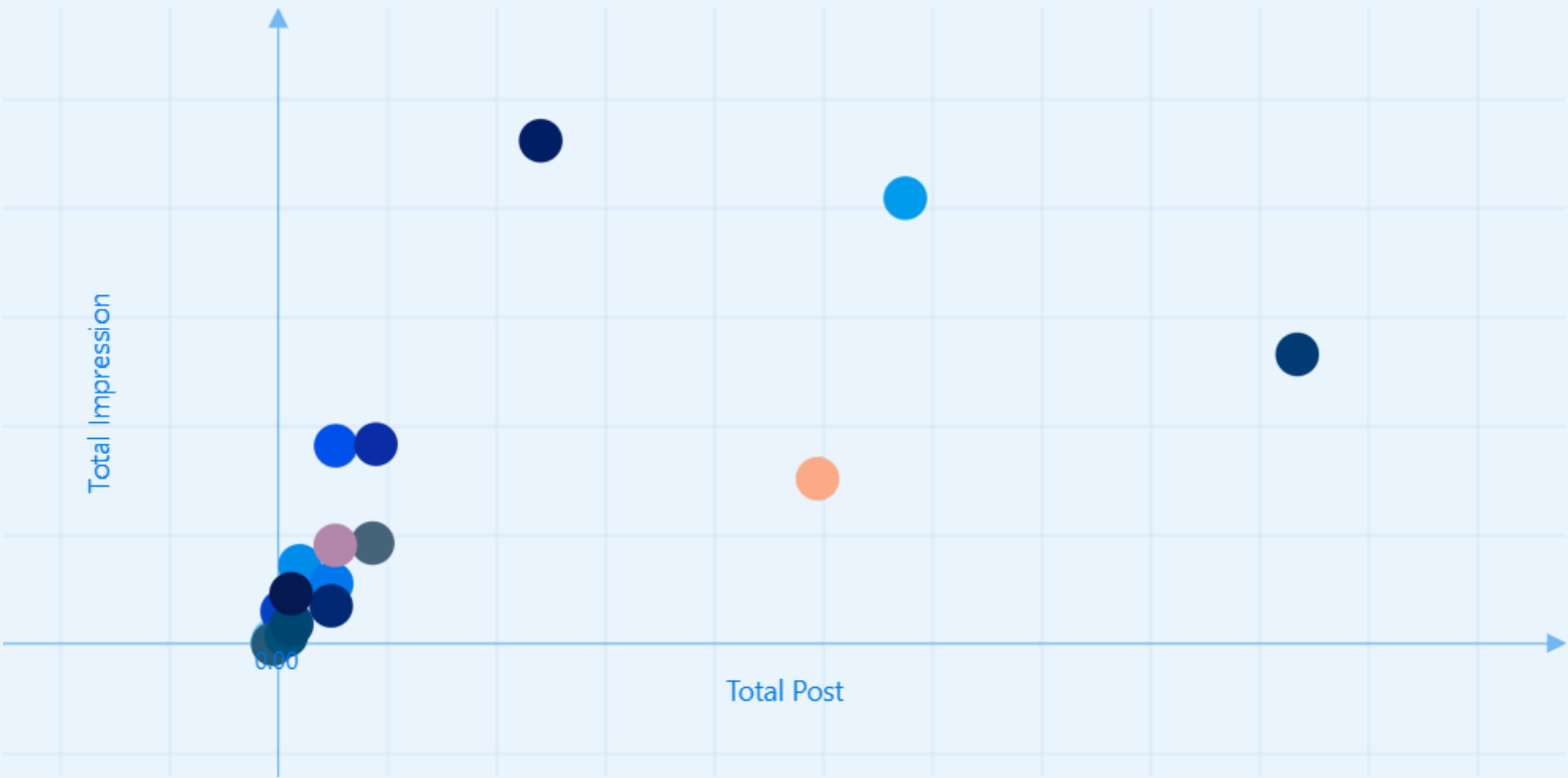
Back Zoom-out

Lin ?



## Hashtag Impression vs. Engagement Rate

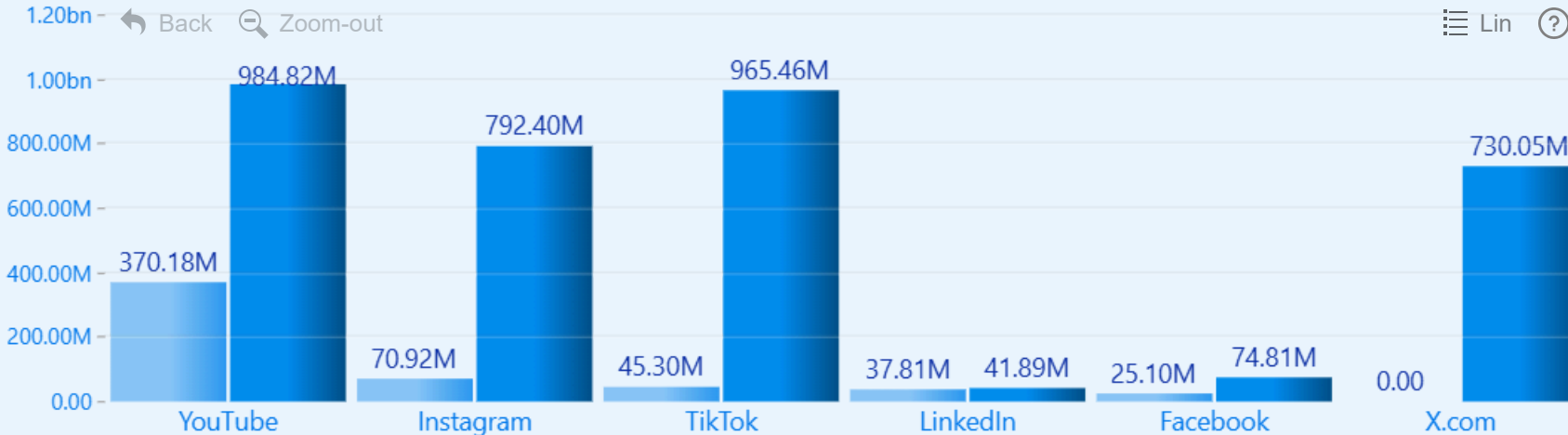
See how hashtag popularity and visibility interact



## Video vs. Live Stream Performance by Platform

Understand how content type impacts views

Total Live Stream Total Video Views

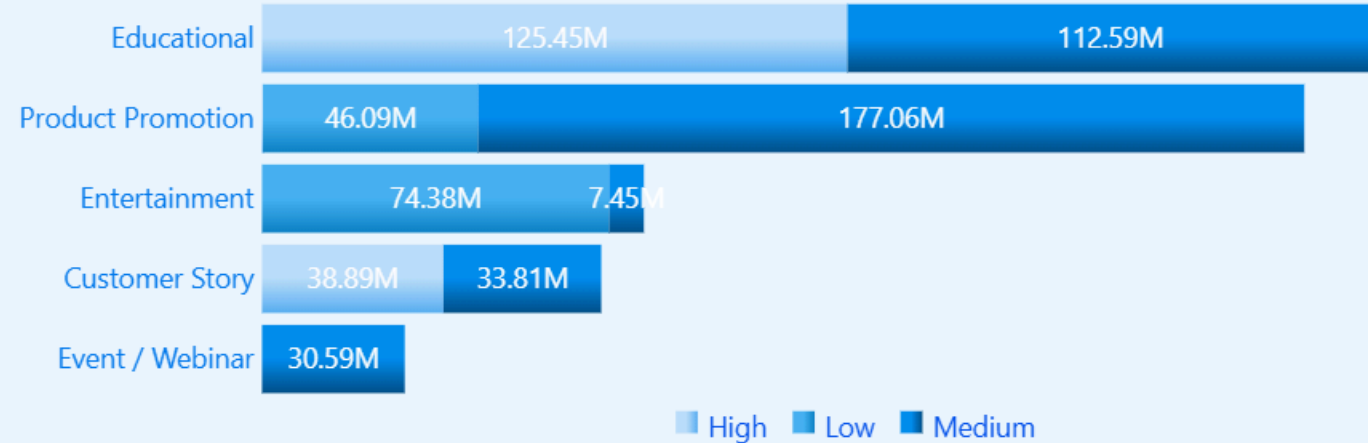


## Engagement Breakdown by Content Category

Compare engagement level category effectiveness within each content category

Back Zoom-out

?



## Regional Performance Summary

Posts, impressions, views, CTR, and monthly engagement trend

Region	Total Posts	Total Engagement	Total Clicks	Total Impression	Total Views	Avg CTR	Engagement by Month
Australia	602.00	79,365,047.00	4,631,396.00	722,396,800.00	603,736,968.00	0.61%	
Brazil	641.00	82,642,904.00	4,211,038.00	720,255,718.00	600,130,929.00	0.60%	
Canada	658.00	80,395,116.00	4,032,099.00	718,829,640.00	598,961,591.00	0.58%	
Germany	566.00	71,288,254.00	3,982,883.00	641,093,252.00	536,466,408.00	0.63%	
India	617.00	77,422,582.00	4,018,921.00	677,146,005.00	562,927,944.00	0.60%	
Japan	592.00	82,781,768.00	5,198,818.00	745,674,763.00	624,333,976.00	0.68%	
UK	647.00	82,036,136.00	4,800,506.00	733,408,049.00	608,971,541.00	0.65%	
USA	677.00	90,559,635.00	4,531,515.00	807,751,517.00	670,745,877.00	0.55%	
Total	5,000.00	646,491,442.00	35,407,176.00	5,766,555,744.00	4,806,275,234.00	0.61%	