

Twitter Analytics Dashboard

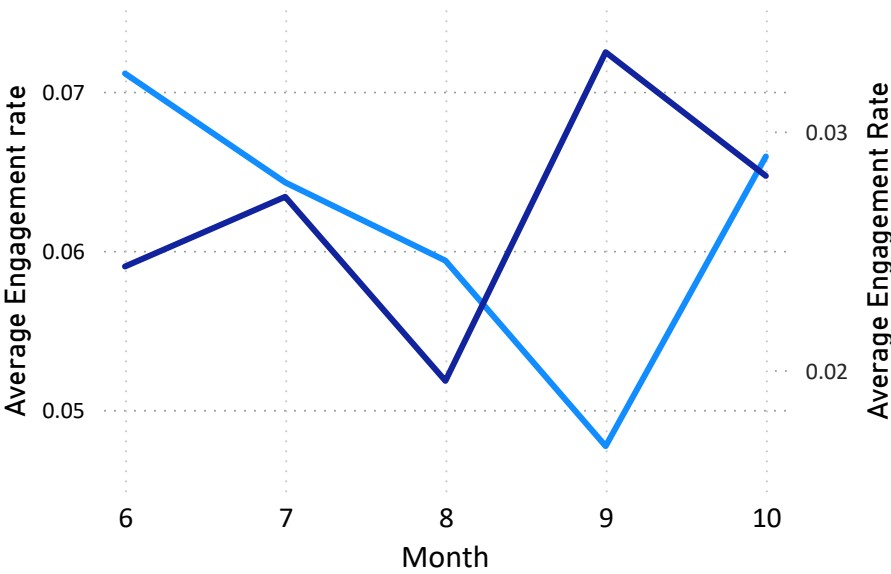
Month

7

Twitter Analytics Dashboard - II

Average of Engagement Rate by Month

● Average of ER with Media Content ● Average of ER with No Media Content



Engagment rate for tweets with app opens

Count of engagment rate

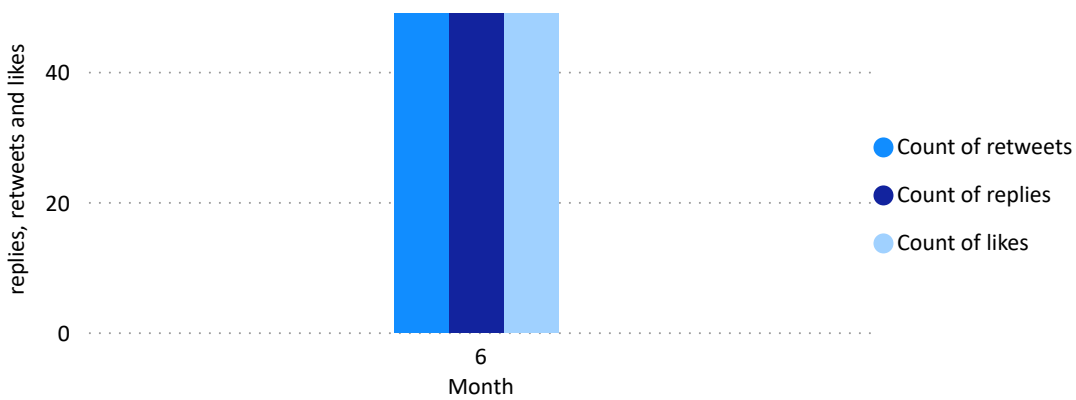
37

Engagment rate for tweets with app opens

Count of engagment rate

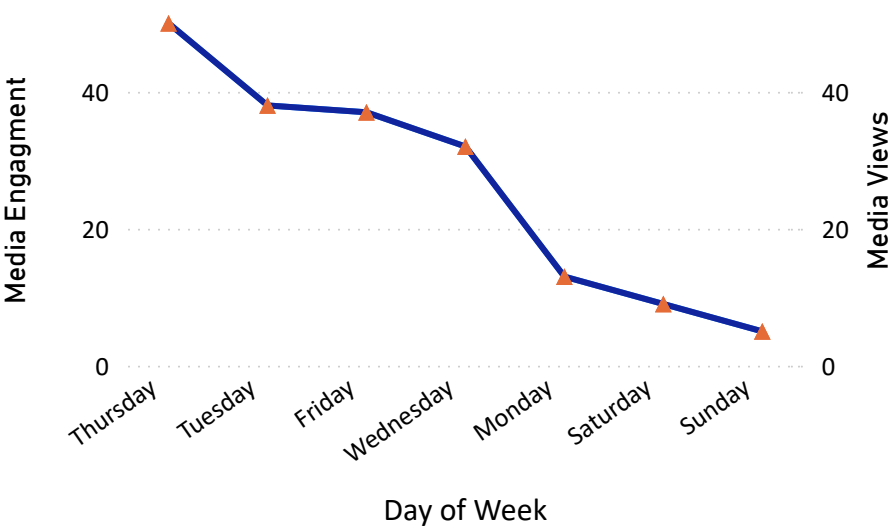
238

Count of retweets, replies and likes by Month



Media views Vs Media Engagments by day of week in last quarter

▲ Count of media engagements ▲ Count of media views



proportion of total clicks for tweets with more than 500 impressions

