

# Marketing Content Performance

across all the platforms

1/1/20244/30/2025

## Filters

### Social Media Platforms

Facebook

Instagram

LinkedIn

TikTok

X.com

YouTube

### Content Type

Organic

Sponsored

### Region

Australia

Brazil

Canada

Germany

India

Japan

UK

USA

Clear all slicers

- Engagement rate** = Engagement / views
- CTR (Click through rate)** = clicks / impressions

Total Posts

4.99K

Likes842.4M  
Shares266.6M  
Comments193.0M

Impressions

5.76bn

Clicks35.4M  
CTR0.61%

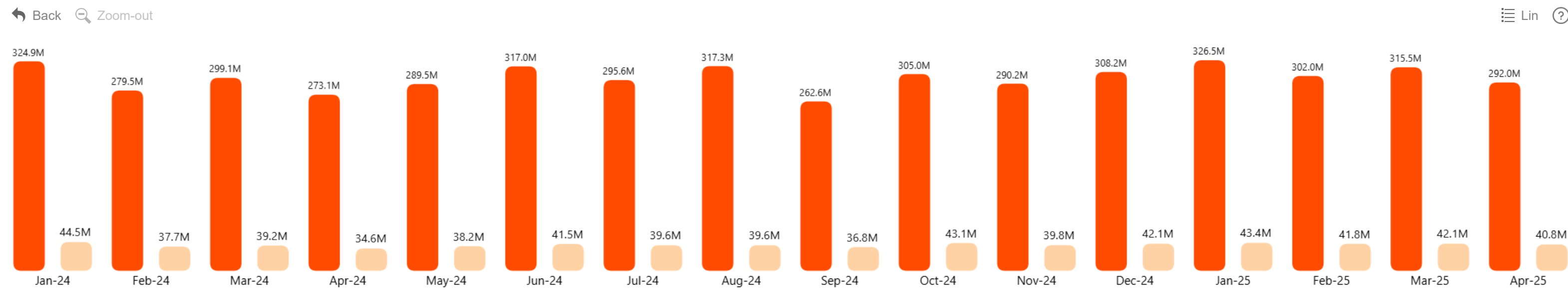
Views

4.80bn

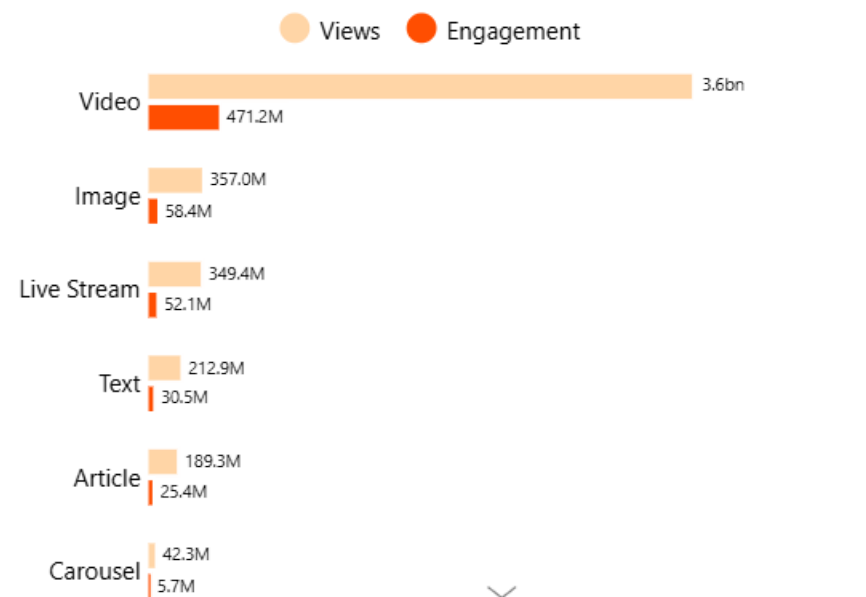
Engagement645.16M  
Engagement Rate13.45%

## Social Media Engagement & Reach Timeline

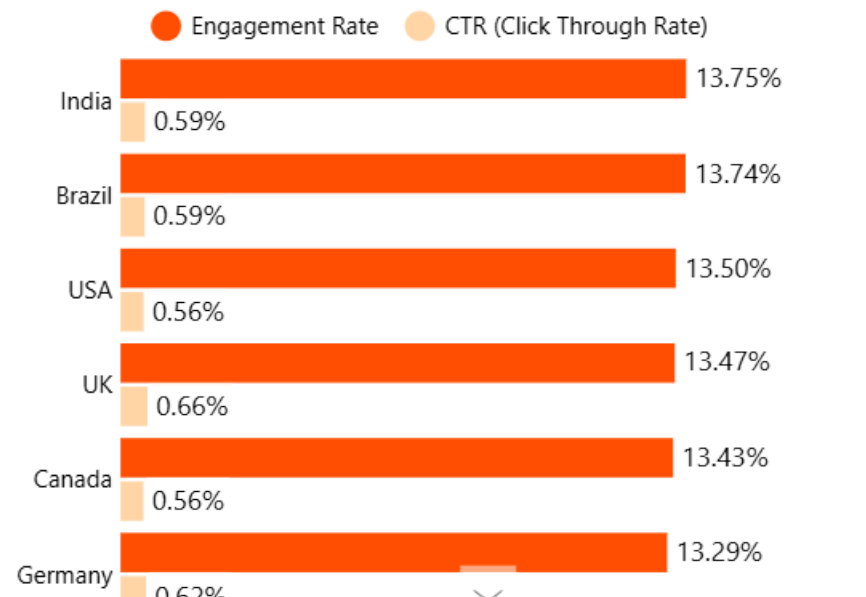
by Month > Day



## Which Post type generate the highest engagement and views?



## Are there regional differences in engagement and click-through performance?



## Performance Metrics by Post Type

Use slicer to select category

Post Type

Post Type	Posts	Impressions	CTR	Views	Engagement Rate	Likes	Shares	Comments
Article	206	0.23bn	2.04%	0.19bn	13.40%	33M	11M	8M
Carousel	51	0.05bn	1.27%	0.04bn	13.39%	7M	2M	2M
Text	451	0.26bn	0.77%	0.21bn	14.31%	37M	12M	9M
Live Stream	830	0.42bn	0.71%	0.35bn	14.92%	61M	19M	14M
Video	2884	4.36bn	0.53%	3.64bn	12.96%	640M	201M	146M
Image	980	0.43bn	0.51%	0.36bn	16.37%	62M	20M	15M
PDF	16	0.01bn	0.21%	0.01bn	15.58%	3M	1M	0M
Total	4991	5.76bn	0.61%	4.80bn	13.45%	842M	267M	193M

## Which content category drive the best performance across different regions?

Content Category > Regions

Content Category	Posts	Impressions	CTR	Views	Engagement Rate	Likes	Shares	Comments
Product Promotion	1229	2.31bn	0.62%	1.93bn	11.58%	341M	107M	78M
USA	178	0.35bn	0.56%	0.29bn	11.82%	51M	16M	12M
UK	156	0.31bn	0.68%	0.26bn	11.45%	48M	15M	11M
Australia	149	0.30bn	0.68%	0.26bn	11.75%	46M	15M	10M
Japan	137	0.28bn	0.74%	0.24bn	11.47%	43M	13M	10M
Brazil	165	0.29bn	0.49%	0.24bn	11.67%	43M	13M	10M
Canada	142	0.26bn	0.57%	0.22bn	11.39%	37M	12M	8M
India	152	0.26bn	0.60%	0.21bn	11.44%	37M	12M	9M
Germany	150	0.25bn	0.63%	0.21bn	11.57%	36M	12M	8M
Educational	1916	1.43bn	0.58%	1.19bn	19.89%	211M	66M	48M
Entertainment	784	1.32bn	0.60%	1.10bn	7.46%	190M	62M	43M
Customer Story	694	0.44bn	0.73%	0.37bn	19.83%	63M	20M	15M
Event / Webinar	520	0.26bn	0.63%	0.22bn	14.04%	38M	12M	9M
Total	4991	5.76bn	0.61%	4.80bn	13.45%	842M	267M	193M

## Are there correlations between engagement levels and content categories or publishing time?

Content Category	8	9	10	11	12	13	14	15	16	17	18	19
Customer Story												
High	8	14	44	36	48	14	20	40	54	40	16	11
Medium	11	15	45	49	39	7	17	52	49	56	13	13
Educational												
High	29	27	109	139	120	25	24	126	141	140	32	23
Medium	38	31	120	144	157	40	28	144	139	129	34	31
Entertainment												
Low	22	31	109	93	113	25	22	94	79	90	21	23
Medium	5	4	8	6	14	2	1	7	11	10		2
Event / Webinar												
Medium	18	24	76	63	66	16	17	71	71	70	17	11
Product Promotion												
High				1	1						2	
Low	15	10	53	42	36	9	10	44	57	46	18	12
Medium	42	44	122	132	110	22	22	137	128	118	32	25

## What are the ideal days and hours to publish content for maximum engagement?

Day	8	9	10	11	12	13	14	15	16	17	18	19
Mon	13.17%	13.37%	12.58%	13.62%	13.78%	13.67%	10.17%	13.28%	13.08%	15.22%	16.01%	13.29%
Tue	13.69%	10.99%	12.14%	12.93%	13.11%	16.54%	14.30%	14.78%	14.61%	12.20%	11.82%	10.69%
Wed	13.69%	12.95%	12.77%	12.77%	13.13%	13.44%	13.60%	13.29%	15.18%	13.99%	12.76%	11.60%
Thu	14.10%	12.85%	13.82%	13.76%	12.62%	11.87%	15.61%	12.73%	13.46%	13.76%	13.01%	13.25%
Fri	14.96%	14.79%	12.97%	13.91%	12.41%	16.45%	12.69%	12.79%	12.74%	14.14%	16.15%	15.21%
Sat	15.12%	12.97%	13.17%	14.52%	12.81%	11.36%	16.37%	14.33%	13.39%	12.42%	14.82%	12.91%
Sun	15.10%	11.48%	13.09%	13.06%	14.55%	12.17%	12.83%	13.35%	14.10%	14.37%	12.93%	16.46%

## Video Views & Live Stream Views trend

Total Video Views Total Live stream views

