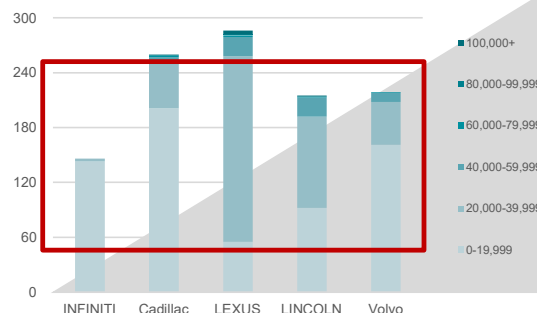


# 英菲还有让分享效率更大化的空间

WECHAT POST AMOUNT OVERVIEW

Brand	Posts	Avg. number of posts/month
INFINITI	146	12
Cadillac	260	22
LEXUS	286	24
LINCOLN	215	18
Volvo	219	18

WECHAT IMPRESSIONS AMOUNT OVERVIEW

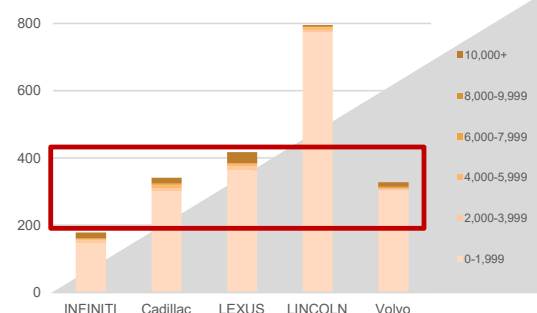


INFINITI	Cadillac	LEXUS	LINCOLN	Volvo
张若昀QX50影片 34,455 Impressions	愚人节CT4 100,000+ Impressions	王俊凯影片 100,000+ Impressions	领航员L长轴总统版上市 100,000+ Impressions	人民日报联名影片 73,514 Impressions
2020 520 22,578 Impressions	郎平白浪影片 75,265 Impressions	纯电动UX 300e 上市 100,000+ Impressions	国产SUV广州车展 65,412 Impressions	时尚先生联名影片 59,284 Impressions
QX50上市 22,440 Impressions	CT6冠军限量版上市 69,208 Impressions	UX 300e春日对话 100,000+ Impressions	Nautilus首秀广州车展 56,666 Impressions	人民日报联名影片 58,016 Impressions

WEIBO POST AMOUNT OVERVIEW

Brand	Post Amount	Avg. amount of posts/month	Avg. amount of posts/day
INFINITI	178	15	0-1
Cadillac	341	28	1
LEXUS	407	34	1-2
LINCOLN	796	66	3
Volvo	328	27	1

WEIBO ENGAGEMENTS AMOUNT OVERVIEW



INFINITI	Cadillac	LEXUS	LINCOLN	Volvo
代言人张若昀 142,954 Engagements	代言人许光汉 191,004 Engagements	王俊凯UX 300e 2,586,306 Engagements	李云迪云端音乐会 20,822 Engagements	代言人华晨宇 469,445 Engagements
张若昀QX50发布会 112,375 Engagements	许光汉CT4写真 65,481 Engagements	王俊凯影片 1,395,410 Engagements	CORSAIR上市 11,797 Engagements	华晨宇XC40 242,460 Engagements
张若昀QX50发布会 74,073 Engagements	胡歌G7公益影片 54,097 Engagements	UX 300e春日对话 392,087 Engagements	CORSAIR黑骑士限量版上市 11,614 Engagements	华晨宇XC40 106,563 Engagements

Data source: 2020.1.1-2020.12.08, Infiniti, Cadillac, Lexus, Lincoln, Volvo official WeChat accounts; 2020.1.1-2020.12.08, Infiniti, Cadillac, Lexus, Lincoln, Volvo official Weibo account