

**Facebook**  
Insights

**Twitter**  
Analytics

**Instagram**  
Analytics

**Pinterest**  
Analytics

**YouTube**  
Analytics

**Snapchat**  
Analytics

**LinkedIn**  
Statistics

**XING**  
Statistics

**Blog**  
Statistics

**kununu**  
Statistics

**Google+**  
Statistics

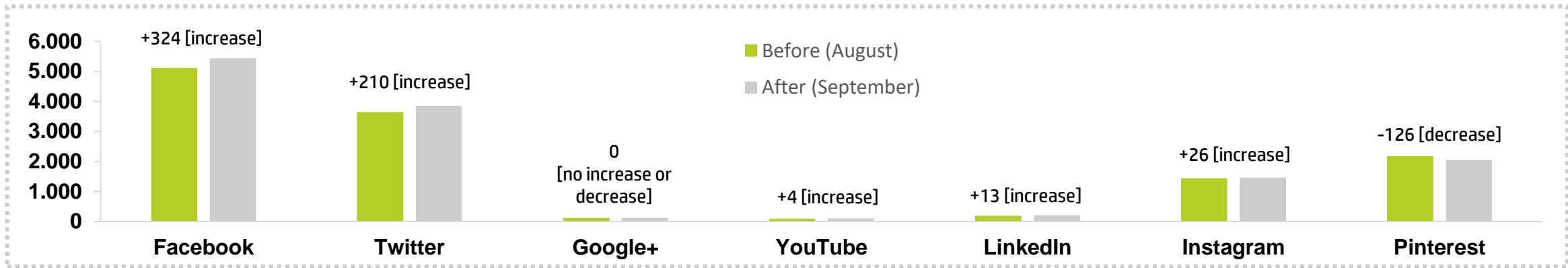
# ENGAGEMENT RATE REPORT

(APRIL – SEPTEMBER 2016)

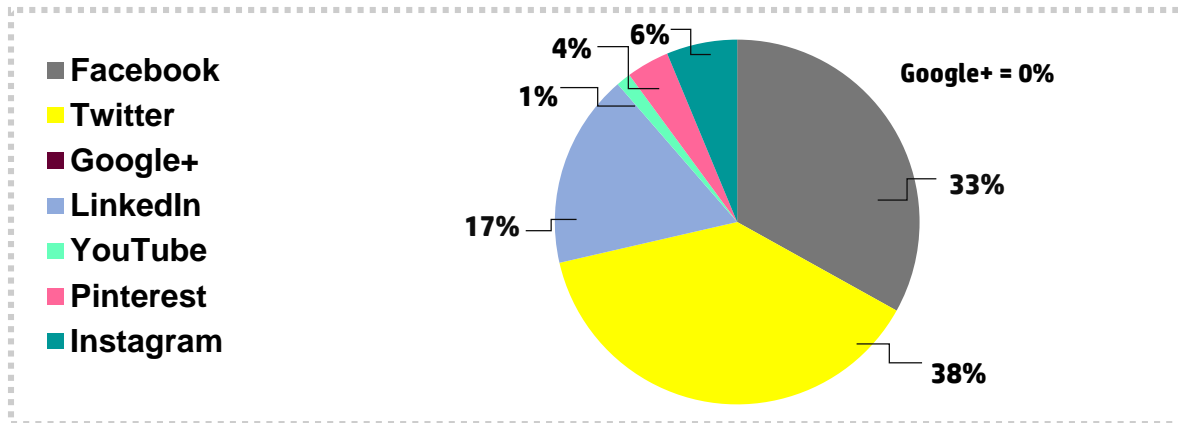
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# KPI Overview

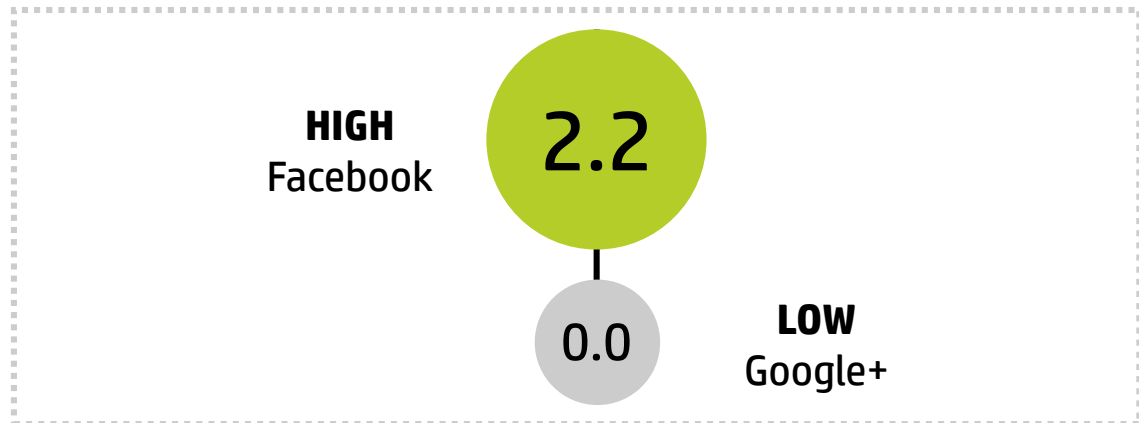
## Followers Change Number of new followers month-on-month



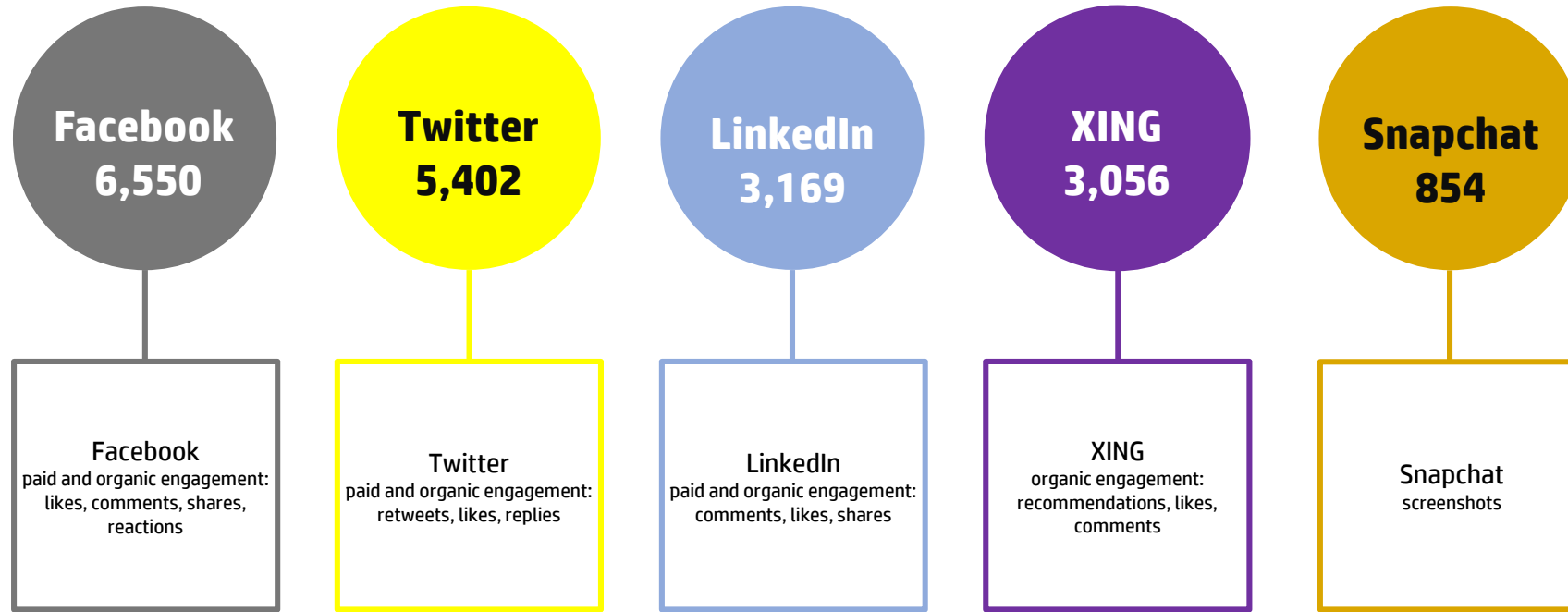
## Total Reach Reach of the posts



## Engagement Rate

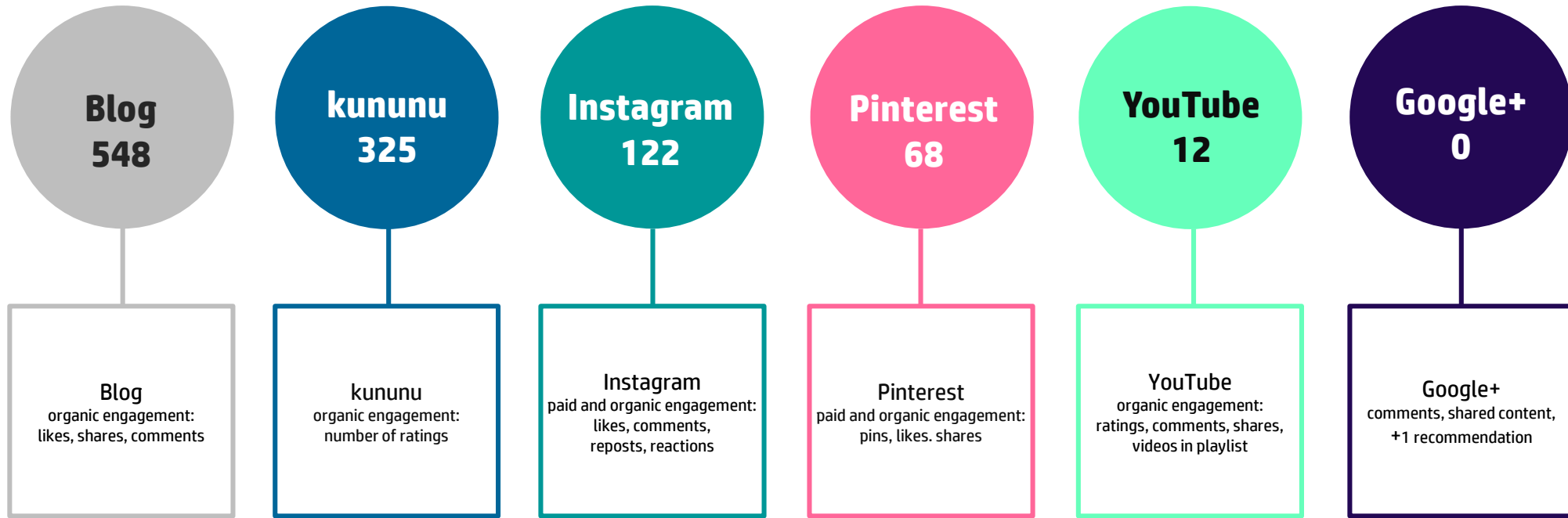


# Engagements I/II (paid and organic)



The June campaign, in particular, motivated the Facebook community to act as active multipliers via likes, comments and shared content. Twitter recorded the second largest share of engagement, which can partly be attributed to the channel's broad organic reach. The number of screenshots on Snapchat increased especially over the past few months, since users posted significantly more content with a correspondingly higher reach than during the previous six-month period.

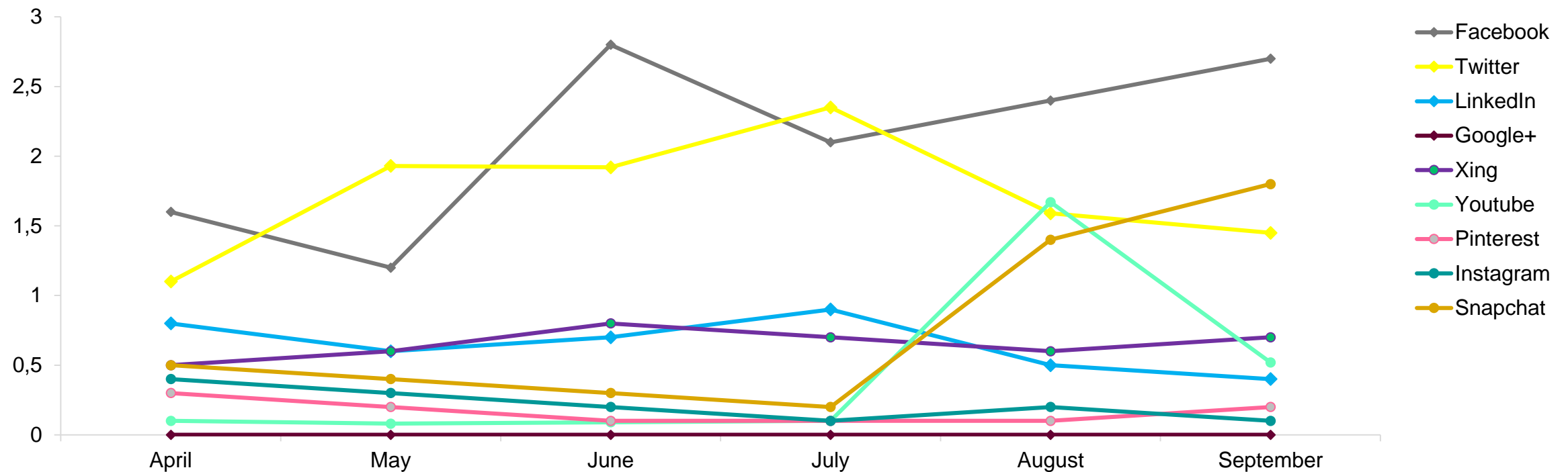
# Engagements II/II (paid and organic)



On the blog, it was mainly articles on the topic of marketing & sales that achieved the most engagements. The relatively few engagements on Instagram are rather atypical for this channel and can probably be attributed to the quality of the images. There is also a need to optimize hashtags. No engagements at all were generated on Google+ during the entire period of observation, but this is not unusual for this channel.

# Engagement rate over time

Facebook recorded the highest engagement rate over six months, with a significant peak in June, when there were two posts on the campaign that triggered 300 engagements each. By contrast, the Instagram posts need to be optimized in terms of image quality and choice of hashtags to generate a higher engagement rate. After all, compared to Facebook and Twitter, Instagram tends to have a significantly higher potential for engagement.

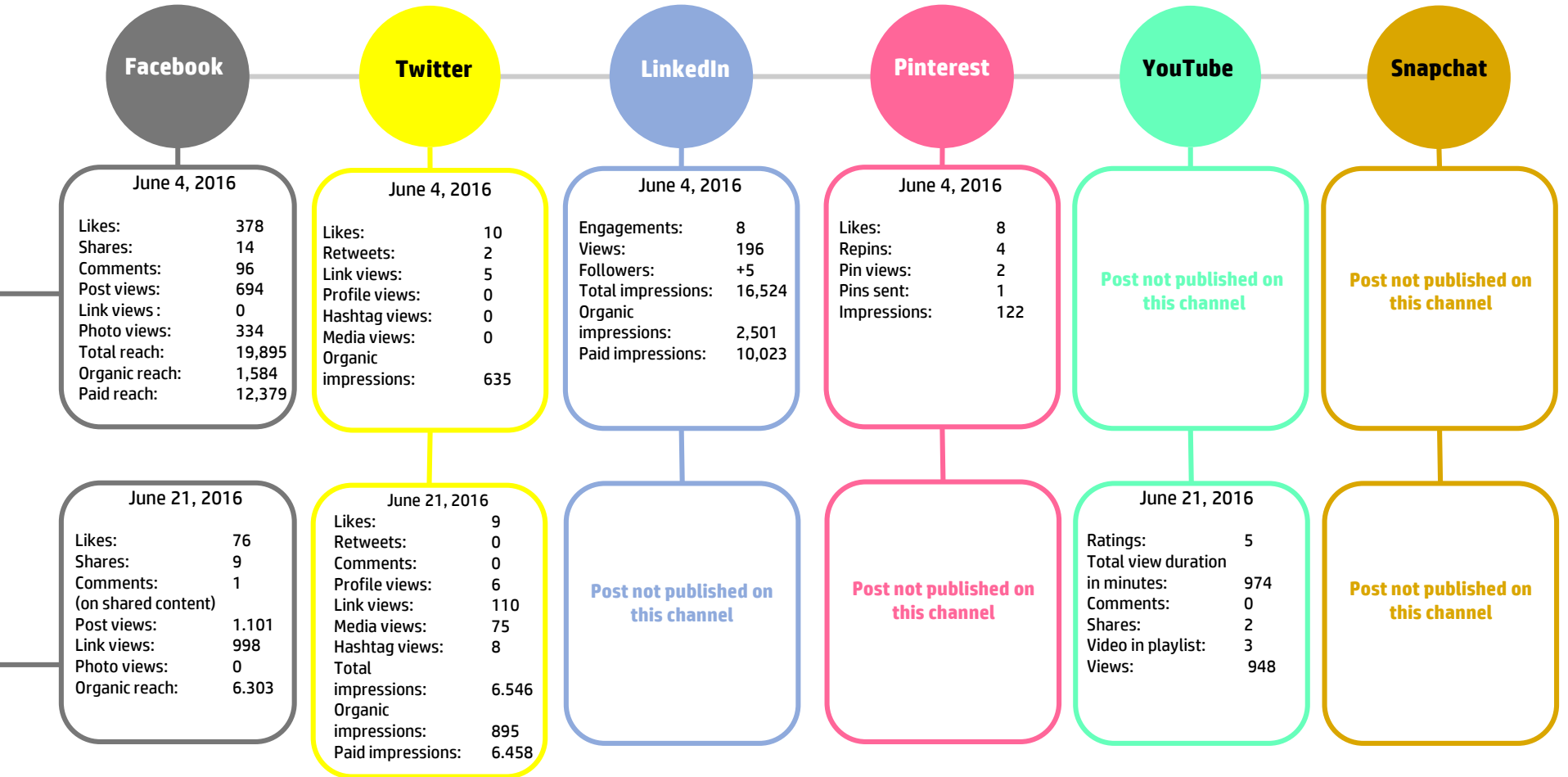


# Top posts by number of engagements

**HIGHLIGHT – Facebook post with the most paid and organic engagements**



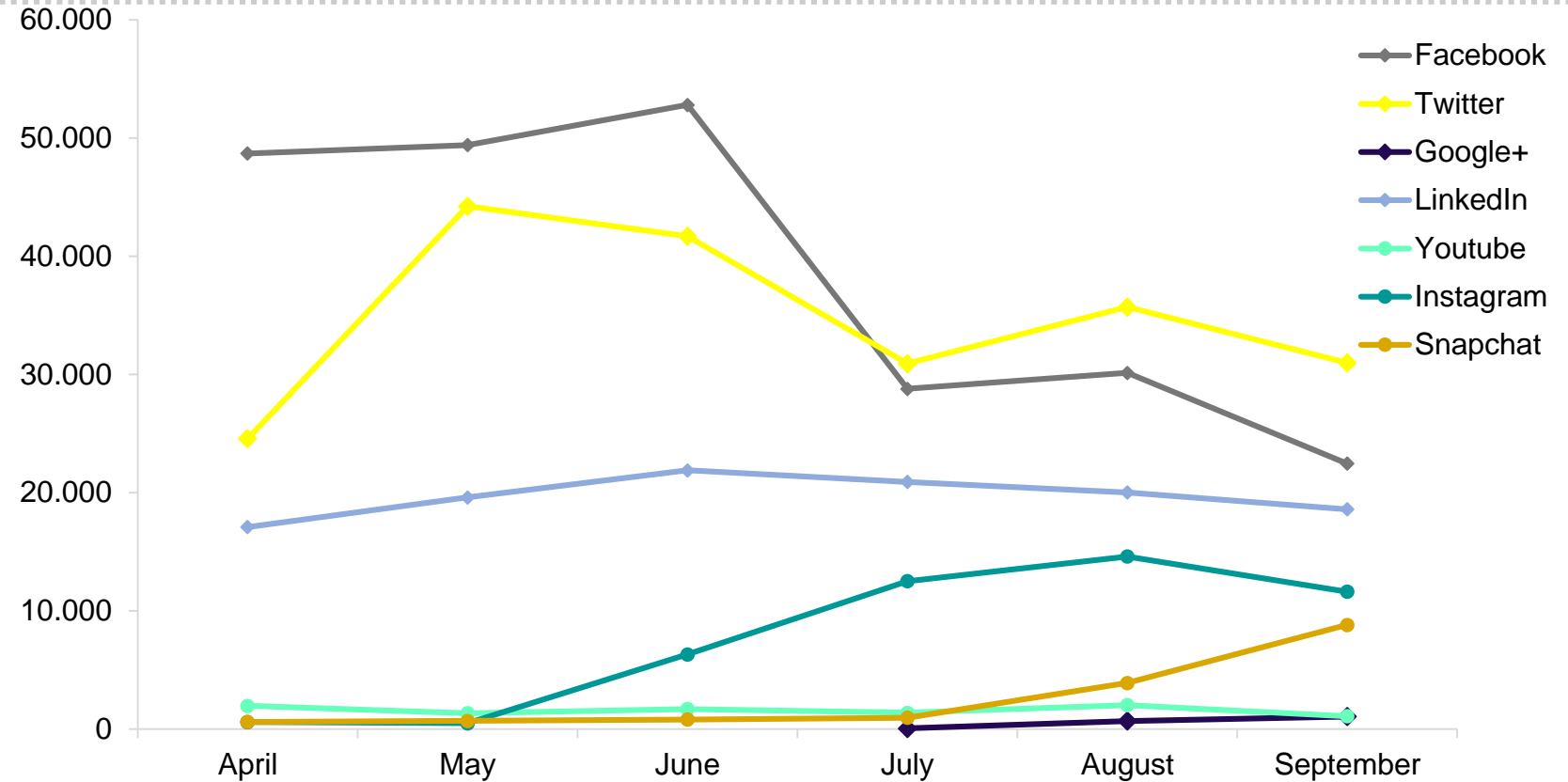
**HIGHLIGHT – Facebook post with the most organic engagements**



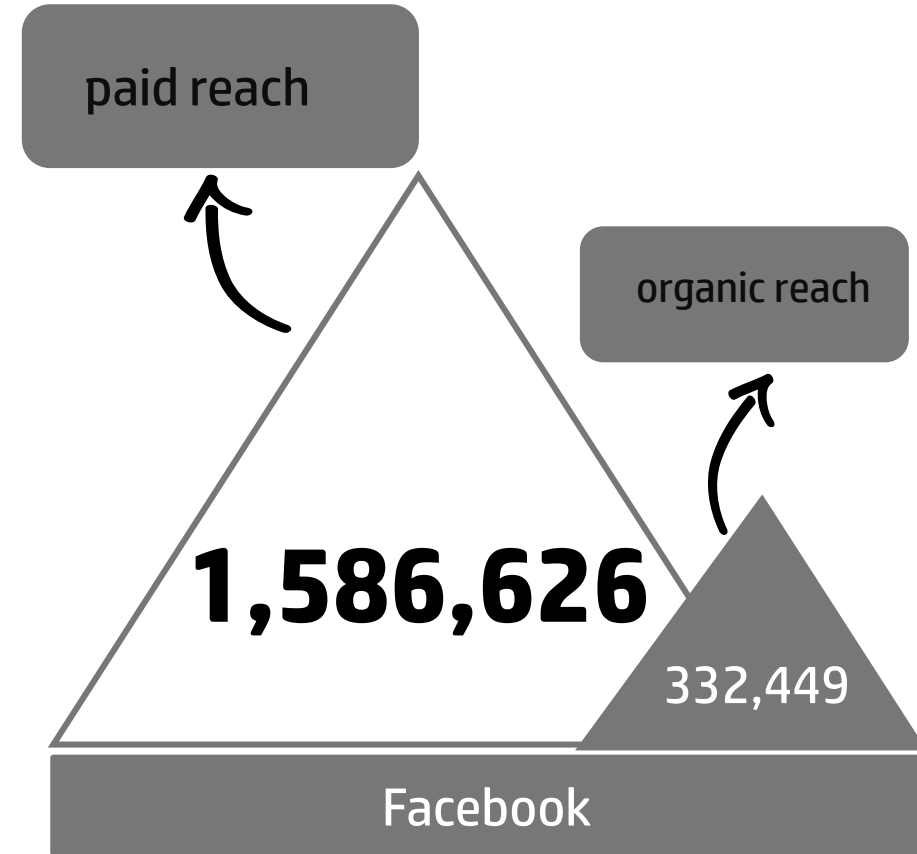
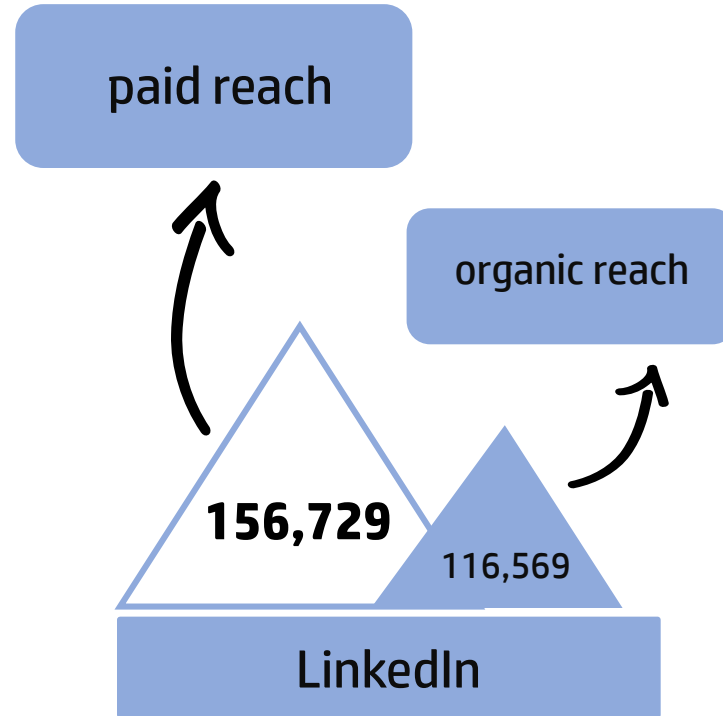
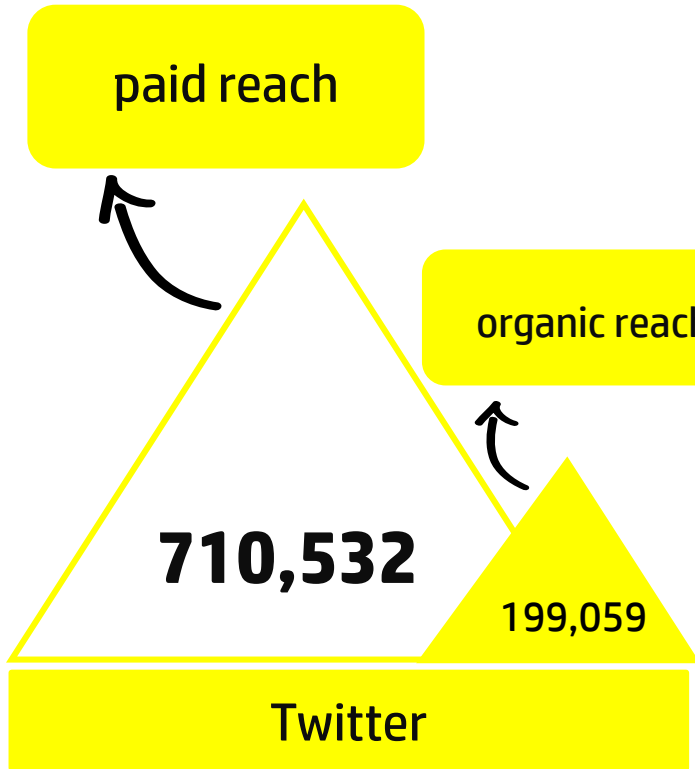
The format and content of posts is usually adapted to suit the different social media channels. Our analysis shows that the success of posts varies from platform to platform. June's top posts on Facebook – published on June 4 and 21, respectively – attracted considerably less attention on Twitter, LinkedIn, Pinterest, YouTube and Snapchat.

# Reach over time (organic)

In terms of the reach that was achieved, marketing was also the most successful on Facebook. The figures for paid reach on Twitter are lower than on Facebook, which is why the targeting of the Twitter ads should be reassessed and adapted accordingly. Meanwhile, Snapchat's reach increased significantly over time, fueled by a steadily growing community.



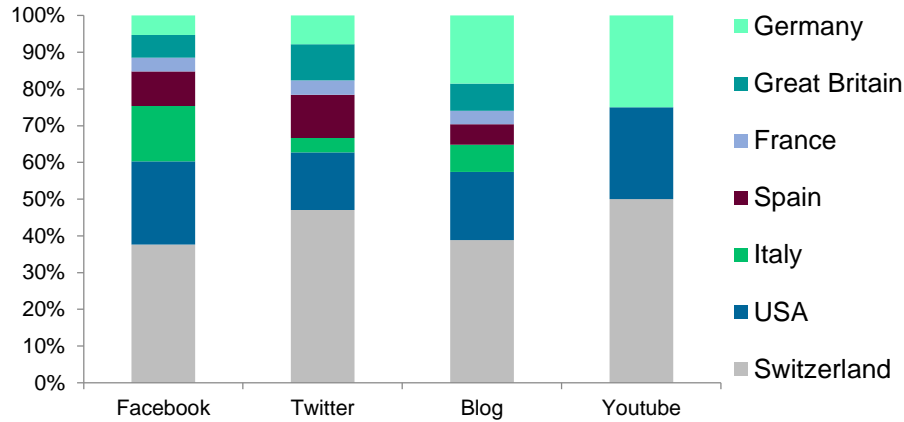
# Reach organic vs. paid



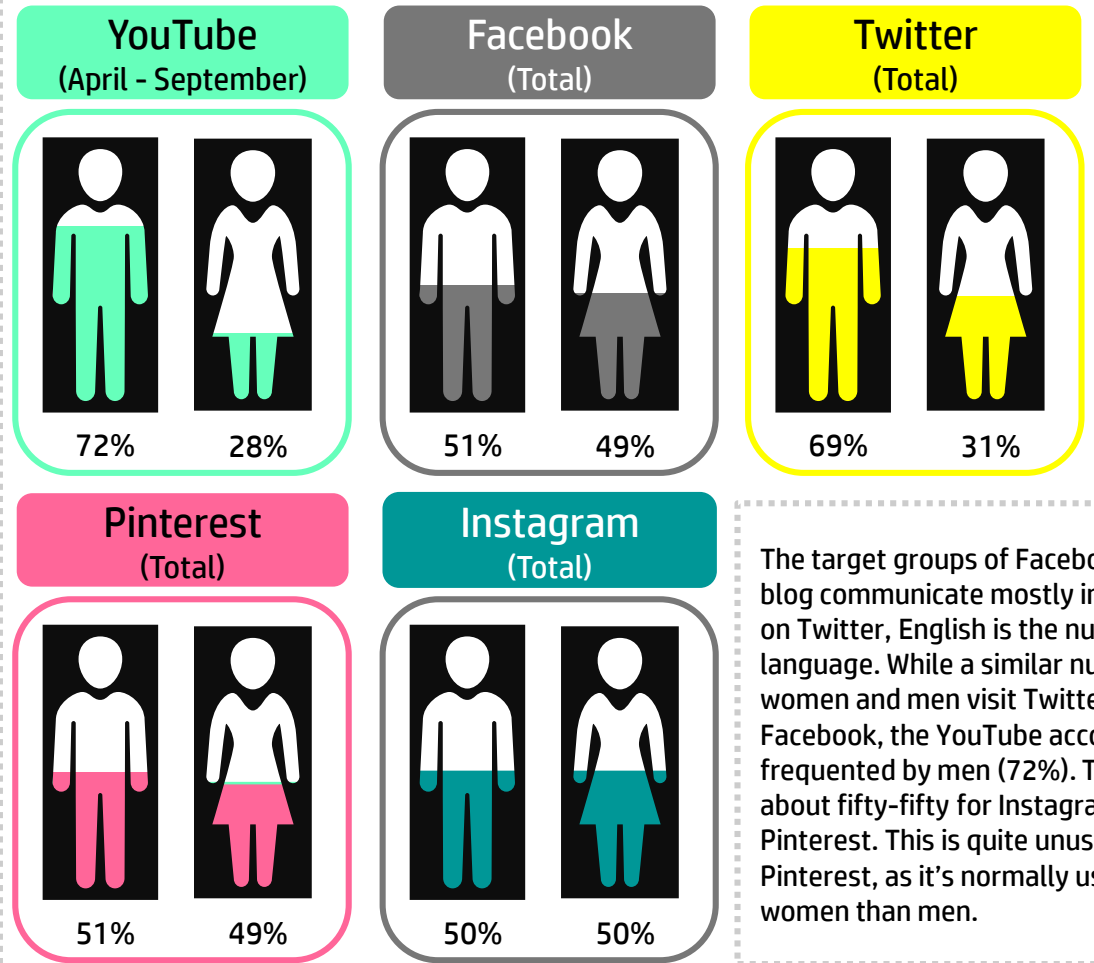


# Target group analysis

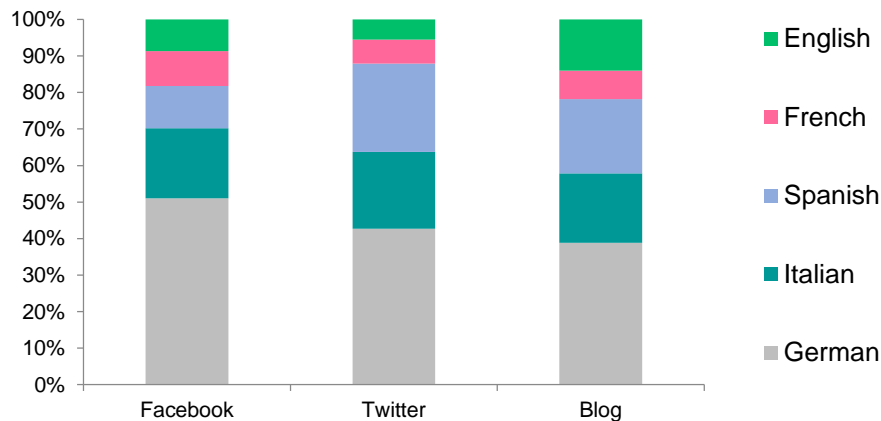
## Country



## Gender

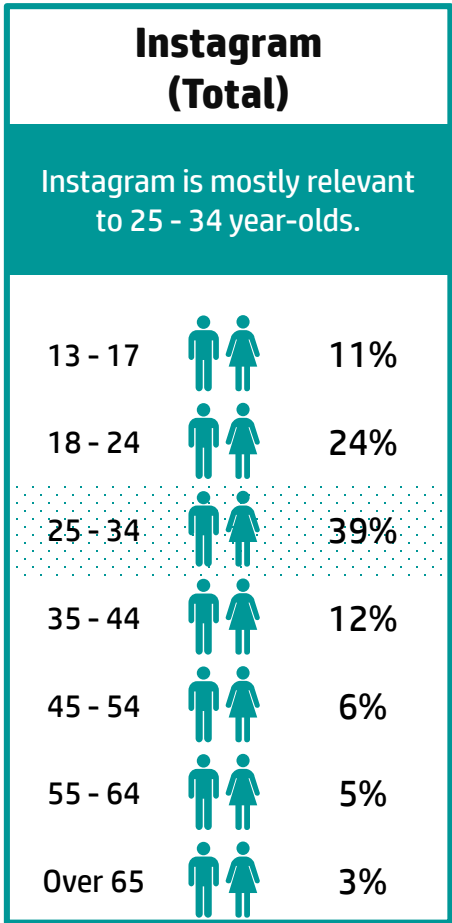
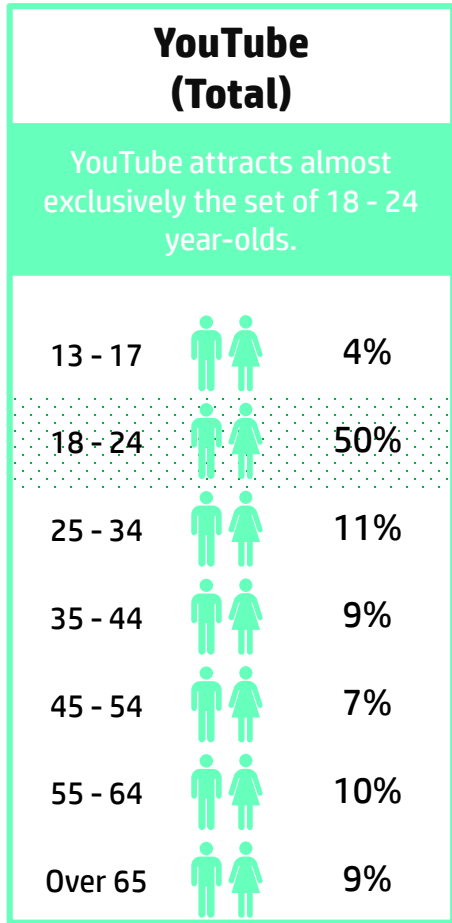
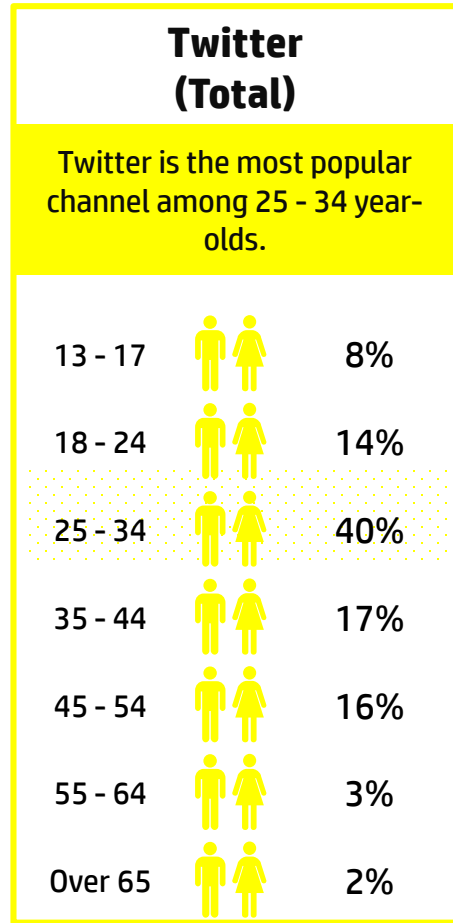
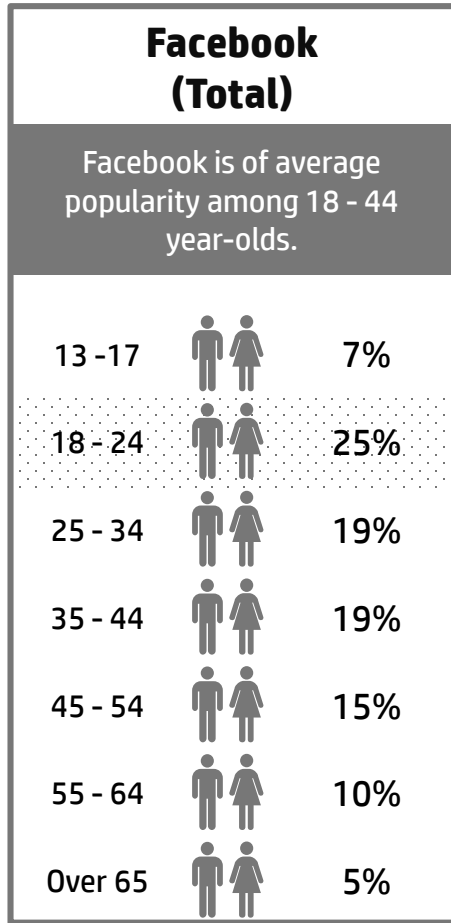
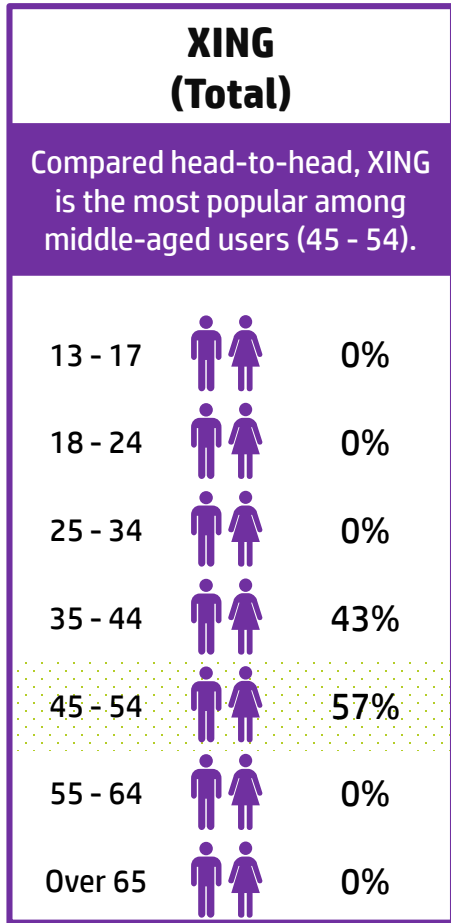


## Language



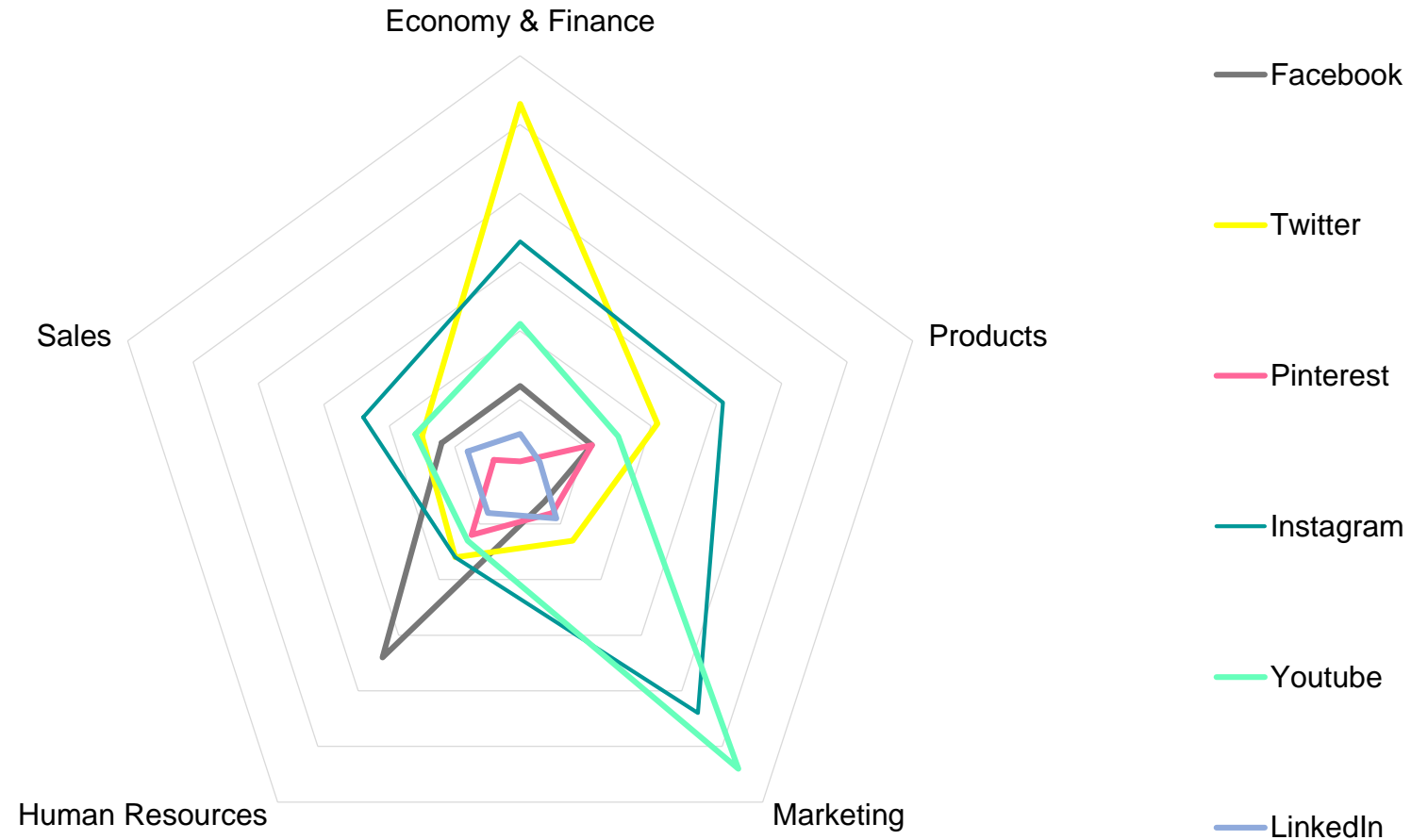
The target groups of Facebook and the blog communicate mostly in German. Only on Twitter, English is the number one language. While a similar number of women and men visit Twitter and Facebook, the YouTube account is mostly frequented by men (72%). The ratio is about fifty-fifty for Instagram and Pinterest. This is quite unusual for Pinterest, as it's normally used more by women than men.

# Target group analysis age group



# Analysis by topic

For all channels that are observed as part of the monitoring, topics can be defined and encoded on the basis of the strategic goals of the marketing campaign. The present example illustrates the share of each topic on the different channels. Thus, Twitter is mostly used for topics from the area of economy and finance, whereas marketing-related issues are popular on Instagram and YouTube.

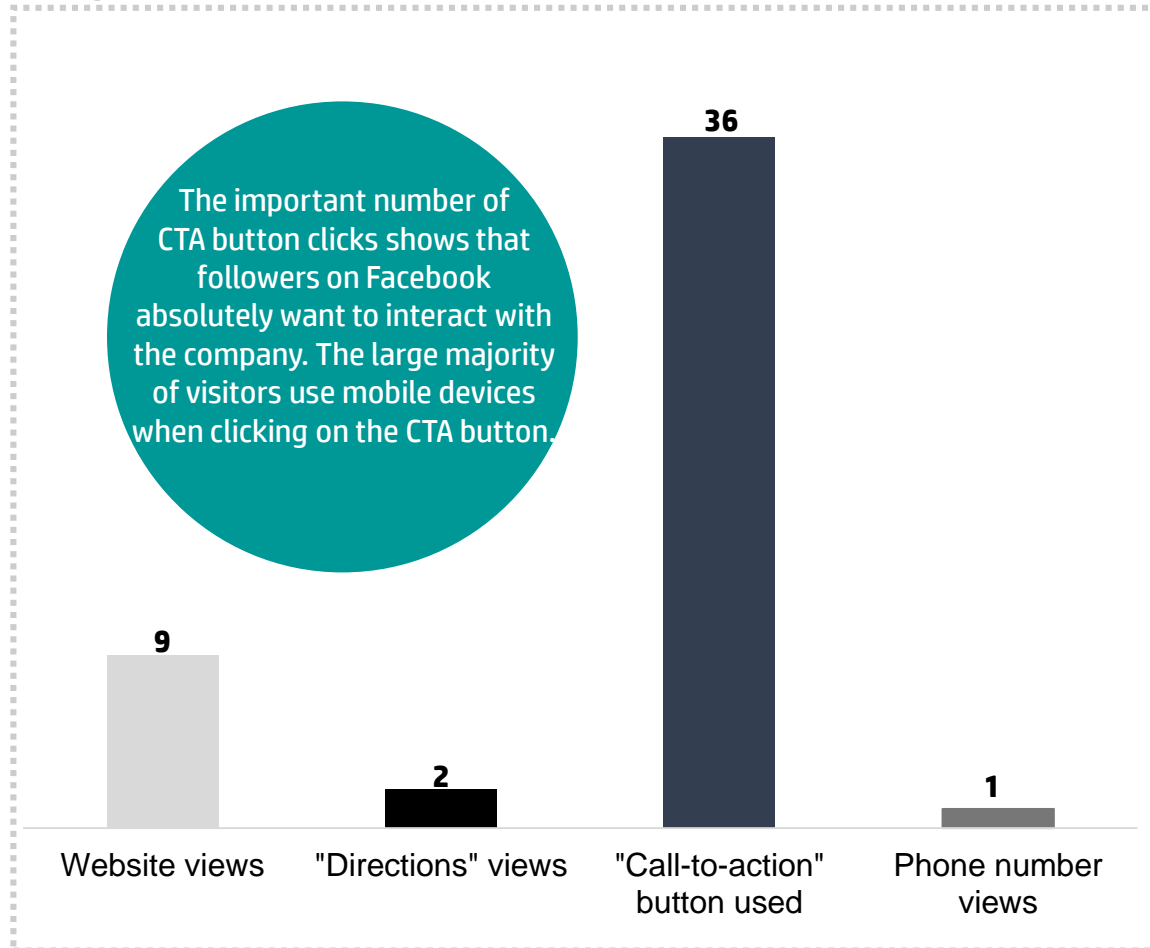




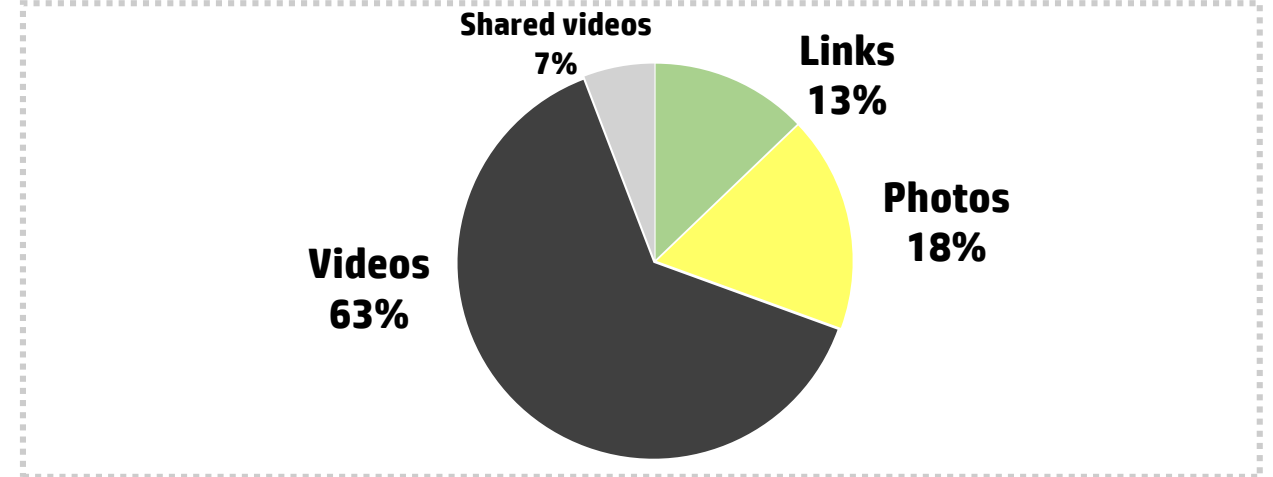
# FACEBOOK INSIGHTS

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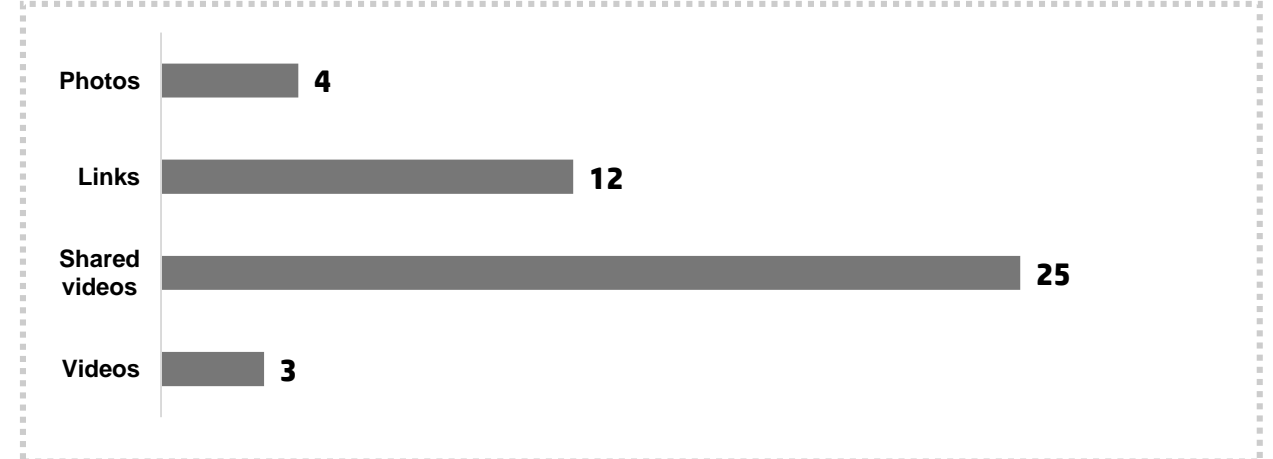
## Page views (April - September)



## Types of posts by reach (total)



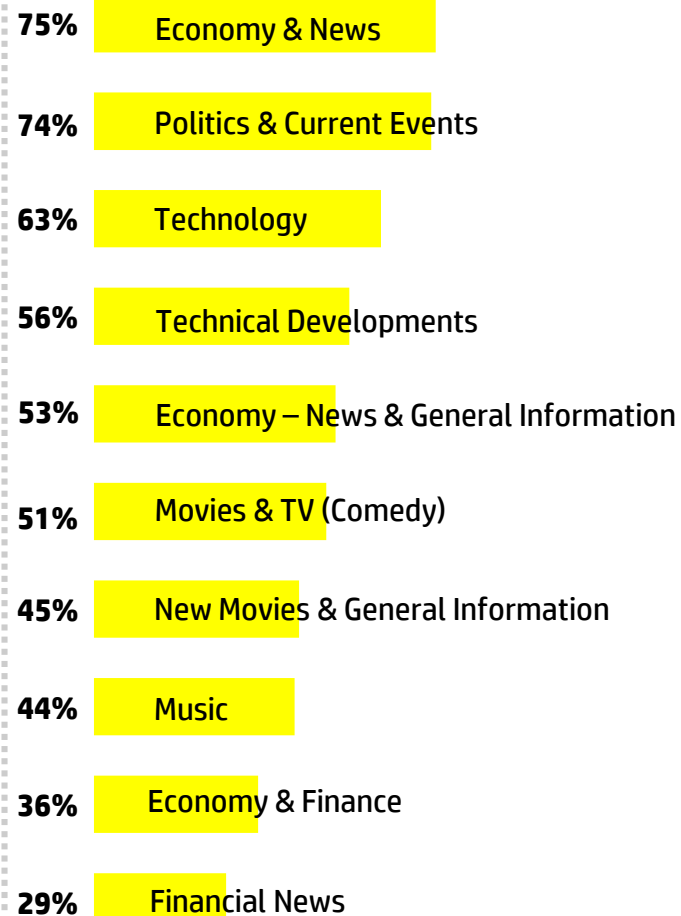
## Types of posts by engagement rate (total)



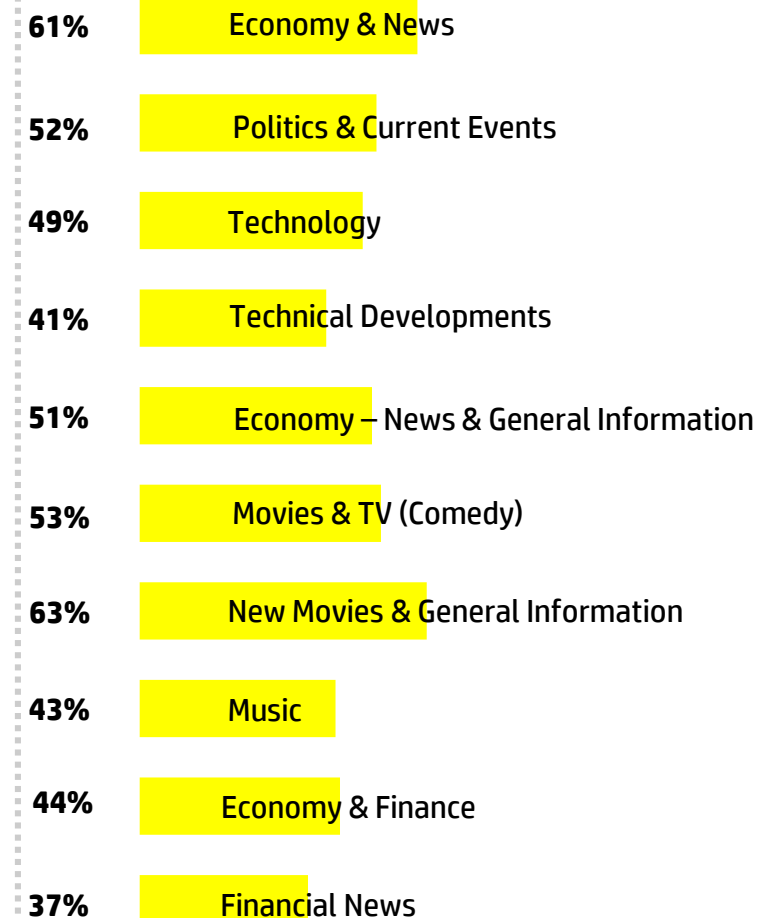
# **TWITTER ANALYTICS**

# Twitter target group insights: interests

## All followers



## Organic target group

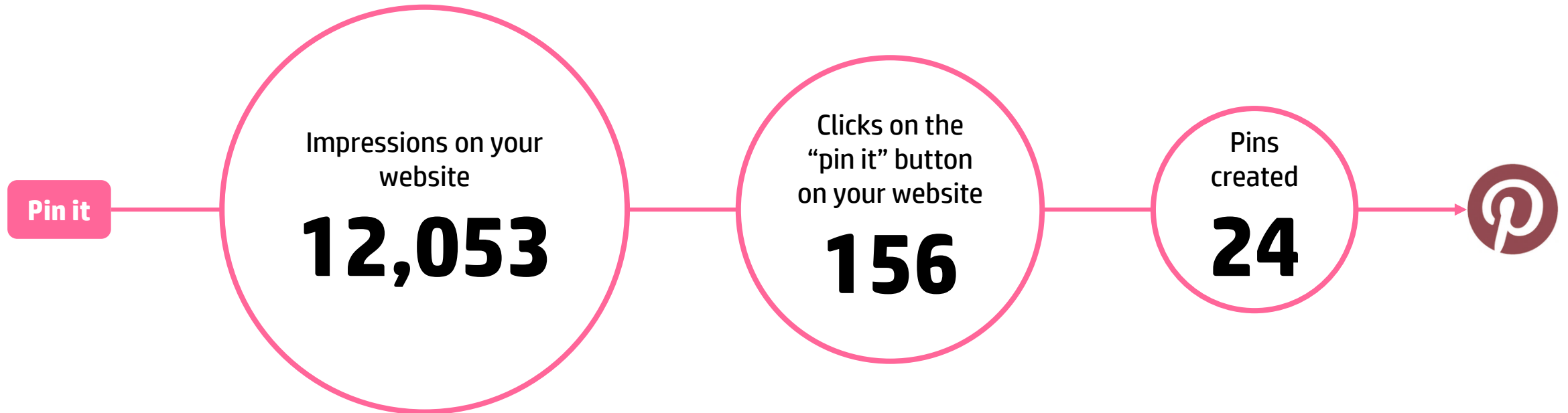


# PINTEREST ANALYTICS

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# Pinterest

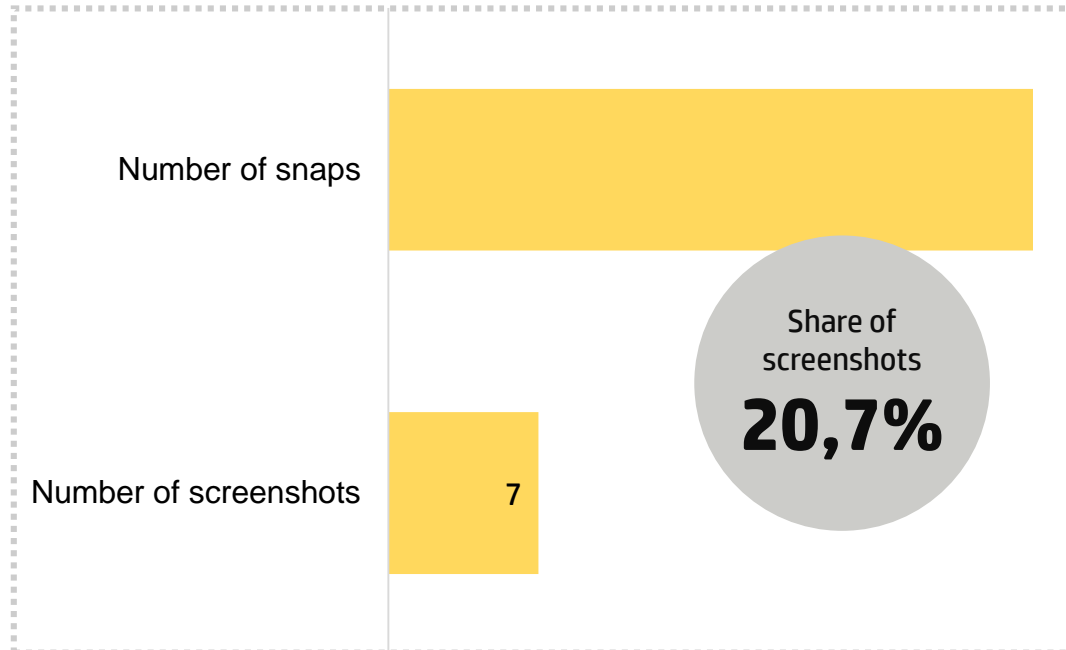


By integrating the “pin it” button on your homepage, you can measure the traffic that is generated via Pinterest. The diagram above shows that 12,053 impressions resulted in 156 “pin it” button clicks and 24 pins. You can also trace how many times this pin was repinned and how often this led to a view of your homepage. Twenty-nine percent of active Twitter users say that they choose Pinterest search over traditional search engines. This means that Pinterest is an important platform to boost brand awareness and one’s visibility in the Internet. The conversion rates are also higher for Pinterest than for Facebook.

# SNAPCHAT ANALYTICS

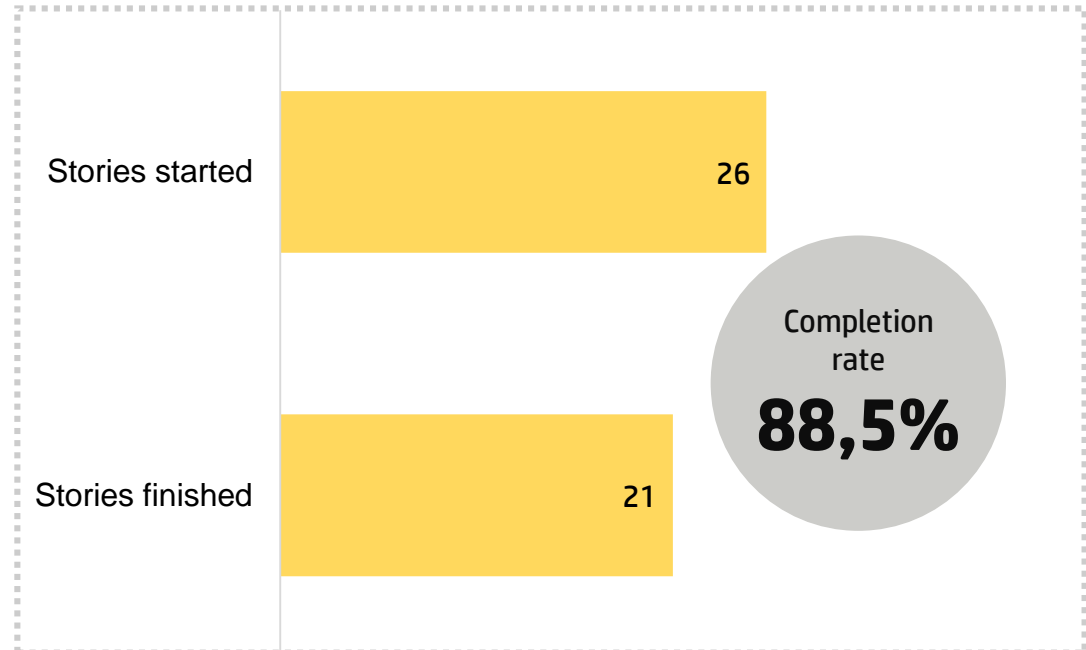
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## Screenshots



Only one-fifth of the content published as snaps encouraged users to engage: they made screenshots of about 21% of the snaps published via Snapchat. There is room for optimization, because through screenshots content is stored on the device as well as in the consciousness of the users.

## Completion Rate



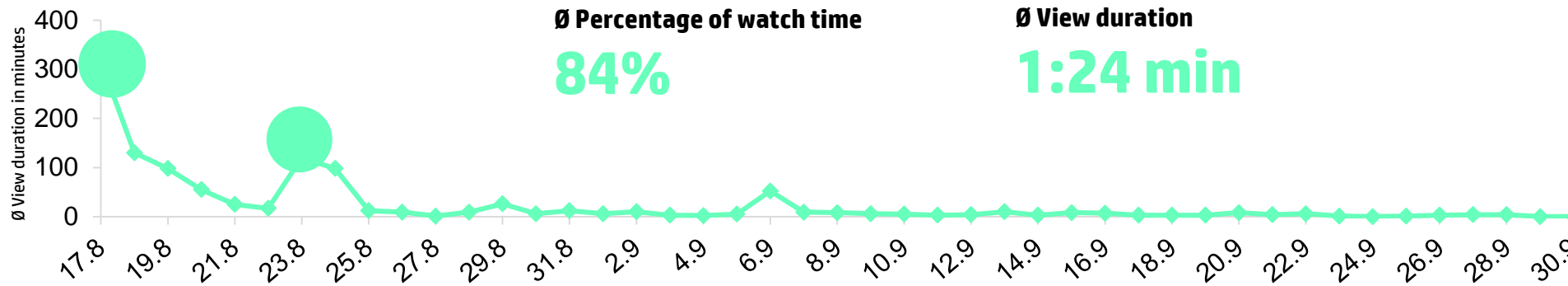
A high completion rate is an argument in favor of the attractiveness of the content offered via Snapchat: If a large number of users finishes watching a story, this means its design and setup resonated with them, and they will very likely return to watch other snaps.



# **YOUTUBE ANALYTICS**

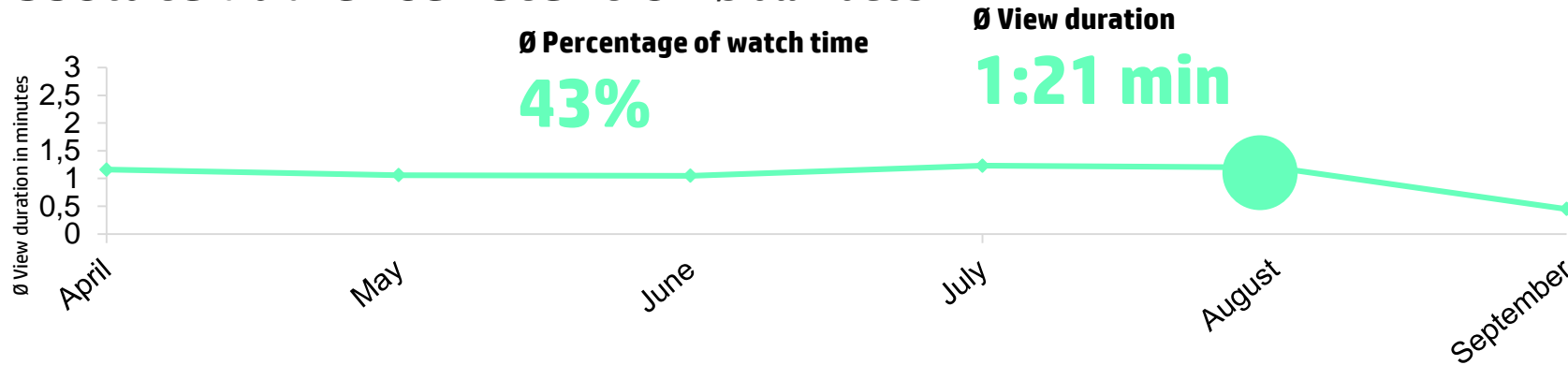
## Absolute audience retention top video

(1:30 min) Published on YouTube on August 17, 2016



The total watch time of the top video in August was 14 hours and 32 minutes. The average view duration was 1:24 minutes and thus slightly above the average duration for all videos (1:21 minutes).

## Absolute audience retention Ø all videos

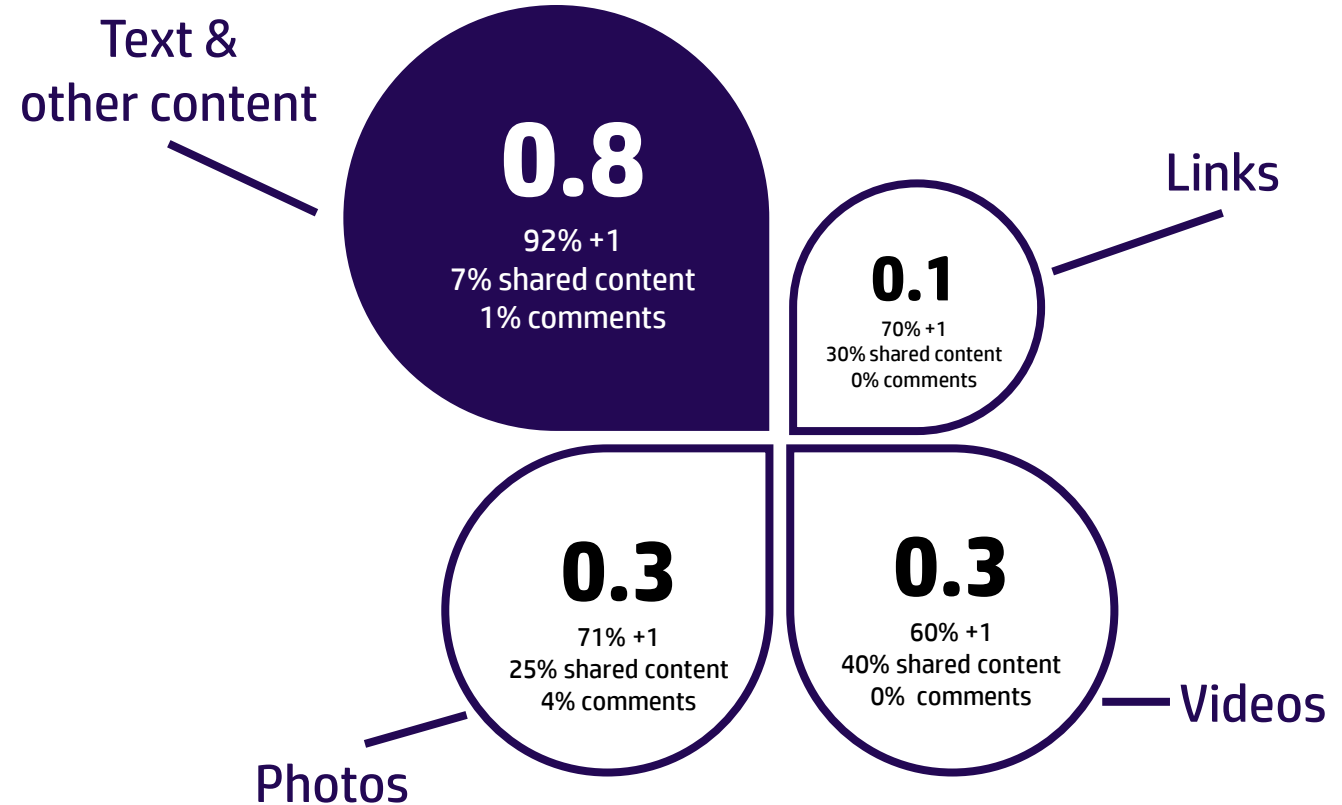


A dark blue teardrop-shaped graphic element on a white background. The shape is rounded on the left side and tapers to a point on the right. It contains the text 'GOOGLE+' and 'STATISTICS' in white, bold, sans-serif font.

**GOOGLE+**  
**STATISTICS**

## Average number of engagements by types of posts (full period)

On average, the engagement with posts on Google+ is significantly lower than on other social media platforms. The corporate Google+ account registered no engagements at all from April to September. The data in the diagram therefore refers to the entire period since the launch of the Google+ account and demonstrates that – contrary to what one would expect – users mostly engaged with textual content. By contrast, links generated far less interest among users.



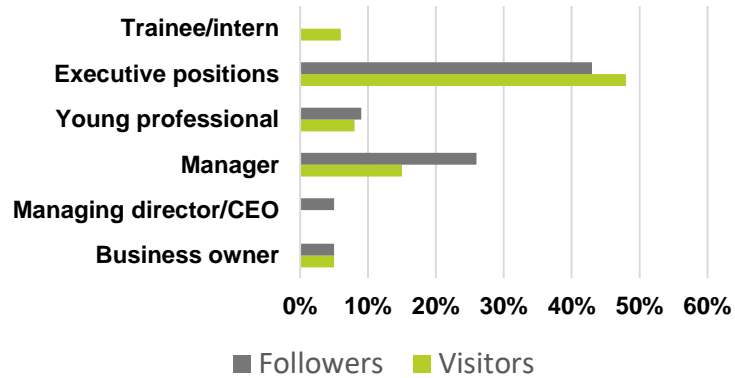
A large, blue, abstract shape resembling a stylized leaf or a rounded rectangle with a curved left side. It is positioned on the right side of a white background. Inside this shape, the text "LINKEDIN & XING STATISTICS" is written in white, bold, uppercase letters, centered vertically and horizontally.

**LINKEDIN &  
XING  
STATISTICS**

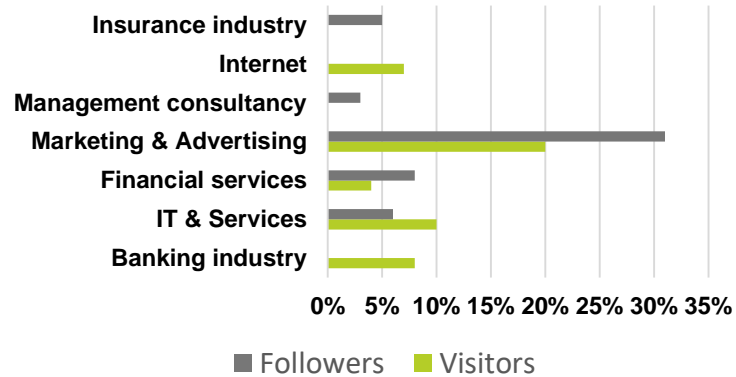


# LinkedIn & XING

## Demographics by position



## Demographics by industry

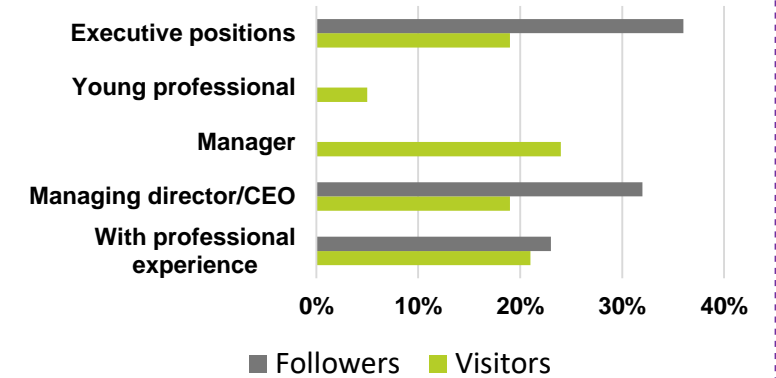


## LinkedIn

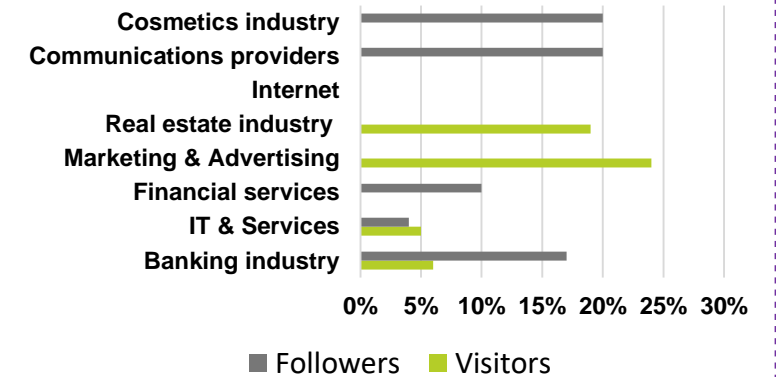
## XING

The majority of the followers of the XING profile are active in the cosmetics and communications industry, whereas the majority of the visitors of the XING profile as well as visitors and followers of the LinkedIn profile work in marketing and advertising. An important share of the followers on LinkedIn and XING hold executive positions.

## Demographics by position



## Demographics by industry

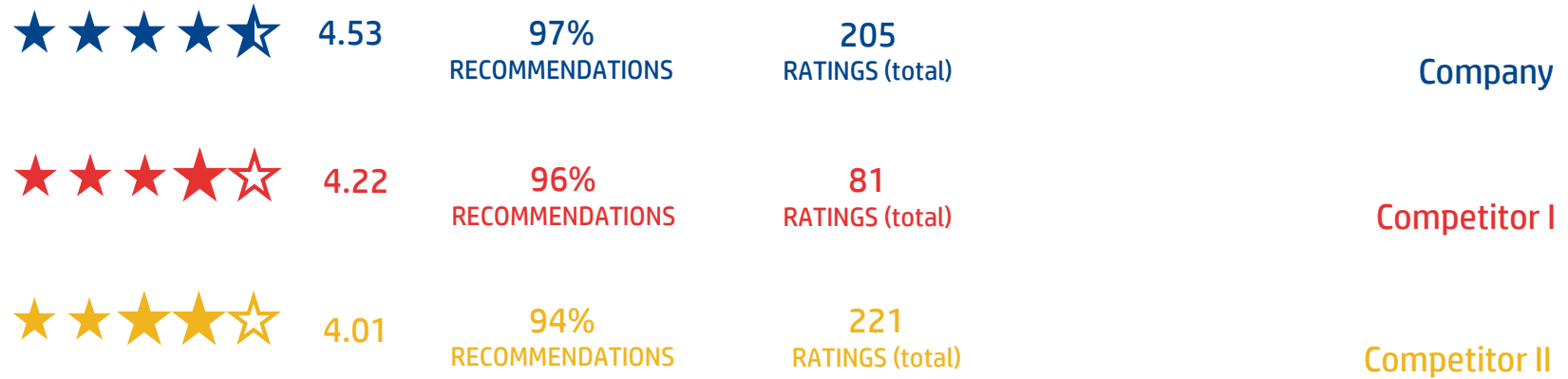




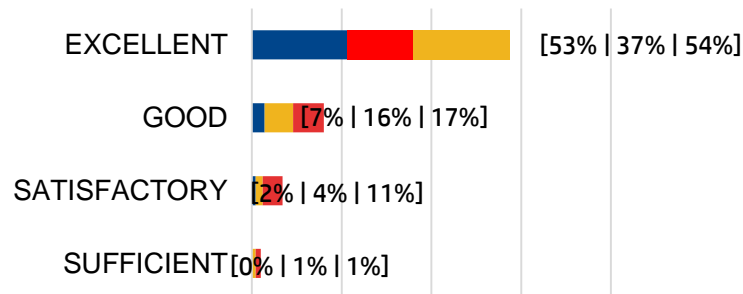
**KUNUNU  
RANKINGS**

The company scores highest among the competitors with 205 ratings in the categories “employees”, “applicants” and “apprentices”. Ninety-seven percent of the ratings are positive throughout and recommend the company as an employer. The company received no negative rankings from employees, unlike some competitors.

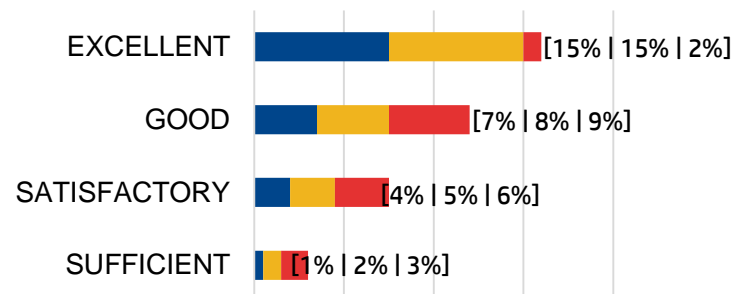
### Comparison with competitors (ranked by kununu score)



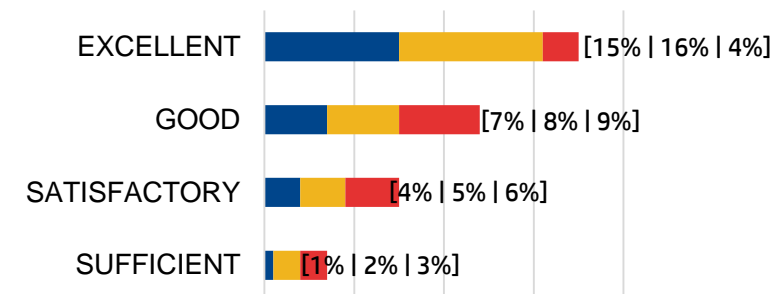
### What employees say



### What trainees say



### What applicants say

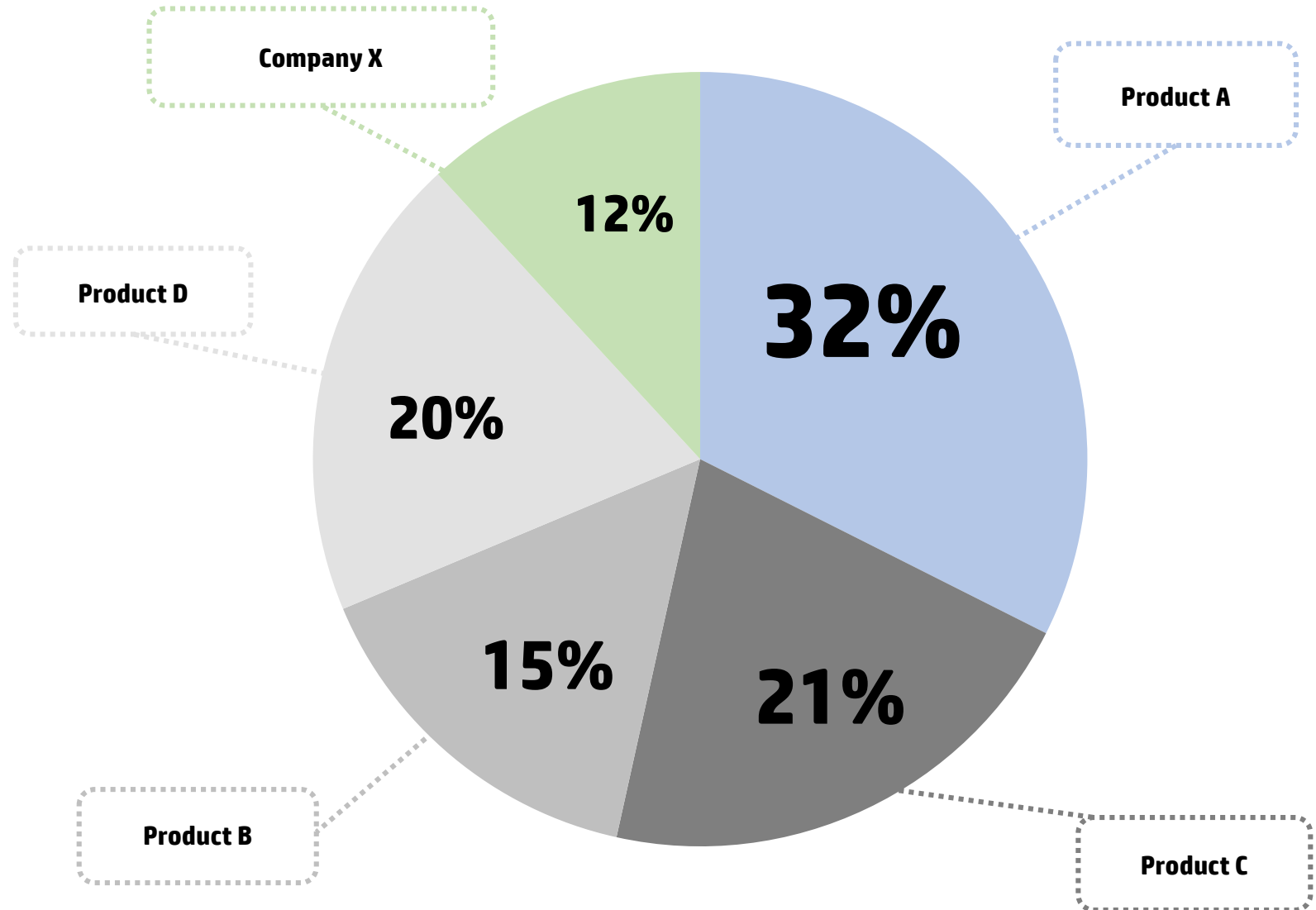





**BLOG**  
GOOGLE ANALYTICS

# Blog top posts by page views

The diagram illustrates which blog posts obtained the most views. Thus, the posts “product A” and “product C” triggered the most views during the period of investigation. The article XY generated the highest number of page views (5,463), but also had a very high drop-off rate of 88%. The drop-off rate can be reduced by editing the content and optimizing the internal links within the posts.



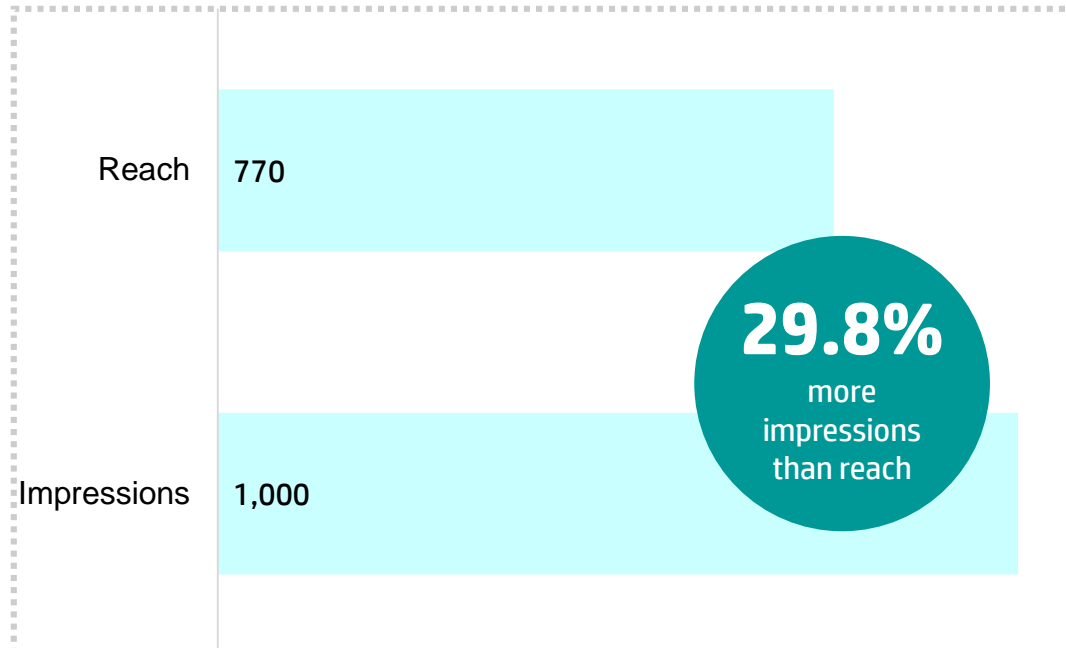
A large teal graphic on the right side of the slide, consisting of a circle with a flat edge on the right side, resembling a stylized leaf or a drop shape. It contains the text 'INSTAGRAM ANALYTICS' in white.

# INSTAGRAM ANALYTICS

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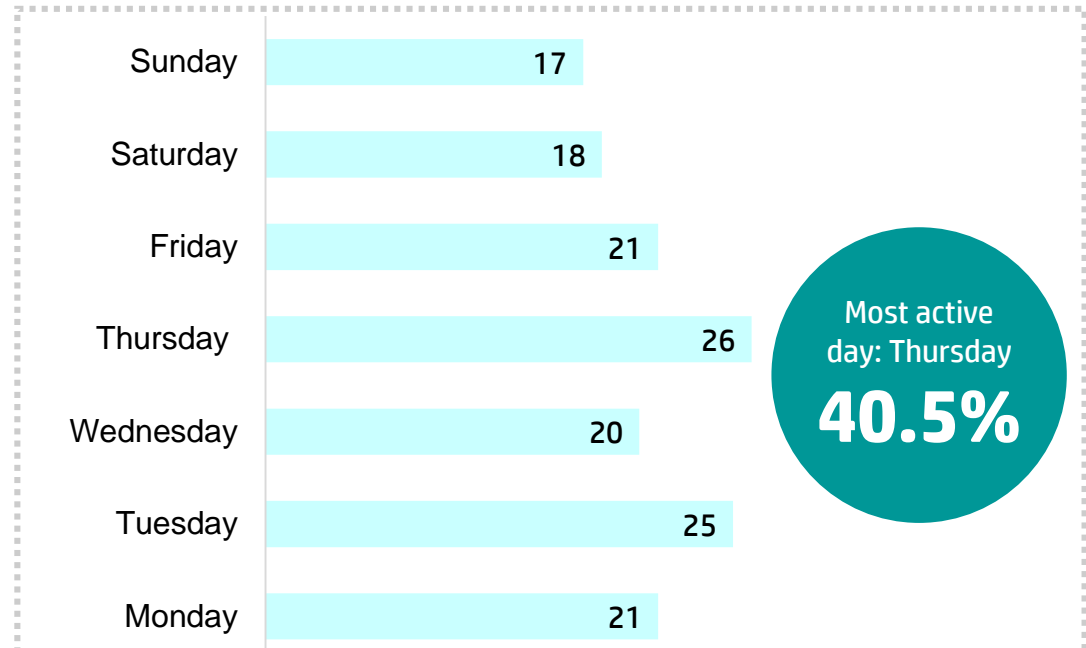
# Instagram

## Impressions vs. reach



The term impressions is used to specify the total views of a post. A single person can view a post up to five times. Each view generates an impression. By contrast, the reach is derived from the number of individual users who view the post. Each individual is only counted once, even if they view the post several times.

## Follower activity



Communication with the community on Instagram works almost in real time. The majority of engagements are triggered within a few hours after posting. To publish the content at just the right moment, it's therefore important to know how often on average followers are active on Instagram on a typical day. Followers are most active on Thursday and Tuesday, but the posts were published on two of the least active days (Monday and Wednesday).



# **WEB ANALYTICS**

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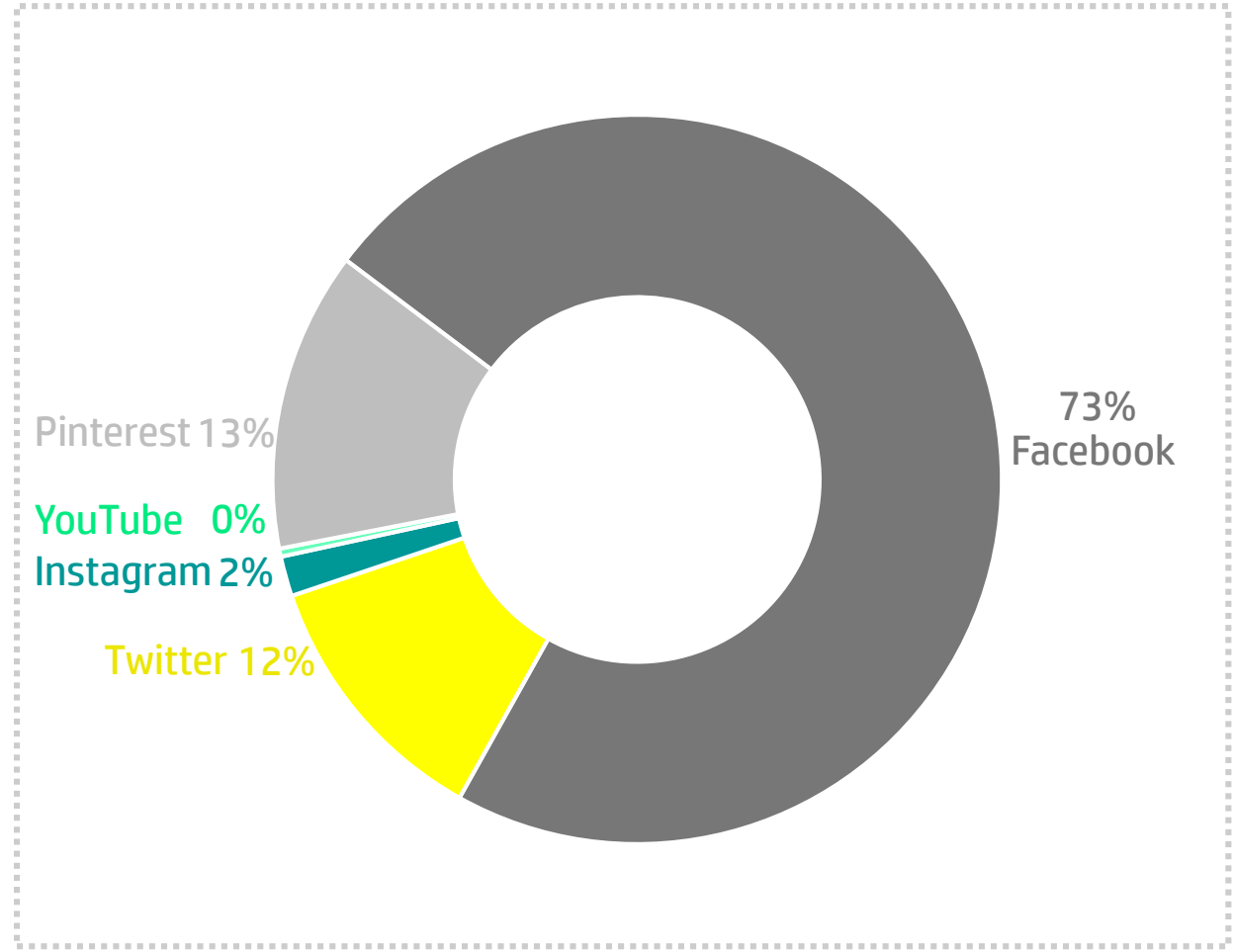




# Web Analytics

Another indicator of successful social media communication is the traffic generated. It tells you which channels forward how much traffic towards your own website and where this redirection can be optimized. The diagram shows that among all social media channels, Facebook generates the largest share of traffic by far for the homepage. While links via Instagram and YouTube make little sense from a practical point of view, the amount of traffic via Pinterest and Twitter could be further increased through posts that include relevant links in terms of topics and content.

## Generation of traffic via social media channels



# **Recommendations for action**

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# Recommendations for action I/III

- Despite the differences between the various social media platforms, determining and interpreting the engagement enables us to make a comparison across all channels and time periods.
- The present analysis shows that especially Facebook but also Twitter stand out among the “crowd” due to a high number of engagements. On these platforms, followers are encouraged to contact the company and to interact, which creates sustainable brand awareness.
- Facebook: Shared videos achieved the highest engagement rate on Facebook. Surprisingly, users engaged less frequently with photo posts. For more reach on Facebook, we recommend that you publish live videos. The reason: Live video content is already receiving preferential treatment in Facebook’s newsfeed. Another advantage is that currently many followers receive an alert whenever a live video starts.
- Twitter: To increase the blog traffic via Twitter, we recommend that you publish more target-oriented tweets in terms of topics, content and links.



# Recommendations for action II/III

- Instagram is not about traffic for your website but about branding and engagement. However, this is increasingly difficult to achieve with organic content. We therefore recommend that you book ads. This also gives you the opportunity to generate traffic for your own website via the call-to-action button integrated in the ad, since it can be linked to the website URL. As most followers are generally active on weekdays starting at 3pm, it's advisable to post content during this period, because the majority of engagements on Instagram are generated within only a few hours of posting. Content that is available only for a limited period of time is already a part of the world of social media, which is why you should exploit the full potential of the "Instagram stories" and develop a specific marketing strategy to this aim.
- Pinterest: Unlike Instagram, where website content normally doesn't work, it's the driving force behind Pinterest. Pinterest connects users who don't know each other personally but who have the same interests (on Instagram, it's the opposite). Since almost every pin is linked to a URL, referral traffic is crucial for Pinterest. Pinterest is the second most important generator of social media traffic behind Facebook. Though content on Pinterest has a longer shelf life thanks to repins, Pinterest guided search and recommended pins, it attracts less attention and engagements than Instagram.



# Recommendations for action III/III

- **Google+:** Though Google+ generated no engagements, Google+ in combination with Google's industry register My Business remains relevant in terms of Search Engine Optimization (SEO). After all, for Google and its algorithm, the company's social network Google+ together with Google My Business is still a very important trust factor.
- **Blog:** The posts most frequently viewed by users came from the area of marketing & sales. More regular readers can be won if this key topic is further developed. Moreover, to increase reader retention and thus online visibility as well as relevance, it's crucial to increase the number of internal links in the blog posts.
- **Snapchat** is a platform ideally suited to address a young target group and to generate reach. As you can observe over the course of time, the platform's reach is steadily increasing. It's therefore worthwhile to expand your marketing efforts in this regard.
- **YouTube, LinkedIn, XING und kununu** primarily provide additional information on the company, such as background information on products (YouTube, LinkedIn), a look behind the scenes (XING, LinkedIn), information on employee satisfaction (kununu) as well as a series of further information on the market environment (XING, LinkedIn). In addition to providing this information, you should aim to further engage users, e.g. via platform-specific surveys and content designed in accordance with the different requirements of the various platforms.



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