

mezzo.

SOCIAL MEDIA ANALYTICS

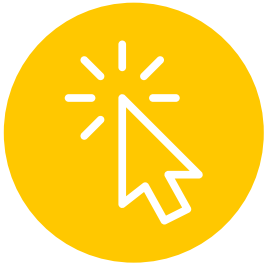
SEPT - OCT 2021



WHAT IS ...?



Reach: The total number of unique accounts that have seen your organic photo, video, or carousel post



Engagement: The total number of likes and comments received by your organic photo, video, or carousel posts published in the selected time frame



Impressions: The total number of times your organic photo, video, or carousel post was shown to users on Instagram

FACEBOOK INSIGHTS

June 2021

15%

Engagement

8349

Followers

1416

Reach

85

Page Views

These percentages represent the amount that all of the following has increased over the past month.



FACEBOOK INSIGHTS

July - Sept 2021

100%

Engagement
11 770

8430

Followers

158 678

Reach

668

Page Views

These figures represent the insights
for July-September 2021.

INSTAGRAM INSIGHTS

June 2021

16%

Engagement

207

Followers

78 751

Impressions

57 061

Reach

457

Page Views

These figures represent the insights
for the month of May.

INSTAGRAM INSIGHTS

July- September 2021

88%

Engagement
5775

461

Followers

249 257

Impressions

162 000

Reach

2172

Page Views

These figures represent the insights
for July - September 2021.

PAID PROMOTIONS - INSTAGRAM

July - September 2021

TOTAL SPENT: R1210.00

POST:	LIKES	VIEWS	REACH	IMPRESSIONS
THERMOSTATIC MIXER LIFESTYLE - R100.00	23		4514	5610
THERMOSTATIC MIXER LIFESTYLE CAROUSEL - R200.00	56		14 081	21 314
VOLANTA MIXER LIFESTYLE - R150.00	78		12 836	18 836
ONEX LIFESTYLE R150.00	128		11 262	16 760
STERLYN PREMIUM LIVING CAROUSEL - R200.00	50		22 008	31 210
SPRING TIME - R50.00	11		1808	2065
NEUTRAL PREMIUM LIVING CAROUSEL - R150.00	61		21 595	29 591
MARBLE PREMIUM LIVING CAROUSEL - R150.00	35		18 864	30 579

THANK YOU.