



























## Competitive report for:

-    BMW UK
-    VolkswagenUK
-    Audi UK
-    Hyundai UK
-    Mercedes-Benz Cars UK
-    JaguarUK
-    Ford UK
-    Kia Motors UK

Period: 01 AUG. 2017 - 31 AUG. 2017

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# Key Performance Indicators

Percentage values illustrate **changes** compared to **previous period** (from 01 Jul. 2017 to 31 Jul. 2017).<sup>1</sup>

|  |                       | Fans              | Active users      | Page posts    | Reactions to page posts | Fan comments      | Shares            | Fan posts     | Response rate <sup>3</sup> | Response time <sup>4</sup> |
|--|-----------------------|-------------------|-------------------|---------------|-------------------------|-------------------|-------------------|---------------|----------------------------|----------------------------|
|  | BMW UK                | 790.7k<br>+ 0.33% | 0<br>0.00%        | 0<br>0.00%    | 0<br>0.00%              | 0<br>0.00%        | 0<br>0.00%        | 0<br>0.00%    | 0.00                       | -                          |
|  | VolkswagenUK          | 574.0k<br>- 0.14% | 22 467<br>+ 61.4% | 19<br>+ 58.3% | 34 058<br>+ 100.8%      | 7 287<br>+ 109.6% | 3 131<br>+ 112.7% | 74<br>- 47.9% | 32.40<br>+ 24.1%           | 10h 20' 41"<br>+ 25.8%     |
|  | Audi UK               | 868.6k<br>+ 0.22% | 9 026<br>- 52.4%  | 5<br>- 37.5%  | 10 819<br>- 50.5%       | 1 844<br>- 49.0%  | 558<br>- 80.4%    | 94<br>+ 4.44% | 55.30<br>+ 13.1%           | 5h 14' 49"<br>+ 47.3%      |
|  | Hyundai UK            | 171.5k<br>+ 1.00% | 0<br>0.00%        | 7<br>- 12.5%  | 1 902<br>+ 27.2%        | 272<br>- 27.5%    | 408<br>+ 111.4%   | 24<br>- 17.2% | 58.30<br>- 6.12%           | 1d 0h 25' 42"<br>+ 40.6%   |
|  | Mercedes-Benz Cars UK | 577.2k<br>+ 0.76% | 0<br>0.00%        | 4<br>- 90.0%  | 602<br>- 99.1%          | 158<br>- 87.4%    | 35<br>- 98.6%     | 25<br>- 37.5% | 92.00<br>+ 8.24%           | 2h 26' 26"<br>- 50.0%      |
|  | JaguarUK              | 356.1k<br>- 0.76% | 0<br>0.00%        | 3<br>- 86.4%  | 6 336<br>- 83.7%        | 965<br>- 77.1%    | 520<br>- 91.9%    | 13<br>- 40.9% | 30.80<br>+ 238.5%          | 23h 10' 2"<br>- 64.7%      |
|  | Ford UK               | 341.0k<br>+ 0.91% | 0<br>0.00%        | 16<br>- 40.7% | 31 124<br>+ 12.6%       | 1 211<br>- 59.0%  | 3 461<br>+ 35.9%  | 0<br>0.00%    | 0.00<br>0.00%              | -<br>0.00%                 |
|  | Kia Motors UK         | 105.2k<br>+ 0.80% | 0<br>0.00%        | 25<br>+ 66.7% | 1 869<br>+ 0.32%        | 379<br>+ 474.2%   | 490<br>+ 173.7%   | 0<br>0.00%    | 0.00<br>0.00%              | -<br>0.00%                 |

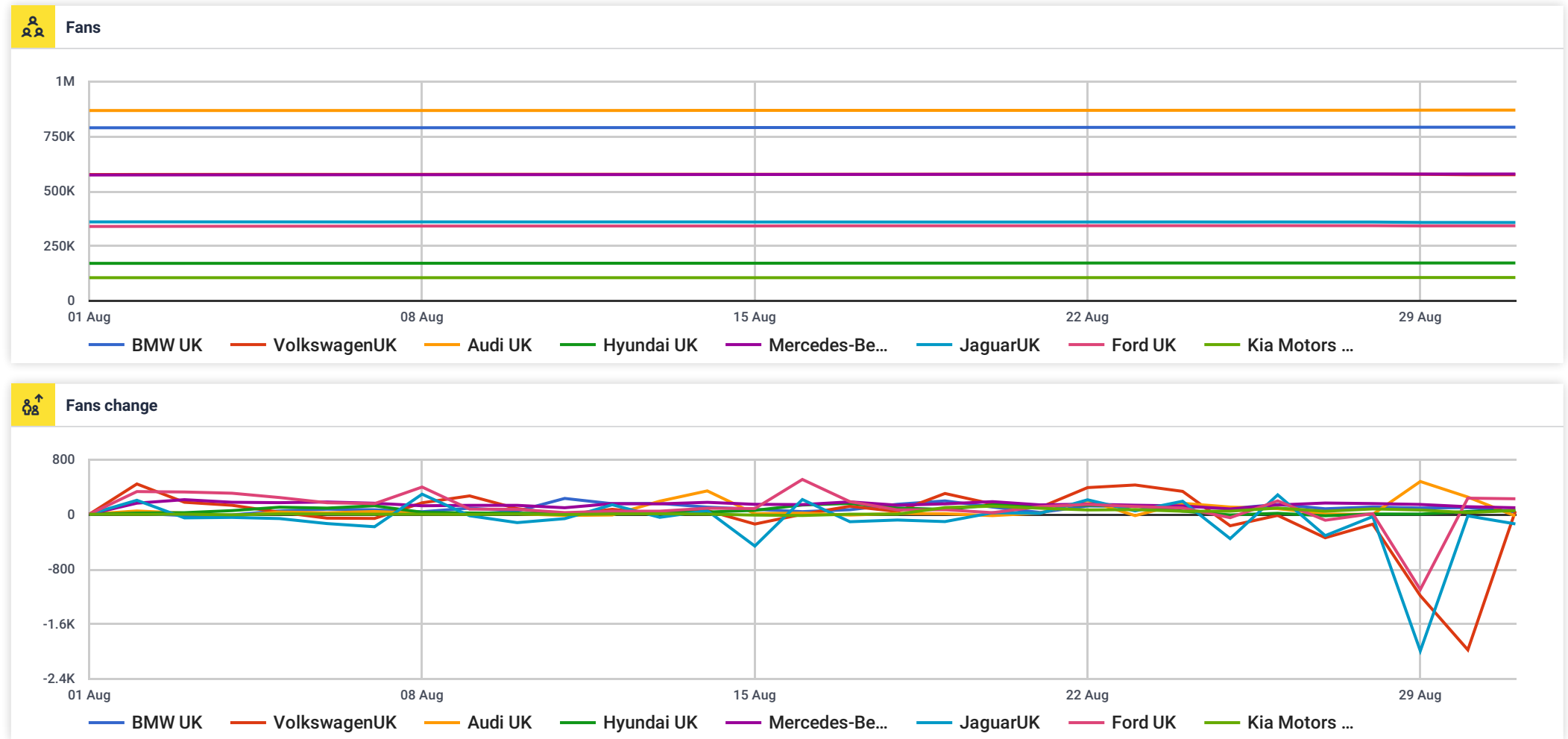
## Fans change 1/2

Percentage values illustrate **changes** compared to **previous period**  
(from 01 Jul. 2017 to 31 Jul. 2017).<sup>1</sup>

|  | Fans<br>01 Aug. 2017 | 31 Aug. 2017 | New fans  |
|--|----------------------|--------------|---|
|  BMW UK                 | 788.1k               | 790.7k       |  2 601<br>- 57.5%      |
|  VolkswagenUK           | 574.8k               | 574.0k       |  - 797<br>- 121.7%     |
|  Audi UK                | 866.7k               | 868.6k       |  1 902<br>- 96.3%      |
|  Hyundai UK             | 169.8k               | 171.5k       |  1 706<br>+ 724.2%     |
|  Mercedes-Benz Cars UK | 572.8k               | 577.2k       |  4 344<br>- 61.2%      |
|  JaguarUK             | 358.8k               | 356.1k       |  - 2 716<br>- 165.0% |
|  Ford UK              | 338.0k               | 341.0k       |  3 065<br>- 56.0%    |
|  Kia Motors UK        | 104.4k               | 105.2k       |  832<br>+ 255.6%     |

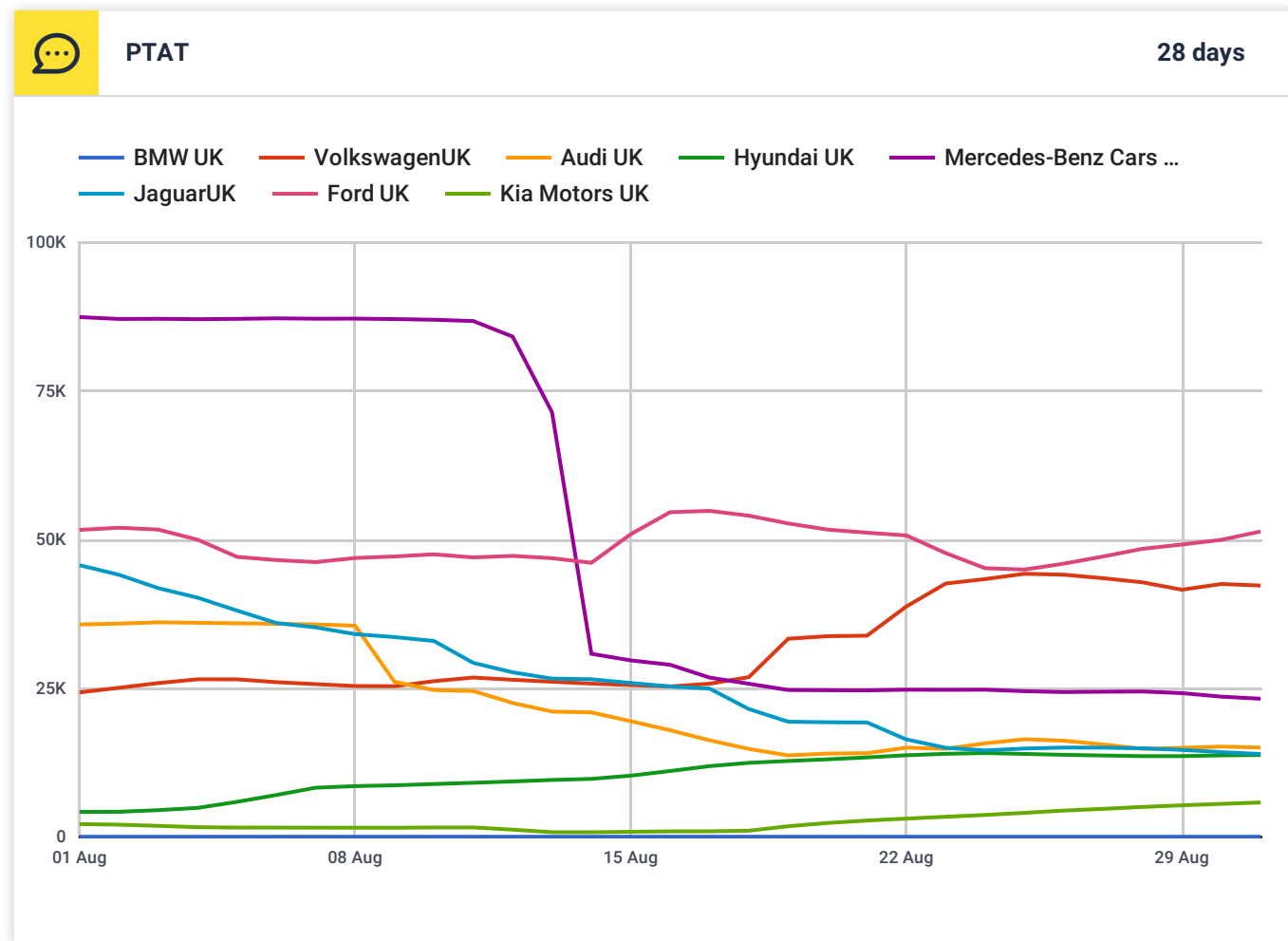
## Fans change 2/2

Percentage values illustrate **changes** compared to **previous period**  
(from 01 Jul. 2017 to 31 Jul. 2017).<sup>1</sup>



## People Talking About This

The number of people sharing stories about the page (PTAT = 'People Talking About This'). These stories include reactions to the page, posting to the page's wall, reacting, commenting on or sharing one of the page posts, answering a question the page posted, RSVPing to one of the page events, mentioning the page, phototagging it or checking in.

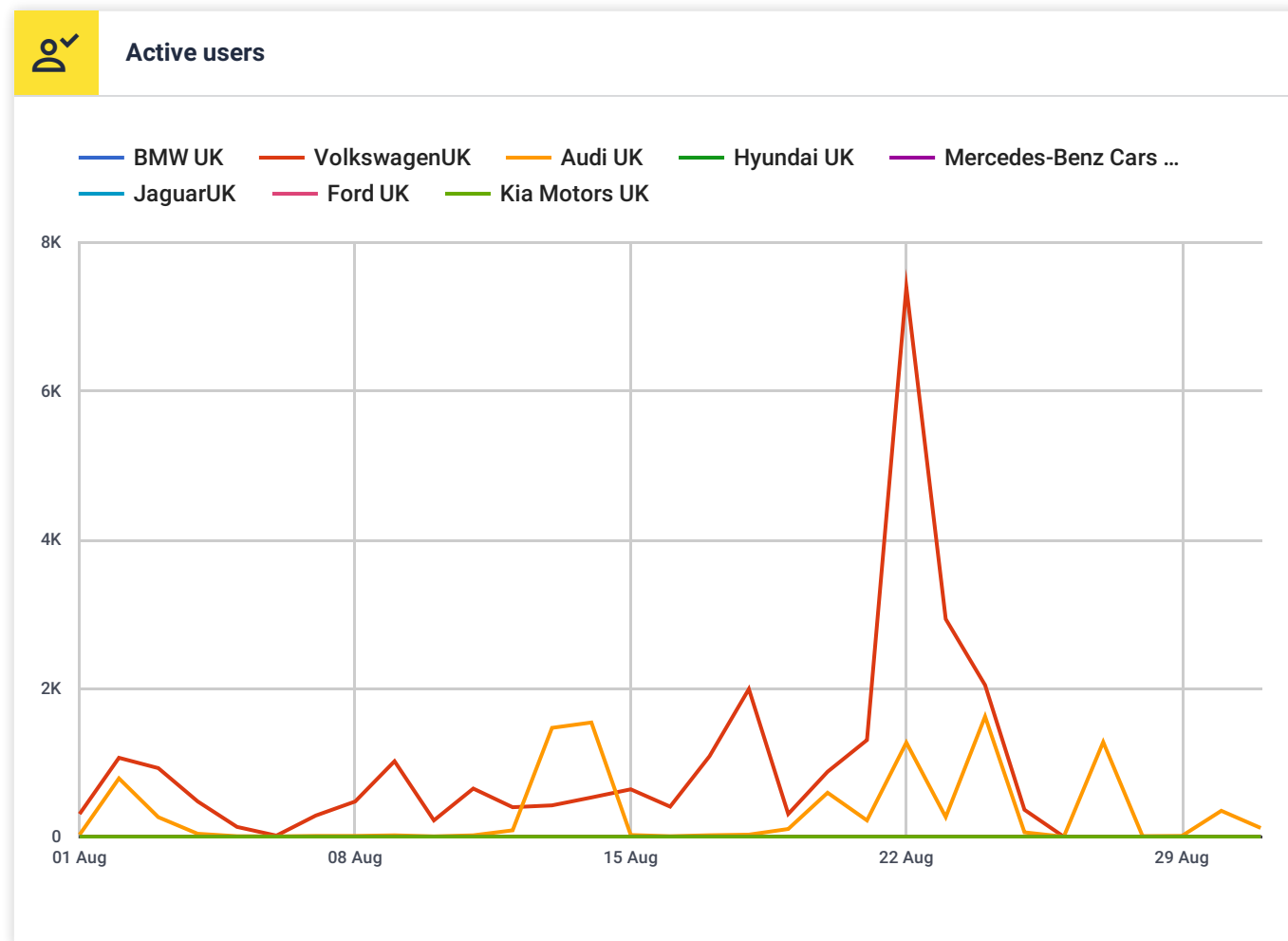


|  |                       | PTAT average value |                   |                    |
|--|-----------------------|--------------------|-------------------|--------------------|
|  |                       | Daily              | 7 days            | 28 days            |
|  | BMW UK                | 0<br>0.00%         | 0<br>0.00%        | 0<br>0.00%         |
|  | Volkswagen..          | 1 851<br>+ 90.0%   | 11 748<br>+ 71.5% | 31 978<br>- 13.0%  |
|  | Audi UK               | 598<br>- 54.8%     | 4 325<br>- 53.0%  | 22 247<br>- 23.3%  |
|  | Hyundai UK            | 633<br>+ 309.4%    | 3 855<br>+ 316.1% | 10 479<br>+ 207.3% |
|  | Mercedes-Benz Cars UK | 1 011<br>- 73.5%   | 6 604<br>- 73.9%  | 50 710<br>- 31.3%  |
|  | JaguarUK              | 538<br>- 78.4%     | 4 083<br>- 79.6%  | 25 648<br>- 64.9%  |
|  | Ford UK               | 2 199<br>- 21.4%   | 13 564<br>- 39.5% | 49 155<br>- 51.5%  |
|  | Kia Motors UK         | 206<br>+ 167.4%    | 1 214<br>+ 95.3%  | 2 459<br>- 29.9%   |

## Active users

The number of people who react, commented, posted on the page or mentioned it on their own walls. This number includes fans and non-fans.

(from 01 Jul. 2017 to 31 Jul. 2017).<sup>1</sup>



|                       | Active users      | As percentage of fans |
|-----------------------|-------------------|-----------------------|
| BMW UK                | 0<br>0.00%        | 0.00%<br>0.00%        |
| Volkswagen...         | 22 467<br>+ 61.4% | 3.91%<br>+ 61.6%      |
| Audi UK               | 9 026<br>- 52.4%  | 1.04%<br>- 52.5%      |
| Hyundai UK            | 0<br>0.00%        | 0.00%<br>0.00%        |
| Mercedes-Benz Cars UK | 0<br>0.00%        | 0.00%<br>0.00%        |
| JaguarUK              | 0<br>0.00%        | 0.00%<br>0.00%        |
| Ford UK               | 0<br>0.00%        | 0.00%<br>0.00%        |
| Kia Motors UK         | 0<br>0.00%        | 0.00%<br>0.00%        |

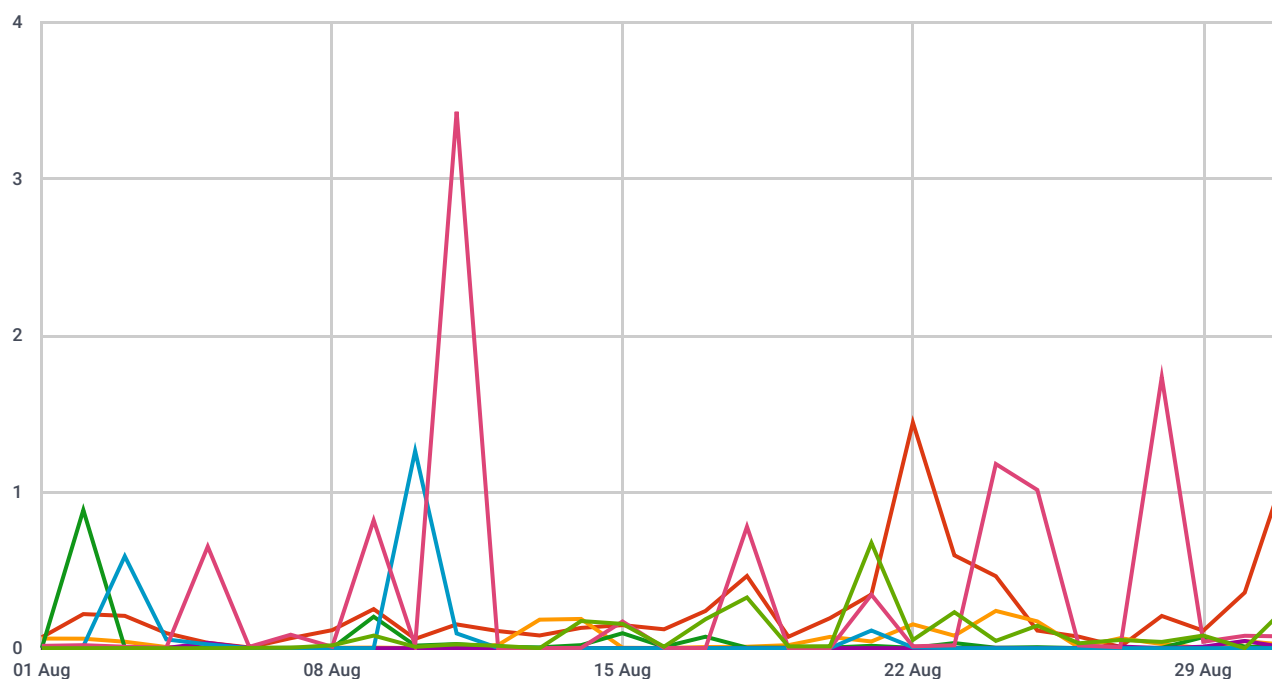
# Engagement Rate

**Engagement Rate** illustrates how engaging the page's content is. it is calculated as the number of interactions to each post (reactions, comments and shares) divided by the number of fans on a given day.



## Engagement Rate ER<sup>6</sup>

BMW UK VolkswagenUK Audi UK Hyundai UK Mercedes-Benz Cars ...  
 JaguarUK Ford UK Kia Motors UK



|                       | ER <sup>6</sup><br>avg. value | Maximum value         |
|-----------------------|-------------------------------|-----------------------|
| BMW UK                | 0.000<br>0.00%                | 0.000<br>01 Aug. 2017 |
| Volkswagen...         | 0.248<br>+ 99.4%              | 1.442<br>22 Aug. 2017 |
| Audi UK               | 0.049<br>- 55.6%              | 0.238<br>24 Aug. 2017 |
| Hyundai UK            | 0.049<br>+ 21.9%              | 0.883<br>02 Aug. 2017 |
| Mercedes-Benz Cars UK | 0.004<br>- 99.1%              | 0.046<br>30 Aug. 2017 |
| JaguarUK              | 0.070<br>- 84.3%              | 1.260<br>10 Aug. 2017 |
| Ford UK               | 0.339<br>+ 5.37%              | 3.427<br>11 Aug. 2017 |
| Kia Motors UK         | 0.085<br>+ 29.7%              | 0.673<br>21 Aug. 2017 |



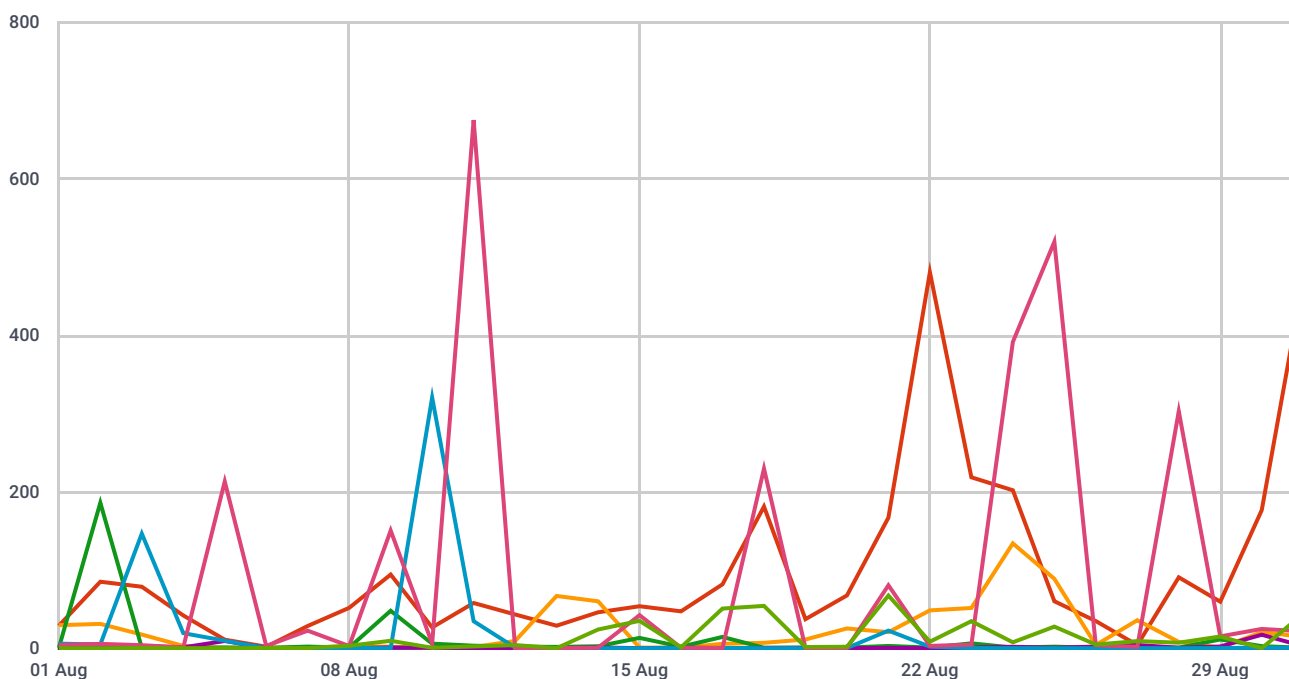
# Social Interaction Index

**Social Interaction Index** illustrates how strongly facebook users engage with your page. It considers posts, comments, reactions and shares published by others on your page as well as mentions of your page in other people's and pages posts. sii is fan base neutral, which allows to directly compare engagement with pages of different sizes.



## Social Interaction Index SII<sup>5</sup>

— BMW UK
 — VolkswagenUK
 — Audi UK
 — Hyundai UK
 — Mercedes-Benz Cars ...
 — JaguarUK
 — Ford UK
 — Kia Motors UK



|                       | SII <sup>5</sup><br>avg. value | Maximum value          |
|-----------------------|--------------------------------|------------------------|
| BMW UK                | 0.000<br>0.00%                 | 0.000<br>01 Aug. 2017  |
| Volkswagen...         | 98.481<br>+ 106.6%             | 480.31<br>22 Aug. 2017 |
| Audi UK               | 22.601<br>- 63.8%              | 133.91<br>24 Aug. 2017 |
| Hyundai UK            | 10.153<br>+ 46.5%              | 185.77<br>02 Aug. 2017 |
| Mercedes-Benz Cars UK | 1.632<br>- 98.5%               | 17.198<br>30 Aug. 2017 |
| JaguarUK              | 18.338<br>- 87.3%              | 320.24<br>10 Aug. 2017 |
| Ford UK               | 87.990<br>+ 10.2%              | 674.78<br>11 Aug. 2017 |
| Kia Motors UK         | 13.301<br>+ 101.8%             | 67.275<br>21 Aug. 2017 |

# Interactions 1/3

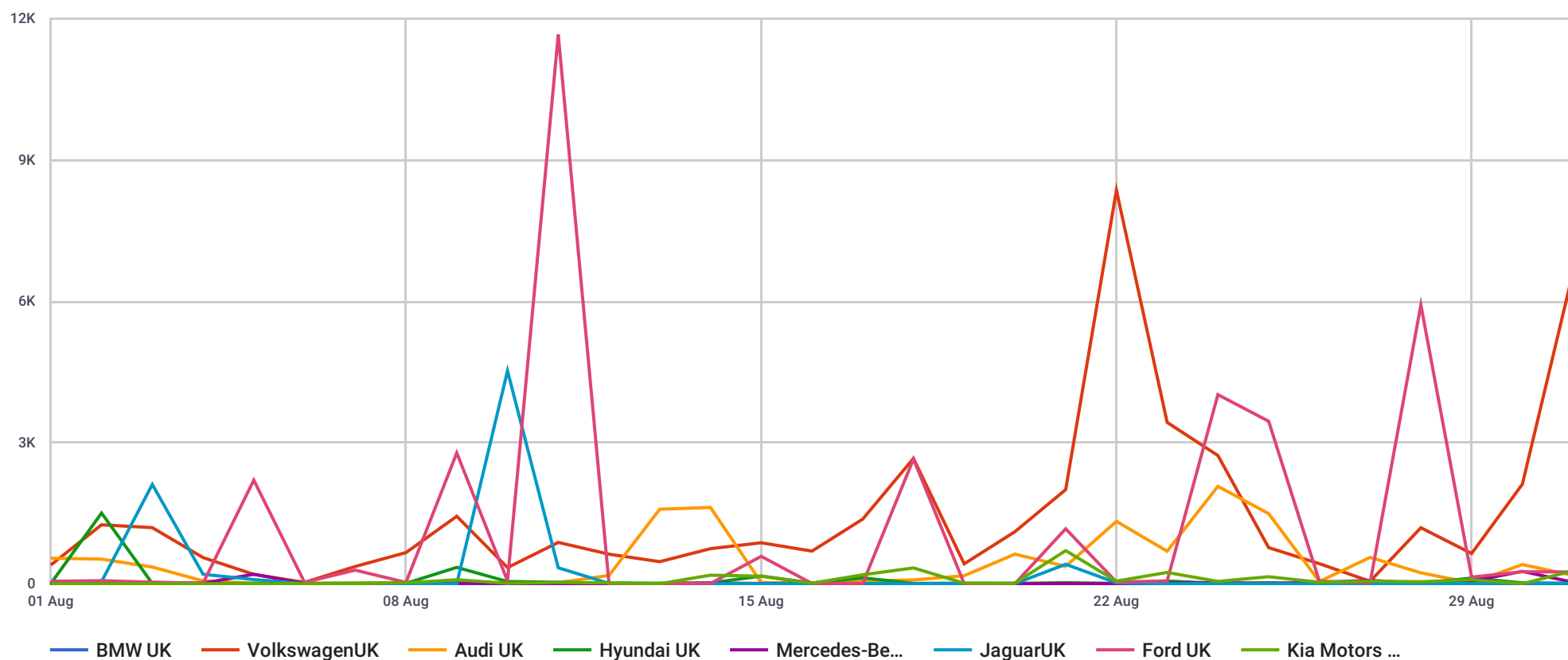
The number of interactions created by fans - posts to page and mentions of the page, comments, reactions and shares of page posts as well as posts to page and mentions. Percentage values illustrate **changes** compared to **previous period** (from 01 Jul. 2017 to 31 Jul. 2017).<sup>1</sup>

|  |                       | Comments          | Share  | Reactions          | Share  | Shares            | Share  | Fan posts     | Share | Page mentions | Share | Total              |
|--|-----------------------|-------------------|--------|--------------------|--------|-------------------|--------|---------------|-------|---------------|-------|--------------------|
|  | BMW UK                | 0<br>0.00%        | 0.00%  | 0<br>0.00%         | 0.00%  | 0<br>0.00%        | 0.00%  | 0<br>0.00%    | 0.00% | 0<br>0.00%    | 0.00% | 0<br>0.00%         |
|  | VolkswagenUK          | 7 287<br>+ 109.6% | 16.36% | 34 058<br>+ 100.8% | 76.45% | 3 131<br>+ 112.7% | 7.03%  | 74<br>- 47.9% | 0.17% | 1<br>0.00%    | 0.00% | 44 551<br>+ 102.0% |
|  | Audi UK               | 1 844<br>- 49.0%  | 13.85% | 10 819<br>- 50.5%  | 81.25% | 558<br>- 80.4%    | 4.19%  | 94<br>+ 4.44% | 0.71% | 0<br>0.00%    | 0.00% | 13 315<br>- 53.1%  |
|  | Hyundai UK            | 272<br>- 27.5%    | 10.44% | 1 902<br>+ 27.2%   | 72.99% | 408<br>+ 111.4%   | 15.66% | 24<br>- 17.2% | 0.92% | 0<br>0.00%    | 0.00% | 2 606<br>+ 24.6%   |
|  | Mercedes-Benz Cars UK | 158<br>- 87.4%    | 19.27% | 602<br>- 99.1%     | 73.41% | 35<br>- 98.6%     | 4.27%  | 25<br>- 37.5% | 3.05% | 0<br>0.00%    | 0.00% | 820<br>- 98.8%     |
|  | JaguarUK              | 965<br>- 77.1%    | 12.32% | 6 336<br>- 83.7%   | 80.88% | 520<br>- 91.9%    | 6.64%  | 13<br>- 40.9% | 0.17% | 0<br>0.00%    | 0.00% | 7 834<br>- 84.2%   |
|  | Ford UK               | 1 211<br>- 59.0%  | 3.38%  | 31 124<br>+ 12.6%  | 86.95% | 3 461<br>+ 35.9%  | 9.67%  | 0<br>0.00%    | 0.00% | 0<br>0.00%    | 0.00% | 35 796<br>+ 7.99%  |
|  | Kia Motors UK         | 379<br>+ 474.2%   | 13.84% | 1 869<br>+ 0.32%   | 68.26% | 490<br>+ 173.7%   | 17.90% | 0<br>0.00%    | 0.00% | 0<br>0.00%    | 0.00% | 2 738<br>+ 29.9%   |

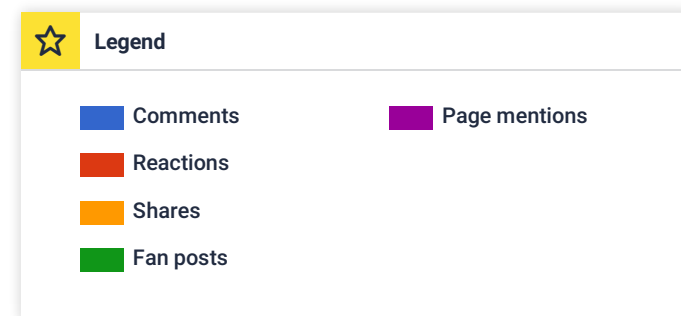
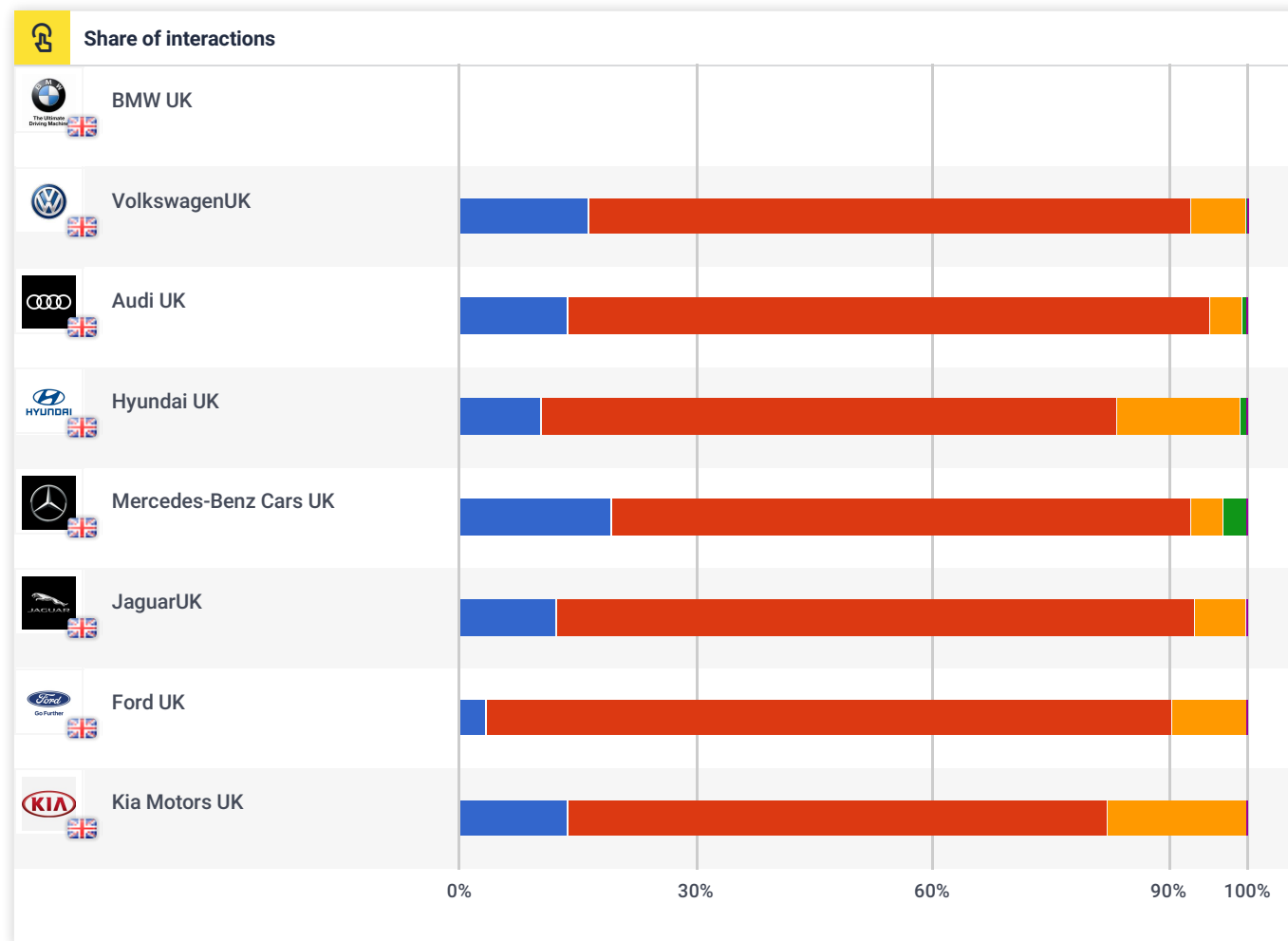
## Interactions 2/3



### Number of interactions daily

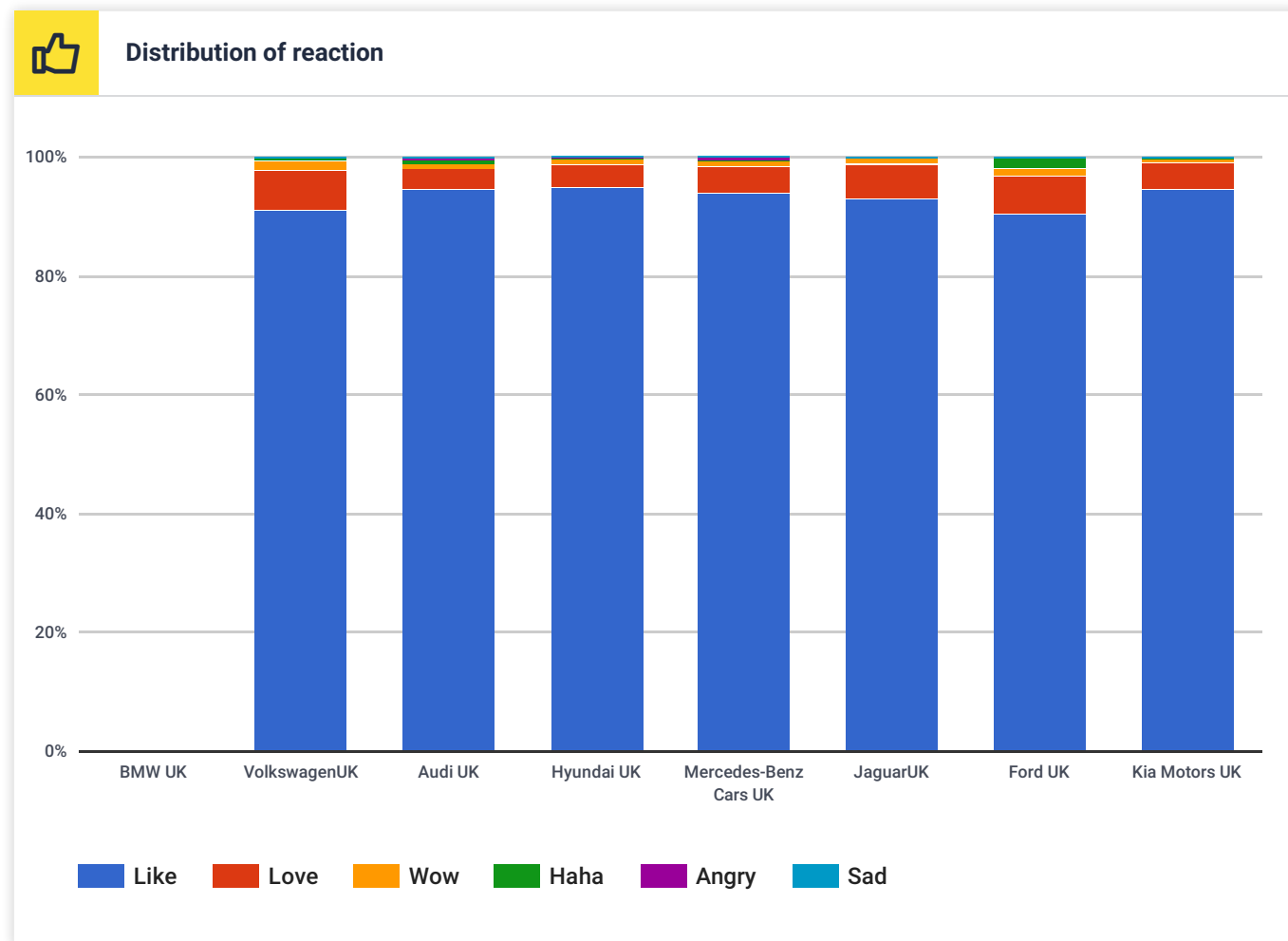


## Interactions 3/3



# Reactions

Percentage share of users reactions.



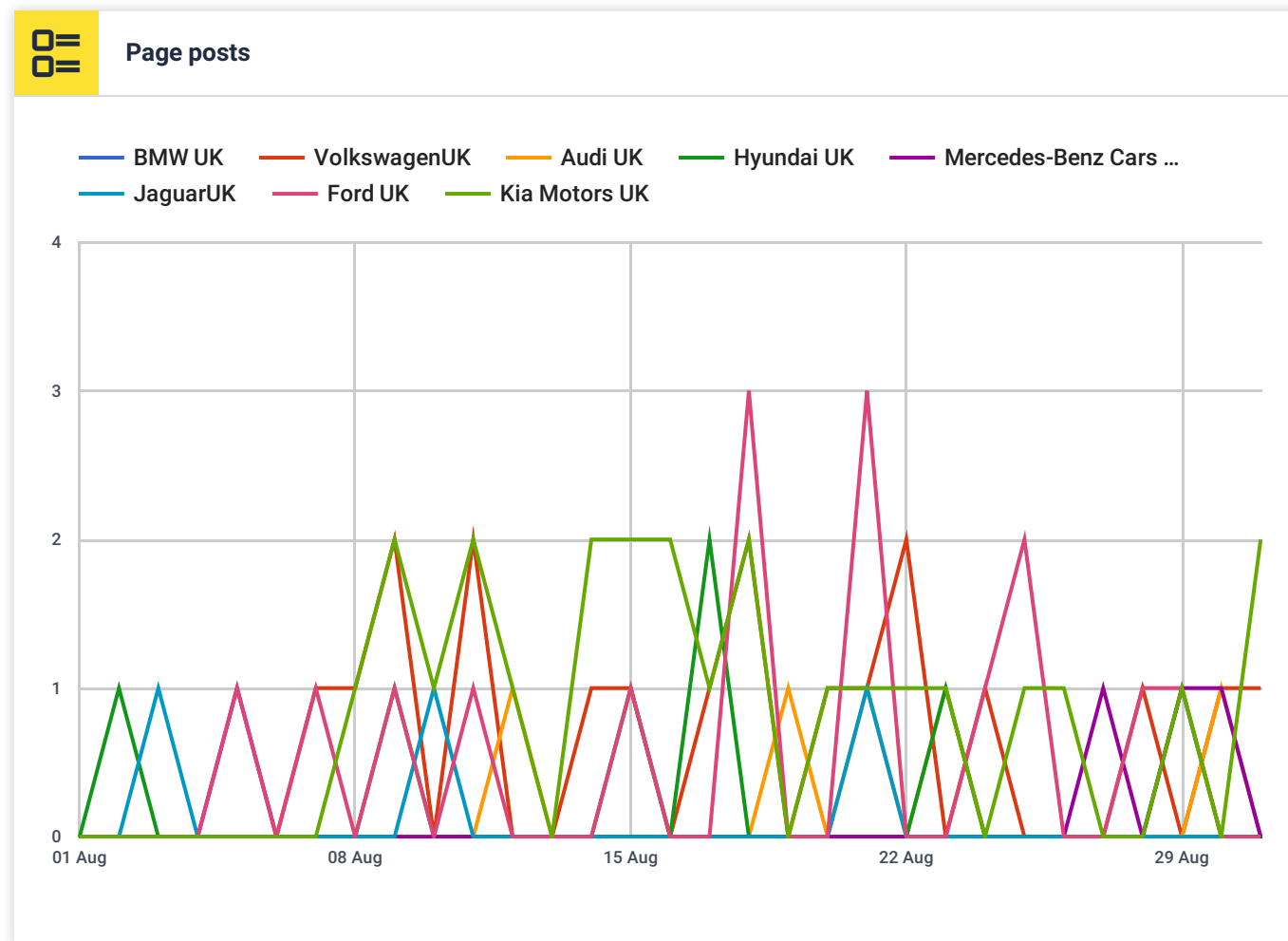
|                       |  | Percentage share of reactions |      |      |      |      |      |
|-----------------------|--|-------------------------------|------|------|------|------|------|
|                       |  |                               |      |      |      |      |      |
| BMW UK                |  | 0.00                          | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Volkswagen...         |  | 91.20                         | 6.58 | 1.61 | 0.42 | 0.11 | 0.09 |
| Audi UK               |  | 94.59                         | 3.39 | 0.85 | 0.61 | 0.45 | 0.11 |
| Hyundai UK            |  | 94.79                         | 4.07 | 0.71 | 0.16 | 0.27 | 0.00 |
| Mercedes-Benz Cars UK |  | 93.83                         | 4.62 | 0.96 | 0.00 | 0.58 | 0.00 |
| JaguarUK              |  | 93.11                         | 5.75 | 0.89 | 0.13 | 0.07 | 0.05 |
| Ford UK               |  | 90.26                         | 6.42 | 1.27 | 1.91 | 0.08 | 0.06 |
| Kia Motors UK         |  | 94.52                         | 4.60 | 0.66 | 0.06 | 0.11 | 0.06 |

## Page administrator activity

The number of posts, comments and reactions made by page admins.  
 Percentage values illustrate **changes** compared to **previous period**  
 (from 01 Jul. 2017 to 31 Jul. 2017).<sup>1</sup>

|  |                       | Admin posts   | Admin comments | Admin reactions | Fan posts     | Response rate <sup>3</sup> | Response time <sup>4</sup> |
|--|-----------------------|---------------|----------------|-----------------|---------------|----------------------------|----------------------------|
|  | BMW UK                | 0<br>0.00%    | 0<br>0.00%     | 0<br>0.00%      | 0<br>0.00%    | 0.00<br>0.00%              | -<br>0.00%                 |
|  | VolkswagenUK          | 19<br>+ 58.3% | 127<br>- 3.79% | 1<br>- 75.0%    | 74<br>- 47.9% | 32.40<br>+ 24.1%           | 10h 20' 41"<br>+ 25.8%     |
|  | Audi UK               | 5<br>- 37.5%  | 126<br>+ 23.5% | 1<br>- 50.0%    | 94<br>+ 4.44% | 55.30<br>+ 13.1%           | 5h 14' 49"<br>+ 47.3%      |
|  | Hyundai UK            | 7<br>- 12.5%  | 87<br>- 18.7%  | 1<br>0.00%      | 24<br>- 17.2% | 58.30<br>- 6.12%           | 1d 0h 25' 42"<br>+ 40.6%   |
|  | Mercedes-Benz Cars UK | 4<br>- 90.0%  | 67<br>- 69.8%  | 1<br>- 87.5%    | 25<br>- 37.5% | 92.00<br>+ 8.24%           | 2h 26' 26"<br>- 50.0%      |
|  | JaguarUK              | 3<br>- 86.4%  | 5<br>- 88.6%   | 0<br>0.00%      | 13<br>- 40.9% | 30.80<br>+ 238.5%          | 23h 10' 2"<br>- 64.7%      |
|  | Ford UK               | 16<br>- 40.7% | 61<br>- 45.0%  | 0<br>- 100.0%   | 0<br>0.00%    | 0.00<br>0.00%              | -<br>0.00%                 |
|  | Kia Motors UK         | 25<br>+ 66.7% | 20<br>+ 122.2% | 0<br>0.00%      | 0<br>0.00%    | 0.00<br>0.00%              | -<br>0.00%                 |

## Page administrator activity - posts

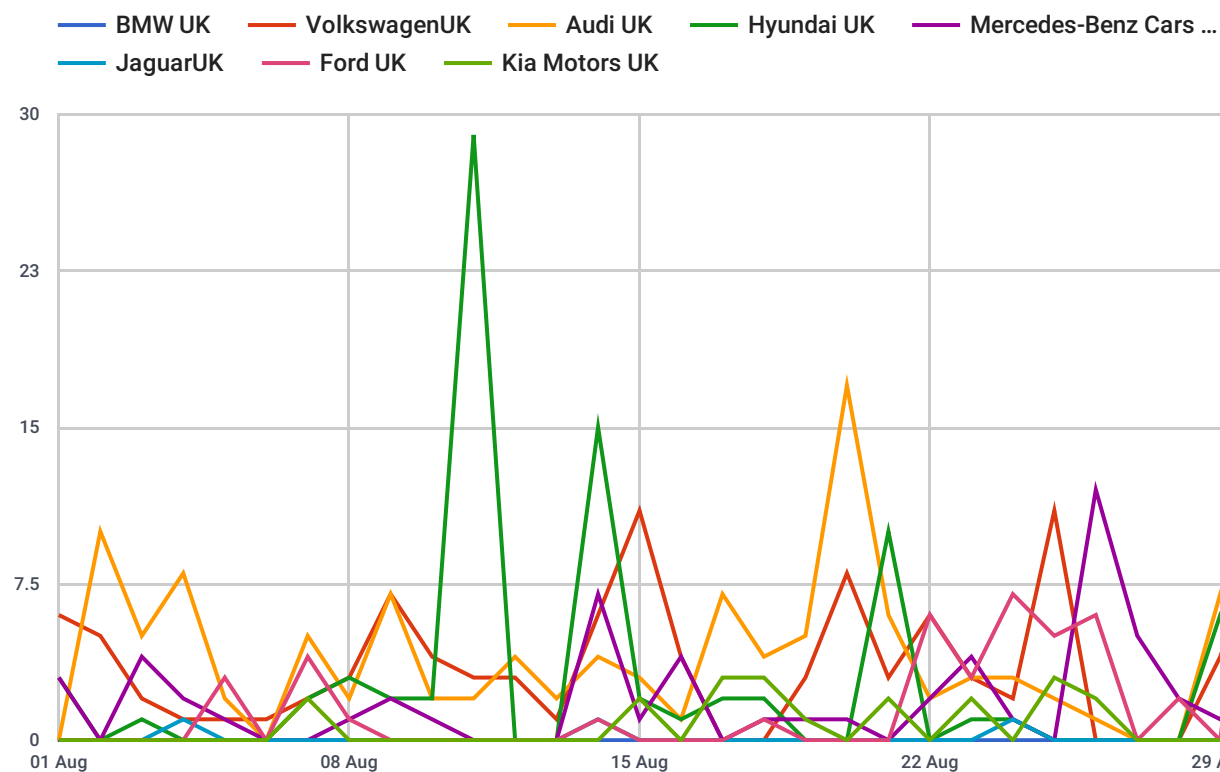


|                       | Posts<br>No. of Posts | daily avg.       |
|-----------------------|-----------------------|------------------|
| BMW UK                | 0<br>0.00%            | 0.000<br>0.00%   |
| Volkswagen...         | 19<br>+ 58.3%         | 0.613<br>+ 58.3% |
| Audi UK               | 5<br>- 37.5%          | 0.161<br>- 37.5% |
| Hyundai UK            | 7<br>- 12.5%          | 0.226<br>- 12.5% |
| Mercedes-Benz Cars UK | 4<br>- 90.0%          | 0.129<br>- 90.0% |
| JaguarUK              | 3<br>- 86.4%          | 0.097<br>- 86.4% |
| Ford UK               | 16<br>- 40.7%         | 0.516<br>- 40.7% |
| Kia Motors UK         | 25<br>+ 66.7%         | 0.806<br>+ 66.7% |

## Page administrator activity - comments



### Admin comments



|                       | Admin comments<br>No. of coments | daily avg.        |
|-----------------------|----------------------------------|-------------------|
| BMW UK                | 0<br>0.00%                       | 0.000<br>0.00%    |
| Volkswagen...         | 127<br>- 3.79%                   | 4.097<br>- 3.79%  |
| Audi UK               | 126<br>+ 23.5%                   | 4.065<br>+ 23.5%  |
| Hyundai UK            | 87<br>- 18.7%                    | 2.806<br>- 18.7%  |
| Mercedes-Benz Cars UK | 67<br>- 69.8%                    | 2.161<br>- 69.8%  |
| JaguarUK              | 5<br>- 88.6%                     | 0.161<br>- 88.6%  |
| Ford UK               | 61<br>- 45.0%                    | 1.968<br>- 45.0%  |
| Kia Motors UK         | 20<br>+ 122.2%                   | 0.645<br>+ 122.2% |

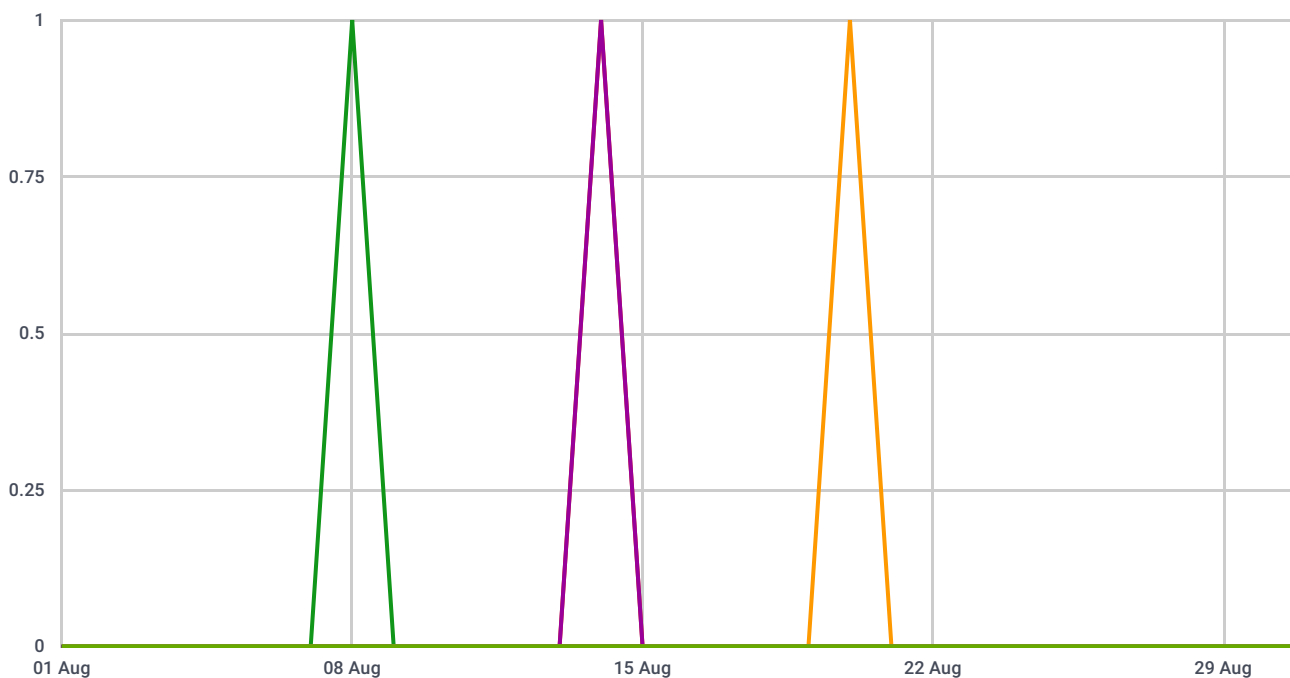


## Page administrator activity - reactions



### Admin reactions

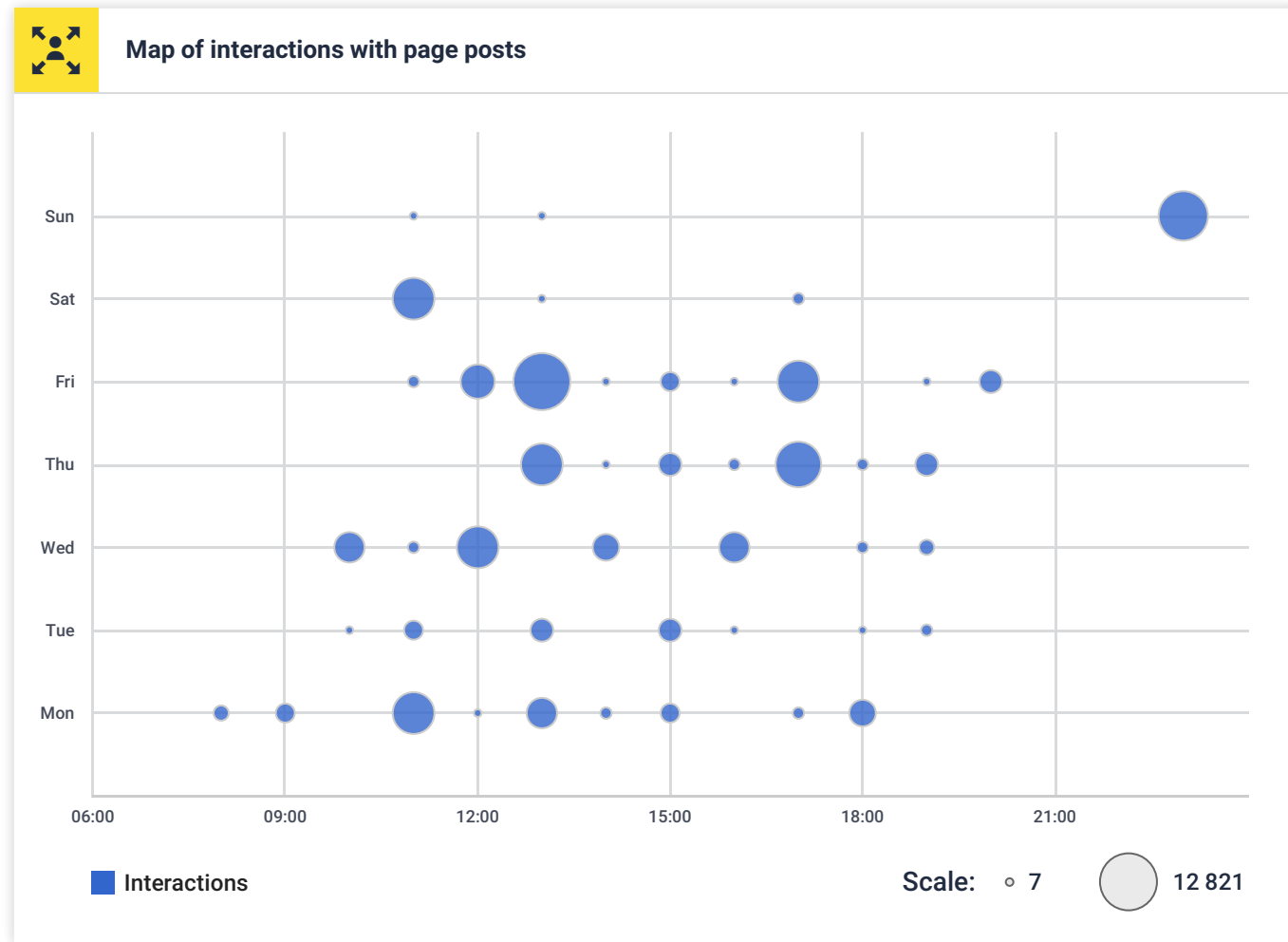
— BMW UK — VolkswagenUK — Audi UK — Hyundai UK — Mercedes-Benz Cars ...  
 — JaguarUK — Ford UK — Kia Motors UK



|                       | Admin reactions<br>daily average | daily avg.        |
|-----------------------|----------------------------------|-------------------|
| BMW UK                | 0<br>0.00%                       | 0.000<br>0.00%    |
| Volkswagen...         | 1<br>- 75.0%                     | 0.032<br>- 75.0%  |
| Audi UK               | 1<br>- 50.0%                     | 0.032<br>- 50.0%  |
| Hyundai UK            | 1<br>0.00%                       | 0.032<br>0.00%    |
| Mercedes-Benz Cars UK | 1<br>- 87.5%                     | 0.032<br>- 87.5%  |
| JaguarUK              | 0<br>0.00%                       | 0.000<br>0.00%    |
| Ford UK               | 0<br>- 100.0%                    | 0.000<br>- 100.0% |
| Kia Motors UK         | 0<br>0.00%                       | 0.000<br>0.00%    |

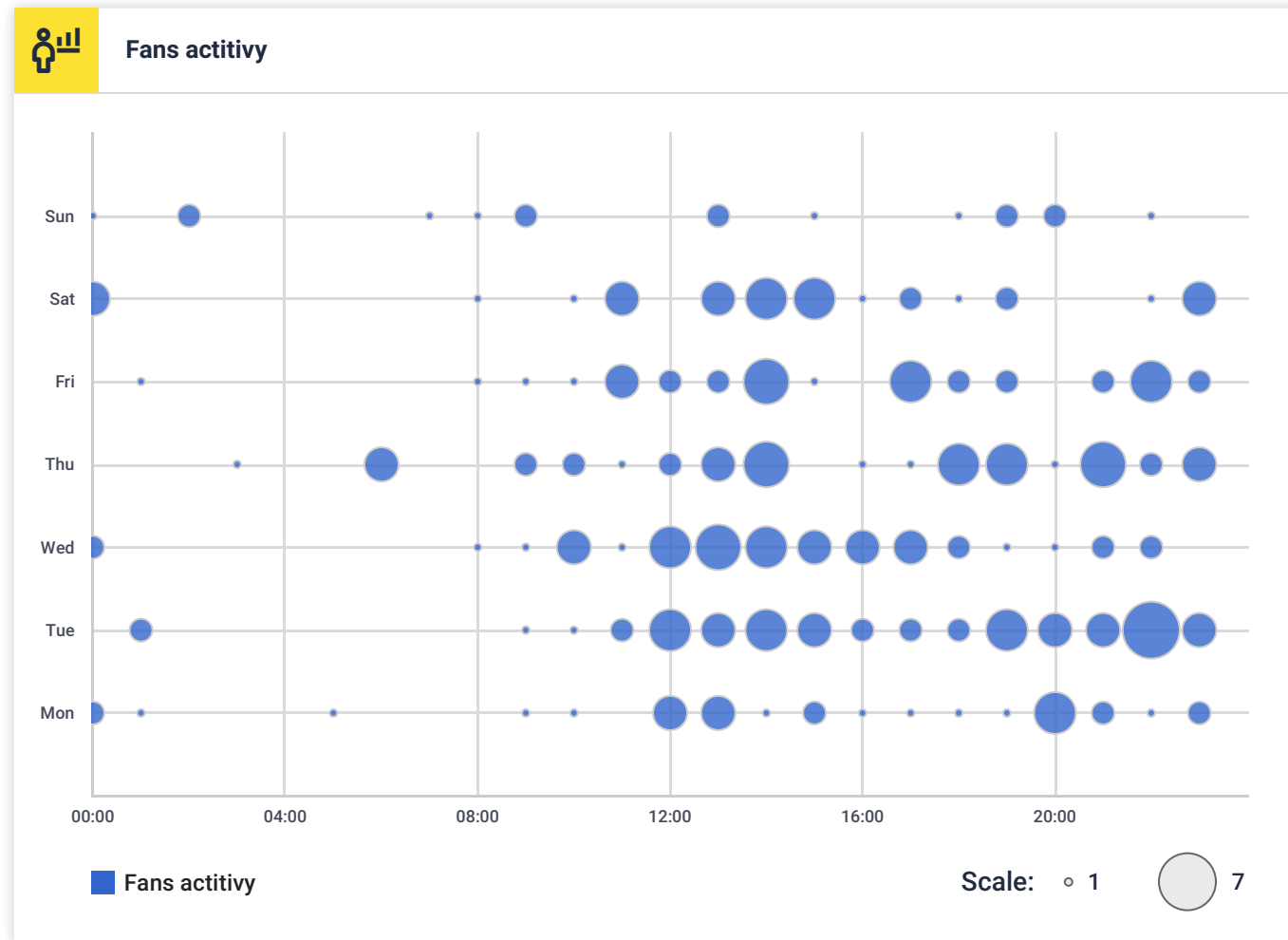
## Map of interactions with posts

The bubble chart below illustrates the intensity of interactions to posts published in the given period of time. The larger the bubble, the more reactions, comments and shares were given to the posts published by page in that given period of time. This map helps you identify posting periods with the highest engagement generation potential.



## Interactions - users activity

The bubble chart below illustrates the intensity of fan posts of all profiles.



# Page posts performance

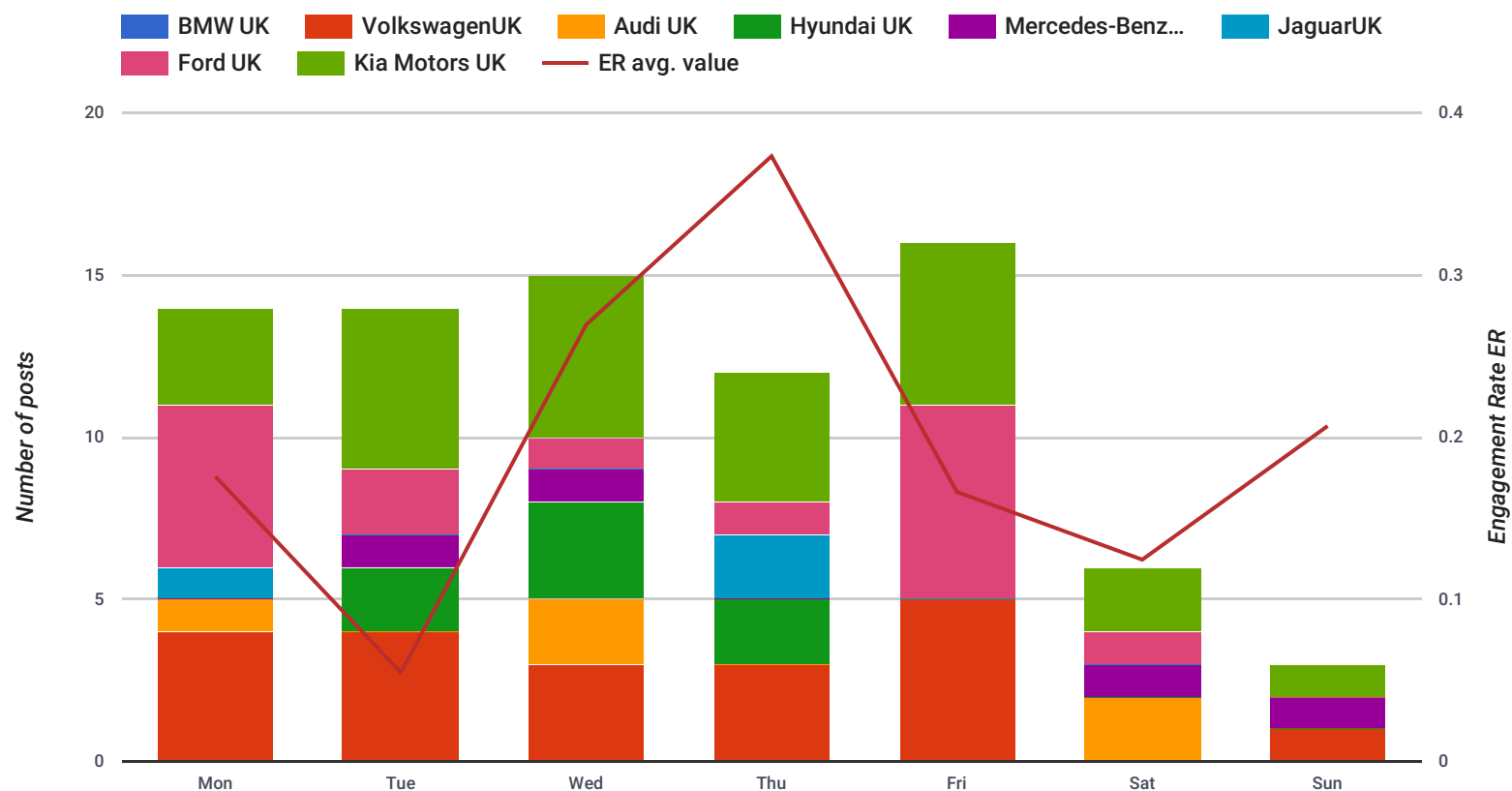
Percentage values illustrate **changes** compared to **previous period** (from 01 Jul. 2017 to 31 Jul. 2017).<sup>1</sup>

|  |                       | Admin posts   | Average ER per post | Average post lifetime <sup>7</sup> | Average reactions per post | Average comments per post | Average shares per post |
|--|-----------------------|---------------|---------------------|------------------------------------|----------------------------|---------------------------|-------------------------|
|  | BMW UK                | 0<br>0.00%    | 0.000<br>0.00%      | -<br>0.00%                         | 0.000<br>0.00%             | 0.000<br>0.00%            | 0.000<br>0.00%          |
|  | VolkswagenUK          | 19<br>+ 58.3% | 0.348<br>+ 28.1%    | 2d 6h 10' 17"<br>- 62.6%           | 1,428.50<br>+ 10.3%        | 391.05<br>+ 19.6%         | 151.00<br>+ 8.11%       |
|  | Audi UK               | 5<br>- 37.5%  | 0.260<br>- 39.0%    | 1d 8h 25' 48"<br>- 48.8%           | 1,678.60<br>- 36.0%        | 274.20<br>- 42.9%         | 90.200<br>- 75.2%       |
|  | Hyundai UK            | 7<br>- 12.5%  | 0.345<br>+ 114.5%   | 8d 23h 16' 8"<br>- 41.1%           | 261.86<br>+ 58.7%          | 262.86<br>+ 309.9%        | 57.714<br>+ 139.2%      |
|  | Mercedes-Benz Cars UK | 4<br>- 90.0%  | 0.027<br>- 91.8%    | 8d 8h 14' 14"<br>+ 43.8%           | 122.75<br>- 92.5%          | 17.250<br>- 85.1%         | 7.000<br>- 88.6%        |
|  | JaguarUK              | 3<br>- 86.4%  | 0.715<br>+ 12.5%    | 1d 8h 18' 45"<br>+ 3.19%           | 1,876.67<br>+ 13.2%        | 293.67<br>+ 39.0%         | 173.33<br>- 40.5%       |
|  | Ford UK               | 16<br>- 40.7% | 0.696<br>+ 86.1%    | 6d 22h 6' 41"<br>- 14.3%           | 1,888.63<br>+ 99.6%        | 212.88<br>+ 69.6%         | 216.31<br>+ 129.3%      |
|  | Kia Motors UK         | 25<br>+ 66.7% | 0.107<br>- 21.0%    | 2d 16h 2' 52"<br>- 72.0%           | 72.800<br>- 40.9%          | 18.080<br>+ 222.9%        | 19.600<br>+ 64.2%       |

## Page posts performance - days



### Most engaging days of publication



### Maximum ER

**Thursday**

0.373



### Maximum number of posts

**Friday**

16



### Minimum ER

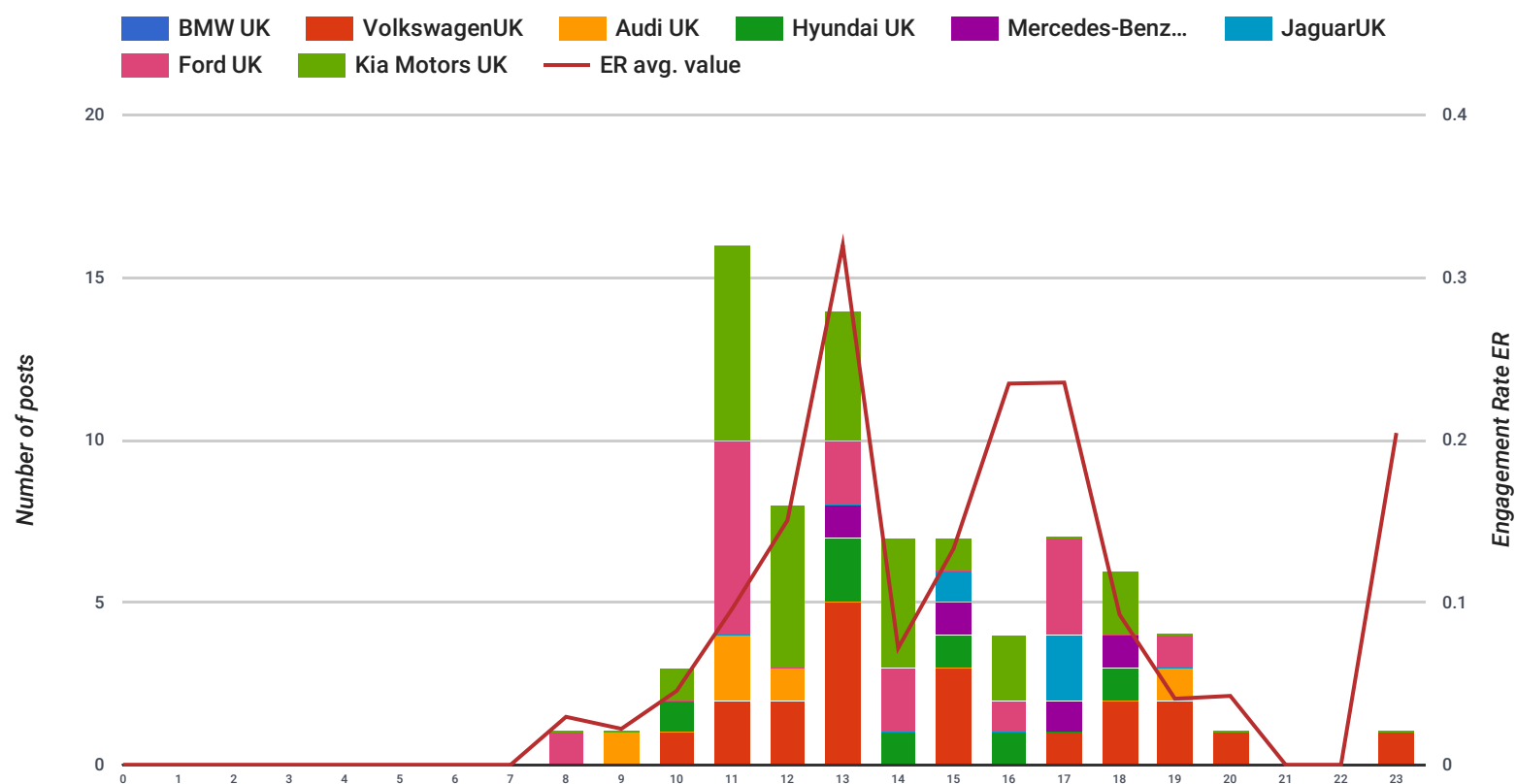
**Tuesday**

0.055

## Page posts performance - hours



### Most engaging times of publication



### Maximum ER

**13:00 - 14:00**

0.320



### Maximum number of posts

**11:00 - 12:00**

16

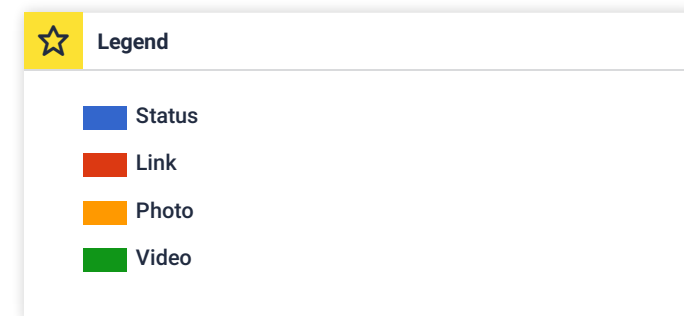
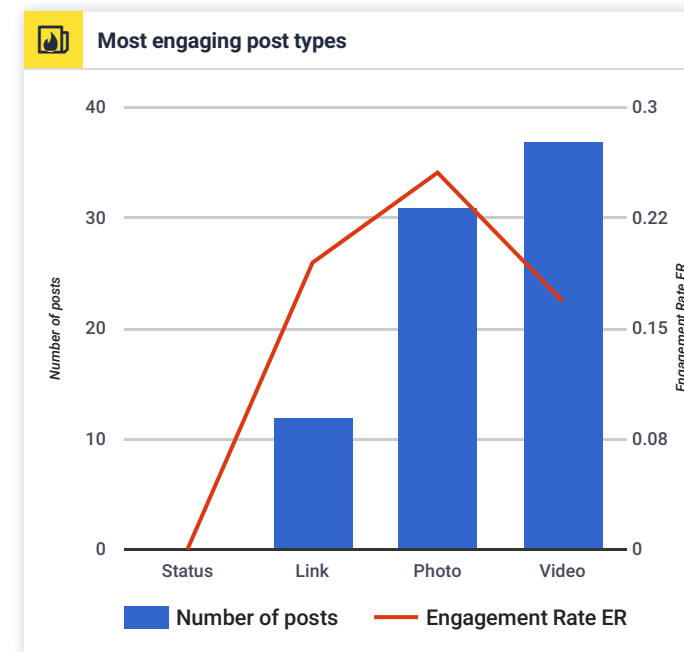
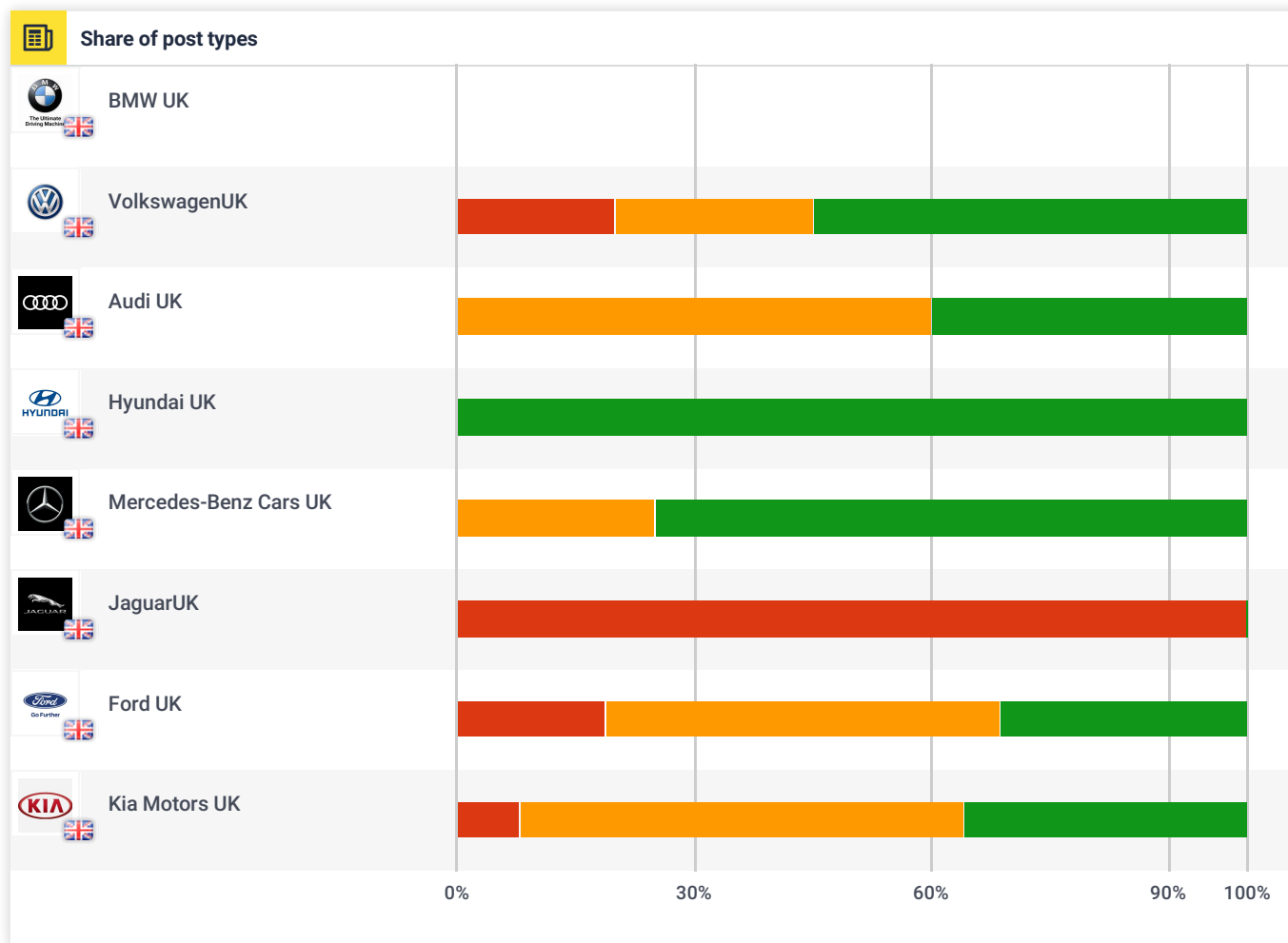


### Minimum ER

**00:00 - 01:00**

0.000

## Page posts performance - percentage





## Top 4 page posts

### BMW UK

There are no posts available



## Top 4 page posts

### VolkswagenUK

|   |  |   |
|---|--|---|
| 1 | <b>VolkswagenUK</b> 20 Aug. 2017, 23:00:16 | <p>Check out some of the highlights from this year's #BeetleSunshineTour. #VW #Volkswagen #VWBeetle</p>   |
| 2 | <b>VolkswagenUK</b> 31 Aug. 2017, 13:52:35 | <p>New design, new interiors and packed with technology. Here's the all-new Polo on the road at our press drive in Hamburg. We'd love to know what you think. #VWPolo</p>   |
| 3 | <b>VolkswagenUK</b> 18 Aug. 2017, 12:00:00 | <p>The new Volkswagen Golf with Wireless Charging. Bye-bye, spaghetti wires. #VWGolf</p> <p><a href="https://scontent.xx.fbcdn.net/v/T15.0-10/P720X720/20768453_1756794911015175_8812..">HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/P720X720/20768453_1756794911015175_8812..</a></p>   |
| 4 | <b>VolkswagenUK</b> 28 Aug. 2017, 13:00:00 | <p>It's official! The I.D. BUZZ electric concept car will be a concept no more and will be going into production. Would you like to own one?</p> <p><a href="https://scontent.xx.fbcdn.net/v/T15.0-10/S720X720/21142816_1773583289336337_7529..">HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/S720X720/21142816_1773583289336337_7529..</a></p> |

#### Key Performance Indicators

|                     |   |  |  |
|---------------------|---|--|--|
| 406<br>568<br>8 267 | 1.633<br>1d 19h 57' 49"<br>1.185<br>10h 17' 16"<br>0.672<br>4d 23h 15' 47"<br>0.599<br>1d 9h 28' 9" | 12 923<br>1 216<br>4<br>114<br>4 359<br>352<br>3<br>87<br>4 671<br>263<br>2<br>129<br>1 602<br>142<br>10<br>73 | 0<br>0<br>8 441<br>6<br>3<br>4 546<br>2<br>6<br>2 860<br>4<br>4<br>2 364 |
|---------------------|---|--|--|

## Top 4 page posts

### Audi UK

|   |  |   |  |
|---|--|---|--|
| 1 | Audi UK  | 23 Aug. 2017, 12:30:00  |  |
|   | Our rear radars mean you don't need eyes in the back of your head. Don't miss a thing with exit warning from Audi.                                       |   |  |
|   |  | <a href="https://scontent.xx.fbcdn.net/v/T15.0-10/P720X720/21055615_1453960344639335_2331..">HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/P720X720/21055615_1453960344639335_2331..</a>           |  |
| 2 | Audi UK  | 12 Aug. 2017, 11:00:00  |  |
|   |  | "My body still feels like it'll be good to go for some time." Meet the silver surfer who refuses to hang up her wetsuit just yet: <a href="http://po.st/AudiDAsSF">http://po.st/AudiDAsSF</a> |  |
| 3 | Audi UK  | 21 Aug. 2017, 09:00:00  |  |
|   |  | Rush hour's just a thing other people do.   |  |
| 4 | Audi UK  | 30 Aug. 2017, 19:06:15  |  |
|   | Don't believe the hype. With a Q2 at your disposal, summer doesn't have to stop. Tell us below how you'd make the most of an #AudiWeekend this Sep (...) |   |  |
|   |  | <a href="https://scontent.xx.fbcdn.net/v/T15.0-10/P720X720/21269116_1460583583977011_3990..">HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/P720X720/21269116_1460583583977011_3990..</a>           |  |

#### Key Performance Indicators

|                     |                        |                         |                 |
|---------------------|------------------------|-------------------------|-----------------|
| 746<br>316<br>2 694 | 0.515<br>2d 0h 34' 2"  | 2 525<br>98<br>10<br>52 | 3<br>6<br>3 413 |
| 204<br>55<br>2 989  | 0.393<br>1d 10h 58' 3" | 2 905<br>61<br>3<br>10  | 3<br>3<br>3 159 |
| 82<br>18<br>1 362   | 0.177<br>14h 11' 52"   | 1 294<br>63<br>3<br>0   | 0<br>0<br>1 438 |
| 244<br>47<br>642    | 0.116<br>1d 13h 44' 5" | 599<br>36<br>1<br>4     | 1<br>0<br>716   |

## Top 4 page posts

### Hyundai UK

|   |   |                        |
|---|---|------------------------|
| 1 | <p>Win the UK's first KONA, Hyundai's all new small SUV. Simply comment below and tell us where you escape to and find your creativity. #HyundaiMercu (...)</p> <p>HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/S720X720/20619042_10155556934799557_412..</p> | 02 Aug. 2017, 16:28:23 |
| 2 | <p>Creativity for J Hus comes from his experiences in life. Share how you find your creativity by commenting below to win the UK's first KONA. #Hyund (...)</p> <p>HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/P720X720/20747228_10155577541424557_467..</p> | 09 Aug. 2017, 10:54:28 |
| 3 | <p>Creators can't hit the snooze button. Paula Haughney sculpts in her studio as the sun rises. Where do you find space #before7?</p> <p>HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/P720X720/20178668_10155486497604328_843..</p>                           | 15 Aug. 2017, 15:13:03 |
| 4 | <p>Adventurous people break their routine before breakfast. Eric Briggane forages food for a more sustainable future. How could you explore nature #b (...)</p> <p>HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/P720X720/20881303_10155571176299328_878..</p> | 29 Aug. 2017, 13:15:49 |

#### Key Performance Indicators

|                       |                          |                       |                 |
|-----------------------|--------------------------|-----------------------|-----------------|
| 1 547<br>283<br>1 212 | 1.791<br>-               | 1 149<br>47<br>1<br>9 | 0<br>0<br>1 212 |
| 190<br>74<br>255      | 0.311<br>26d 10h 28' 56" | 243<br>8<br>1<br>3    | 0<br>0<br>266   |
| 32<br>10<br>138       | 0.109<br>2h 37' 7"       | 127<br>9<br>0<br>1    | 0<br>0<br>143   |
| 11<br>12<br>98        | 0.074<br>2d 1h 51' 28"   | 93<br>3<br>1<br>0     | 0<br>0<br>104   |

## Top 4 page posts

### Mercedes-Benz Cars UK

|   |   | Key Performance Indicators       | Reactions, sum of reactions, sum of reactions to posts and comments                                    |
|---|---|----------------------------------|--|
| 1 | <p>Intelligent drive and modern luxury. Watch out for the unveiling of the new S-Class Cabriolet and S-Class Coupé. Coming soon.</p> <p><a href="https://scontent.xx.fbcdn.net/v/T15.0-10/S720X720/21252811_1458622637524493_6759..">HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/S720X720/21252811_1458622637524493_6759..</a></p>   | <p>44</p> <p>19</p> <p>Σ 198</p> | <p>0.049</p> <p>17h 58' 8"</p> <p>173</p> <p>21</p> <p>0</p> <p>2</p> <p>0</p> <p>0</p> <p>Σ + 217</p> |
| 2 | <p>If you're at Countryfile Live this weekend, visit our shop to see our latest models, compete in the F1™ simulators and get behind the wheel with our AMG Driving Instructors.</p> <p><a href="https://scontent.xx.fbcdn.net/v/T15.0-10/S720X720/21105335_1454199844633439_7451..">HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/S720X720/21105335_1454199844633439_7451..</a></p> | <p>8</p> <p>5</p> <p>Σ 187</p>   | <p>0.035</p> <p>28d 18h 30' 38"</p> <p>176</p> <p>1</p> <p>0</p> <p>1</p> <p>0</p> <p>Σ + 189</p>      |
| 3 | <p>Here's a sneak preview of our new Mercedes me association with Victoria going live tonight on ITV. See how Mercedes me helps solve everyday dram (...)</p> <p><a href="https://scontent.xx.fbcdn.net/v/T15.0-10/S720X720/21208122_1655671511123589_3787..">HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/S720X720/21208122_1655671511123589_3787..</a></p>                        | <p>10</p> <p>4</p> <p>Σ 55</p>   | <p>0.012</p> <p>1d 10h 5' 23"</p> <p>55</p> <p>0</p> <p>0</p> <p>0</p> <p>Σ + 55</p>                   |
| 4 | <p></p> <p><a href="https://scontent.xx.fbcdn.net/v/T15.0-10/S720X720/21208122_1655671511123589_3787..">HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/S720X720/21208122_1655671511123589_3787..</a></p>  | <p>7</p> <p>0</p> <p>Σ 51</p>    | <p>0.010</p> <p>2d 10h 22' 50"</p> <p>48</p> <p>2</p> <p>0</p> <p>1</p> <p>0</p> <p>Σ + 52</p>         |

# Top 4 page posts JaguarUK

|   |  |  |  |
|---|--|--|--|
| 1 | <br>JaguarUK<br>10 Aug. 2017, 17:01:00 | Jaguar Fact File: XJ-S. XJ-S was a Grand Tourer in every sense.                        | <br>Combining high-performance specifications and head-turning style, the Jaguar X. Combining high-performance specifications and head-turning style, the Jaguar XJ-S is a staple of the Jaguar family. Discover the full XJ-S story here.<br>JAGUAR.CO.UK |
| 2 | <br>JaguarUK<br>03 Aug. 2017, 15:21:00 | Thinking about an Electric Vehicle?  | <br>JAGUAR.CO.UK   |
| 3 | <br>JaguarUK<br>21 Aug. 2017, 17:03:00 | A Jaguar is built to respond. Tap to explore the technologies that make this possible. | <br>JAGUAR.CO.UK   |

## Key Performance Indicators

|                        |                             |                         |                      |
|------------------------|-----------------------------|-------------------------|----------------------|
| 510<br>356<br>Σ  3 667 | 1.360<br>1d 1h 28' 6"<br>   | 3 401<br>209<br>2<br>21 | 2<br>0<br>Σ +  4 013 |
| 344<br>150<br>Σ  1 596 | 0.666<br>1d 18h 24' 26"<br> | 1 456<br>91<br>5<br>29  | 1<br>3<br>Σ +  1 895 |
| 27<br>14<br>Σ  367     | 0.118<br>1d 5h 3' 44"<br>   | 339<br>21<br>0<br>0     | 0<br>1<br>Σ +  381   |

# Top 4 page posts Ford UK

|   |   |                        |  |
|---|---|------------------------|--|
| 1 | <p>We all drive, but not all drives are equal.</p>  | 11 Aug. 2017, 13:45:33 |  |
| 2 | <p>It's okay to stare.</p>  | 28 Aug. 2017, 11:00:00 |  |
| 3 | <p>From rally to the road. This is the story of the Ford Focus RS.</p> <p>Seven steps to the Focus RS from Ford's genre-defining race and rally cars for th..<br/>Seven steps to the Focus RS from Ford's genre-defining race and rally cars for the road   PistonHeads<br/>PISTONHEADS.COM</p> | 24 Aug. 2017, 17:00:00 |  |
| 4 | <p>Got to love bank holidays ☺</p> <p>HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/P720X720/21144887_1412952738790945_2366..</p>  | 25 Aug. 2017, 17:00:00 |  |

## Key Performance Indicators

|                         |                         |                           |                  |
|-------------------------|-------------------------|---------------------------|------------------|
| 1 021<br>579<br>11 071  | 3.726<br>-              | 7 144<br>671<br>12<br>172 | 1<br>0<br>11 071 |
| 146<br>167<br>5 649     | 1.798<br>4d 3h 34' 59"  | 5 217<br>347<br>13<br>53  | 4<br>1<br>5 832  |
| 368<br>645<br>3 133     | 1.275<br>6d 15h 48' 39" | 2 997<br>116<br>0<br>6    | 0<br>0<br>3 342  |
| 1 109<br>1 099<br>1 843 | 1.186<br>-              | 1 312<br>52<br>462<br>4   | 3<br>2<br>1 843  |

## Top 4 page posts

### Kia Motors UK

|   |   |
|---|---|
| 1 | <p>21 Aug. 2017, 18:12:51</p> <p>Fancy winning two free tickets, plus a hotel stay and spending money for the Kia Super League Final in Hove on 1st September? Just answer the following question to enter: Which team competing in this year's competition won the 2016 Kia Women's Super League? T&amp;C's: <a href="http://www.kia.com/uk/kiasuperleagecompetition.html">http://www.kia.com/uk/kiasuperleagecompetition.html</a></p> |
| 2 | <p>18 Aug. 2017, 12:00:00</p> <p>A bold design that demands to be noticed. Introducing the all new compact crossover, the #KiaStonic <a href="http://www.kia.com/uk/campaigns/new-cars/new-sonic/">http://www.kia.com/uk/campaigns/new-cars/new-sonic/</a></p>  |
| 3 | <p>23 Aug. 2017, 14:42:50</p> <p>With tech that puts you in control &amp; design that helps you stand out from every angle, say hello to the All-New #KiaStonic: <a href="http://www.kia.com/uk/campaigns/new-cars/new-sonic/">http://www.kia.com/uk/campaigns/new-cars/new-sonic/</a></p>  |
| 4 | <p>17 Aug. 2017, 13:00:00</p> <p>Kia invited a group of lucky car enthusiasts to try out the #Stinger with 2012 World Touring Car Champion #RobHuff at Cadwell Park. What's our ne (...)</p> <p><a href="https://scontent.xx.fbcdn.net/v/T15.0-10/S720X720/20916542_1954612781219402_1735..">HTTPS://SCONTENT.XX.FBCDN.NET/V/T15.0-10/S720X720/20916542_1954612781219402_1735..</a></p>   |

#### Key Performance Indicators

|                  |                                |                     |               |
|------------------|--------------------------------|---------------------|---------------|
| 219<br>63<br>637 | 0.884<br>6d 7h 39' 26"<br>637  | 624<br>11<br>0<br>1 | 0<br>0<br>643 |
| 52<br>70<br>215  | 0.335<br>2d 21h 36' 12"<br>215 | 197<br>10<br>1<br>3 | 0<br>0<br>228 |
| 35<br>40<br>161  | 0.235<br>7d 23h 29' 44"<br>161 | 149<br>8<br>0<br>3  | 0<br>0<br>171 |
| 37<br>85<br>81   | 0.201<br>1d 18h 12' 10"<br>81  | 73<br>4<br>0<br>2   | 0<br>0<br>88  |

# Top 10 fan posts 1/3



|   |  |                        |   |
|---|--|------------------------|---|
| 1 | <b>Lorraine Boyle</b> →  Audi UK   | 23 Aug. 2017, 16:46:41 | T |
|   | <p>Worst customer service I have ever come across. Problems with an engine but just been told even if the problem was from factory I'm still liable for costs as the warranty has ran out. You would think Audi being such a prestige company would have more control of their service centres, their showroom and their customer service management. Been 3 weeks since my engine blew to be told "it's your fault you had no oil" no mate it's all over the motorway, had fresh oil added 2 days prior! Bunch of cowboys! Will never (...)</p> |                        |   |
| 2 | <b>David O'Leary</b> →  Audi UK  | 17 Aug. 2017, 22:30:13 | 📷 |
|   | <p>Really disappointed with Audi UK's customer service today, I took my Audi RS4 into Cardiff Audi just over a week ago with a view to getting some corrosion under the leading edge of the bonnet sorted under the 12 year anti corrosion warranty. I did point out there was a relatively near stone hip however the paint has not blistered between the chip and the corrosion suggesting this wasn't part o (...)</p>  |                        |   |
| 3 | <b>Gareth Brown</b> →  Hyundai UK  | 10 Aug. 2017, 16:59:23 | T |
|   | <p>Can you confirm the warranty on a Hyundai i40 battery?</p>  |                        |   |
| 4 | <b>Ben Housego</b> →  VolkswagenUK   | 14 Aug. 2017, 20:09:57 | 📷 |
|   | <p>Got my new GTE today!</p>   |                        |   |

## Key Performance Indicators

|                 |                        |                    |               |
|-----------------|------------------------|--------------------|---------------|
| 289<br>45<br>39 | 0.077<br>1d 23h 23' 6" | 19<br>0<br>10<br>5 | 0<br>4<br>331 |
| 93<br>11<br>11  | 0.017<br>23h 29' 31"   | 2<br>0<br>0<br>0   | 1<br>8<br>42  |
| 16<br>0<br>1    | 0.015<br>20h 46' 37"   | 1<br>0<br>0<br>0   | 0<br>0<br>10  |
| 10<br>0<br>37   | 0.010<br>22h 32' 31"   | 34<br>2<br>0<br>0  | 0<br>0<br>45  |



## Top 10 fan posts 2/3




|   |  |                        |   |
|---|--|------------------------|---|
| 5 | Richard McEwan →  Audi UK  | 21 Aug. 2017, 09:54:38 | T |
|   | <p>WHY has production of the Audi S4 and S5 stopped? WHEN will production resume? It is rumoured that the emissions are the problem, once this is fixed, will these cars be the same in terms of power, torque and fuel consumption. I thought I would post these questions here since you have failed to respond on messenger.</p>  |                        |   |
| 6 | Gaz Pritchard →  VolkswagenUK  | 24 Aug. 2017, 12:46:13 | T |
|   | <p>Dear Paul Willis I am disgusted that your social media is openly allowing people to refer to affected diesel customers with offensive terms. By not removing these comments, Volkswagen UK is allowing people to think it is "OK" and "Acceptable" to use inappropriate and bullying language in a public forum! You ought to be ashamed! You need to start acting more responsibly! #vwfixfail</p>   |                        |   |
| 7 | Claire Best →  Hyundai UK  | 25 Aug. 2017, 19:01:42 | 📷 |
|   |  <p>At what point should a person's consumer rights kick in and demand a refund for a faulty car?? Absolute joke of service I have had from Hyundai now. Car is less than a year old and had the same fault twice now. Took far too long to get a solution first time round and now second time round I can't even get an update on my car with over 2 days in the garage. Absolutely shocking.</p>                       |                        |   |
| 8 | Phillip Gazzard →  Audi UK   | 02 Aug. 2017, 21:44:27 | 📷 |
|   |  <p>I would like to express my sincere gratitude for the exemplary customer service experience I have enjoyed in the whole process in the purchase of my (nearly) new ex-demonstrator Audi SQ5 Plus. Rebecca Pitwell (Becky) has been my consultant from start to finish and has been absolutely fantastic. I was so impressed with her ability to tune into my own set of needs with her intuitive and custome (...)</p> |                        |   |


### Key Performance Indicators


|               |                            |                   |              |
|---------------|----------------------------|-------------------|--------------|
| 44<br>0<br>4  | 0.009<br>8h 33' 58"<br>    | 2<br>0<br>1<br>0  | 0<br>0<br>35 |
| 13<br>3<br>20 | 0.008<br>7h 4' 8"<br>      | 18<br>1<br>0<br>0 | 0<br>0<br>29 |
| 6<br>0<br>6   | 0.008<br>3d 14h 54' 4"<br> | 3<br>0<br>0<br>0  | 0<br>3<br>8  |
| 21<br>0<br>21 | 0.007<br>1h 30' 17"<br>    | 18<br>2<br>0<br>1 | 0<br>0<br>38 |

## Top 10 fan posts 3/3

9





**Jen Scowen** →  **VolkswagenUK** 


22 Aug. 2017, 22:12:37 




So here it is. The day I've been dreading for a long time. It's the end of the best 10 days of my motoring life. Today, the four-wheeled love of my life has to go back to its corporate owners. Thank you, Tiggy-Tiguan, for teaching me the wonders of SEVENTH(!) gear, sport mode, DAB digital radio and voice-controlled text messaging. Thank you for drying my jeans on the way to work with your hea (...)

10






























**Karl Claydon** →  **Hyundai UK** 

19 Aug. 2017, 11:02:24 



Hi just like to say how pleased I am with my IONIQ . The fuel consumption is great I'm getting 63 mpg and 506 miles on a tank of fuel ☺

### Key Performance Indicators

|   |  |  |  |
|---|--|--|--|
|  11<br> 0<br>Σ    14 |  0.006<br> 16h 39' 50"   |  7<br> 2<br> 5<br> 0 |  0<br> 0<br>Σ +  21 |
|  6<br> 0<br>Σ    1   |  0.005<br> 8d 10h 58' 4" |  0<br> 1<br> 0<br> 0 |  0<br> 0<br>Σ +  3  |

# Legend

Description of the parameters used in the report.



<sup>1</sup> Percentage values illustrate the metrics change compared to previous period with the same number of days



<sup>2</sup> **Interactions** is the sum of all reactions, comments, shares, fan posts and page mentions.



<sup>3</sup> **Response Rate** shows the percentage of fan posts answered by profile admins.



<sup>4</sup> **Response Time** is the average time it took page admins to answer to fan posts.



<sup>5</sup> **SII Social Interaction Index** illustrates how strongly facebook users engage with your page. it considers posts, comments likes and shares published by others on your page as well as mentions of your page in other people's and pages posts. sii is fan base neutral, which allows to directly compare engagement with pages of different sizes.



<sup>6</sup> **ER Engagement Rate** illustrates how engaging the page's content is. it is calculated as the number of interactions to each post (reactions, comments and shares) divided by the number of fans on a given day.



<sup>7</sup> **average post lifetime** average post lifetime shows for how long after publishing people commented on it. it is calculated based on the first 80% of comments.



Organic reach



Paid reach



Viral reach



Sum of organic and paid reach



Number of comments



Number of shares



$\Sigma$  Number of reactions to the post



$\Sigma +$  Number of responses to post and comments