



Report for:



Audi

Period: 02 OCT. 2017 - 09 OCT. 2017



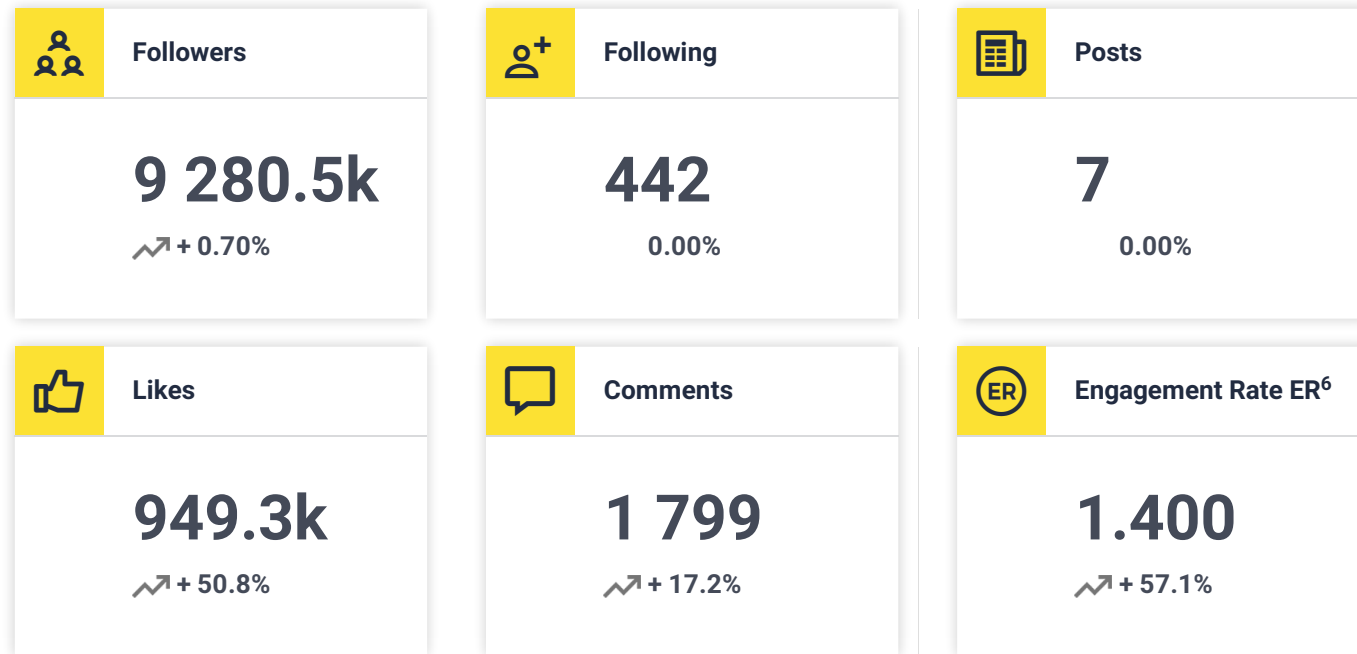
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Key Performance Indicators

Percentage values illustrate **change** compared to **previous period**
(from 24 Sep. 2017 to 01 Oct. 2017).¹





Followers change

Percentage values illustrate **change** compared to **previous period**
(from 24 Sep. 2017 to 01 Oct. 2017).¹



Followers

9 223.5k →

02 Oct. 2017

9 280.5k

09 Oct. 2017



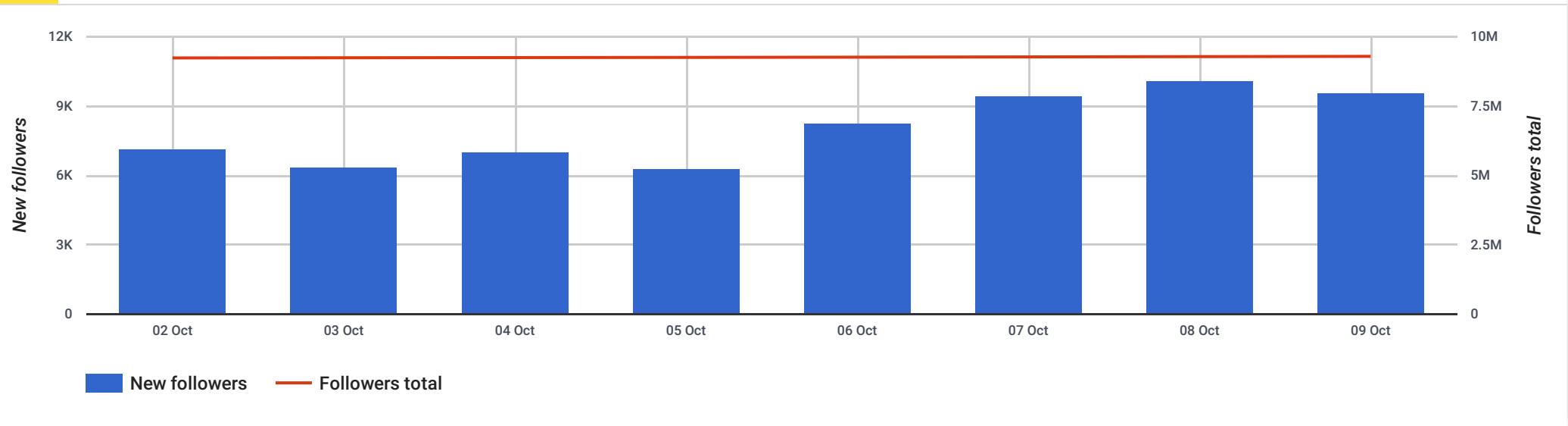
New followers

57 037

↘ - 1.75%



Followers change





Friends (profiles followed) change

Percentage values illustrate **change** compared to **previous period**
(from 24 Sep. 2017 to 01 Oct. 2017).¹



Friends

442

02 Oct. 2017



442

09 Oct. 2017



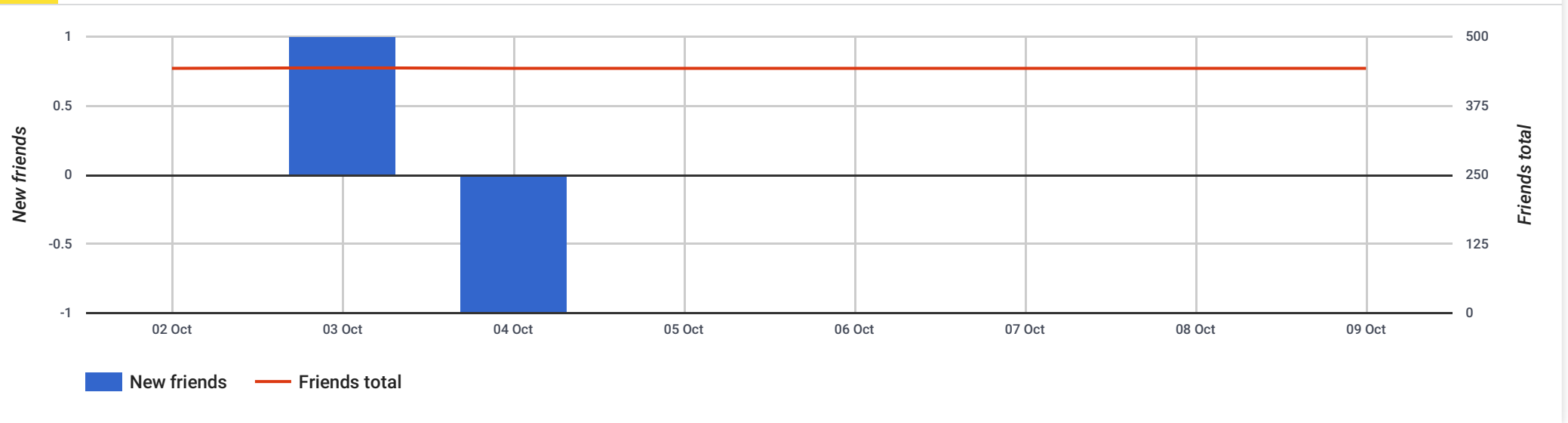
New friends

0

↘ - 1.75%



Friends (profiles followed) change





Engagement Rate daily

Percentage values illustrate **change** compared to **previous period**
(from 24 Sep. 2017 to 01 Oct. 2017).¹



ER avg. value

1.400

↗ + 57.1%



Maximum ER

2.255

08 Oct. 2017



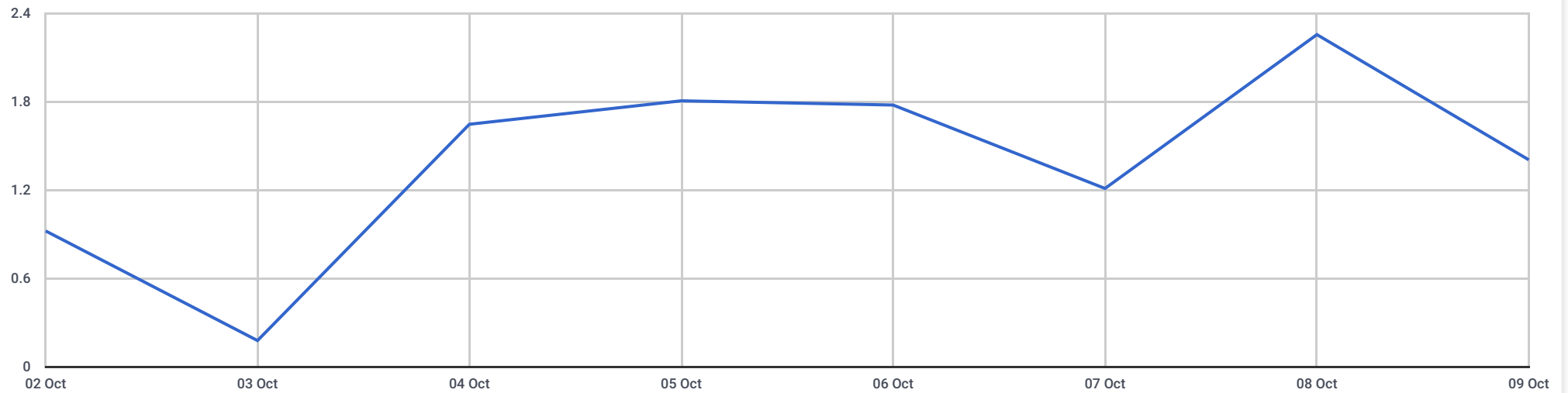
Minimum ER

0.178

03 Oct. 2017












Engagemet rate (ER) daily



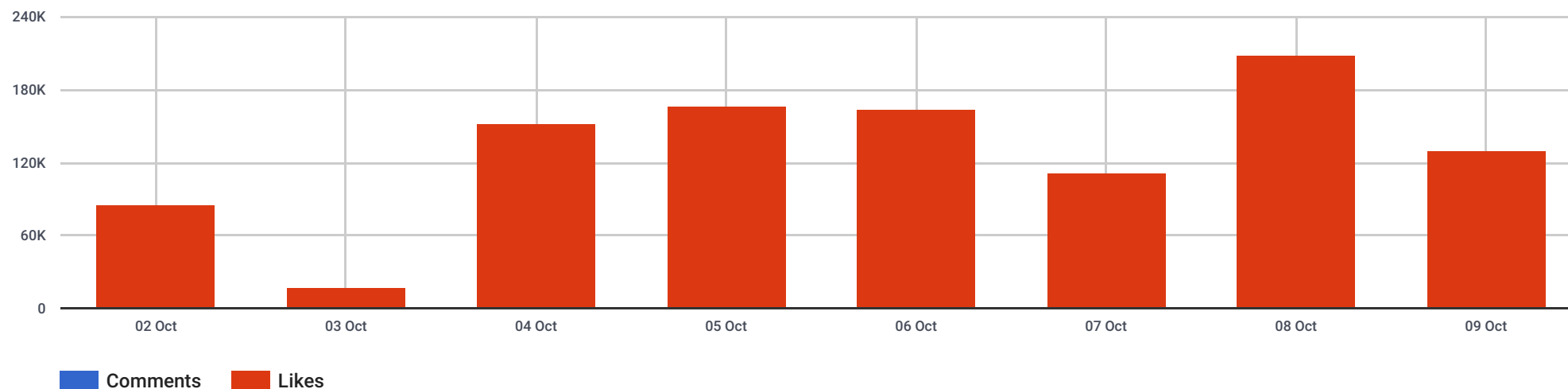
Interactions daily

Percentage values illustrate **change** compared to **previous period**
(from 24 Sep. 2017 to 01 Oct. 2017).¹

		Sum of interactions	Change	Share	daily avg.	Change	Most on 08 Oct. 2017	Least on 03 Oct. 2017
	Comments	1 799	 + 17.2%	0.19%	244.13	 + 17.4%	382	92
	Likes	949.3k	 + 50.8%	99.81%	129,273.00	 + 58.3%	208.7k	16 312
	Sum	951.1k	 + 50.8%	100.00%	129,517.13	 + 58.2%	209.0k	16 404




Number of interactions daily





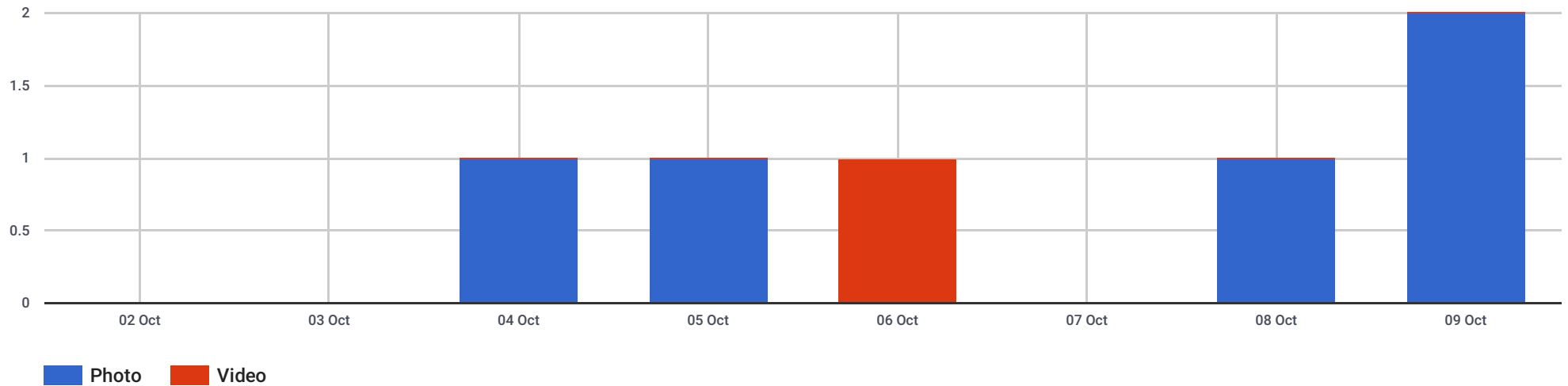
Page admin activity - posts

Percentage values illustrate **change** compared to **previous period** (from 24 Sep. 2017 to 01 Oct. 2017).¹

 Admin posts	Average posts daily	Average likes per post	Average comments per post
7 0.00%	0.875 0.00%	135,616.86 ↗ + 50.8%	257.00 ↗ + 17.2%



Page administrator activity





Post engagement by post type

Percentage values illustrate **change** compared to **previous period**
(from 24 Sep. 2017 to 01 Oct. 2017).¹



Average ER per post

1.594

↗ + 38.8%



Photo post engagement

1.627

↗ + 23.1%



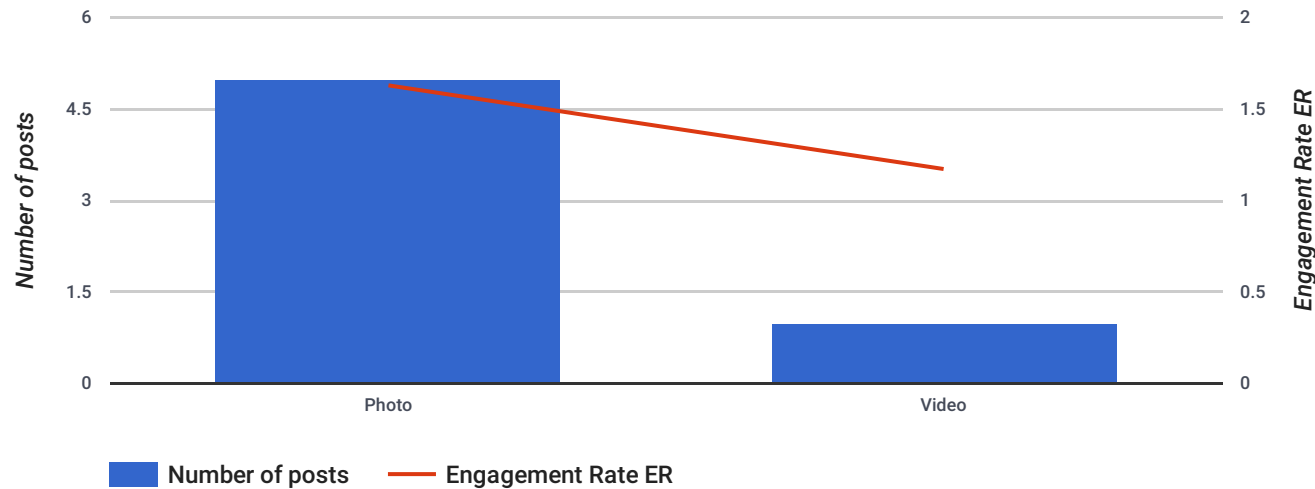
Video post engagement

1.170

↗ + 50.4%



Most engaging post types





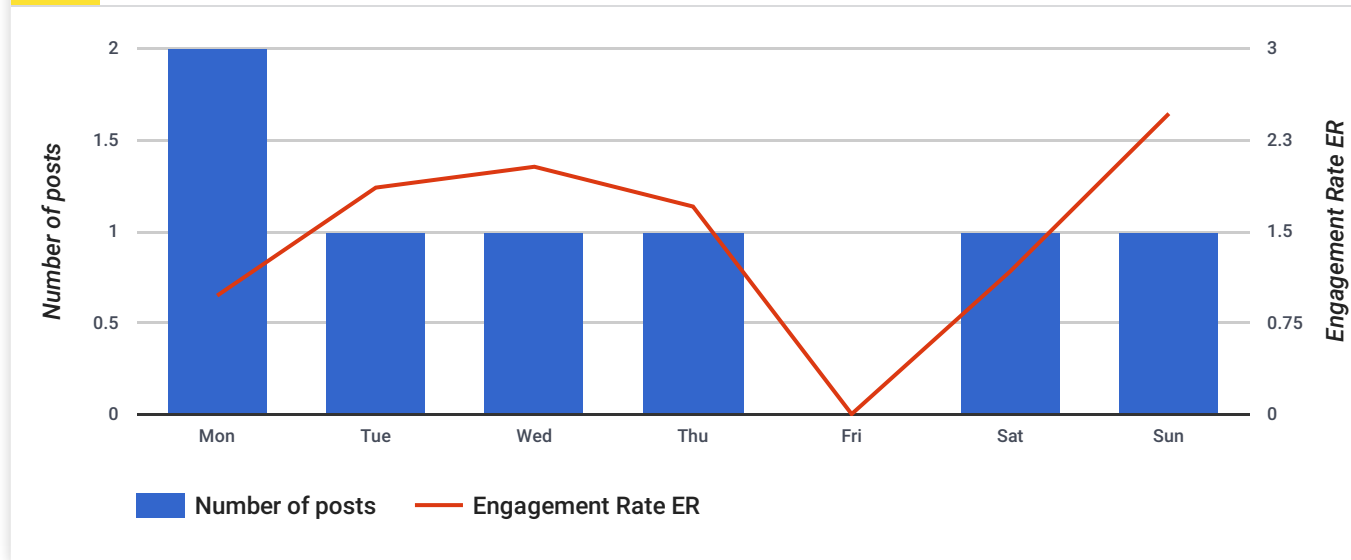
Engagement Rate by day

Percentage values illustrate **change** compared to **previous period** (from 24 Sep. 2017 to 01 Oct. 2017).¹

Maximum ER	Maximum number of posts	Minimum ER	Minimum number of posts
Sunday 2.462	Monday 2	Friday 0.000	Friday 0



Most engaging days of publication





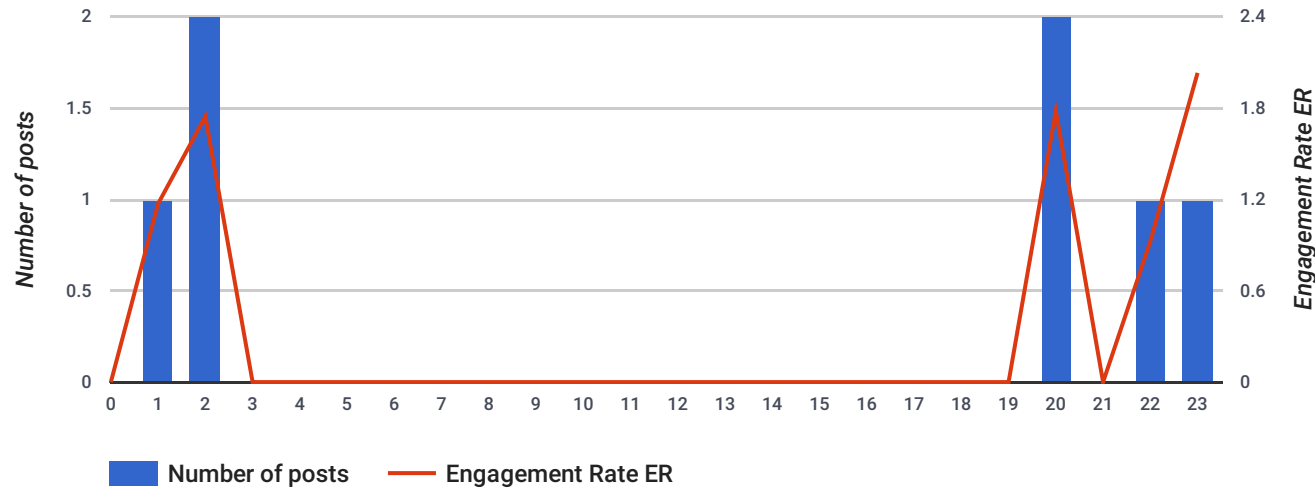
Engagement Rate by hour

Percentage values illustrate **change** compared to **previous period** (from 24 Sep. 2017 to 01 Oct. 2017).¹




























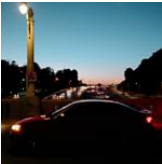




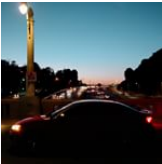
Maximum ER	Maximum number of posts	Minimum ER	Minimum number of posts
23:00 - 00:00	02:00 - 03:00	00:00 - 01:00	00:00 - 01:00
2.027	2	0.000	0























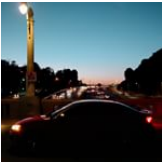




Most engaging times of publication


























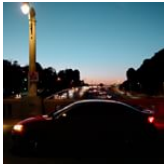




Top 5 most engaging posts

					 Engagement Rate ER ⁶	 Likes	 Comments
1		  Audi 	08 Oct. 2017, 02:22:34 		2.462	228.0k	314
2		  Audi 	04 Oct. 2017, 23:08:30 		2.027	187.0k	291
3		  Audi 	03 Oct. 2017, 20:22:05 		1.856	170.9k	428
4		  Audi 	05 Oct. 2017, 20:01:15 		1.701	156.9k	293
5		  Audi 	06 Oct. 2017, 01:04:05 		1.170	108.0k	225

Top 5 most liked posts

					ER ⁶	Engagement Rate	Likes	Comments
1		  Audi 	08 Oct. 2017, 02:22:34		2.462		228.0k	314
	It's always rush hour in LA. #GramTour 📷: @capturingthemachine							
2		  Audi 	04 Oct. 2017, 23:08:30		2.027		187.0k	291
	Powerful view. #AudiRS3 #GramTour 📷: @capturingthemachine							
3		  Audi 	03 Oct. 2017, 20:22:05		1.856		170.9k	428
	#AudiRS3 being elusive. #GramTour 📷: @capturingthemachine							
4		  Audi 	05 Oct. 2017, 20:01:15		1.701		156.9k	293
	All signs point to Catalunya Red. #AudiRS3 #GramTour 📷: @capturingthemachine							
5		  Audi 	06 Oct. 2017, 01:04:05		1.170		108.0k	225
	Headlights, camera, action. #AudiRS3 #GramTour 📷: @capturingthemachine							

Top 5 most commented posts

					 Engagement Rate ER ⁶	 Likes	 Comments
1	 <div>   Audi  </div> <div>03 Oct. 2017, 20:22:05 </div> <p>#AudiRS3 being elusive. #GramTour 📷: @capturingthemachine</p>				1.856	170.9k	428
2	 <div>   Audi  </div> <div>08 Oct. 2017, 02:22:34 </div> <p>It's always rush hour in LA. #GramTour 📷: @capturingthemachine</p>				2.462	228.0k	314
3	 <div>   Audi  </div> <div>05 Oct. 2017, 20:01:15 </div> <p>All signs point to Catalunya Red. #AudiRS3 #GramTour 📷: @capturingthemachine</p>				1.701	156.9k	293
4	 <div>   Audi  </div> <div>04 Oct. 2017, 23:08:30 </div> <p>Powerful view. #AudiRS3 #GramTour 📷: @capturingthemachine</p>				2.027	187.0k	291
5	 <div>   Audi  </div> <div>06 Oct. 2017, 01:04:05 </div> <p>Headlights, camera, action. #AudiRS3 #GramTour 📷: @capturingthemachine</p>				1.170	108.0k	225



Engagement Rate by number of hashtags

The diagram shows average Engagement Rate values for posts containing different number of hashtags and the number of posts published. Percentage values illustrate **change** compared to **previous period** (from 24 Sep. 2017 to 01 Oct. 2017).¹



Average hashtags

1.429

↗ + 42.9%

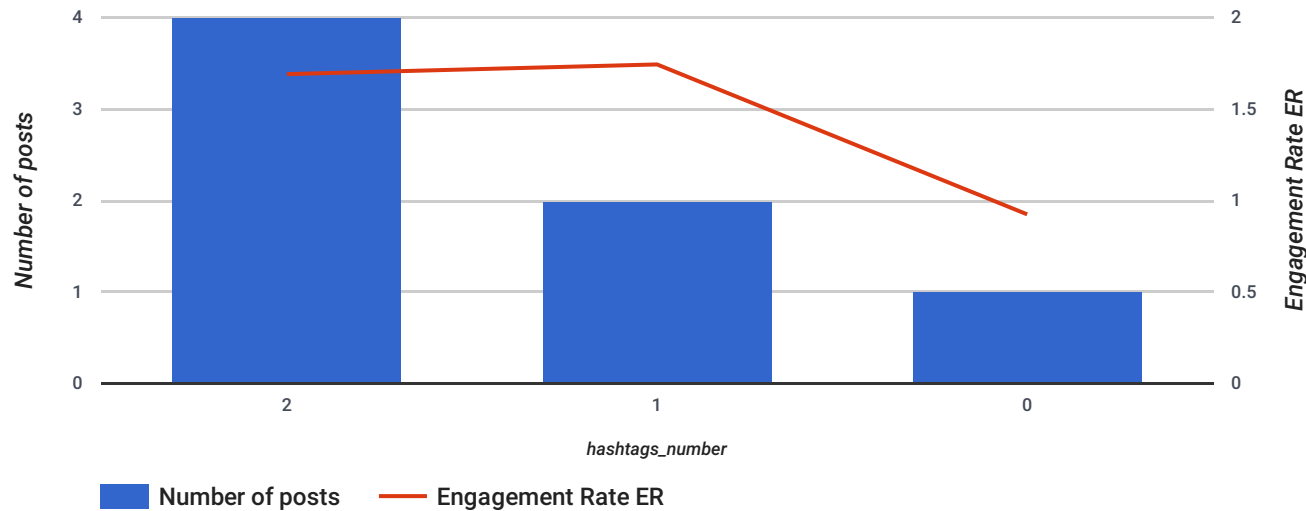


Highest ER with

1



Engagement Rate by number of hashtags





Legend

Description of the parameters used in the report.



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



⁶ **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.

