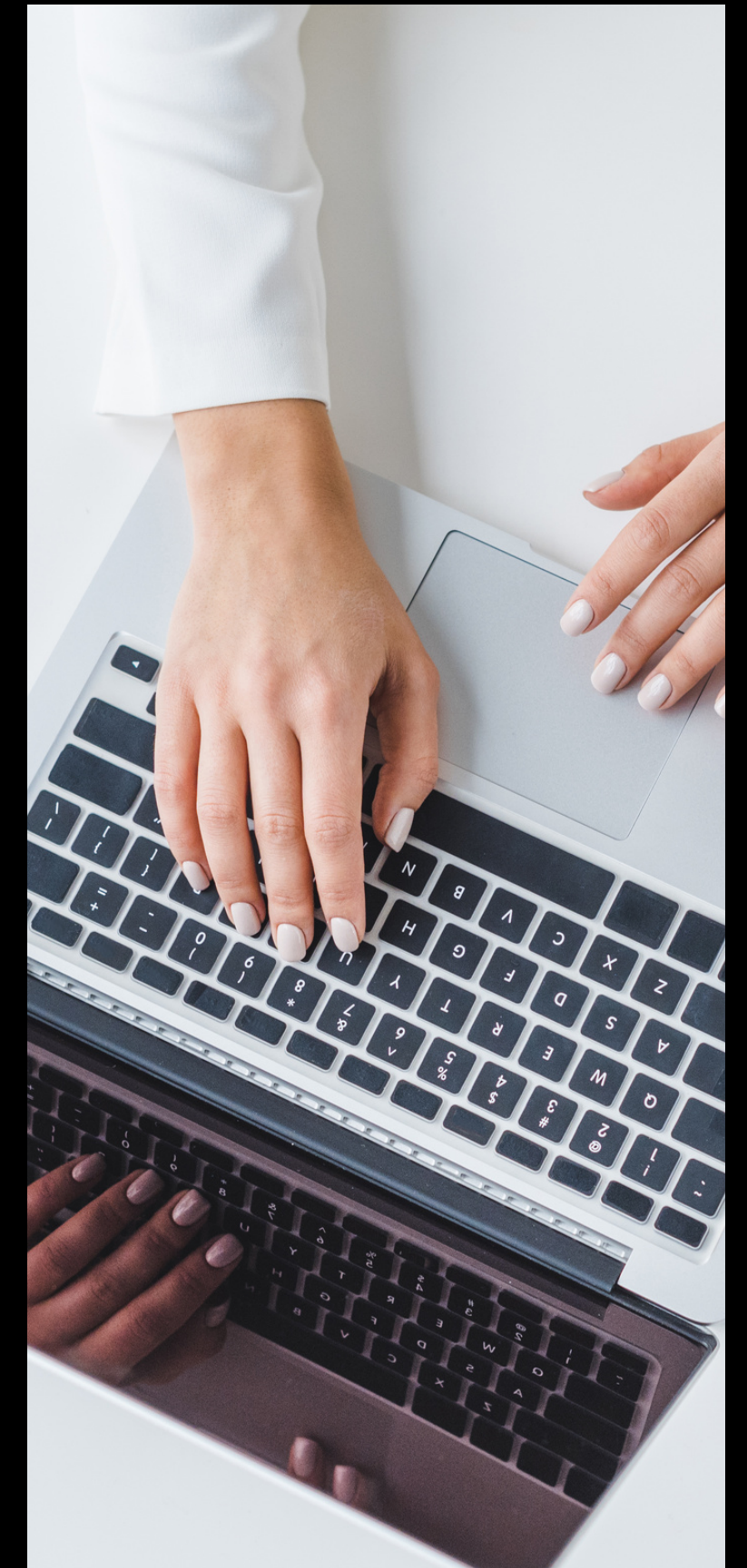


DÍA DE LA MUJER ANALYSIS

By: Roberta Hurtado, Ana Soler & Ivette Franco

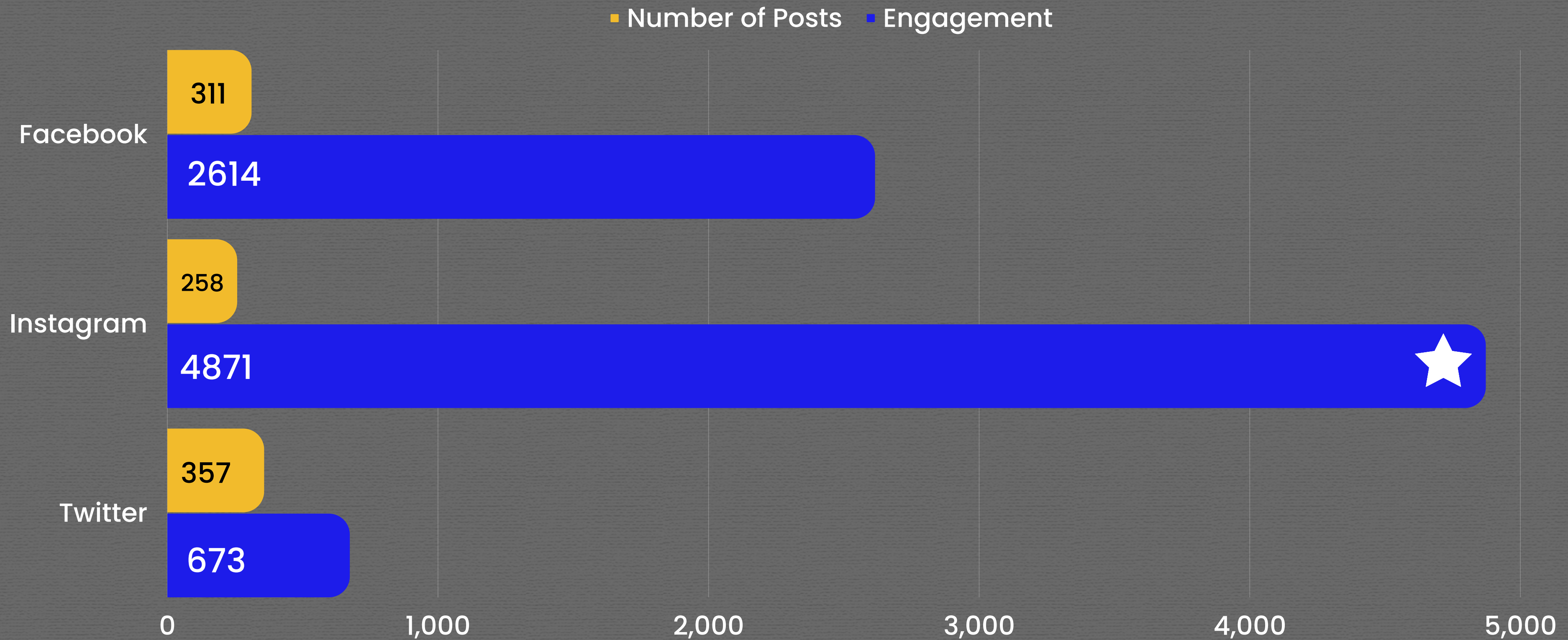


CAMPAIGN ANALYSIS

Participating markets 22	Social Media	# Post	Impressions	Engagement	Reactions	Average Reaction/Post
Target Markets Miami, LA., Chicago, NY, Houston	Facebook	311	715,235	2,614	877	3
Campaign Dates March 1-31	Instagram	258	636,568	4,871	4354	17
Social Media Facebook Twitter Instagram	Twitter	357	47,332	673	199	1
	Grand Total	926	1,399,135	8,158	5430	

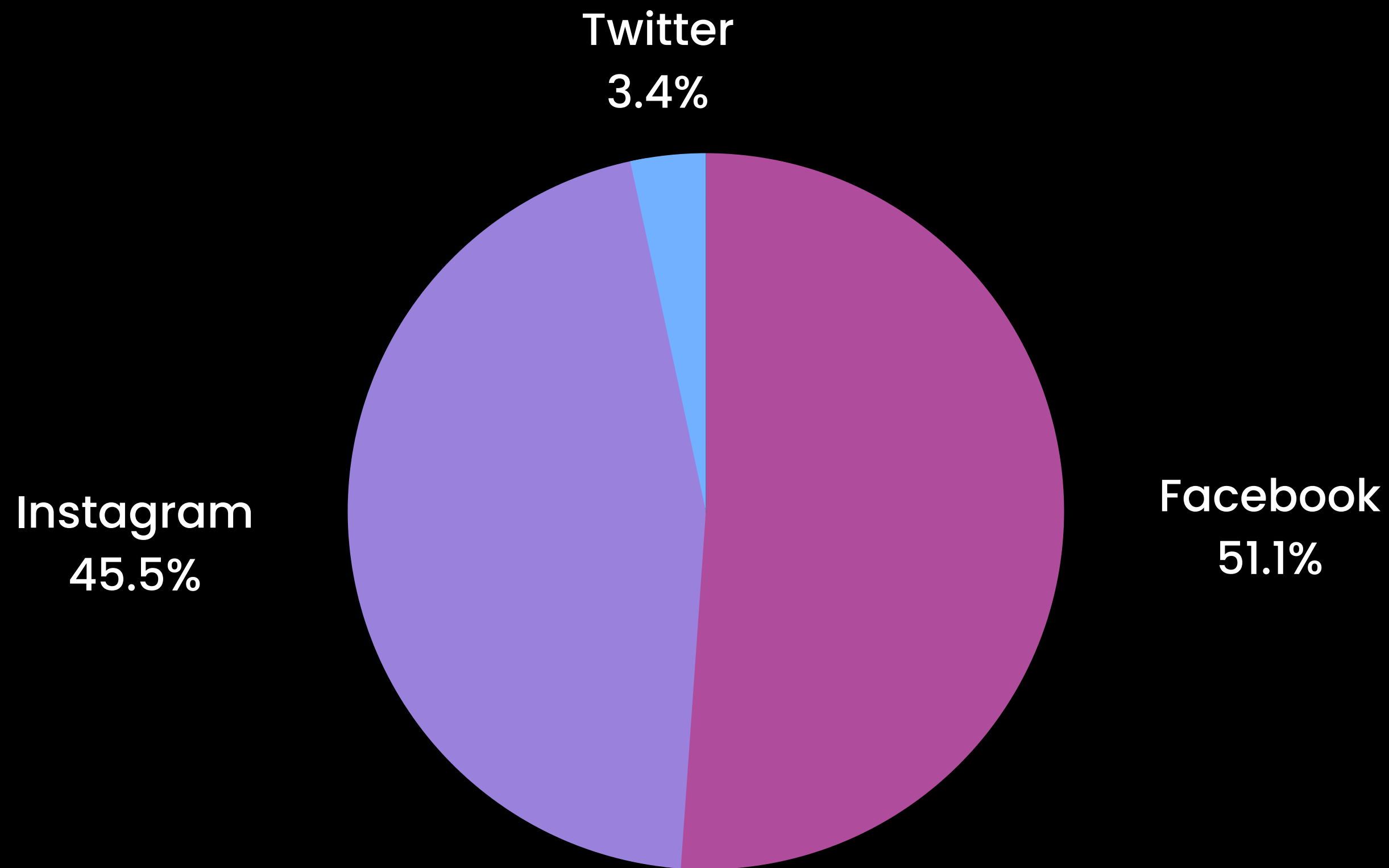
Key Insight: Instagram had the lowest number of posts but showed the highest engagement.

ENGAGEMENT



Key Insight: Instagram's engagement is 86% greater than Facebook's.

IMPRESSIONS



Key Insight: Facebook has the most impressions out of all social media platforms.

FACEBOOK CAMPAIGN ANALYSIS

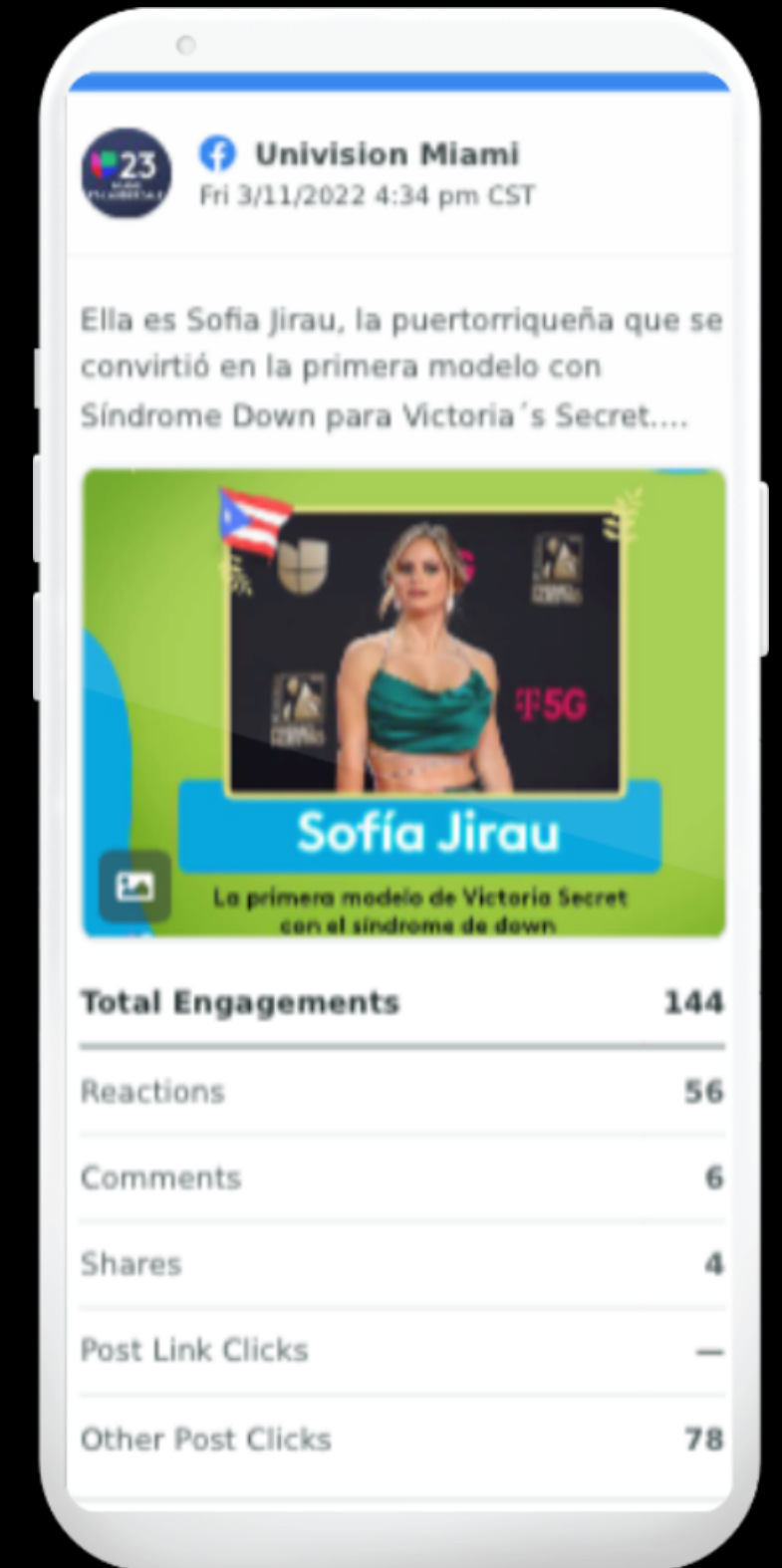
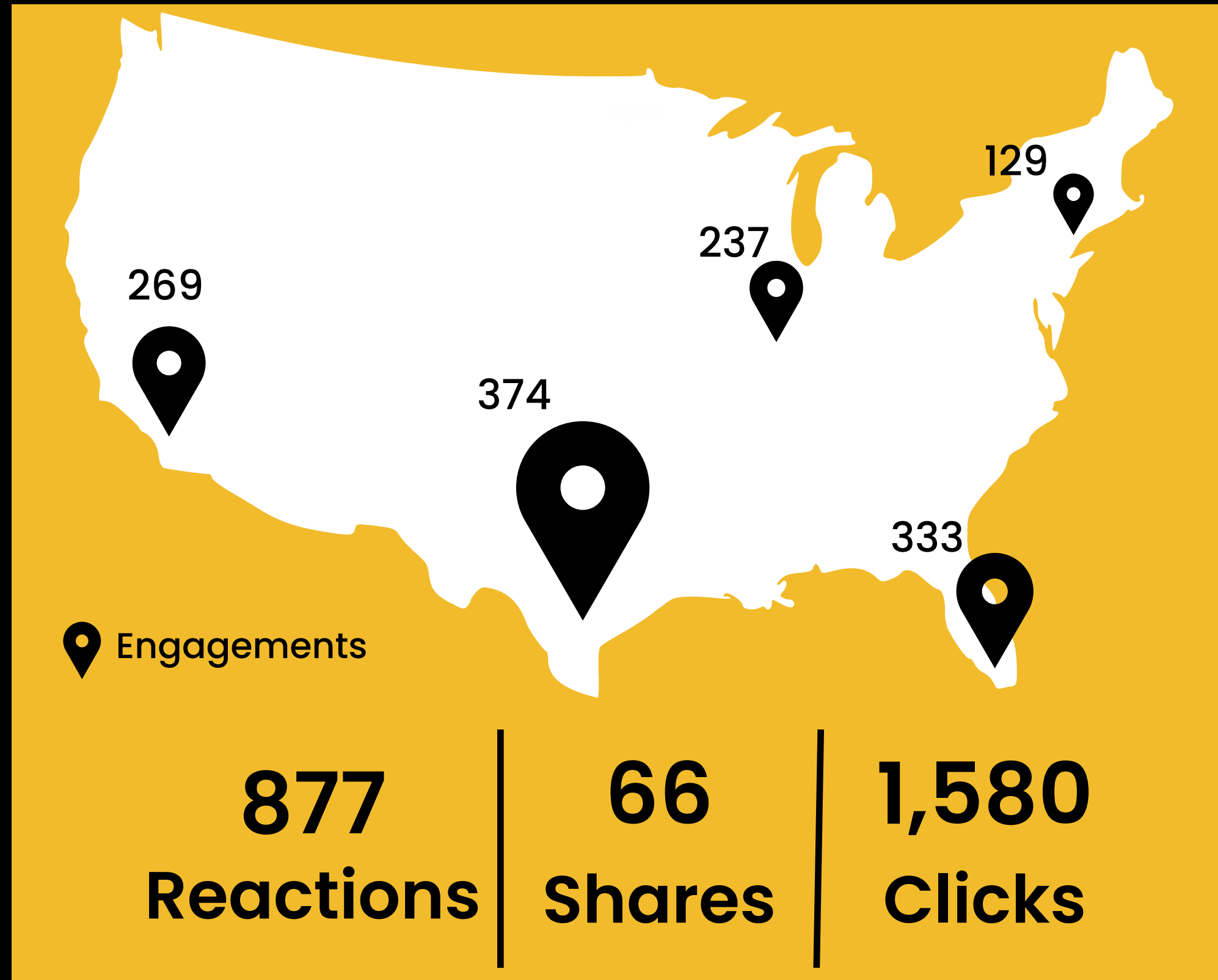
Top Post

5
Target
Markets

22
Participating
Markets

372
Posts

758,730
Impressions



Key Insight: While not one of the target markets, Dallas-Fort Worth had the 3rd highest engagement among all 22 participating markets with 283.

INSTAGRAM CAMPAIGN ANALYSIS

5

Target
Markets

22

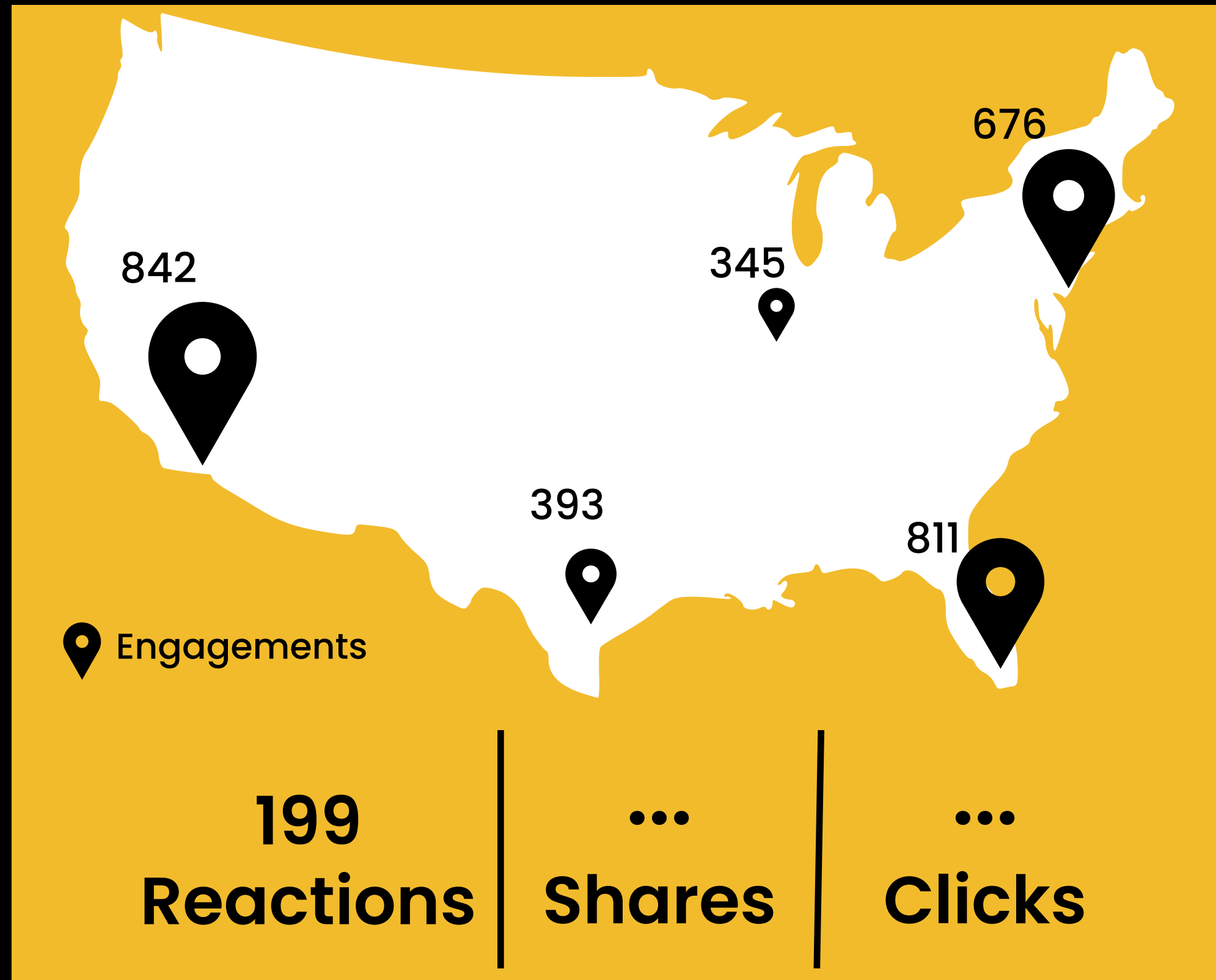
Participating
Markets

258

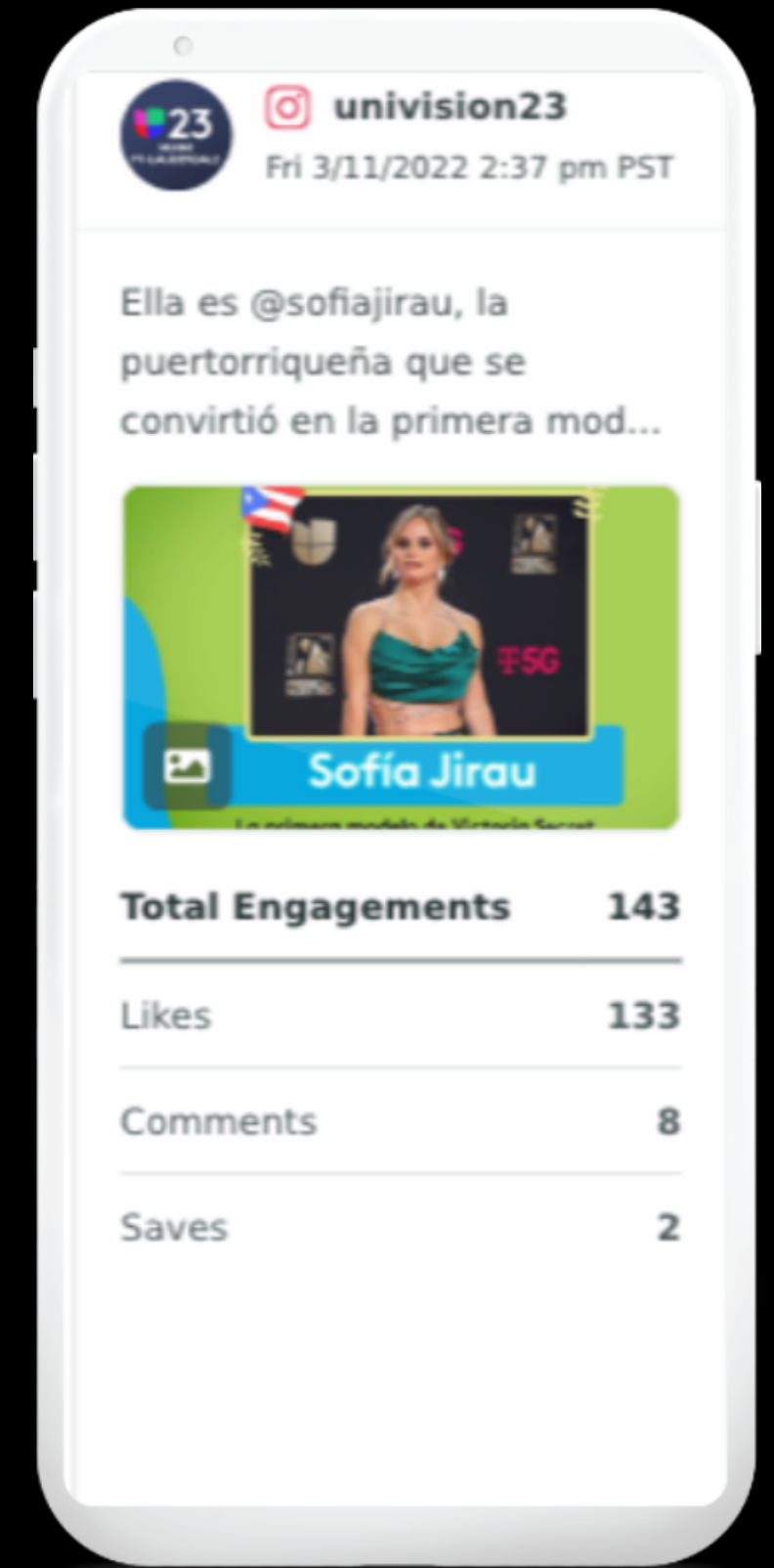
Posts

636,568

Impressions



Top Post



Key Insight: While Los Angeles did not have the most posts, it was the market with the highest engagement.

TWITTER CAMPAIGN ANALYSIS

5

Target
Markets

22

Participating
Markets

357

Posts

47,332

Impressions

Engagements

4,354
Reactions

81
Shares

391
Clicks

Top Post



Key Insights: While not one of the target markets, Univision Arizona had the 4th highest engagement with 47.

TAKEAWAYS

Social media with highest engagement	Social media with highest shares	Facebook market with highest shares	Twitter market with highest shares
Instagram	Twitter	Miami	Arizona

Note: The data provided does not include the shares on Instagram.

RECOMMENDATIONS

- **Strategic Planning:** For greater results, plan out campaign with more lead time.
 - This would have lead to a more cohesive closing of the campaign
- **Be Aware of Algorithm:** Use the different features the platforms have. Algorithms promote these types of posts.
 - Add sound/animations.



Thank you

INDEX

- **IMPRESSIONS:** Number of times that your content was displayed to users during the reporting period
- **ENGAGEMENT:** Number of times users engaged (reacted, shared, clicked and commented) with your post during the reporting period
- **POST LINK CLICKS:** The number of times users click on links from your post during the reporting period (organic and paid)
- **VIDEO VIEWS:** Number of times user viewed your pages videos for at least 3 seconds
- **PUBLISHED POST:** Number of posts published by your page during the reporting period
- **PAGE VIEWS:** Number of times users viewed a page's profile during the reporting period
- **ENGAGEMENT RATE:** Number of reactions, comments, shares, post link clicks during the reporting period as a % of profile impressions
- **VIDEO VIEW TIME:** Total time users viewed your page videos during the reporting period. Includes videos played less than 3 secs.
- **NET PAGE LIKES:** Number of new users who liked the page minus who unliked the page
- **POST IMPRESSION:** Number of times the page's posts were displayed to a user during the reporting period
- **VIRAL IMPRESSION:** Number of times that any content associated with the page was organically displayed to a user because their friends interacted with the page/post during the reporting period.