

Social Media performance analytics: Cross-platform KPI Dashboard

This comprehensive social media analytics report provides a detailed examination of our performance across Instagram, TikTok, and Facebook.

The document presents key performance indicators, engagement trends, content analysis, and geographic insights to understand what's working and identify areas for improvement.

Each section offers actionable data to inform future content strategy and maximize audience engagement across all platforms.

RECOMMENDED KPI FOR LONG-TERM ENGAGEMENT TRACKING

Comments

Show that people are not just watching, but they care enough to respond. A like is easy, writing something takes effort.

→ True engagement (users are thinking, reacting)

Shares

That's high-value engagement and a sign of content that resonates or sparks conversation. People are saying: 'This is worth spreading'.

→ Virality, relevance and word-of-mouth power

Reactions (likes)

Helpful to see which content is generally appreciated, even if quickly. They're the baseline of engagement and the most common interaction.

→ General appeal and emotion resonance

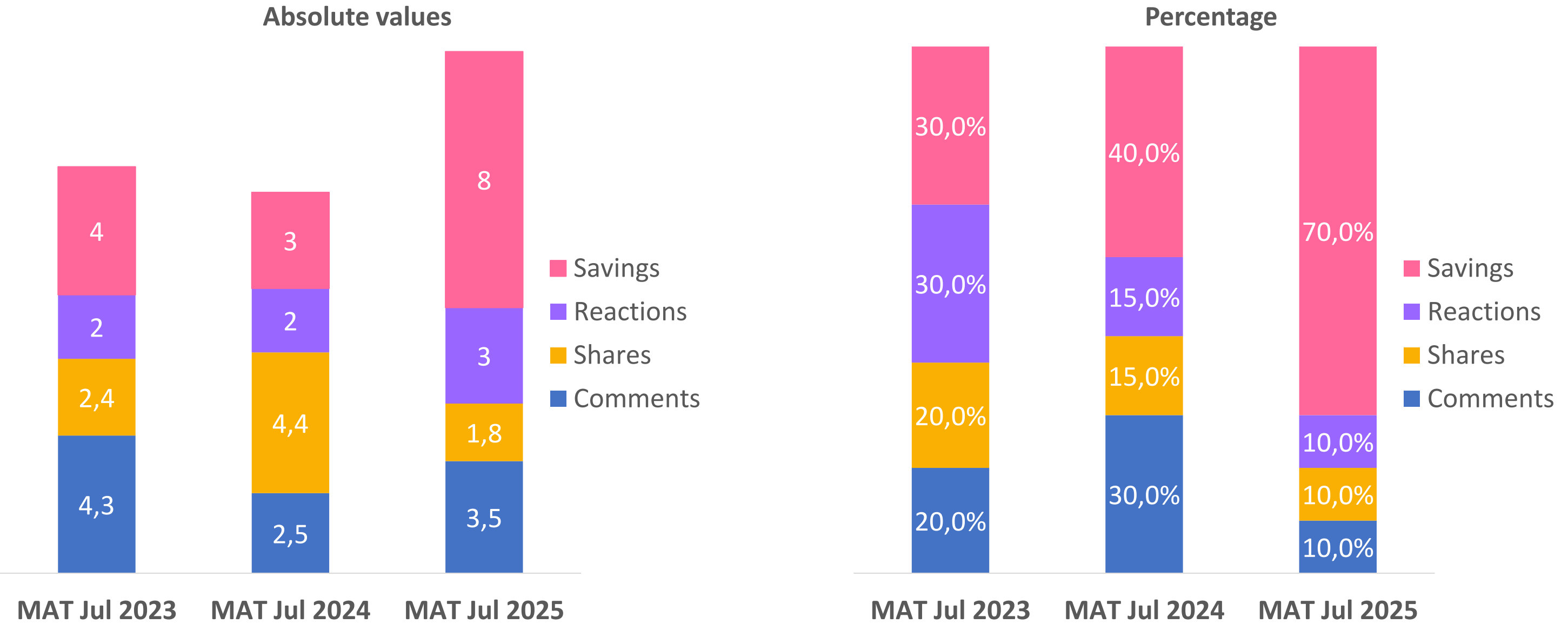
Total interactions

Total number of people who did anything (like, comment, save or share). It gives us a snapshot of overall activity.

→ Good for identifying peaks and trends

ENGAGEMENT EVOLUTION | ALL CHANNELS

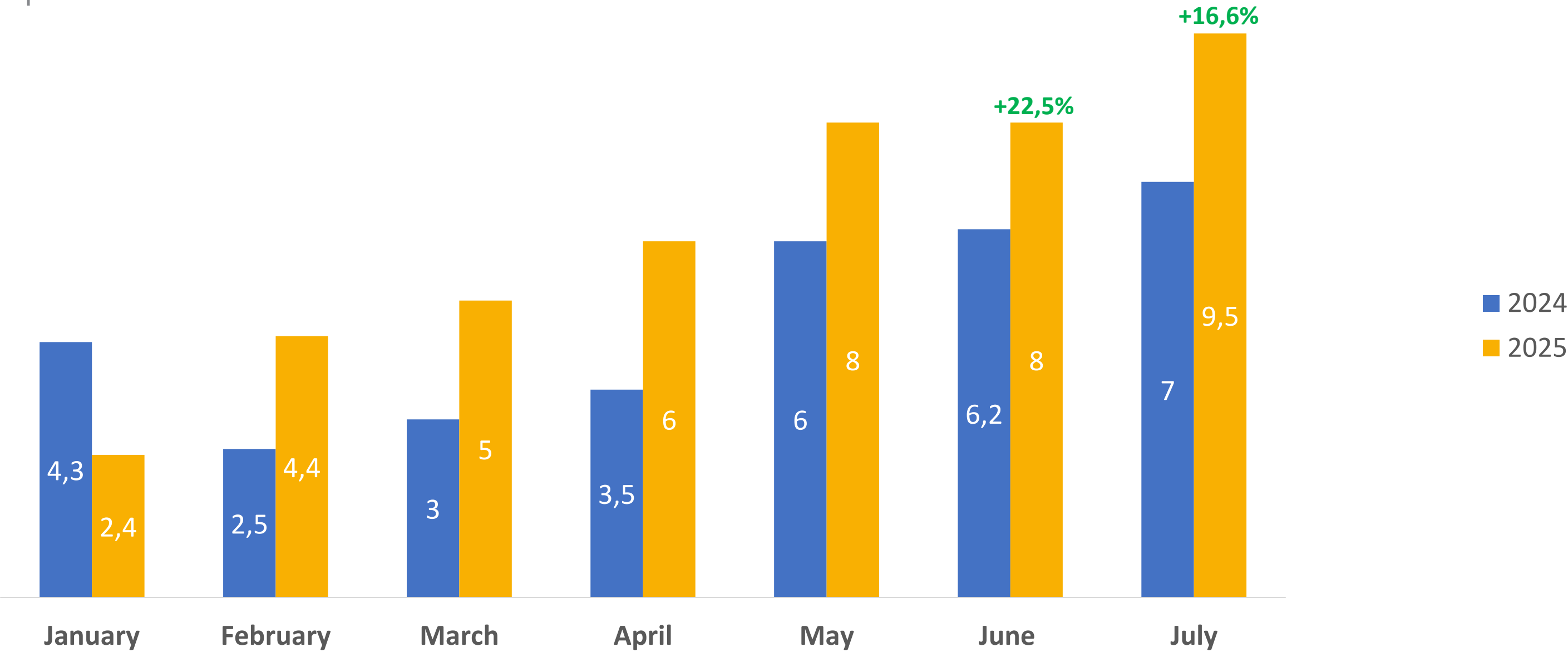
Savings are driving the increase in total interactions in MAT Jul 25.



*savings only from TT and IG

MONTHLY EVOLUTION OF TOTAL INTERACTIONS vs 1Y AGO | ALL CHANNELS

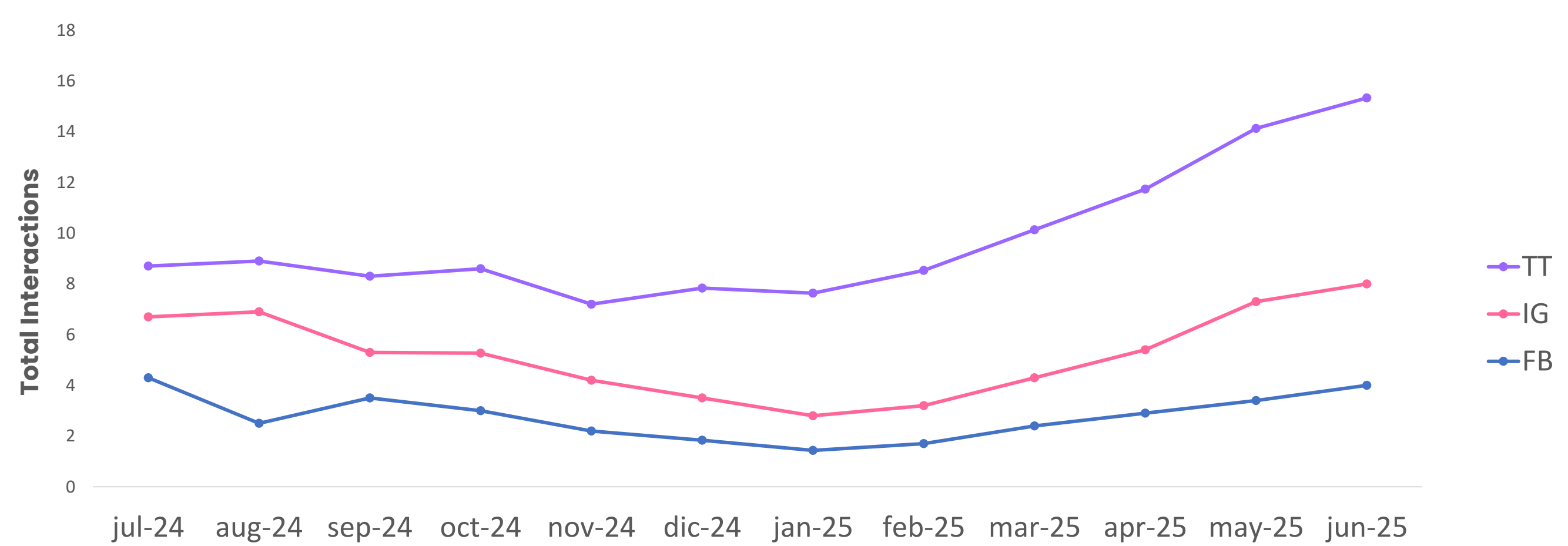
Total interactions in July 2025 was 16,6% higher than Jul 2024. Overall we see 2025 is experiencing a positive trend as of Jan 25.



*savings only from TT and IG

MONTHLY EVOLUTION OF TOTAL INTERACTIONS | ALL CHANNELS

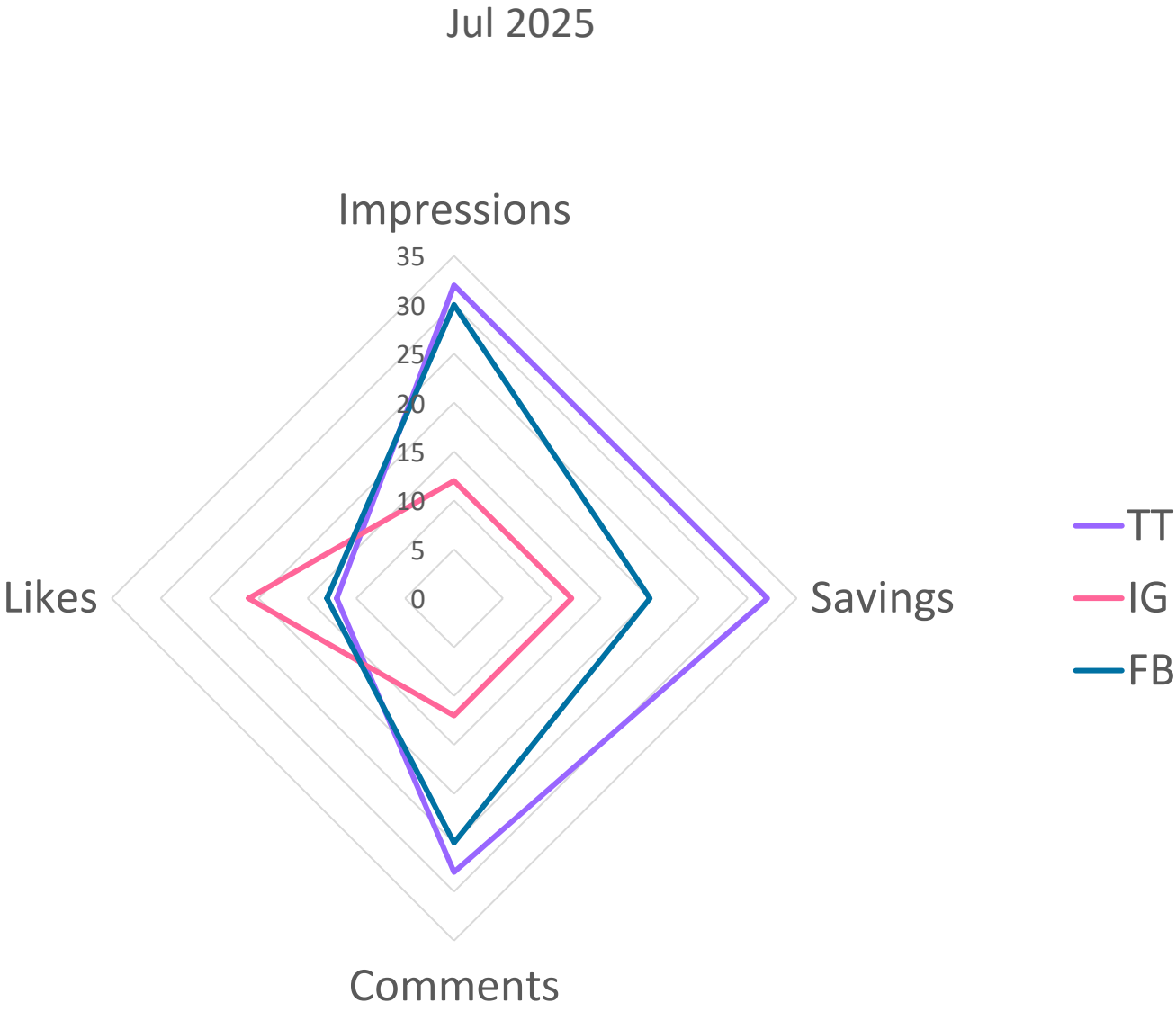
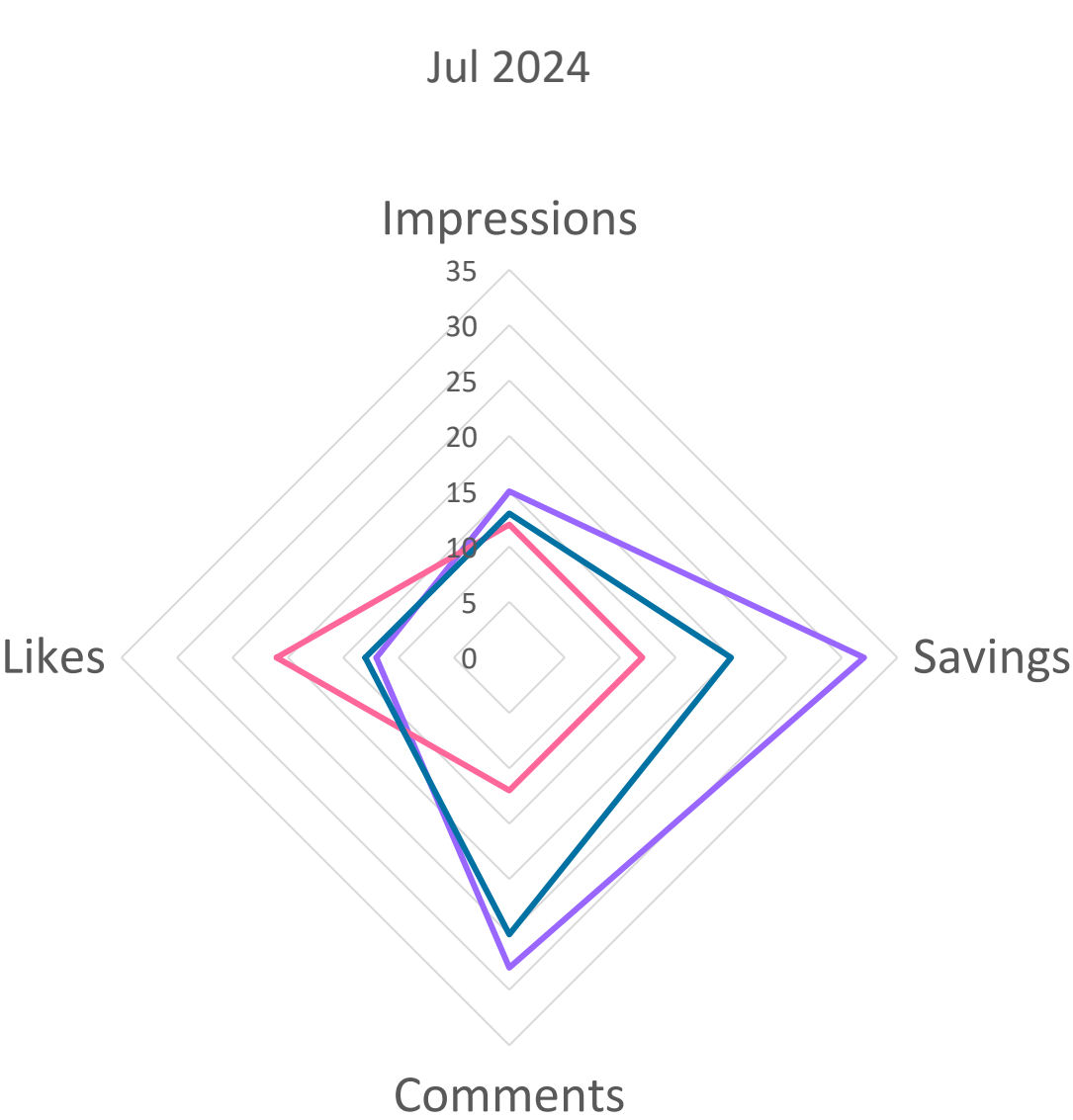
The 12-month trend analysis reveals a consistent upward trajectory across all key platforms.



*savings only from TT and IG

ENGAGEMENT PROFILE BY PLATFORM | JUL 2025 VS JUL 2024

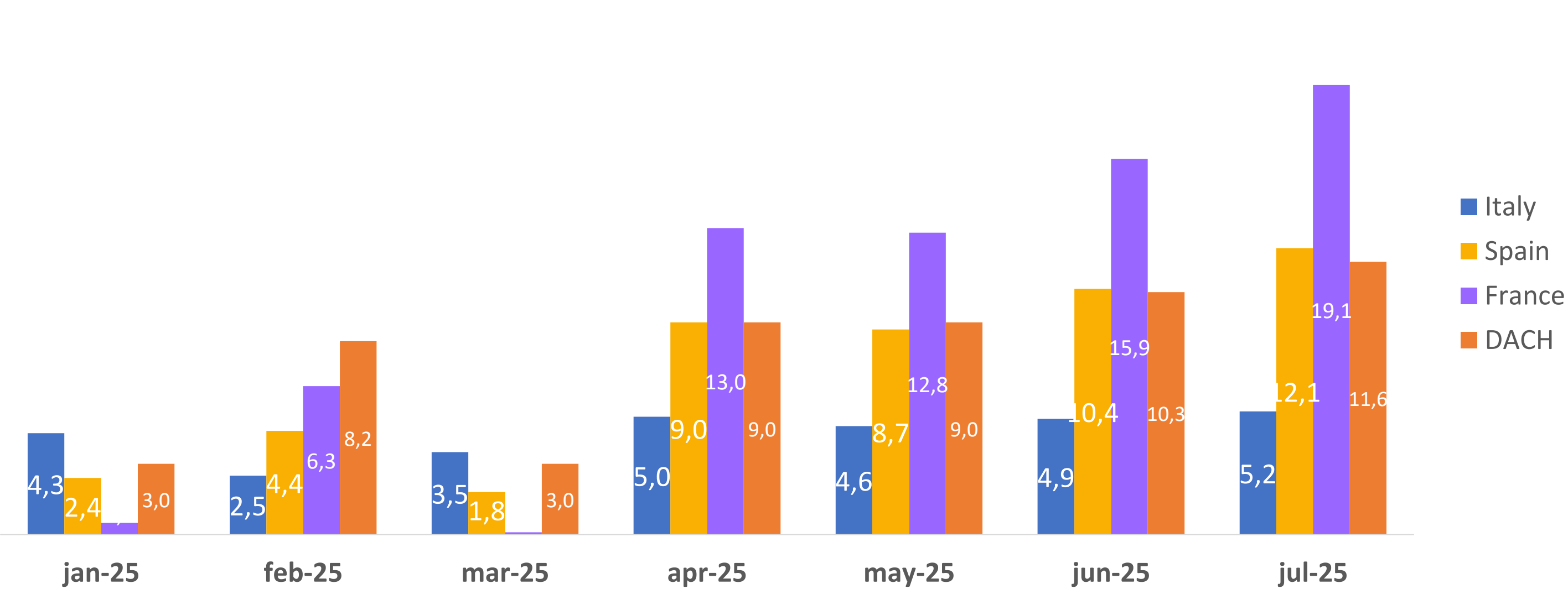
The number of impressions outperformed on TT and FB in Jul 2025



*savings only from TT and IG

CURRENT MONTH VS 6-MONTH AVERAGE | ALL CHANNELS

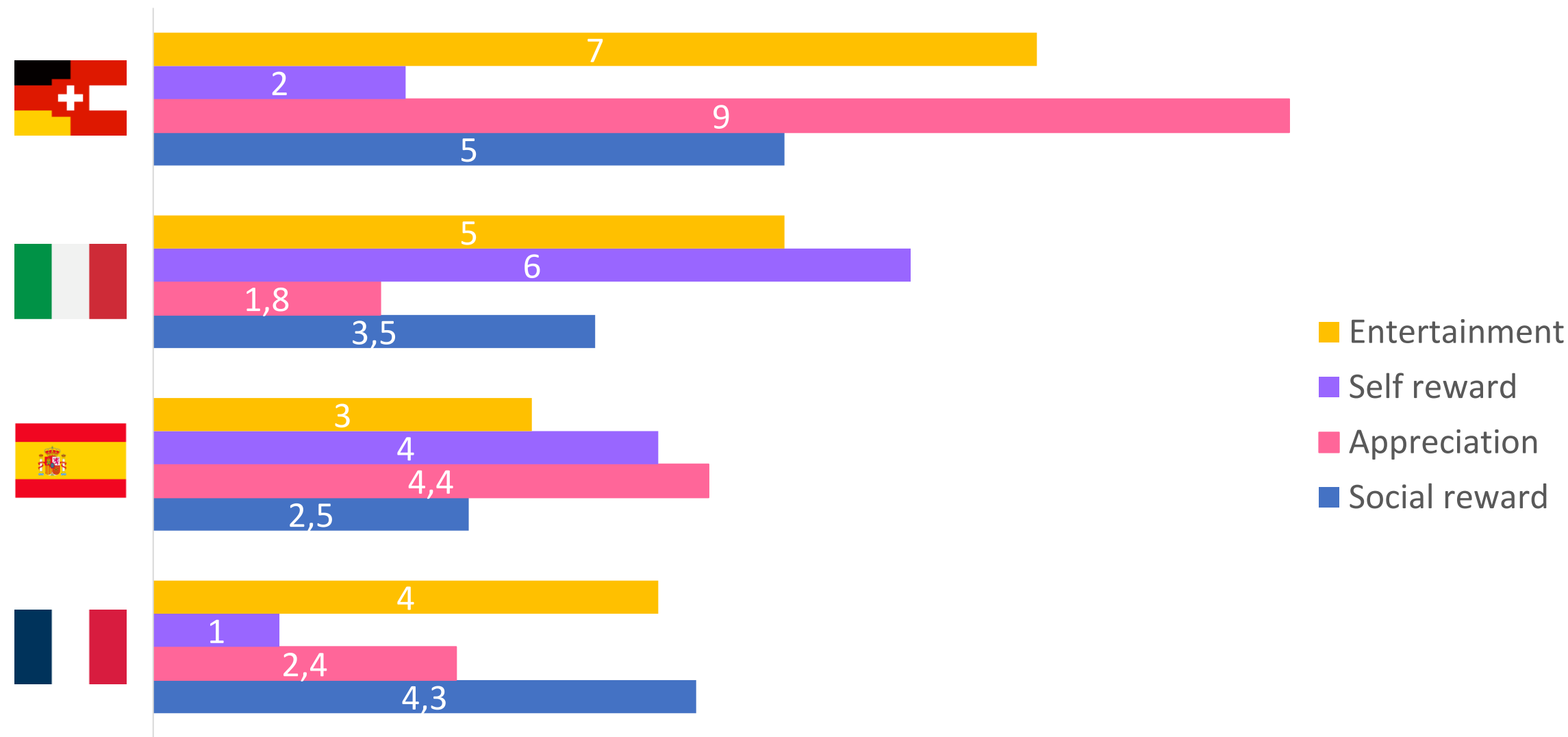
Entertainment reward spiked in July 2025, while self reward dropped below the 6-month average, suggesting users were more entertained but less inclined to save content.



*Self reward is only on IG and FB

ENGAGEMENT BY COUNTRY | CULTURAL RESPONSE BREAKDOWN

Italy stands out for high Self Reward on TikTok, suggesting that users find the content personally valuable or inspiring enough to save it.



*Self reward is only on IG and FB

PLATFORM PERFORMANCE OVERVIEW

INSTAGRAM PERFORMANCE OVERVIEW – Jul 25



1.2M

Impressions

Total content reach across all Instagram posts and stories for the current month, representing a X% increase over the previous 6 months.

87K

Interactions

Combined likes, comments, shares, and saves across all content, showing strong audience interaction with brand.

400K

Video views 100%

The number of users who watched videos until the end, a strong indicator of content quality and viewer interest.

Eur 21.500

SPENT

Cost per thousand impressions for paid campaigns, performing 12% better than industry average for our vertical.

BEST PERFORMING POST – Jul 25



Entertainment is outperforming vs the average of the previous 6M.



Our top-performing Instagram post this month featured a user-generated Self Reward moment showcasing summer vibes.

This authentic content generated exceptional engagement metrics:

Likes	15,724
Comments	873
Saves	2,541
Shares	1,208



Content Analysis
Instagram posts that featured individuals relaxed generated 38% more engagement than other content types.



Key Insight
Reels that feel too promotional and don't connect emotionally get less engagement.



Recommendation
Increase production of Self Reward content featuring video demonstrations, especially for DACH region where this content type overperformed by 42%.