



socialbakers

Social Media Trends Report

Q3 2020



About the Report

The Q3 2020 Social Media Trends Report from Socialbakers is a detailed analysis of the turbulent three quarters that have been tougher for digital marketers than any previous years.

The key points in this report highlight the sharp increases in social media ad spending in Q3 2020 that saw total spend grow from Q2 to Q3 by as much as 56%. The report further details which industries and regions spent most, for example North America spent 61.7% more on advertising this quarter, signaling a healthy trust among marketers in the effectiveness of digital channels despite world events.

This year the audiences have shifted their attention even more to digital channels. This has been both a challenge for brands, but also for many an opportunity. Those marketers that were closely monitoring, measuring, and improving their digital audience experiences were able to succeed. The data in this report shows the role social media played in this monumental shift.

In addition, in order to shed full light on user behaviors in this quarter the report highlights time spent on social channels and user engagement overall, followed by the wider trends in influencer marketing.

"More than ever, today's consumers are digitally grounded. Socialbakers' Q3 social media ad spend data shows us that savvy brands are doubling down their investment in advertising across Facebook and Instagram, with ad spend increasing by a phenomenal 56% versus Q2."

"In North America alone brands have invested 61% more in Q3 than they did in Q2, largely down to confidence returning as consumers spend more time engaging and purchasing online."

"If Q3's insights show us anything, it's that brands need to make sure they pivot quickly to follow the consumer trends towards digital. The brands that react quickly today and focus on delivering an outstanding customer experience to their audience online, will be the brands that come out on top tomorrow."

Yuval Ben-Itzhak, President, Socialbakers



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Advertising



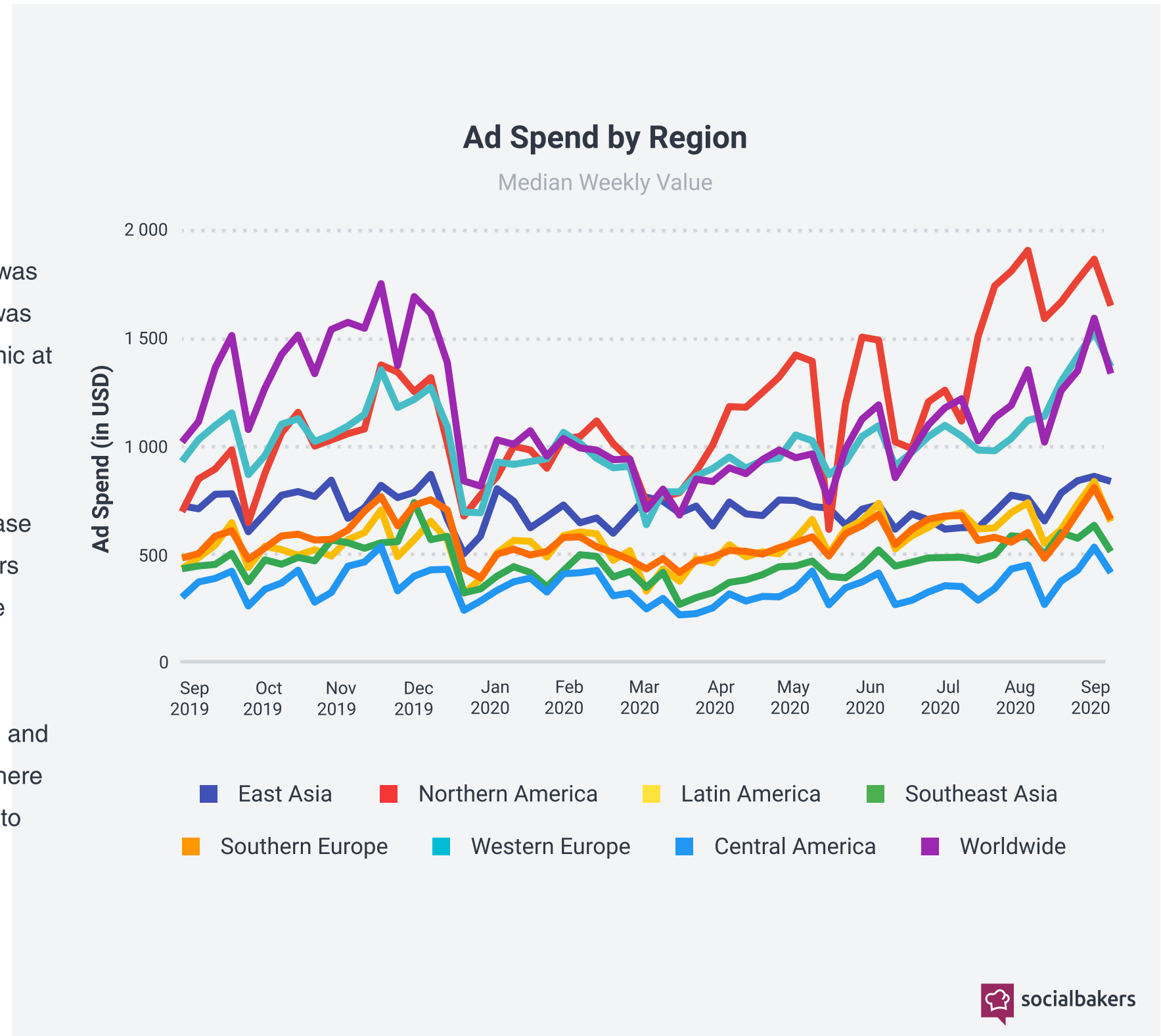


Global Ad Spend Jumps 56.4% QoQ

Worldwide ad spend increased by 56.4% in Q3 compared to where it was at the end of Q2. The global spend average at the end of the quarter was nearly double where it had been during the lowest point of the pandemic at the end of March.

The increase was seen most significantly in Northern America, where spend increased by 61.7% during Q3. Part of that was due to a decrease right at the end of Q2 related to a Facebook ad boycott. Even marketers that stepped away from paid ads returned, though, leading to the large spike.

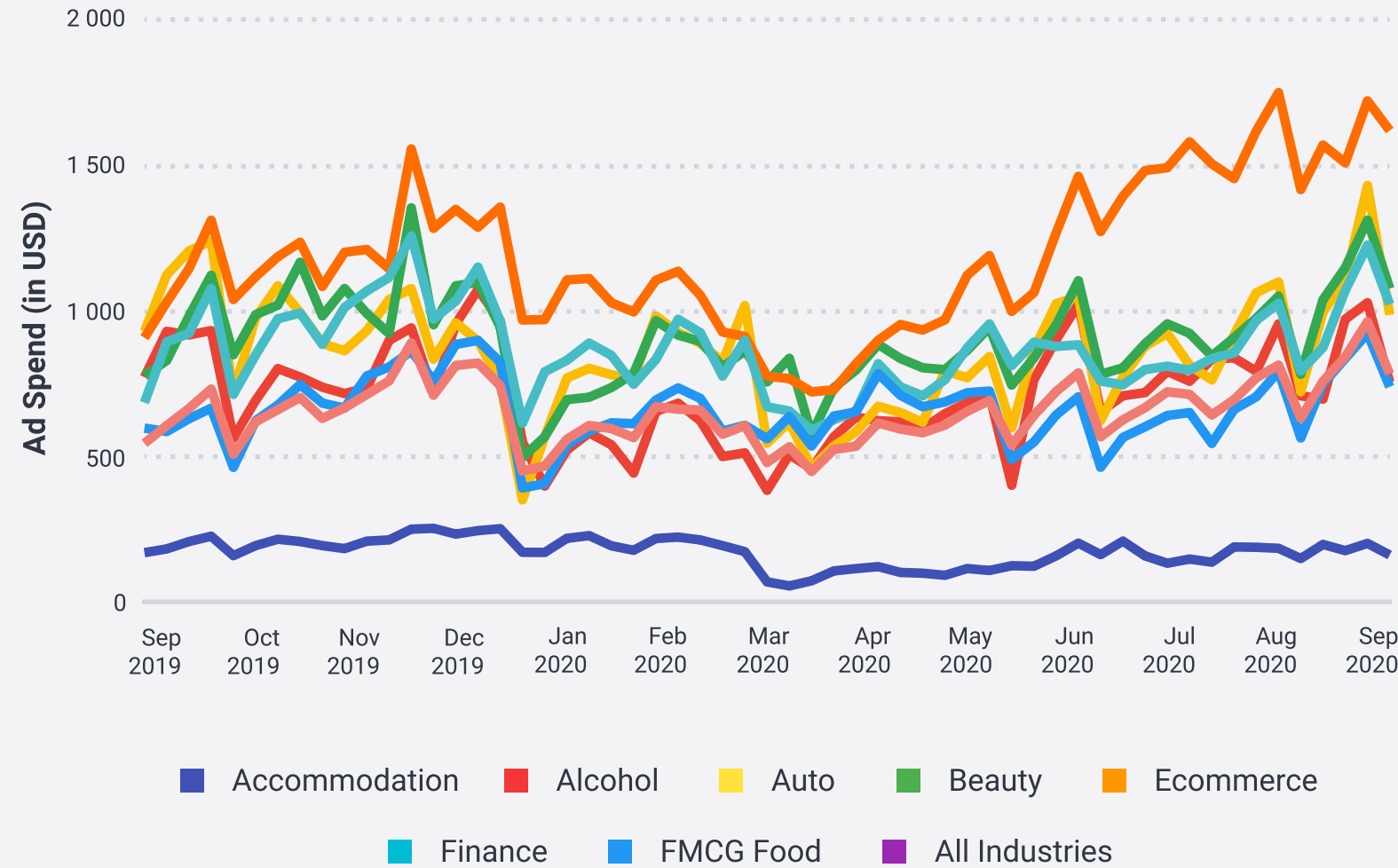
Other regions with big increases included Central America (up 55.6%) and Western Europe (up 50.4%). Overall, spend levels have returned to where they were at the end of Q3 2019, and marketers should expect spend to continue to increase in the holiday season.





Ad Spend by Industry

Median Weekly Value

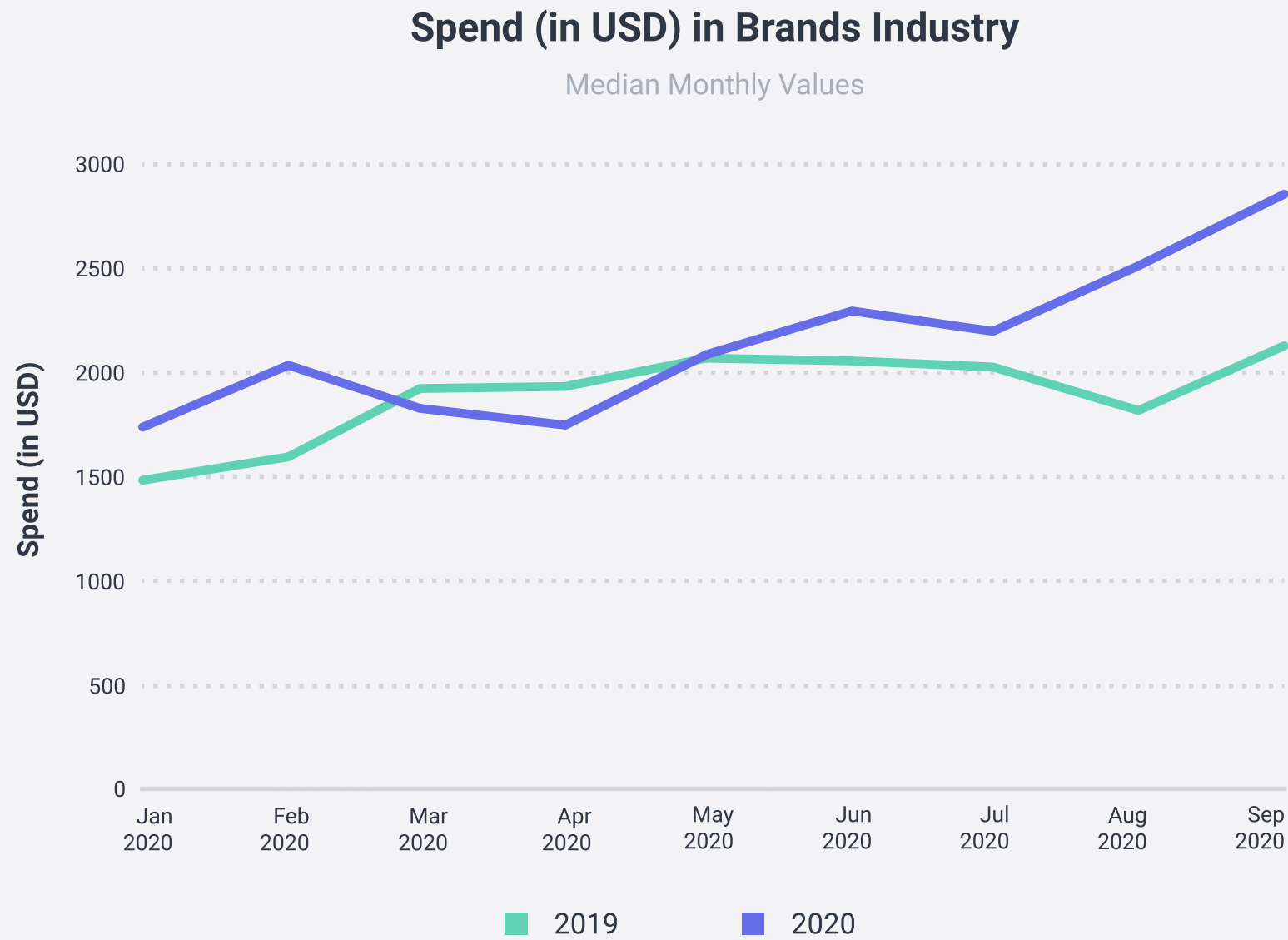


Industry Ad Spend Increases 39% QoQ

According to Socialbakers data, the average industry ad spend increased by 38.9% in Q3 2020 compared to where it was at the end of Q2.

That includes large jumps from FMCG Food (up 61.3%) and Auto (up 59.4%) as well as increases in Finance (up 35.3%) and Ecommerce (27.5%). However, not every industry increased its spending in Q3, as Accommodation went up and down throughout the quarter and finished at nearly the exact same spend level.

Taking a longer view back, we can see how one industry positioned well for a pandemic has responded as **Ecommerce spending increased 56.5% compared to Q3 2019.**



2020 vs. 2019 Comparison of Ad Spend

Ad spend for all brands was 27.6% higher in Q3 2020 compared to Q3 2019, according to Socialbakers data.

Looking at the whole year, 2020 ad spend dropped below 2019 levels in the early pandemic months of March and April, but in May it surpassed the previous year and remained ahead through Q3.

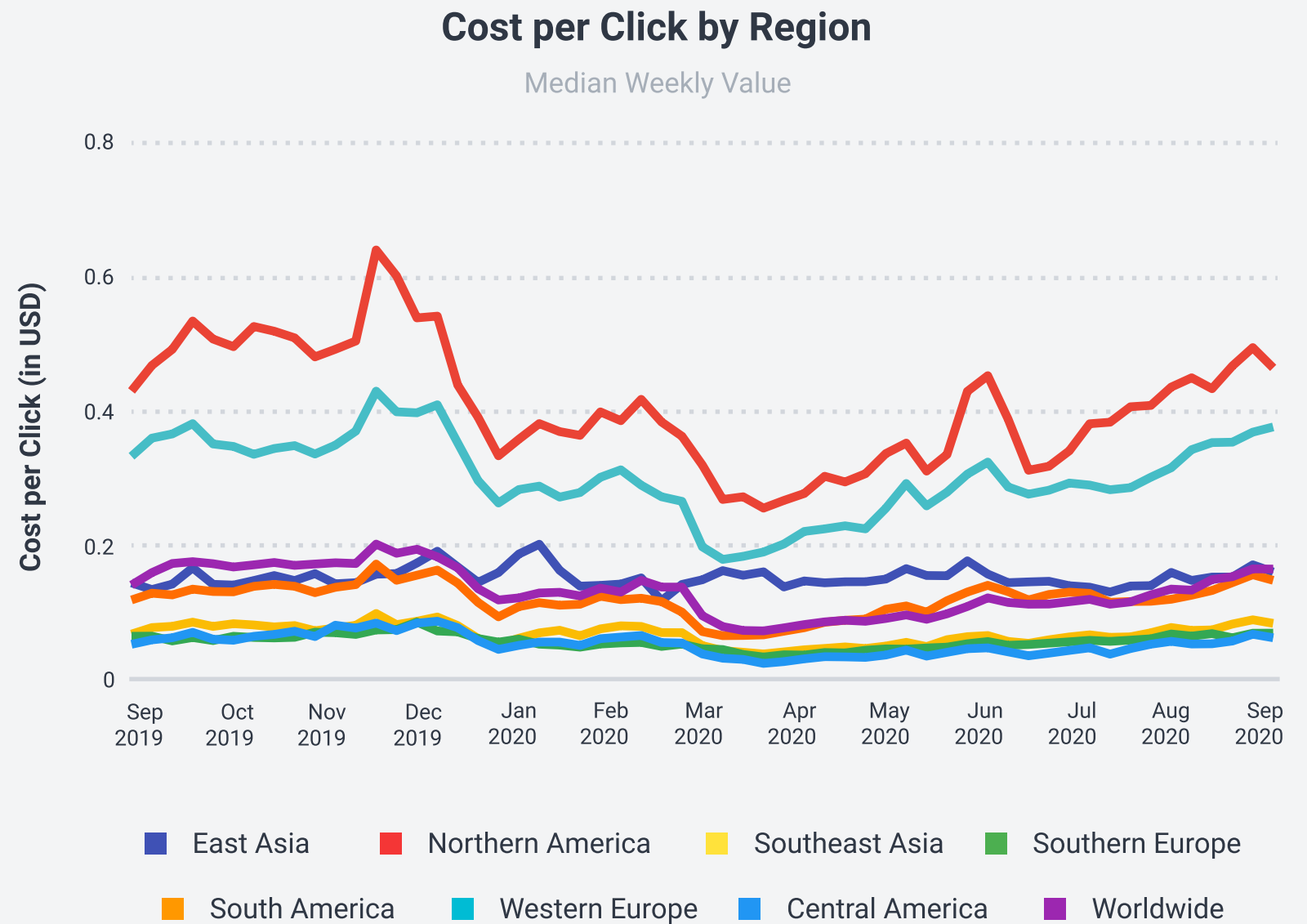


Global CPC Increases 42% QoQ

The worldwide cost per click increased by 42.4% in Q3 2020 (\$0.168 vs. \$0.118) compared to where it was at the end of July, reaching its highest point since the end of 2019.

Latin America **increased by 44.8%** during Q3, while Western Europe (30.8%) and Northern America (19.5%) also showed significant increases.

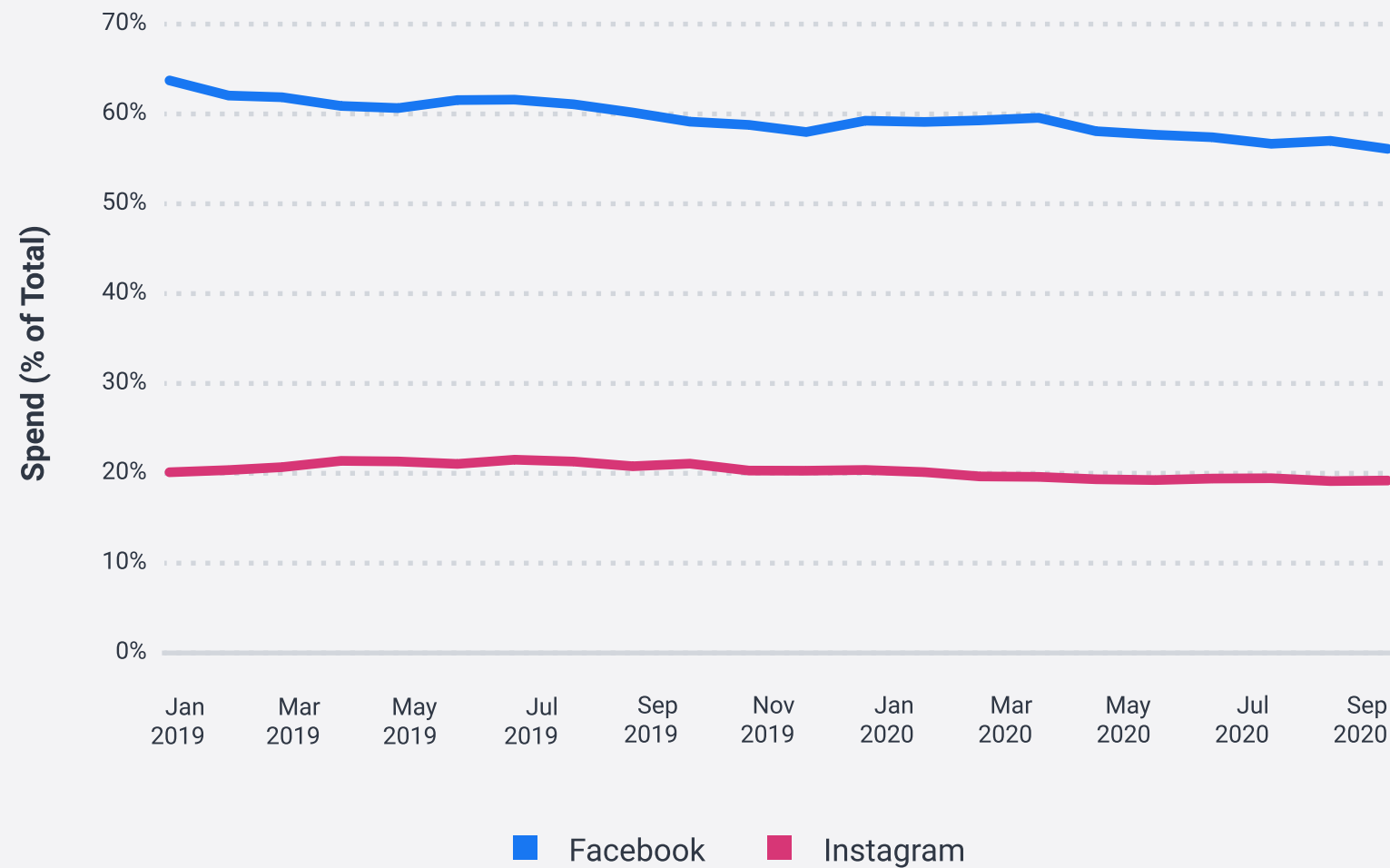
Overall, the worldwide CPC was only 4.8% lower than it had been at the end of Q3 2019. That shows a continued return to pre-pandemic levels of spending that provide some confidence in marketers' stability in the current landscape.





Spend by Placement: Feed Instagram vs. Facebook

(% of Total Ad Account Spend)



Percentage of Ad Spend on Main Feeds Decreases QoQ

In Q3 2020, ad spend on the Facebook News Feed decreased by 2.3% while the spend on Instagram Feed decreased by 1.2%. It's the second straight quarter that spending decreased on both platforms, although the changes are so small that there's little overall impact.

To see a full picture of where ad spend is going, [see slide 12](#).

Since January 2019, ad spend on the Facebook News Feed declined from a high of 63.9% of total spend to 56% in September 2020.

Meanwhile, in that same time frame ad spend on the Instagram News Feed fluctuated between a high of 21.2% (July 2019) and a low of 18.7% (August 2020).

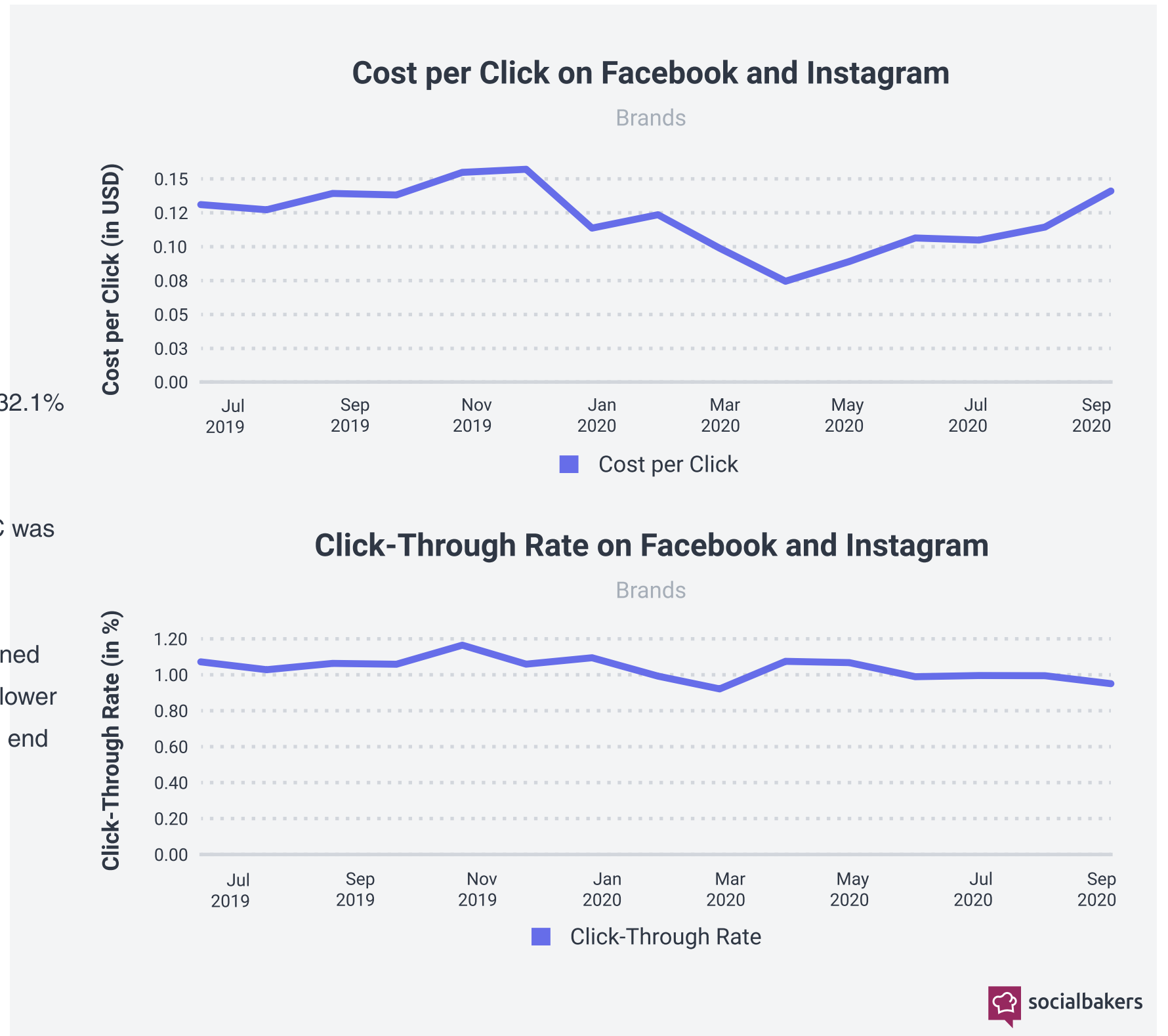


Cost per Click Increases 32% QoQ

In Q3 2020, the cost per click for all brand ad accounts increased by 32.1% to \$0.140, according to Socialbakers data.

That was the highest it had been since December 2019, and the CPC was also slightly higher than it had been at the end of Q3 2019 (\$0.138).

Meanwhile, the click-through rate for all brand ad accounts has remained quite stable. It decreased slightly during Q3 to 0.98%, which was 2% lower than it had been at the end of Q2 (1.00%) and 5.8% lower than at the end of Q3 2019 (1.04%).



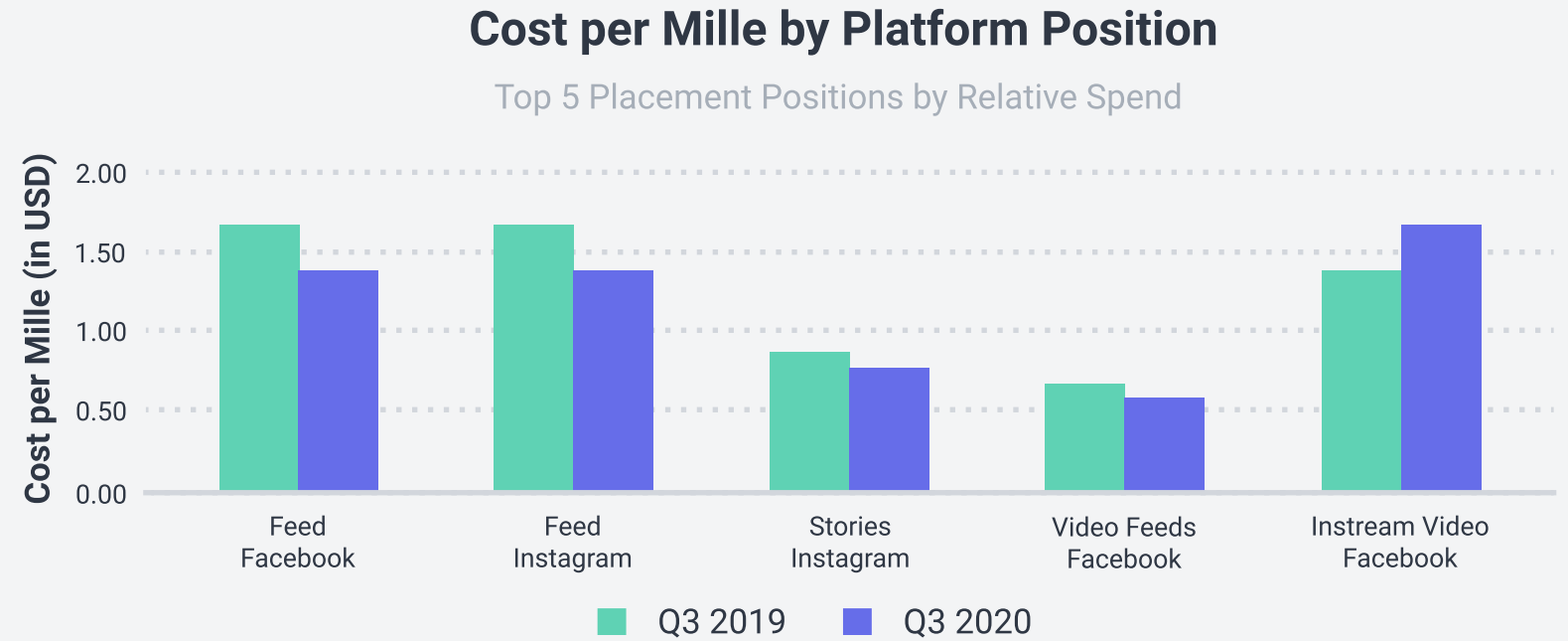
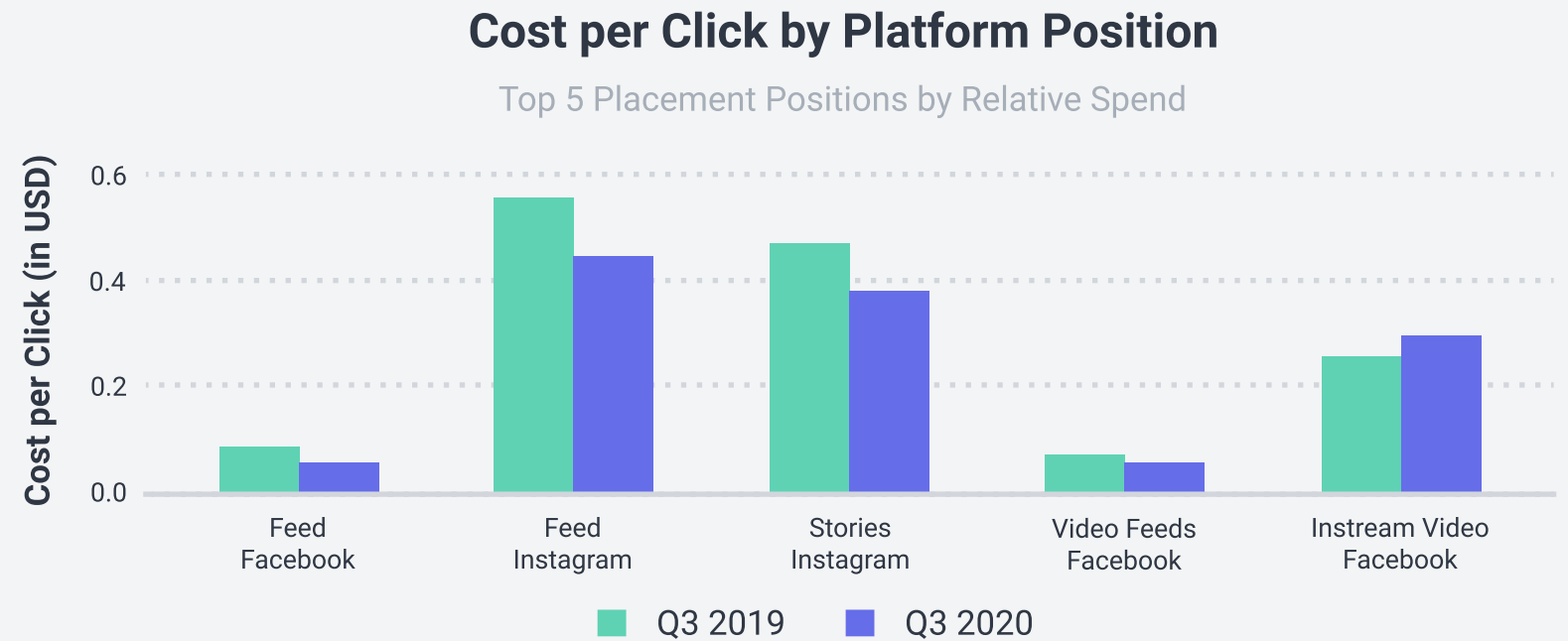


Instagram Feed Costs Decrease by 20% YoY

Looking at the top 5 placements by relative ad spend in Q3 2019 vs. Q3 2020, Facebook News Feed decreased by 11.6% in CPC (\$0.095 vs. \$0.084) and 10.3% in CPM (\$1.577 vs. \$1.415).

Similarly, Instagram Feed decreased by 20.1% in CPC and 11.9% in CPM, while Instagram Stories decreased by 15.2% in CPC and 8.4% in CPM. Overall, the decreases were not as drastic as last quarter and continue to show an overall leveling out of advertising figures.

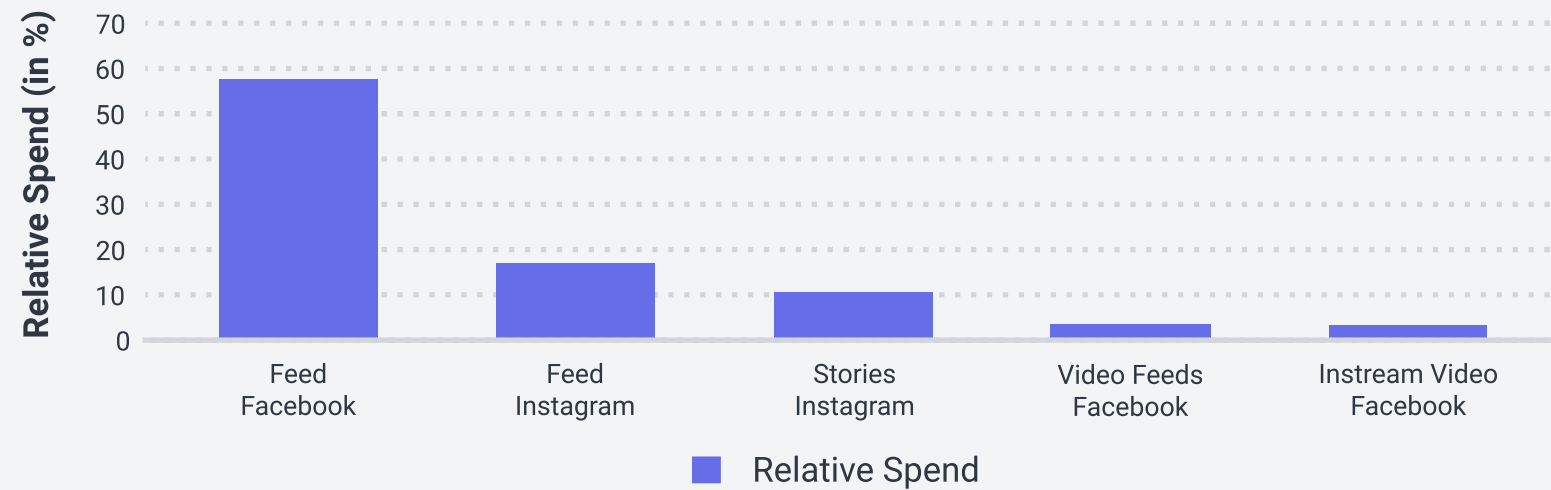
The only placement to increase at all was Facebook Instream Video, which increased by 9.4% in CPC (\$0.254 vs. \$0.230) and 14.3% in CPM (\$1.616 vs. \$1.385).





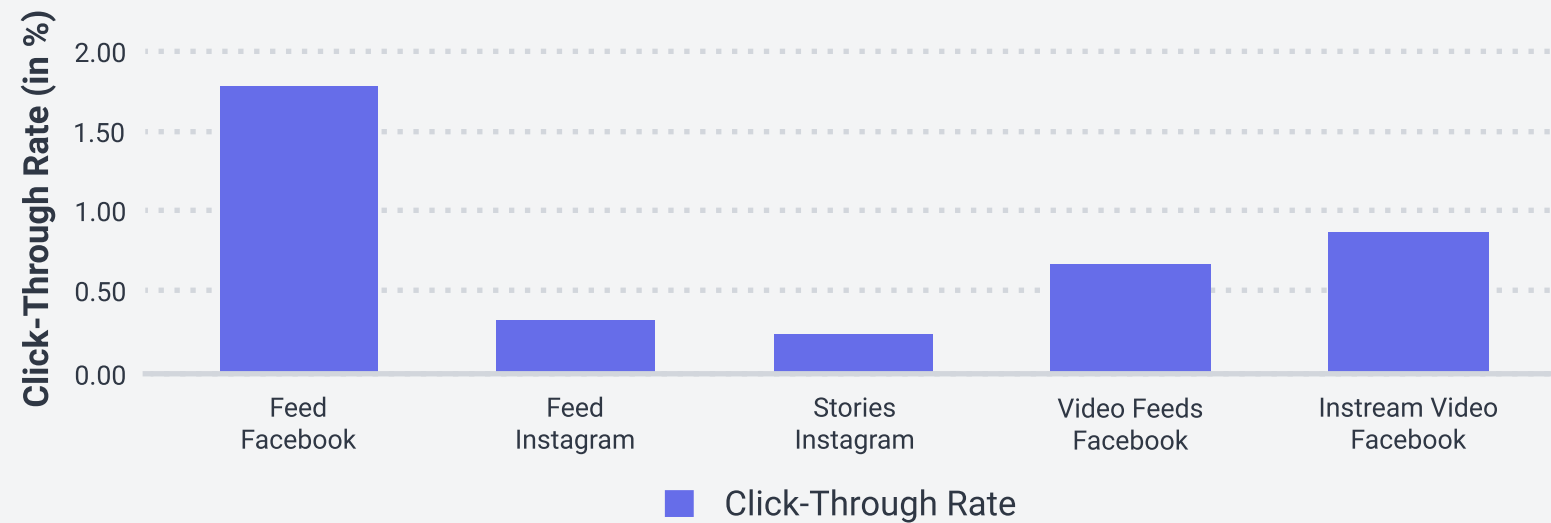
Ad Spend by Platform Position

Top 5 by Relative Spend



Click-Through Rate by Platform Position

Top 5 by Relative Spend



Highest Converting Ad Placement Types

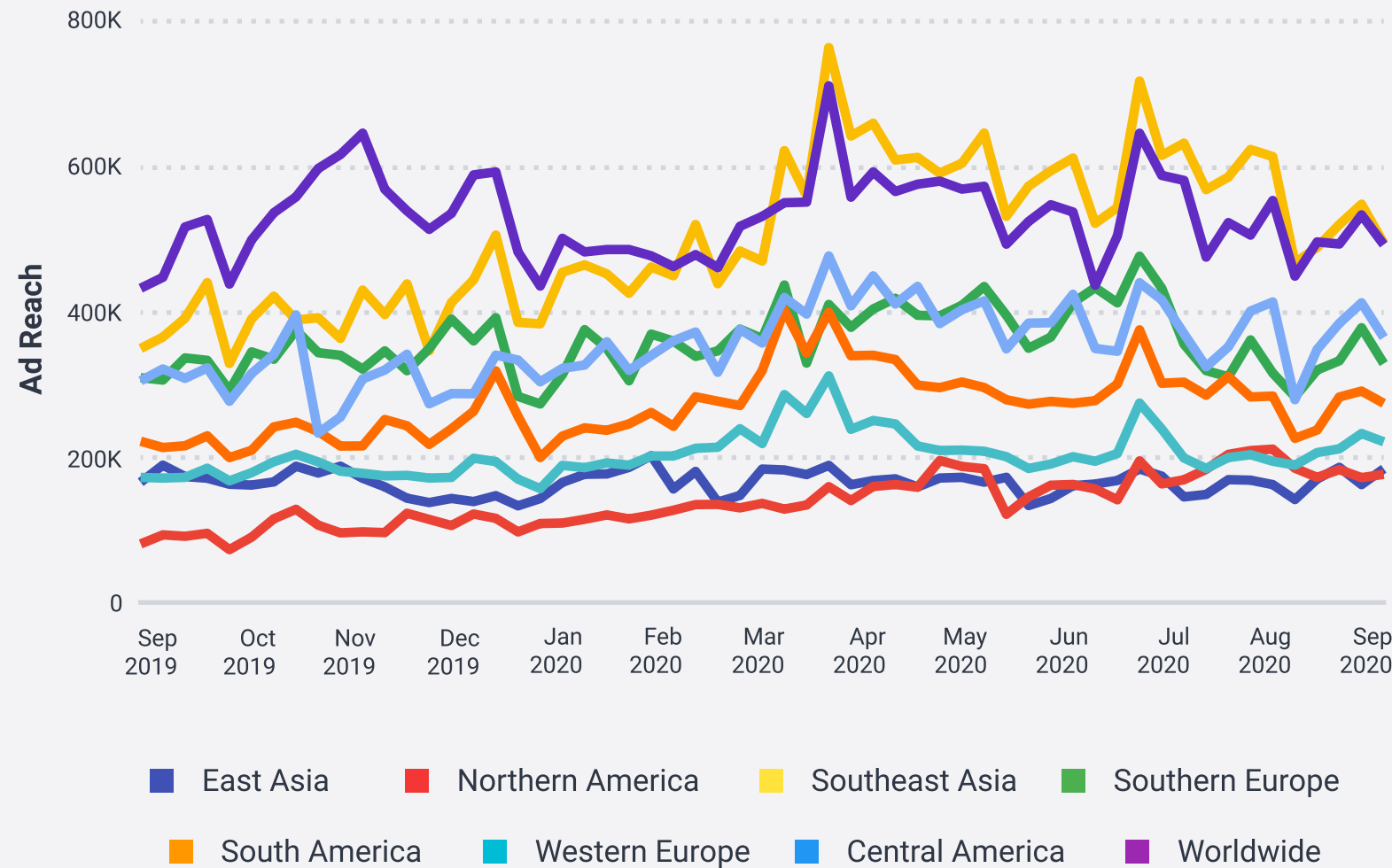
According to Socialbakers data, Facebook News Feed received 58.2% of the relative ad spend in Q3 2020. The next two channels were Instagram Feed and Instagram Stories, which combined to receive 27.9% of spend.

Of the top five placements according to relative ad spend, Facebook News Feed had the highest click-through rate at 1.82%. Facebook Video Feeds and Instream Video were at 0.85% and 0.65%, respectively, while Instagram Feed (0.33%) and Instagram Stories (0.24%) were lower.



Ad Reach by Region

Median Weekly Value



Facebook Ads Reach in Northern America Increases 130% YoY

Worldwide Facebook ad reach increased by 12.3% in Q3 2020 compared to Q3 2019, according to Socialbakers data.

Facebook ad reach in **Northern America increased by 134.9%** compared to the previous year, while in Latin America it increased by 49.7%. Other regions with notable increases included Western Europe (up 31.3%) and Central America (up 31.2%).

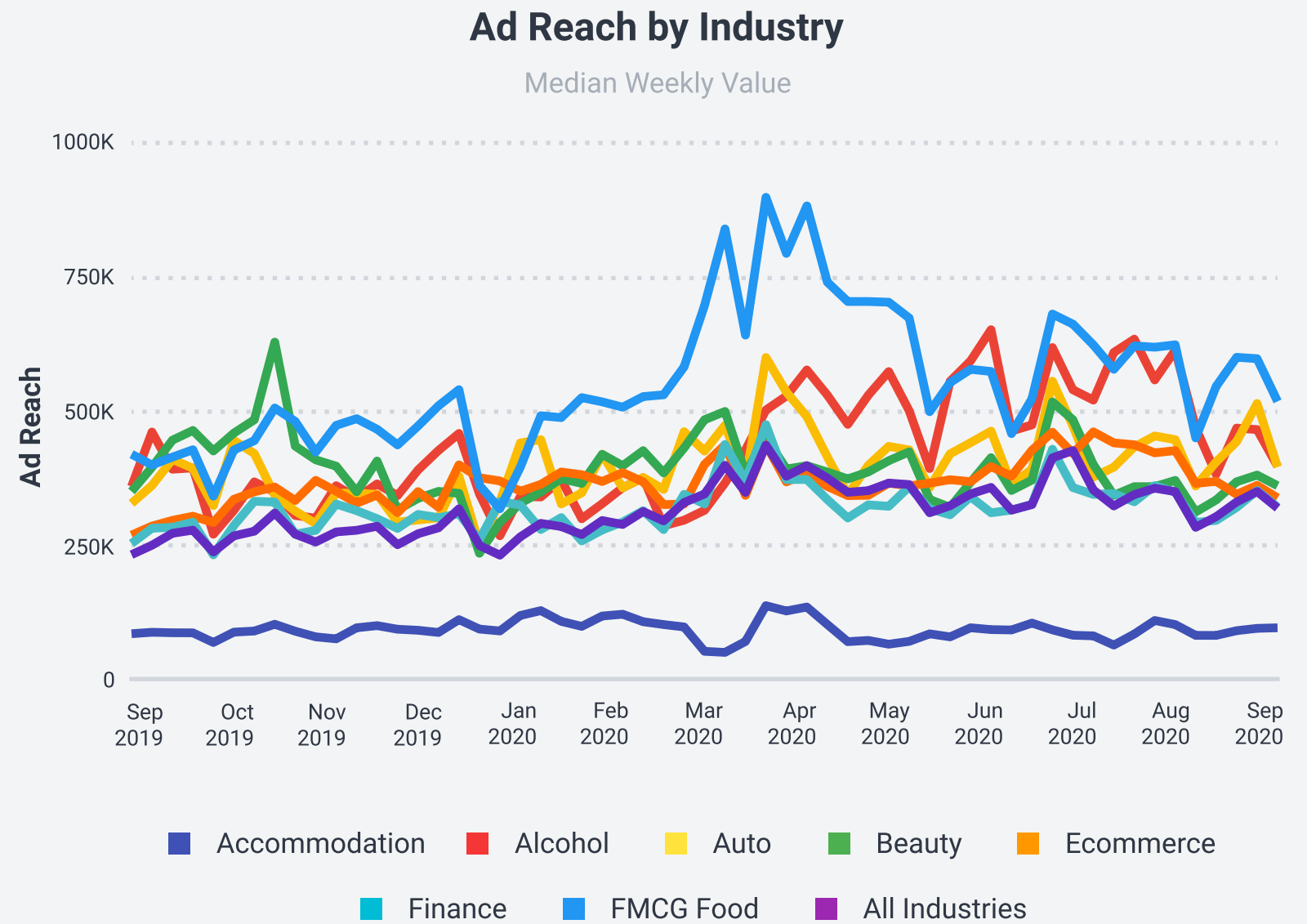


Industry Facebook Ad Reach Increases 35% YoY

In Q3 2020, Facebook ad reach increased by an average of 35% across all industries compared to Q3 2019, according to Socialbakers data.

The Facebook ad reach for FMCG Food increased by 52.2% compared to Q3 2019, and its 13-month peak in April was by far the highest reach of all the industries that Socialbakers analyzed. Other industries with increases in Facebook ad reach included Accommodation (up 42%) and Ecommerce (up 16%).

Not all industries were trending in the same way, though. For example, Facebook ads reach for Beauty decreased by 15.3% in Q3 2020 compared to Q3 2019.





Paid Takeaways

While higher costs are not generally a good thing for marketers, in 2020 the rise in global cost per click is a welcome sign that things have stabilized and become a bit more predictable.

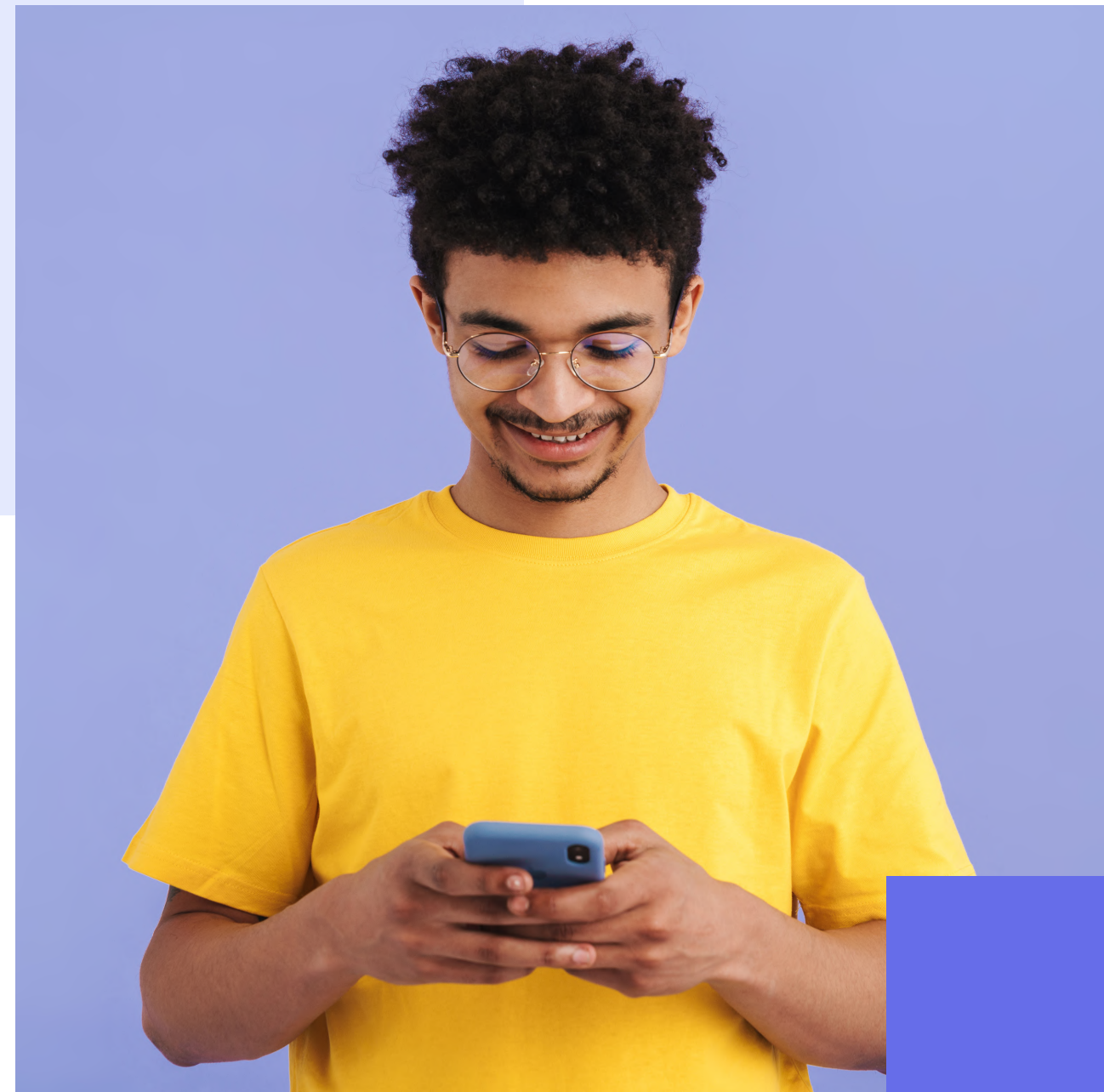
Global ad spend increased by 56% in Q3 and is expected to continue to climb into the holiday season, just as it would in a regular year, and overall ad spend for all brands was 27% higher than it had been in Q3 2019.

The opportunities for marketers to take advantage of lower costs are mostly gone, which should be viewed as an overall positive since it was a pandemic that triggered them. While the spending in digital has returned to pre-pandemic levels, some user behaviors may have changed for the long run, and it's important for businesses to learn how to create the kind of digital experiences that users now expect.





Organic Engagement

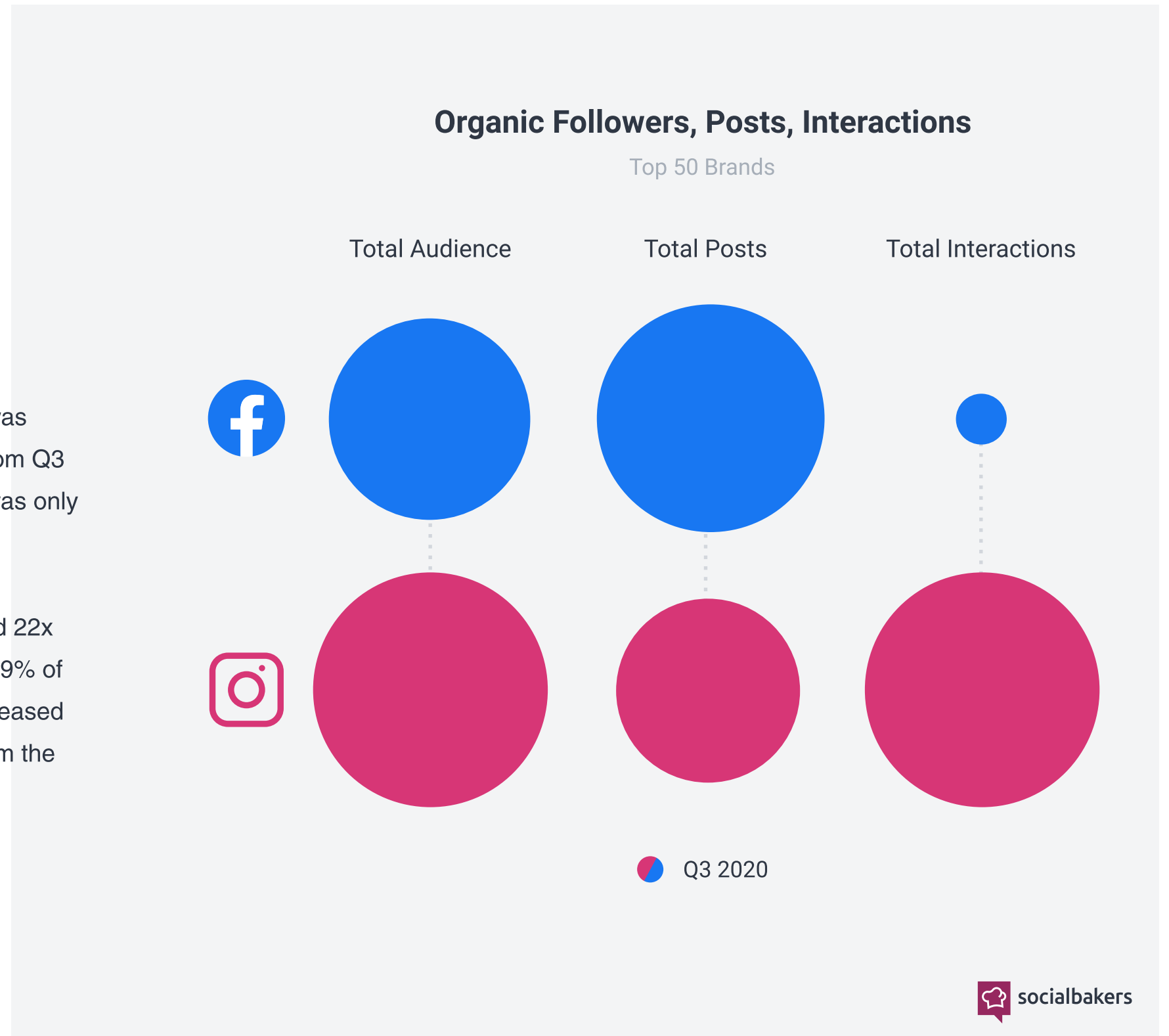


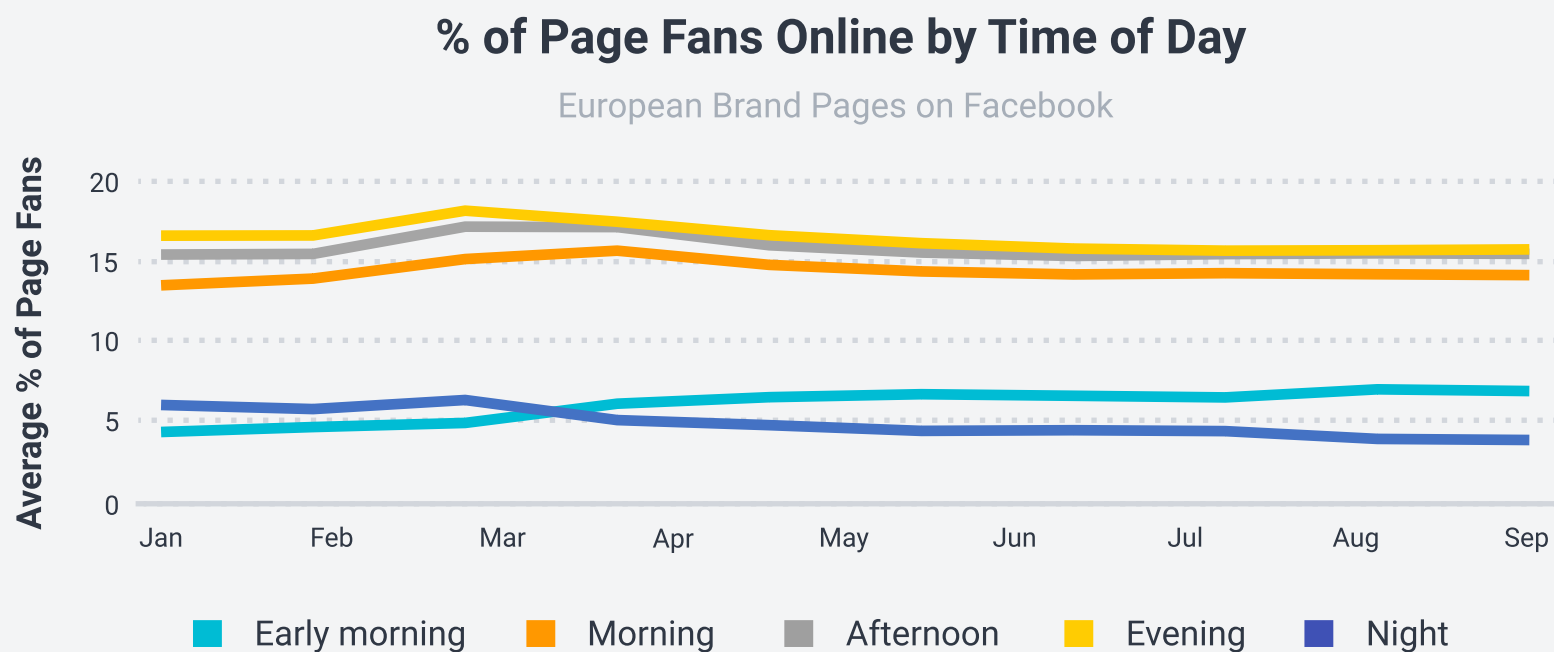


Instagram Audience Size 35% Larger Than Facebook

In Q3 2020, the total audience size of the 50 biggest brand profiles was 34.7% bigger on Instagram than Facebook. That's a major change from Q3 2019, when Facebook's audience size was still slightly larger, but it was only a small increase compared to Q2 2020.

Engagement remained significantly stronger on Instagram, which had 22x more interactions than Facebook (in Q2 2020 it was 18.7x), while 61.9% of all brand posts were on Facebook. The share of Instagram posts increased from Q2 2020, when Facebook posts made up 70.1% all of posts from the top 50 biggest brand accounts.





Facebook Fans' Time Online Shifts to Morning

Looking at fans of Facebook brand pages in Europe, the total amount of time spent on Facebook has mostly settled back into pre-pandemic levels, a trend that started in Q2 2020.

However, what time people are online has changed, so it's important for marketers to have a robust understanding of their audience to determine how their habits have changed.

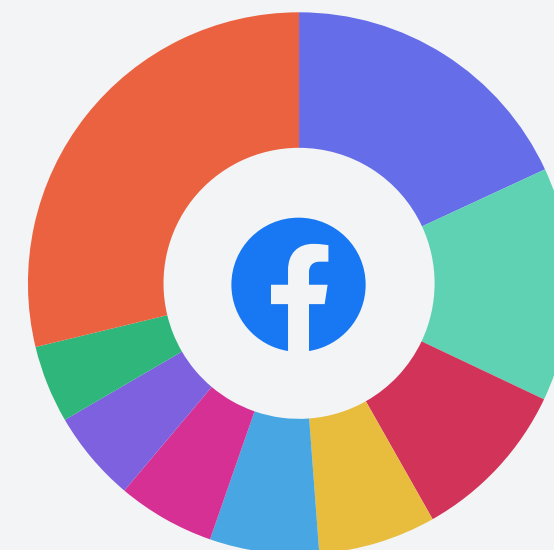
For example, audiences are spending more time online in the morning. The amount of fans online at 5 a.m. Friday increased by 98% in September compared to March, and similar increases were seen on every weekday.



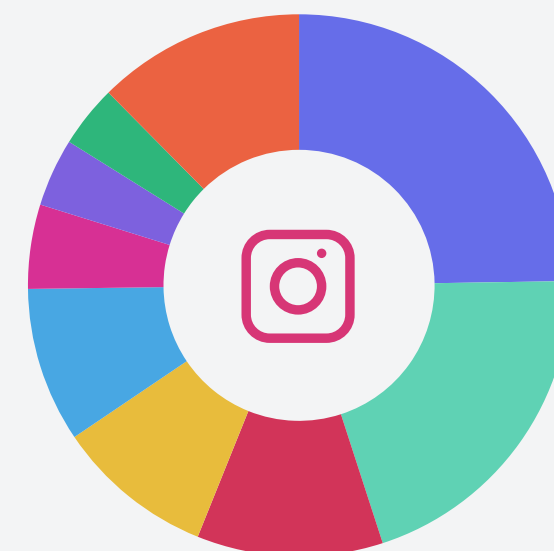
Distribution of Interactions Across Industries

Looking at worldwide brand profiles, Ecommerce received the highest percentage of interactions on Facebook and the second highest number of interactions on Instagram, behind only Fashion. The top 3 positions remained unchanged from Q2 2020.

Overall, the shares didn't change much from Q2 2020. Ecommerce grew by 7.6% on Facebook and 1.8% on Instagram. The only industry that decreased slightly was FMCG Food on Facebook, which decreased by 22.9%.



Ecommerce	18.1%
Retail	13.9%
Services	9.8%
FMCG Food	7.0%
Electronics	6.5%
Auto	5.8%
Fmcg Food	5.5%
Finance	4.6%
Others	28.8%

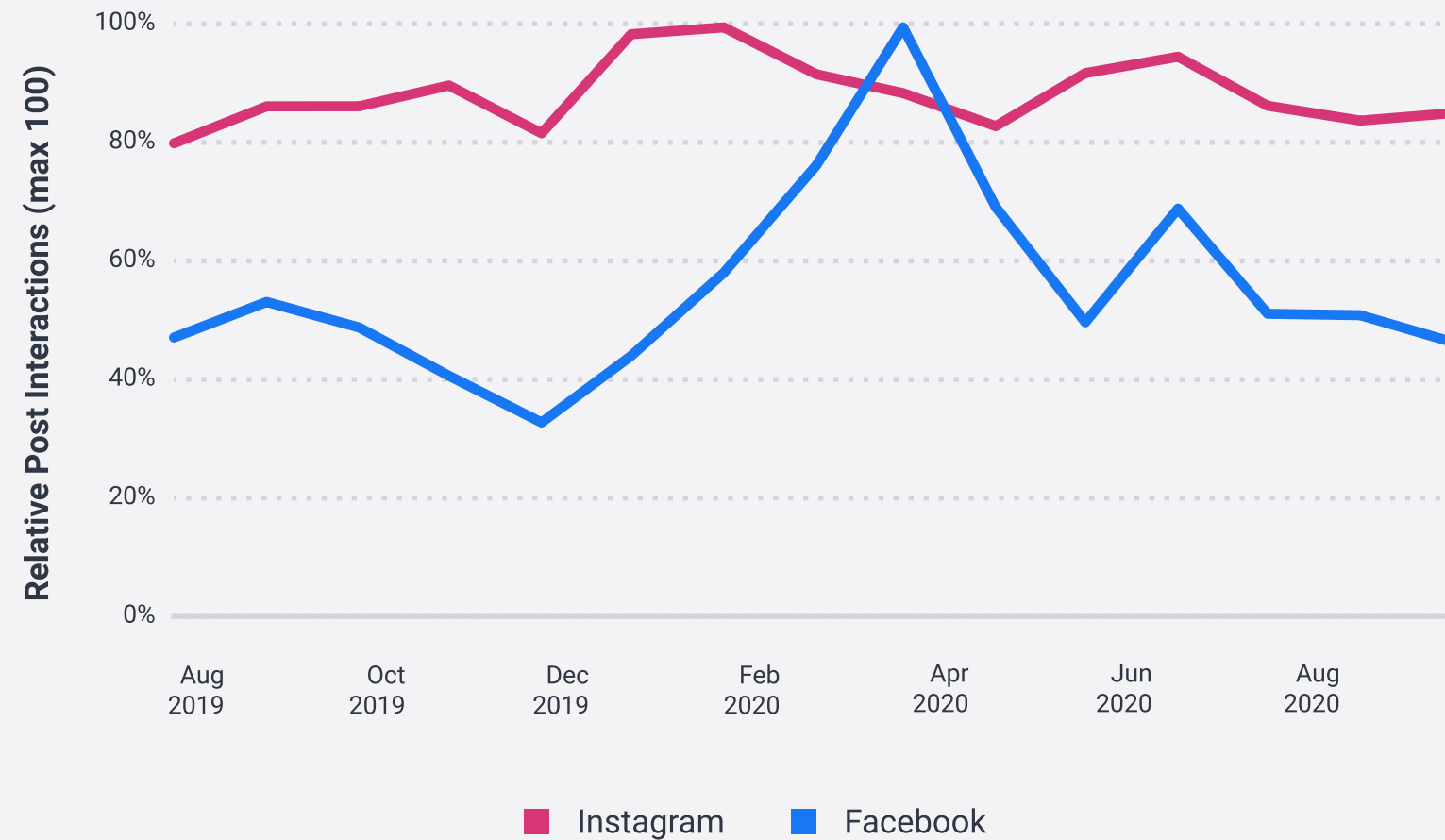


Fashion	24.7%
Ecommerce	20.3%
Beauty	11.1%
Auto	9.4%
Retail	9.2%
Electronics	5.0%
Services	4.1%
Sporting Goods	3.7%
Others	12.4%





Evolution of Relative Post Interactions



Interactions Mostly Steady in Q3

The relative post interactions for the 50 biggest Instagram brand profiles remained steady over the last 15 months, never going below 80% of the max amount.

Meanwhile, the relative post interactions were relatively steady on Facebook, too, except for a large spike at the beginning of the worldwide pandemic. Outside of that there were only small fluctuations, although at the end of Q3 2020 the Facebook interactions were at their lowest point in the last 10 months.

This shows that Instagram usage has remained remarkably consistent, while it will be worth monitoring how Facebook develops to see if the recent decrease portends any new developments.

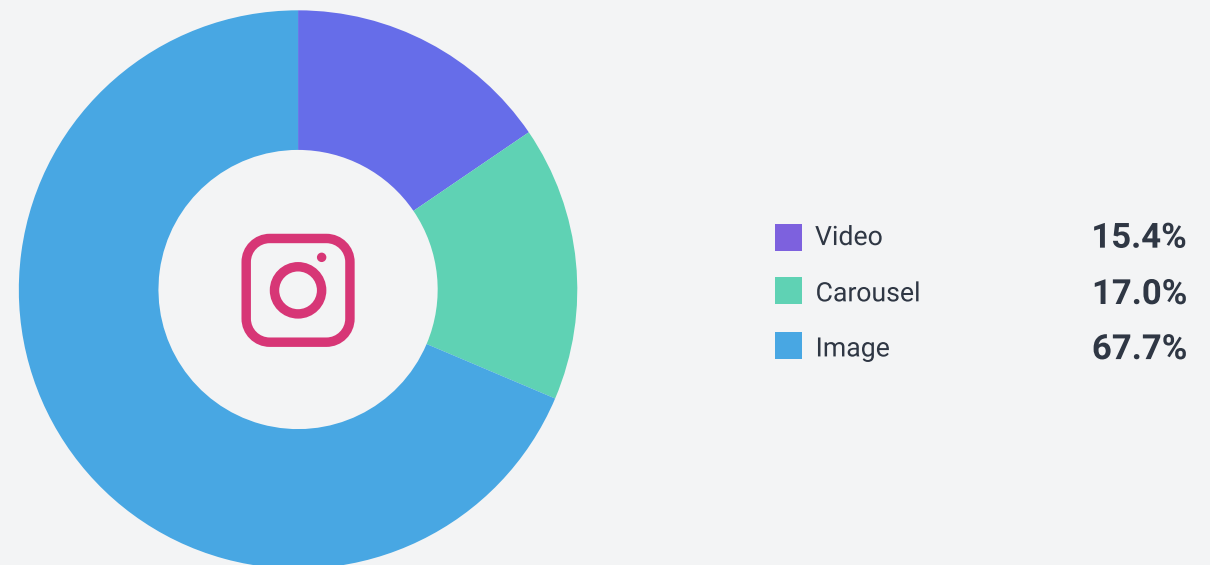
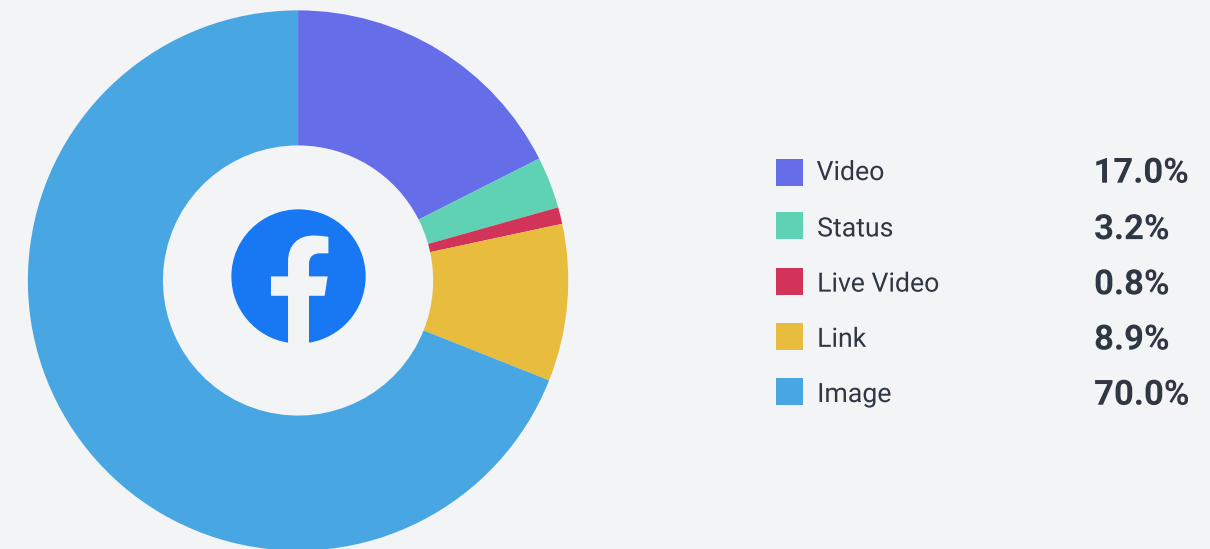


Distribution of Post Types on Facebook and Instagram

Looking at worldwide brand profiles, images made up around 70% of all content on both platforms.

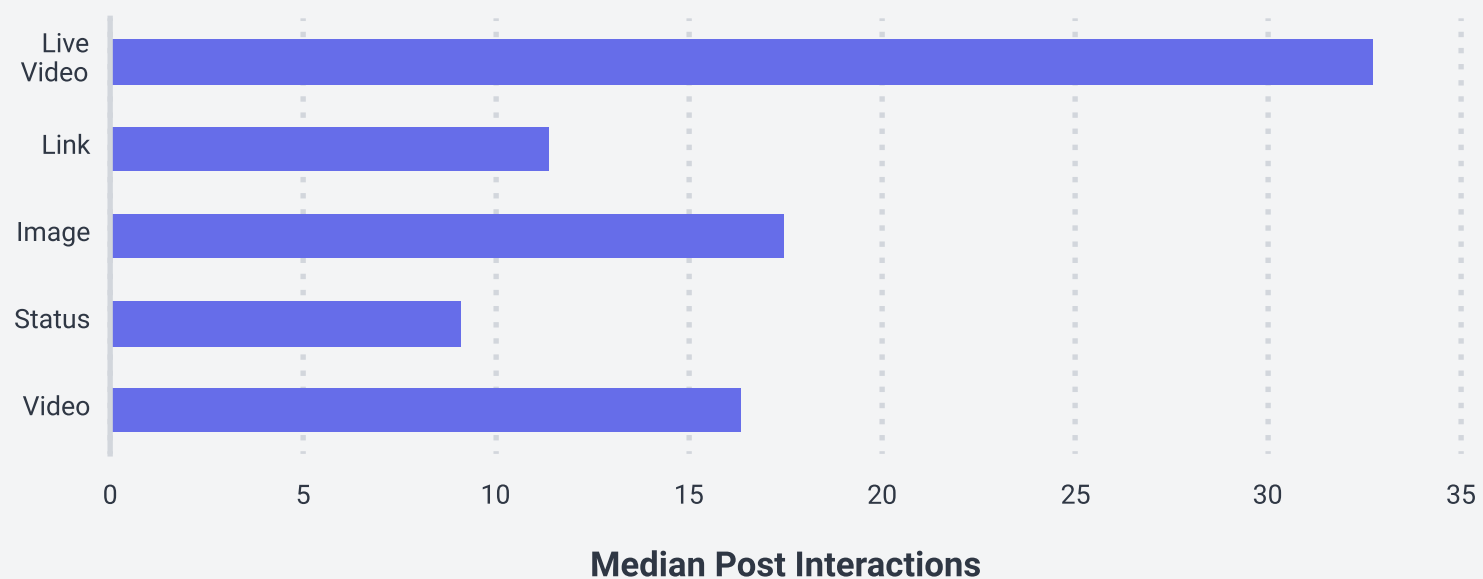
On Facebook, video was the second most common post type (17.0%), followed by links and status updates. Facebook Live videos, which actually garner the highest number of organic post interactions (see next slide), were used only 0.8% of the time.

The biggest change on either platform was a 6.9% increase in carousel usage on Instagram.

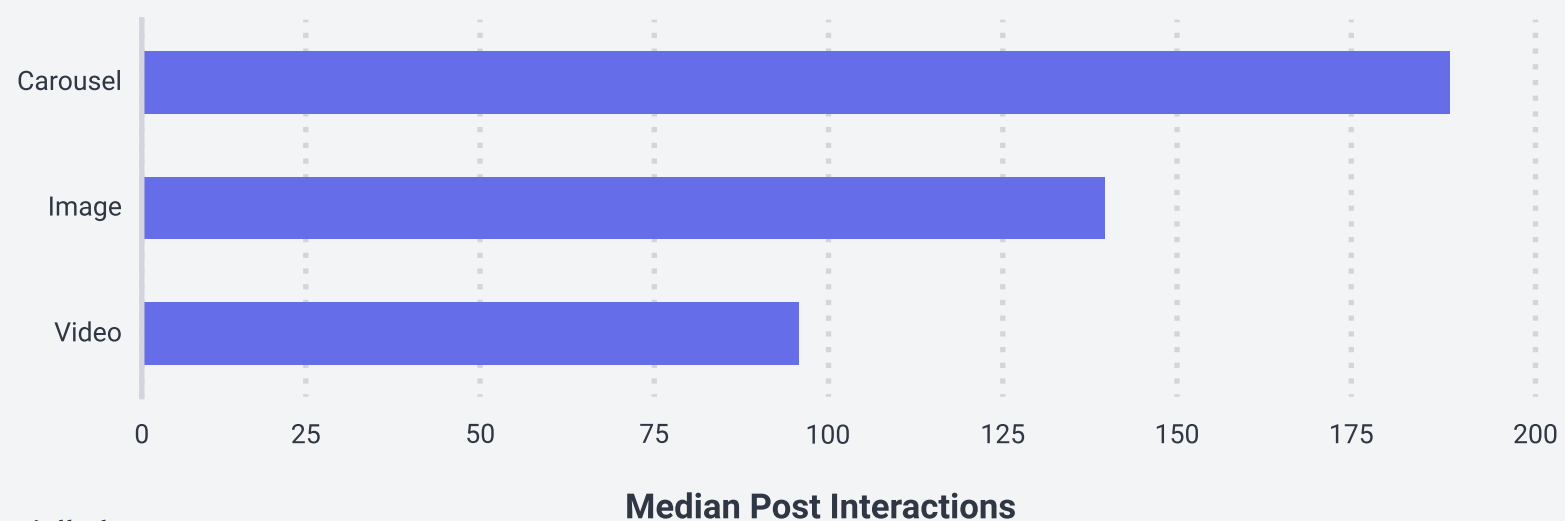




Facebook Organic Interactions by Post Type



Instagram Organic Interactions by Post Type



Facebook Live Delivers Double the Interactions of Video

In Q3 2020, Facebook Live was by far the most engaging format on the platform with 33 median post interactions, according to Socialbakers data. Images (17) and regular video (16) had the next highest amount of interactions on Facebook.

On Instagram, carousel was the most engaging format with 188 median post interactions. Carousel posts, which can contain both images and videos, have consistently outperformed image and video.

All formats on Instagram increased organic interactions, but on Facebook only live video increased; all the other formats remained basically the same as compared to Q2 2020.

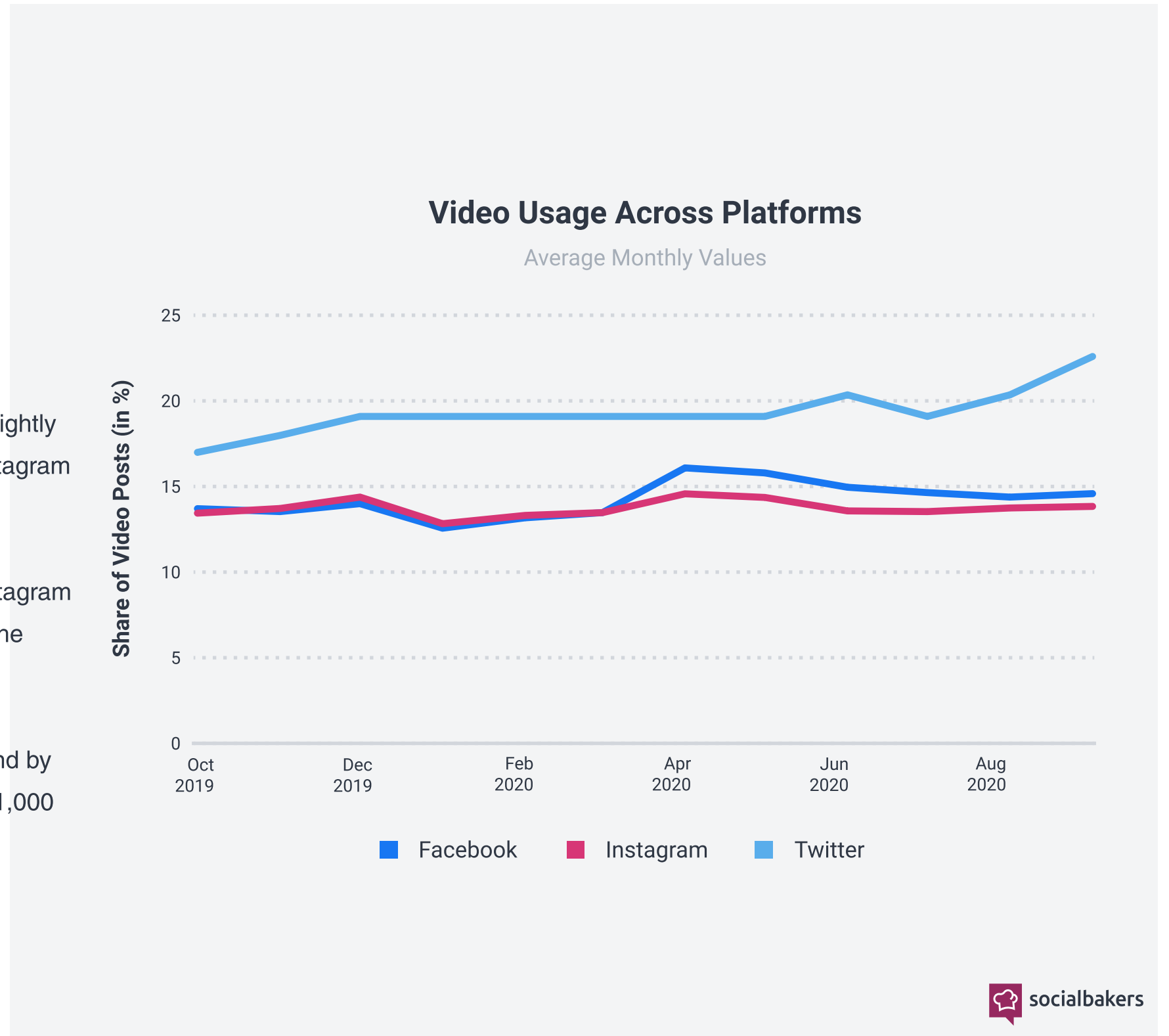


Video Increases on Twitter in Q3

After seeing increased video posts during the early stages of the coronavirus pandemic, video usage remained steady or decreased slightly for brand pages with more than 1,000 followers on Facebook and Instagram during Q3 2020.

At the end of the quarter, 14.3% of Facebook posts and 13.5% of Instagram posts were videos. Both of those were small increases compared to the same time in 2019.

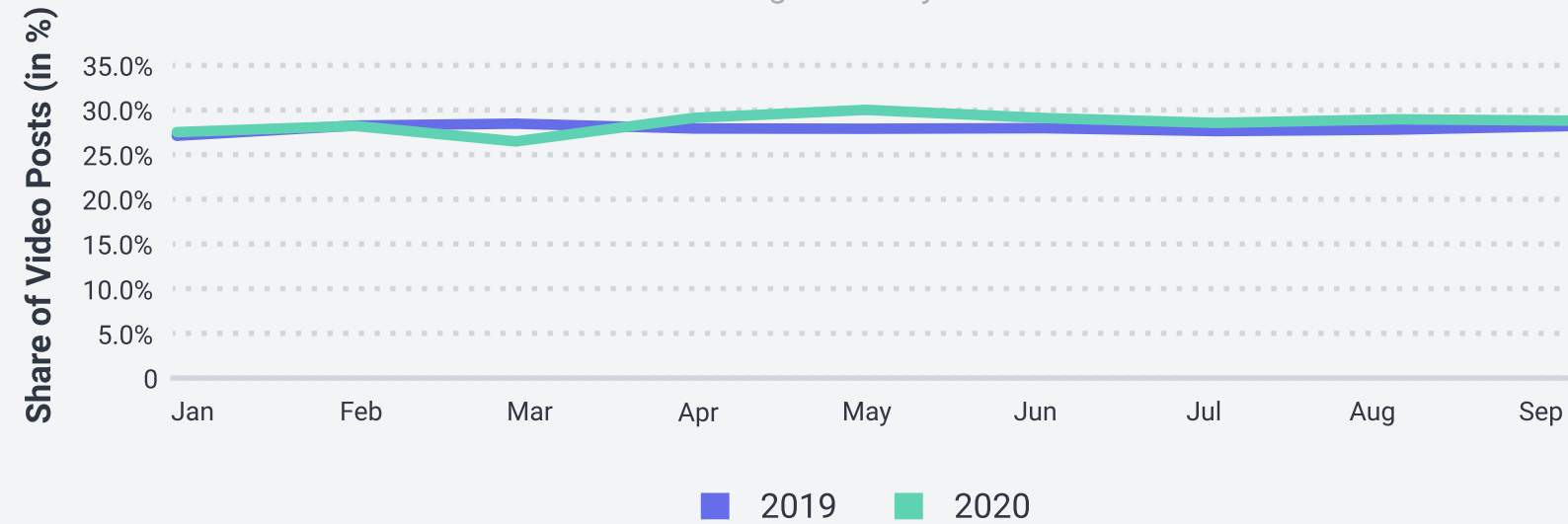
Meanwhile, on Twitter there wasn't much change until the summer, and by the end of Q3, 22.2% of all tweets from brand pages with more than 1,000 followers contained video.





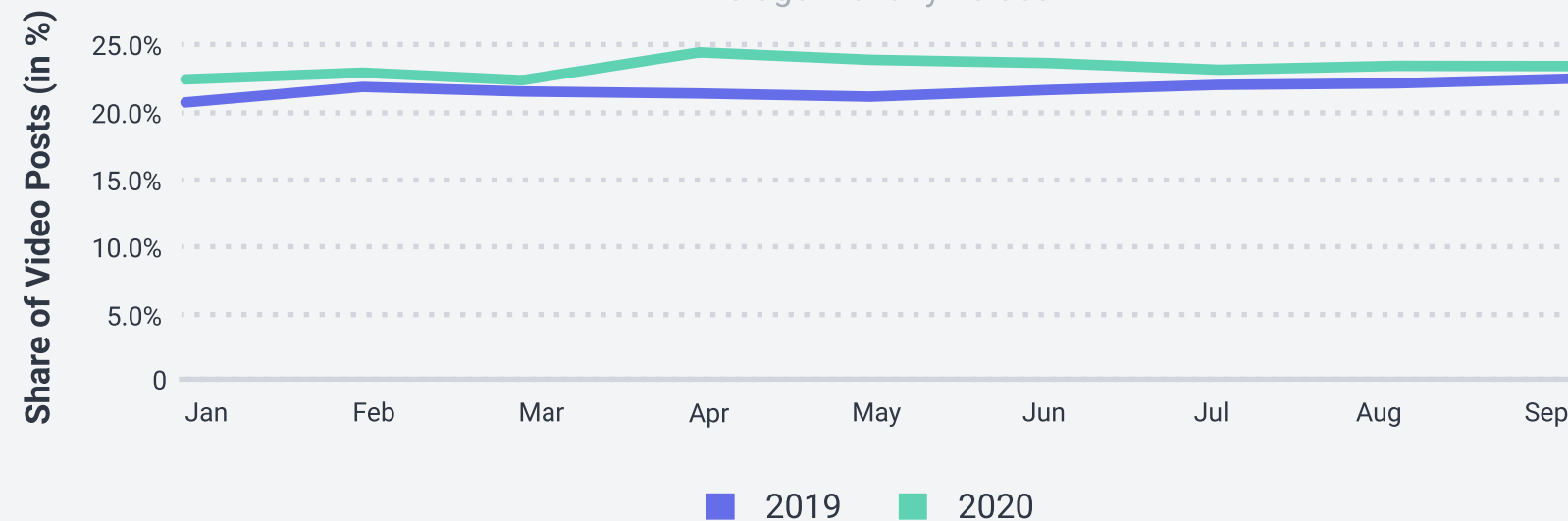
Proportion of Video Posts to Total Content on Facebook

Average Monthly Values



Proportion of Video Posts to Total Content on Instagram

Average Monthly Values



Video Usages Levels Out From the Summer

The percentage of videos on both Facebook and Instagram increased slightly in Q3 2020 compared to Q3 2019.

On Instagram, video content accounted for 23.2% of all posts in Q3 2020, an increase of 5.2% compared to Q3 2019. On Facebook there was a higher overall percentage of video content in Q3 2020 (28.8%), but a smaller increase as that was 2.6% higher than the same time period last year.

While there was more video on both platforms than the previous year, it was a small decrease compared to Q2 2020.



Facebook Live Usage Decreases

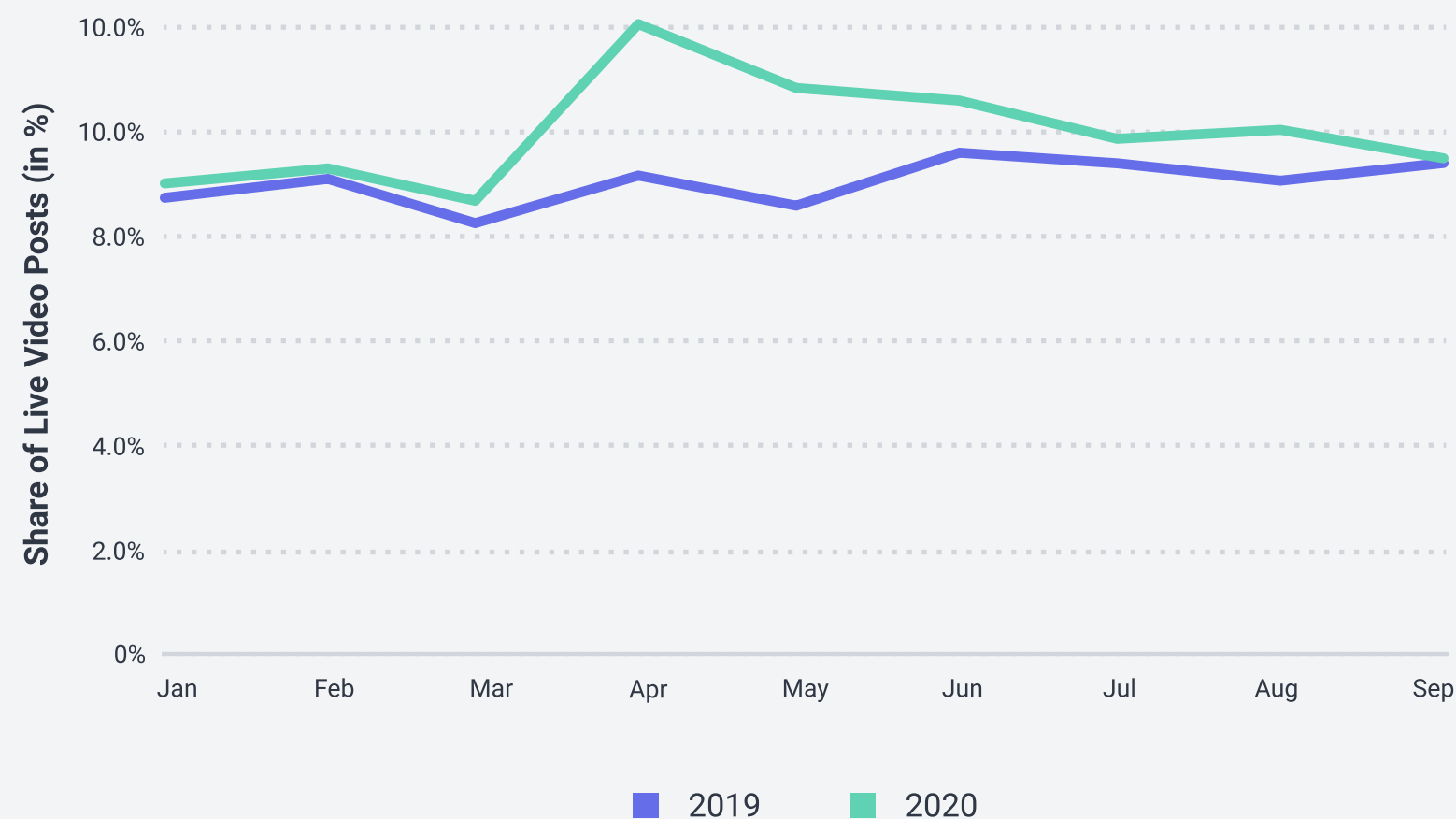
Facebook Live usage started to increase during the pandemic, and overall in Q2 2020 it made up 0.99% of all posts from Facebook brand profiles.

That was an increase of 26.9% compared to Q2 2019, and over the last four months it increased by 126%.

There was a similar, but smaller, increase at the same time last year so not all of it was related to the pandemic. But as brands adapted, Facebook Live was an easy way to communicate directly with their audience, and many will continue to utilize this strategy going forward.

Proportion of Live Video Posts to Total Content on Facebook

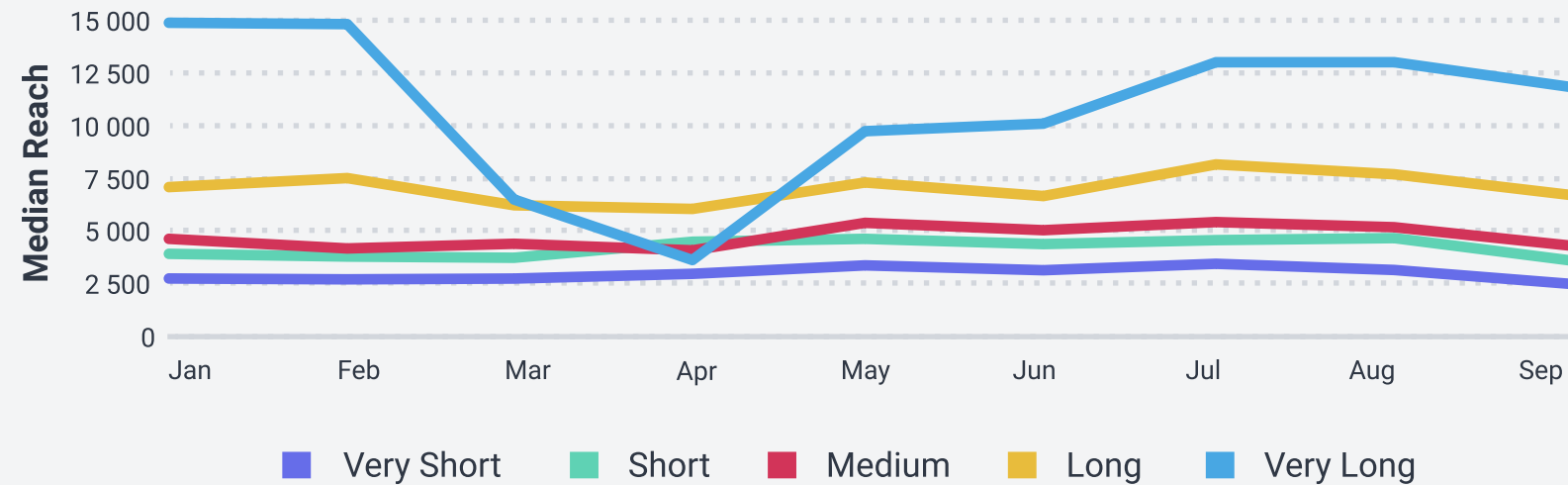
Average Monthly Values





Monthly Evolution of Reach

Monthly Median Reach by Video Length



Longer Videos Perform Better on Facebook

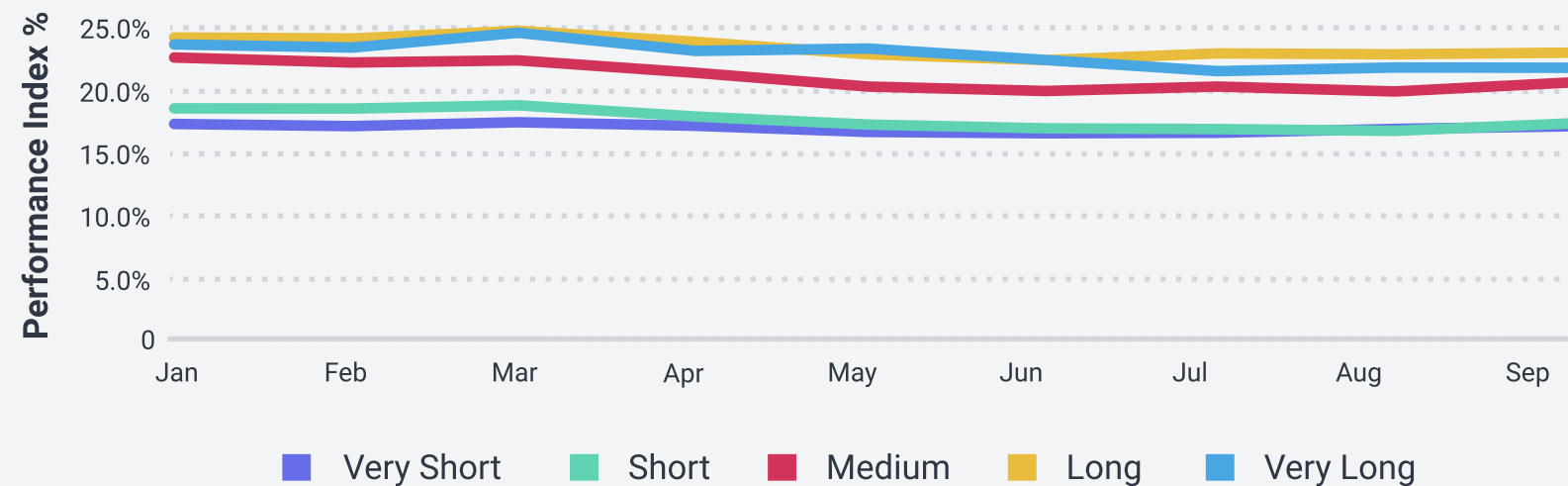
Long and very long videos on Facebook achieved the best overall performance and the greatest reach in 2020, according to Socialbakers data.

The reach was best for very long videos over 5 minutes, which achieved a reach 70.4% higher than the second best video length (long).

However, the performance of large videos has been declining over the last seven months, and in Q3 2020 it was long videos – over 65.194 seconds but shorter than 5 minutes – that had the best performance index at 23.2%.

Monthly Evolution of Performance

Ration of Unique View and Unique Impression by Video Length



Performance index = (unique video view ÷ unique impressions) x 100



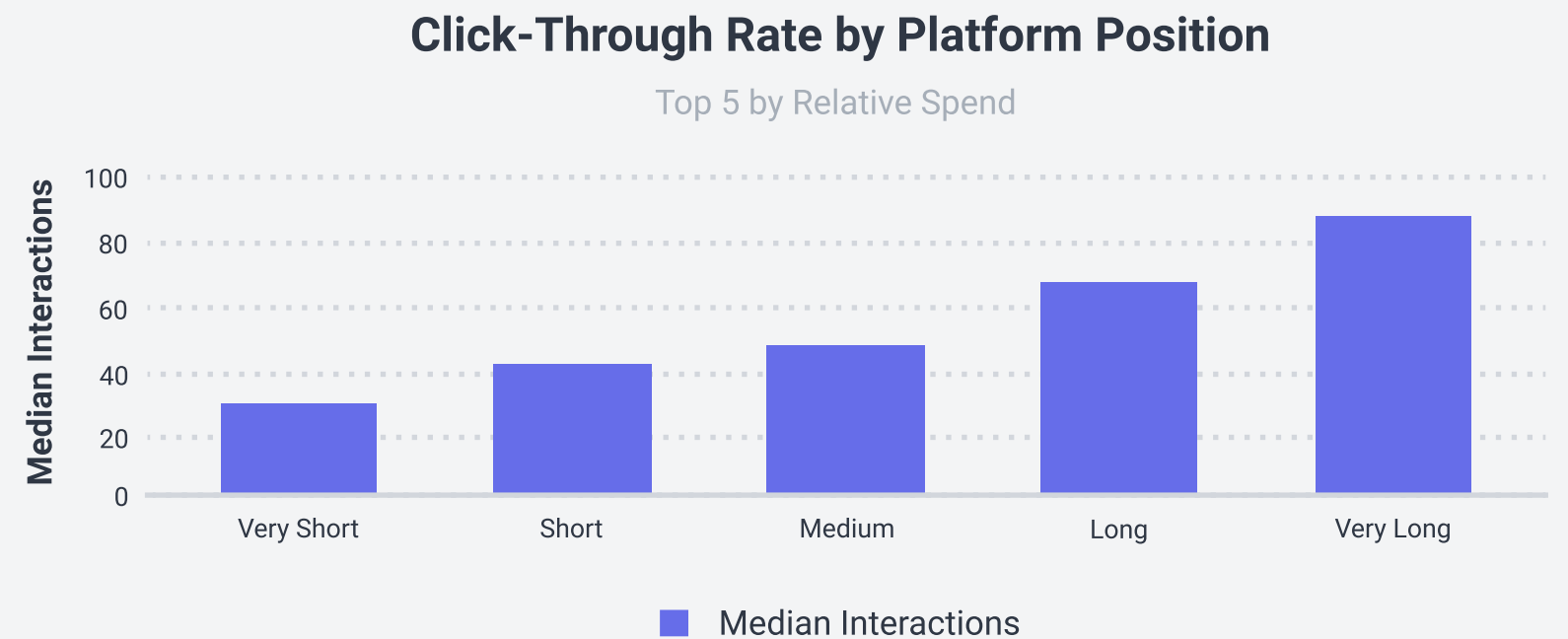
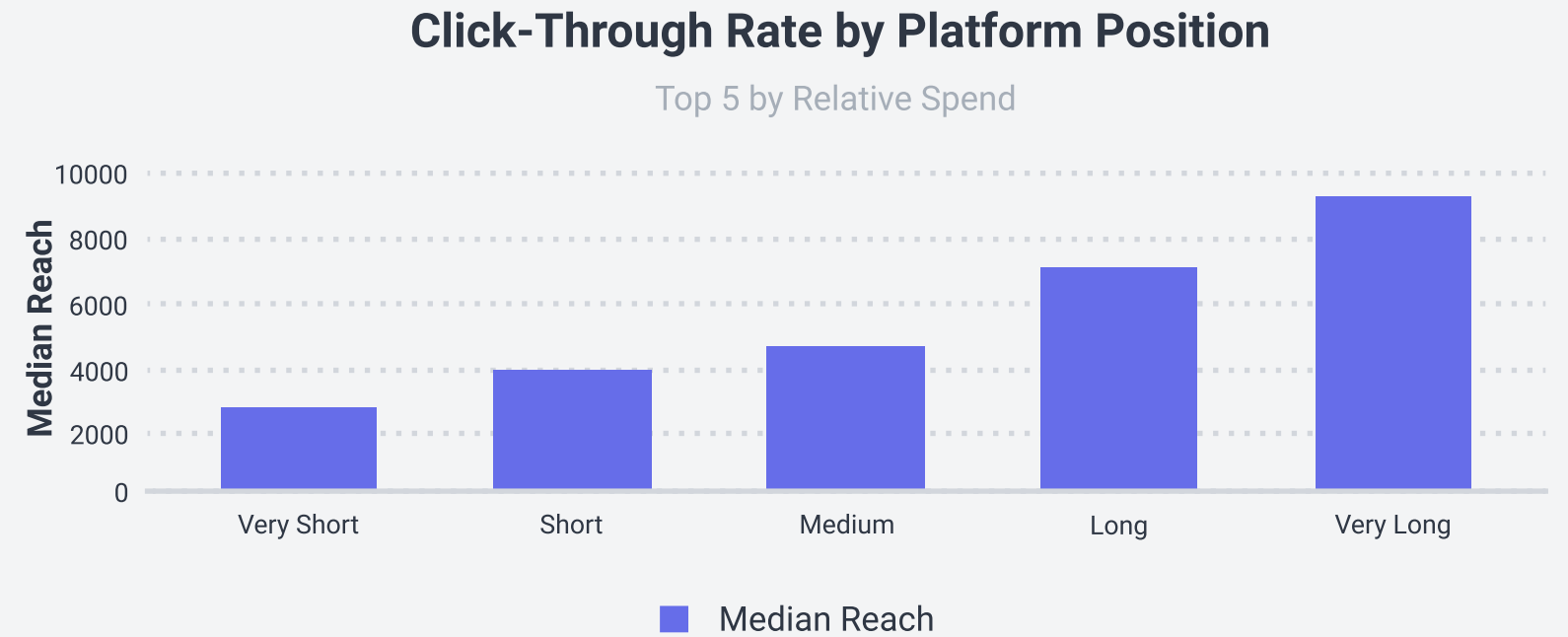


Video Length Correlates to Interactions and Reach

Long and very long videos – practically anything longer than a minute – performed the best in both median reach and median interactions on Facebook, according to Socialbakers data.

Looking at the last nine months, the median reach for very long videos (more than five minutes) was nearly 9,500, which was 35% more than long videos.

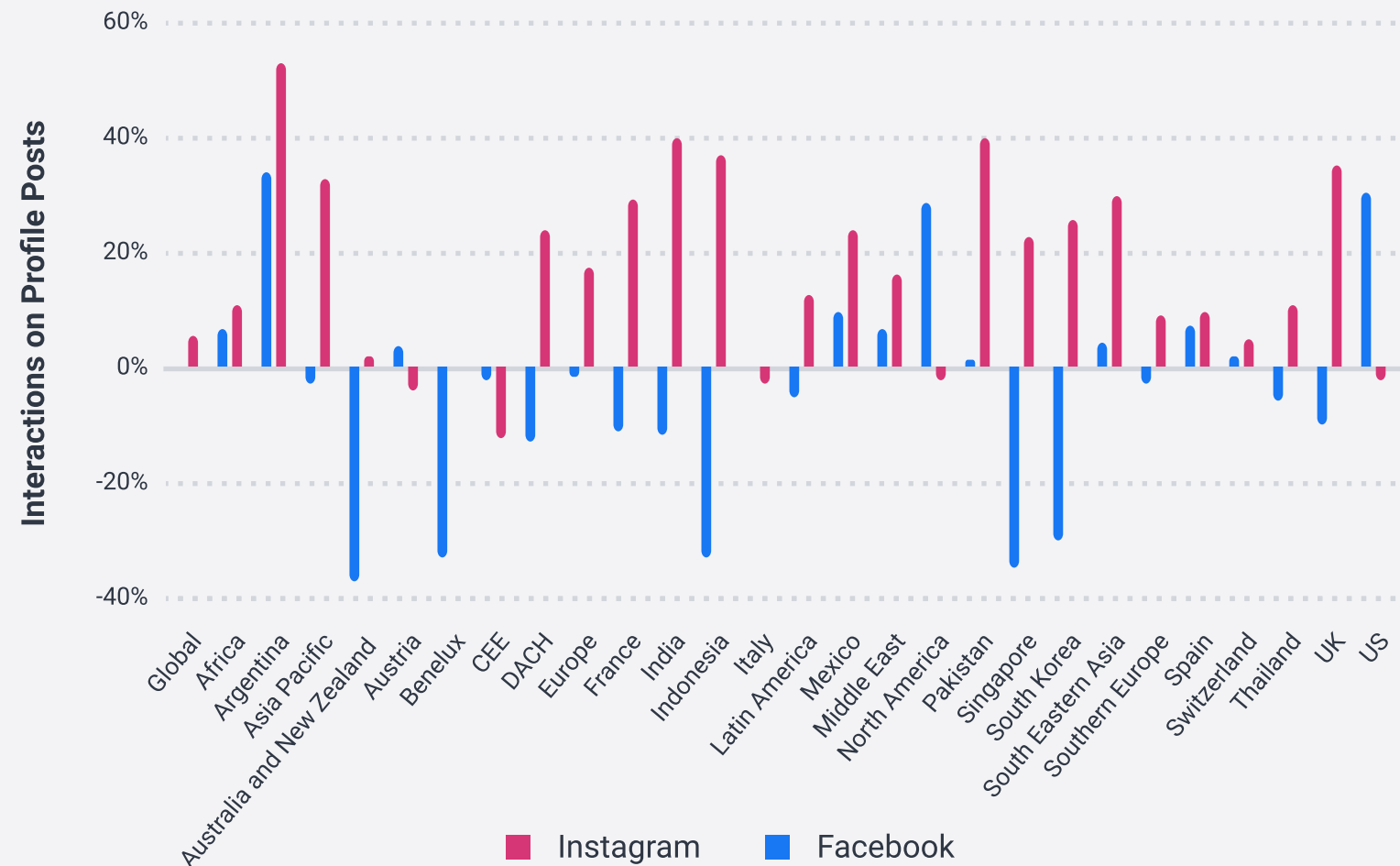
In fact, for both reach and interactions there was a correlation that showed the longer a video was, the further it reached and the more interactions it received.





Engagement Rate by Region

Q3 2020 vs. Q3 2019



US Facebook Interactions Increase by 30% YoY

Looking at Q3 year-over-year trends, worldwide interactions on Instagram profile posts increased by 5.4% while interactions on Facebook profile posts were nearly identical (decreased by 0.08%).

Most regions or countries reflected this change – Southern Europe’s Instagram post interactions increased by 9.4% while Facebook post interactions decreased by 2.8% – but the US was an outlier.

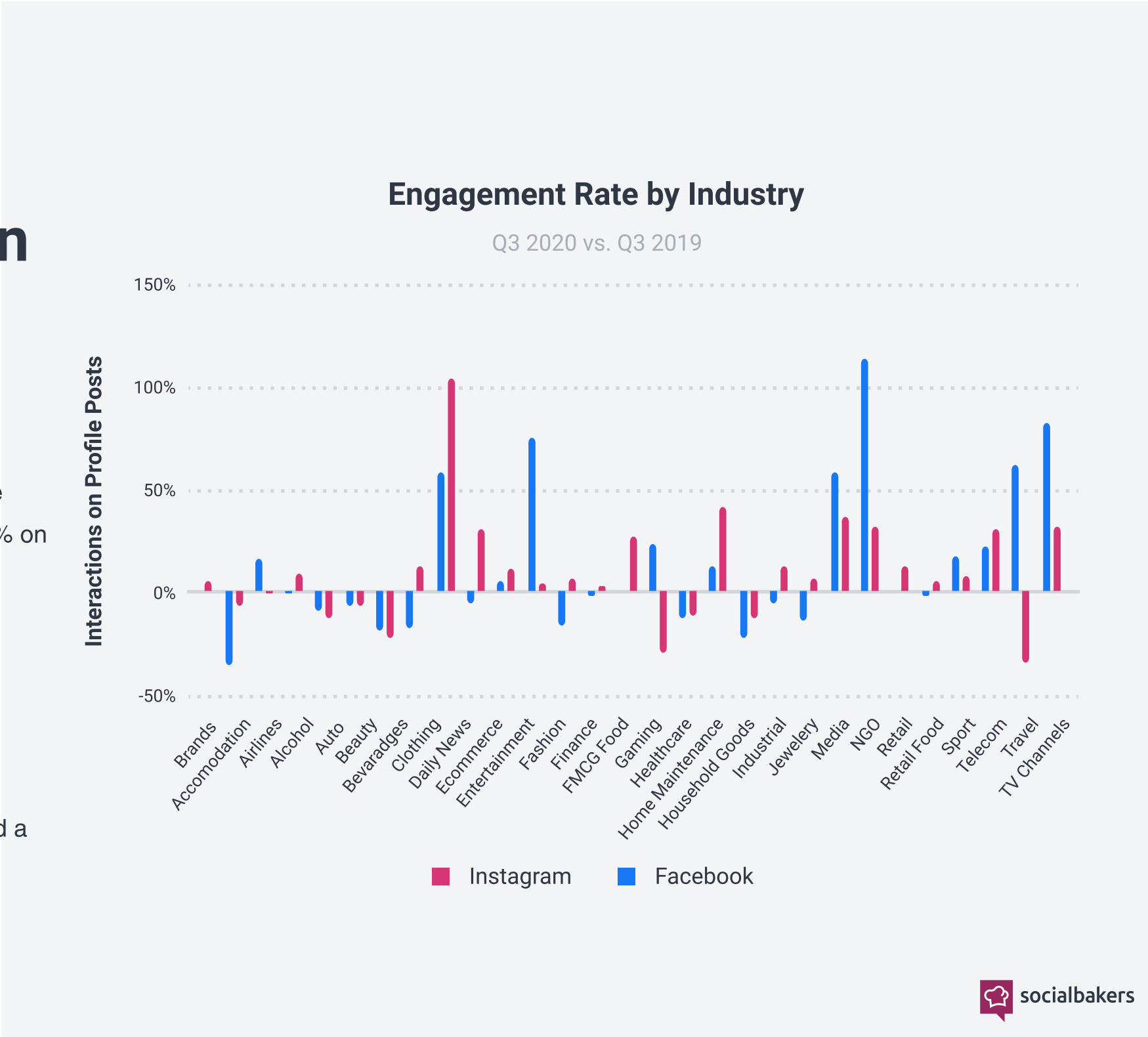
Facebook post interactions actually increased by 30.7% in the US, while Instagram post interactions decreased by 2.4%.



Industry Interactions Reflect Audience Habits in 2020

Looking at year over year results for Q3, many industries saw drastic changes in their interactions on Facebook and Instagram. Some of the trends were exactly as most would expect, with Daily News (up 103.3% on Instagram and up 57.8% on Facebook) and NGOs (up 112.9% on Facebook and 31.2% on Instagram) seeing big increases as people turned to those industries amidst the pandemic and elections.

Other results highlighted the way that audiences use the platforms differently. For example, Travel interactions increased by 60.9% on Facebook but decreased by 34.2% on Instagram, and Gaming showed a similar disparity with a 23.4% increase on Facebook and a 29.4% decrease on Instagram.





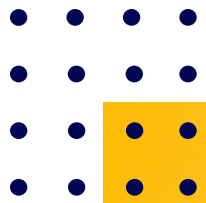
Organic Takeaways

While nothing about 2020 has been normal, some of the trends in organic marketing have normalized a bit. Video usage on Instagram and Facebook was just slightly higher than it had been in Q3 2019 – though Twitter video increased in Q3 2020 – and the relative post interactions on Instagram and Facebook was steady.

Facebook Live usage slightly decreased, but the average interactions grew to twice the amount of regular videos, showing that when utilized that format is still very effective for marketers. Very long videos also achieved the highest median reach and had the second highest performance index percentage on Facebook, so those who are sticking with that format are seeing positive results.

It's crucial for marketers to do audience research to see how their particular audience's habits have changed this year. Socialbakers data shows that while time spent online has dropped back to pre-pandemic levels, the time that many people are online has changed and this should be reflected in audience personas.





Influencer Marketing



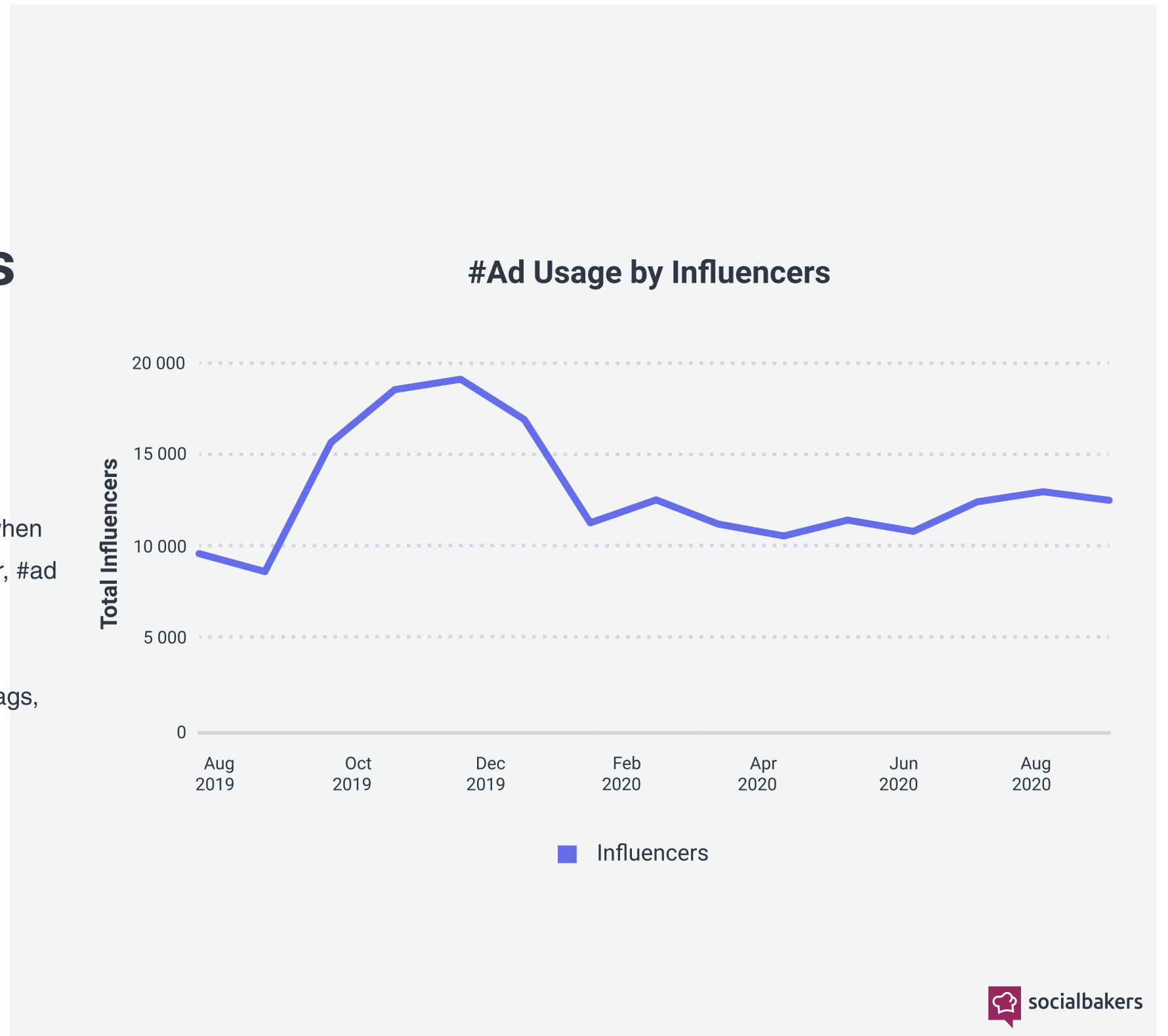


Influencer #Ad Usage Steady Ahead of Holidays

In Q3 2020, the number of influencers who used #ad in their posts increased by 10.6% compared to Q3 2019.


However, this year's increase doesn't compare to September 2019, when there was a 70% jump that led into a strong holiday season. This year, #ad usage actually decreased slightly in September.

The Socialbakers data factors in regional and other sponsored hashtags, including #sp, #paid, and #promo, as well as #ad usage.












Influencers With the Highest Effectiveness Scores

In Q3 2020, the top influencers mentioning brands on Instagram were Mridul Sharma from India, Julie  from France, and Pamela Pedroza from the US. The only male influencer in the top six was Kanaan Pitan from the UK.

The **Socialbakers influencer score** measures their effectiveness based on their interactions per 1,000 followers, the number of followers, and their posting activity.

Check any influencer's score using the Socialbakers AI platform

GET STARTED

Rank		Profile	Followers	Interactions	Scores
1		Mridul Sharma /mridul_sharmaa	98,626	1,247,301	100
2		Julie /julieferrat	165,667	1,024,037	100
3		Pamela Pedroza /pamelapedrozaa	13,531	591,486	100
4		Kanaan Pitan /kanaan_	54,724	482,979	100
5		LAUREN KETTERING /laurenkettering	843,898	8,077,791	100
6		Samira Ahmed /iamsamiira	106,231	604,605	100












Brands Mentioned by the Most Influencers

In Q3 2020, iDeal Of Sweden was the top brand Instagram profile in the world associated with influencers. The online retailer was mentioned by 1,301 influencers – nearly 2x as many as the next closest brand – and received 1,949 total mentions.

Walmart was in second place with 1,068 mentions from 720 influencers; these two first places remained unchanged from Q2 2020. Other profiles with successful influencer partnerships included fashion brand Pretty Little Thing, Quest Nutrition, beer brand Michelob ULTRA, and beauty brand L'Oréal Paris.

Find influencers for your industry in seconds with the Socialbakers platform

GET STARTED

Rank		Profile	# Mentions	# Influencers
1		IDEAL OF SWEDEN /idealofsweden	1,949	1,301
2		Walmart /walmart	1,068	720
3		FASHION • BEAUTY • L... /prettylitlething	1,018	351
4		Quest Nutrition /questnutrition	616	286
5		Michelob ULTRA /michelobultra	395	271
6		L'Oréal Paris Offic... /lorealparis	327	257










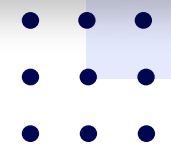


Effective Influencer Campaigns

The Instagram brand profile worldwide that had the best influencer marketing efficiency in Q3 2020 was BT, which had a cooperation efficiency of 176,172.96x and only 5.77% of the overall posts featured by influencers. Other profiles that did well in this area include Óticas Carol, U-Power, as well as SkinCeuticals Canada.

Cooperation Efficiency is the ratio of average interactions on an influencer's post mentioning the brand compared to a post published by the brand itself.

Rank		Profile	Influencers' Interactions %	Influencers' Posts %	Cooperation Efficiency
1		BT /bt_uk	99.99%	5.77%	176,173.96x
2		Óticas Carol /otिकासcarol	99.99%	6.67%	158,334.41x
3		U-Power /u.power_official	99.97%	2.33%	126,897.57x
4		Pullman Brasil Ofici... /pullmanoficial	99.99%	10.34%	121,380.71x
5		CooperVision /coopervisionusa	99.96%	2.44%	102,422.83x
6		SkinCeuticals Canada /skinceuticalsca	99.94%	1.59%	101,068.59x





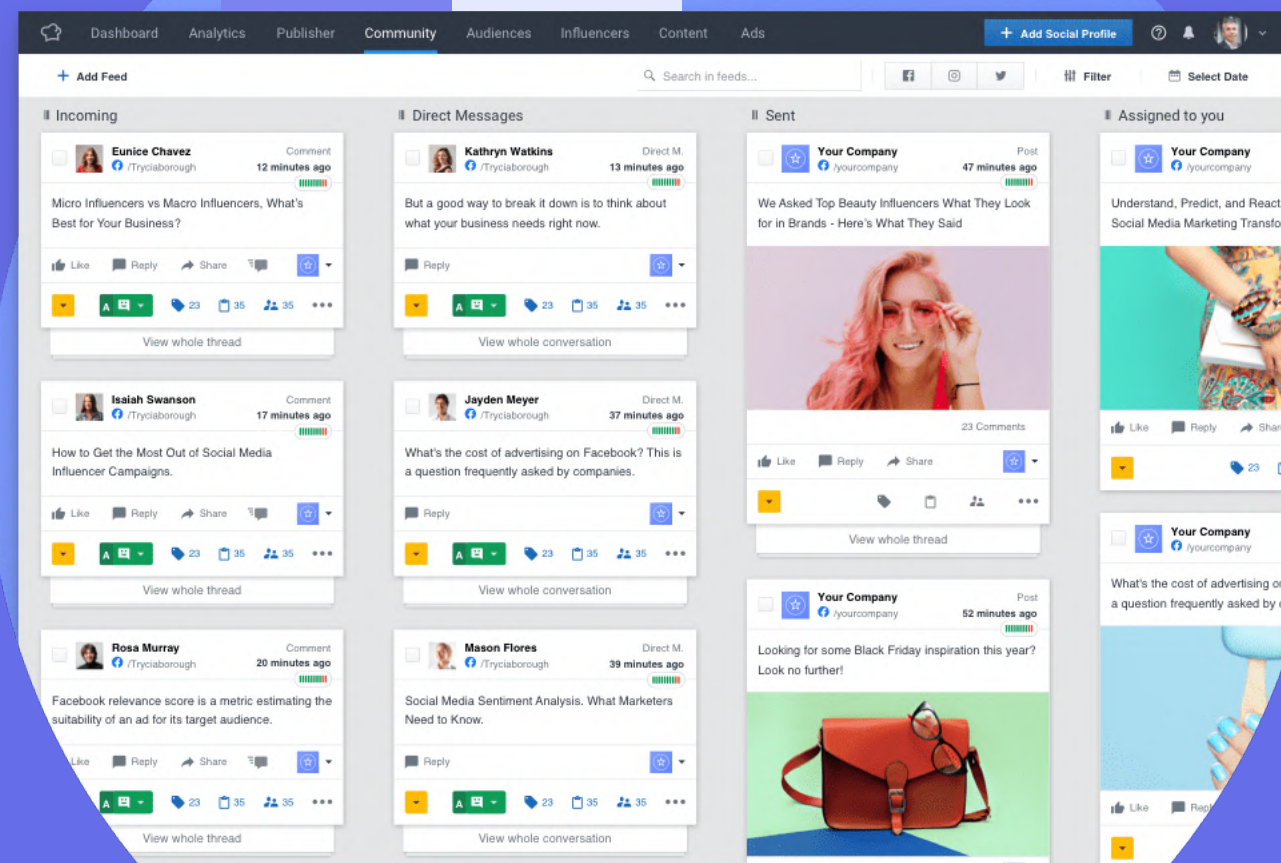
Influencer Takeaways

The upcoming quarter is a crucial time for the near future of influencer marketing. Socialbakers data shows that the biggest spike in #ad usage was, predictably, during the holiday season of Q4 2019, but the increase really started in Q3.

This year, there wasn't nearly the same kind of jump, and whether that's strictly because of the coronavirus pandemic or if it's a sign of some other marketing strategy change remains to be seen. But we'll certainly have a clearer picture of where influencer marketing fits into current plans in early 2021.

To get a full grasp on the pandemic's effect on the current state of influencer marketing, [download Socialbakers' special influencer report](#).





Socialbakers is the trusted social media management partner to thousands of enterprise brands and SMBs. Leveraging the largest social media dataset in the industry,

Socialbakers' unified marketing platform helps brands large and small ensure their investment in social media is delivering measurable business outcomes. With over 2,500 clients across 100 countries, Socialbakers is the leading social media management platform.

Socialbakers has been a Facebook Marketing Partner since 2011, a Pinterest Marketing Partner since 2017, and a LinkedIn Marketing Partner since 2017.

Socialbakers was named in the 2018 Inc. 5000 list of the fastest-growing private companies in Europe.

www.socialbakers.com



Methodology and Glossary

The Socialbakers quarterly trends report reflects the state of the Socialbakers database during the quarter analyzed in the report (or if an extended period is used - the state during that period). The data is collected only once for the defined period.

The minimum threshold for the report to be generated is 50 Profiles on Instagram and 50 Pages on Facebook for any given category.

Additional thresholds are applied for specific data sets:

- Total interactions distribution at a minimum of 300
- Internal Ads-Benchmarks at a minimum of 200 active benchmarks for a region or industry
- #AD hashtags at a minimum of 10 #AD hashtags per month in the influencer section



Reactions:

The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook.

Interactions:

Interactions on Facebook are calculated as a sum of all Reactions, Comments and Shares on posts published by a Page. Interactions on Instagram are calculated as a sum of Likes and Comments on posts published by a Profile.

Median interactions in time:

Median value for profiles (pages) in the sample. The value is the sum of Interactions gathered on posts published in a given month.

Relative median interactions in time:

Same as Median Interactions in time, but the values are the ratios of the maximum value in the given time period (separately for each platform).

Median weekly value:

Calculated as median weekly ad account spend. Per each account we look at weekly spend value and from all of these ad accounts in one category we calculate median value.

SOCIAL MEDIA LANDSCAPE

Audience size:

Sum of all Followers (or Fans) of the profiles in the sample

Activity volume:

Sum of all posts published in given time period (stories are not included)

User engagement:

Sum of all interactions on posts published in a given time period.

The bubble sizes are calculated for each metric separately in order to compare each pair of metrics between platforms

ADS

Organic means not promoted (not paid to be shown in the feed). We use Socialbakers' internal algorithm that detects with almost 100% accuracy whether a post has been promoted or not.

Cost per Click (CPC) or Impressions by Device Platform:

Median of given metric for all available Ad Accounts. As an Ad Account can be used on Facebook, Instagram in Messenger or Audience Network, data is for all platforms together.



Cost per Click (CPC) and Cost per mille (CPM) by Platform Position:

Median for all available Ad accounts. Platform positions are different for Facebook and Instagram. The chart shows only the top 5 positions by relative spend (see below).

Relative Spend by Platform Position:

Identifies on which positions the highest budget was allocated. The data is normalized (%) and shows the average distribution of an account's spend.

Click-Through Rate (CTR) by Platform Position:

CTR median values of the top 5 positions by relative spend. CPC, CPM and Spend metrics are in USD.

Post grade:

Post grade is a metric provided exclusively by Socialbakers for performance prediction and uses an A+ to D grading system to show how each post is predicted to perform based on the previous 72 hours organic performance.

INFLUENCERS

Influencer:

Instagram business profile of a person followed by more than 1000 profiles.

Evolution of #AD Usage:

The total number of distinct Influencers who have posted #AD (or available local equivalent) aggregated by month. To be included, the post must contain both the #AD hashtag and a mention of a profile from the given region and category.

Influencer's score:

The score represents influencer's relative performance in key metrics: the sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

Top Influencers Mentioning {category} Profiles:

Ranking of influencers who mentioned at least one profile from a given category and region in the given time range. Influencers are not filtered by country and therefore may occur in multiple rankings.



Influencer Marketing Efficiency:

Is the ratio of Interactions acquired on influencer's (e.g. Hermione Granger) post mentioning the profile (e.g. Hogwarts Express) compared to post published by the Hogwarts Express itself.

The higher the score is, the more efficient the cooperation. To be included in the ranking, the influencers posts must include both #AD (or local equivalent) and a profile mention (@Hogwarts_Express) to be displayed in the report (transportation brands in the UK).

APPENDIX

% Comments: the percentage of total interactions on comments

% Reactions: the percentage of total interactions on reactions

% Shares: the percentage of total interactions on shares

% Live Video: the percentage of all posts on live video posts

% Other Than Like: shows the percentage of reactions excluding like reactions (love, haha, wow, sorry, anger)

% Paid Media: percentage of all posts on promoted posts

Activity:

Average posts published by a profile on the platform in a given time period.

Community Size:

Average Fans/Followers/Subscribers count on the platform

Interactions:

Average Interactions per page received on posts published in the given time period

#AD Usage:

The total number of influencers who used #AD (or available local equivalent) in Instagram posts Extended glossary available on [Socialbakers website](#)

Reach (Total):

The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)



Paid Reach:

The number of people who had any content from your Page or about your Page enter their screen through paid distribution such as an ad. (Unique Users)

Organic Reach:

The number of people who had any content from your Page or about your Page enter their screen through unpaid distribution. This includes posts, stories, check-ins, social information from people who interact with your Page and more. (Unique Users)

Ad Benchmarks Regions

Western Europe: Austria, Belgium, France, Germany, Liechtenstein, Luxembourg, Monaco, Netherlands, Switzerland

Central America: Belize, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama

Northern America: Bermuda, Canada, Greenland, Saint Pierre and Miquelon, United States

Southern Europe: Albania, Andorra, Bosnia and Herzegovina, Croatia, Gibraltar, Greece, Vatican City State, Italy, Macedonia, Malta, Montenegro, Portugal, San Marino, Serbia, Slovenia, Spain

South America: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Falkland Islands, French Guiana, Guyana, Paraguay, Peru, Suriname, Uruguay, Venezuela

East Asia: China, Hong Kong, Japan, North Korea, South Korea, Macao, Mongolia, Taiwan

Southeast Asia: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor, Vietnam



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**Have a question regarding any
of the data in the report?**

Contact us at ask@socialbakers.com

socialbakers.com