


































Metrics overview

FACEBOOK – per fan

		FANS	NUMBER OF POSTS	NUMBER OF REACTIONS, COMMENTS & SHARES	FOLLOWER GROWTH (ABSOLUTE)
f	 Royal Canin	4.1M	67	96k	-33k
f	 Almo Nature (IT)	480k	93	232k	-1.9k
f	 Oasy World of Love	186k	68	44k	36
f	 Schepis (Pagina predefinita)	136k	36	24k	-73k
f	 Purina Italia	88k	1	8	742
f	 Prolife Pet	82k	119	12k	4.4k
f	 Vitakraft Italia	68k	29	19k	592
f	 Ultima Petfood Italia	63k	11	1.5k	81
f	 Sheba Italia	59k	0	0	-146
f	 Monge	39k	195	14k	330
f	 Cesar Italia	32k	0	0	29

Metrics overview

FACEBOOK – per engagement












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Top 10 Posts Overview

 	Almo Nature ... 2/21/24 6:00 PM		?? Hai un cane di taglia piccola? Ecco i nostri ...	28k
 	Almo Nature ... 12/11/23 7:00 PM		Secondo gli ultimi dati di agosto 2023 forniti ...	13k
 	Almo Nature ... 3/22/24 6:01 PM		?? Hai un gattino di più di due mesi? ?? Abituato ...	9.3k
 	Almo Nature ... 12/24/23 11:30 AM		???? Il loro amore è il più grande regalo, ogni ...	8.4k
 	Almo Nature ... 12/29/23 12:00 PM		?? Siamo nel pieno della stagione delle feste e ...	8.0k
 	Almo Nature ... 2/9/24 5:00 PM		?? Lo sapevi che gli elefanti utilizzano nomi ...	7.9k
 	Almo Nature ... 2/5/24 6:38 PM		?? I nostri alimenti funzionali hanno una ...	7.7k
 	Royal Canin 1/29/24 11:15 AM		?? FOSTER CERCA CASA ?? Ha un anno e mezzo, è già ...	7.3k
 	Almo Nature ... 2/7/24 6:30 PM		?? Quante volte al giorno dovrebbe mangiare un ...	6.8k
 	Almo Nature ... 11/10/23 5:39 PM		?? Cani e gatti sono per noi, prima di tutto, vite ...	6.7k

Metrics overview























INSTAGRAM – per follower

		FOLLOWERS	NUMBER OF POSTS	PAGE PERFORMANCE INDEX	FOLLOWER GROWTH (ABSOLUTE)
@ 	Royal Canin Italia	36k	72	5.0%	1.4k
@ 	Monge	26k	153	22%	2.9k
@ 	Almo Nature	21k	83	8.0%	872
@ 	Schesir	17k	42	7.0%	881
@ 	Prolife Pet	16k	35	12%	2.1k
@ 	Purina Italia	14k	20	6.0%	1.1k
@ 	Vitakraft Italia	13k	23	11%	1.4k
@ 	Ultima Petfood Italia	9.3k	42	2.0%	105
@ 	Oasy World of Love cibo per cani e gatti	8.4k	74	9.0%	609
@ 	Sheba Italia	1.9k	0	1.0%	0
@ 	Cesar Italia	1.6k	0	n/a	n/a

Metrics overview

INSTAGRAM – per performance pagina*

* Root product between the comparison values of the engagement value and the average weekly growth of a profile.







		FOLLOWERS	NUMBER OF POSTS	PAGE PERFORMANCE INDEX	FOLLOWER GROWTH (ABSOLUTE)
 	Monge	26k	153	22%	2.9k
 	Prolife Pet	16k	35	12%	2.1k
 	Vitakraft Italia	13k	23	11%	1.4k
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 	Royal Canin Italia	36k	72	5.0%	1.4k
 	Ultima Petfood Italia	9.3k	42	2.0%	105
 	Sheba Italia	1.9k	0	1.0%	0
 	Whiskas Italia	67	1	n/a	n/a

Top 50 Hashtags: Post interaction rate

The bigger the word, the more it was used. The greener, the more these posts were interacted with.

#ilvillaggiodelfestival #WeAreBetterWithPets #mongegift
#cats #dog #mongepetfood #mongeofficial #Vitakraft
#petlover #catoftheday #petshop #kitten #AlmoNature #cat
#meow #monge_official #minimamentelavorato
#Purina #oasyitalia #ingredientinaturali #monge
#catlover #cats_of_instagram #madeinitaly #schesir
#catstagram #doglovers #catlovers #mongesfriends
#catsofinstagram #petfooditaliano #tuttosecondonatura
#nutrizione #provaschesir #oasypetfood
#ciboperanimali #gatto #petlovelounge #petfood
#oasyworldoflove #PurinalItalia #dogstagram
#oasypetlove #cane #prolifepet #petfoodmadeinitaly
#iloveprolife #dogsofinstagram #petlovers #insiemeèmeglio

Metrics overview

		PROFILE LIKES	NUMBER OF POSTS	NUMBER OF AD VIDEOS	VIDEO LENGTH IN S (AVERAGE)	POST INTERACTION RATE	NUMBER OF SHARES	NUMBER OF REACTIONS, COMMENTS & SHARES	ENGAGEMENT
 	Oasy Pet Food	129k	11	8	40	57%	394	49k	3.4%
 	monge_official	15k	52	5	52	106%	117	11k	30%
 	almonatureofficial	0	0	0	0	0%	0	0	0%