























# Metrics overview

FACEBOOK – per fan


















		FANS	NUMBER OF POSTS	NUMBER OF REACTIONS, COMMENTS & SHARES	FOLLOWER GROWTH (ABSOLUTE)
f	 NESCAFÉ	36.2M	12	100	132k
f	 Lavazza	1.0M	10	1.3k	831k
f	 Nespresso	385k	26	1.6k	1.4k
f	 L'OR Espresso (IT)	379k	0	0	3.9k
f	 illy (IT)	206k	45	5.3k	230
f	 Caffè Borbone	183k	49	2.8k	707
f	 Caffè Vergnano	125k	49	1.7k	-179
f	 Kimbo	123k	45	2.2k	-3
f	 NESCAFÉ Dolce Gusto Italia	121k	30	429	-227
f	 Hag	119k	9	28	-365
f	 Segafredo Zanetti Italia	77k	19	707	-242

# Metrics overview

FACEBOOK – per engagement












		FANS	NUMBER OF POSTS	NUMBER OF REACTIONS, COMMENTS & SHARES	FOLLOWER GROWTH (ABSOLUTE)
f	 Gimoka	5.1k	36	23k	437
f	 Orzo Bimbo	5.2k	25	5.6k	306
f	 Caffè Corsini	18k	59	5.6k	1.2k
f	 illy (IT)	206k	45	5.3k	230
f	 Bialetti (Pagina predefinita)	47k	27	3.9k	557
f	 Caffè Motta	14k	28	3.5k	-41
f	 Caffè Borbone	183k	49	2.8k	707
f	 Kimbo	123k	45	2.2k	-3
f	 Cellini Caffè	11k	26	1.9k	368
f	 Caffè Vergnano	125k	49	1.7k	-179
f	 Nespresso	385k	26	1.6k	1.4k

# Top 10 Posts Overview

f		<b>Gimoka</b> <a href="#">8/28/24 10:00 AM</a>		???? ??????? ?? ?????? ???? ?????? ...	2.3k
f		<b>Gimoka</b> <a href="#">6/12/24 10:00 AM</a>		????????????? ??? ???? ???????????? ????????????, ...	2.3k
f		<b>Gimoka</b> <a href="#">7/3/24 10:00 AM</a>		?????????? ?? ????????????????? ...	2.2k
f		<b>Gimoka</b> <a href="#">8/2/24 10:00 AM</a>		????????????? ??? ???? ????????????? ...	1.9k
f		<b>illy (IT)</b> <a href="#">5/7/24 11:00 AM</a>		Immergiti nel gusto della Biennale Arte 2024 con la nuova illy Art Collection. <a href="https://illy.com/Biennale2024">illy.com/Biennale2024</a>	1.8k
f		<b>Gimoka</b> <a href="#">9/23/24 10:00 AM</a>		?????? ?????????????????? ???? ?????????????????? ...	1.7k
f		<b>Caffè Corsini</b> <a href="#">8/21/24 11:00 AM</a>		Si sa, l'estate non è solo una stagione ma uno stato d'animo. ❤️ #CaffèCorsiniRituals #CaffèCorsini	1.6k
f		<b>Gimoka</b> <a href="#">4/17/24 10:01 AM</a>		C'è chi ama preparare la moka e godersi il profumo ...	1.6k
f		<b>Cellini Caffè</b> <a href="#">5/8/24 2:30 PM</a>		E se ti dicessimo che puoi gustarti un buon caffè... con il naso? ?? No, aspetta, stiamo parlando di AROMA. Ci ...	1.5k
f		<b>Caffè Corsini</b> <a href="#">7/30/24 10:00 AM</a>		Tagga quell'amico di cui non potresti fare a meno quando si tratta di chiacchiere e caffè. ❤️	1.2k

# Metrics overview












INSTAGRAM – per follower

		FOLLOWERS	NUMBER OF POSTS	PAGE PERFORMANCE INDEX	FOLLOWER GROWTH (ABSOLUTE)
@ 	illy	232k	45	41%	9.9k
@ 	Bialetti Italia	136k	32	11%	8.7k
@ 	Nespresso Italia	93k	86	13%	3.8k
@ 	Lavazzait	54k	54	19%	4.7k
@ 	Caffè Vergnano	49k	51	11%	1.8k
@ 	Caffè Borbone	46k	33	7,0%	2.1k
@ 	Nescafé Italia	23k	15	1,0%	548
@ 	Kimbo	21k	45	22%	1.5k
@ 	Nescafé Dolce Gusto	12k	28	13%	427
@ 	Caffè Costadoro Official	6.7k	22	12%	351
@ 	L'OR Espresso	6.0k	2	8,0%	1.2k

# 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)
@	 illy	232k	45	41%	9.9k
@	 Cellini Caffè	3.5k	22	26%	598
@	 Kimbo	21k	45	22%	1.5k
@	 Gimokaofficial	2.3k	36	19%	238
@	 Lavazzait	54k	54	19%	4.7k
@	 Nescafé Dolce Gusto	12k	28	13%	427
@	 Nespresso Italia	93k	86	13%	3.8k
@	 Caffè Costadoro Official	6.7k	22	12%	351
@	 Caffè Vergnano	49k	51	11%	1.8k
@	 Bialetti Italia	136k	32	11%	8.7k
@	 L'OR Espresso	6.0k	2	8,0%	1.2k



















## Top 50 Hashtags: Post interaction rate

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

#QualityLovesDetails #CostadoroCaffe  
#LavazzaTheBlender #CaffèCostadoro #Lavazza  
#amatterofchoice #caffevergnano #StayTuned  
#ContemporaryItalianRoastery #Crastan #PerfectMatch  
#Coffee #CompostableCollection #Yourcoffeeshopathome  
#capsulecompatibili #CaffèItaliano #CaffeCorsini  
#Kimbo #Bridgerton #PausaCaffè #Caffè  
#ItalianRoastery #AhmadTea #Goodbrands #Cellini  
#NDG #SummerCreations #TiVoglioBere  
#NescaféDolceGustoItalia #dal1870 #illyColdBrew  
#caffecorsini #CaffèBorbone #Tennis  
#GimokaPiacereMio #Napoli #CaffèMotta  
#LavazzaTennis #summer #CoffeeAdventures #coffeelover  
#LIVEHAPPILY #Gimoka #CompagniadellArabica #coffee  
#caffevergnano1882 #CaffèLavazza #Costadoro  
#Cellincaffè #FromTheWorldtoTuscany

# Metrics overview

TIKTOK

		PROFILE LIKES (OVERALL)	NUMBER OF POSTS	PROFILE VIDEOS COUNT (OVERALL)	VIDEO LENGTH IN S (AVERAGE)	POST INTERACTION RATE	NUMBER OF SHARES	NUMBER OF REACTIONS, COMMENTS & SHARES	ENGAGEMENT
	 Nespresso	826k	92	269	20	1,7%	13k	155k	0,54%
	 Caffè Borbone	585k	30	94	35	2,9%	1.2k	38k	0,31%
	 Gimokacaffe	457k	0	14	0	0%	0	0	0%
	 Lavazza Coffee Spot	287k	105	171	28	18%	11k	121k	6,8%
	 Caffè Kimbo	21k	27	47	35	0,56%	459	6.4k	0,028%
	 Barista Society	1.2k	28	42	40	29%	144	1.2k	0,31%
	 Nescafé Italy	359	13	14	29	57%	45	408	1,0%
	 CaffeMotta	48	2	3	36	0%	5	44	0%
	 Bialetti_Italia_	0	0	0	0	0%	0	0	0%