



P90 INDEX

Benchmarking

by Platforms & Categories

% of brands
using each platform*

P90 INDEX

Airline

Automobile

Banking

Beauty Center



88%

Engagement
1,297

1,095

3,090

3,015

409



20%

Engagement
201

135

548

104

2



44%

Engagement
938

3,087

874

1,088

257



27%

View
630,480

716,306

3,298,008

319,490

2,560

* Percent calculate from brands that have at least one post in platform

% of brands
using each platform*

P90 INDEX

Beverage
(Alcohol)

Beverage
(Non-Alcohol)

Building
& Design Material

Chain Restaurant



88%

Engagement
1,297

7,629

3,101

8,172

2,395



20%

Engagement
201

13

1,513

-

218



44%

Engagement
938

63

323

132

595



27%

View
630,480

3,678,425

5,122,203

249,076

1,546,578

* Percent calculate from brands that have at least one post in platform

% of brands
using each platform*

P90 INDEX

Consumer Electric

Convenience Store

Cosmetics

Dairy Food



88%

Engagement
1,297

2,341

6,456

1,436

5,543



20%

Engagement
201

271

2,039

607

2,963



44%

Engagement
938

1,102

3,768

1,091

68



27%

View
630,480

5,140,167

6,689,085

3,181,487

9,074,842

* Percent calculate from brands that have at least one post in platform

% of brands
using each platform*

P90 INDEX

Delivery Service

Dessert
& Beverage Café'

E-Marketplace

Financial Service
(Non-Banking)



88%

Engagement
1,297

1,424

1,289

700

3,287



20%

Engagement
201

77

207

1,361

8



44%

Engagement
938

68

470

1,424

42



27%

View
630,480

149,013

4,024

1,869,010

3,389

* Percent calculate from brands that have at least one post in platform

% of brands
using each platform*

P90 INDEX

FMCG Food

Gold & Jewelry

Government & State
Enterprise

Home & Office
Appliances



88%

Engagement
1,297

1,662

427

363

914



20%

Engagement
201

10

1

19

138



44%

Engagement
938

171

173

188

181



27%

View
630,480

712,509

628

1,515

337,511

* Percent calculate from brands that have at least one post in platform

% of brands
using each platform*

P90 INDEX

Home Furnishing
Retailer

Hospital

Hypermarket
& Supermarket

Insurance



88%

Engagement
1,297

632

284

1,620

889



20%

Engagement
201

73

316

206

29



44%

Engagement
938

725

82

70

79



27%

View
630,480

93,560

5,984

624,199

1,431,178

* Percent calculate from brands that have at least one post in platform

% of brands
using each platform*

P90 INDEX

Mom & baby

Personal Care

Property Developer

Shopping Mall



88%

Engagement
1,297

1,497

1,518

3,077

246



20%

Engagement
201

-

769

168

124



44%

Engagement
938

137

3,814

222

144



27%

View
630,480

5,159,227

3,333,921

526,260

186,906

* Percent calculate from brands that have at least one post in platform

% of brands
using each platform*

P90 INDEX

Snack & Sweet

Telecommunication



88%

Engagement
1,297

3,100

2,270



20%

Engagement
201

2,918

850



44%

Engagement
938

1,168

1,855



27%

View
630,480

5,457,920

3,873,280

* Percent calculate from brands that have at least one post in platform



Thank You