



ATRAS SOCIAL MEDIA REPORT

MAY & JUNE 2023



- SOCIAL MEDIA OVERVIEW
- INSTAGRAM ANALYSIS
- TIKTOK ANALYSIS
- SNAPCHAT ANALYSIS
- TWITTER ANALYSIS
- YOUTUBE ANALYSIS
- LINKEDIN ANALYSIS
- SUBSCRIPTION ANALYSIS



SOCIAL MEDIA OVERVIEW

OWNED & EARNED CHANNELS



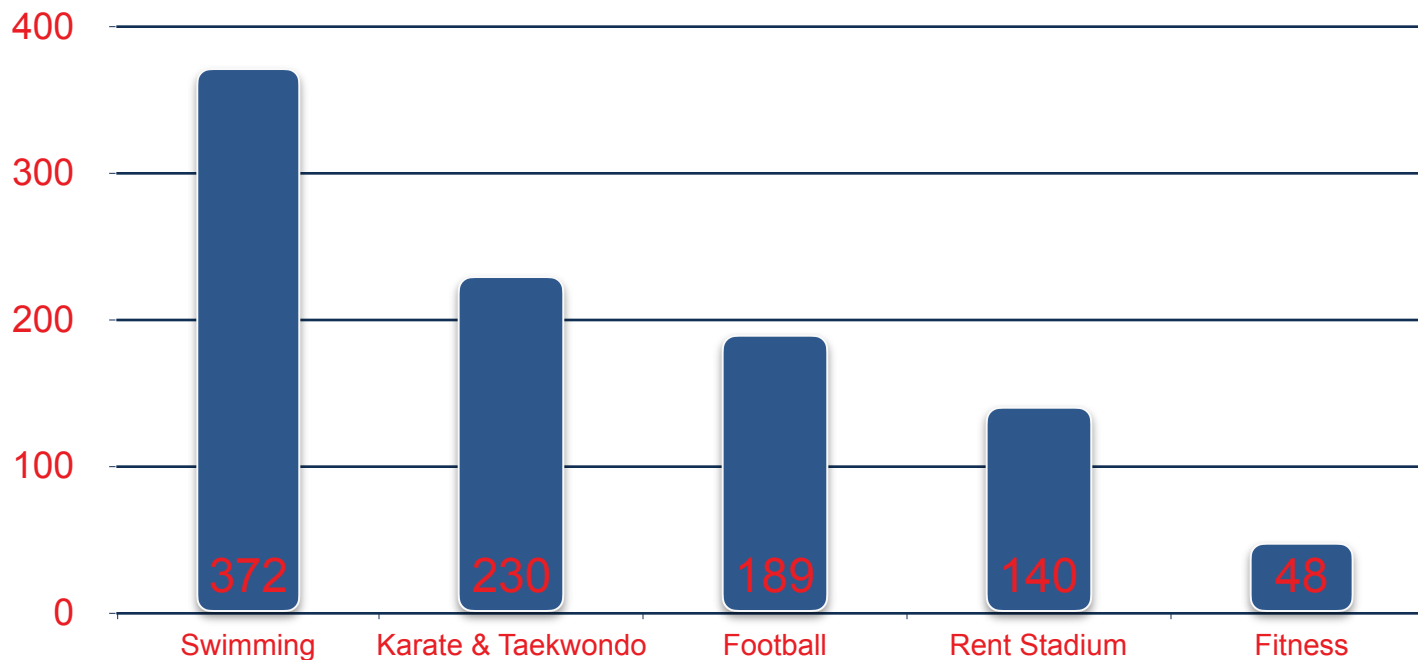
Channel	Followers Mar. & Apr.	Followers May & Jun.	Engagement Mar. & Apr.	Engagement May & Jun.	Reach Mar. & Apr.	Reach May & Jun.	Impressions Mar. & Apr.	Impressions May & Jun.
Instagram	1,133	1,728	2,150	5,986	83.4K	96,425	174K	175,635
TikTok	7,482	7,550	8.2K	7,641	82.4K	110,506	82.4K	110,506
Snapchat	506	1,246	1,498	21,658	1,498	1,884	13.7K	89,574
Snapchat Ads	-	-	3,574	16,170	85.5K	1,150,043	296.1K	1,151,101
Twitter	89	125	350	703	4.5K	10.5K	4.5K	10.5K
YouTube	12	23	87	882	-	2,874	4.5K	5,629
LinkedIn	-	28	-	18	-	192	-	261
Total	9.2K	10,176	16.4K	53,058	296.2K	1,372,424	705.9K	1,540,451

ADS BUDGET



Channel	Amount Spend	Number of Ads	Total Impressions	Message Received	WhatsApp Messages
Instagram	SAR 2,400	11	175,635	132	• Football sub.: 189 • Rent Stadium: 140 • Swimming subscription: 372 • Taekwondo & Karate sub.: 230 • Fitness sub.: 48
Snapchat	USD 1,508.96	11	1,151,101	-	
Tik Tok	-	-	-	-	
Twitter	-	-	-	-	
YouTube	-	-	-	-	
LinkedIn	-	-	-	-	
TOTAL	SAR 2,400 USD 1,508.96	22 ads	1,326,736 reach	132 message	979 messages

WHATSAPP MESSAGES RECEIVED



Excluding WhatsApp common question messages (FAQ).



INSTAGRAM ANALYSIS

INSTAGRAM ADS GOAL

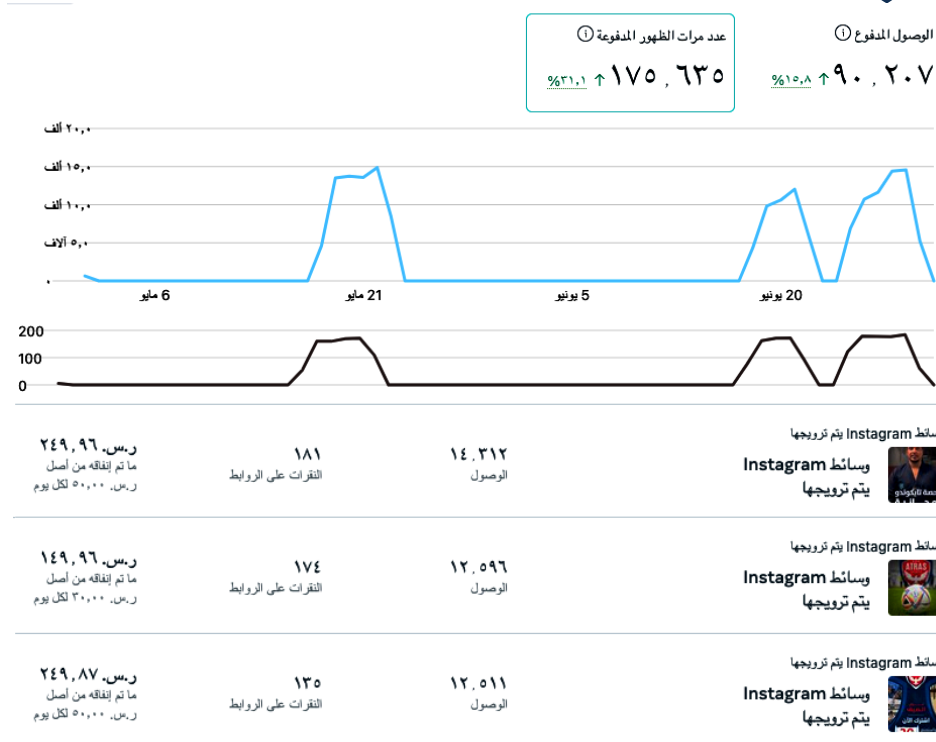


I. Key Goal

We have promoted 11 posts on Instagram during May & June with total amount **SAR2,400**. The promoted posts got **175.6K** impressions as following:

- a) **16.6K** rent stadium.
- b) **11.8K** football
- c) **38.2K** Karate
- d) **42.9K** Taekwondo
- e) **32.2K** swimming
- f) **24.5K** Summer offer
- g) **11.3K** Abdel Aziz

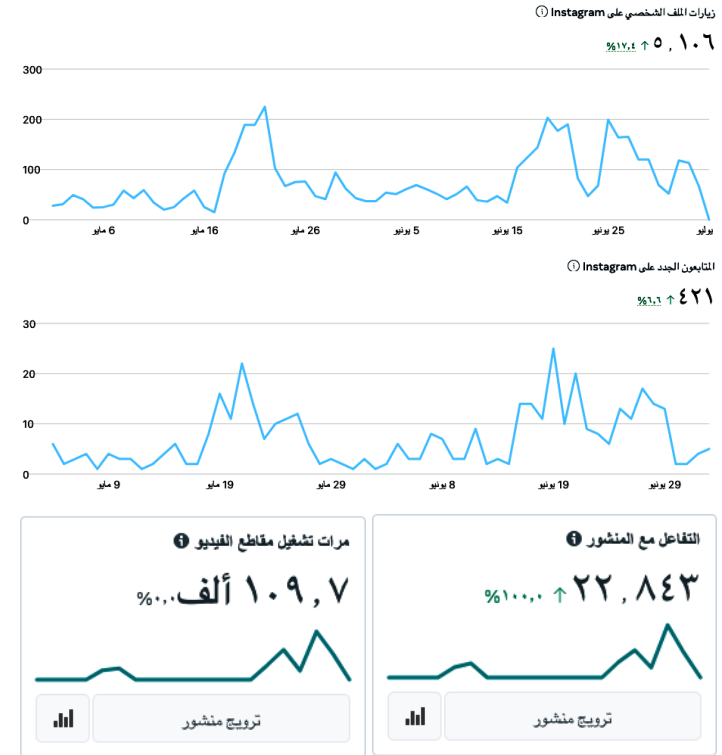
The messages received from eleven ads were 132 messages on Instagram.



INSTAGRAM ACCOUNT ANALYSIS



- i. The content interactions from these ads are **22,843** interactions and profile visits are **5,106** which lead to new **410** followers.
- ii. The 11 ads have got **1,107** link click. With **SAR 2,400** spent on ads then the cost per link click is **SAR 2.17**
- iii. The overall ads reached **96,179** accounts, so the cost per mille is **SAR 24.9**



- The figure displays eight analytics cards arranged in a 2x4 grid. Each card features a title, a numerical value with a percentage change indicator, a line chart, and a bar chart.

 - Card 1 (Top Left):** Title: "معدل الظهور" (Appearance Rate). Value: ٢١٨,٨ ألف (218,800) with a green upward arrow and ١,٥% increase. Bar chart shows 3 bars of increasing height.
 - Card 2 (Top Second):** Title: "التفاعل مع المنشور" (Interaction with Post). Value: ٢,٤٢٥ (2,425) with a green upward arrow and ١٠٠,٠% increase. Bar chart shows 3 bars of increasing height.
 - Card 3 (Top Third):** Title: "الوصول" (Reach). Value: ١١٠,١ ألف (110,100) with a green upward arrow and ١,٢% increase. Bar chart shows 3 bars of increasing height.
 - Card 4 (Top Right):** Title: "التفاعل مع المنشور" (Interaction with Post). Value: ٥١,١٨٤ (51,184) with a green upward arrow and ١٠٠,٠% increase. Bar chart shows 3 bars of increasing height.
 - Card 5 (Bottom Left):** Title: "مشاركات المنشور" (Post Shares). Value: ٢٥ (25) with a green upward arrow and ١٠٠,٠% increase. Bar chart shows 3 bars of increasing height.
 - Card 6 (Bottom Second):** Title: "مشاركات المنشور" (Post Shares). Value: ١٧٠ (170) with a green upward arrow and ١٠٠,٠% increase. Bar chart shows 3 bars of increasing height.
 - Card 7 (Bottom Third):** Title: "معدل تشغيل مقاطع الفيديو" (Video Engagement Rate). Value: ٢١٢,٥ ألف (212,500) with a green upward arrow and ١٠٠,٠% increase. Bar chart shows 3 bars of increasing height.
 - Card 8 (Bottom Right):** Title: "تسجيلات الإعجاب بالصفحة" (Page Like Registrations). Value: ٢٥ (25) with a green upward arrow and ١٠٠,٠% increase. Bar chart shows 3 bars of increasing height.

INSTAGRAM POST SAMPLES





TIKTOK ANALYSIS

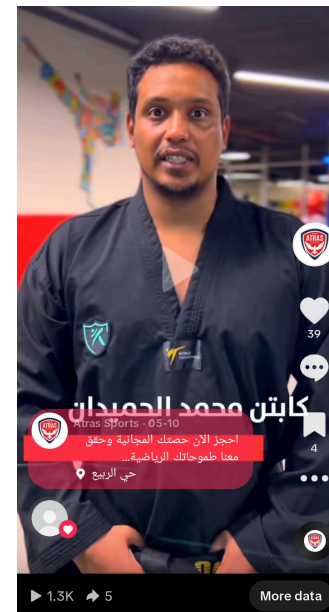
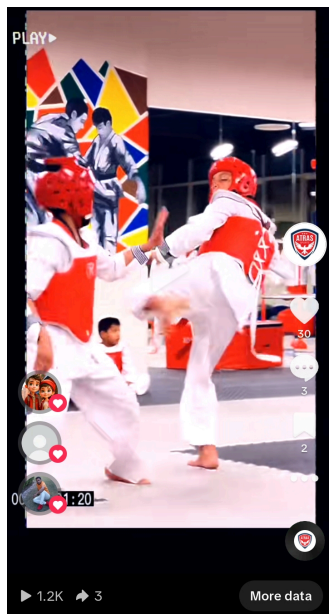
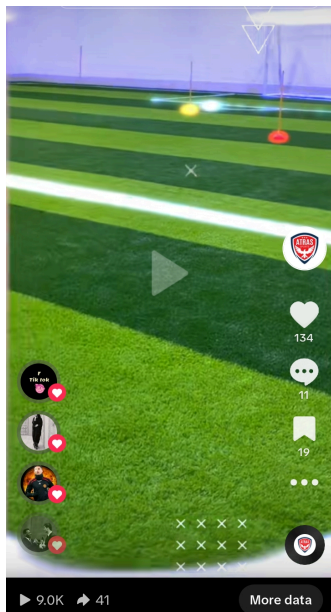
TIKTOK ACCOUNT ANALYSIS



- I. The account has reached to 111,964 views in May & June (82,463 in March & April).
- II. Profile views was 4,197 (1,725 in March & April) 2,861 likes, 186 comments and 498 shares.
- III. The total engagement on the account is 7,641.
- IV. Total followers are 7,550 with growth rate +72.5%.
- V. We didn't made ads on TikTok because of an issue with visa and bank.



TIKTOK VIDEO SAMPLES



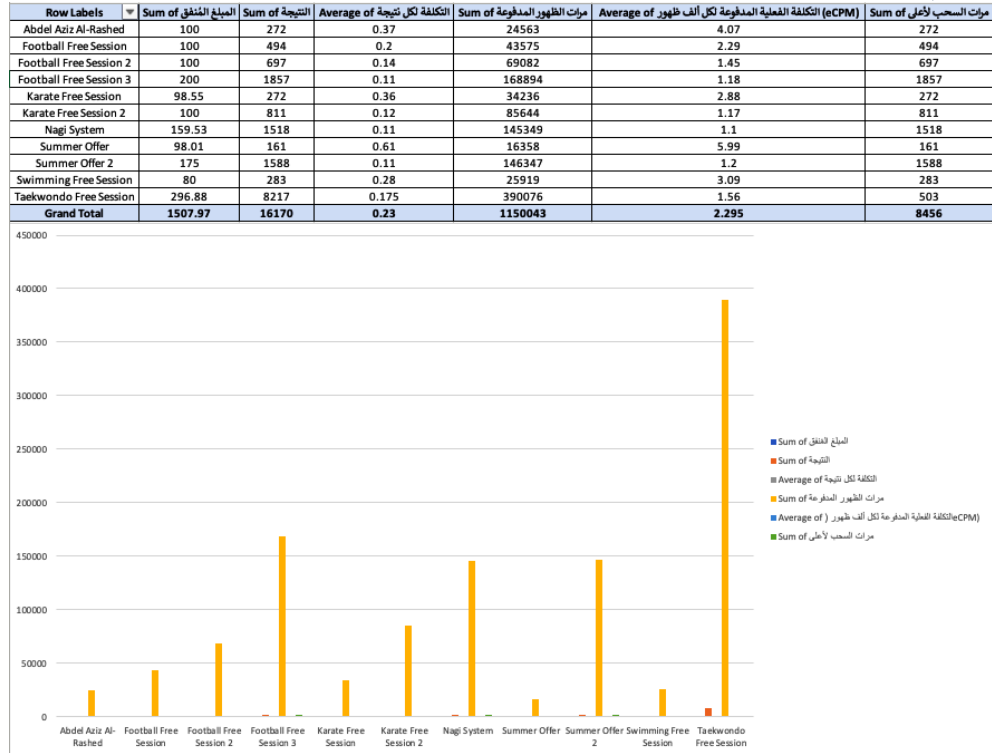


SNAPCHAT ANALYSIS

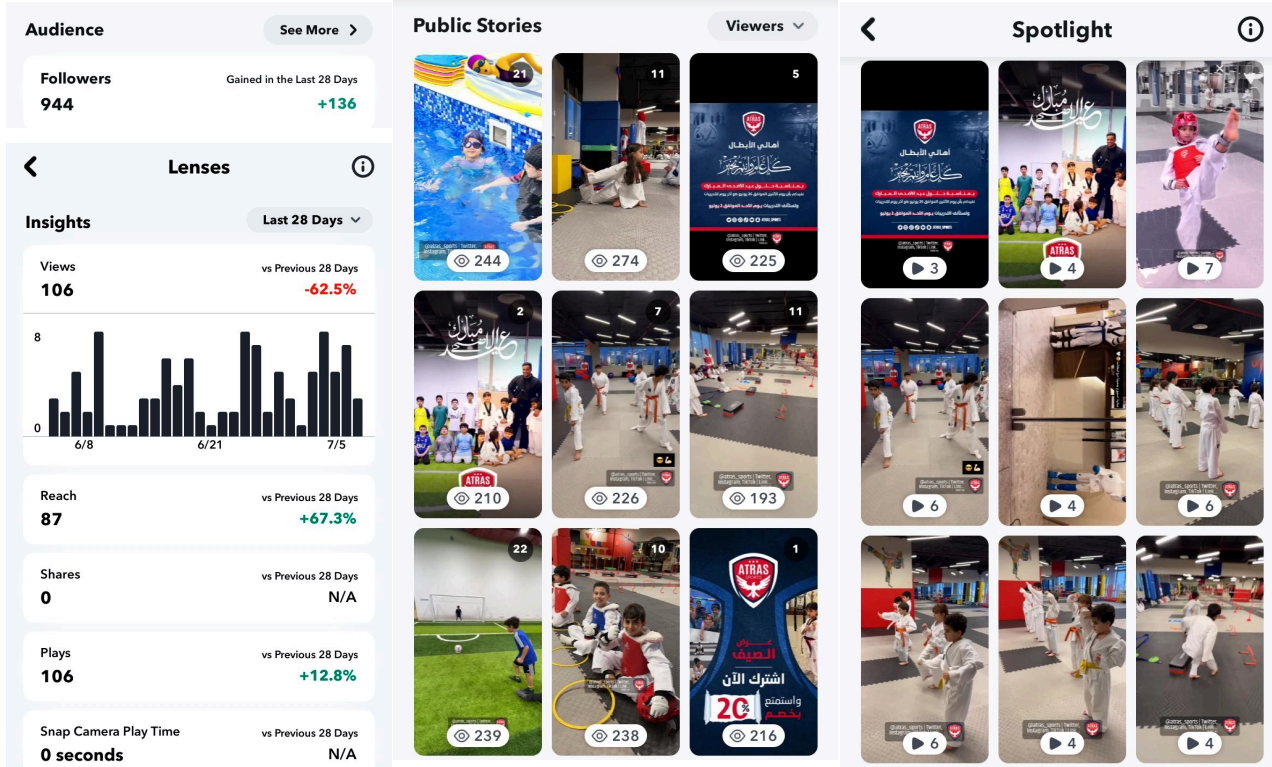
SNAPCHAT ADS



- I. We have made 11 ads during May & June the ads goal was to get more website visits, swipe up & story ads.
- II. The result was **1,150,043** paid impression & **8,456** swipe ups & total engagement is **16,170**
- III. The 11 ads spent **\$1,507.96**
- IV. The average cost for eCPM (for each 1K. impression) is **\$2.295**
- V. The average cost of every result is **\$0.23**



SNAPCHAT ANALYSIS





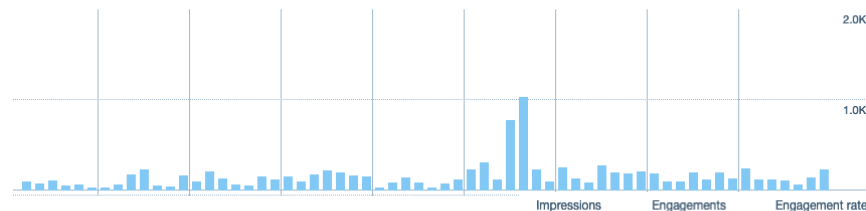
TWITTER ANALYSIS

TWITTER ACCOUNT ANALYSIS



The total organic tweets impressions are 10K during May and June, and compare with March & April was 4.5K impressions that means we earned 162 impression per day.

Your Tweets earned **10.0K impressions** over this **62 day** period

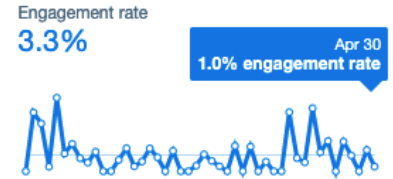


	Impressions	Engagements	Engagement rate
 @Atras_Sports · Jun 14 عبد العزيز الرياضية بطل #المملكة في التايكوندو وبطل من أبطالنا في أترس بروي قصة حبه وتملقه برياضة التايكوندو منذ سنوات حتى صار #بطل المملكة ونك تصوير مثل عبد العزيز .. تواصل معنا الحين وكن في #مجتمع الأبطال pic.twitter.com/DHPP0CnfZw #اترس الرياضية	253	31	12.3%
View Tweet activity			
 @Atras_Sports · Jun 7 ببدء الاجازة ويتغير الروتين اليومي لطفاك ومعنا راح يتغير للأحسن بممارسة رياضة التايكوندو 🥋 بادر بخطوتك الأولى وتواصل معنا وخذ الباقي علينا 🙌 pic.twitter.com/c5z1wqelly tr.ee/SwDLoI5suJ	592	65	11.0%
View Tweet activity			
 @Atras_Sports · Jun 4 #nagi from #atras is an innovative system that uses state-of-the-art technology to keep an eye on your kids while they swim 🏊 Join now #champions_community and let your kid be part of it 🏆 pic.twitter.com/J5pE0BUdd7	354	44	12.4%
View Tweet activity			

TWITTER ACCOUNT ANALYSIS

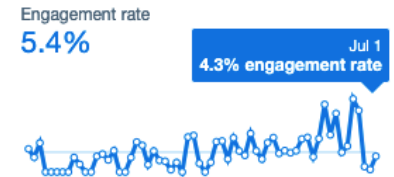


- a. Engagement rate was 5.4% compare to March & April was 3.3%.
- b. Link clicks are 70 compare to March & April was only 4.



On average, you earned **0 link clicks** per day

March & April 2023



On average, you earned **1 link clicks** per day

May & June 2023

TWEETS SAMPLES



@Atras_Sports · Jun 7

...
ببدء الاجازة وبتغيير الروتين اليومي لممتلك
ومعنا راح يتغير للأحسن بممارسة رياضة التايكواندو 🥋🥋

بندر بخلوكتك الاولى وتواصل معنا وخل الباقي علينا
tr.ee/SwDLoI5suJ



0:10

Promote



3



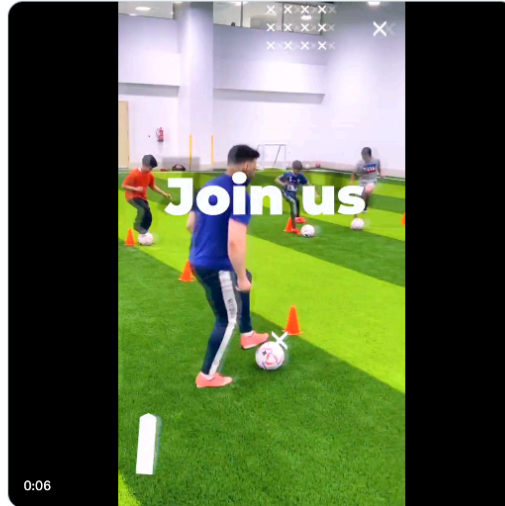
592



@Atras_Sports · May 19

...
بندر في تعزيز وبناء مهارات طفلك واحجز معنا اول حصة في [#انترس](https://tr.ee/SwDLoI5suJ) مجاناً

[#نادي_اطفال](https://tr.ee/SwDLoI5suJ)
[#نادي_للأطفال_بالرياض](https://tr.ee/SwDLoI5suJ)
[#نادي_سباحة_الرياض](https://tr.ee/SwDLoI5suJ)



0:06

Promote



1



1



1



1,369



@Atras_Sports · May 30

...
امنح طفلك برنامج صيفي مميز وممتع وعلمي بالحركة والنشاط في اكااديمية انترس 🌞🏊🏆
وخليه يجرب رياضة جديدة مع عرض الصوف واعطيه.. القوة الجسديه 🏋️🏆 والثقة بنفسه 🧠🏆 وتعزيز الابتكار
والابداع 🧠🏆

تواصل معنا الان...
واحجز حصته المجانية في [#انترس](https://tr.ee/SwDLoI5suJ)
tr.ee/SwDLoI5suJ



0:03

Promote



2



3



542





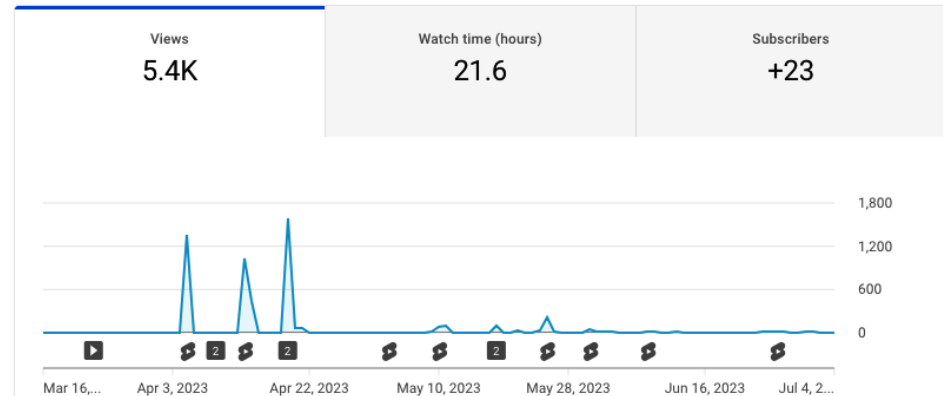
YOUTUBE ANALYSIS

YOUTUBE CHANNEL ANALYSIS



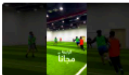
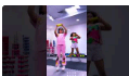
- a. The total views on the channel are 5,447 compared to March & April was 4,547.
- b. The channel has 23 subscribers compared to March & April was 12, and the total watch time for all videos is 21.6 hours (17.2 in March & April).

Your channel has gotten 5,447 views so far



YOUTUBE VIDEO SAMPLES



	Content	Average view duration	Views
1	 صالح الفوزان في #فوازير-مضان من أترس Apr 19, 2023	0:12 (53.1%)	1,615
2	 اشترك #كاراتيه و #تايكونديو بخصم لفترة محدودة Apr 13, 2023	0:16 (40.2%)	1,471
3	 تأجير ملعب أترس ثلاث مرات عليهم مرة #معدية Apr 5, 2023	0:12 (58.7%)	1,390
4	 استمتع معنا بخصم كرة #مجانبة في نادي #أترس #الرياضي May 25, 2023	0:19 (53.2%)	291
5	 تعلم فنون الدفاع عن النفس واحجز حصص #مجانا May 11, 2023	0:12 (44.0%)	186
6	 عيد سعيد على كل شعب المملكة Apr 21, 2023	0:11 (45.5%)	134
7	 Atras #sports - #champions community May 18, 2023	0:12 (41.9%)	110

Most viewed shorts



LINKEDIN ANALYSIS

LINKEDIN ANALYSIS



a. We have created the LinkedIn page on May 2023 and started publishing content. Currently have 28 followers from organic reach.

b. The account has 93 page views, 30 unique visitors. The 6 unique button clicks was from the posted job “Swim Coach”.

Visitor highlights ②

93

Page views
▲3,000%

30

Unique visitors
▲1,400%

6

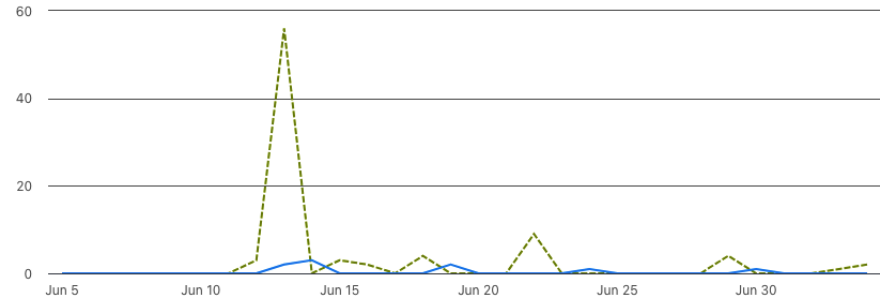
Custom button clicks

Visitor metrics ②

Page views ▾

All pages ▾

All filters



✓ Desktop

9

✓ Mobile

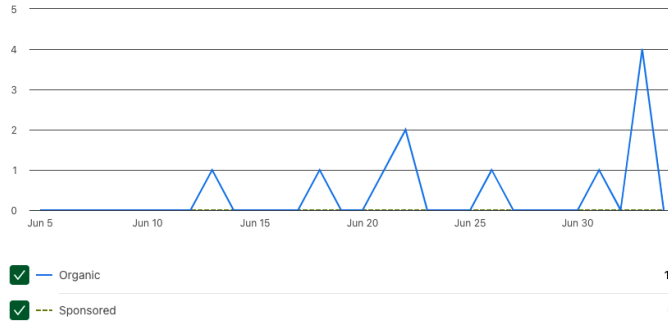
84

LINKEDIN ANALYSIS

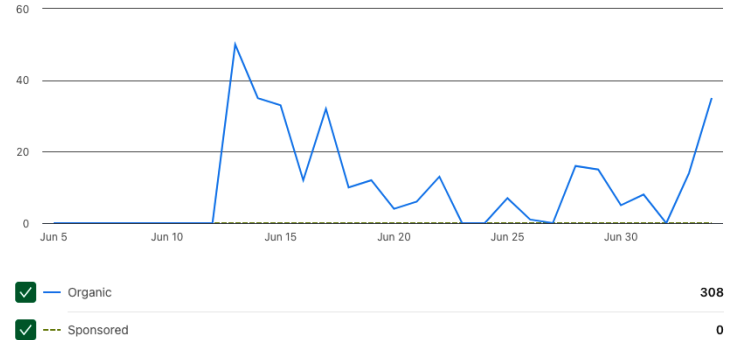


- a. Total impressions 308 over past two months from organic reach.
- b. The total reactions on posts are 11 reactions. And the engagement rate is 9.56

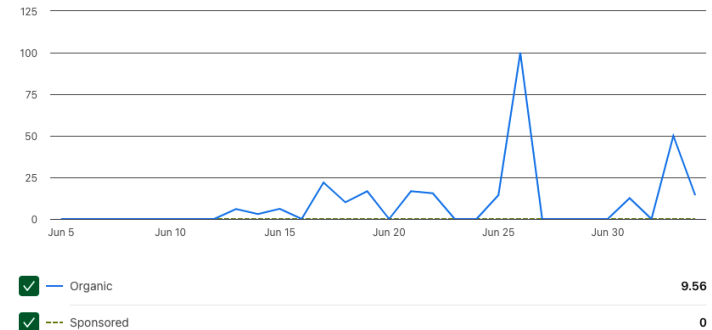
Reactions ▾



Impressions ▾



Engagement rate ▾





SUBSCRIPTION ANALYSIS

SUBSCRIPTION ANALYSIS



Sport	March & April	May	June (till 13/7)
KARATE	22	24	108
TAEKWONDO	23	21	
FOOTBALL	50	96	231
SWIMMING	56	89	220
FITNESS	3	7	7
RENT STADIUM	49	36	81
TOTAL	203	273	647



THANK
YOU