

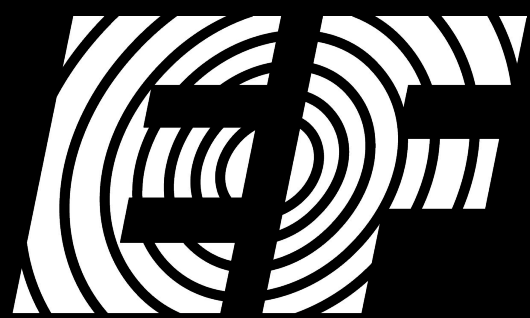


2MORROW

HELL

ANALYSIS OF SM EFFICIENCY

Month: July



PERFOMANCE STATISTICS

	March - April	May	June	July	Year
Subscribers	25 997	28 290	28 771	29,221	–
Reach	537 574	721 373	436 850	454,861	–
ER	2%	4.3%	3 %	3.1%	–
Clicks	997	–	962	573	–
CTR	0,2 %	–	0,2 %	0.1%	–
Valid leads	3	35	59	–	–
CR	0.3%	–	6.1%	–	–

Conclusions and recommendations:

CONTENT

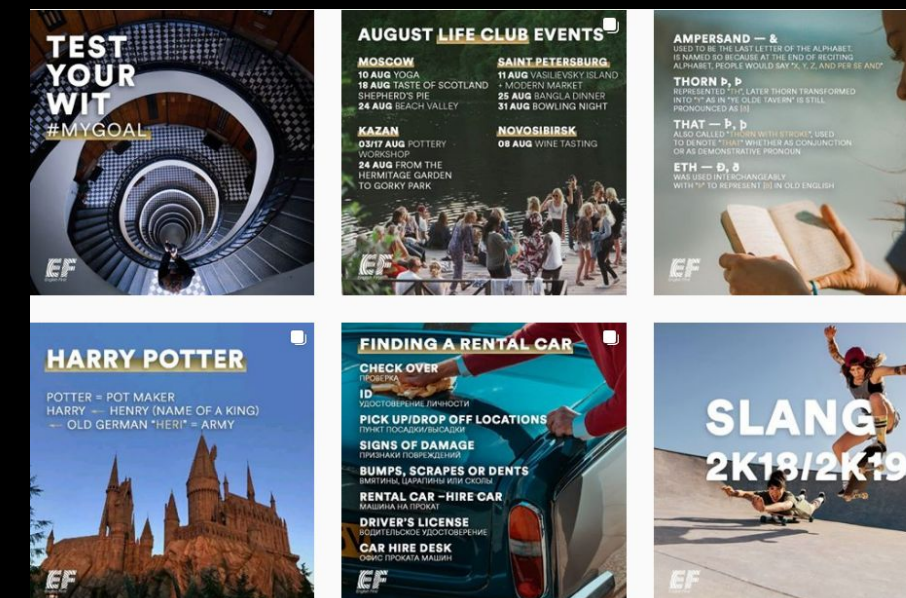
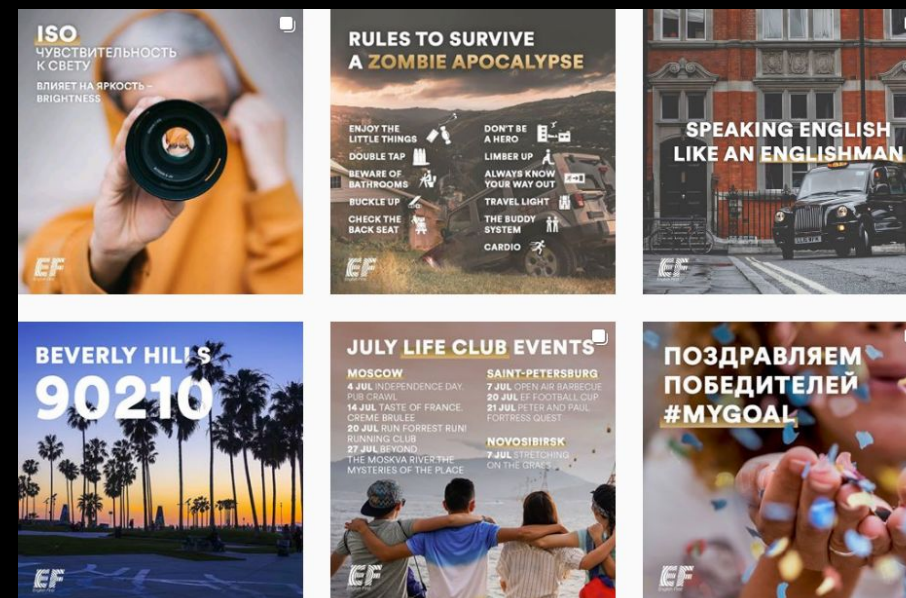
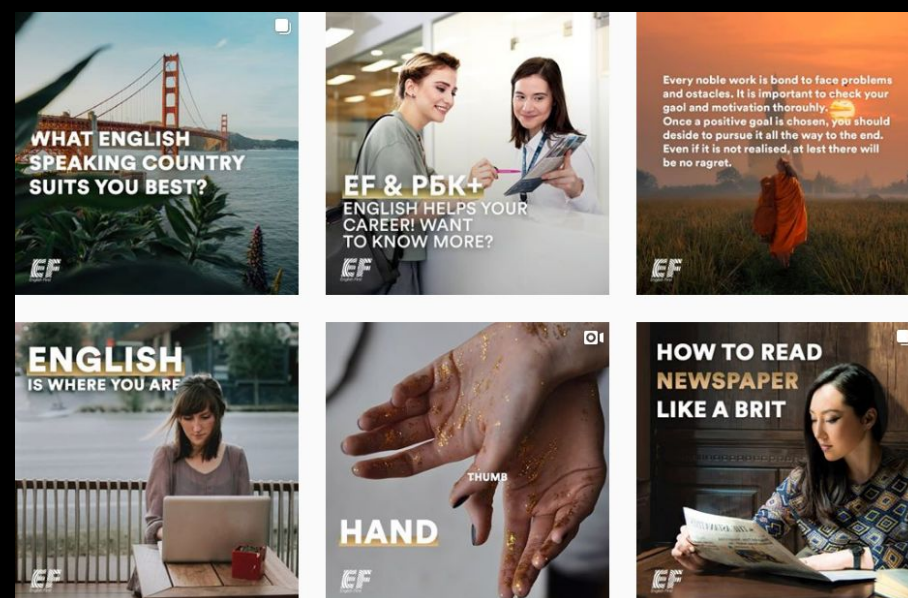
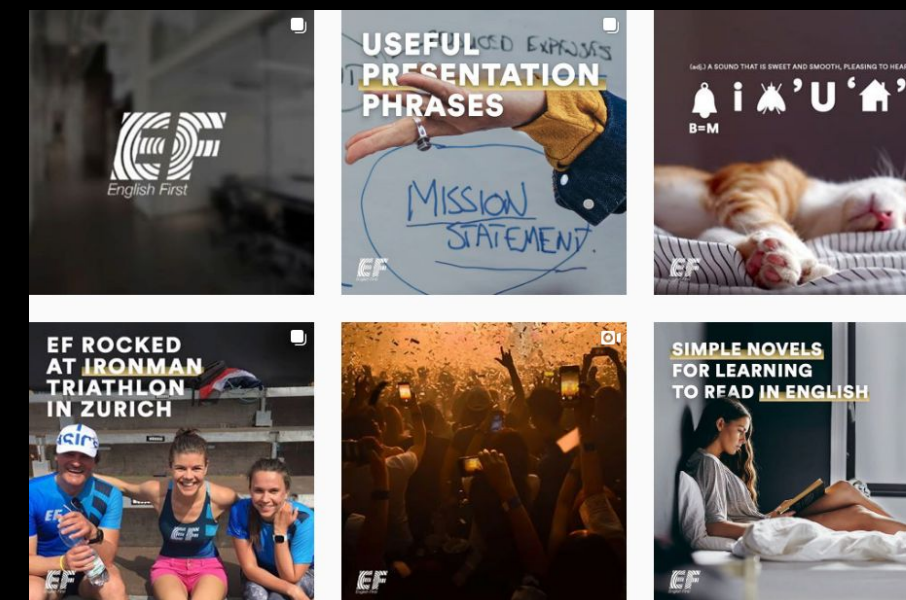
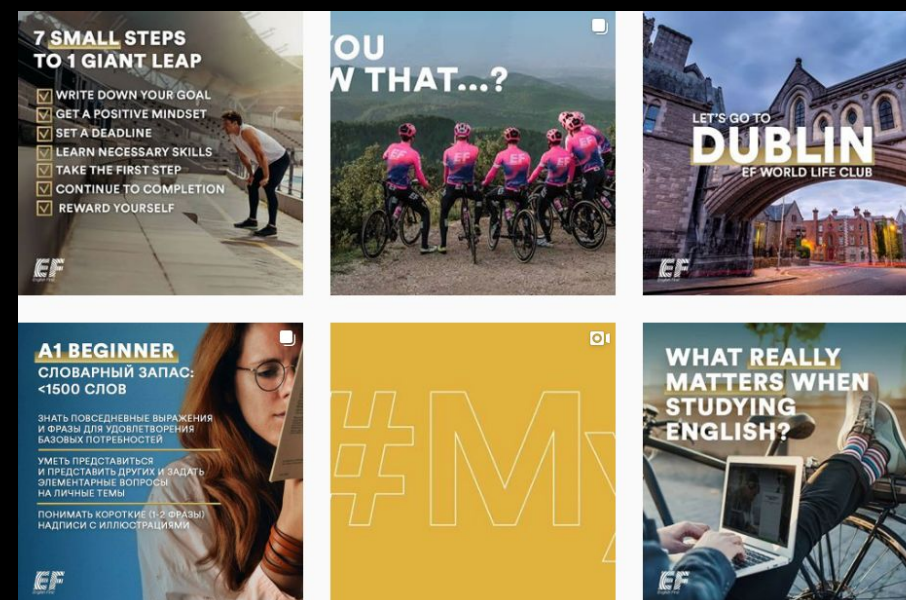
Overall: 26 units

2EYES: 2 units

Pictures: 20 units

Animation: 4 units

Hero: 1 unit



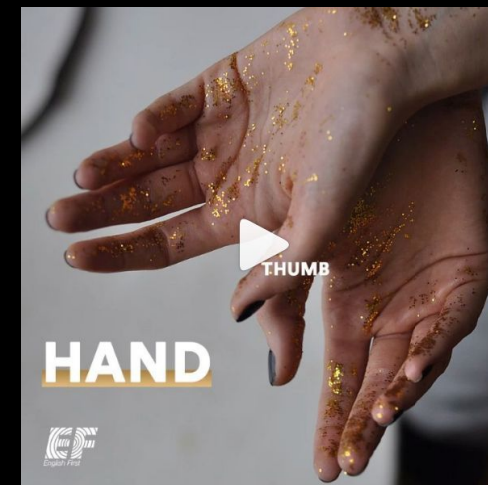


SM EFFICIENCY

ENGAGEMENT. EFFICIENCY METRICS CPE (VK + FB)

TOP-3 of VK generators

Parts of a palm



Levels of English

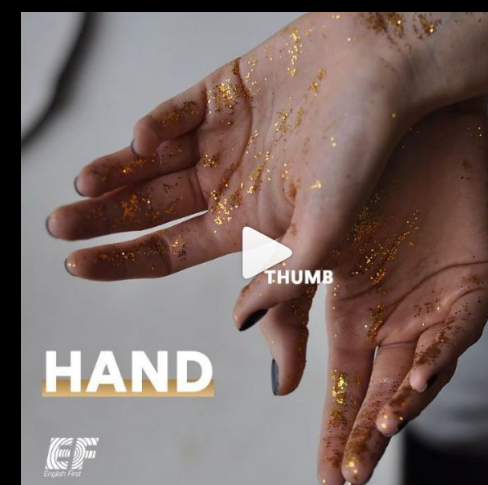


Metallica song

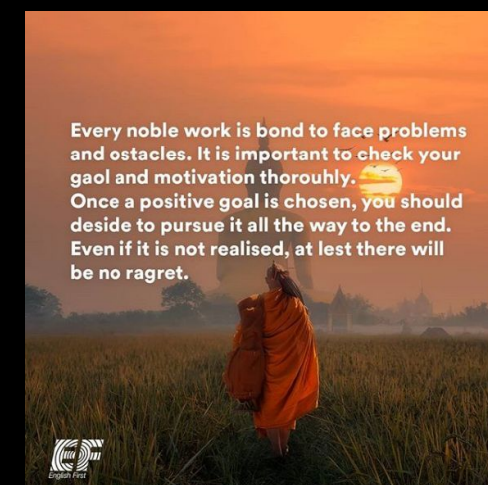


TOP-3 of FB generators

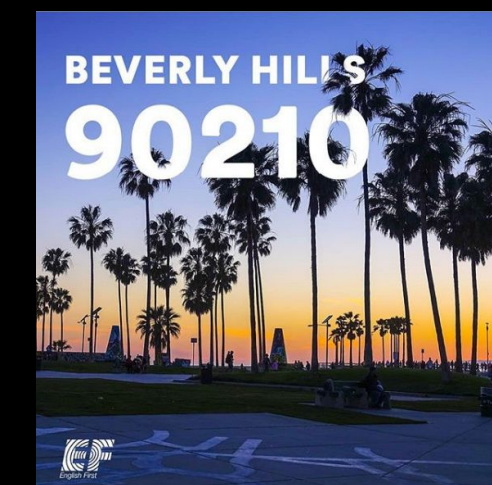
Parts of a palm



A Buddha quote



Beverly Hills



Conclusions and recommendations:

Practically useful content (free test of the language level) and 2EYES post about Metallica got the cheapest CPE in VK. FB - famous people quotes and a movie teaser. Audience of both platforms demonstrated very strong response to the "Fingers" post

ENGAGEMENT. EFFICIENCY METRICS CPE (VK + FB)

Product post



Posts with lowest engagement on VK

The poll about studying English



EF triathlon team



Repost of the interview with EF director



Posts with lowest engagement on FB

Information for photographers



My Goal competition campaign video



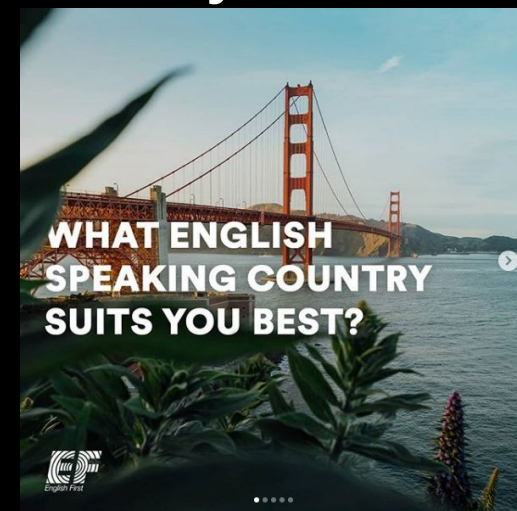
Conclusions and recommendations:

VK and FB audiences interacted worse with content that wasn't strictly connected to learning English.

ENGAGEMENT. EFFICIENCY METRICS CPE (IG)

TOP-3
of Instagram generators

What country suits
you



Levels of English



EF bicycle team



The worst
Instagram engagement

Zombie
apocalypse



The poll about
studying English



My Goal
competition



Conclusions and recommendations:

Instagram users reacted positively to the content connected with English speaking countries, practically useful information and EF team most readily. We got least audience engagement with the product posts and posts containing specific information.

2EYES CONTENT

EF triathlon team



Metallica song



Conclusions and recommendations:

Post about EF triathlon team got the worst CPE on VK, post about Metallica - the best CPE on VK. It's better to use more abstract occasions, not directly connected with EF.

EFFICIENCY BY PLATFORMS

	VK	IG
Budget	28 374,97 p.	27 124,70 p.
New subscribers in July	117	293
Reactions	3080	8683
ER	1.4%	5.2%
CPE	9,21 p.	3,12 p.
Clicks on link	228	274
CPC	124,45 p.	99 p.
Valid leads		
CPL		
CR		

Conclusions and recommendations:

MY GOAL

	Budget	Renderings	Clicks on link	CPC	CTR
VK	989,4 p.	7886	39	25,4 p.	0.49%
FB	860,9 p.	3788	20	43 p.	0.53%
IG	13720,8 p.	107651	345	39,8 p.	0.32%

Conclusions and recommendations:



2EYES NEWS

2
2MORROW

VK NEWS

1. Notifications: new notifications for groups (more than 50000 subscribers).
2. Stories: music, geo-location, opinions.
3. Interface: new stats for groups.
4. Ads: audiences will be kept not more than 1 year.
5. Ads: a new interface of an advertising system.

INSTAGRAM NEWS

1. Notifications: a warning about content that break the rules (in test).
2. Interface: hiding of comments of unwanted users.
3. Posting: Creator Studio for deferred posting and direct messages from PC.



thank you