



SOCIAL MEDIA DASHBOARD | MONTHLY INSIGHT

Instagram | Number of website visits (in #) | 2024, Dec | AC, PY, PL



SOCIALS

Twitter

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Details

Trends

Last refresh
2024
12-12-2024 20:29

Dec

Number of website visits



Campaign Type

Numbers in # | vs previous year, plan

	ΔPY%	ΔPL%
Seasonal	-30.0 ↓	-11.8 ●
Promotional	+1.3 ●	+11.3 ●
Milestone	+15.4 ●	+19.8 ●
Total	-19.9 ↓	-3.6 ●

Campaign by Target Audience

Numbers in # | vs previous year, plan

	ΔPY%	ΔPL%
All	-15.1 ●	-4.9 ●
Women	-25.5 ●	+43.4 ●
Students	-42.3 ●	-23.8 ●
Total	-19.9 ●	-3.6 ●

Campaign Theme

Numbers in # | vs previous year, plan

	PY	AC ↓	PL	ΔPY	ΔPL	ΔPY%	ΔPL%
Summer	1,854	1,219	1,168	-635	+51	-34.3 ●	+4.4 ●
Anniversary	792	914	763	+122	+151	+15.4 ●	+19.8 ●
Product Launch	911	844	570	-67	+274	-7.4 ●	+48.1 ●
New Year	898	809	1,080	-89	-271	-9.9 ●	-25.1 ●
Valentine's Day	1,142	746	784	-396	-38	-34.7 ●	-4.8 ●
Holiday	783	622	713	-161	-91	-20.6 ●	-12.8 ●
Spring	509	595	723	+86	-128	+16.9 ●	-17.7 ●
Back to School	1,017	587	770	-430	-183	-42.3 ●	-23.8 ●
Total	7,906	6,336	6,571	-1,570	-235	-19.9 ●	-3.6 ●



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Last refresh
14-2-2025 20:29

Number of website visits

AC
6,336
PY 7,906 | -20% -1,570
PL 6,571 | -4% -235



Campaign Type

Numbers in # | vs previous year, plan

Campaign Type	ΔPY%	ΔPL%
Seasonal	-20%	-20%
Promotional	-4%	-4%
Milestone	-4%	-4%
Total	-20%	-4%

Campaign by Target Audience

Numbers in # | vs previous year, plan

Target Audience	ΔPY%	ΔPL%
All	-20%	-4%
Women	-4%	-4%
Students	-23.8%	-23.8%
Total	-20%	-4%

Campaign Theme

Numbers in # | vs previous year, plan

Campaign Theme	PY	AC ↓	PL	ΔPY	ΔPL	ΔPY%	ΔPL%
Summer	1,854	1,219	1,168	-635	+51	-34%	-
Anniversary	792	914	763	+122	+151	15%	19%
Product Launch	911	844	570	-67	+274	-7%	30%
New Year	898	809	1,080	-89	-271	-10%	-30%
Valentine's Day	1,142	746	784	-396	-38	-35%	-3%
Holiday	783	622	713	-161	-91	-21%	-12%
Spring	509	595	723	+86	-128	17%	-25%
Back to School	1,017	587	770	-430	-183	-43%	-18%
Total	7,906	6,336	6,571	-1,570	-235	-20%	-4%