



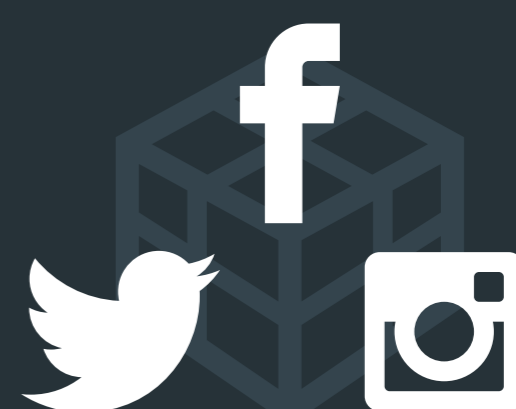
SOCIAL MEDIA ANALYTICS 2019

SECTOR HOTELERO



Datos recopilados de un total de 1.414 perfiles durante el año 2019

RESUMEN



32M

AUDIENCIA TOTAL*



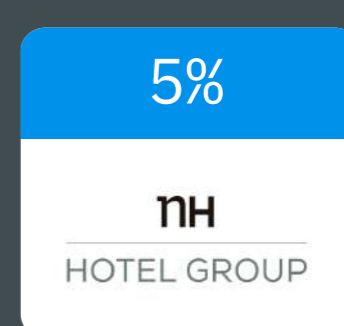
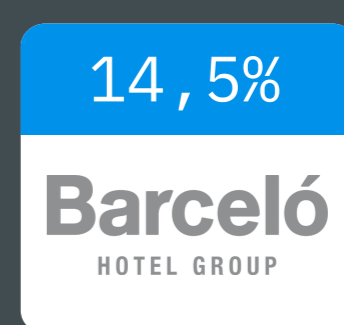
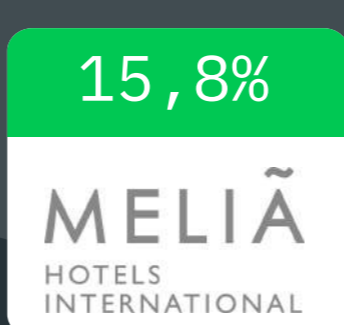
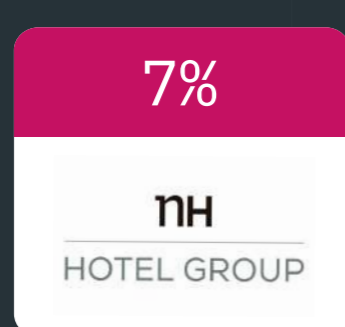
19M

INTERACCIONES TOTALES*



232K

PUBLICACIONES TOTALES*



*% que representan del total de la muestra

MEDIA DE FANS

542K

MEDIA DE INTERACCIONES

323K

MEDIA DE PUBLICACIONES

4K



TOP 5



NÚMERO DE FANS

NÚMERO DE INTERACCIONES

PORCENTAJE DE ENGAGEMENT

| | | |
|---|--|-----------|
| 1 | | 7.527.395 |
| 2 | | 6.192.652 |
| 3 | | 4.860.240 |
| 4 | | 2.476.572 |
| 5 | | 2.256.128 |

| | | |
|---|--|-----------|
| 1 | | 6.751.578 |
| 2 | | 3.152.315 |
| 3 | | 3.028.824 |
| 4 | | 757.654 |
| 5 | | 726.709 |

| | | |
|---|--|-------------------------|
| 1 | | 3,8% por publicación |
| 2 | | 2,5% por publicación |
| 3 | | 1,5% por publicación |
| 4 | | 0,6% por publicación |
| 5 | | 0,5% por publicación |

TOP PUBLICACIONES



| | | | | |
|--------------|--------------|-------------|-------------|-------------|
| | | | | |
| 31.473 likes | 18.750 likes | 7.504 likes | 6.432 likes | 5.808 likes |
| 1 | 2 | 3 | 4 | 5 |