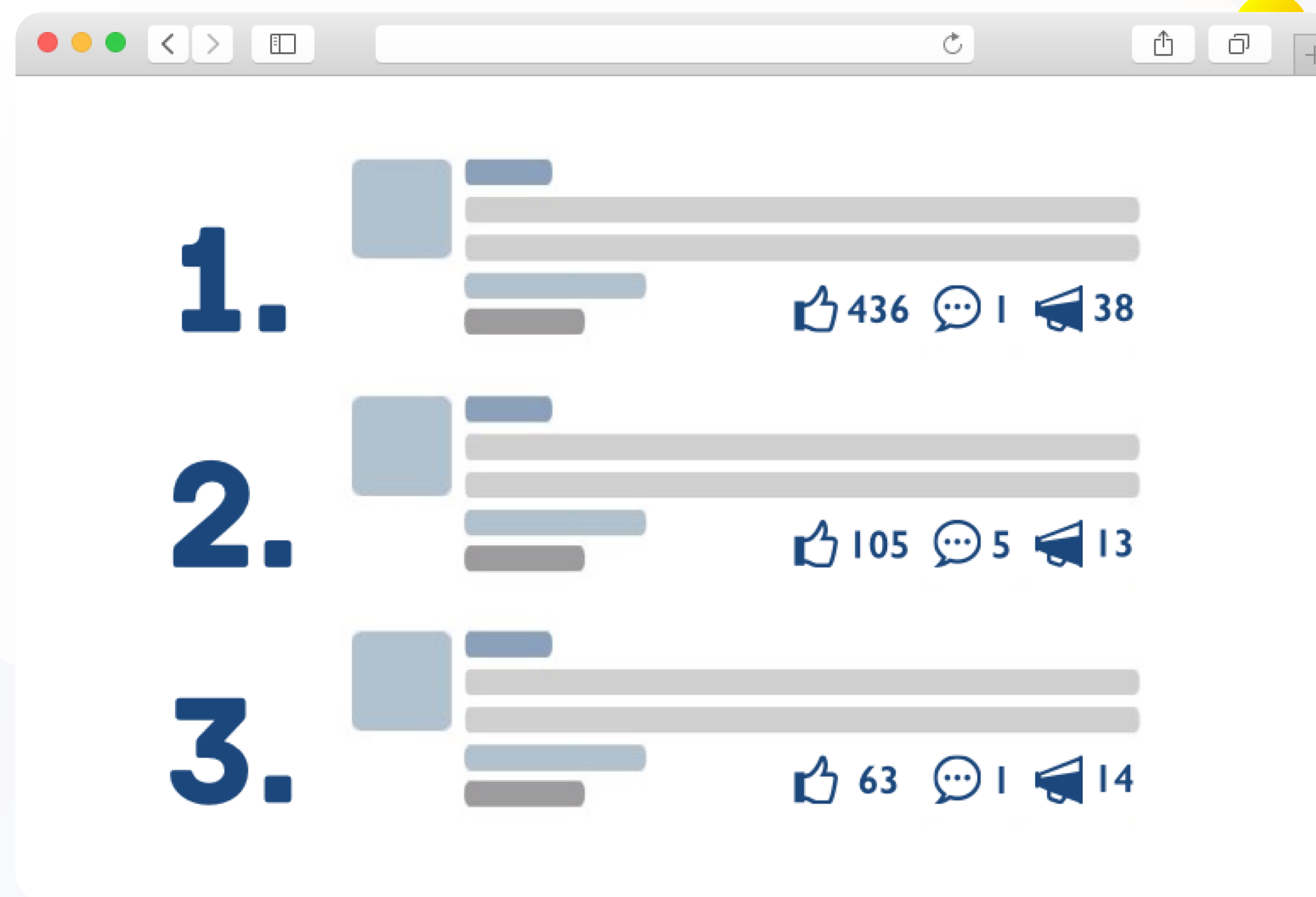




Popsters

Social Media Content Analytics Tool

Popsters helps to analyze posts
of any page you are interested in
and get to know what content is more
efficient for the audience





800,000
user profiles
registered

6 minutes
average visits duration

**Over 3 millions pages
and 2 billions posts**
are analyzed yearly

Popsters helps

1. to objectively judge what posts performed better and attracted more attention on any page
2. to make a comparative analysis up to 10 pages at once with Engagement data and common metrics
3. through this data, it will help to make your ads and content marketing more efficient
4. to track what is difference between Page Engagement by years and how effective content-policy was changing

Popsters key features

Ability to analyze any public page of **11** social networks even **you are not an administrator**

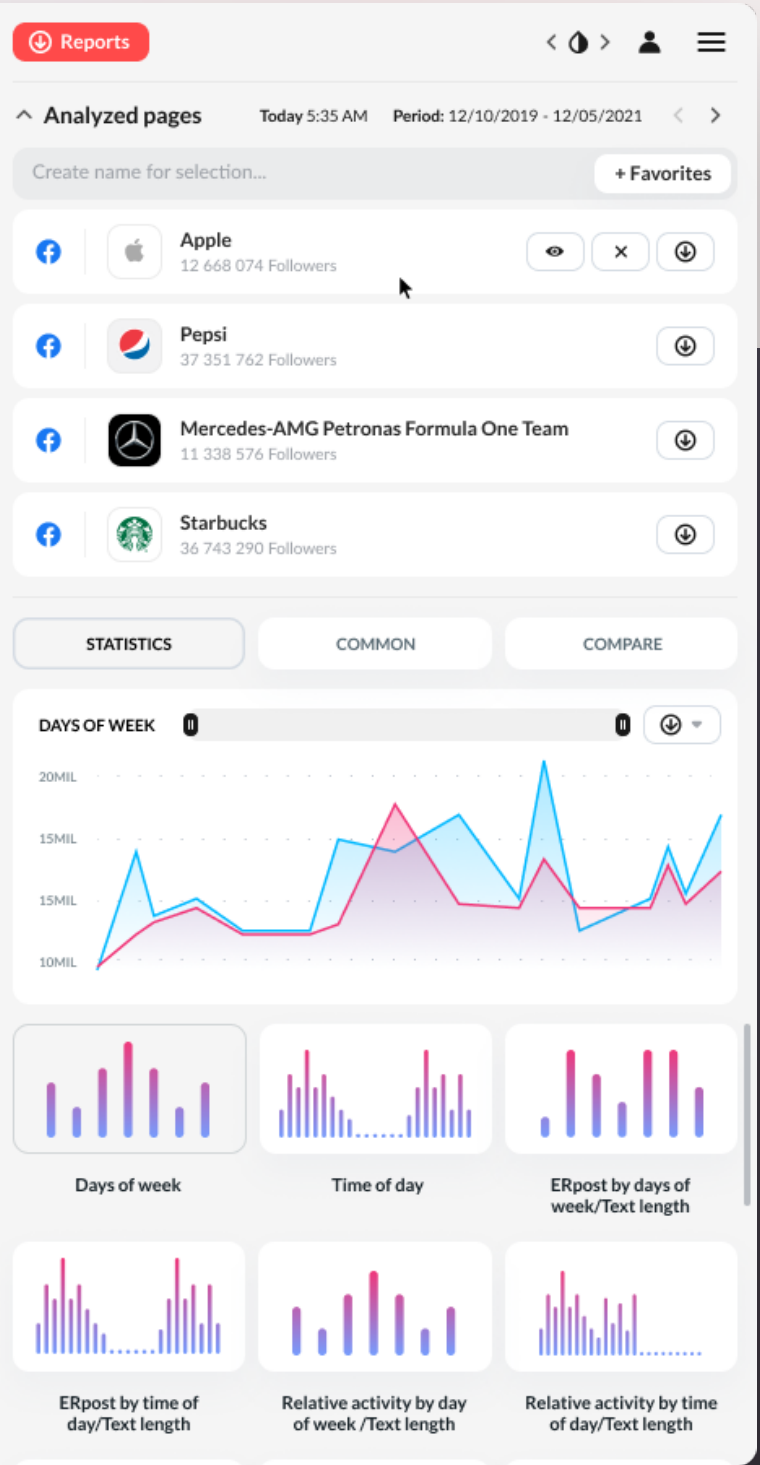
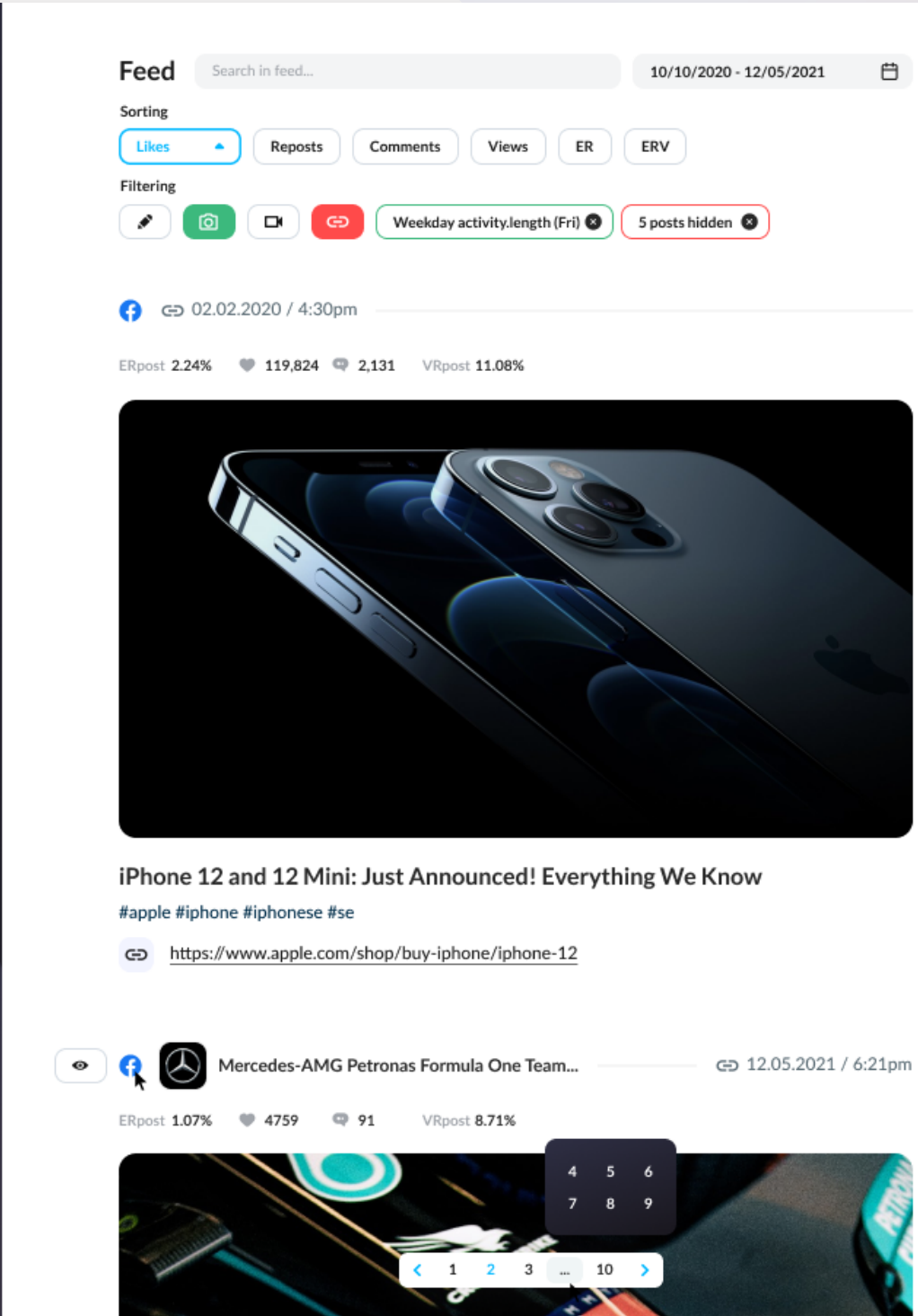
Comparative analysis in a one dashboard up to **10** pages at once from different social networks just for a **1** minute

Exporting collected data and charts to **XLSX**, **PDF** or **PPTX** with **editable graphs** to make your own decoration

Posts feed with sorting and advanced filtering features. Filter by any period, type of attachment or even by any point of statistic charts



Convenient dashboard with
step-by-step appearing logic
blocks separated by features



Comparative table and common data block with all Engagement indicators and average values

Apple

Period: 12/10/2019 - 12/05/2021

12 668 074

84 629

312 775 2..

1 525 391

12

21 461

0.042

ER DAY, %

1.011

ER POST, %

1.003

LR, %

0.055

TR, %

4.205

ER VIEW, %

26 064 201

AVG. VIEWS

127 115

AVG. LIKES

7 026

AVG. COMM.

1 786

AVG. SHARES

Pepsi

Period: 12/10/2019 - 12/05/2021

37 351 762

12 409

11 583 975

54 955

70

5 630

0.028

ER DAY, %

0.122

ER POST, %

0.001

LR, %

43 290

TR, %

2.109

ER VIEW, %

165 471

AVG. VIEWS

785

AVG. LIKES

178

AVG. COMM.

81

AVG. SHARES

Page				
Social				
Followers	12 668 074	37 351 762	11 338 576	36 743 290
Posts	12	70	411	321
Likes	1,525.3K	54.9K	4,491.2K	7,892.5K
Shares	21.4K	5.6K	118.0K	608.9K
Comments	84.1K	12.4K	113.0K	458.9K
Views	321,775K	11,583K	947,601K	1,665,212K
Dislikes	N/A	N/A	N/A	N/A
ERpost	1.011%	0.122%	0.122%	0.009%
ERday	0.042%	0.028%	0.094%	0.081%
ERview	4.205%	2.109%	6.805%	8.214%
Period	20.05.21	20.05.21	20.05.21	20.05.21

20+ charts of activity: most active time of day, hashtags and words stats, best types of attachment, etc.



Month
\$9.99



Clear to mind pricing:
just **\$9.99** for unlimited month
plan in **1** social network. Pay only
media you need



Social Media Content Analytics Tool

Support, ideas and proposals

support@popsters.com

Facebook page

<https://www.facebook.com/popstersanalytics>

Instagram page

<https://www.instagram.com/popstersanalytics>

VK page

<https://vk.com/popsters>