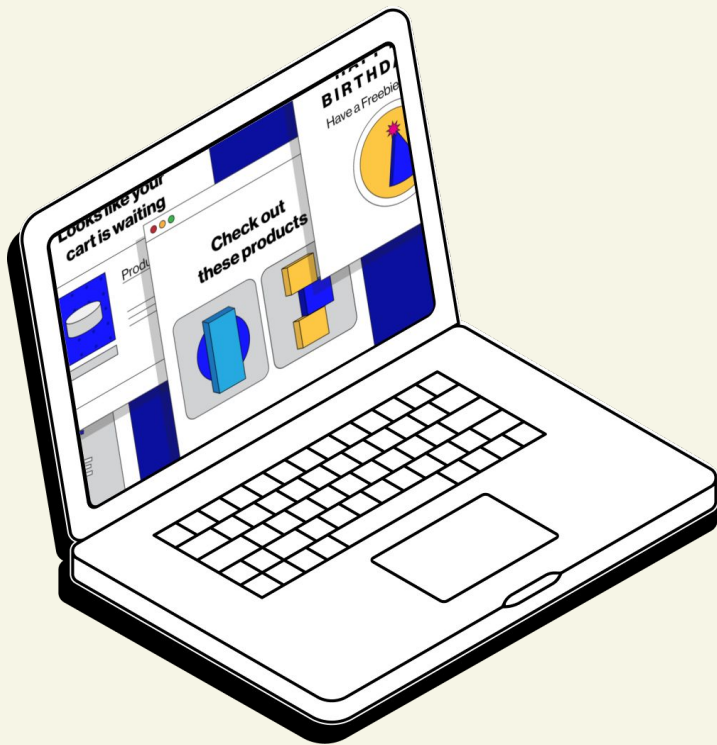




A DRINKS Company



Monthly Performance Report

APRIL 2023 | CONFIDENTIAL

Instagram Performance

Increase in Reach & Saves/ Shares this month, due to engaging content performing well.

- **Reels continue to be the highest performing content on our page.** As we rank up the amount of reels we are uploading, our overall KPI's will increase every month.
- **Tweet Posts** have been performing exceptionally well on the page.
- While we posted fewer reels than the previous month, **we saw an increase in shares and saves** on our graphic posts. This indicates that our audience is finding value in the content we're sharing, and it's being shared with others.

Looking Ahead:

- We will take advantage of the success of our graphic posts and continuing to create visually appealing and shareable content that resonates with our audience on an emotional level.

INSTAGRAM PERFORMANCE

Results	March	April	% Change
Reach	4,987,115	5,219,703	4.66%
Likes	5,741	5,277	-8.08%
Shares / Saves	2,424	2,917	20.34%
Comments	704	291	-58.66%
Clicks	16,410	16,869	2.80%

TikTok Performance

Slight Increase in video views this month, decrease in overall engagement following the release of Lynja x immi Collab.

- Recipes and Educational Food Content Perform Best:
 - Our recipes and educational food content continue to perform the best on the page. Our audience is highly engaged with content that features **unique and creative ramen ideas**.
- Food-Related Series:
 - “Upgrade your Ramen” continues to **perform well**, we should continue making it!
 - **Chili Oil Showdown** is also still performing well, we should consider doing that for **other food categories**, like hot sauce, or mayo, or butter!

Looking Ahead:

- We recommend continuing to try as **many content styles** as possible in the coming months.
- Continuing to make TikTok style content that educates our audience about what immi is all about. **Relate to them emotionally with every move we make!**

TIKTOK PERFORMANCE

Results	March	April	% Change
Followers	8,695	8,847	1.75%
Profile Views	3,459	2,170	-37.27%
Likes	3,882	2,371	-38.92%
Video Views	69,000	70,000	1.45%

YouTube Performance

Decrease in overalls KPI's due to lower posting cadence than previous months and following the release of Lynja x immi Collab.

- Traditional Instructional Recipe videos remain the **top performers on the channel.**
- Inspirational, interview content performed really this month showing that there is space for this type of content on this channel.

Looking ahead

- Continue making **straight forward recipe content**, that is what continues to grow our page.
- Including content that features polarizing recipes that **grab viewers attention and will “stop-the-scroll.”**

YOUTUBE PERFORMANCE

Results	March	April	% Change
Views	35,704	19,303	-45.94%
Watch Time (Hrs)	206	108	-47.65%
Subscribers	529	609	15.12%
Likes	2,029	2,642	30.21%

Instagram | Creative Performance



Likes	700
Reach	25,480
Shares	152
Saves	456
Comments	152



Likes	879
Reach	25,143
Shares	106
Saves	48
Comments	49



Likes	546
Reach	24,501
Shares	100
Saves	147
Comments	19



Questions?

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