BRAND REPORT · 3 OCT – 1 NOV 2026

Dyson

3 Oct – 1 Nov 2026 · 10 tracked brands compared · verified brand posts · 12 weeks before the period (11 Jul – 2 Oct)

Of the 635 accounts that posted for you, 128 made *382 posts* for Philips in the same 30 days, against 1,054 for you. Of the 389 accounts that posted for Philips, *261* did not post for you at all in this period. This report shows how to reach that pool and how to protect your most valuable accounts.

VERIFIED POSTS	INFLUENCERS	PHILIPS POOL	ONLY YOU
1,054	**635**	**261** / 389	**461** / 635
705 stories · 17 posts · 332 reels	420 first-time this period	accounts that posted for Philips but not for you	76 accounts mostly with competitors

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At a Glance

The period in numbers, your strengths, the competitor's potential and three recommended steps.

BRAND POSTS
1,054
705 stories · 17 posts · 332 reels
544 with links, 510 with caption/tag

INFLUENCERS
635
420 first-time this period · 215 had posted for you before

VISIBILITY
35.15M measured
+ 42.3M estimated Story views

ENGAGEMENT
316,218 measured
+ 526,076 estimated

CATEGORY SHARE
44%
1st place · 2,384 posts · Philips 32%

POOL LOYALTY
461 / 635
posting only for you · 76 mostly with competitors

WHERE YOU ARE STRONG

- **Loyal core.** @gamzeyahuu, @socratesdergi and @nowsporturkiye posted only for you this period.
- **Timing.** Busiest 24 hours 19%; 696 posts on weekdays, 358 at weekends.

Evidence: pages 3, 5 and 9

COMPETITOR POTENTIAL

- **Your pool also posts for the competitor.** The pool that posts for you made 382 posts for Philips, 36% of your volume.
- **Opportunity pool.** Of the 389 accounts that posted for Philips, 128 also posted for you; the other 261 were not reached in this period.

Evidence: pages 7, 8 and 10

3 RECOMMENDED ACTIONS

1 Shift

Review the share of posts of @indirimtakippremium, @ceyizlerinizburaya, @firsatdolutr.

2 Diversify

No target topic was selected, so this report has no new candidate list.

3 Retain

Prioritise the group of @gamzeyahuu, @socratesdergi, @nowsporturkiye.

Details: page 16

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Campaign Shape: Format and Days

Post formats and how they spread over the period; whether the campaign bunches into a single day is visible here.

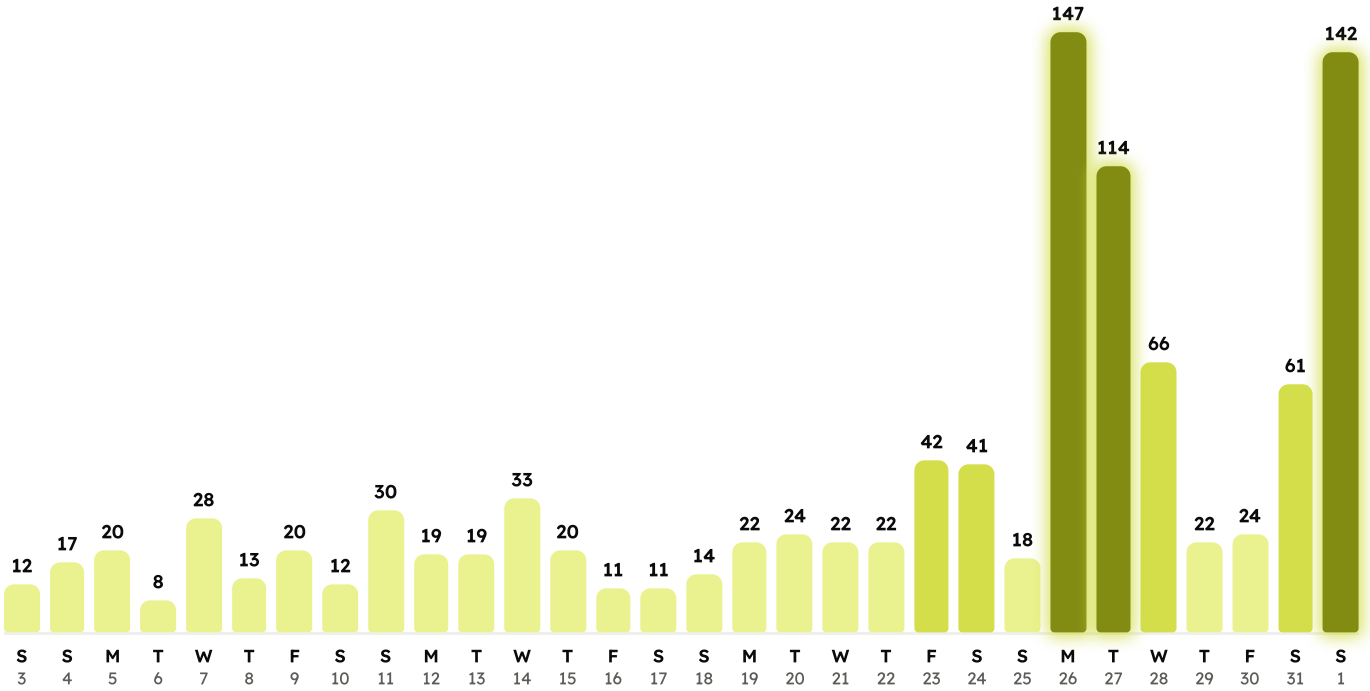
FORMAT SPLIT 1054 posts



Story 67% · 705 Post 2% · 17 Reels 31% · 332

Story views cannot be read from the platform; estimated 42.3M based on the account's own Reel history or on accounts in the same tier

POSTS BY DAY 3 Oct - 1 Nov 2026



The three busiest days (26 Oct (147), 1 Nov (142), 27 Oct (114)) make up 38% of the total. In between, continuity was kept with 8–66 posts.

BUSIEST DAY

Mon 26 Oct

147 posts · 14% of the total

WEEKDAYS / WEEKENDS

696 / 358

66% of posts on weekdays

CONCENTRATION

9%

top 10 posting accounts; 16% of measured engagement, 6% of estimated (coverage 47%)

WHAT THIS MEANS

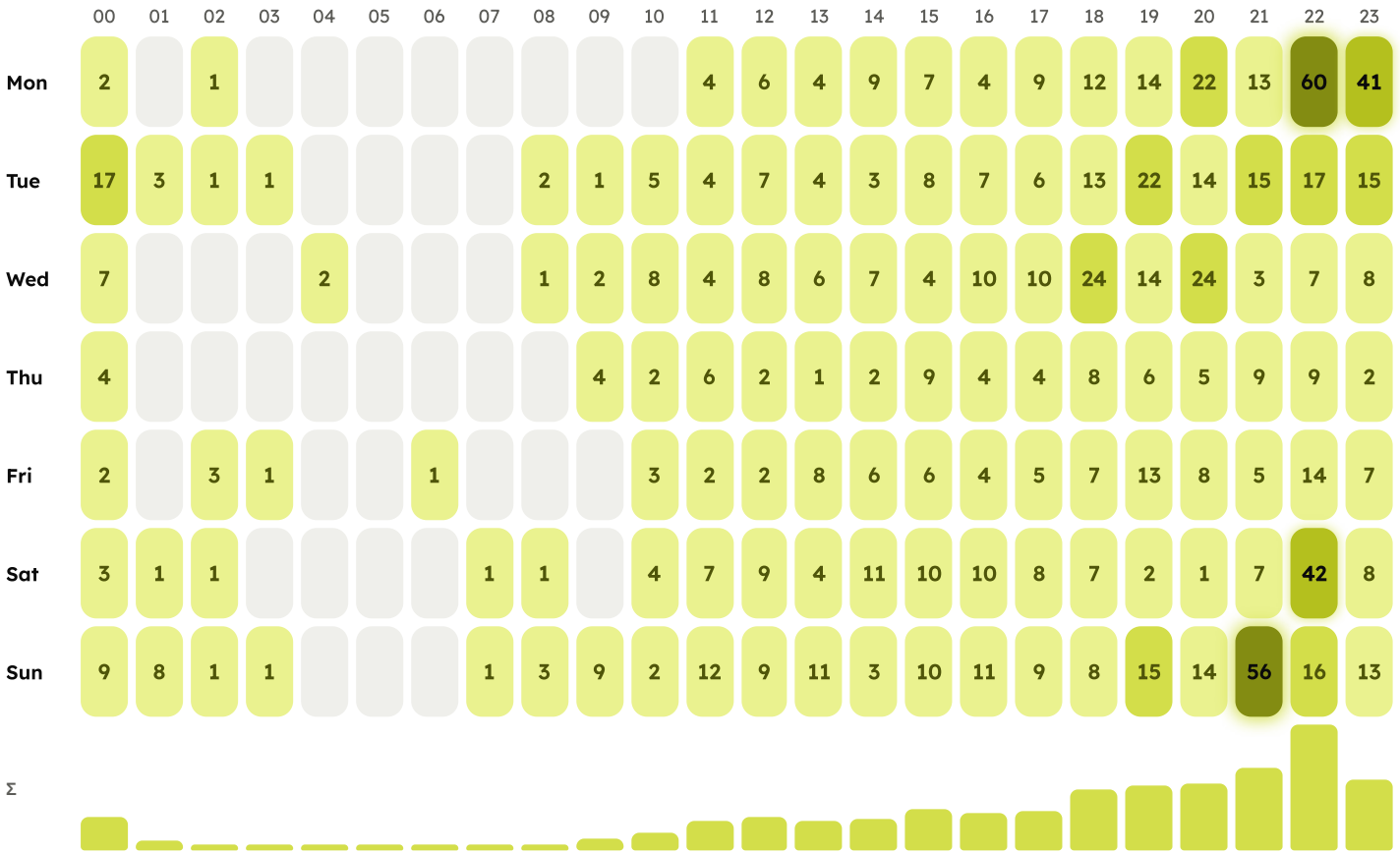
The busiest 24 hours hold 19% of posts. The top 10 accounts carry 9% of posts; their share of measured engagement is 16%, higher than their share of tracked content.

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Timing: Post Density by Day × Hour

Distribution of the 1054 posts by weekday and hour.

POSTS BY DAY AND HOUR cell = number of posts in that day and hour · Turkey time



The map shows when posts went out, not when followers are online.

PEAK HOUR

22:00–23:00

165 posts in this hour across the period

BUSIEST CELL

Monday 22:00

60 posts fell in a single hour

HEAVIEST DAY

Sunday

221 posts · weekday total 696

BUSIEST 24 HOURS

19%

rolling 24-hour window

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Your Pool: This Period's Top 10 Posting Accounts

Top 10 of the 635 accounts by post count. The Loyalty column shows the balance with competitors.

ACCOUNT	POSTS	VISIBILITY	ENGAGEMENT	LOYALTY
G @gamzeyahuu Macro · 156,359	13	239,163 + 1,071,252	1,175 + 18,994	Only you
I @indirimtakippremium Micro · 11,291	13	— + 102,960	— + 113	Rival-heavy Braun · +4 competitors
C @ceyizlerinizburaya Macro · 116,327	12	— + 166,674	— + 654	Mixed Philips · Roborock
M @mystilmy Macro · 500,725	11	— + 1,649,290	— + 4,886	Rival-heavy Bissell · +5 competitors
F @firsatdolutr Nano · 9,462	9	548 + —	9 + —	Mixed Bissell · +3 competitors
B @balooun Macro · 468,348	8	— + 803,704	—	Rival-heavy Bissell · +5 competitors
C @ceyizz_zimbirtilari Macro · 462,536	8	— + 142,584	— + 111	Mixed Philips · Roborock
D @dilarabydaily Micro · 57,108	8	473,653 + 186,150	880 + 762	Mixed Bissell · +2 competitors
S @socratesdergi Macro · 339,978	8	222,957 + 359,610	2,245 + 4,400	Only you
N @nowsporturkiye Macro · 322,563	8	1,470,052 + —	47,707 + —	Only you

and **625 more influencers**: 956 posts (91% of the period) · 324 Micro · 247 Macro · visibility 32,740,985 measured + 37,949,918 · engagement 264,202 + 496,156. Names under Loyalty: the competitors the account posted for.

WHAT WE SEE

- **Highest measured engagement.** @nowsporturkiye total measured engagement 47,707.
- **Highest estimated engagement.** @gamzeyahuu total estimated engagement 18,994.

LOYALTY SPLIT, 635 ACCOUNTS

Only you	461
Mixed	98
Rival-heavy	76
Single post	0

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The Audience You Reach: Who, Where, How Genuine

Measurable audience traits; a sample of engaging commenters, not all followers.

DEMOGRAPHICS 590/635 measured · equal weights

Age

25-34	54%
18-24	31%
35+	14%

Gender

female	77%
male	23%

On a visibility-weighted view, female is 74% (using estimated visibility); the effect of high-volume accounts.

City

Istanbul	24%
Izmir	12%
Ankara	10%
Antalya	6%
Bursa	5%
Samsun	2%

+75 more cities.

Country

Turkey	97%

Language

Turkish	96%

AUDIENCE QUALITY commenter sample · 2,642,163 profiles

GENUINE AUDIENCE

71%

authenticity signal among engaging commenter profiles

LOYAL COMMENTERS

12%

those who comment on the same account again and again

BUSINESS ACCOUNTS

10%

business profiles among commenters

OUTSIDE TURKEY

6%

location of commenters

AUDIENCE SIMILARITY

99% of the 173,755 measured pairs are more than 70% similar; median 91%.

MOST SIMILAR PAIRS

@aysinapaydnn ↔ @homesblogg
@bensanadiyorum ↔ @busekucukatalay
@cansinblogu ↔ @evimicinsectiklerimm
@homesblogg ↔ @kubrayildiz_
@alisveriscizgisi ↔ @sunartblog

INTERESTS from commenter profiles

brand collaborations	6%
makeup tutorials	5%
home decor	5%
turkish home cooking	5%
outfit styling	5%
family lifestyle	4%
motherhood	4%
turkish cuisine	4%

+240 more interests.

BY FOLLOWER TIER

TIER	ACCOUNT	POSTS	ENGAGEMENT
Micro	326	473	118,947 + 45,698
Nano	44	74	7,511 + 841
Macro	254	488	187,435 + 422,782
Mega	11	19	2,325 + 56,755

Engagement: measured + estimated shown separately.

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Category Position: 10 Brands, 2,384 Posts

How verified posts split across brands in the period, and the volume your pool produces for competitors.

FOR YOU · 635 ACCOUNTS

1,054 posts

1.7 posts per account

SAME PERIOD

128 accounts from your pool also posted for Philips

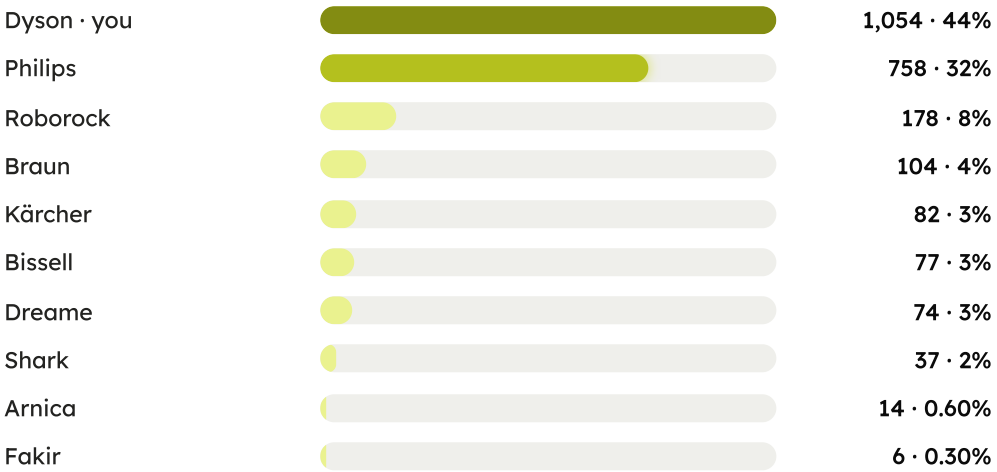
MOST SHARED COMPETITOR: PHILIPS · 128 ACCOUNTS

382 posts

3.0 posts per account

SHARE OF TRACKED CONTENT

same period, same method · 2,384 verified posts



Influencer posts of the 10 tracked brands. Share is by post count, not by visibility.

YOUR ACCOUNTS' POSTS FOR COMPETITORS

the same 635 accounts

BRAND	ACCOUNT	POSTS
Philips	128	382
Roborock	49	78
Braun	37	58

+6 more brands.

MOMENTUM OF THE PERIOD

per brand: total, accounts and peak day

BRAND	POSTS	ACCOUNT	BUSIEST DAY
Dyson	**1,054**	**635**	**26 Oct · 147**
Philips	758	389	1 Nov · 142
Roborock	178	125	1 Nov · 35
Braun	104	77	20 Oct · 15
Kärcher	82	52	1 Nov · 13

+5 more brands.

At its peak Philips made 142 posts in a single day; your peak is 147.

WHERE THE OPPORTUNITY IS

The category's biggest competitor: Philips. Posts per account: you 1.7, Philips pool 3. The real opportunity pool: 261 of Philips' 389 accounts did not post for you at all in this period.

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Who With Whom: Overlap Matrix

Which influencers posted for more than one brand; the size of the competitor pool is visible here.

OVERLAP MATRIX of the accounts that posted for the row brand, how many also posted for the column brand · diagonal: those that posted only for that brand

	DYSON	ARNICA	BISSELL	BRAUN	DREAME	FAKIR	KÄRCHER	PHILIPS	ROBOROCK	SHARK
Dyson 635 accounts	461	4	15	37	17	4	22	128	49	8
Arnica 8 accounts	4	3	1	2	0	0	1	4	1	1
Bissell 54 accounts	15	1	27	9	3	2	8	17	7	4
Braun 77 accounts	37	2	9	22	6	1	14	38	13	10
Dreame 60 accounts	17	0	3	6	32	0	7	15	12	6
Fakir 6 accounts	4	0	2	1	0	2	2	2	1	1
Kärcher 52 accounts	22	1	8	14	7	2	19	26	13	8
Philips 389 accounts	128	4	17	38	15	2	26	223	43	15
Roborock 125 accounts	49	1	7	13	12	1	13	43	58	4
Shark 34 accounts	8	1	4	10	6	1	8	15	4	14

These are recorded posts, not deal information. Highlighted cells are the Dyson row and column.

READING

57% of Philips accounts posted only for Philips in this period; accounts shared with you: 128.

POSTED FOR PHILIPS BUT NOT FOR YOU

261 / 389 accounts

Of the 389 accounts that posted for Philips this period, only 128 also posted for you; 261 did not work with you, and 223 of those posted only for Philips.

POSTED FOR A SINGLE BRAND ONLY share within the brand's pool

Dyson	461/635
Philips	223/389
Roborock	58/125
Braun	22/77
Kärcher	19/52
Bissell	27/54
Dreame	32/60
Shark	14/34
Arnica	3/8
Fakir	2/6

Dyson: 461/635 accounts posted only for you (including single-post accounts); 103 accounts with at least two posts.

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What Your Pool Does for Competitors

The 635 accounts' history with the brand and balance with competitors, classed for 3 Oct – 1 Nov.

ONLY YOU

461 accounts

653 posts · median quality score 65

engagement 259,426 + 388,629

MIXED

98 accounts

249 posts · median quality score 69

engagement 49,115 + 83,999

RIVAL-HEAVY

76 accounts

152 posts · median quality score 65

engagement 7,677 + 53,448

SINGLE POST

0 accounts

FIRST-TIME POSTERS

420

12 weeks before the period (11 Jul – 2 Oct)

RETURNING

215

12 weeks before the period (11 Jul – 2 Oct)

INFLUENCERS CONCENTRATED ON COMPETITORS in the top 10, with competitor posts

ACCOUNT	POSTS
@indirimtakipprem… Braun · Dreame · Kärcher	13
@mystilmy Bissell · Braun · Dreame	11
@balooun Bissell · Braun · Fakir	8

RECOMMENDED TO RETAIN posting only for you, in the top 10

@gamzeyahuu @socratesdergi @nowsporturkiye

READING

The largest group is accounts posting only for you: 461 accounts; median quality score 64.7. Accounts concentrated on competitors: 76.

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Competitor Pool and Link Intelligence

Top category accounts, the best of those not yet posting for you, and where competitors send traffic.

TOP 10 MOST ACTIVE ACCOUNTS

across all tracked brands · may include the brands' own accounts

ACCOUNT	DYSON	BISSELL	BRAUN	KÄRCHER	PHILIPS	ROBOROCK	TOTAL
@firsatatikla	7	0	2	5	30	4	50
@indirimtaki…	13	0	7	1	13	4	43
@mystilmy	11	2	2	1	16	1	34
@balooun	8	1	2	4	11	0	28
@birliktedene…	7	0	1	1	9	1	21
@firsatdolutr	9	1	0	3	7	1	21
@kampanyak…	6	0	0	3	9	3	21
@bunubianlat	0	0	0	0	17	0	17
@firsatbildirim	4	0	0	2	10	1	17
@ceyizleriniz…	12	0	0	0	3	1	16

+4 brands are not in separate columns; they are included in the Total column.

COMPETITOR POOL STANDOUTS

not posting for you · ranked by competitor posts

ACCOUNT	ER	POSTED THIS PERIOD
@bunubianlat 54,665 followers	0.0%	Philips 17
@coffee__home__ 102,875 followers	5.8%	Bissell 7 · Philips 2 · Roborock 1
@bitmeden_alin 13,328 followers	—	Philips 5 · Braun 1 · Dreame 1 · Kärcher 1 · Shark 1
@firsatcik 600,001 followers	—	Philips 6 · Braun 1 · Kärcher 1 · Roborock 1
@ikibebekbirkedili 161,796 followers	2.0%	Philips 3 · Braun 2 · Bissell 1 · Shark 1

+7 more accounts.

READING

In the tracked pool, 1 account did not post for you at all this period; first in line is @bunubianlat, 17 posts in total.

LINK INTELLIGENCE

most used address · number of content items

COMPETITOR	ADDRESS	CONTENT
Philips	hepsiburada.com/philips-yuz-tuy-alma-mak…	127
Roborock	n11.com/urun/roborock-qrevo-curv-2-flow-…	18
Braun	hepsiburada.com/braun-face-fs1000-mini-t…	31
Kärcher	hepsiburada.com/karcher-wv2-black-editio…	11

+5 more brands.

The address you use most: hepsiburada.com/dyson-clean-wash-hygiene-islak-z… (244 content items)

Most shared competitor links: Philips: 127; Braun: 31. Your most shared link was shared 244 times.

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Share of Tracked Content: Position vs Competitors

Share of matched influencer posts with links; same period, same method. Not the whole market.

Your share of tracked content in this competitor set: 44.2%

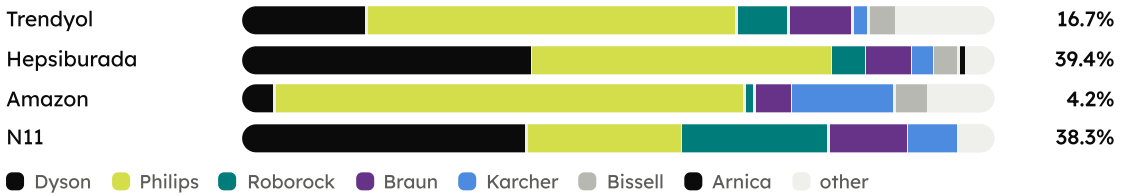
BRAND	POSTS	POSTS TRACKED CONTENT	PREVIOUS PERIOD SHARE	CHANGE	INFLUENCERS	INFLUENCER–BRAND PAIR SHARE	PER INFLUENCER POSTS
Dyson · you	1,054	**44.2%**	39.9%	+367 (%+53.4)	635	44.1%	1.7
Philips	758	**31.8%**	28.4%	+270 (%+55.3)	389	27.0%	1.9
Roborock	178	**7.5%**	12.3%	-33 (%-15.6)	125	8.7%	1.4
Braun	104	**4.4%**	1.6%	+76 (%+271.4)	77	5.3%	1.4
Karcher	82	**3.4%**	1.7%	+53 (%+182.8)	52	3.6%	1.6
Bissell	77	**3.2%**	6.1%	-28 (%-26.7)	54	3.8%	1.4
Arnica	14	**0.6%**	0.3%	+8 (%+133.3)	8	0.6%	1.8

+3 more brands. All rows are in the panel and in Excel.

If an influencer posted for two brands, they count in both brands' pair totals; the pair share is not a unique-person share. Change: difference in post count versus the previous period of the same length.

This table is as of 2 Nov 2026, 20:22. Your row matches the cover and page 7 counts: 1,054 posts, 635 influencers.

SHARE BY MARKETPLACE the value on the right is your share



Content carrying links to more than one marketplace is counted in each row.

SCOPE

Same calculation as the comparison in your panel, at the moment the report was requested (2 Nov 2026, 20:22). Comparison set: panel default (admin-defined).

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Performance: You and Competitors

Values as the panel shows each row on its own; measured, model and estimated values are never added.

		MEASURED (POST / REEL COUNTERS)		MODEL	ESTIMATED
BRAND	CONTENT	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS	REACH MODEL
Dyson · you	**1,054** 705 Story · 17 Post · 332 Reel	**35,147,358** 329 / 332 Reel (99.1%) median 29,038	**316,218** 272 / 349 Post/Reel (77.9%) 77 with hidden likes	42,296,246 705 / 705 Story (100.0%) similar accounts: 5,125,626–134,587,641	2,313,106 340 / 349 Post/Reel (97.4%)
Philips	**758** 679 Story · 8 Post · 71 Reel	**7,382,070** 70 / 71 Reel (98.6%) median 18,240	**34,174** 58 / 79 Post/Reel (73.4%) 20 with hidden likes	45,776,793 679 / 679 Story (100.0%) similar accounts: 5,384,656–140,725,857	811,170 79 / 79 Post/Reel (100.0%)
Roborock	**178** 117 Story · 1 Post · 60 Reel	**10,475,877** 60 / 60 Reel (100.0%) median 64,321	**115,440** 51 / 61 Post/Reel (83.6%) 10 with hidden likes	10,270,134 117 / 117 Story (100.0%) similar accounts: 1,247,986–31,340,851	1,269,259 61 / 61 Post/Reel (100.0%)
Braun	**104** 104 Story · 0 Post · 0 Reel	— no Reels in scope	— no Posts/Reels in scope	4,535,396 104 / 104 Story (100.0%) similar accounts: 693,698–18,841,534	— no Posts/Reels in scope
Karcher	**82** 72 Story · 2 Post · 8 Reel	**391,773** 8 / 8 Reel (100.0%) median 10,348	**4,442** 8 / 10 Post/Reel (80.0%) 2 with hidden likes	7,754,574 72 / 72 Story (100.0%) similar accounts: 1,388,631–33,623,454	44,766 10 / 10 Post/Reel (100.0%)
Bissell	**77** 69 Story · 0 Post · 8 Reel	**115,899** 8 / 8 Reel (100.0%) median 11,732	**721** 5 / 8 Post/Reel (62.5%) 3 with hidden likes	2,883,568 69 / 69 Story (100.0%) similar accounts: 361,291–9,108,411	34,459 8 / 8 Post/Reel (100.0%)
Arnica	**14** 7 Story · 1 Post · 6 Reel	**610,254** 6 / 6 Reel (100.0%) median 30,804	**4,682** 7 / 7 Post/Reel (100.0%)	422,126 7 / 7 Story (100.0%) similar accounts: 59,784–1,687,221	23,216 7 / 7 Post/Reel (100.0%)

+3 more brands. All rows are in the panel and in Excel.

"—": no content in that row carries the counter or the estimate; 0 is a measured zero. Reel plays are not unique reach. Measured, model and estimated values are not added up; there is no total row. Each row covers all marketplaces together; it is not split by marketplace.

Performance values were read from the panel's 6-hour cache on 2 Nov 2026, 20:22; the oldest row was calculated on 2 Nov 2026, 20:22.

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Quality Score: By Follower Tier

Average quality score of the unique influencers who posted this period; an account that posts a lot is counted once.

BRAND	NANO Under 10K	MICRO 10–100K	MACRO 100K–1M	MEGA 1M+	UNKNOWN follower count not recorded	OVERALL all accounts
Dyson · you	**61.1** 44 / 44	**64.2** 325 / 326	**67.0** 254 / 254	**63.2** 11 / 11	— none posting	**65.1** 634 / 635
Philips	**62.8** 23 / 23	**62.7** 190 / 190	**67.0** 164 / 164	**68.5** 12 / 12	— none posting	**64.7** 389 / 389
Roborock	**56.1** 8 / 8	**64.5** 60 / 60	**67.5** 49 / 49	**69.1** 8 / 8	— none posting	**65.4** 125 / 125
Braun	**71.5** 4 / 4	**66.1** 34 / 34	**68.5** 39 / 39	— none posting	— none posting	**67.6** 77 / 77
Karcher	**61.8** 4 / 4	**59.5** 20 / 20	**66.4** 25 / 25	**58.0** 3 / 3	— none posting	**62.9** 52 / 52
Bissell	**69.1** 5 / 5	**65.8** 26 / 26	**68.0** 23 / 23	— none posting	— none posting	**67.0** 54 / 54
Arnica	— none posting	**48.7** 4 / 4	**65.5** 4 / 4	— none posting	— none posting	**57.1** 8 / 8

+3 more brands. All rows are in the panel and in Excel.

Cell: average quality score (0–100); below it, unique influencers with a quality score / unique influencers who posted. Accounts without a quality score are left out of the average; a true 0 is kept. Overall shifts with the tier mix, so compare tier by tier first. Each row covers all marketplaces together.

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Audience Comparison

Commenter profiles of the posting influencers, equally weighted; not followers or people reached.

LARGEST DIFFERENCES: ARNICA you / competitor, point difference · panel default: first competitor in the list

- City · Istanbul: 24.3% / 17.7% → +6.6 pts
- Age · 18–24: 31.4% / 26.2% → +5.2 pts
- Age · 35+: 14.2% / 19.4% → -5.1 pts

AGE

"—": not recorded, not zero.

BRAND	INFLUENCERS COVERED	18–24	25–34	35+	OTHER
Dyson · you	**590 / 635**	**31.4%**	**54.4%**	**14.2%**	**0.0%**
Philips	355 / 389	28.6%	56.2%	15.2%	0.0%
Roborock	114 / 125	27.8%	55.8%	16.4%	0.0%
Braun	71 / 77	27.5%	58.4%	14.1%	0.0%
Karcher	46 / 52	26.3%	56.4%	17.3%	0.0%
Arnica	7 / 8	26.2%	54.4%	19.4%	0.0%

+4 more rows; in the panel and in Excel.

GENDER

BRAND	INFLUENCERS COVERED	MALE	FEMALE	OTHER
Dyson · you	**590 / 635**	**23.1%**	**76.9%**	**0.0%**
Philips	355 / 389	19.6%	80.4%	0.0%
Roborock	114 / 125	24.2%	75.8%	0.0%
Braun	71 / 77	18.3%	81.7%	0.0%
Karcher	46 / 52	27.6%	72.4%	0.0%
Arnica	7 / 8	24.4%	75.6%	0.0%

+4 more rows; in the panel and in Excel.

COUNTRY

BRAND	INFLUENCERS COVERED	TURKEY	SAUDI ARABIA	JAPAN	RUSSIA	CHINA	GREECE	OTHER
Dyson · you	**590 / 635**	**97.3%**	**1.1%**	**0.8%**	**0.6%**	**0.1%**	**0.0%**	**0.0%**
Philips	355 / 389	97.8%	0.7%	0.8%	0.7%	0.0%	0.0%	0.0%
Roborock	114 / 125	98.3%	0.6%	0.8%	0.2%	0.0%	0.0%	0.0%
Braun	71 / 77	98.4%	0.5%	0.7%	0.3%	0.0%	0.0%	0.0%
Karcher	46 / 52	98.7%	0.4%	0.6%	0.3%	0.0%	0.0%	0.0%
Arnica	7 / 8	98.9%	0.6%	0.4%	0.1%	0.0%	0.0%	0.0%

+4 more rows; in the panel and in Excel.

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Audience Comparison: City and Interests

Commenter profiles of the posting influencers, equally weighted; not followers or people reached.

CITY "—": not recorded, not zero.

BRAND	INFLUENCERS COVERED	ISTANBUL	IZMIR	ANKARA	ANTALYA	BURSA	OTHER
Dyson · you	**590 / 635**	**24.3%**	**11.6%**	**9.5%**	**5.8%**	**4.7%**	**44.1%**
Philips	355 / 389	21.4%	11.3%	9.5%	5.5%	4.9%	47.5%
Roborock	114 / 125	21.5%	10.4%	9.3%	5.0%	4.9%	48.9%
Braun	71 / 77	22.0%	11.6%	10.0%	5.4%	4.5%	46.5%
Karcher	46 / 52	21.9%	11.1%	9.0%	5.0%	4.4%	48.6%
Bissell	52 / 54	20.7%	11.2%	9.5%	5.2%	4.9%	48.5%
Arnica	7 / 8	17.7%	12.0%	7.1%	5.7%	4.2%	53.3%

+3 more rows; in the panel and in Excel.

INTERESTS Share within interest signals; not a percentage of commenters.

BRAND	INFLUENCERS COVERED	BRAND COLLAB…	MAKEUP TUTOR…	HOME DECOR	TURKISH HOME…	OUTFIT STYLI…	TURKISH CUIS…	FAMILY LIFES…
Dyson · you	**590 / 635**	**5.5%**	**5.0%**	**5.0%**	**4.8%**	**4.7%**	**4.5%**	**4.5%**
Philips	355 / 389	5.3%	4.2%	5.3%	5.7%	4.2%	5.1%	4.9%
Roborock	114 / 125	5.3%	3.9%	5.5%	5.8%	3.9%	5.5%	5.0%
Braun	71 / 77	5.6%	4.5%	5.4%	4.8%	4.4%	5.1%	5.3%
Karcher	46 / 52	5.5%	3.9%	5.0%	5.4%	3.9%	5.9%	4.9%
Bissell	52 / 54	5.2%	3.9%	5.5%	5.9%	4.0%	5.2%	5.2%
Arnica	7 / 8	5.1%	3.5%	5.4%	7.0%	3.5%	6.3%	5.2%

+3 more rows; in the panel and in Excel.

Each row is the equally weighted average of the commenter profiles of the posting influencers. Commenters are a sample: not followers or people reached, and not a sales measure. The categories are the largest ones of you and of the compared competitor.

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Three Actions: Shift, Diversify, Retain

Each card: what we saw, what we recommend, which accounts, who does it and when.

1 Shift

Finding. @indirimtakippremium, @ceyizlerinizburaya, @firsatdolutr carried 34 posts in total this period.

Recommendation. try shifting part of this trio's share of posts to accounts that were used less this period.

Expected impact. the effect will be measured next period.

Owner: influencer team · **Timing:** next period

2 Diversify

No target topic was selected, so this report has no new candidate list.

3 Retain

Finding. @gamzeyahuu, @socratesdergi and @nowsporturkiye posted only for you this period; the group has 461 accounts in total.

Recommendation. Take a renewed working proposal to them before the next period starts; we suggest a priority and timing agreement, not exclusivity.

Expected impact. The median quality score of this group is 64.7.

Owner: brand / KAM · **Timing:** this month

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Next 4 Weeks

The timeline of the three actions, what we will measure in the next report, and the next step.

SUGGESTED TIMELINE next 4 weeks

WEEK 1

Retain

- @gamzeyahuu
- @socratesdergi
- @nowsporturkiye

WEEK 2

Shift

- @indirimtakippremium
- @ceyizlerinizburaya
- @firsatdolutr

WEEK 3

Competitor pool

- Philips

WEEK 4

Measure

- Engagement rate
- Loyalty
- Category share
- Competitor pool

TRACKING IN THE NEXT REPORT

- **Engagement rate** See the campaign shape reading (page 3).
- **Loyalty** 461 accounts posted only for you; 76 accounts concentrated on competitors.
- **Category share** 44%
- **Competitor pool** The pool that posts for you made 382 posts for Philips, 36% of your volume.

EVERY MONTH WITH STARLECTA

- This report is built from verified post data; it can be regenerated by choosing a brand and a period.
- The competitor pool and post volume are verified separately for each period with the same method.

NEXT STEP

In a 30-minute call, let's open this report in the live panel, together with Philips' pool of 389 accounts.

The 261 accounts that did not post for you this period, the top 10 accounts and the daily post curve are ready in the panel.

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Method and Data Reliability

Which posts are counted, how visibility and engagement are calculated, and the components of the scores.

INCLUDED IN THE REPORT

- **1,054** brand posts; verified through link and verified tag evidence.
- The tag-matching list was frozen when the report was requested: **49** verified tags · list digest c35878ee312d.
- **635** influencers contributed.
- **544** content items with links · **510** content items with caption/tag evidence · total **1,054**.
- **0** possible posts were excluded because the evidence was insufficient.
- Competitor posts were verified with the same method in the same period (2,384).
- First-time / returning accounts are based on the 12 weeks before the period (11 Jul – 2 Oct).

COMPETITOR COMPARISONS

Pages 11–15: the calculation in your panel, taken at the moment the report was requested (2 Nov 2026, 20:22).

VISIBILITY AND ENGAGEMENT

- Reel: plays reported by the platform. Post and story: not reported, so estimated (705 stories → 42,296,246; possible range 5.13M–134.59M).
- Engagement: posts and reels use measured likes + comments, or followers × engagement rate (estimated) when likes are hidden. Stories: estimated views × the Reel engagement/view ratio. Calculated for 923 of 1,054 posts (likes + comments for post/reel; estimated reach-based for story).
- Measured and estimated values are shown separately, never summed. Genuineness scenario applied to the engaging audience: 494,795 (coverage 83%).

ENGAGEMENT RATES

- **Overall**: likes + comments relative to followers on posts and reels, weighted median.
- **Reel**: reels only. The two are not interchangeable.
- Both are published with at least 3 active samples; below that, "—".

REPORT SCOPE

- The competitor list was fixed at the report request (admin-defined): Arnica, Bissell, Braun, Dreame, Fakir, Kärcher, Philips, Roborock, Shark.

AUDIENCE SIMILARITY

173,755 pairwise comparisons were made; the share above 70% similarity is 99%. It is the similarity of measurable audience profiles, not shared followers.

SYMBOLS USED IN THE REPORT

42,296,246 estimated value

Only you did not post for any tracked competitor (at least 2 posts)

Rival-heavy 60%+ of their posts went to competitors

Mixed posted for both you and a competitor

Single post only one post this period, history too short

— not measurable; no estimate produced

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