BRAND REPORT · 4 AUG – 1 NOV 2026

Samsung

4 Aug – 1 Nov 2026 · 9 tracked brands compared · verified brand posts · 12 weeks before the period (12 May – 3 Aug)

Of the 390 accounts that posted for you, 75 made *442 posts* for Apple in the same 90 days, against 936 for you. Of the 436 accounts that posted for Apple, *361* 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	APPLE POOL	ONLY YOU
936	**390**	**361** / 436	**256** / 390
454 stories · 63 posts · 419 reels	259 first-time this period	accounts that posted for Apple but not for you	87 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
936
454 stories · 63 posts · 419 reels
155 with links, 781 with caption/tag

INFLUENCERS
390
259 first-time this period · 131 had posted for you before

VISIBILITY
69.46M measured
+ 31.36M estimated Story views

ENGAGEMENT
2,654,971 measured
+ 513,582 estimated

CATEGORY SHARE
23%
2nd place · 4,134 posts · Apple 31%

POOL LOYALTY
256 / 390
posting only for you · 87 mostly with competitors

WHERE YOU ARE STRONG

- **Loyal core.** @salihyolusever, @socratesdergi and @vildankirsann posted only for you this period.
- **Timing.** Busiest 24 hours 6%; 763 posts on weekdays, 173 at weekends.

Evidence: pages 3, 5 and 9

COMPETITOR POTENTIAL

- **Your pool also posts for the competitor.** The pool that posts for you made 442 posts for Apple, 47% of your volume.
- **Opportunity pool.** Of the 436 accounts that posted for Apple, 75 also posted for you; the other 361 were not reached in this period.

Evidence: pages 7, 8 and 10

3 RECOMMENDED ACTIONS

1 Shift

No high-volume, low-engagement account stood out in this period.

2 Diversify

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

3 Retain

Prioritize the @salihyolusever, @socratesdergi, @vildankirsann group.

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.

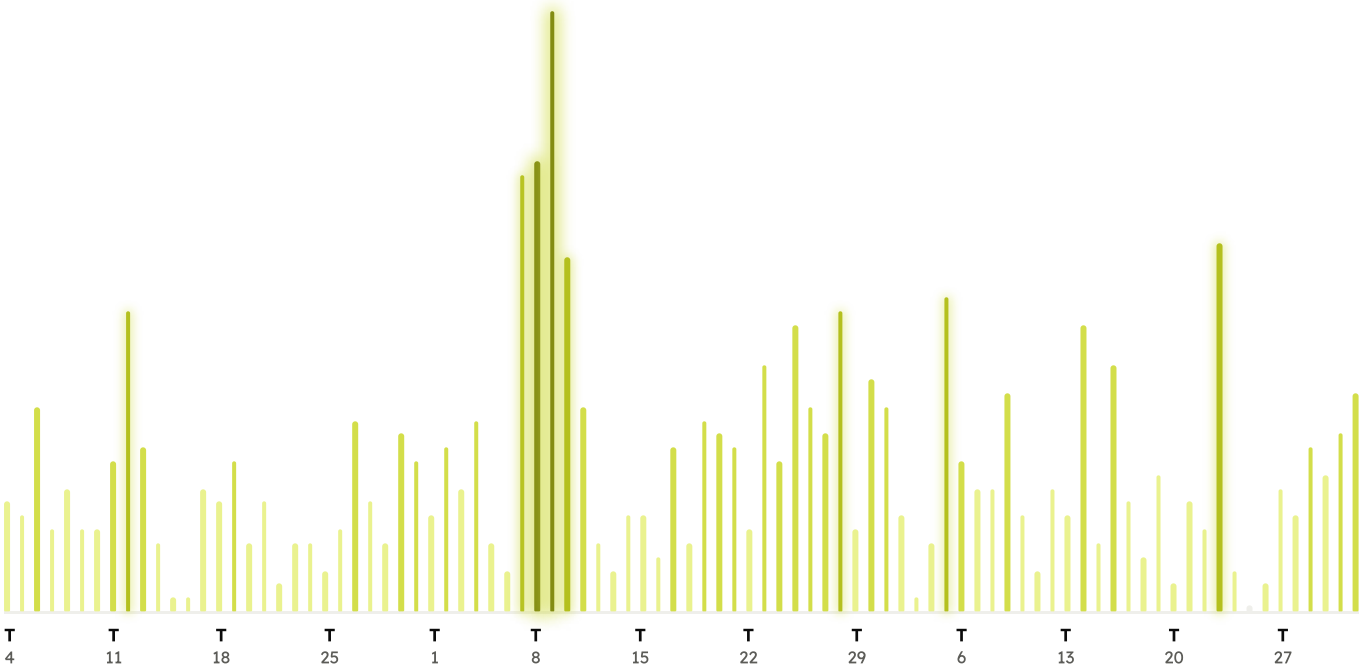
FORMAT SPLIT 936 posts



Story **49% · 454** Post **7% · 63** Reels **45% · 419**

Story views cannot be read from the platform; estimated 31.36M based on the account's own Reel history or on accounts in the same tier

POSTS BY DAY 4 Aug – 1 Nov 2026



The three busiest days (9 Sep (44), 8 Sep (33), 7 Sep (32)) make up 12% of the total. Of the other 87 days, 1 had no posts.

BUSIEST DAY

Wed 9 Sep

44 posts · 5% of the total

WEEKDAYS / WEEKENDS

763 / 173

82% of posts on weekdays

CONCENTRATION

17%

top 10 posting accounts; 3% of measured engagement, 5% of estimated (coverage 69%)

WHAT THIS MEANS

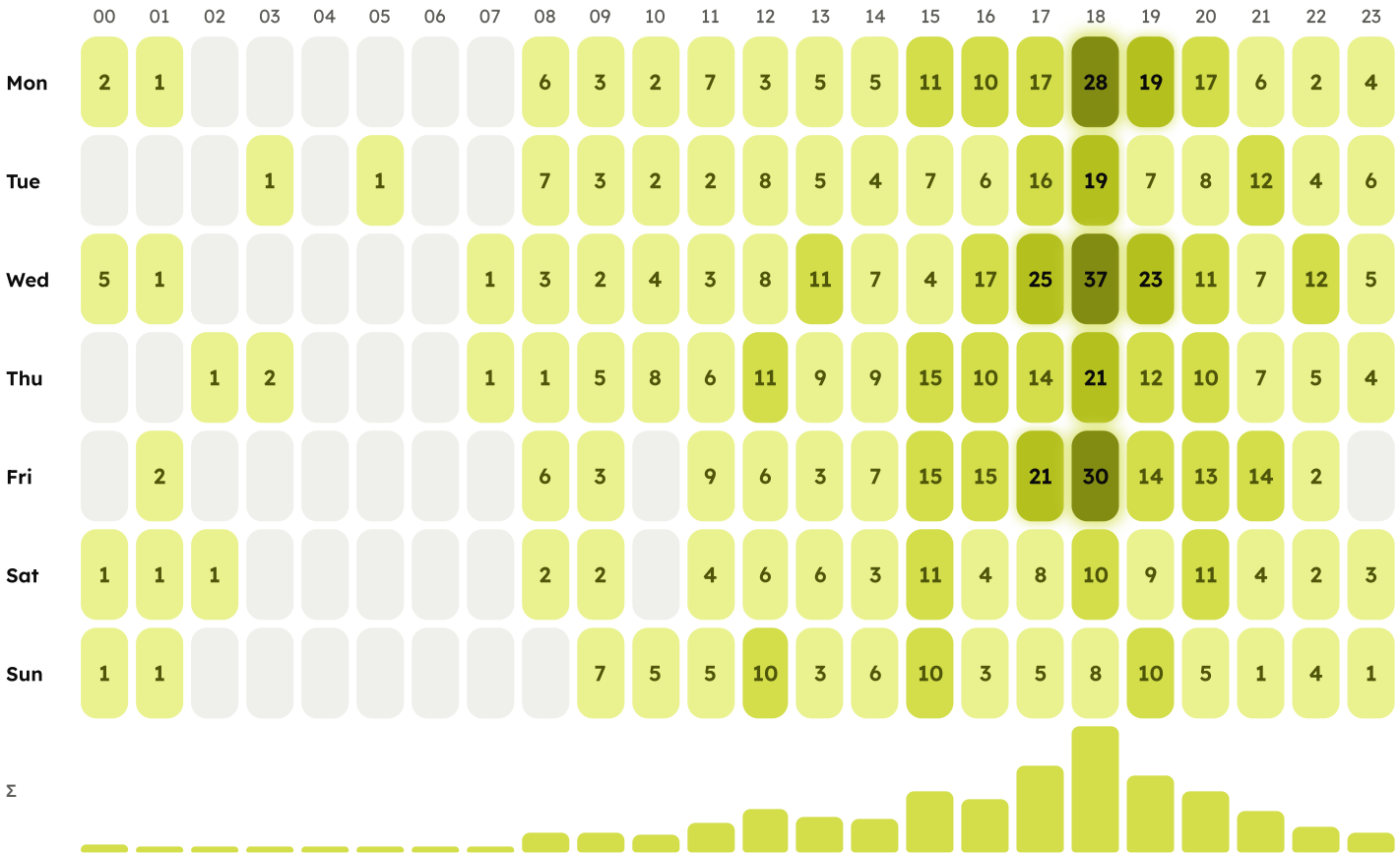
The busiest 24 hours hold 6% of posts. The top 10 accounts carry 17% of posts; their share of measured engagement is 3%, lower than their share of tracked content.

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Timing: Post Density by Day × Hour

Distribution of the 936 posts by weekday and hour.

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



low high

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

PEAK HOUR

18:00–19:00

153 posts in this hour across the period

BUSIEST CELL

Wednesday 18:00

37 posts fell in a single hour

HEAVIEST DAY

Wednesday

186 posts · weekday total 763

BUSIEST 24 HOURS

6%

rolling 24-hour window

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Your Pool: This Period's Top 10 Posting Accounts

Top 10 of the 390 accounts by post count. The Loyalty column shows the balance with competitors.

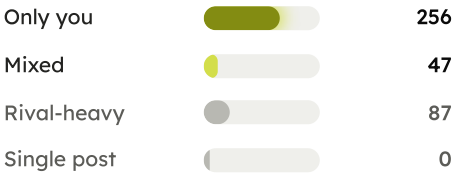
ACCOUNT	POSTS	VISIBILITY	ENGAGEMENT	LOYALTY
@salihyolusever Macro · 240,890	37	5,912,586 + 389,847	64,115 + 4,906	Only you
@indirimtakippremium Micro · 11,291	28	— + 221,760	— + 243	Rival-heavy Anker · +5 competitors
@socratesdergi Macro · 339,978	16	304,912 + 779,155	3,608 + 9,533	Only you
@barcinsurmeli Macro · 200,828	12	6,534 + 232,436	55 + 2,508	Rival-heavy Anker · +3 competitors
@cankatko Macro · 630,486	11	171,120 + 476,686	1,155 + 5,069	Mixed Huawei
@erugurlu Micro · 21,129	11	54,578 + 80,129	843 + 842	Rival-heavy Anker · +3 competitors
@vildankirsann Micro · 10,890	11	— + 119,790	— + 625	Only you
@omurmorova Macro · 116,115	11	1,133,528 + 200,188	5,735 + 1,499	Rival-heavy Apple · +3 competitors
@paperless_costudio Nano · 6,987	11	369,022 + 693	2,813 + —	Mixed DJI
@burhanaltinsoy Macro · 465,581	10	11,634 + 253,593	— + 2,049	Mixed Apple · DJI

and **380 more influencers**: 778 posts (83% of the period) · 151 Micro · 171 Macro · visibility 61,495,176 measured + 31,501,169 · engagement 2,576,647 + 486,308. Names under Loyalty: the competitors the account posted for.

WHAT WE SEE

- **Highest measured engagement.** @salihyolusever total measured engagement 64,115.
- **Highest estimated engagement.** @socratesdergi total estimated engagement 9,533.

LOYALTY SPLIT, 390 ACCOUNTS



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The Audience You Reach: Who, Where, How Genuine

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

DEMOGRAPHICS 358/390 measured · equal weights

Age

25-34	47%
18-24	40%
35+	13%

Gender

female	56%
male	44%

On a visibility-weighted view, female is 51% (using estimated visibility); the effect of high-volume accounts.

City

Istanbul	28%
Izmir	12%
Ankara	10%
Antalya	6%
Bursa	5%
Mersin	2%

+75 more cities.

Country

Turkey	97%

Language

Turkish	94%

AUDIENCE QUALITY commenter sample · 3,199,698 profiles

GENUINE AUDIENCE

68%

authenticity signal among engaging commenter profiles

LOYAL COMMENTERS

14%

those who comment on the same account again and again

BUSINESS ACCOUNTS

8%

business profiles among commenters

OUTSIDE TURKEY

9%

location of commenters

AUDIENCE SIMILARITY

97% of the 63,903 measured pairs are more than 70% similar; median 88%.

MOST SIMILAR PAIRS

@hakansezginel ↔ @idriscanocakdan
@ahmetbalatcom ↔ @basari.okulu
@ahmetbalatcom ↔ @itsranayilmaz
@ahmetbalatcom ↔ @karina_unal
@alenayavas ↔ @cigsembecereen

INTERESTS from commenter profiles

brand collaborations	6%
makeup tutorials	5%
outfit styling	5%
turkish cuisine	4%
home decor	4%
beauty influencer	4%
beauty product reviews	4%
women's fashion	3%

+219 more interests.

BY FOLLOWER TIER

TIER	ACCOUNTS	POSTS	ENGAGEMENT
Micro	154	343	76,926 + 34,810
Macro	177	465	700,688 + 358,872
Mega	34	68	1,861,663 + 119,366
Nano	25	60	15,694 + 534

Engagement: measured + estimated shown separately.

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Category Position: 9 Brands, 4,134 Posts

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

FOR YOU · 390 ACCOUNTS

936 posts

2.4 posts per account

SAME PERIOD

75 accounts from your pool also posted for Apple

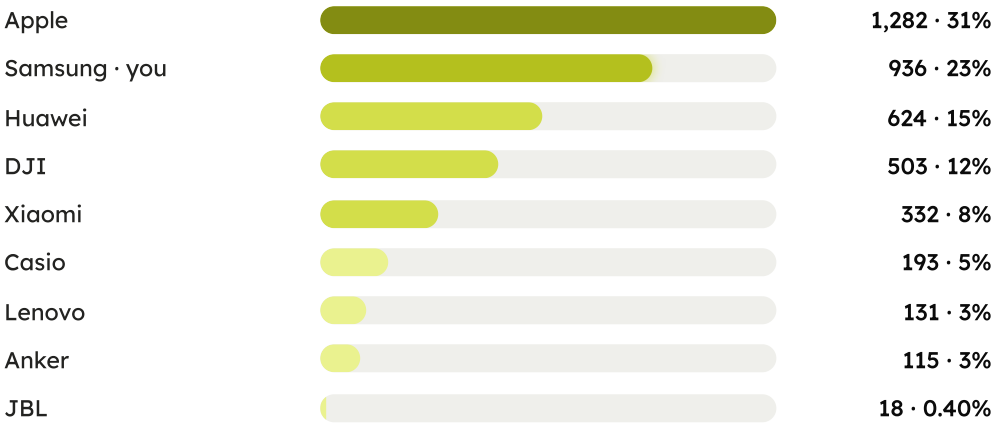
MOST SHARED COMPETITOR: APPLE · 75 ACCOUNTS

442 posts

5.9 posts per account

SHARE OF TRACKED CONTENT

same period, same method · 4,134 verified posts



Influencer posts of the 9 tracked brands. Share is by post count, not by visibility.

YOUR ACCOUNTS' POSTS FOR COMPETITORS

the same 390 accounts

BRAND	ACCOUNTS	POSTS
Apple	75	442
Huawei	73	284
Xiaomi	54	169

+5 more brands.

MOMENTUM OF THE PERIOD

per brand: total, accounts and peak day

BRAND	POSTS	ACCOUNTS	BUSIEST DAY
Apple	1,282	436	14 Oct · 101
Samsung	**936**	**390**	**9 Sep · 44**
Huawei	624	216	19 Aug · 101
DJI	503	243	7 Oct · 31
Xiaomi	332	159	27 Oct · 16

+4 more brands.

At its peak Apple made 101 posts in a single day; your peak is 44.

WHERE THE OPPORTUNITY IS

The category's biggest competitor: Apple. Posts per account: you 2.4, Apple pool 5.9. The real opportunity pool: 361 of Apple's 436 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

	SAMSUNG	ANKER	APPLE	CASIO	DJI	HUAWEI	JBL	LENOVO	XIAOMI
Samsung 390 accounts	256	29	75	16	27	73	8	36	54
Anker 56 accounts	29	15	32	9	12	24	5	15	22
Apple 436 accounts	75	32	304	20	31	55	9	26	47
Casio 49 accounts	16	9	20	21	7	9	4	10	16
DJI 243 accounts	27	12	31	7	189	22	2	10	19
Huawei 216 accounts	73	24	55	9	22	108	6	25	37
JBL 13 accounts	8	5	9	4	2	6	4	5	7
Lenovo 61 accounts	36	15	26	10	10	25	5	13	21
Xiaomi 159 accounts	54	22	47	16	19	37	7	21	81

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

READING

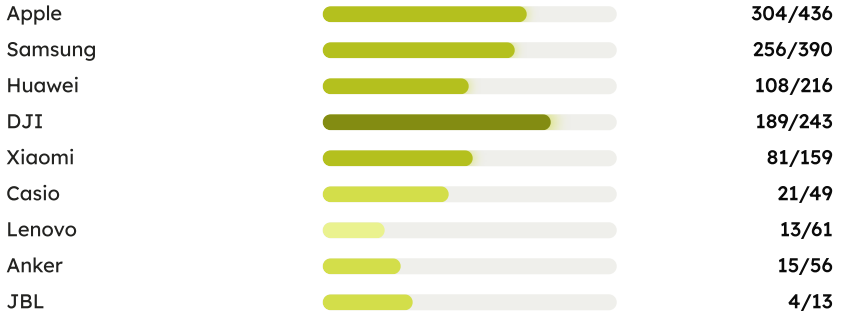
70% of Apple accounts posted only for Apple in this period; accounts shared with you: 75.

POSTED FOR APPLE BUT NOT FOR YOU

361 / 436 accounts

Of the 436 accounts that posted for Apple this period, only 75 also posted for you; 361 did not work with you, and 304 of those posted only for Apple.

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



Samsung: 256/390 accounts posted only for you (including single-post accounts); 122 accounts with at least two posts.

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What Your Pool Does for Competitors

The 390 accounts' history with the brand and balance with competitors, classed for 4 Aug – 1 Nov.

ONLY YOU

256 accounts

518 posts · median quality score 66

engagement 2,500,768 + 368,370

MIXED

47 accounts

169 posts · median quality score 62

engagement 83,653 + 76,546

RIVAL-HEAVY

87 accounts

249 posts · median quality score 62

engagement 70,550 + 68,666

SINGLE POST

0 accounts

FIRST-TIME POSTERS

259

12 weeks before the period (12 May – 3 Aug)

RETURNING

131

12 weeks before the period (12 May – 3 Aug)

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

ACCOUNT	POSTS
@indirimtakipprem... Anker · Apple · Huawei	28
@barcinsurmeli Anker · Apple · Huawei	12
@erugurlu Anker · DJI · Huawei	11
@omurmorova Apple · DJI · Huawei	11

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

@salihyolusever @socratesdergi @vildankirsann

READING

The largest group is accounts posting only for you: 256 accounts; median quality score 65.6. Accounts concentrated on competitors: 87.

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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	SAMSUNG	APPLE	CASIO	DJI	HUAWEI	XIAOMI	TOTAL
@indirimtaki…	28	60	0	0	1	42	142
@firsat_radari	6	18	50	6	1	12	106
@volkanman…	3	7	0	0	34	2	47
@erugurlu	11	0	0	8	23	3	46
@djikaracasulu	0	0	0	45	0	0	45
@barcinsurmeli	12	21	0	0	8	0	43
@mert.yamak	1	39	0	0	1	0	43
@firsatatikla	3	2	8	0	0	13	39
@salihyolusev…	37	0	0	0	0	0	37
@karina_unal	1	24	0	4	0	1	36

+3 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
@djikaracasulu 67,431 followers	0.2%	DJI 45
@benji 102,219 followers	1.6%	Apple 23
@cansuakinn 621,796 followers	0.0%	Apple 23
@gizemerbirer 119,319 followers	0.2%	Apple 21 · DJI 1
@imgoshka 313,927 followers	0.0%	Huawei 19 · Apple 2

+7 more accounts.

READING

In the tracked pool, 1 account did not post for you at all this period; first in line is @djikaracasulu, 45 posts in total.

LINK INTELLIGENCE

most used address · number of content items

COMPETITOR	ADDRESS	CONTENT
Apple	hepsiburada.com/apple-iphone-17-pro-256-…	38
Huawei	hepsiburada.com/huawei-watch-kids-x1-aki…	5
DJI	trendyol.com/DJI/Mic-Mini-2--2-TX---1-RX…	4
Xiaomi	n11.com/urun/xiaomi-robot-vacuum-s40-rob…	20

+4 more brands.

The address you use most: amazon.com.tr//dp/B0F3J6JFB5 (11 content items)

Most shared competitor links: Apple: 38; Xiaomi: 20. Your most shared link was shared 11 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: 22.6%

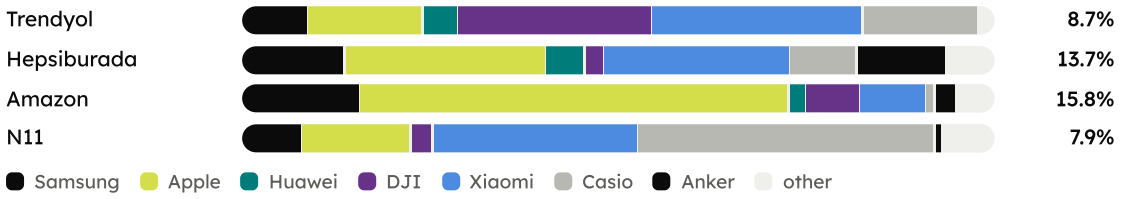
BRAND	POSTS	SHARE OF TRACKED CONTENT	PREVIOUS PERIOD SHARE	CHANGE	INFLUENCERS	INFLUENCER–BRAND PAIR SHARE	PER INFLUENCER POSTS
Samsung · you	936	**22.6%**	34.2%	+404 (+75.9%)	390	24.0%	2.4
Apple	1,282	**31.0%**	16.0%	+1,033 (+414.9%)	436	26.9%	2.9
Huawei	624	**15.1%**	11.8%	+441 (+241.0%)	216	13.3%	2.9
DJI	503	**12.2%**	12.5%	+308 (+157.9%)	243	15.0%	2.1
Xiaomi	332	**8.0%**	8.0%	+208 (+167.7%)	159	9.8%	2.1
Casio	193	**4.7%**	3.1%	+145 (+302.1%)	49	3.0%	3.9
Anker	115	**2.8%**	2.4%	+78 (+210.8%)	56	3.5%	2.1

+2 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, 14:23. Your row matches the cover and page 7 counts: 936 posts, 390 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, 14:23). 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
Samsung · you	**936** 454 Story · 63 Post · 419 Reel	**69,459,090** 418 / 419 Reel (99.8%) median 45,198	**2,654,971** 452 / 482 Post/Reel (93.8%) 30 with hidden likes	31,471,384 454 / 454 Story (100.0%) similar accounts: 4,339,236–106,578,404	8,889,564 481 / 482 Post/Reel (99.8%)
Apple	**1,282** 912 Story · 111 Post · 259 Reel	**42,837,150** 257 / 259 Reel (99.2%) median 27,093	**883,651** 303 / 370 Post/Reel (81.9%) 67 with hidden likes	87,800,956 912 / 912 Story (100.0%) similar accounts: 10,847,460–259,040,449	4,597,277 369 / 370 Post/Reel (99.7%)
Huawei	**624** 397 Story · 30 Post · 197 Reel	**58,585,721** 196 / 197 Reel (99.5%) median 33,490	**432,890** 189 / 227 Post/Reel (83.3%) 37 with hidden likes	35,147,368 397 / 397 Story (100.0%) similar accounts: 5,412,273–130,344,308	4,560,370 227 / 227 Post/Reel (100.0%)
DJI	**503** 145 Story · 45 Post · 313 Reel	**153,510,138** 307 / 313 Reel (98.1%) median 12,915	**5,583,856** 301 / 358 Post/Reel (84.1%) 57 with hidden likes	4,656,592 145 / 145 Story (100.0%) similar accounts: 845,235–20,100,767	2,678,892 356 / 358 Post/Reel (99.4%)
Xiaomi	**332** 255 Story · 7 Post · 70 Reel	**5,995,404** 68 / 70 Reel (97.1%) median 21,896	**69,168** 71 / 77 Post/Reel (92.2%) 6 with hidden likes	13,779,793 255 / 255 Story (100.0%) similar accounts: 1,913,974–45,901,365	477,880 76 / 77 Post/Reel (98.7%)
Casio	**193** 155 Story · 17 Post · 21 Reel	**185,234** 17 / 21 Reel (81.0%) median 176	**3,974** 33 / 38 Post/Reel (86.8%) 5 with hidden likes	6,629,267 155 / 155 Story (100.0%) similar accounts: 914,675–21,199,327	73,683 38 / 38 Post/Reel (100.0%)
Anker	**115** 84 Story · 2 Post · 29 Reel	**1,543,593** 29 / 29 Reel (100.0%) median 43,054	**15,941** 27 / 31 Post/Reel (87.1%) 4 with hidden likes	7,979,912 84 / 84 Story (100.0%) similar accounts: 1,204,305–28,491,595	378,762 31 / 31 Post/Reel (100.0%)

+2 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, 14:23; the oldest row was calculated on 2 Nov 2026, 13:23.

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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
Samsung · you	**64.0** 25 / 25	**63.1** 154 / 154	**65.3** 177 / 177	**62.2** 34 / 34	— none posting	**64.1** 390 / 390
Apple	**64.0** 35 / 35	**65.2** 168 / 168	**65.2** 212 / 212	**63.1** 21 / 21	— none posting	**65.0** 436 / 436
Huawei	**68.0** 8 / 8	**61.8** 78 / 78	**63.2** 112 / 112	**64.5** 18 / 18	— none posting	**63.0** 216 / 216
DJI	**61.7** 30 / 30	**62.8** 112 / 112	**60.9** 95 / 95	**59.6** 6 / 6	— none posting	**61.8** 243 / 243
Xiaomi	**59.8** 13 / 13	**63.3** 76 / 76	**64.2** 64 / 64	**68.4** 6 / 6	— none posting	**63.6** 159 / 159
Casio	**54.8** 4 / 4	**60.6** 27 / 27	**66.2** 15 / 15	**56.4** 3 / 3	— none posting	**61.6** 49 / 49
Anker	— none posting	**61.1** 20 / 20	**61.3** 33 / 33	**65.7** 3 / 3	— none posting	**61.5** 56 / 56

+2 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: ANKER you / competitor, point difference · panel default: first competitor in the list

- Gender · Male: 44.1% / 56.9% → -12.8 pts
- Gender · Female: 55.9% / 43.1% → +12.8 pts
- Age · 18–24: 40.4% / 35.1% → +5.3 pts

AGE

"—": not recorded, not zero.

BRAND	INFLUENCERS COVERED	18–24	25–34	35+	OTHER
Samsung · you	**358 / 390**	**40.4%**	**46.9%**	**12.7%**	**0.0%**
Apple	406 / 436	33.2%	52.8%	14.0%	0.0%
Huawei	202 / 216	35.6%	50.0%	14.4%	0.0%
DJI	208 / 243	32.5%	52.6%	14.9%	0.0%
Xiaomi	140 / 159	29.9%	54.3%	15.8%	0.0%
Anker	53 / 56	35.1%	49.7%	15.2%	0.0%

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

GENDER

BRAND	INFLUENCERS COVERED	MALE	FEMALE	OTHER
Samsung · you	**358 / 390**	**44.1%**	**55.9%**	**0.0%**
Apple	406 / 436	35.5%	64.5%	0.0%
Huawei	202 / 216	49.4%	50.6%	0.0%
DJI	208 / 243	41.7%	58.3%	0.0%
Xiaomi	140 / 159	36.5%	63.5%	0.0%
Anker	53 / 56	56.9%	43.1%	0.0%

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

COUNTRY

BRAND	INFLUENCERS COVERED	TURKEY	SAUDI ARABIA	JAPAN	RUSSIA	CHINA	OTHER
Samsung · you	**358 / 390**	**97.0%**	**1.6%**	**0.7%**	**0.5%**	**0.1%**	**0.1%**
Apple	406 / 436	95.8%	1.8%	0.8%	1.2%	0.2%	0.2%
Huawei	202 / 216	97.4%	1.3%	0.6%	0.6%	0.1%	0.1%
DJI	208 / 243	95.5%	2.1%	1.1%	0.9%	0.2%	0.2%
Xiaomi	140 / 159	97.6%	0.7%	0.7%	1.0%	0.0%	0.1%
Anker	53 / 56	98.2%	0.7%	0.6%	0.4%	0.1%	0.1%

+3 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
Samsung · you	**358 / 390**	**27.5%**	**11.9%**	**9.8%**	**6.1%**	**4.8%**	**40.0%**
Apple	406 / 436	30.1%	12.3%	9.2%	5.5%	4.3%	38.6%
Huawei	202 / 216	27.5%	11.6%	9.6%	6.1%	4.9%	40.3%
DJI	208 / 243	26.2%	11.3%	8.3%	6.3%	4.5%	43.3%
Xiaomi	140 / 159	22.8%	11.2%	9.0%	6.0%	4.9%	46.0%
Casio	39 / 49	20.9%	11.5%	10.3%	5.3%	4.6%	47.5%
Anker	53 / 56	24.7%	11.0%	9.1%	6.0%	4.6%	44.5%

+2 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…	OUTFIT STYLI…	TURKISH CUIS…	HOME DECOR
Samsung · you	**358 / 390**	**6.2%**	**5.4%**	**4.9%**	**4.3%**	**3.8%**
Apple	406 / 436	6.1%	4.9%	4.7%	4.4%	4.1%
Huawei	202 / 216	6.3%	4.9%	4.7%	4.9%	3.9%
DJI	208 / 243	5.7%	4.7%	4.6%	4.5%	4.2%
Xiaomi	140 / 159	5.7%	4.2%	4.1%	5.5%	4.7%
Casio	39 / 49	5.9%	4.6%	4.5%	5.2%	4.7%
Anker	53 / 56	6.3%	4.6%	4.4%	5.9%	4.2%

+2 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

No high-volume, low-engagement account stood out in this period.

2 Diversify

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

3 Retain

Finding. @salihyolusever, @socratesdergi and @vildankirsann posted only for you this period; the group has 256 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 65.6.

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

- @salihyolusever
- @socratesdergi
- @vildankirsann

WEEK 2

Shift

- No high-volume, low-engagement account stood out in this period.

WEEK 3

Competitor pool

- Apple

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** 256 accounts posted only for you; 87 accounts concentrated on competitors.
- **Category share** 23%
- **Competitor pool** The pool that posts for you made 442 posts for Apple, 47% 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 Apple's pool of 436 accounts.

The 361 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

- **936** brand posts; verified through link and verified tag evidence.
- The tag-matching list was frozen when the report was requested: **27** verified tags · list digest a7c329850ae1.
- **390** influencers contributed.
- **155** content items with links · **781** content items with caption/tag evidence · total **936**.
- **0** possible posts were excluded because the evidence was insufficient.
- Competitor posts were verified with the same method in the same period (4,134).
- First-time / returning accounts are based on the 12 weeks before the period (12 May – 3 Aug).

VISIBILITY AND ENGAGEMENT

- Reel: plays reported by the platform. Post and story: not reported, so estimated (454 stories → 31,362,525; possible range 4.04M–106.47M).
- 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 876 of 936 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: 1,973,470 (coverage 97%).

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, "—".

COMPETITOR COMPARISONS

Pages 11–15: the calculation in your panel, taken at the moment the report was requested (2 Nov 2026, 14:23).

REPORT SCOPE

- The competitor list was fixed at the report request (admin-defined): Anker, Apple, Casio, DJI, Huawei, JBL, Lenovo, Xiaomi.

AUDIENCE SIMILARITY

63,903 pairwise comparisons were made; the share above 70% similarity is 97%. It is the similarity of measurable audience profiles, not shared followers.

SYMBOLS USED IN THE REPORT

31,362,525 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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