

SAMPLE REPORT
BRAND REPORT · 12 SEP – 11 OCT 2026

Brand B

12 Sep – 11 Oct 2026 · compared across 6 tracked brands · verified brand posts · 12 weeks before the period (20 Jun – 11 Sep)

3 of the **23** accounts posting for you made **19 posts** for Brand A in the same 30 days; for you, **27**. Of the **37** accounts posting Brand A, **34** did not post you at all this period. This report shows how to reach that pool and keep your most valuable accounts.

VERIFIED POSTS
27

10 Stories · 2 feed posts · 15 Reels

INFLUENCERS
23

9 first-time this period

BRAND A POOL
34 / 37

accounts posting Brand A but not you

ONLY YOU
3 / 23

3 accounts mostly with rivals

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At a Glance

The period's numbers, your strengths, the rival's gap and three recommended steps. Details and evidence follow.

BRAND POSTS

27

10 Stories · 2 feed posts · 15 Reels
0 with a link, 27 caption/tag

INFLUENCERS

23

9 first-time this period · 14 posted you before

VISIBILITY

157K_{measured}

+ 1.72M estimated Story views

ENGAGEMENT

2,873_{measured}

+ 11,848 estimated

CATEGORY SHARE

21%

rank 2 · 128 posts in the category · Brand A 47%

POOL LOYALTY

3 / 23

posting only you · 3 mostly with rivals

WHERE YOU ARE STRONG

- **Highest quality score in the top 10.** @creator-b05 quality score 81.2; estimated visibility 21,103.
- **Timing.** Busiest 24 hours 22%; 25 posts on weekdays, 2 at the weekend.

Evidence: pages 3, 5 and 9

WHERE THE RIVAL'S POTENTIAL IS

- **Your pool also posts the rival.** The pool posting for you made 19 posts for Brand A, 70% of your own volume.
- **Opportunity pool.** 3 of the 37 accounts posting Brand A also posted you; the other 34 accounts were not reached this period.

Evidence: pages 7, 8 and 10

3 RECOMMENDED ACTIONS

1 Shift

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

2 Diversify

A different-audience proposal was not assessed for this period.

3 Retain

Prioritise the group @creator-b01, @creator-b02, @creator-b03.

Detail: page 11

Campaign Shape: Formats and Days

Post formats and how posts spread over the period; shows whether the campaign piled up on a single day.

FORMAT MIX 27 posts



● Stories 37% · 10 ● Feed posts 7% · 2 ● Reels 56% · 15

Story views cannot be read from the platform; **estimated 1.72M** from similar accounts

BUSIEST DAY

Fri 25 Sep

6 posts · 22% of the total

WEEKDAY / WEEKEND

25 / 2

93% of posts on weekdays

CONCENTRATION

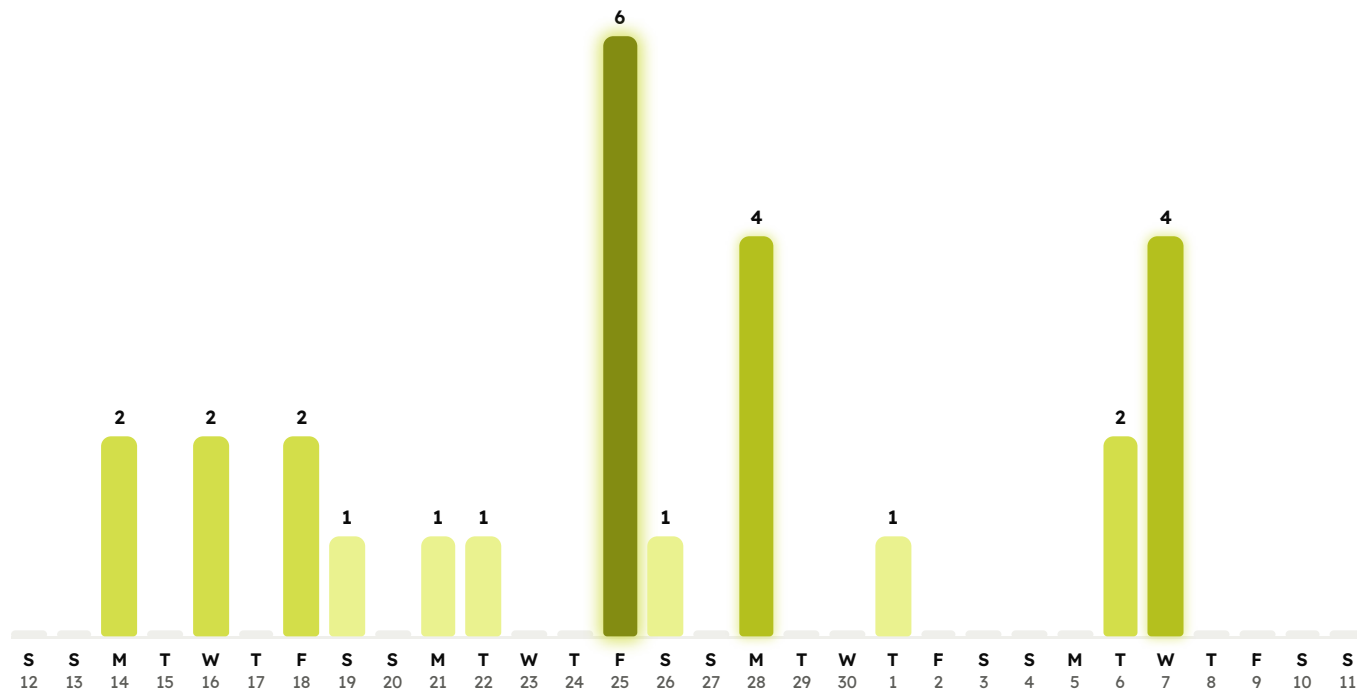
52%

the 10 most active accounts; 53% of measured engagement, 91% of estimated (coverage 57%)

WHAT IT MEANS

The busiest 24 hours carry 22% of posts. The top 10 accounts carry 52% of posts; their share of measured engagement is 53%, higher than their share of posts.

POSTS BY DAY 12 Sep – 11 Oct 2026

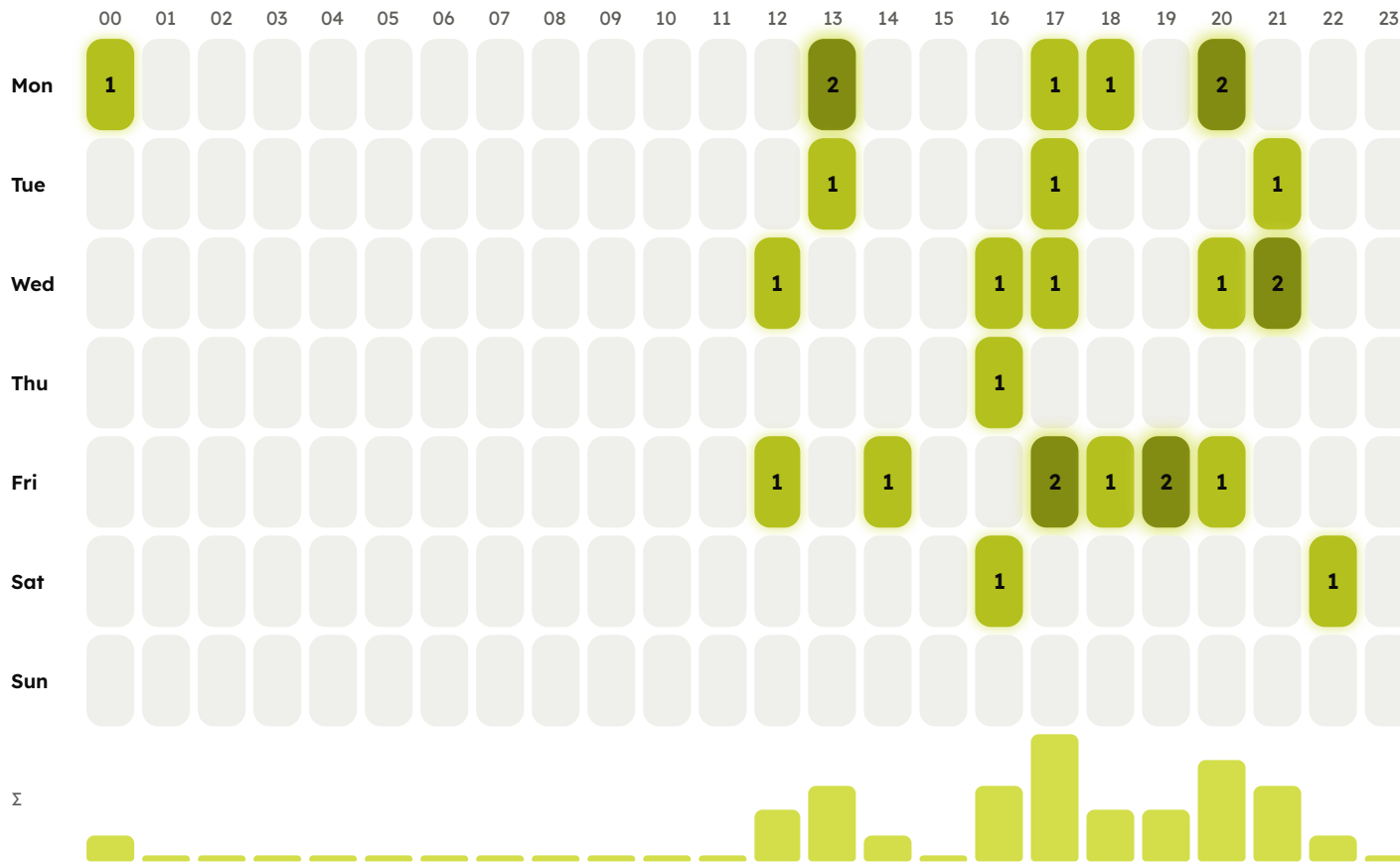


Three peak days (25 Sep (6), 28 Sep (4), 7 Oct (4)) carry 52% of the total. 18 of the other 27 days had no posts.

Timing: Posts by Day × Hour

How 27 posts spread across weekdays and hours.

POSTS BY DAY AND HOUR cell = posts on that day and hour · Turkey time (TRT)



few many

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

PEAK HOUR

17:00–18:00

5 posts in this hour over the period

BUSIEST CELL

Monday 20:00

2 posts fell in a single hour

BUSIEST WEEKDAY

Friday

8 posts · weekday total 25

BUSIEST 24 HOURS

22%

rolling 24-hour window

Your Pool: This Period's Top 10 Posters

The top 10 of 23 accounts by post count. The Loyalty column shows the balance with rivals.

ACCOUNT	QUALITY SCORE / 100	POSTS	VISIBILITY	ENGAGEMENT	LOYALTY
C @creator-b01 Micro · 29,500	<div><div></div></div> 53	3	1,783 + 12,088	27 + 166	Only you
C @creator-b02 Mega · 1,362,137	<div><div></div></div> 68	2	— + 1,413,791	— + 9,764	Only you
C @creator-b03 Micro · 43,850	<div><div></div></div> 33	2	— + 6,194	141 + 141	Only you
C @creator-b04 Nano · 6,941	<div><div></div></div> 58	1	3,789 + —	—	Single post
C @creator-b05 Macro · 141,397	<div><div></div></div> 81	1	— + 21,103	— + 671	Single post
C @creator-b06 Nano · 6,768	<div><div></div></div> 69	1	— + 2,124	— + 73	Single post
C @creator-b07 Micro · 65,358	<div><div></div></div> 70	1	25,268 + —	479 + —	Also rivals Brand C
C @creator-b08 Nano · 9,420	<div><div></div></div> 35	1	15 + —	1 + —	Rival-heavy Brand E · Brand A
C @creator-b09 Micro · 98,520	<div><div></div></div> 72	1	13,157 + —	—	Single post
C @creator-b10 Mega · 1,139,333	<div><div></div></div> 48	1	28,941 + —	864 + —	Single post

and 13 more influencers: 13 posts (48% of the period) · 5 Micro · 6 Macro · visibility 84,372 measured + 270,848 · engagement 1,361 + 1,033. Quality score: Starlecta's 0–100 score (SQS). Names under Loyalty: the rivals the account posted.

WHAT WE SEE

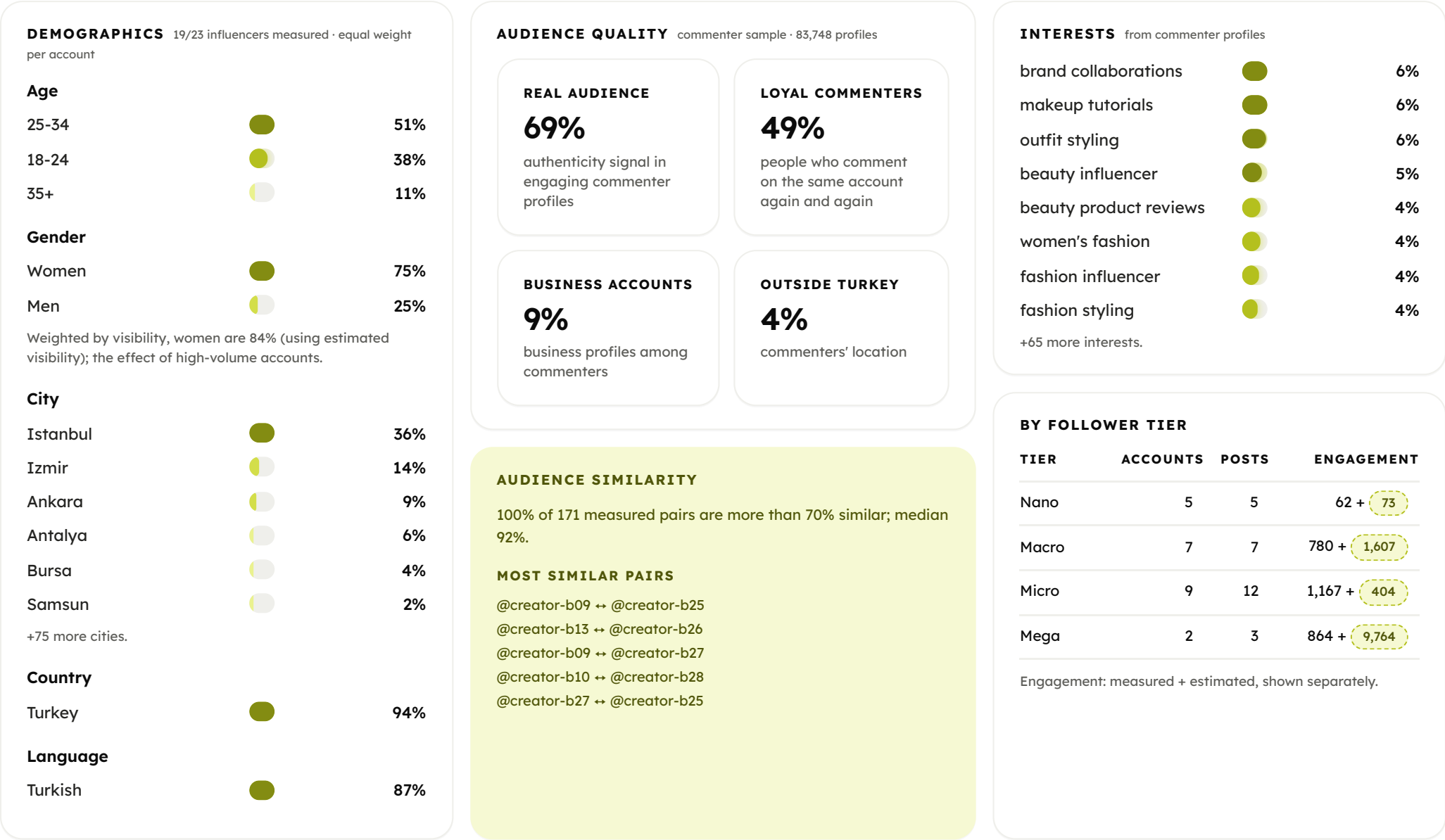
- **Highest measured engagement.**
@creator-b10 measured engagement total 864.
- **Highest estimated engagement.**
@creator-b02 estimated engagement total 9,764.

LOYALTY SPLIT OF 23 ACCOUNTS

Only you	<div><div></div></div>	3
Also rivals	<div><div></div></div>	2
Rival-heavy	<div><div></div></div>	3
Single post	<div><div></div></div>	15

The Audience You Reached: Who, Where, How Real

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



Category Position: 6 Brands, 128 Posts

Same-period, same-method posts by brand, and the volume your pool produced for rivals.

FOR YOU · 23 ACCOUNTS

271.2

postsposts per account

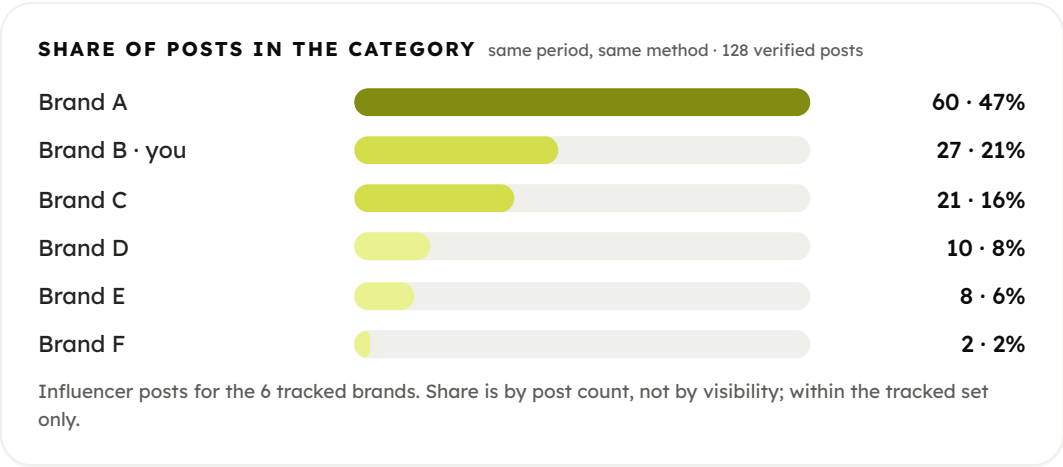
SAME PERIOD

3 accounts from your pool also posted for Brand A

MOST SHARED RIVAL: BRAND A · 3 ACCOUNTS

196.3

postsposts per account



WHERE THE OPPORTUNITY IS

The category's largest rival: Brand A. Posts per account: you 1.2, the Brand A pool 6.3. The real opportunity pool: 34 of Brand A's 37 accounts did not post you at all this period.

YOUR ACCOUNTS' POSTS FOR RIVALS the same 23 accounts

BRAND	ACCOUNTS	POSTS
Brand A	3	19
Brand D	3	5
Brand C	1	1
Brand E	1	1

MOMENTUM IN THE PERIOD per brand: total, accounts and peak day

BRAND	POSTS	ACCOUNTS	PEAK DAY
Brand A	60	37	5 Oct · 11
Brand B	27	23	25 Sep · 6
Brand C	21	17	30 Sep · 3
Brand D	10	7	7 Oct · 7
Brand E	8	8	28 Sep · 6
Brand F	2	2	4 Oct · 1

At its peak Brand A had 11 posts in a single day; your peak was 6.

Who Posts for Whom: Overlap Matrix

Which influencers posted more than one brand (shared creators); shows the size of the rival pool.

OVERLAP MATRIX

of the accounts posting the row brand, how many also posted the column brand · diagonal: accounts posting only that brand

	BRAND B	BRAND A	BRAND D	BRAND E	BRAND F	BRAND C
Brand B 23 accounts	18	3	3	1	0	1
Brand A 37 accounts	3	30	3	3	0	1
Brand D 7 accounts	3	3	3	0	0	0
Brand E 8 accounts	1	3	0	5	0	0
Brand F 2 accounts	0	0	0	0	2	0
Brand C 17 accounts	1	1	0	0	0	15

Recorded posts (shared creators), not agreements or audience overlap. Highlighted cells: the Brand B row and column.

READING

81% of Brand A's accounts posted only Brand A this period; 3 accounts are shared with you.

POSTING BRAND A BUT NOT YOU

34 / 37 accounts

Of the 37 accounts that posted Brand A this period, only 3 also posted you; 34 accounts did not post you this period. 30 posted only Brand A this period.

ACCOUNTS POSTING A SINGLE BRAND

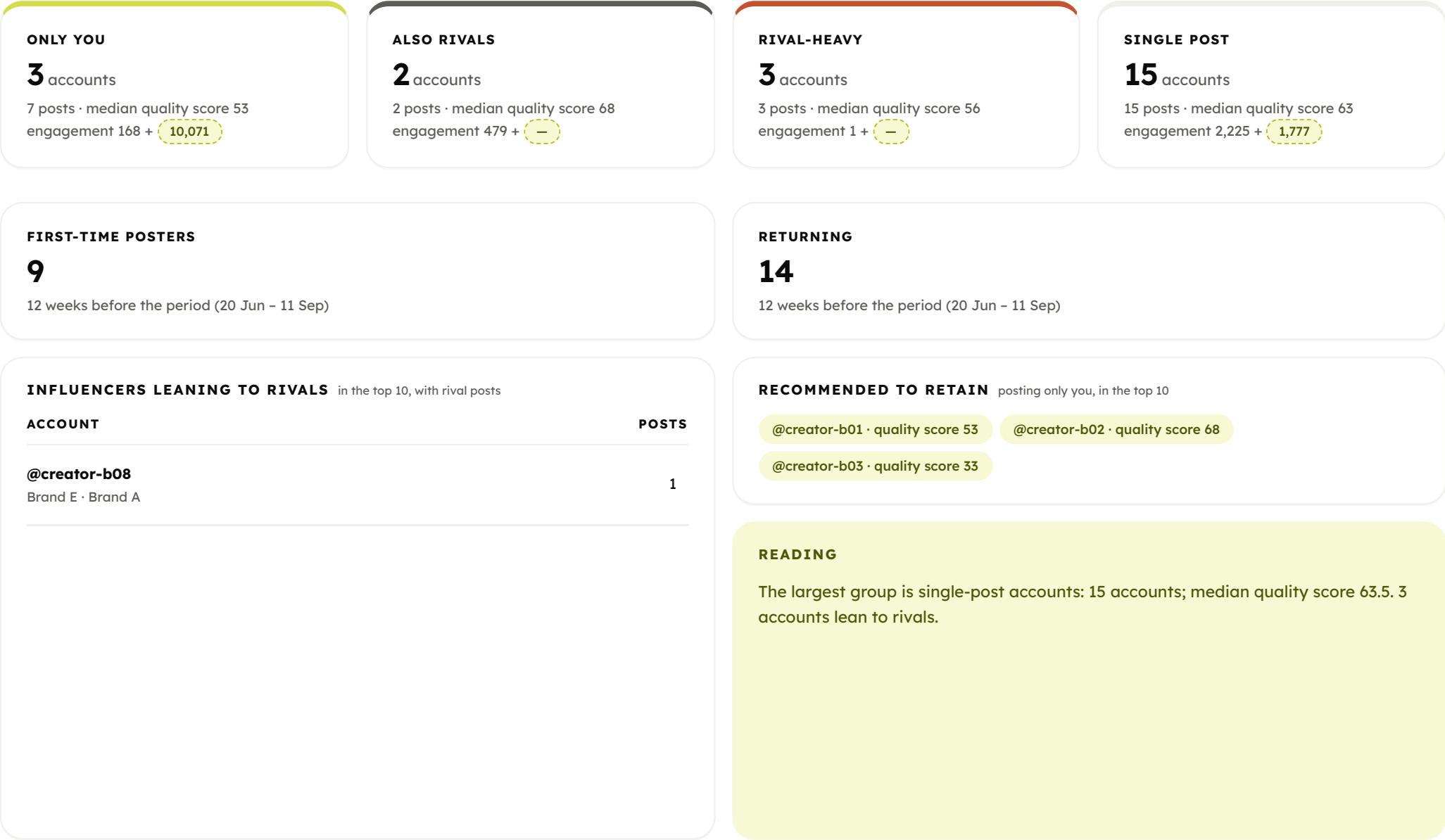
share within the brand's pool

Brand A	<div></div>	30/37
Brand B	<div></div>	18/23
Brand C	<div></div>	15/17
Brand D	<div></div>	3/7
Brand E	<div></div>	5/8
Brand F	<div></div>	2/2

Brand B: 18/23 accounts posted only you (single posts included); 3 accounts with at least two posts.

What Your Pool Does for Rivals

How 23 accounts balance you and tracked rivals. Classes cover this period (12 Sep – 11 Oct).



Rival Pool and Link Intelligence

The most active accounts in the category, the best of those not yet posting you, and where rivals send traffic.

THE 10 MOST ACTIVE ACCOUNTS IN THE CATEGORY <small>across the tracked brands · brands' own accounts excluded</small>							
ACCOUNT	BRAND B	BRAND A	BRAND D	BRAND E	BRAND F	BRAND C	TOTAL
@creator-b08 · SQS 35	1	13	0	1	0	0	15
@creator-b11 · SQS 56	1	4	3	0	0	0	8
@creator-b12 · SQS 66	0	4	2	0	0	0	6
@creator-b13 · SQS 65	1	2	1	0	0	0	4
@creator-b01 · SQS 53	3	0	0	0	0	0	3
@creator-b14 · SQS 54	0	0	0	0	0	3	3
@creator-b15 · SQS 47	0	0	0	0	0	3	3
@creator-b16 · SQS 55	0	3	0	0	0	0	3
@creator-b17 · SQS 35	0	3	0	0	0	0	3
@creator-b18 · SQS 56	0	1	0	1	0	0	2

STANDOUTS FROM THE RIVAL POOL <small>not posting you · by rival posts</small>			
ACCOUNT	QUALITY SCORE	ER	POSTED THIS PERIOD
@creator-b12 214,684 followers	66	—	Brand A 4 · Brand D 2
@creator-b14 141,946 followers	54	0.2%	Brand C 3
@creator-b15 62,614 followers	47	0.1%	Brand C 3
@creator-b16 26,630 followers	55	0.0%	Brand A 3
@creator-b17 51,752 followers	35	0.0%	Brand A 3
+7 more accounts.			

READING

In the tracked pool, 6 accounts did not post you at all this period; first is @creator-b12, 6 posts in total, quality score 65.9.

LINK INTELLIGENCE <small>most used address · content items</small>		
RIVAL	ADDRESS	ITEMS
Brand A	shop-a.example/product-2	3
Brand C	shop-c.example/product-3	1
Brand D	shop-a.example/product-3	4
Brand E	shop-c.example/product-1	5
Brand F	shop-c.example/product-2	1
Your most used address: shop-a.example/product-1 (2 content items)		
Rivals' most shared links: Brand E: 5; Brand D: 4. Your most shared link was shared 2 times.		

Three Actions: Shift, Diversify, Retain

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

1 Shift

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

2 Diversify

A different-audience proposal was not assessed for this period.

3 Retain

Finding. @creator-b01, @creator-b02, @creator-b03 posted only you this period; the group has 3 accounts in total.

Proposal. Offer renewed work before the next period starts; propose a priority and timing agreement, not exclusivity.

Expected impact. The group's median quality score is 53.2.

Owner: Brand / key account manager · **Timing:** This month

The Next 4 Weeks

A calendar for the three actions, what we will measure in the next report, and the next step.

SUGGESTED CALENDAR next 4 weeks

WEEK 1

Retain

- @creator-b01
- @creator-b02
- @creator-b03

WEEK 2

Shift

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

WEEK 3

Rival pool

- Brand A

WEEK 4

Measure

- Engagement rate
- Loyalty
- Category share
- Rival pool

WHAT WE WILL TRACK IN THE NEXT REPORT

- **Engagement rate** See the campaign shape reading (page 3).
- **Loyalty** 3 accounts posted only you; 3 accounts leaned to rivals.
- **Category share** 21%
- **Rival pool** The pool posting for you made 19 posts for Brand A, 70% of your own volume.

EVERY MONTH WITH STARLECTA

- This report is built from verified post data; it can be rebuilt for any brand and period.
- The rival pool and post volume are verified with the same method for each period separately.

NEXT STEP

In a 30-minute call, let's open this report in the live panel together with Brand A's 37-account pool.

The 34 accounts that did not post you this period, the top 10 accounts and the daily post curve are ready in the panel.

starlecta.com

Method and Data Reliability

Which posts were counted, how visibility and engagement were computed, and what the scores are made of.

WHAT THE REPORT INCLUDES

- **27** brand posts, verified with link and tag evidence.
- **23** influencers contributed.
- **0** items with a link · **27** items with caption/tag evidence · **27** in total.
- **85** possible posts were left out for lack of evidence.
- Rival posts were verified with the same method in the same period (128).
- First-time / returning accounts are based on the history of the 12 weeks before the period (20 Jun – 11 Sep).

MARKERS USED IN THE REPORT

- 1,719,954** estimated value
- Only you** posted none of the tracked rivals (at least 2 posts)
- Rival-heavy** 60%+ of its posts were for rivals
- Also rivals** posted both you and a rival
- Single post** one post this period, too little history
- not measurable; no estimate made

VISIBILITY AND ENGAGEMENT

- Reels: plays reported by the platform (gross plays, not unique reach). Feed posts and Stories: not reported by the platform, so estimated (10 Stories → 1,719,954; modelled range 178K–2.2M).
- Engagement: on feed posts and Reels, likes + comments when readable; when hidden, estimated as followers × engagement rate. For Stories, estimated views × the Reel engagement/view rate. Computed for 19 of 27 posts (likes + comments (feed posts/Reels); estimated reach-based engagement (Stories)).
- Measured and estimated values are shown separately, never added into one number. Scenario adjusted for real audience among engaging commenters: 10,112 (coverage 100%).

ENGAGEMENT RATES

- **Overall:** likes + comments on feed posts and Reels divided by followers, weighted median.
- **Reel:** Reels only. The two are never used interchangeably.
- Each is published with at least 3 valid samples; below that, “—”.

AUDIENCE SIMILARITY

171 pairwise comparisons; share above 70% similarity 100%. This is the similarity of measurable audience profiles, not shared followers.

ABOUT THIS SAMPLE

- Anonymized sample. Names are illustrative.