Coca-Cola

Pepsi

Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

sociality.io

Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

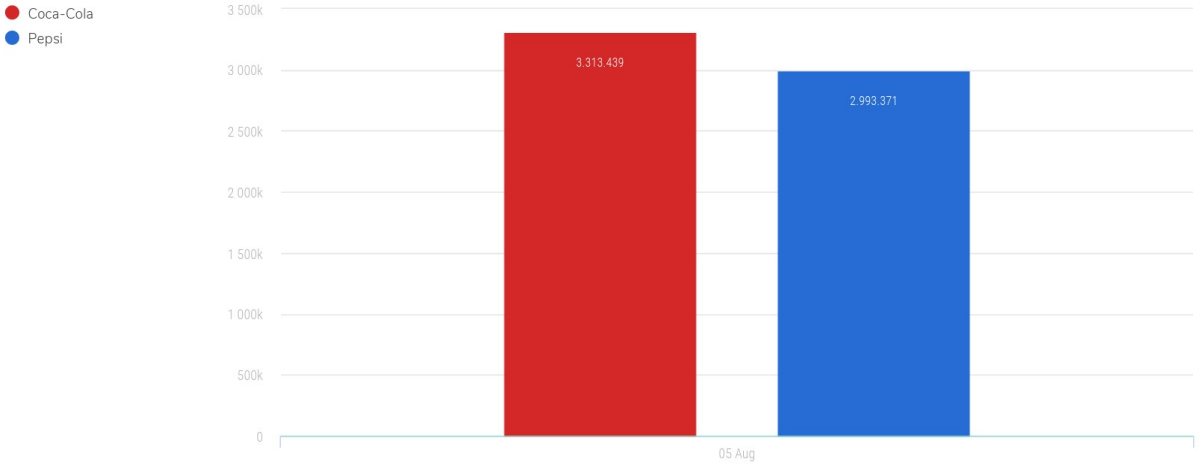
	Followers	Follower Growth	Number of Tweets	Total Interactions	Engagement Rate
CocaCola	3.313.439	-28.448	62	26.738	%0,03
pepsi	2.993.371	-22.605	156	129.280	%0,10

sociality.io

Twitter - Competitor Analysis - All

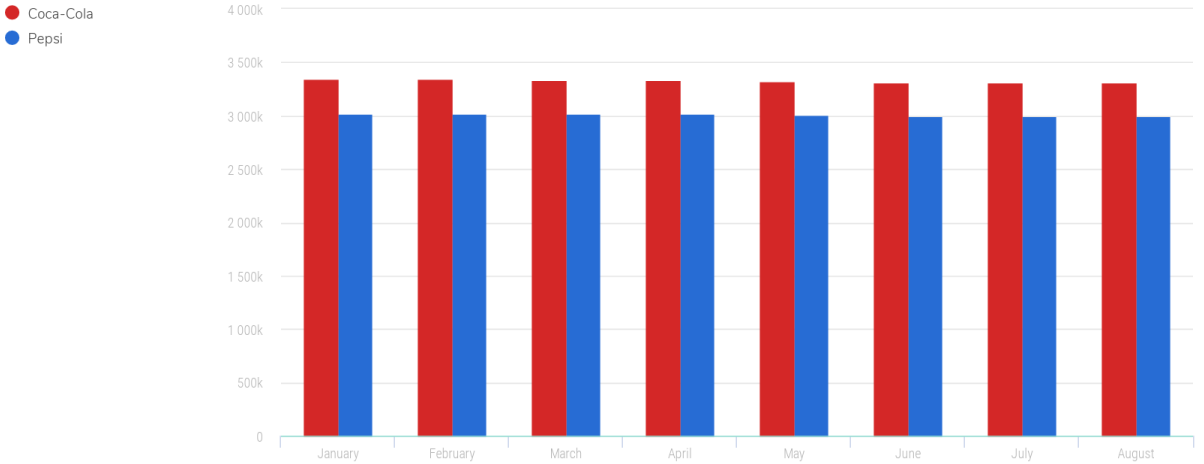
01 January 2020 - 05 August 2020

Total Followers



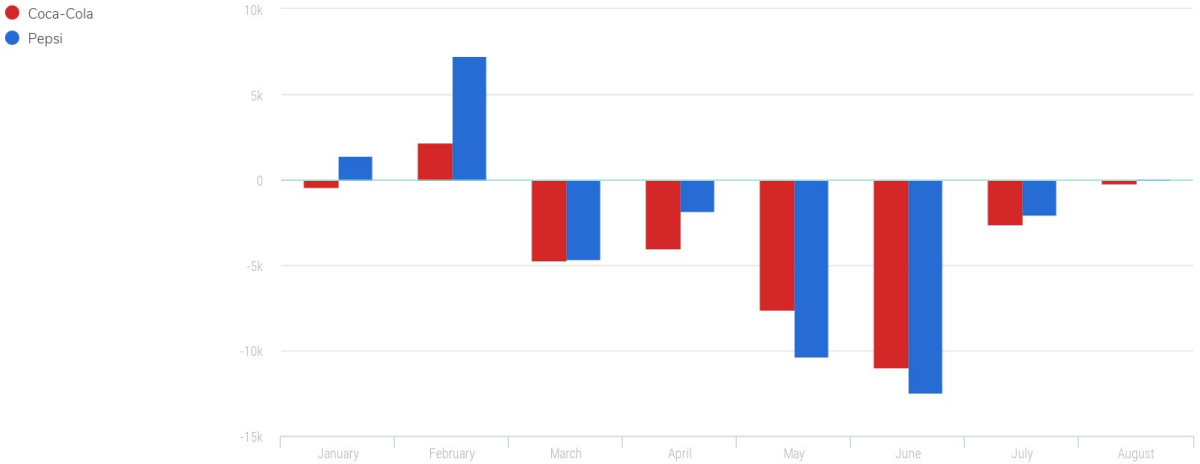
sociality.io

Followers



sociality.io

Growth of Followers



sociality.io

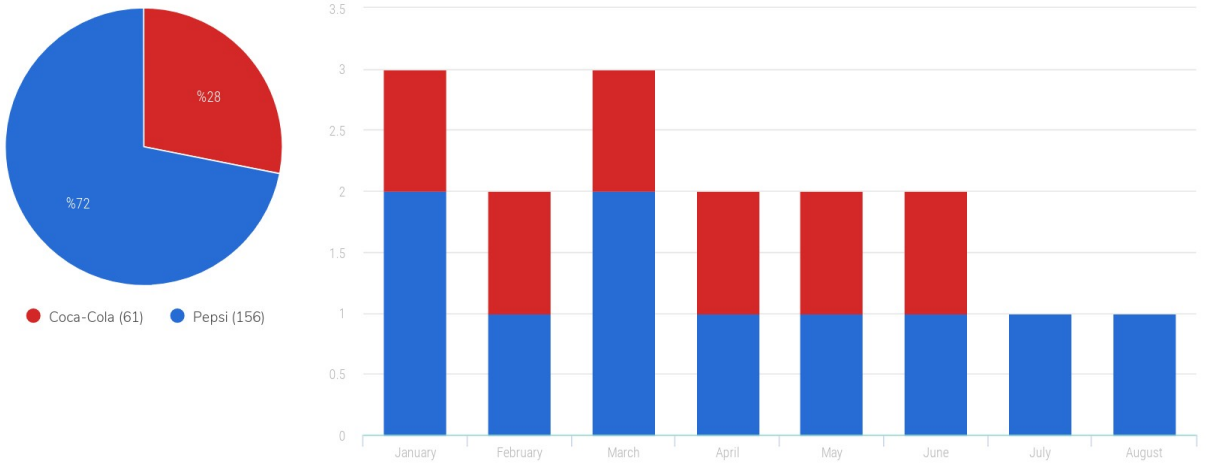
Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

	Follower Growth	Max. Daily Growth of Followers	Min. Daily Growth of Followers	Daily Average of Growth of Followers
CocaCola	-28.448	2.653 (26.05.2020)	-900 (03.06.2020)	-130
pepsi	-22.605	2.609 (04.02.2020)	-827 (19.05.2020)	-104

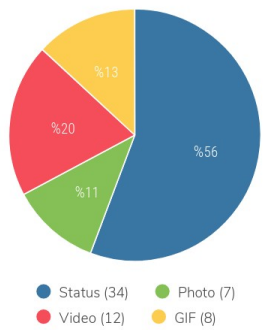
sociality.io

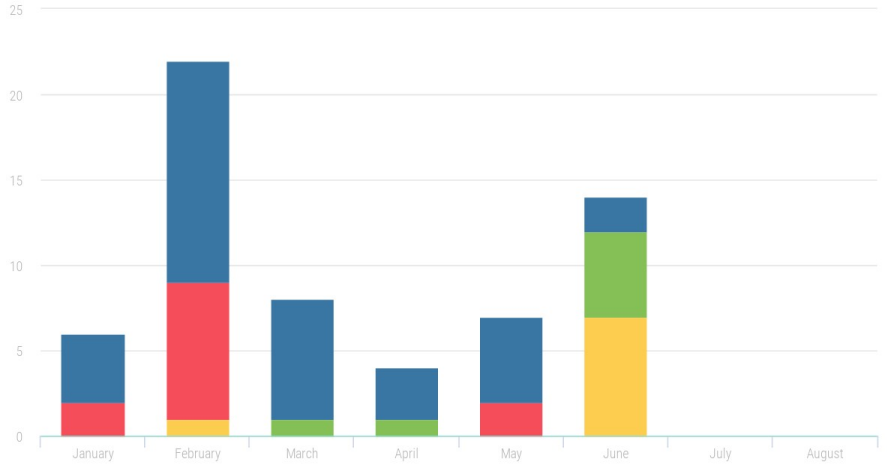
Number of Tweets



sociality.io

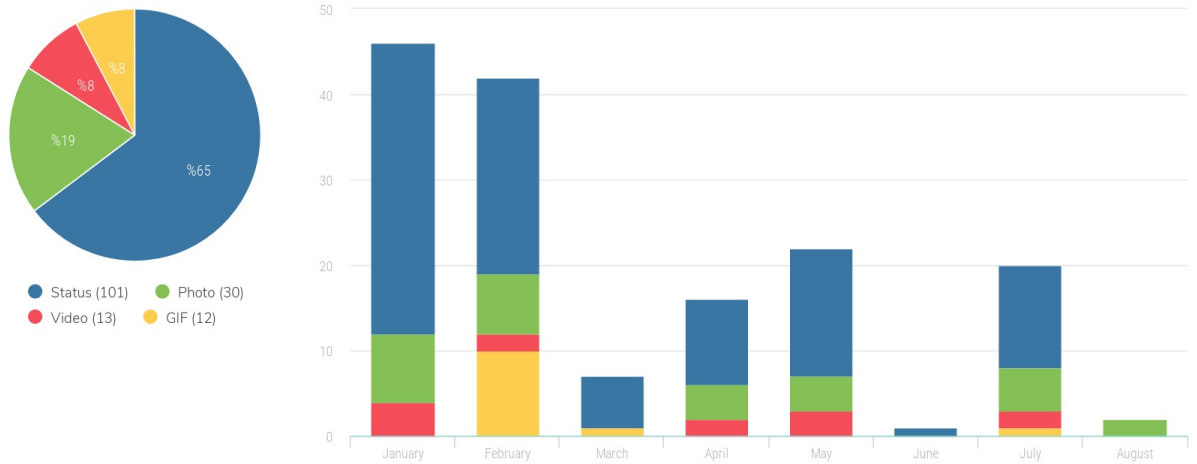
Post Types - Coca-Cola





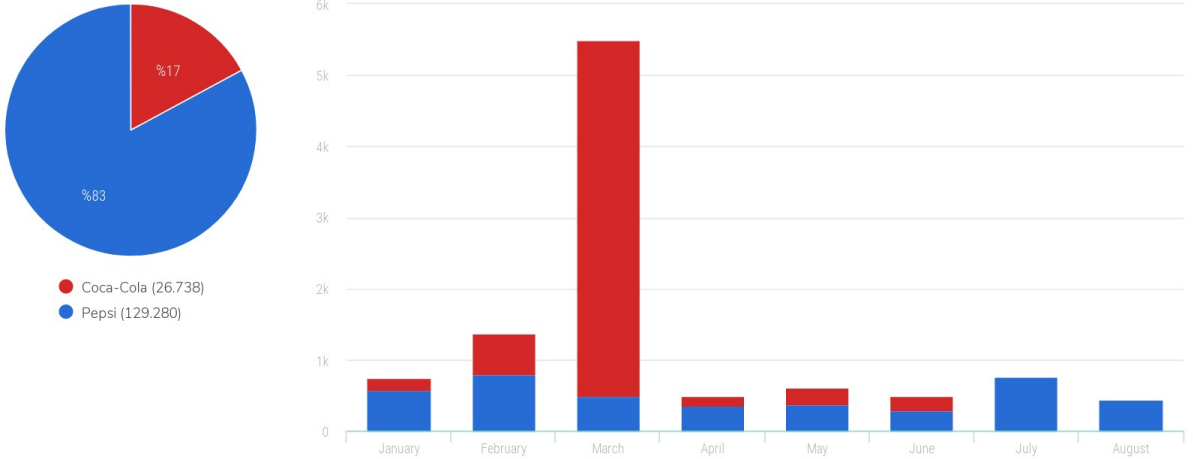
sociality.io

Post Types - Pepsi



sociality.io

Total Interactions



sociality.io

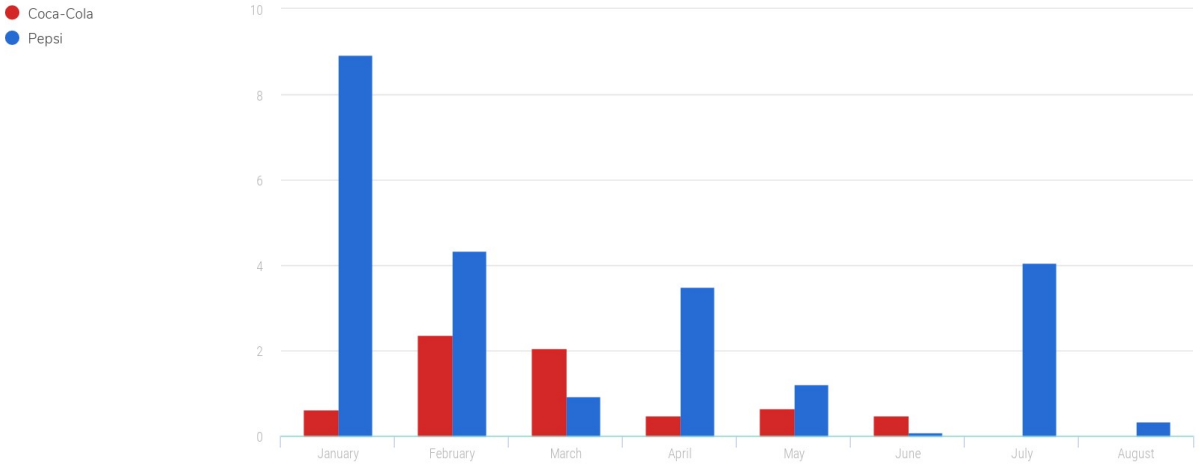
Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

	Total Interaction	Min. Daily Interaction	Max. Daily Interaction	Daily Average of Total Interactions
CocaCola	26.738	0 (05.08.2020)	4.995 (09.03.2020)	122
pepsi	129.280	0 (05.08.2020)	20.763 (23.01.2020)	593

sociality.io

Engagement Rate



sociality.io

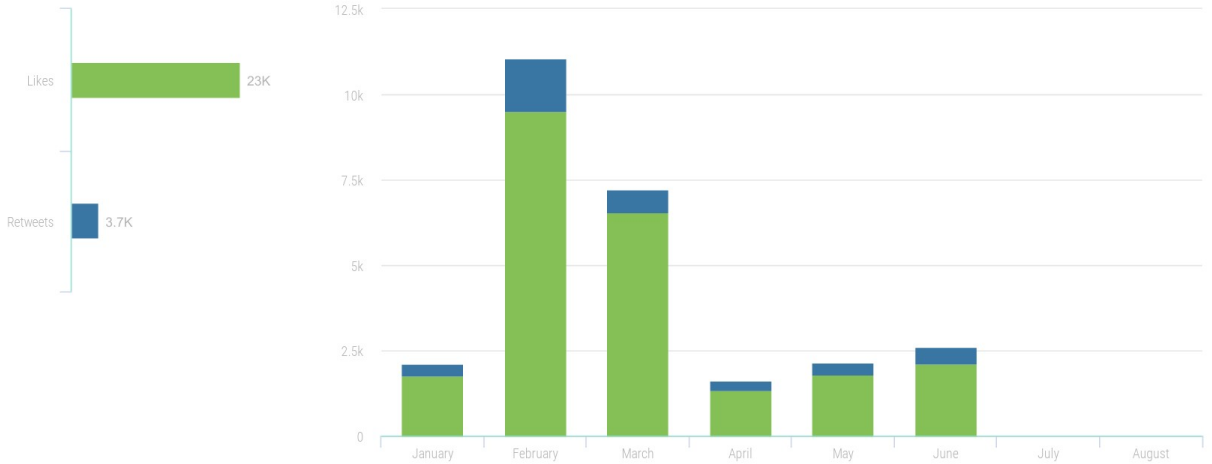
Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

	Max. Daily Engagement Rate	Min. Daily Engagement Rate	Total Average of Engagement Rate	Daily Average of Engagement Rate
CocaCola	%1,49 (09.03.2020)	%0 (05.08.2020)	%0,10	%0,03
pepsi	%3,44 (23.01.2020)	%0 (05.08.2020)	%0,15	%0,10

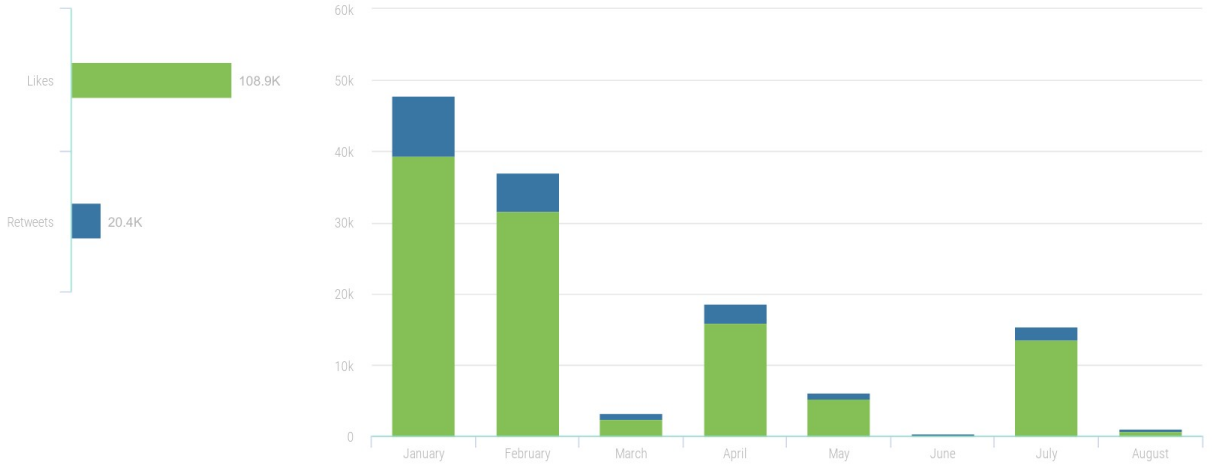
sociality.io

Interaction Types - Coca-Cola



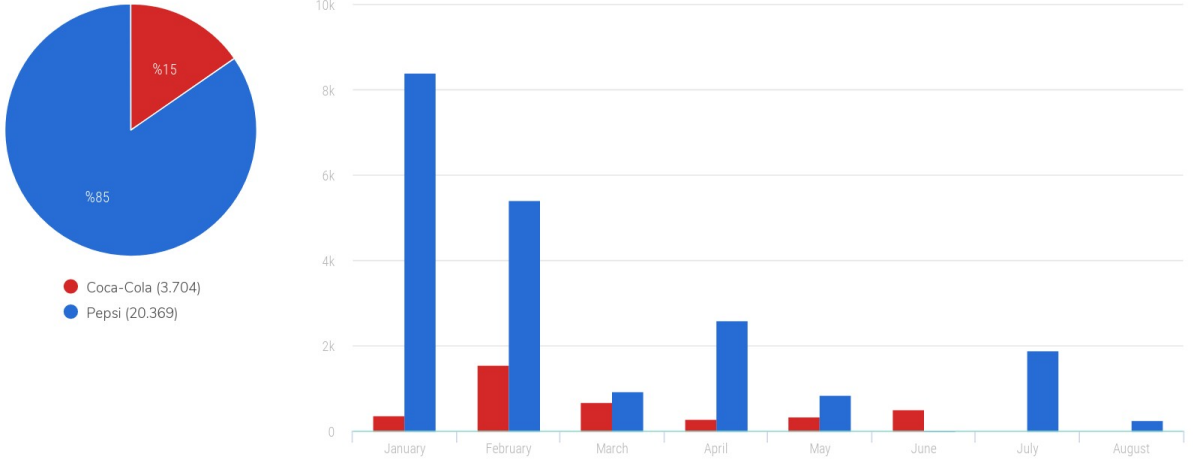
sociality.io

Interaction Types - Pepsi



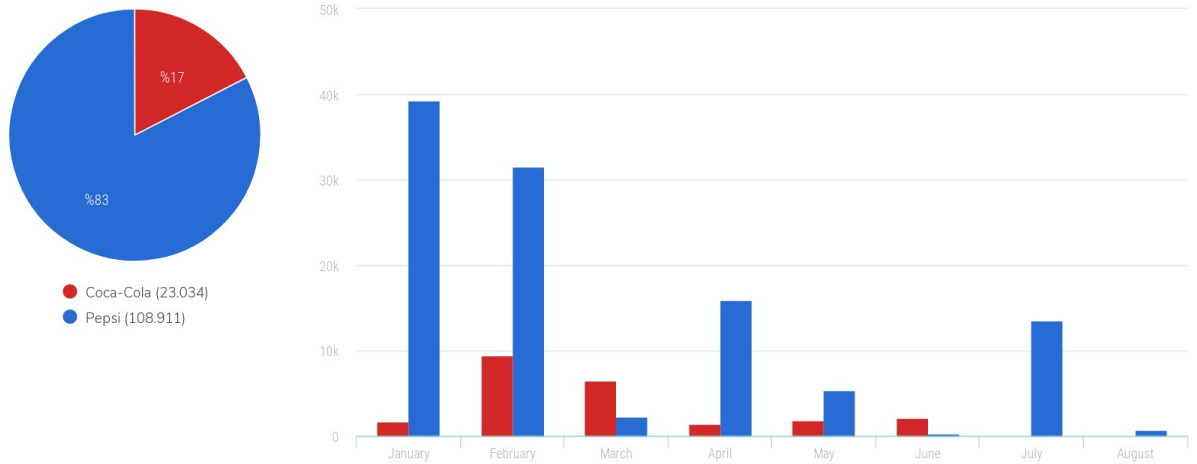
sociality.io

Retweets



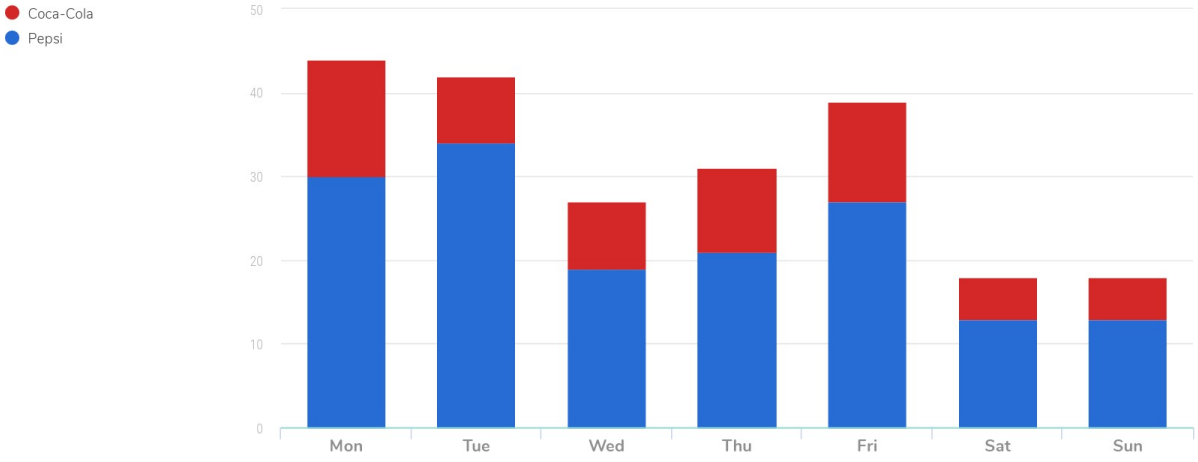
sociality.io

Likes



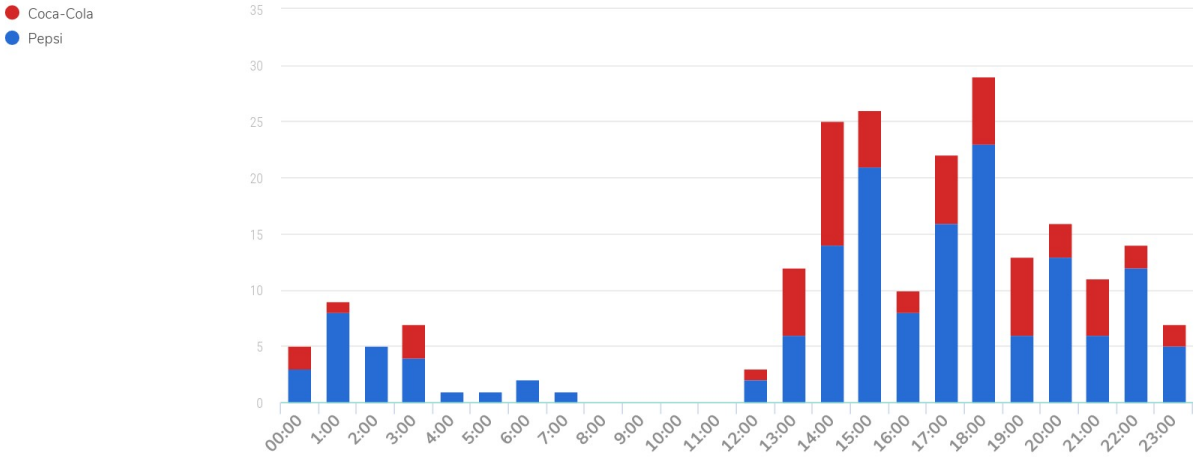
sociality.io

Post Days



sociality.io

Post Hours



sociality.io

Pepsi
1 January 2020 05:01

...annnddd there goes our New Year's resolutions.

Interactions	449
Retweet	63
Like	386

Engagement Rate
%0,14

Coca-Cola
1 January 2020 15:00

"Remember to love all of it and remember to share it. It's a good year to have a good year." Los Angeles dancer/choreographer @justfeng on how he's getting together with friends to start 2020 off on the right foot. #HappyNewYear

Interactions	205
Retweet	35
Like	170

Engagement Rate
%0,06

Click to see video.

sociality.io

Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

Coca-Cola

2 January 2020 16:30

It's a good year to have a good year. 😎

Interactions	1.003
Retweet	213
Like	790

Engagement Rate

%0,30

Pepsi

2 January 2020 20:23

Well, looks like it's #backtowork, unless you quit in 2019, then it's #backtosleep

Interactions	201
Retweet	19
Like	182

Engagement Rate

%0,06

sociality.io

Pepsi
3 January 2020 14:00

2019 was odd.

Interactions	819
Retweet	111
Like	708

Engagement Rate
%0,27

Pepsi
6 January 2020 00:34

Silencing the haters? Yeah, we like it. #ThatsWhatILike https://t.co/24STwlw4AI

Interactions	440
Retweet	50
Like	390

Engagement Rate
%0,14

sociality.io

Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

Coca-Cola

6 January 2020 17:30

Let's kick off the year right. 👍 Give us your advice below. #MondayMotivation
https://t.co/lnhQHgNJtD

Interactions	137
Retweet	11
Like	126

Engagement Rate

%0,04

Pepsi

7 January 2020 17:00

Hello @RegalMovies 👀

Interactions	254
Retweet	17
Like	237

Engagement Rate

%0,08

sociality.io

Pepsi
7 January 2020 17:15

I couldn't help but notice that you look a lot like my next date.
https://t.co/NjmtV5U7TE

Interactions	160
Retweet	17
Like	143

Engagement Rate
%0,05

Pepsi
7 January 2020 17:27

Why don't you come up and see me sometime? https://t.co/tKRORT36an

Interactions	160
Retweet	18
Like	142

Engagement Rate
%0,05

sociality.io

Pepsi
7 January 2020 17:36

I don't know how to put this, but . . . I'm kind of a big deal. https://t.co/sluo2a85uh

Interactions	209
Retweet	25
Like	184

Engagement Rate
%0,06

Pepsi
7 January 2020 17:49

I've never been more serious about anything in my life. https://t.co/w7QhXZEfnY

Interactions	162
Retweet	16
Like	146

Engagement Rate
%0,05

sociality.io

Pepsi
7 January 2020 17:59

You see, I never stopped loving you . . . https://t.co/RnemKbEotZ

Interactions	121
Retweet	13
Like	108

Engagement Rate
%0,04

Pepsi
7 January 2020 18:07

To me you are perfect. https://t.co/1Hg4Pwf8Z7

Interactions	163
Retweet	17
Like	146

Engagement Rate
%0,05

sociality.io

Pepsi
7 January 2020 18:15

Choose me. Marry me. https://t.co/5qDC0xhNkD

Interactions	242
Retweet	22
Like	220

Engagement Rate
%0,08

Pepsi
7 January 2020 18:19

You're really, really ridiculously good looking. https://t.co/tp85DzOtC4

Interactions	129
Retweet	13
Like	116

Engagement Rate
%0,04

sociality.io

Pepsi
7 January 2020 18:34

You don't know how long I've waited for you. https://t.co/h8xzmaWyYy

Interactions	145
Retweet	18
Like	127

Engagement Rate
%0,04

Pepsi
7 January 2020 18:48

I'm gonna treat you so nice, you're never gonna let me go. https://t.co/lf7Jimwilm

Interactions	157
Retweet	16
Like	141

Engagement Rate
%0,05

sociality.io

Pepsi
7 January 2020 18:54

Coming Soon @RegalMovies https://t.co/7hoDgtpFQC

Interactions	1.216
Retweet	157
Like	1.059

Engagement Rate
%0,40

Pepsi
8 January 2020 18:53

This is art⬇️ https://t.co/JDRPnnOYFj

Interactions	388
Retweet	63
Like	325

Engagement Rate
%0,12

sociality.io

Pepsi
10 January 2020 19:29

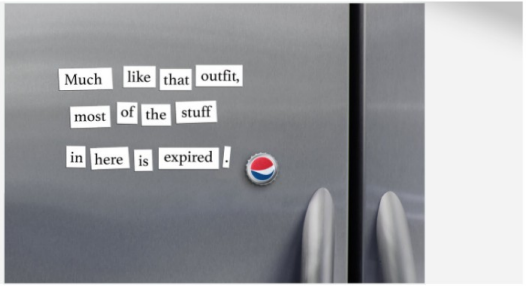
#IfTwitterWasAWorkPlace ...none of your lunches would be safe in the communal fridge..NONE OF THEM.

Interactions	118
Retweet	16
Like	102

Engagement Rate
%0,03

Pepsi
10 January 2020 22:00

Fridge Wisdom No. 63 https://t.co/yPrJw6FD3D



Interactions	136
Retweet	20
Like	116

Engagement Rate
%0,04

sociality.io

Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

Pepsi

11 January 2020 15:02

Paging @Brisk - a tea party joke is calling #americanhistorybeverages

Interactions	75
Retweet	7
Like	68

Engagement Rate

%0,02

Pepsi

13 January 2020 17:00

If you need to look busy on your phone, quick, drop us a reply and see what happens.

Interactions	1.265
Retweet	105
Like	1.160

Engagement Rate

%0,41

sociality.io

Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

Pepsi
13 January 2020 20:06

Not coming to an award show near you. https://t.co/c3hIJjZS4p

Interactions	228
Retweet	40
Like	188

Engagement Rate
%0,07

Pepsi
13 January 2020 21:12

A little splash of water turns any photo into art. Noted. https://t.co/qT7rj6G6tK

Interactions	340
Retweet	53
Like	287

Engagement Rate
%0,11

sociality.io

Pepsi
15 January 2020 21:00

Really gonna break the routine starting this year - ordering pizza with parmesan crust...watch out, 2020!

Interactions	161
Retweet	12
Like	149

Engagement Rate
%0,05

Pepsi
15 January 2020 21:00

.@pizzahut...lookin' at you 👀 https://t.co/LYpUxY5bqk

Interactions	202
Retweet	16
Like	186

Engagement Rate
%0,06

sociality.io

Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

Pepsi

16 January 2020 16:00

Reply with the resolutions you just broke and why. #MadeToBeBroken

Interactions	122
Retweet	12
Like	110

Engagement Rate

%0,04

Coca-Cola

17 January 2020 18:00

It's not quitting a resolution if you just pick a new one. 😉

Interactions	319
Retweet	51
Like	268

Engagement Rate

%0,09

sociality.io

Pepsi
20 January 2020 15:00

https://t.co/SLur077iDP

Interactions	201
Retweet	28
Like	173

Engagement Rate
%0,06

Pepsi
21 January 2020 15:01

New decade, new look. Grab your new Pepsi Zero Sugar can now!
https://t.co/MFUXOWVbXK

Interactions	333
Retweet	52
Like	281

Engagement Rate
%0,11

Click to see video.

sociality.io

Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

Pepsi
21 January 2020 18:15

Get ready to be 🤯 on 2/2 https://t.co/ZX2yFVRVpY

Interactions	869
Retweet	102
Like	767

Engagement Rate
%0,28

Pepsi
21 January 2020 18:17

Silently screams https://t.co/nWAo1j2nLF

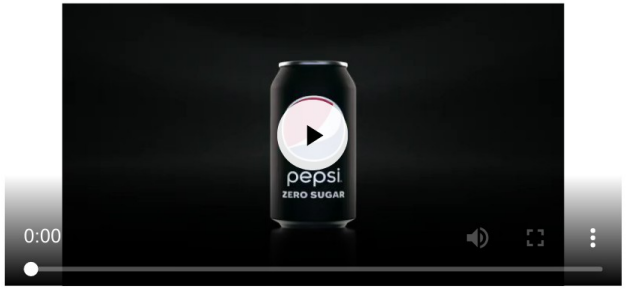
Interactions	221
Retweet	43
Like	178

Engagement Rate
%0,07

sociality.io

Pepsi
21 January 2020 23:00

We don't follow style trends, we set them 🕶. https://t.co/8oEVlt6XZr



Interactions	287
Retweet	43
Like	244

Engagement Rate
%0,09

Pepsi
23 January 2020 17:59

ONE STAGE. ONE NIGHT. HARRY STYLES. LIZZO. PLANET PEPSI PARTY. JANUARY 31ST. MIAMI, FLORIDA. GET YOUR TIX NOW. https://t.co/n85KifLJMV https://t.co/SNQzqIVXPP

Interactions	20.480
Retweet	3.394
Like	17.086

Engagement Rate
%6,79

Click to see video.

sociality.io

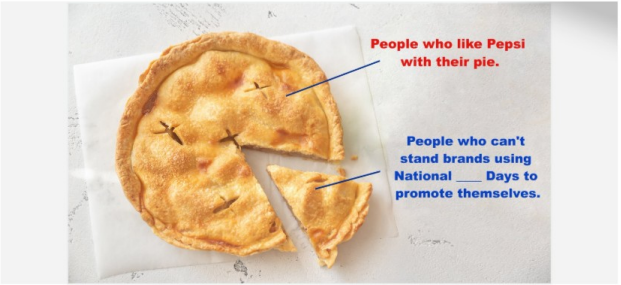
Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

Pepsi

23 January 2020 18:40

Happy National Pie Day 😜 https://t.co/05CHrPveo5



Interactions	283
Retweet	38
Like	245

Engagement Rate

%0,09

Coca-Cola

24 January 2020 14:03

Let's start a compliment thread! Comment below and tag someone who could use one. (That includes yourself. 😉) #NationalComplimentDay

Interactions	290
Retweet	26
Like	264

Engagement Rate

%0,08

sociality.io

Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

Pepsi
24 January 2020 15:05

https://t.co/YdbzpJ1Q9W

Interactions	130
Retweet	17
Like	113

Engagement Rate
%0,04

Pepsi
24 January 2020 15:07

https://t.co/0pD9tz1kjz

Interactions	416
Retweet	46
Like	370

Engagement Rate
%0,13

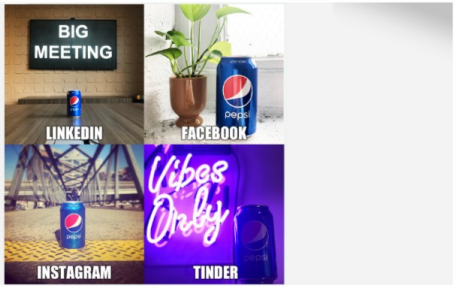
sociality.io

Twitter - Competitor Analysis - All

01 January 2020 - 05 August 2020

Pepsi
24 January 2020 22:20

#dollypartonchallenge https://t.co/KJtwbpjpzr



Interactions	395
Retweet	47
Like	348

Engagement Rate

%0,13

Pepsi
26 January 2020 15:02

We refuse to let K-Pop get snubbed this awards season. We want to hear from you! Drop your vote for Best K-Pop Artist of the Year⬇️

Interactions	9.231
Retweet	2.441
Like	6.790

Engagement Rate

%3,06

sociality.io

Pepsi
27 January 2020 01:00

No K-pop? Hmmm... 🤔

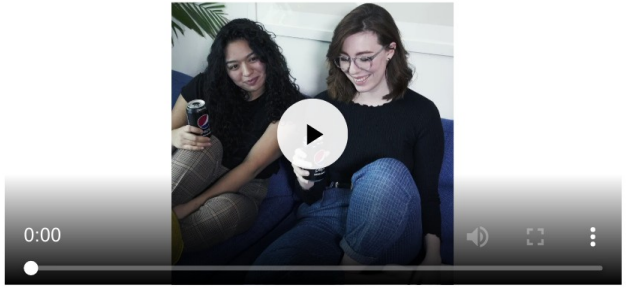
Interactions	146
Retweet	26
Like	120

Engagement Rate

Deleted/Unlisted

Pepsi
28 January 2020 14:39

Zero Sugar. Done Right. Grab a Pepsi Zero Sugar and see for yourself.
https://t.co/PdQSNsw9ts



Interactions	124
Retweet	17
Like	107

Engagement Rate

%0,04

Click to see video.

sociality.io

Pepsi
29 January 2020 14:10

.@MissyElliott & @HerMusicx are THE dream team. https://t.co/jNC3OtF4UW

Interactions	490
Retweet	78
Like	412

Engagement Rate
%0,16

Pepsi
29 January 2020 14:14

It was fun to see @MissyElliott & @HERMusicx work it 🤩
https://t.co/wiDGqYbiiq

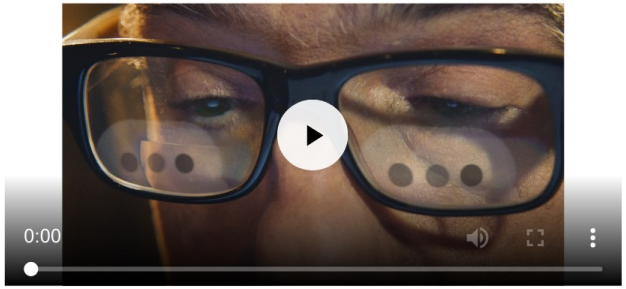
Interactions	414
Retweet	82
Like	332

Engagement Rate
%0,13

sociality.io

Coca-Cola
29 January 2020 18:05

#ShowUp to find out. https://t.co/Gb972ltrUi



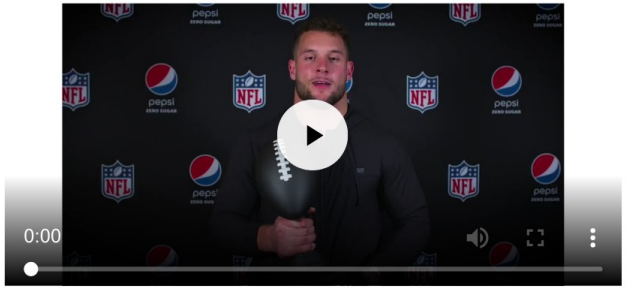
Interactions	160
Retweet	29
Like	131

Engagement Rate
%0,04

Click to see video.

Pepsi
30 January 2020 14:00

Another W for @nbsmallerbear! RT to congratulate THE 2019 Pepsi Rookie Of The Year! 🏆 https://t.co/tYz40pUweX



Interactions	4.224
Retweet	748
Like	3.476

Engagement Rate
%1,39

Click to see video.

sociality.io

Pepsi
30 January 2020 18:37

What do we want?
The #SBLIV and #PepsiHalftime live visual album featuring @JLo, @Shakira, @ddlovato, and @YolandaAdams

Interactions	579
Retweet	133
Like	446

Engagement Rate
%0,19

Pepsi
30 January 2020 22:06

Trends acting Wild today 🍒

Interactions	284
Retweet	35
Like	249

Engagement Rate
%0,09

sociality.io

THANKS!

sociality.io