



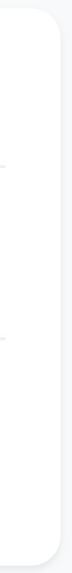
# Facebook | competitors Xuxo Patisserie





|                | Fans ↓↑   | Fan Growth ↓↑ | Posts ↓↑ | <b>Total Interactions</b> ↓↑ | Average ER per post ↓↑ |
|----------------|-----------|---------------|----------|------------------------------|------------------------|
| Jan's Bistro   | 379.355   | 42            | 16       | 1.762                        | %0,29                  |
| Royal Teahouse | 2.887.288 | -3.056        | 27       | 3.683                        | %0,05                  |



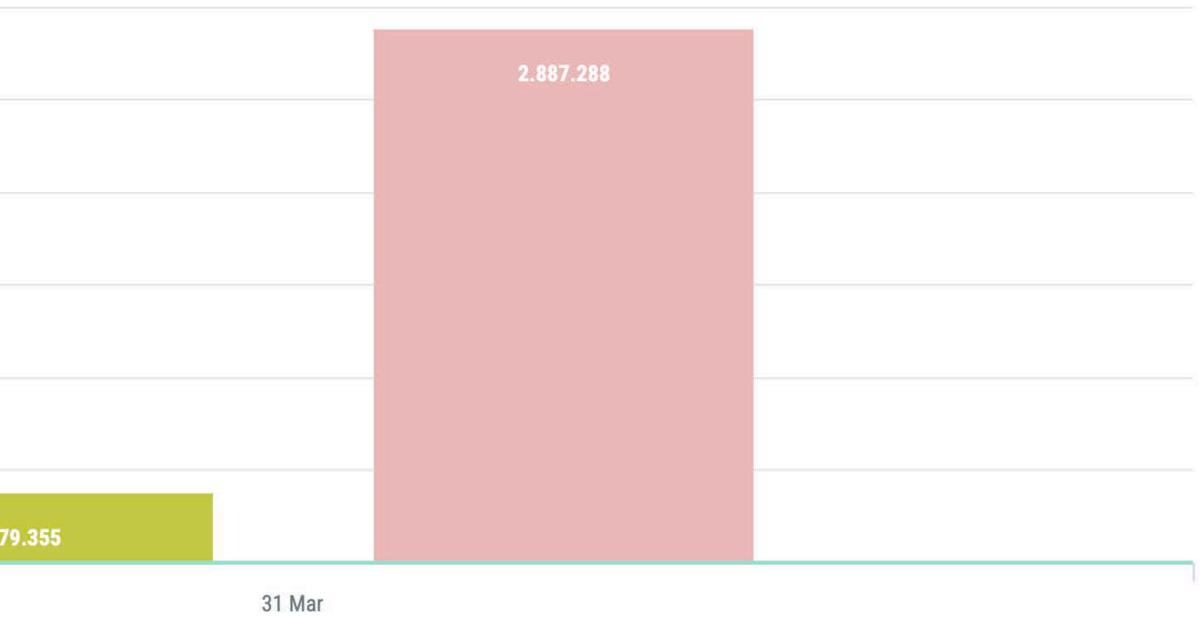




## Total Fans

| 😑 Jan's Bistro | 3 500k |    |
|----------------|--------|----|
| Royal Teahouse |        |    |
|                | 3 000k |    |
|                | 2 500k |    |
|                | 2 000k |    |
|                |        |    |
|                | 1 500k |    |
|                | 1 000k |    |
|                | 500k   |    |
|                | oook   | 37 |
|                | 0      |    |
|                |        |    |

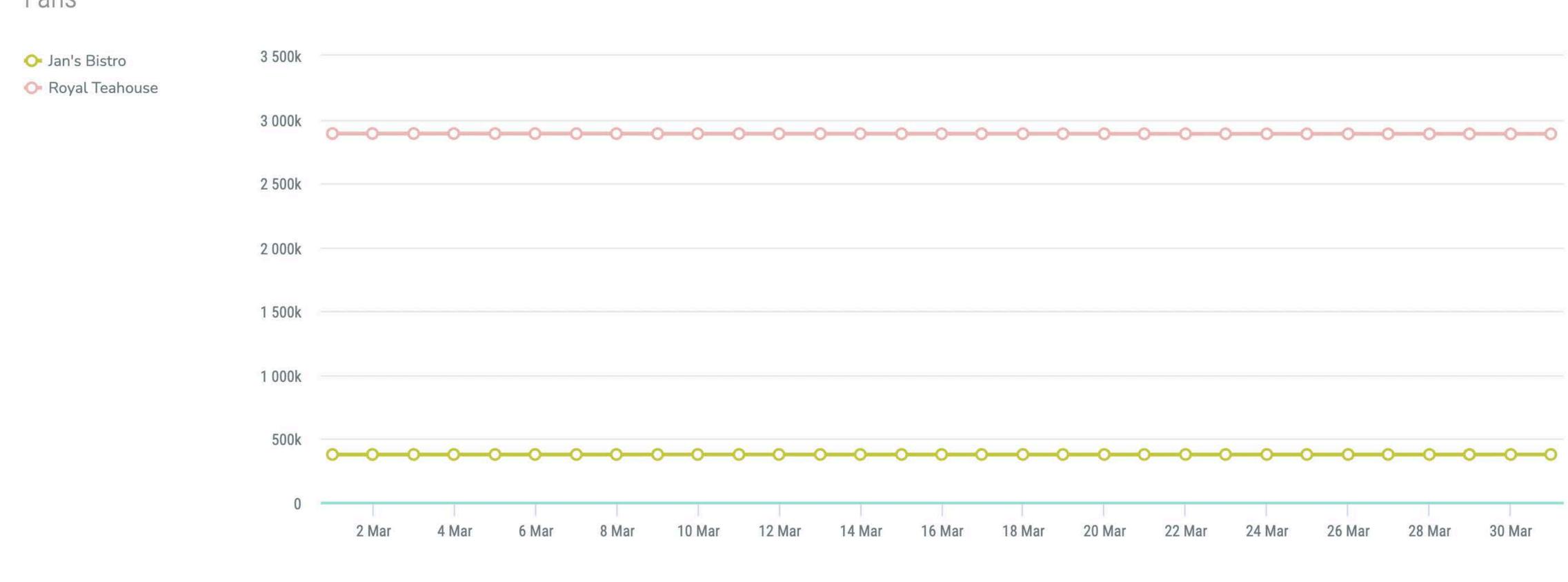
### Facebook | competitors







### Fans



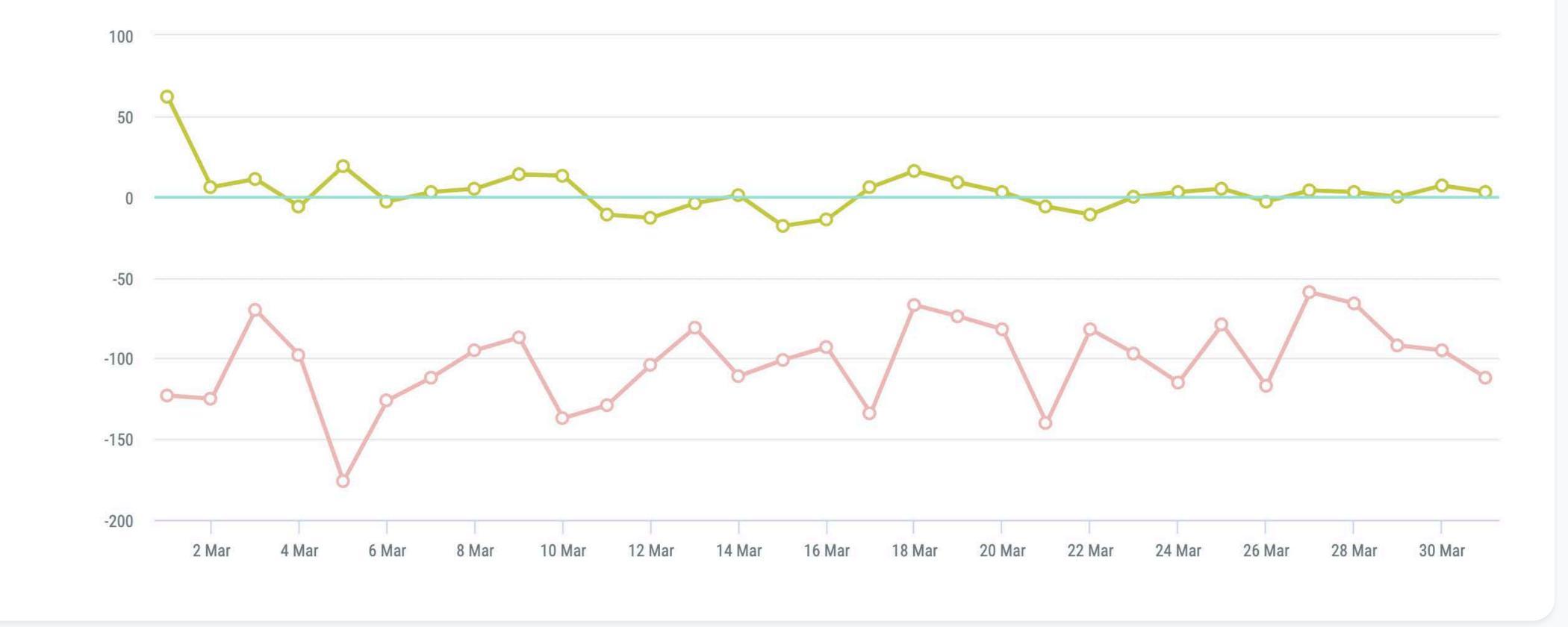
#### **Facebook** | competitors





### Growth of Fans





📀 Royal Teahouse

### Facebook | competitors



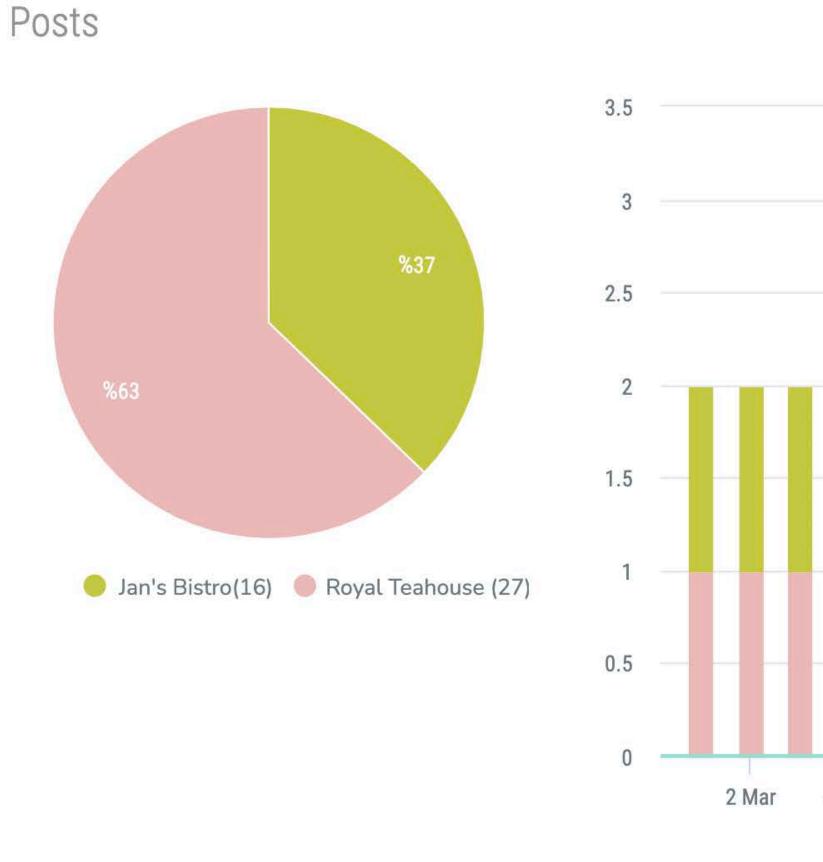


|                | Fan Growth | Max. Daily Growth of Fans  | Min. Daily Growth of Fans   | Daily Average of Growth of Fans |
|----------------|------------|----------------------------|-----------------------------|---------------------------------|
| Jan's Bistro   | 42         | <b>62</b><br>(01.03.2022)  | <b>-18</b><br>(15.03.2022)  | 1                               |
| Royal Teahouse | -3.056     | <b>-59</b><br>(27.03.2022) | <b>-176</b><br>(05.03.2022) | -99                             |







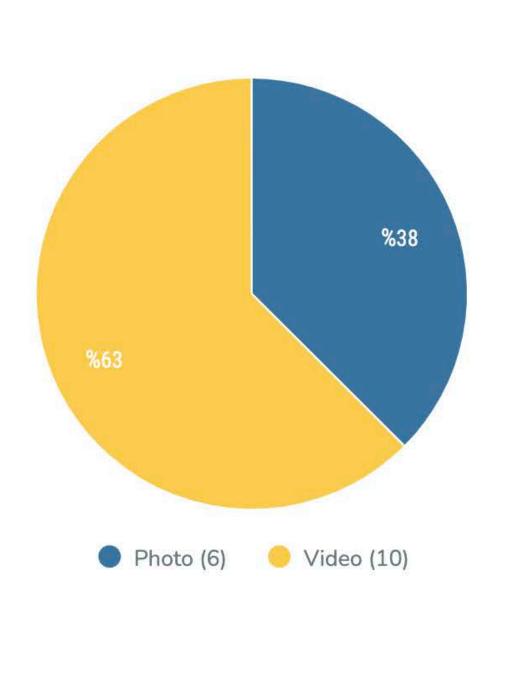


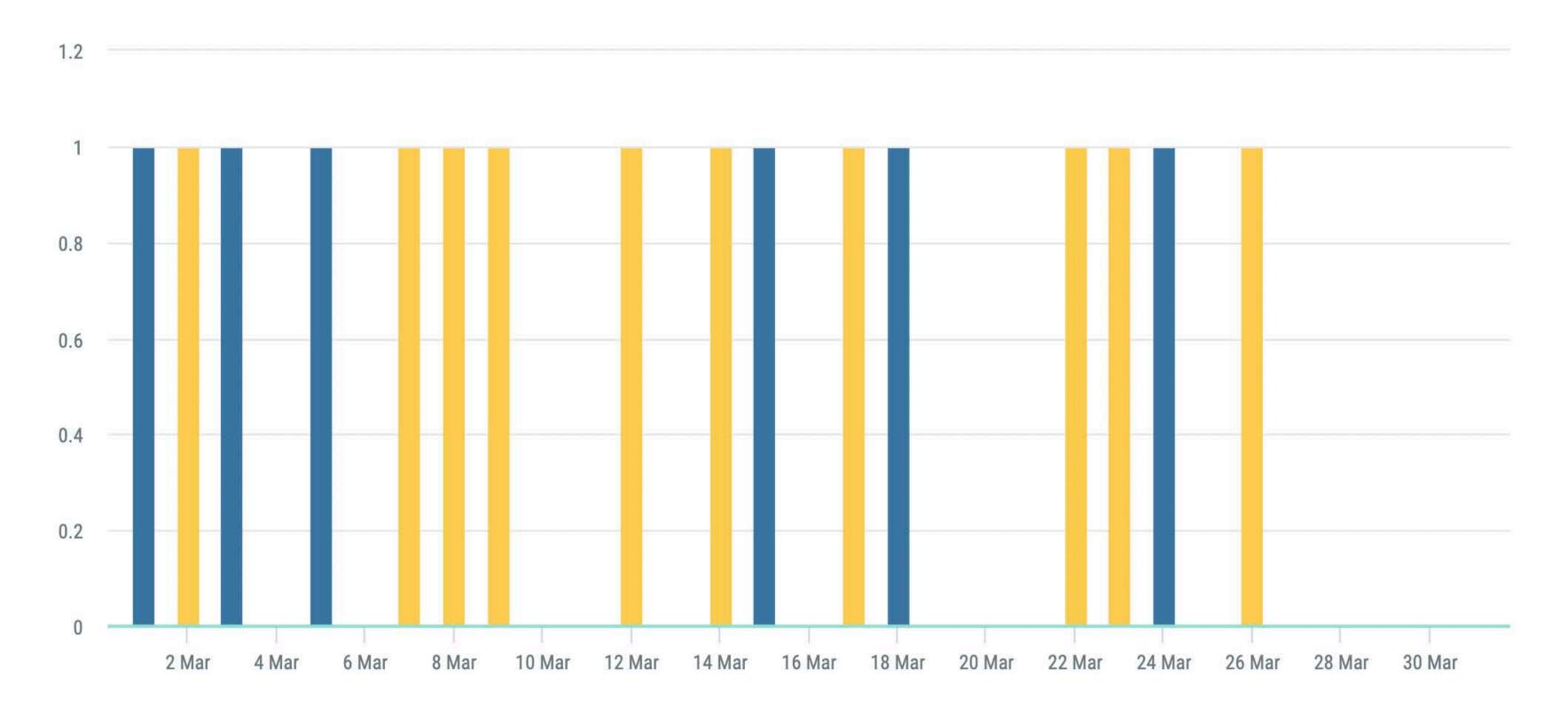






### Post Types - Jan's Bistro



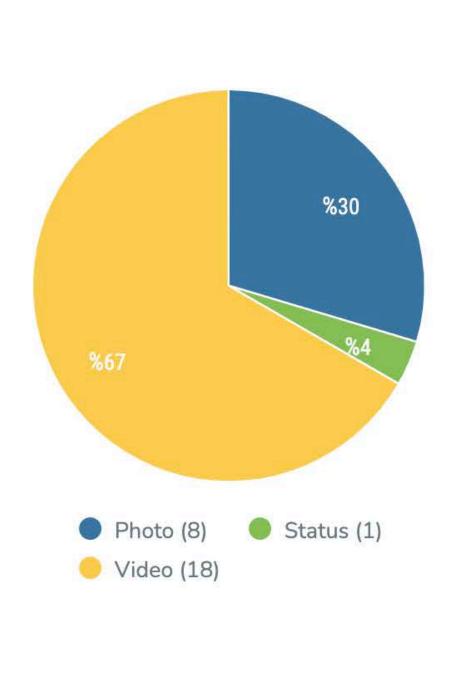


### Facebook | competitors





### Post Types - Royal Teahouse



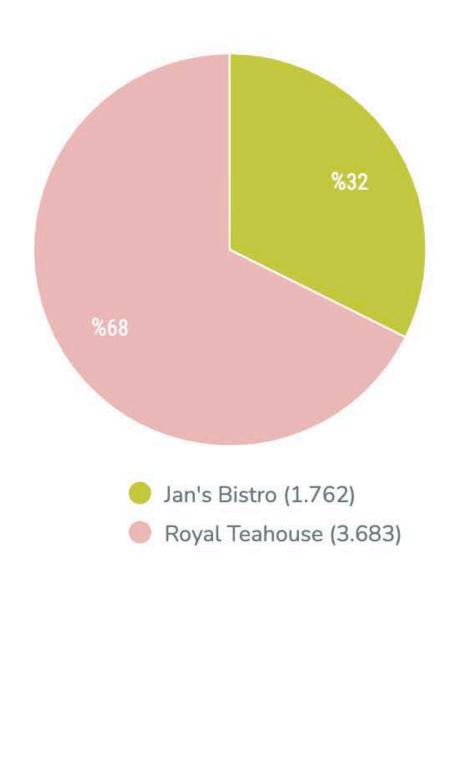


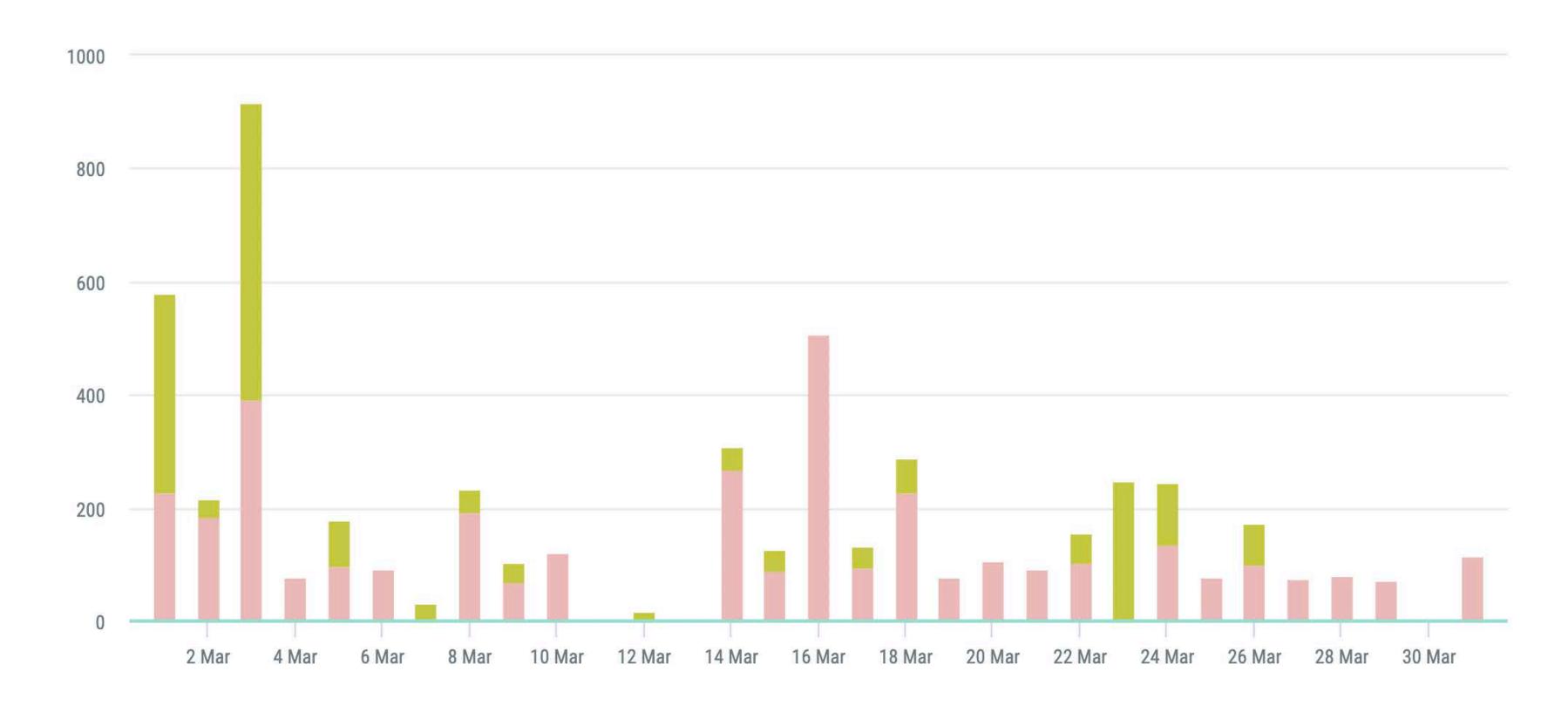
### Facebook | competitors





# Total Interactions





### Facebook | competitors







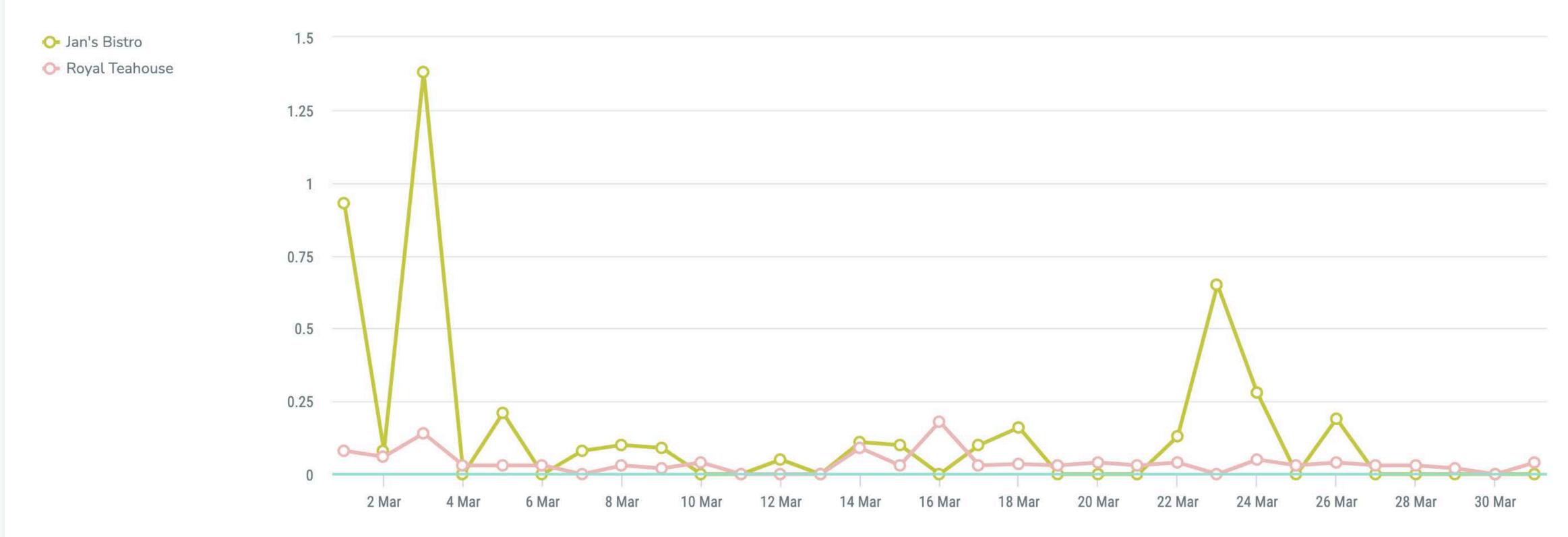
| Daily Average of Total<br>Interactions | Max. Daily Interactions    | Min. Daily Interactions  |
|--|----------------------------|--------------------------|
| 56,83                                  | <b>523</b><br>(03.03.2022) | <b>0</b><br>(31.03.2022) |
| 118                                    | <b>507</b><br>(16.03.2022) | (30.03.2022)             |











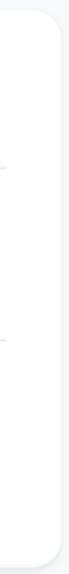






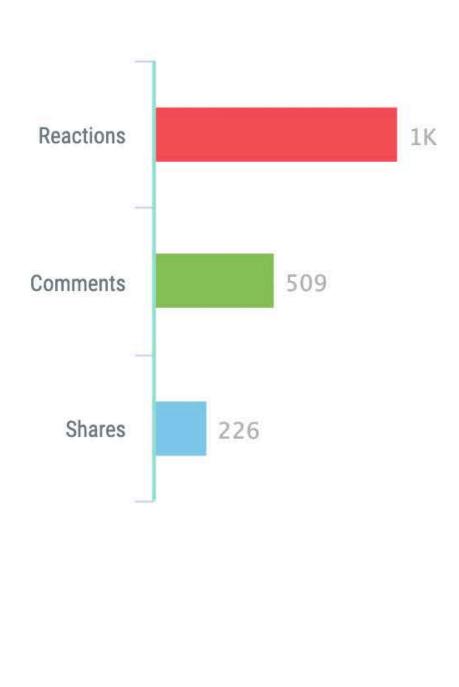
| Lowest ER per post | Average ER per post | Average ER per day |
|--------------------|---------------------|--------------------|
| %0,05              | %0,29               | %0,29              |
| %0,02              | %0,05               | %0,04              |

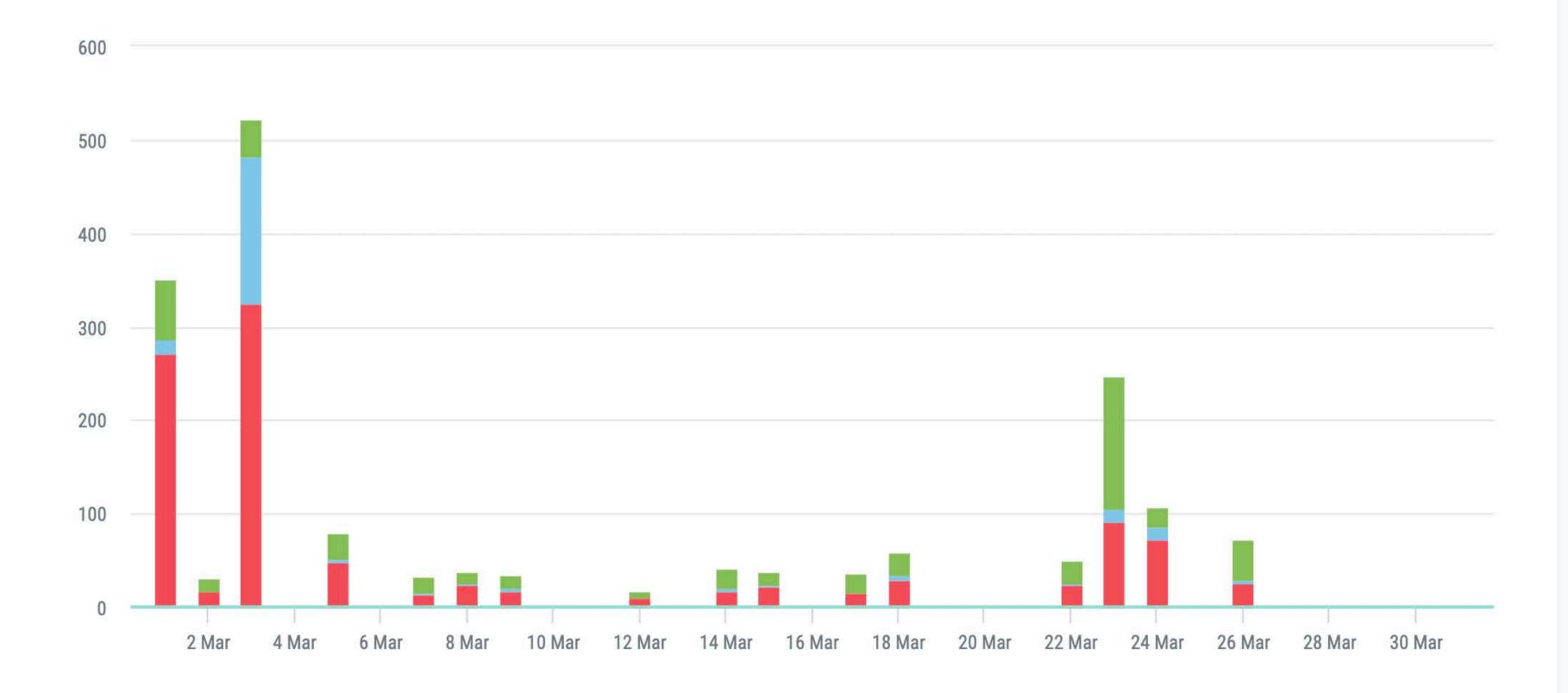






### Interaction Types - Jan's Bistro



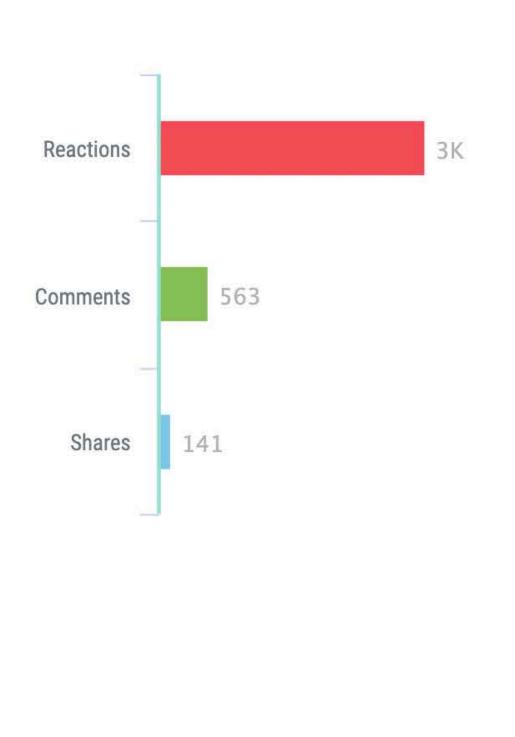


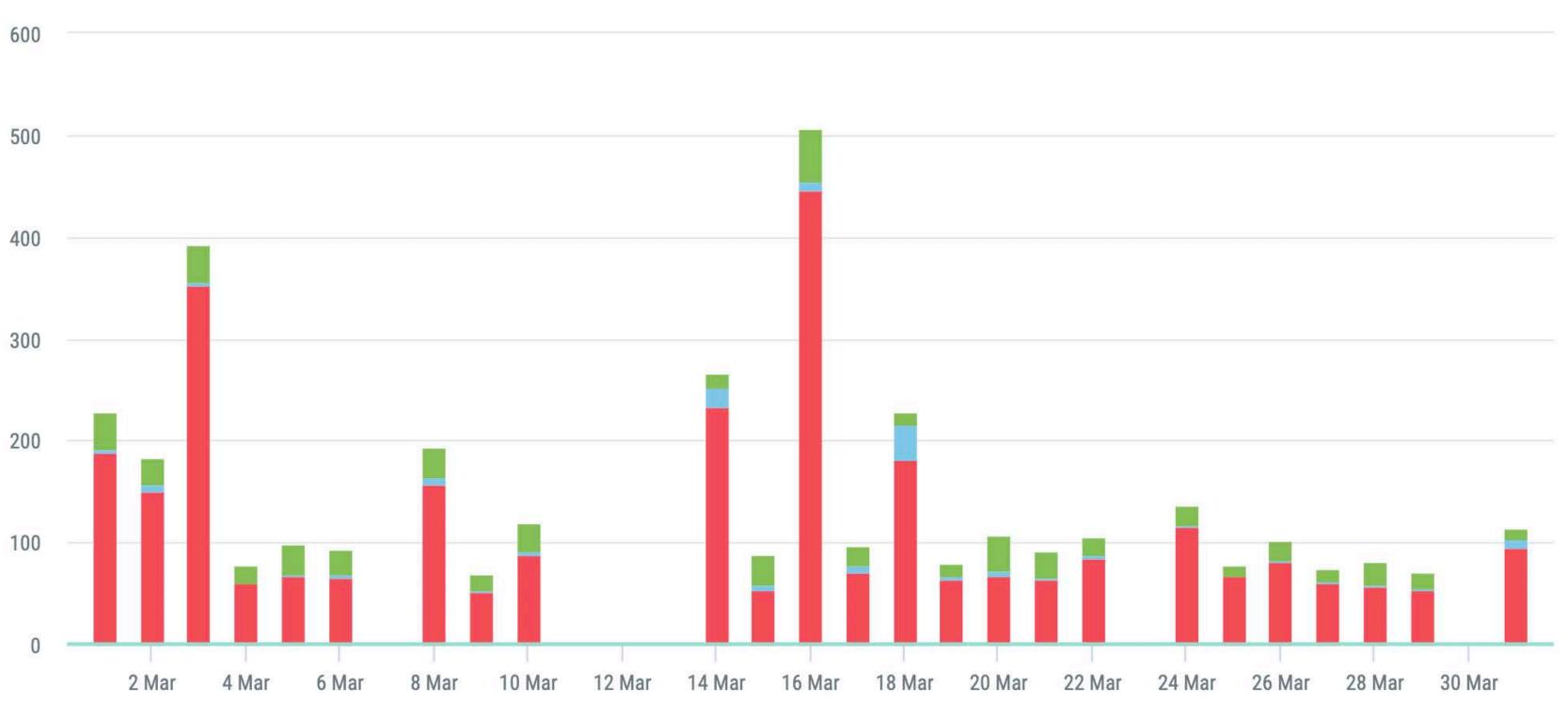
### Facebook | competitors





## Interaction Types - Royal Teahouse



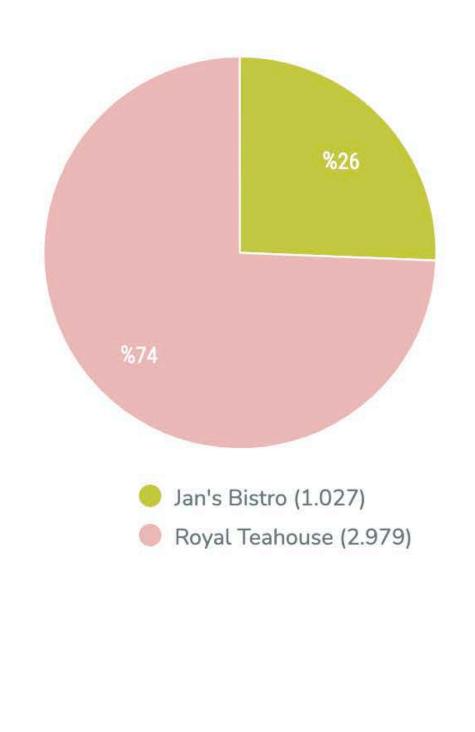


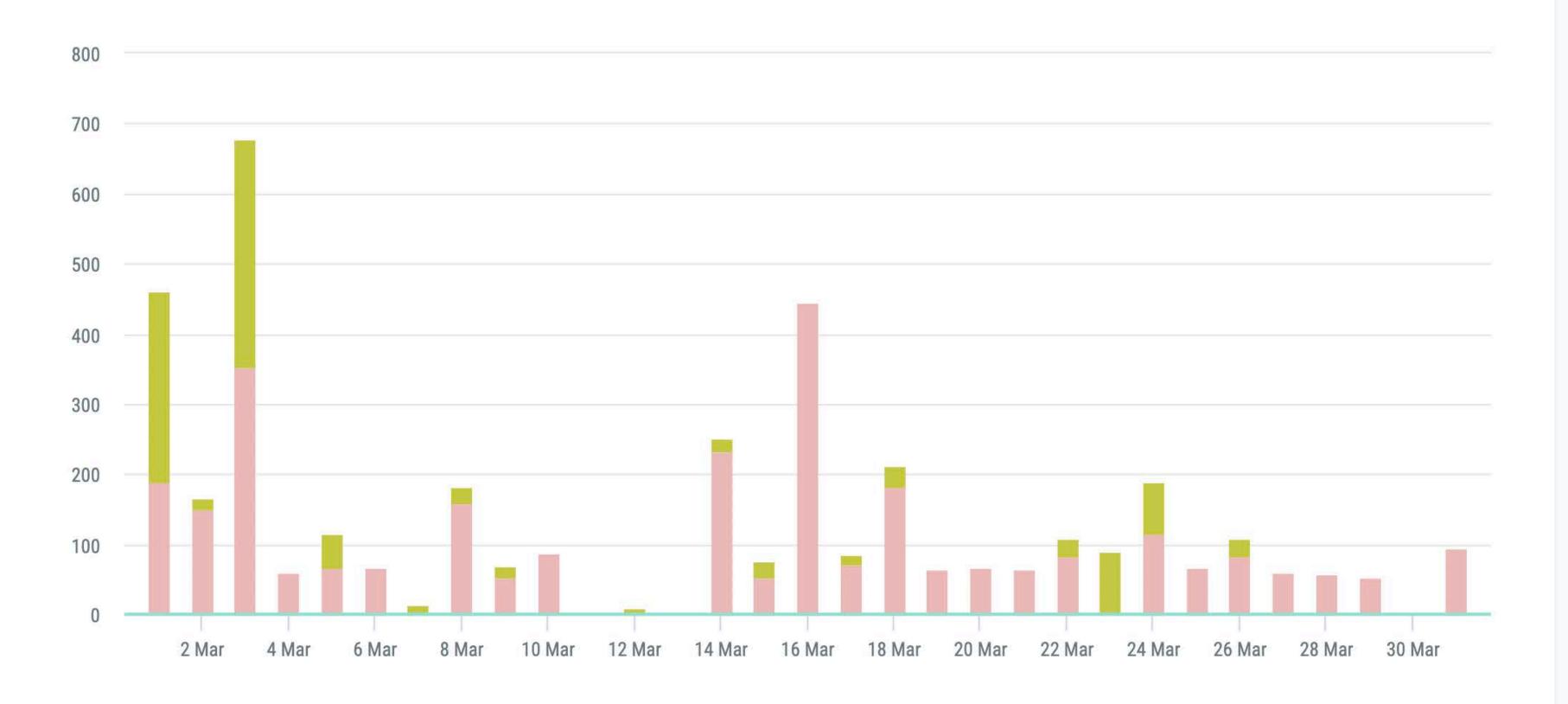
### Facebook | competitors







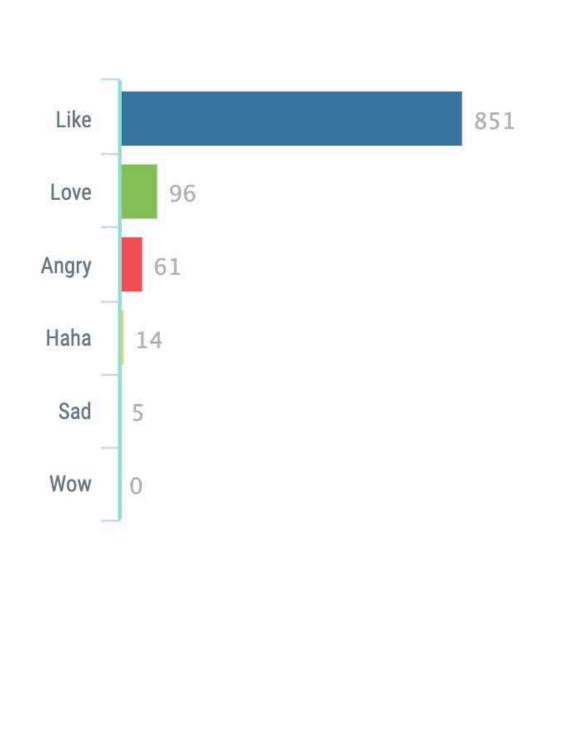


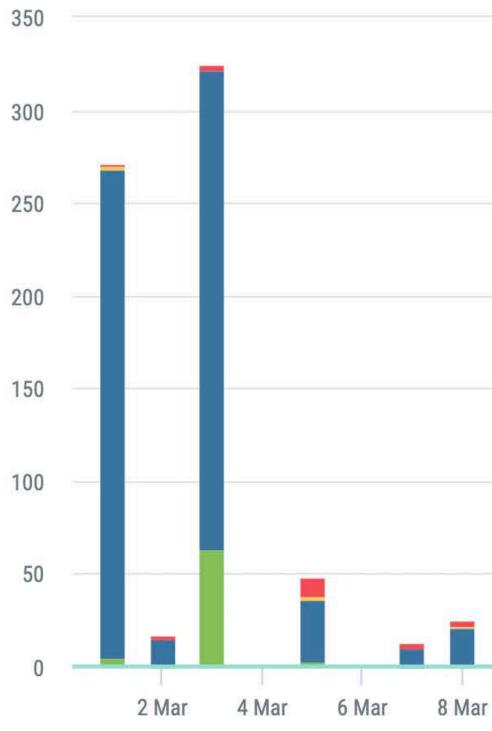




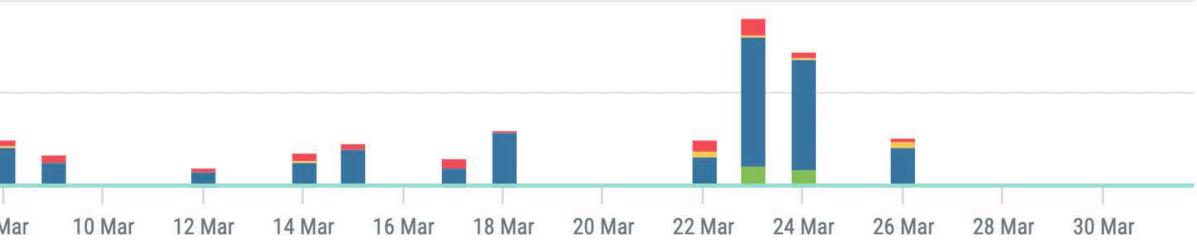


## Reaction Types - Jan's Bistro





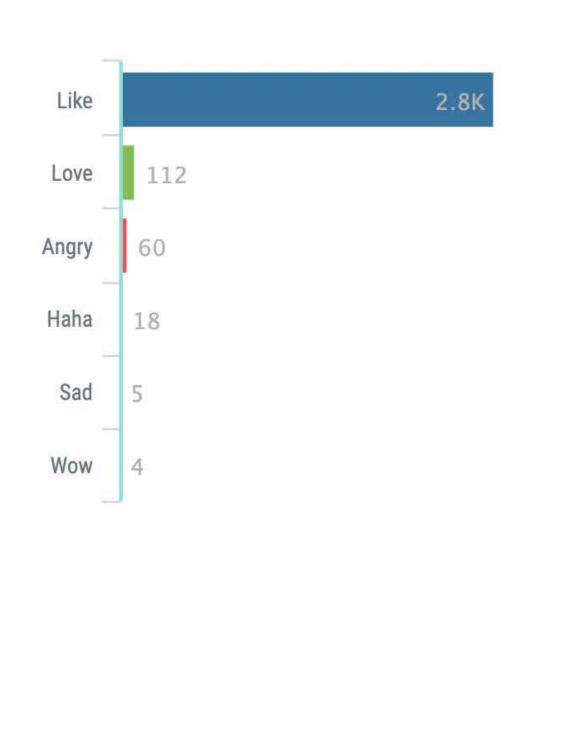
### Facebook | competitors

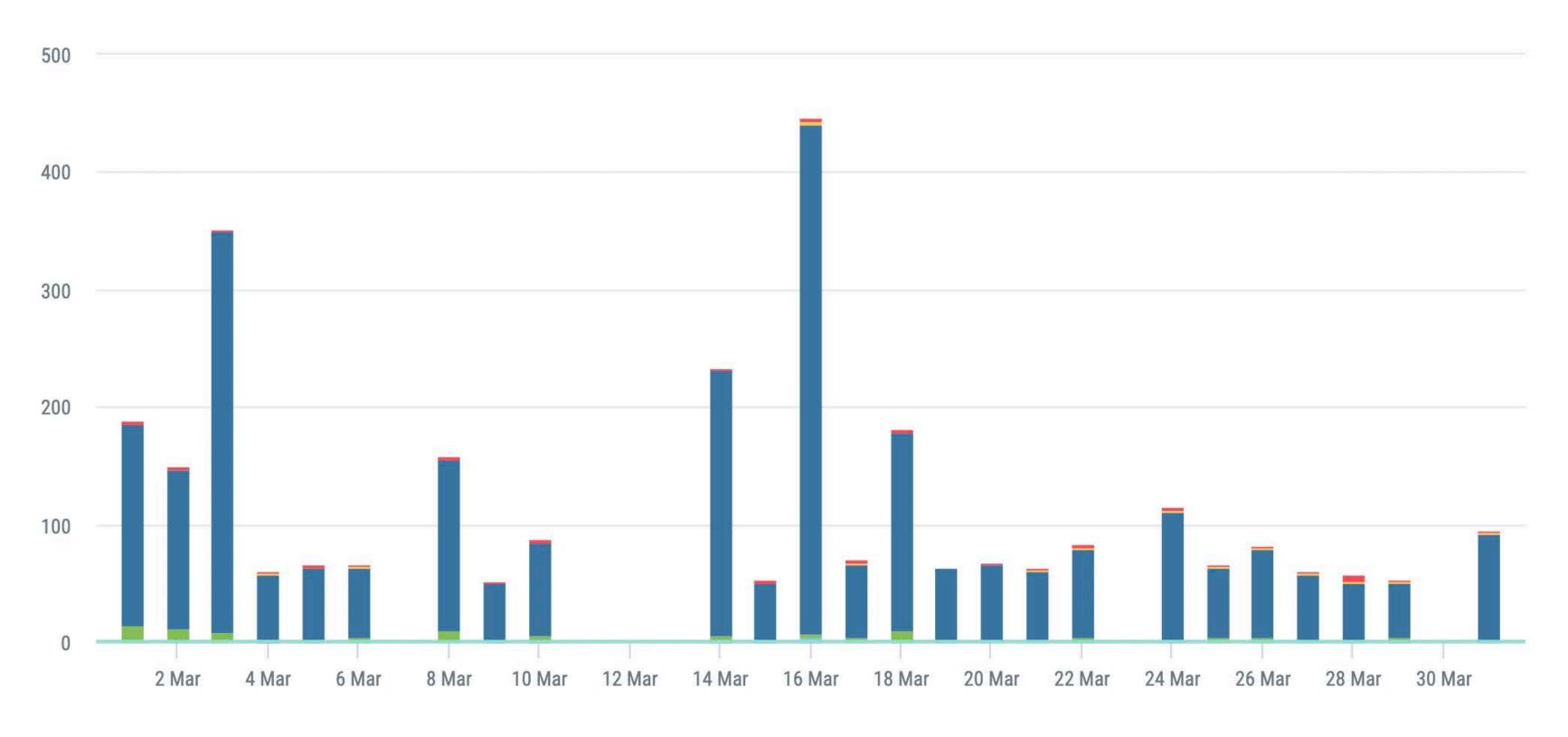






## Reaction Types - Royal Teahouse



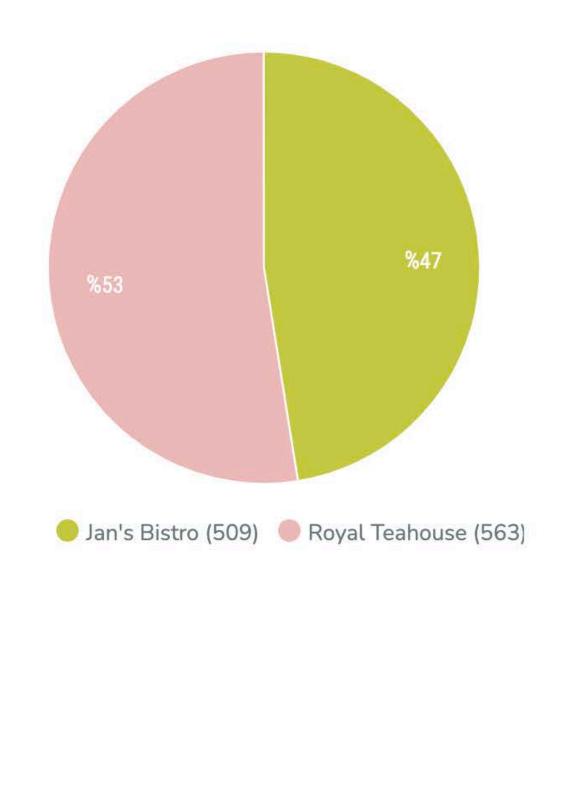


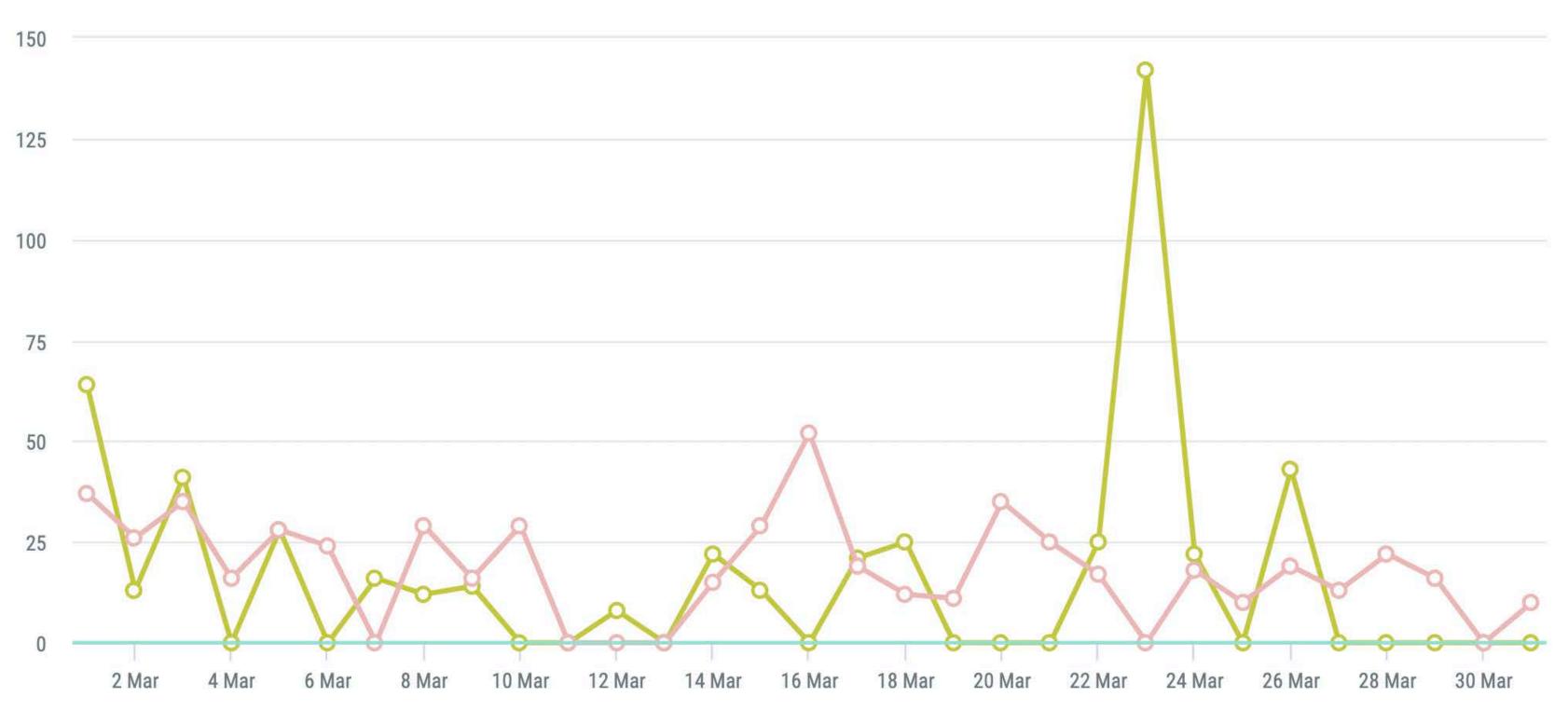
### Facebook | competitors





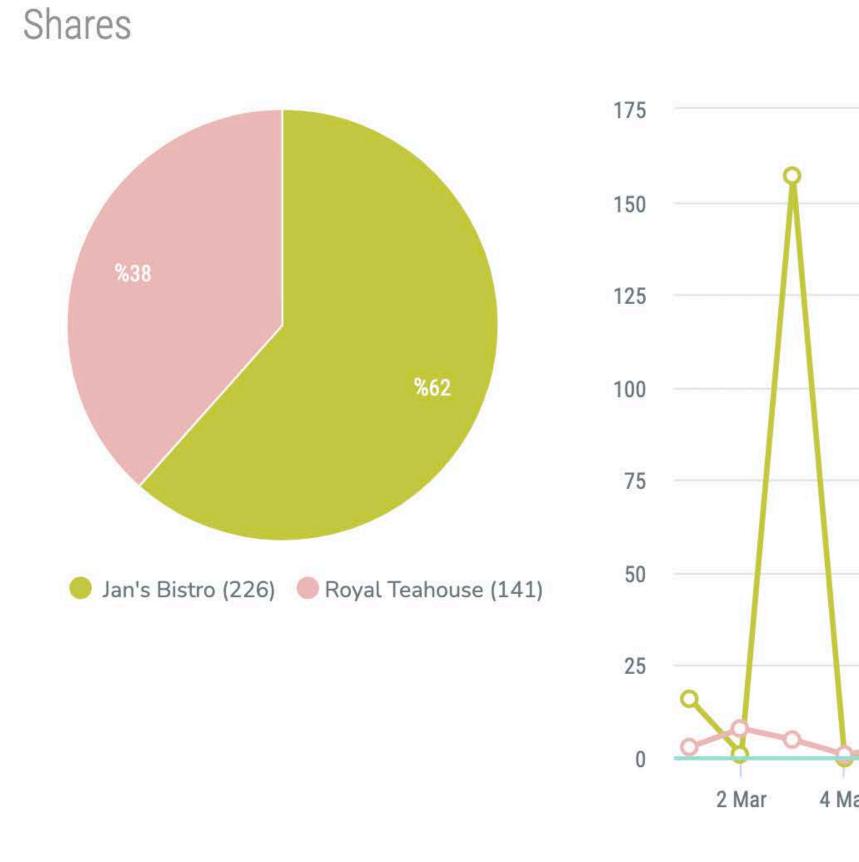


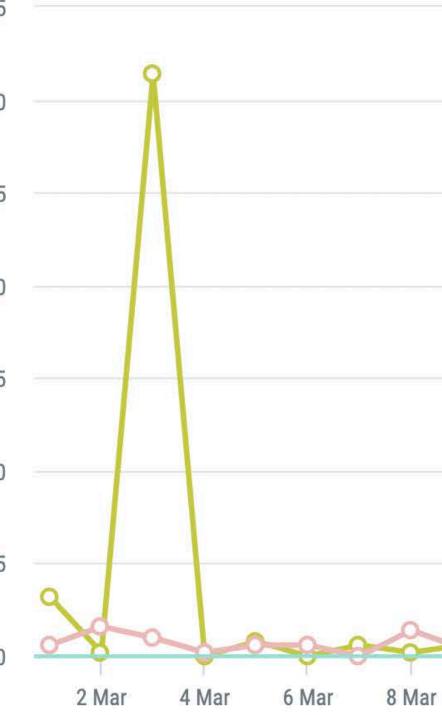








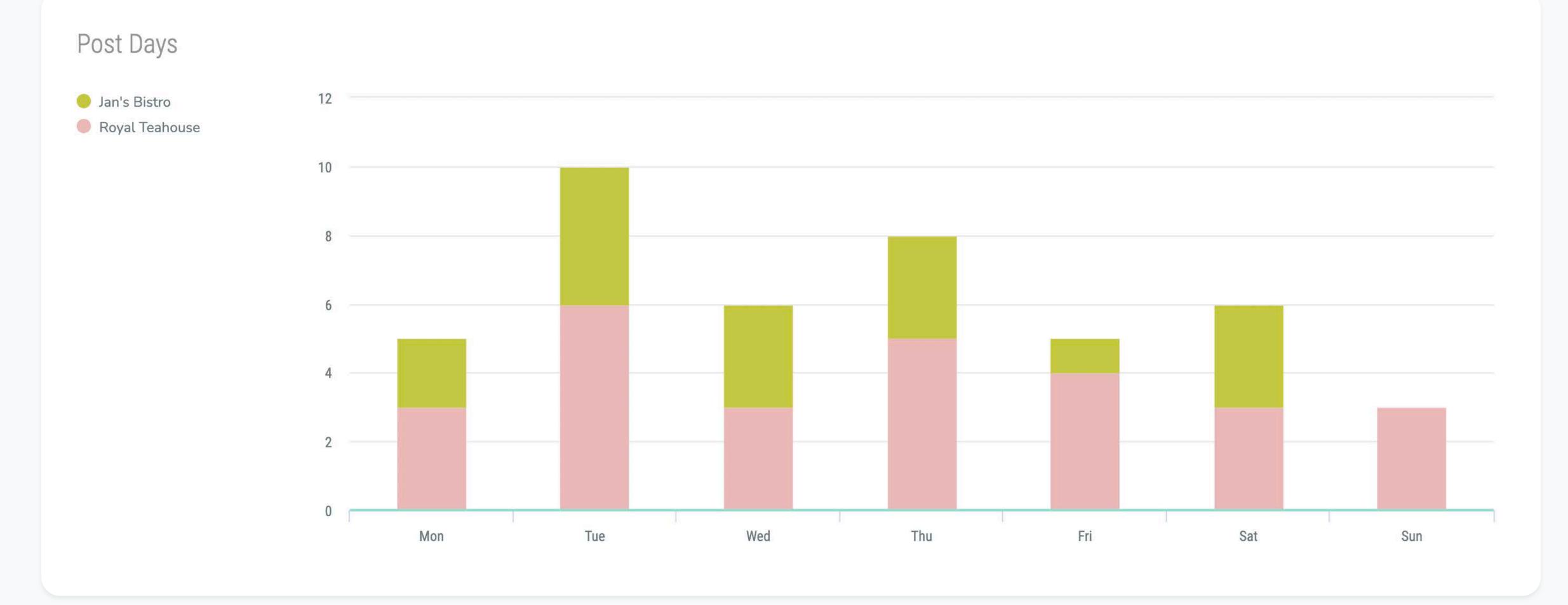






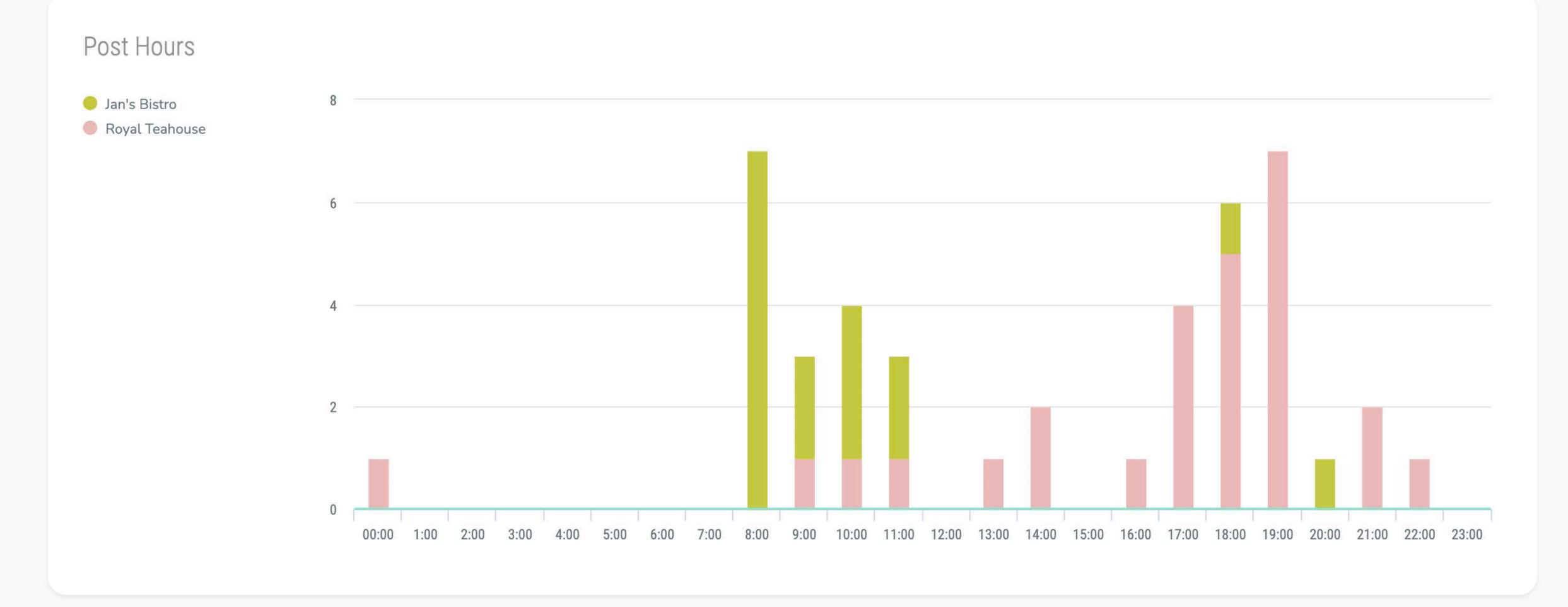
















Xuxo Patisserie



Jan's Bistro 3 March 2022 11:20

We are in love with all the colors brought by the best of London's seasonal products! 🍪 Now you can sele...



| Interactions | 523 | _   |
|--------------|-----|-----|
| Reactions    | 325 | Eng |
| Comment      | 41  | 0,1 |
| Share        | 157 | %   |
|              |     |     |

agement rate ,38 🛈



Royal Teahouse 8 March 2022 11:17

Directly from the most beautiful French fields, in Provence, we bring you this wondeful lavender tea  $\heartsuit$ 



Interactions Reactions Comment Share

### Facebook | competitors

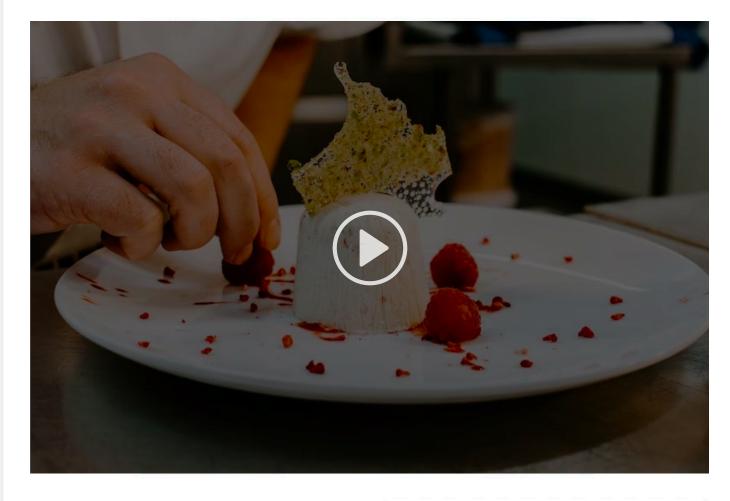
01 March 2022 - 31 March 2022

| 351 | E                |
|-----|------------------|
| 271 | Engagement rate  |
| 64  | w 0 02 -         |
| 16  | % <b>0,93</b> () |
|     |                  |



Jan's Bistro 10 March 2022 10:55

It is thanks to the creativity and delicacy of our chefs that we are able to serve you the most amazing dess...

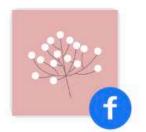


| Interactions | 248 | E               |
|--------------|-----|-----------------|
| Reactions    | 91  | Engagement rate |
| Comment      | 142 | 0,065           |
| Share        | 15  | % <b>0,65</b> ① |
|              |     |                 |





Xuxo Patisserie



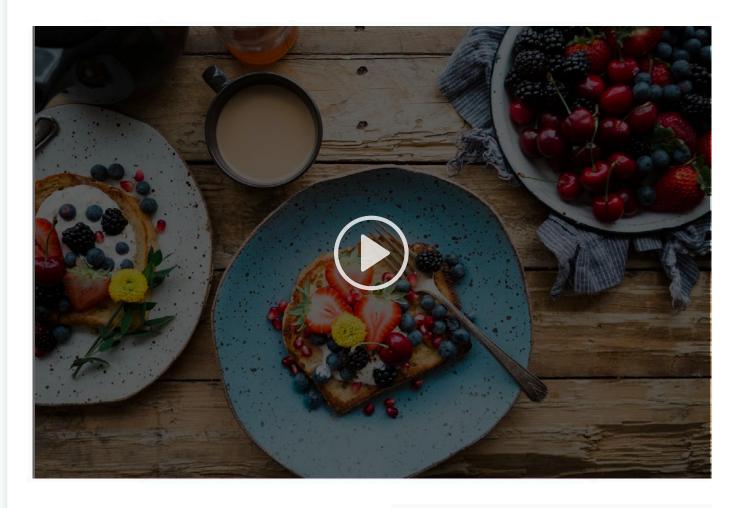
### Royal Teahouse 11 March 2022 18:00

This special edition red berry tea is the best company for this spring. Full on infusion of mixed berries, fruit...



Jan's Bistro

There is no better way of starting the day then sharing a lovely breakfast with your loved ones 💛 That's wh...



Interactions Reactions Comment Share



| Interactions | 108 |                  |
|--------------|-----|------------------|
| Reactions    | 73  | Engagement rate  |
| Comment      | 22  | 0,000            |
| Share        | 13  | % <b>0,28</b> () |

Facebook | competitors

01 March 2022 - 31 March 2022

18 March 2022 08:00

| 80 | <b>–</b>          |
|----|-------------------|
| 48 | Engagement rate   |
| 28 | 0.0.21            |
| 4  | % <b>U,ZI</b> (i) |
|    |                   |



**Royal Teahouse** 22 March 2022 08:00

Peppermint tea is one of the most commonly used herbal teas in the world! 🖤 Of course it couldn't be...



| Interactions | 72 | - · · ·         |
|--------------|----|-----------------|
| Reactions    | 26 | Engagement rate |
| Comment      | 43 | 0,010           |
| Share        | 3  | % <b>0,19</b> i |
|              |    |                 |





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