



Advanced report

A detailed analysis with a breakdown of the most important metrics.

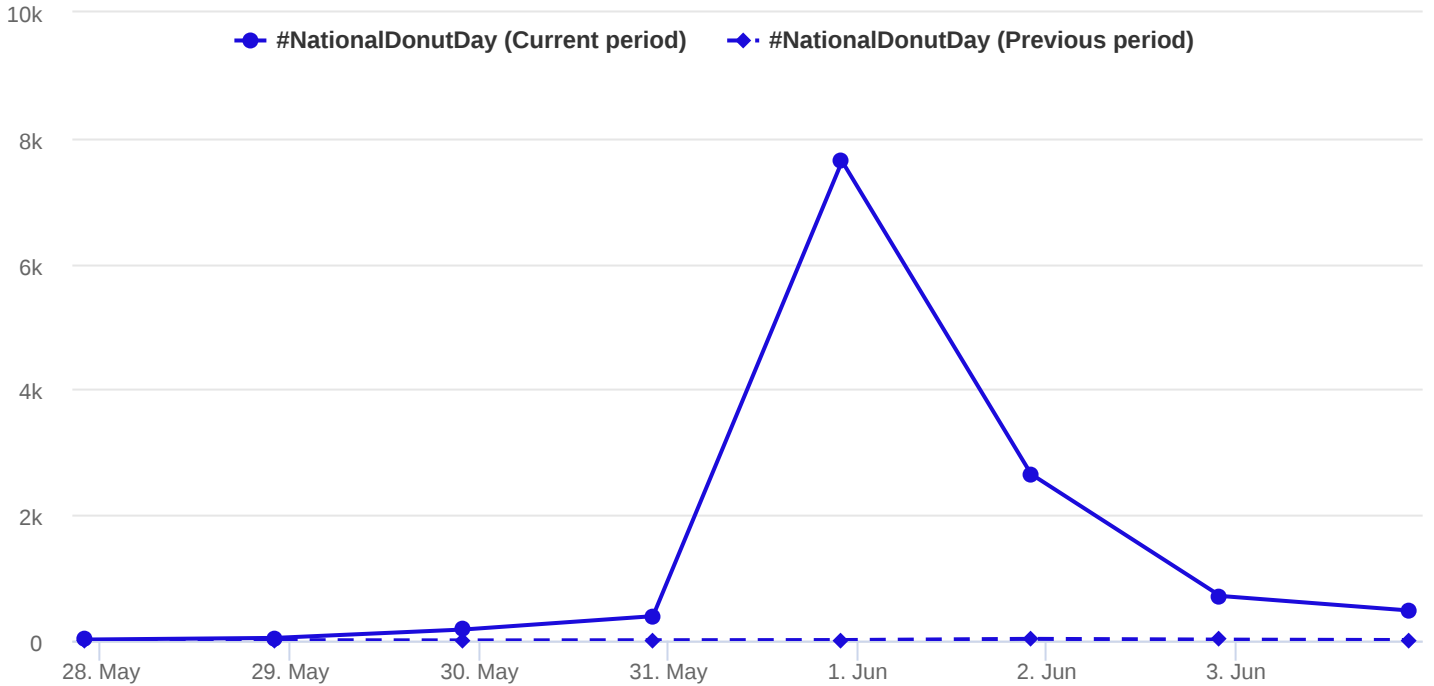
ANALYZED PERIOD:
28.05.2018 - 04.06.2018



Advanced report

Analyzed period: 05/28/2018 - 06/04/2018

Mentions over time

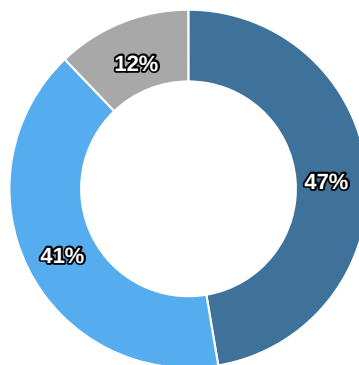


Number of mentions

#NationalDonutDay

12,105

Top sources



Instagram Twitter Other

Total impressions

#NationalDonutDay

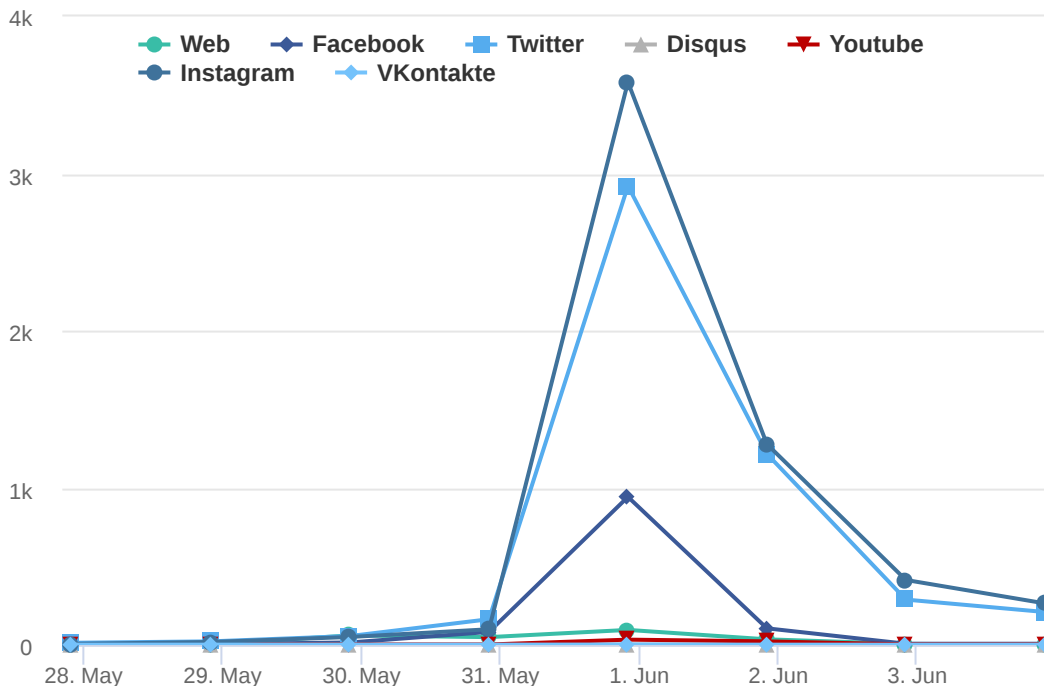
121,474,253



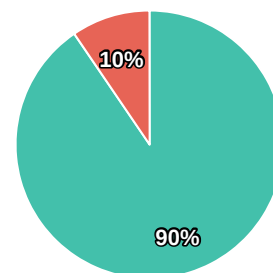
Advanced report

Analyzed period: 05/28/2018 - 06/04/2018

Mentions over time by source



Positive-negative sentiment ratio



Top influencers by number of mentions

PRIVATE USER	63
SWARMAPP.COM	24
@DINFOMALL	21
@RAZAMAKHATUN	19
@NUTRISHATIVES	17
@RAULOROZCO	16
INSTAGRAM.COM	13
@SPRINKLR	10
@DUNKINDONUTS	10
DUNKIN' DONUTS	10

Top influencers by source

Twitter	Facebook	Web	Instagram
@RAZAMAK... 19	PRIVATE US... 55	SWARMAPP... 27	THEFIDMLIFE 9
@DUNKIND... 18	DUNKIN' D... 10	INSTAGRA... 20	SINGLEINT... 8
@NUTRISH... 17	UNKNOWN ... 8	SCOOPNES... 8	MERCEDES... 6
@RAULORO... 16	TIP HERO 6	IHEART.COM 6	PETPROPE... 6
@SPRINKLR 10	FASHION N... 5	CBSLOCAL... 3	REFRESH_... 6
@DINFOMALL 9	MIKE DORIA 5	ONENEWS... 3	CHUBBY.PA... 5
@DONUTSA... 8	URBAN FAR... 5	12NEWS.COM 2	EDIBLEARR... 5
@KIMV4644 6	BRIDES 4	DUNKINDO... 2	THEBAKED... 5
@LF12SUVB... 6	FOXY 107.1/... 4	KXXV.COM 2	SYDNEYDO... 4
@MONSUR0... 6	AERIE LANE 3	NEWSCENT... 2	DONUTDEV... 3



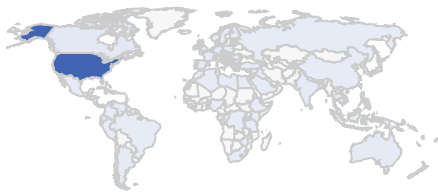
Advanced report

Analyzed period: 05/28/2018 - 06/04/2018

Top influencers by reach

Facebook		Twitter		Instagram		Web	
TASTY	4,762,143	@TYRABANKS	777,243	HOPEBEEL	277,430	WIKIA.COM	447,398
HUAWEI MOBILE	2,418,784	@MINDYKALING	700,416	CHELSWEETS	275,530	CNET.COM	213,434
FC BAYERN MUNICH	2,186,747	@DISNEYPIXAR	583,920	CARTOONNETWO...	244,460	DAILYMAIL.CO.UK	133,841
DISCOVERY	2,084,259	@DISCOVERY	422,309	LEEANNELOCKEN	230,020	USATODAY.COM	109,603
METDAAN	1,982,177	@SONIC_HEDGEH...	399,526	XO.RACHELPITZEL	160,660	SIMPLEMOST.COM	62,246
WWE	1,966,006	@SHAYMITCH	348,782	JULIANBAKERY	135,050	FOXNEWS.COM	58,048
TOY STORY	1,644,740	@FOODANDWINE	340,046.5	PAULSFOODHAUL	99,504	FOXLA.COM	25,205
TIP HERO	1,064,985	@KARLIEKLOSS	329,239	AUBRIEB	85,290	SNOPE.SCOM	18,645
ASHLEY TISDALE	1,011,669	@PLLTVSERIES	308,617	BESTOFVEGAN	82,440	FOX29.COM	16,199
UP	982,734	@ITSDOUGTHEPUG	279,808	RACHELDOESSTUFF	75,190	THEWRAP.COM	12,985

Locations



Top locations

UNITED STATES	10,910
CANADA	209
UNITED KINGDOM	150
JAPAN	89
SWITZERLAND	86
MEXICO	70
AUSTRALIA	69
JERSEY	59
BELGIUM	54
GERMANY	54

Top languages

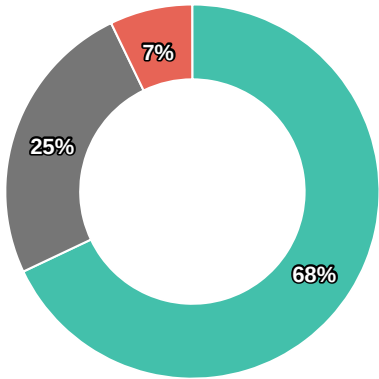
ENGLISH	11,898
TAGALOG	275
UNDEFINED	158
SPANISH; CASTILIAN	73
FRENCH	44
JAPANESE	43
ITALIAN	38
INDONESIAN	36
LITHUANIAN	30
GERMAN	29



Advanced report

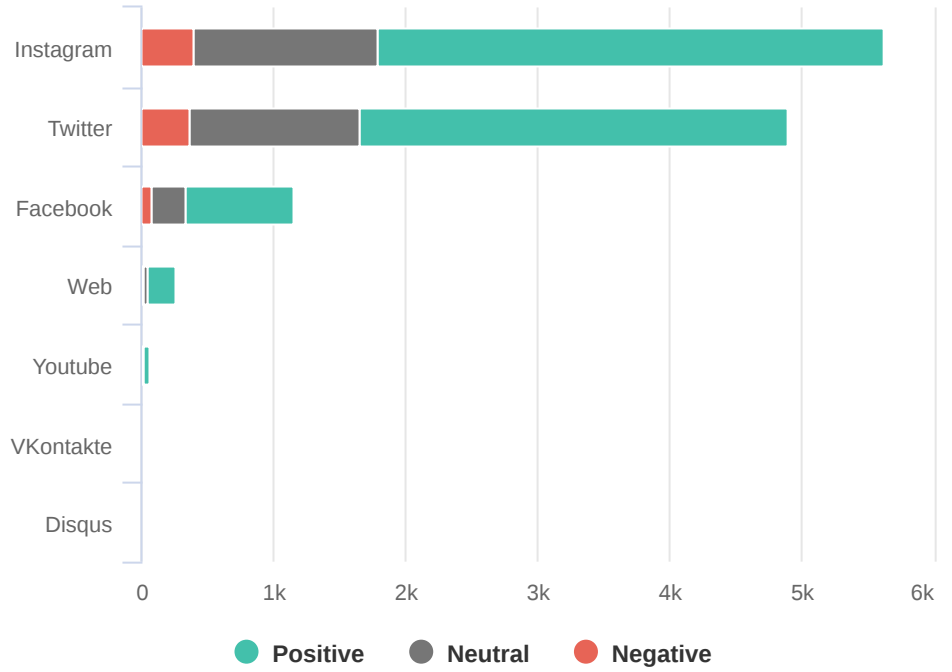
Analyzed period: 05/28/2018 - 06/04/2018

Sentiment ratio

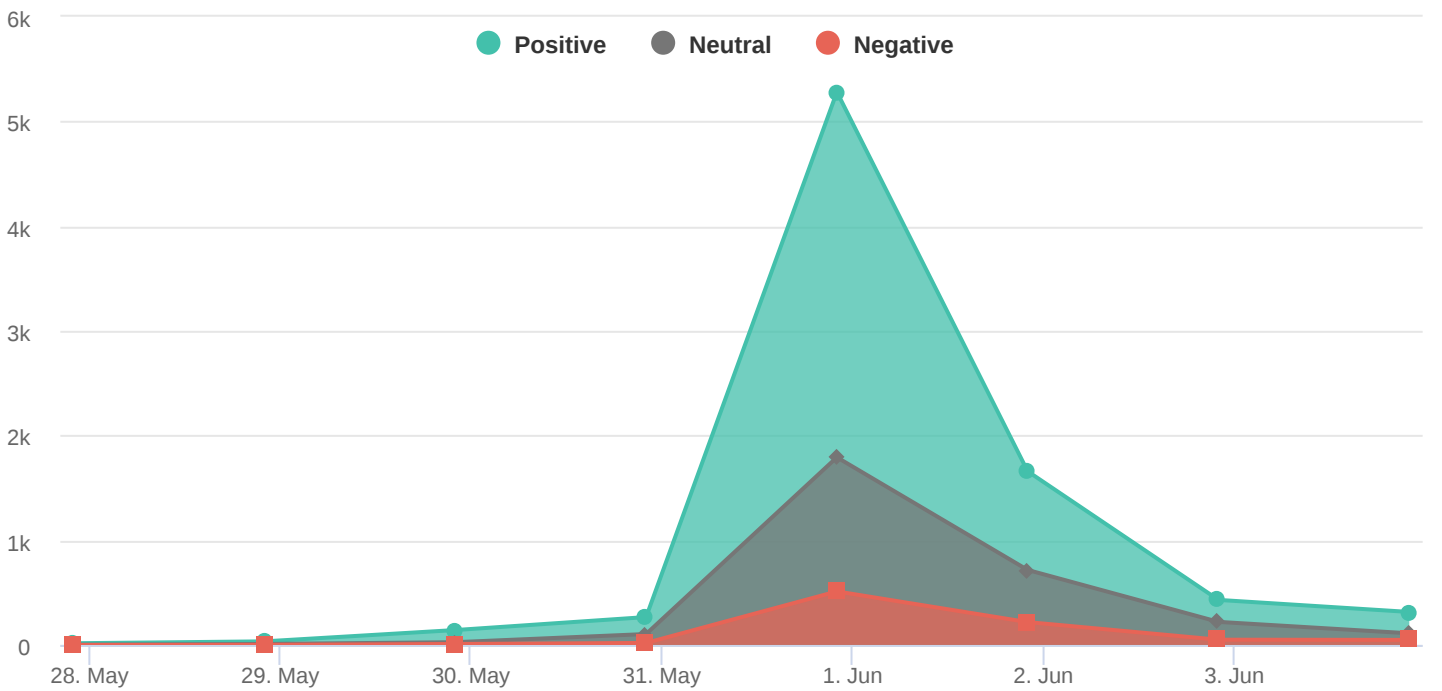


● Positive ● Neutral ● Negative

Sentiment ratio by channel



Sentiment over time





Advanced report

Analyzed period: 05/28/2018 - 06/04/2018

Top influencers by sentiment

Positive

Negative

@NUTRISHATIVES	16	@RAULOROZCO	16
@DINFOMALL	12	@GUNNELJOJANSSO7	4
PRIVATE USER	12	@LADY_SKEETER	4
INSTAGRAM.COM	12	@TAMMYWHIPPLE12	3
@DONUTSARECRAZY	9	@LDYWDE	2
THEFIDMLIFE	9	@LOVEK9LOUIE	2
@KIMV4644	6	@EATRALEIGH	2
@MONSUR0218	6	HUSTLEDOUGH	2
REFRESH_CREATIONS	6	@CTXFOODBANK	1
@DUNKINDONUTS	5	ARAMARKUCALGARY	1

Word cloud

