Facebook Track: Top 100

March 17 - March 18
"60 percent of all pages analyzed have implemented global pages".

"In total, the top 100 brands made 29,047 posts between 15th March 2017 and 15th March 2018 across the pages analyzed".
Summary

We analyzed 29,047 Facebook posts published by the world’s top 100 brands between March 2017 and March 2018. The brands we analyzed were selected from Interbrand's Best Global Brands 2017 report.

Key findings

- Avg. engagement rate across all brand pages analyzed is 0.12 percent (mean) and 0.02 percent (median). Avg. engagement rate (mean) drops to 0.10 percent with outliers excluded.
- With an avg. engagement rate of 1.19 percent, Corona (Brazil) is the best performing page with outliers excluded. With outliers included Citi is the best performing page with an avg. engagement rate of 2.61 percent.
- ‘Fast food’ is the best performing sector with an avg. engagement rate of 0.42 percent.
- Netflix (US) is the best performing brand in terms of both comments and shares. Discovery received the most post likes with outliers excluded (Lenovo received the most post likes with outliers included).
- Heineken (UK) was the best performing brand in terms of breadth of engagement (total shares as a percentage of total likes).
- Brands with less than 50 posts over the time frame analyzed (1 year) performed better than any other group and attracted an avg. engagement rate (mean) of 0.42 percent.
- The video post type is the best performing post type and accounts for 46.63 percent of interactions.

- 72% of posts received between 0-100 shares
- 84% of posts received between 0-100 comments
- 34% of posts received between 0-100 likes
- 72% of posts received between 0-100 reactions
Methodology (page selection)

To calculate engagement rate we placed brands into two categories: "pages" and "pages and global/market pages" ("pages" comprises 100 brands while "pages and global/market pages" comprises 99 brands).

Only the "pages and global/market pages" category was analyzed for engagement rate and Apple was excluded from this category as it doesn't maintain an active Facebook presence (Tesla was included despite recently deleting its presence).

On Facebook, global/market pages allow a brand to operate local pages which feed from a global page. For example, if a user from the US visits facebook.com/netflix (what Facebook terms a "default page"), they will be redirected to facebook.com/netflixus (what Facebook terms a "market page").

Facebook aggregates page likes for its market pages. For example, if a user likes the Netflix Brazil page (facebook.com/netflixbrasil/) then that like will be aggregated alongside page likes of all other market pages and displayed as a global page like metric for a brand. This means the page likes displayed on any given market page aren't indicative of the page likes for that audience (Brazil) but rather the "global" audience.

For this reason, and for brands which operate global pages (60 percent of all brands analyzed), we've selected a single market page to represent a brand e.g. Netflix Brazil, and calculated the share of likes to that page from the selected country.

For example, under the "pages" category -- which comprises 100 brand pages -- Netflix (facebook.com/netflix) has 44,172,205 page likes, however under the "pages and global/market pages" category, and as Netflix utilizes Facebook's global pages feature and as we've chosen to analyze Netflix's US market page, Netflix has 9,275,147 page likes, which are all U.S. users.
Methodology: outliers

How we identified outliers

From the 29,047 posts analyzed it was clear a very small subset of outliers with hundreds of thousands of likes were skewing the data (there's a histogram charting the distribution of likes on page 21).

With Facebook, a brand has the opportunity to promote or boost its posts. While such activity shouldn't skew the average to any meaningful extent, we observed data points with a disproportionately large number of likes relative to shares.

When reporting on average engagement or interactions, some organizations simply remove the top five percent of posts. In our case, we segmented outliers that were three standard deviations beyond the mean and then created a new metric to analyze total post shares as a percentage of total post likes. From this, **we identified 74 posts belonging predominantly to one brand where shares were less than 0.5 percent of total post likes. We treated these posts as outliers.**

This report analyzes data both containing and excluding outliers and indicates where outliers have been excluded from analysis. You can can view the 74 posts identified as outliers here: https://indivigital.com/facebook-track-top-100/
Interactions analysis

"72 percent of posts received between 0 and 100 shares".

"Avg. engagement rate (mean) across all brands is 0.12 percent and 0.02 percent (median)".
Total page likes includes total aggregated page likes for brands which utilize global pages. "Total global/market page likes" includes adjusted page like totals for the 60 percent of brands which maintain global pages. Apple has been excluded from "total global/market page likes" as it doesn't maintain an active Facebook presence.

**Total page likes**

This metric refers to total page likes for all 100 brand pages in the "pages" category.

1,767,100,811

**Total global/market page likes**

All brands which operate global pages are represented by a single market or default page under this metric. Likes for each market page have been calculated by analyzing the share of page likes from a market page's target country.

515,692,114
We analyzed engagement rate for the "pages and global/market pages" category. The average engagement rate (mean) across all 99 brands is 0.12 percent while the median is 0.02 percent. We also subcategorized all 99 selected pages within this category into market sectors like "consumer electronics" and "automotive" (see more below).
This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the top 10 brands by mean engagement rate (%). This data includes outliers.
Top 10 brands by engagement rate excl. outliers (%)

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the top 10 brands by mean engagement rate (%). This data excludes outliers.

1. Corona (Brasil)
2. KFC (Brasil)
3. Heineken (UK)
4. Budweiser (USA)
5. Shell (Brasil)
6. Kelloggs (Mexico)
7. Tiffany and Co. (Brasil)
8. HSBC (UK)
9. Allianz
10. Pampers (UK and Ireland)
Top 10 brands by breadth of engagement (%)

This data is pulled from the "pages and global/market pages" category (see methodology). The breadth of engagement metric calculates total shares as a percentage of total likes. This data isn't affected by the exclusion of outliers.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Breadth of Engagement (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heineken (UK)</td>
<td>80.85</td>
</tr>
<tr>
<td>Pampers (UK and Ireland)</td>
<td>79.61</td>
</tr>
<tr>
<td>Netflix (US)</td>
<td>61.36</td>
</tr>
<tr>
<td>UPS (UK)</td>
<td>57.4</td>
</tr>
<tr>
<td>Budweiser (USA)</td>
<td>51.54</td>
</tr>
<tr>
<td>Reuters</td>
<td>45.74</td>
</tr>
<tr>
<td>McDonalds (US)</td>
<td>40.46</td>
</tr>
<tr>
<td>Colgate</td>
<td>38.2</td>
</tr>
<tr>
<td>Jack Daniels (UK)</td>
<td>32.83</td>
</tr>
<tr>
<td>Disney (UK)</td>
<td>31.16</td>
</tr>
</tbody>
</table>

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### Top 10 brands by total post likes

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the top 10 brands by total post likes.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Total Post Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lenovo</td>
<td>13,384,361</td>
</tr>
<tr>
<td>Discovery</td>
<td>7,332,372</td>
</tr>
<tr>
<td>Netflix (US)</td>
<td>6,698,002</td>
</tr>
<tr>
<td>BMW</td>
<td>6,667,545</td>
</tr>
<tr>
<td>Mercedes-Benz</td>
<td>5,294,856</td>
</tr>
<tr>
<td>Ferrari</td>
<td>4,470,973</td>
</tr>
<tr>
<td>Samsung (India)</td>
<td>4,334,725</td>
</tr>
<tr>
<td>Louis Vuitton</td>
<td>3,949,957</td>
</tr>
<tr>
<td>Porsche</td>
<td>3,694,282</td>
</tr>
<tr>
<td>Citi</td>
<td>3,603,507</td>
</tr>
</tbody>
</table>
Top 10 brands by total post likes (excl. outliers)

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the top 10 brands by total post likes excluding outliers.
Top 10 brands by total post comments

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the top 10 brands by total post comments including outliers.

1. Netflix (US) - 1,658,203
2. Mercedes-Benz - 255,869
3. Discovery - 233,182
4. McDonald's (US) - 194,157
5. Disney (UK) - 158,247
6. BMW - 137,993
7. Samsung (India) - 121,416
8. Reuters - 116,269
9. Porsche - 113,927
10. Amazon - 94,969
Top 10 brands by total post comments (excl. outliers)

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the top 10 brands by total post comments excluding outliers.

1. **Netflix (US)**
2. **Mercedes-Benz**
3. **Discovery**
4. **McDonald's (US)**
5. **Disney (UK)**
6. **BMW**
7. **Samsung (India)**
8. **Reuters**
9. **Porsche**
10. **Amazon**
Top 10 brands by total post shares

This data is pulled from the “pages and global/market pages” category (see methodology) and highlights the top 10 brands by total post shares. This data isn’t affected by outliers.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Total Post Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netflix (US)</td>
<td>4,109,971</td>
</tr>
<tr>
<td>Discovery</td>
<td>1,373,157</td>
</tr>
<tr>
<td>Mercedes-Benz</td>
<td>521,899</td>
</tr>
<tr>
<td>Budweiser (USA)</td>
<td>494,484</td>
</tr>
<tr>
<td>Porsche</td>
<td>464,184</td>
</tr>
<tr>
<td>Ferrari</td>
<td>447,811</td>
</tr>
<tr>
<td>Dior</td>
<td>398,618</td>
</tr>
<tr>
<td>Harley Davidson</td>
<td>372,626</td>
</tr>
<tr>
<td>BMW</td>
<td>322,194</td>
</tr>
<tr>
<td>Louis Vuitton</td>
<td>249,953</td>
</tr>
</tbody>
</table>

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Posts by interaction type: likes and shares

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the number of interactions by interaction type.
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This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the number of interactions by interaction type.
This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the distribution of likes. 34 percent of posts -- nearly 10,000 -- received fewer than 100 likes.
Total interactions by date

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights total interactions by month including outliers.
Total interactions by date (excl. outliers)

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights total interactions by month excluding outliers.
"The top performing sector is 'fast food' with an engagement rate (mean) of 0.42 percent"

"Of the top performing sectors by engagement rate, 'automotive' has the most post likes (27.7 million)"

Sector analysis
This data is pulled from the "pages and global/market pages" category (see methodology). It refers to average engagement rate (%) for the top 99 brands by sector and includes outliers.
Engagement rate by sector excl. outliers (%)

This data is pulled from the "pages and global/market pages" category (see methodology). It refers to average engagement rate (%) for the top 99 brands by sector and excludes outliers.
Page likes by sector

This data is pulled from the “pages” category (see methodology) and refers to the distribution of page likes across all sectors.
### Post data by sector

This data is pulled from the “pages and global/market pages” category (see methodology) and highlights post data for the top 10 brands by engagement rate.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Engagement rate</th>
<th>Post likes</th>
<th>Post shares</th>
<th>Post comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast food</td>
<td>0.42%</td>
<td>792,228</td>
<td>255,024</td>
<td>266,478</td>
</tr>
<tr>
<td>Industrial and manufacturing</td>
<td>0.32%</td>
<td>2,276,890</td>
<td>157,193</td>
<td>45,230</td>
</tr>
<tr>
<td>Alcohol</td>
<td>0.24%</td>
<td>2,194,785</td>
<td>752,314</td>
<td>206,607</td>
</tr>
<tr>
<td>Consumer goods</td>
<td>0.19%</td>
<td>1,738,721</td>
<td>183,315</td>
<td>98,442</td>
</tr>
<tr>
<td>Money, finance and insurance</td>
<td>0.18%</td>
<td>6,684,143</td>
<td>208,600</td>
<td>142,315</td>
</tr>
<tr>
<td>Computer and networking hardware</td>
<td>0.17%</td>
<td>14,236,999</td>
<td>180,838</td>
<td>73,266</td>
</tr>
<tr>
<td>Courier services</td>
<td>0.16%</td>
<td>217,627</td>
<td>38,700</td>
<td>13,457</td>
</tr>
<tr>
<td>TV and video</td>
<td>0.11%</td>
<td>14,617,721</td>
<td>5,666,171</td>
<td>2,049,632</td>
</tr>
<tr>
<td>Professional services</td>
<td>0.09%</td>
<td>80,893</td>
<td>12,927</td>
<td>2,069</td>
</tr>
<tr>
<td>Automotive</td>
<td>0.09%</td>
<td>27,728,239</td>
<td>2,710,867</td>
<td>873,403</td>
</tr>
</tbody>
</table>

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### Post data by sector excl. outliers

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for the top 10 brands by engagement rate excluding outliers.

<table>
<thead>
<tr>
<th>Sector</th>
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<th>Post shares</th>
<th>Post comments</th>
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</thead>
<tbody>
<tr>
<td>Fast food</td>
<td>0.42%</td>
<td>792,228</td>
<td>255,024</td>
<td>266,478</td>
</tr>
<tr>
<td>Industrial and manufacturing</td>
<td>0.25%</td>
<td>1,839,483</td>
<td>157,039</td>
<td>44,658</td>
</tr>
<tr>
<td>Alcohol</td>
<td>0.24%</td>
<td>2,194,785</td>
<td>752,314</td>
<td>206,607</td>
</tr>
<tr>
<td>Consumer goods</td>
<td>0.19%</td>
<td>1,738,721</td>
<td>183,315</td>
<td>98,442</td>
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<tr>
<td>Courier services</td>
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<td>217,627</td>
<td>38,700</td>
<td>13,457</td>
</tr>
<tr>
<td>TV and video</td>
<td>0.11%</td>
<td>14,617,721</td>
<td>5,666,171</td>
<td>2,049,632</td>
</tr>
<tr>
<td>Money, finance and insurance</td>
<td>0.10%</td>
<td>2,833,561</td>
<td>205,471</td>
<td>140,186</td>
</tr>
<tr>
<td>Professional services</td>
<td>0.09%</td>
<td>80,893</td>
<td>12,927</td>
<td>2,069</td>
</tr>
<tr>
<td>Automotive</td>
<td>0.09%</td>
<td>27,592,142</td>
<td>2,710,611</td>
<td>873,222</td>
</tr>
<tr>
<td>Computer and networking hardware</td>
<td>0.08%</td>
<td>3,677,203</td>
<td>163,868</td>
<td>61,939</td>
</tr>
</tbody>
</table>
Audience analysis

"Pages with more than five million fans have an avg. engagement rate (mean) of 0.07 percent including outliers".

"Pages with between three hundred thousand and one million fans have an avg. engagement rate (mean) of 0.22 percent".
Post data: < 300k fans

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages with less than 300,000 fans. This data isn't affected by the inclusion or exclusion of outliers.

<table>
<thead>
<tr>
<th>Number of brands</th>
<th>Avg. engagement rate</th>
<th>Number of posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>0.08%</td>
<td>5,455</td>
</tr>
</tbody>
</table>

- Average likes per post: 95
- Average shares per post: 14
- Average comments per post: 7
Post data: 300k - 1M fans

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages with between 300,000 and 1 million fans including outliers.

Number of brands
27

Avg. engagement rate
0.22%

Number of posts
5,472

Average likes per post
0

Average shares per post
115

Average comments per post
73

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This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages with between 300,000 and 1 million fans excluding outliers.

<table>
<thead>
<tr>
<th>Number of brands</th>
<th>Avg. engagement rate</th>
<th>Number of posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>0.20%</td>
<td>5,467</td>
</tr>
</tbody>
</table>

Average likes per post: 1,080
Average shares per post: 115
Average comments per post: 73
This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages with between 1 million and 5 million fans including outliers.

Number of brands: 29
Avg. engagement rate: 0.14%
Number of posts: 7,372
This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages with between 1 million and 5 million fans excluding outliers.

### Number of brands
29

### Avg. engagement rate
0.09%

### Number of posts
7,355
Post data: > 5M fans

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages with more than 5 million fans including outliers.

<table>
<thead>
<tr>
<th>Number of brands</th>
<th>Avg. engagement rate</th>
<th>Number of posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>0.07%</td>
<td>10,748</td>
</tr>
</tbody>
</table>

- Average likes per post: 6,566
- Average shares per post: 937
- Average comments per post: 327
Post data: > 5M fans excl. outliers

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages with more than 5 million fans excluding outliers.

<table>
<thead>
<tr>
<th>Number of brands</th>
<th>Avg. engagement rate</th>
<th>Number of posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>0.05%</td>
<td>10,696</td>
</tr>
</tbody>
</table>

Average likes per post: 5,567
Average shares per post: 940
Average comments per post: 327
"Pages with less than 50 posts have an avg. engagement rate (mean) of 0.42 percent".

"Video is the top performing post type and drove 46.63 percent of total interactions (likes, comments, shares and reactions)".
This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the relative share of different post types utilized by the top 99 brands between March 2017 and March 2018.

- Image: 12,463 (42.9%)
- Link: 5,097 (17.5%)
- Video: 11,125 (38.3%)
- Other: 362 (1.2%)
This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the most popular post type by total interactions (likes, comments, shares and reactions) including outliers.
This data is pulled from the "pages and global/market pages" category (see methodology) and highlights the most popular post type by total interactions (likes, comments, shares and reactions) excluding outliers.
This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages which made less than 50 posts between March 2017 and March 2018. This data isn't affected by outliers.

Number of brands: 13

Avg. engagement rate: 0.42%

- Average likes per post: 8,571
- Average shares per post: 2,605
- Average comments per post: 545
Total posts: 50 - 150 posts

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages which made 50-150 posts between March 2017 and March 2018. This data includes outliers.

Number of brands: 17
Avg. engagement rate: 0.37%

Average likes per post: 6,104
Average shares per post: 319
Average comments per post: 190
Total posts: 50 - 150 posts excl. outliers

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages which made between 50-150 posts over the time frame analyzed. This data excludes outliers.

- **Number of brands**: 17
- **Avg. engagement rate**: 0.18%

- **Average likes per post**: 3,938
- **Average shares per post**: 319
- **Average comments per post**: 190
Total posts: 151 - 300 posts

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages which made between 151 and 300 posts over the time frame analyzed. This data includes outliers.

Number of brands: 32
Avg. engagement rate: 0.19%

Average likes per post: 1,613
Average shares per post: 184
Average comments per post: 123

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Total posts: 151 - 300 posts excl. outliers

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages which made between 151 and 300 posts over the time frame analyzed. This data excludes outliers.

Number of brands: 32
Avg. engagement rate: 0.18%

Average likes per post: 1,516
Average shares per post: 184
Average comments per post: 123
Total posts: > 300 posts

This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages which made more than 300 posts over the time frame analyzed. This data includes outliers.

Number of brands: 37
Avg. engagement rate: 0.07%

Average likes per post: 3,344
Average shares per post: 458
Average comments per post: 163
This data is pulled from the "pages and global/market pages" category (see methodology) and highlights post data for pages which made more than 300 posts over the time frame analyzed.

- **Number of brands**: 37
- **Avg. engagement rate**: 0.06%

![Bar chart showing average likes, shares, and comments per post](chart.png)