



Heinz Campaign

Mention Statistics Report

for social media marketing

October 2, 2018 - November 1, 2018

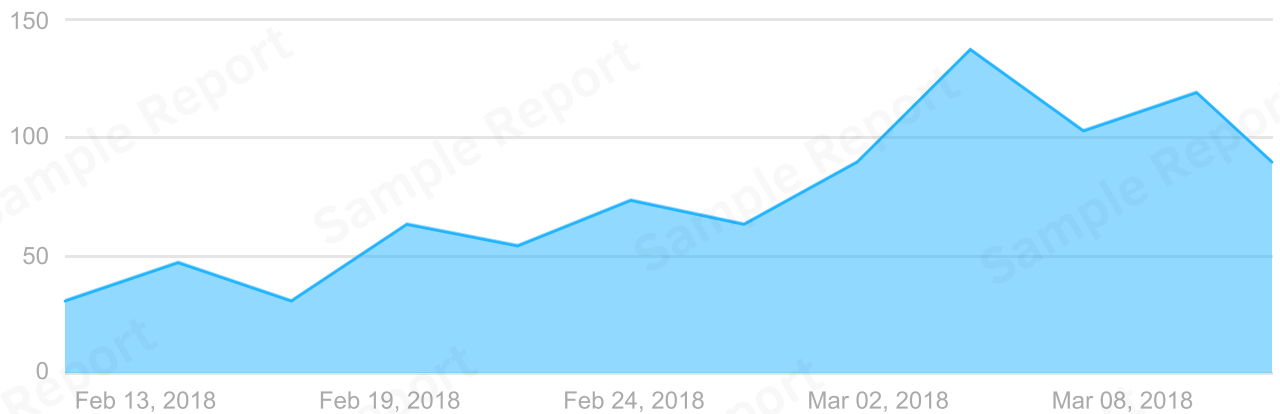
Mentions



Total
1.9K -12.7K

Positive
6.0%

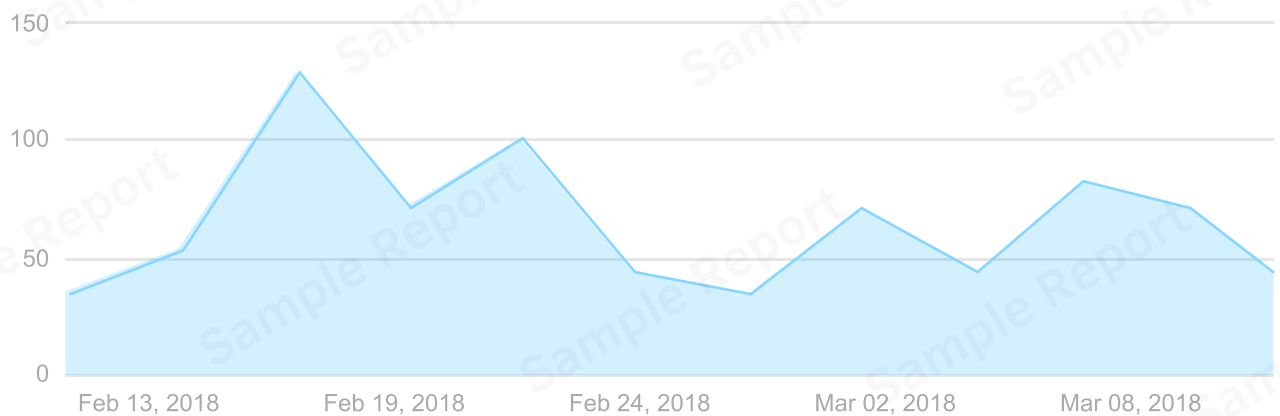
Negative
0.9%



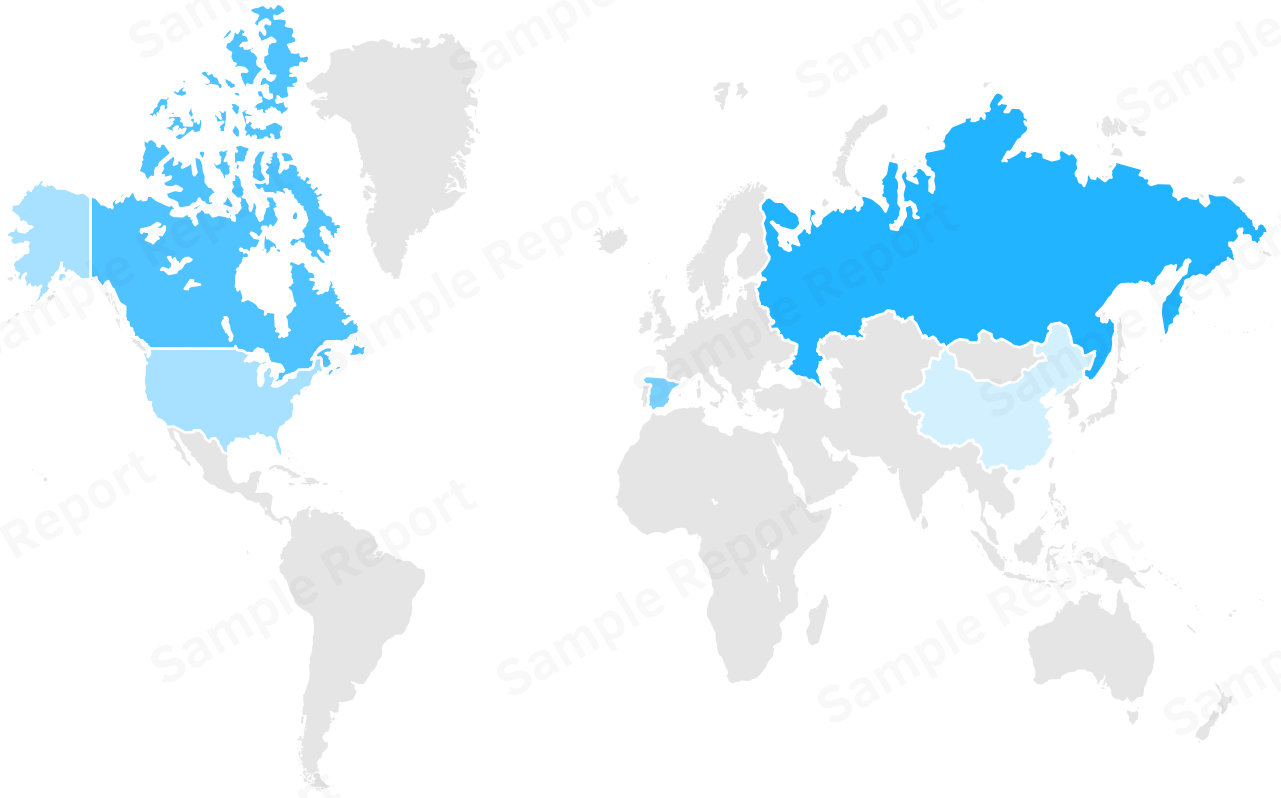
Reach



Total
2.5B -122.7M



Top Countries



United States
12.8K 30.1%

Russian Federation
5.8K 13.2%

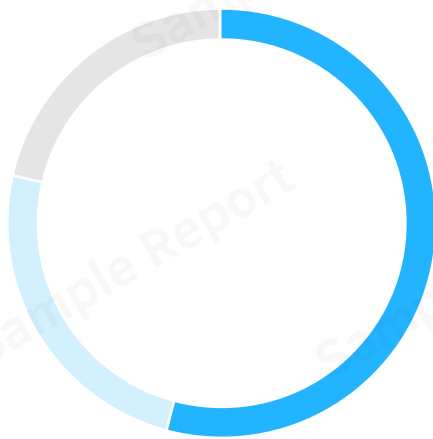
United Kingdom
3.5K 8.1%

Belarus
1.1K 2.7%

Canada
991 2.1%

Other
18.1K 42.8%

Top Languages



United States	12.8K	30.1%
Italian	5.8K	13.7%
Chinese	3.4K	8.1%
Arabic	1.1K	2.7%
French	992	2.1%
Other	18.1K	42.1%

Sentiment

Positive

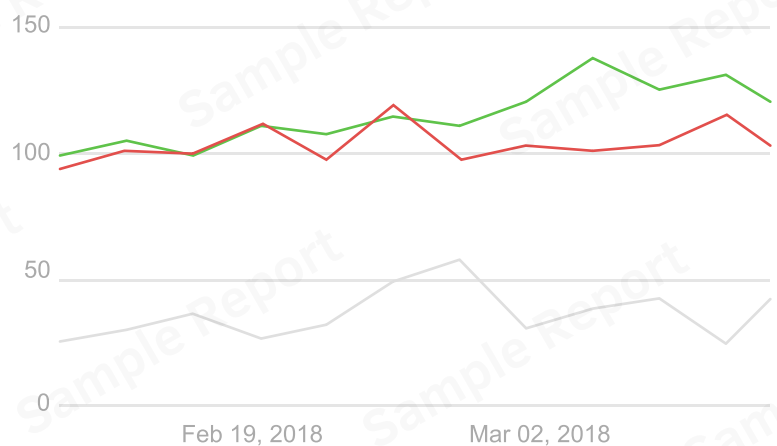
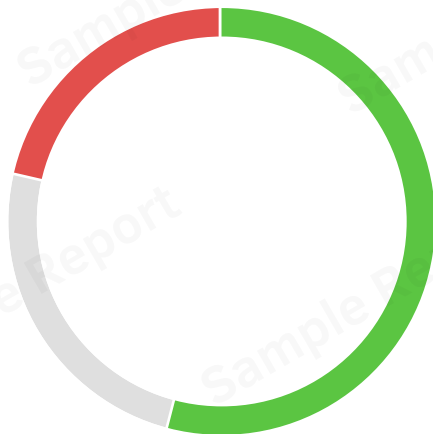
47.9% 113.8K -12.7K

Neutral

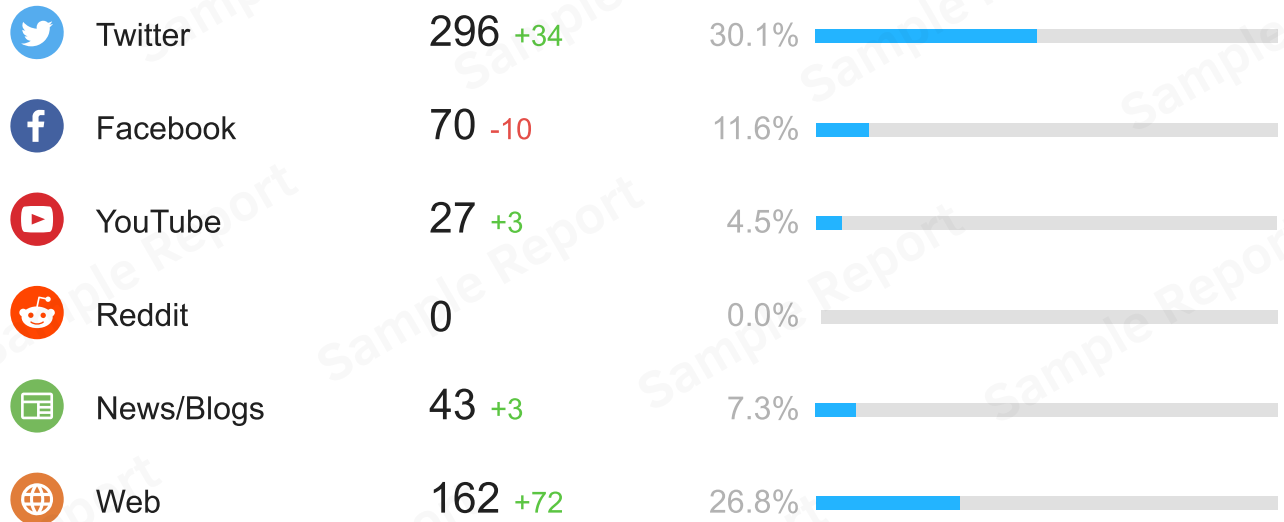
41.2% 97.8K +12.7K

Negative

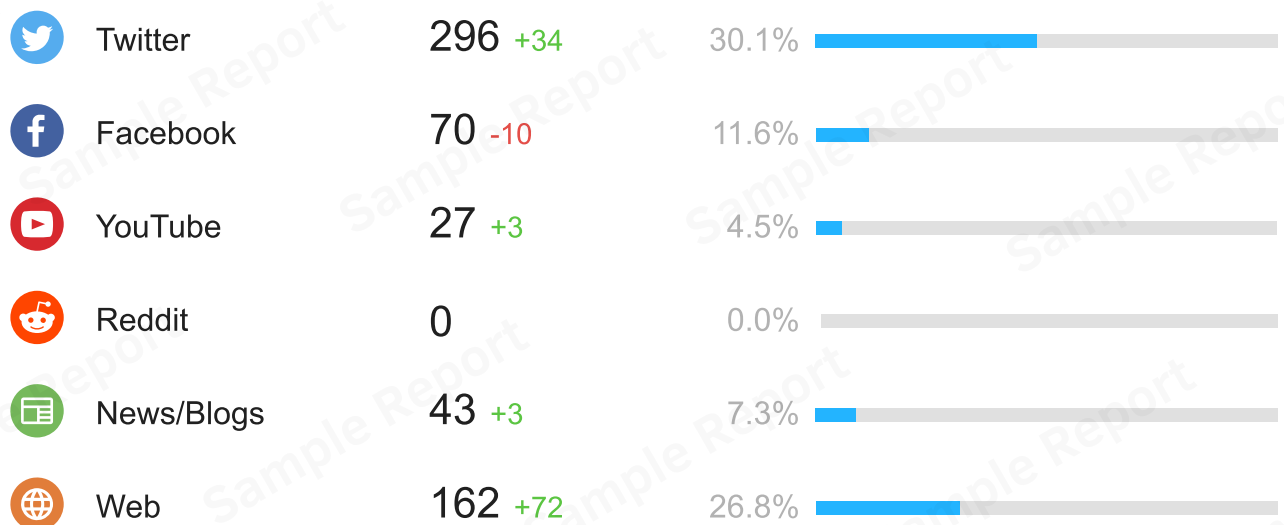
10.9% 24.8K +27.7K



Sources by Mentions



Sources by Reach





Most influential: Twitter

Author	Followers	Mentions
 Remi Vee @Remi_Vladiss	162.2K	1
 Gali Garner @Remi_Vladiss	116.4K	1
 SuperCreq @SuperCrew	89.2K	1
 Ann Smarty @annsmarty	65.1K	5
 Beta @beta	162.2K	1



Most active: Twitter

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