



Social Report for **MercedesBenz**

Aug 30 - Sep 29

2015

 @MercedesBenz

 MercedesBenz

 mercedesbenz



Brand Awareness

Are people talking about MercedesBenz?

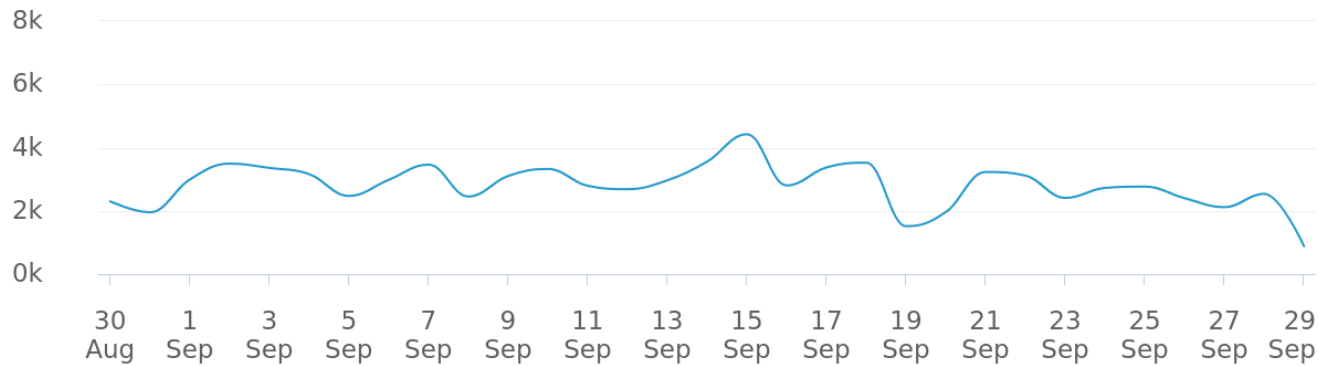
BRAND MENTIONS

86.8K ▲ 15.3%

POTENTIAL IMPRESSIONS

451.8M ▲ 18%

MENTIONS PER DAY



— MercedesBenz

TOP DEMOGRAPHICS

Gender

56.0%

Men

Age Group

38.8%

18 - 24 year olds

Locations

21.7%

United States

Interests

1.9%

Music


* Impressions are the aggregate number of followers of the people that mentioned MercedesBenz

* Trends show percentage of change compared to all-time stats



Brand Awareness

What are people saying about MercedesBenz?



Lyle Livesay
@lylelivesay

Breaking in the new 2016 #mercedesbenz#s550 NYC to MIA in 15hrs #soflo [instagram.com/p/734EyeSIWw/](https://www.instagram.com/p/734EyeSIWw/)

533 | 9 days ago



369 | 14 days ago



ملويوسل ا ملويوس
@swailem1

@MercedesBenz Please translate them ?
[twitter.com/swailem1/statu...](https://twitter.com/swailem1/status...)
[twitter.com/swailem1/statu...](https://twitter.com/swailem1/status...)

353 | 21 days ago




190 | 20 days ago



MERCEDES AMG F1
@MercedesAMGF1

VIDEO: Speeding into the start of the IAA 2015! @nico_rosberg with @HUGOBOSS and @MercedesBenz#MBIAA15 amp.twimg.com/v/a99673a6-a2f...

169 | 12 days ago




168 | 23 hours ago



Bulat Karibullin
@GINGERSTAR

@MercedesBenz My weapon is cabrio. Cabrio is strong and fast as amazing rap song!

140 | 9 days ago



123 | 1 month ago

* Top posts mentioning MercedesBenz on Twitter, ranked by number of retweets



Social Activity

How active are MercedesBenz's social accounts?

TOTAL POSTS

1.4K ▲ 146%

TWEETS

925 ▲ 288.3%

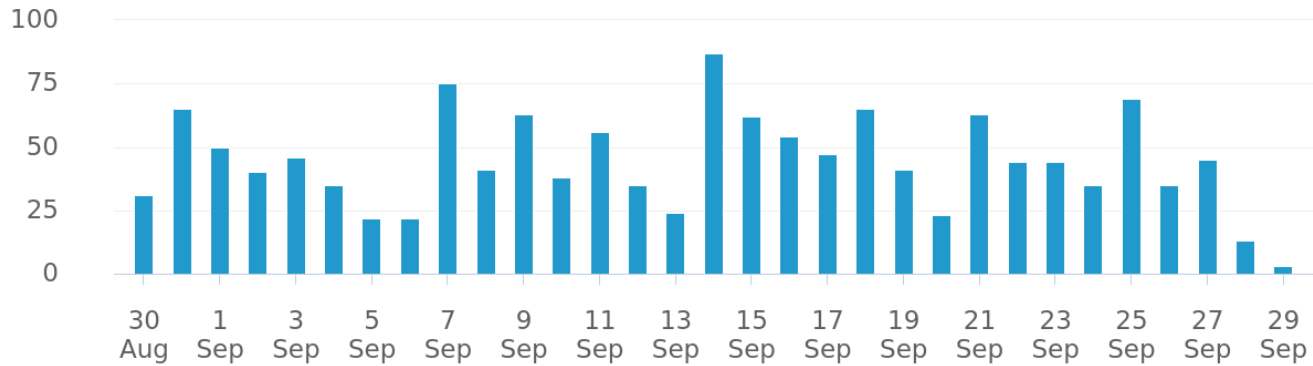
POSTS

288 ▲ 73.5%

PHOTOS

160 ▼ 0.7%

POSTS PER DAY



MercedesBenz

- * Posts include tweets, Facebook posts and Instagram posts by MercedesBenz
- * Trends show percentage of change compared to all time stats



Engagement

How engaging is MercedesBenz's content?

TOTAL ENGAGEMENT

12.9M ▲ 869%

🐦 RETWEETS

26.0K ▼ 44%

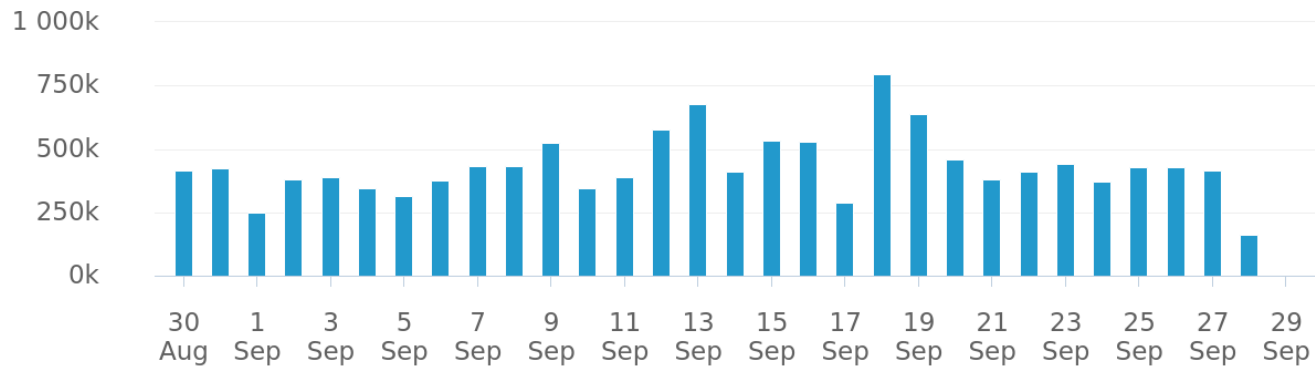
f LIKES

361.8K ▼ 80.9%

📷 LIKES

12.6M ▲ 29.5%

SHARES PER DAY



■ MercedesBenz

* Trends show percentage of change compared to all-time stats



Content Performance

What are MercedesBenz's best posts?



118,407 | September 16, 2015



Mercedes-Benz

@MercedesBenz

Little red racing hood.
[Mercedes-AMG GT | Combined fuel consumption 9.3 l/100 km | CO2-emission combined: 216 g/km | <http://mb4.me/EfficiencyStatement>
Stay in the loop of all news: <http://mb4.me/SignUp>

25,245 | September 8, 2015



113,372 | September 21, 2015



Mercedes-Benz

@MercedesBenz

The doors of #IAA2015 are open, who better than @Nico_Rosberg to show us the way? Come visit us at #MBIAA15! amp.twimg.com/v/a1138f1e-bd9...

2,946 | 12 days ago



110,883 | September 12, 2015



Mercedes-Benz

@MercedesBenz

Open-top luxury. The new Cabriolet is the sixth variant of the current S-Class family and the first open-top luxury four-seater from Mercedes-Benz since 1971. [Mercedes-Benz S 500 Cabriolet | Combined fuel consumption | 8.5l/100km | <http://mb4.me/SignUp>

17,302 | September 1, 2015



111,044 | September 25, 2015



108,237 | September 16, 2015

* Top posts by MercedesBenz, ranked by number of retweets and likes



Fanbase Growth

How many new followers and likes did MercedesBenz get?

TOTAL NEW FANS

275.5K

FOLLOWERS

33.6K

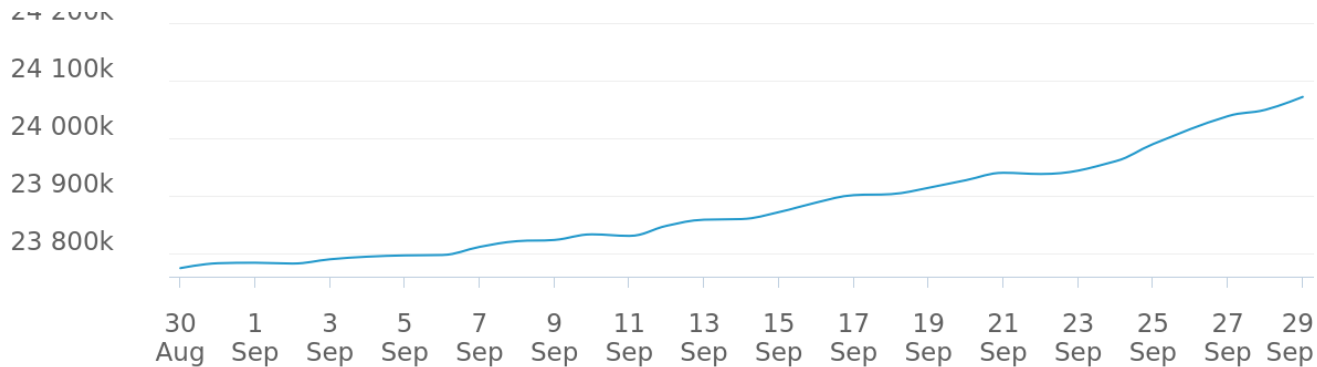
LIKES

55.1K

FOLLOWERS

186.8K

TOTAL FANS



— MercedesBenz

TOP NEW FOLLOWERS



@JustinSnay

26.3K Followers



@ninnchi08

21.8K Followers



@gabriel_ISEI

1.3K Followers



@EmerLaPlaza

717 Followers

* Fans include Twitter followers, Facebook likes, and Instagram followers



Fanbase

How big is MercedesBenz's audience?

TOTAL FANS

24.1M ▲ 1.1%

🐦 FOLLOWERS

1.4M ▲ 2.4%

f LIKES

19.5M ▲ 0.3%

📷 FOLLOWERS

3.2M ▲ 5.8%

TOP FOLLOWERS



@MCHammer

3.5M Followers



@BRUNOIERULLO

2.9M Followers



@LeBronJames

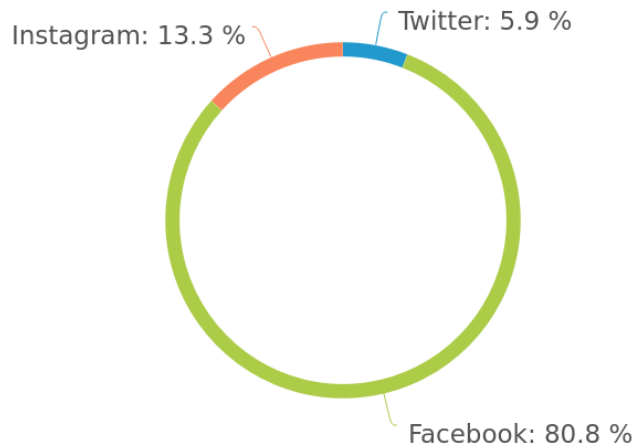
2.8M Followers



@ufc

2.7M Followers

FANS DISTRIBUTION



* Trends show growth as a fraction of MercedesBenz's total audience