

Social Media Insights

01 Nov. 19 - 30 Nov. 19



www.tntsupernutrition.com



NeoPharma Colombia



Facebook Ads: 10202323933359438



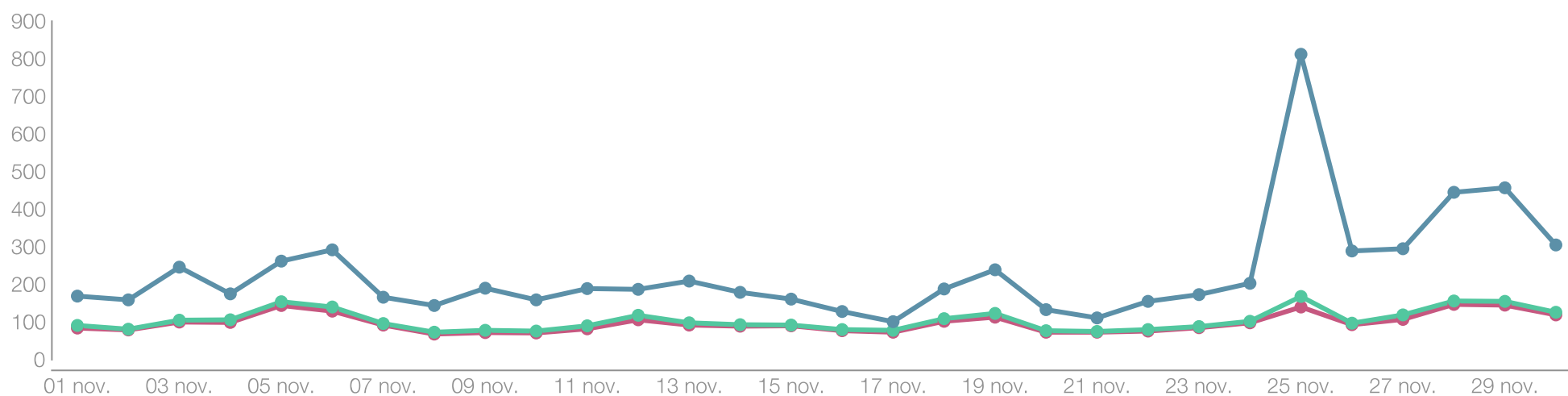
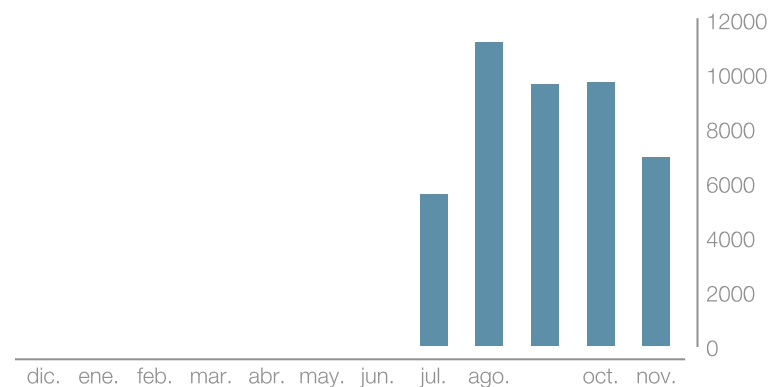
tntsupernutrition



SEPA PUBLICIDAD

Audiencia

 www.tntsupernutrition.com



01 Nov. - 30 Nov.

Audiencia

 www.tntsupernutrition.com

Top 10 de páginas vistas

| | | |
|-------------------------------|-------|--------|
| / | 2.151 | 30,99% |
| /tnt-2/ | 1.359 | 19,58% |
| /isofit-2/ | 513 | 7,39% |
| /product-category/black-days/ | 486 | 7,00% |
| /shop/ | 194 | 2,79% |
| /cannibal-2/ | 189 | 2,72% |
| /whey-standard/ | 188 | 2,71% |
| /product-category/tnt/ | 171 | 2,46% |
| /cross-whey-complex/ | 146 | 2,10% |
| /productos/ | 143 | 2,06% |

Top 10 de fuentes

| | | |
|-------------------------------------|-------|--------|
| google.com | 1.936 | 44,11% |
| Directo | 1.168 | 26,61% |
| tntsupernutrition.com | 703 | 16,02% |
| facebook.com | 249 | 5,67% |
| l.instagram.com | 242 | 5,51% |
| instagram.com | 65 | 1,48% |
| com.google.android.googlequickse... | 17 | 0,39% |
| checkout.payulatam.com | 4 | 0,09% |
| sportfestbogota.com | 2 | 0,05% |
| api.whatsapp.com | 1 | 0,02% |

01 Nov. - 30 Nov.

Crecimiento de la comunidad

 NeoPharma Colombia

11312

+0.24%

Me gusta

70

+4.48%

Ganados

32

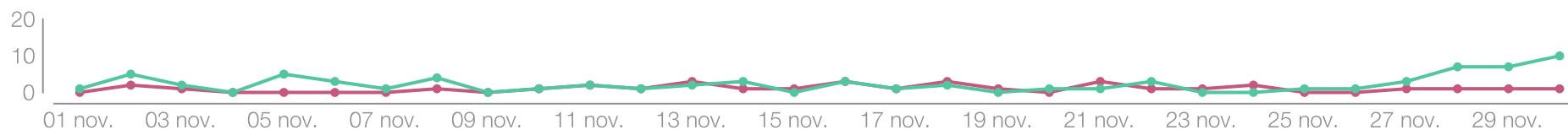
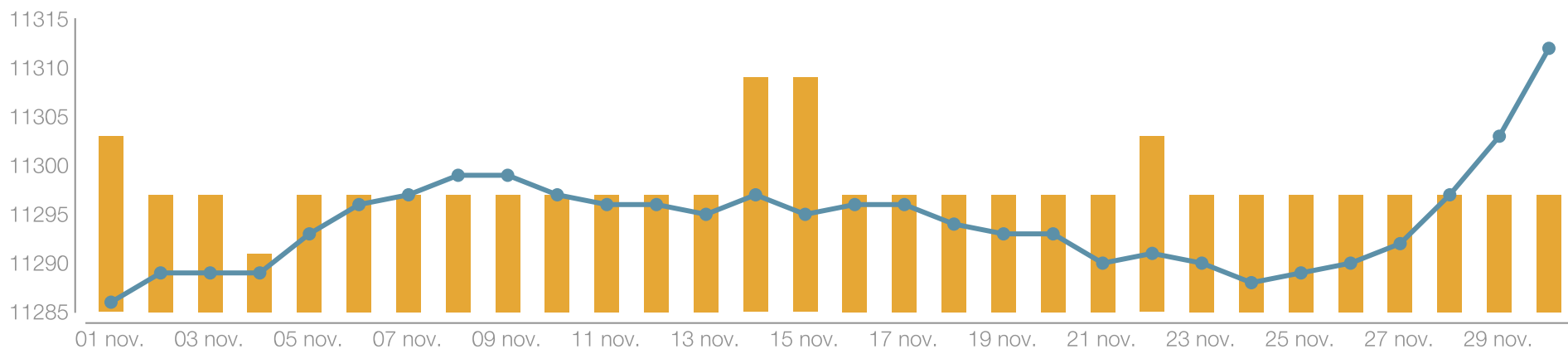
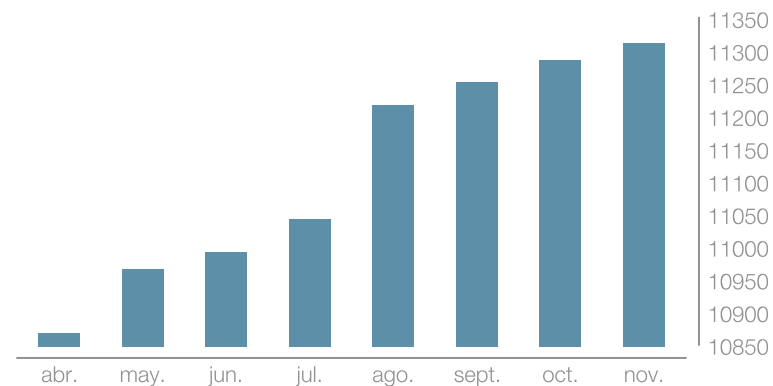
+6.67%

Perdidos

65

-4.41%

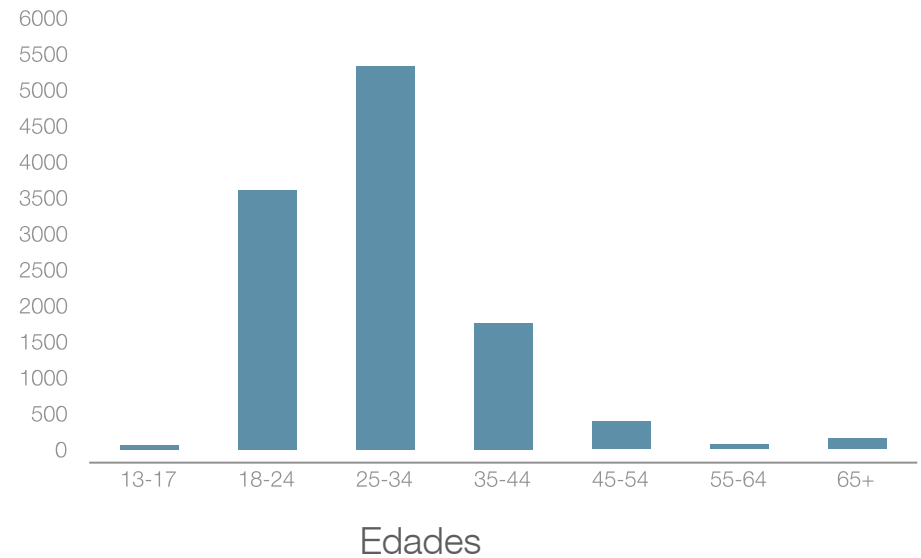
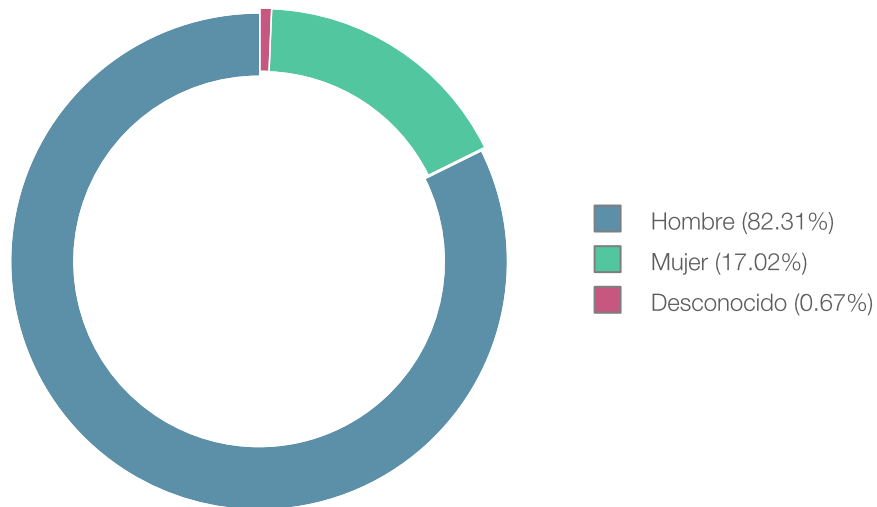
Publicaciones



01 Nov. - 30 Nov.

Demografía: sexo y edad

 NeoPharma Colombia



01 Nov. - 30 Nov.

Demografía: países y ciudades



Top 10 de países

| | | |
|----------------|-------|--------|
| Colombia | 10494 | 92,35% |
| México | 179 | 1,58% |
| Estados Unidos | 109 | 0,96% |
| España | 86 | 0,76% |
| Ecuador | 81 | 0,72% |
| Perú | 50 | 0,44% |
| Argentina | 39 | 0,35% |
| Chile | 37 | 0,33% |
| Venezuela | 36 | 0,32% |
| Brasil | 32 | 0,29% |

Top 10 ciudades

| | | |
|----------------------------------|------|--------|
| Bogotá, Colombia | 3205 | 28,21% |
| Medellín, Colombia | 642 | 5,65% |
| Cali, Colombia | 476 | 4,19% |
| Barranquilla, Colombia | 472 | 4,16% |
| Cartagena de Indias, Colombia | 264 | 2,33% |
| Ibagué, Colombia | 251 | 2,21% |
| Bucaramanga, Santander, Colombia | 232 | 2,05% |
| Cúcuta, Colombia | 227 | 2,00% |
| Pasto, Colombia | 212 | 1,87% |
| Montería, Colombia | 172 | 1,52% |

Alcance de la página

 NeoPharma Colombia

114K

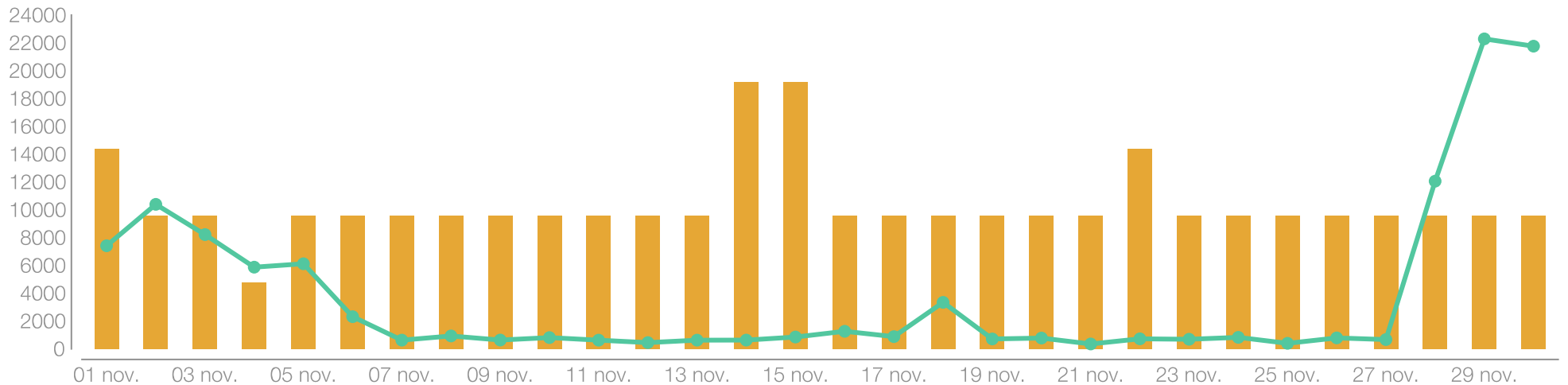
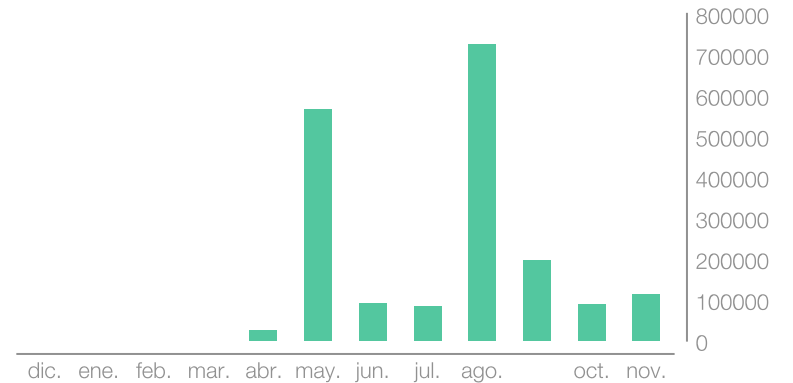
+27.67%

Impresiones

65

-4.41%

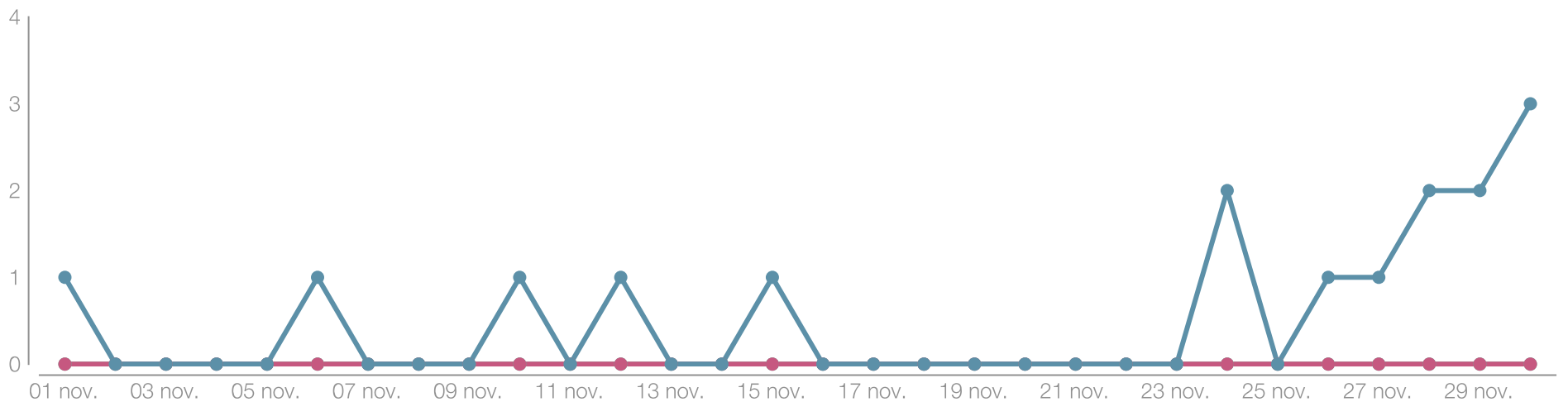
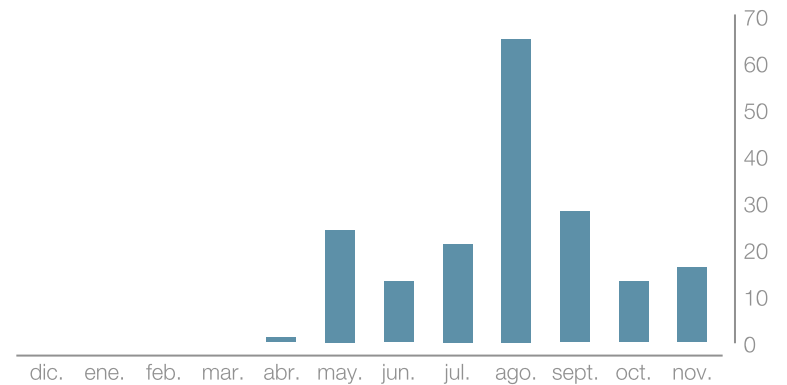
Publicaciones



01 Nov. - 30 Nov.

Clics en página

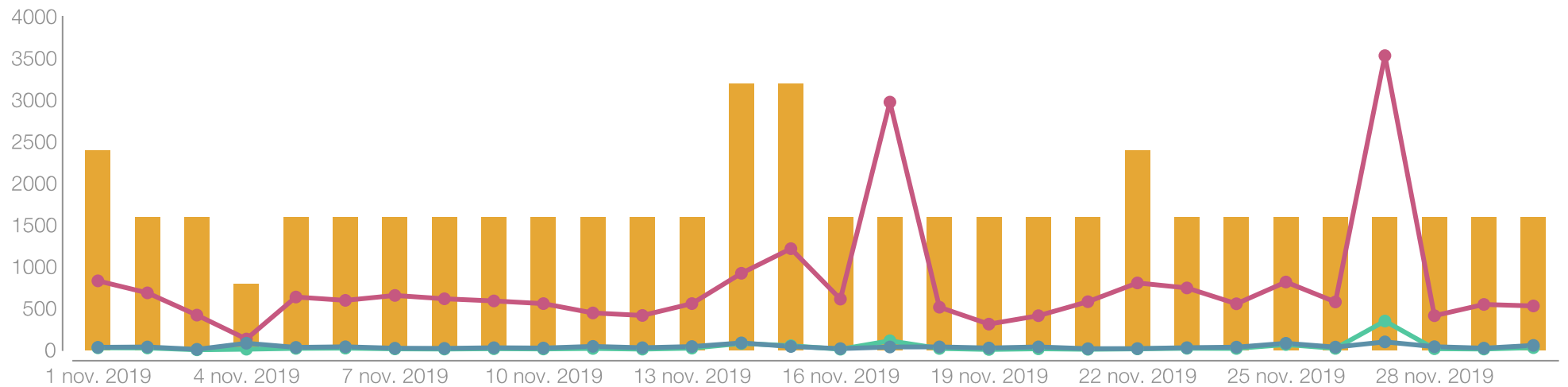
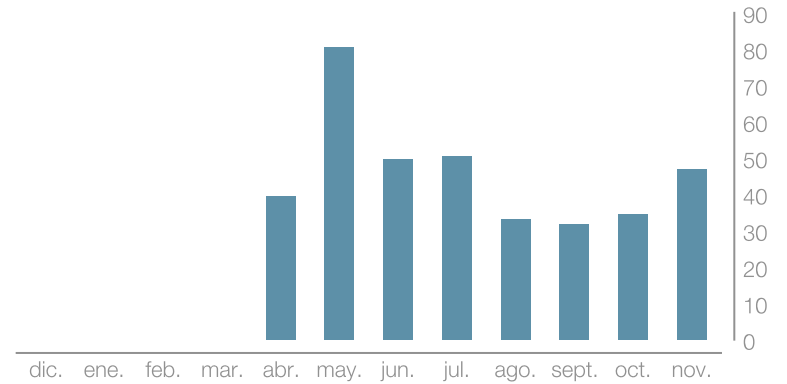
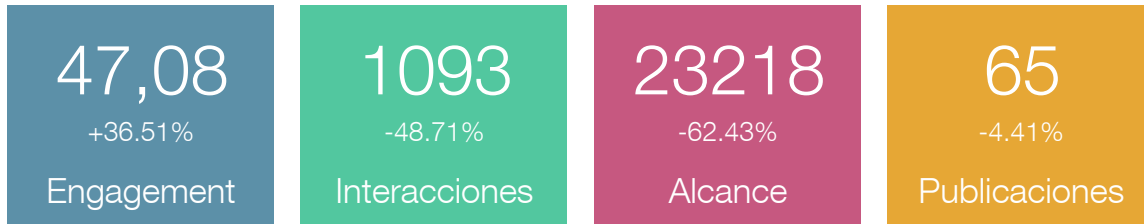
 NeoPharma Colombia



01 Nov. - 30 Nov.

Publicaciones

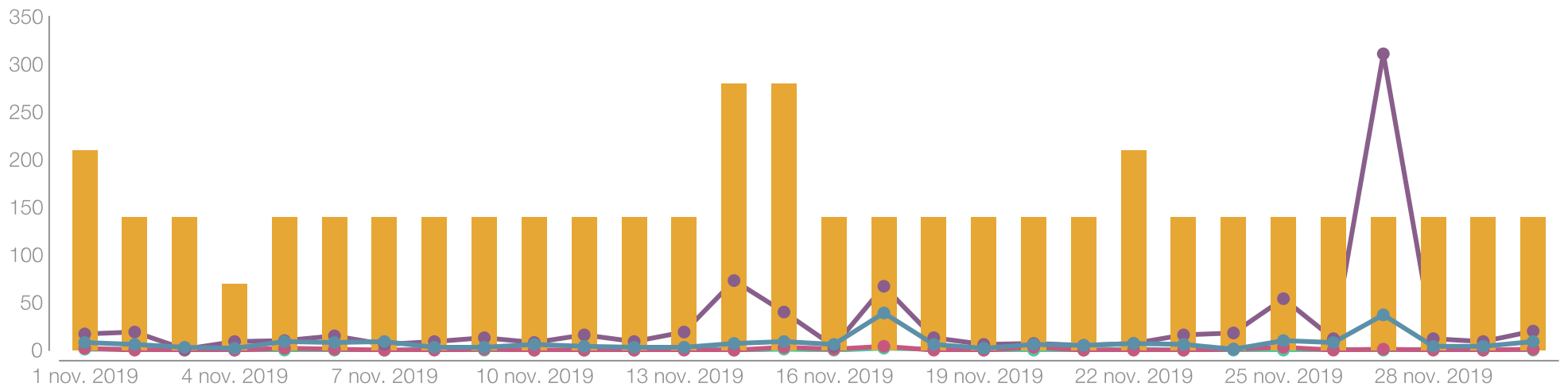
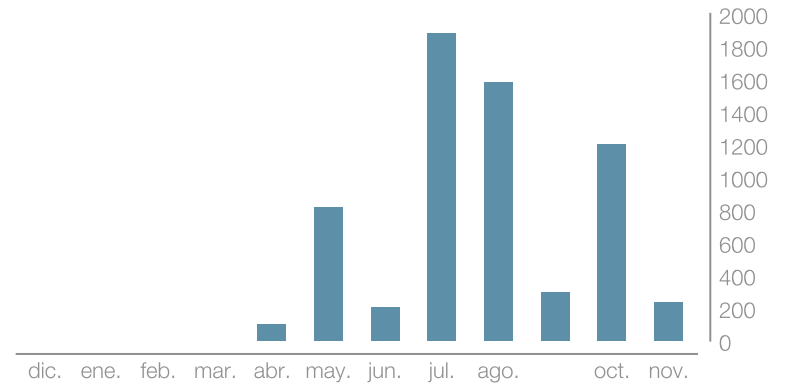
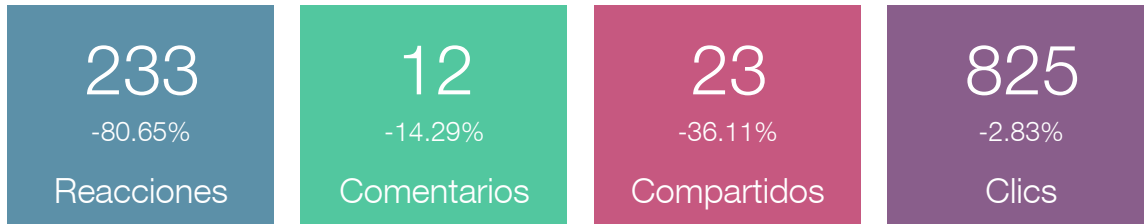
 NeoPharma Colombia



01 Nov. - 30 Nov.

Interacciones

 NeoPharma Colombia












01 Nov. - 30 Nov.











Ranking de publicaciones

 NeoPharma Colombia

Mostrando 19 publicaciones ordenadas por engagement.

| Publicado | Texto | Reacciones | Comentarios | Compartidos | Clics | Clics en enlace | Alcance | Reprod. | Engagement |
|---------------|--|------------------------|-------------|-------------|-------|-----------------|---------|---------|------------|
| 14 nov. 17:57 |  Separados somos poderosos... | Ver 3 | 0 | 0 | 48 | 0 | 324 | 0 | 157,41 |
| 14 nov. 17:52 |  Separados somos poderosos... | Ver 2 | 0 | 0 | 23 | 0 | 217 | 0 | 115,21 |
| 25 nov. 12:42 |  ATENCIÓN | Ver 5 | 0 | 2 | 50 | 0 | 495 | 0 | 115,15 |
| 27 nov. 11:00 |  ALERTA BLACK FRIDAY ... | Ver 31 | 0 | 1 | 285 | 50 | 3094 | 2146 | 102,46 |
| 28 nov. 17:36 |  En TNT estamos en modo BI... | Ver 1 | 1 | 0 | 9 | 0 | 127 | 25 | 86,61 |
| 04 nov. 11:00 |  Motivos por los que tenem... | Ver 2 | 0 | 0 | 9 | 0 | 133 | 30 | 82,71 |
| 30 nov. 16:00 |  ¡Estamos a tan solo 1 día... | Ver 1 | 0 | 0 | 8 | 0 | 112 | 19 | 80,36 |
| 11 nov. 11:00 |  Sabías que... ¿El Curl de b... | Ver 2 | 0 | 0 | 9 | 0 | 138 | 32 | 79,71 |
| 15 nov. 17:15 |  Cada vez falta | Ver 4 | 0 | 1 | 26 | 1 | 415 | 0 | 74,70 |

01 Nov. - 30 Nov.

| Publicado | Texto | Reacciones | Comentarios | Compartidos | Clics | Clics en enlace | Alcance | Reprod. | Engagement |
|---------------|---|------------|-------------|-------------|-------|-----------------|---------|---------|------------|
| | menos para... | | | | | | | | |
| 27 nov. 17:33 |  Y tú, ¿ya adquiriste nues... Ver | 6 | 0 | 0 | 26 | 1 | 438 | 0 | 73,06 |
| 24 nov. 11:00 |  ¿Por qué es tan important... Ver | 0 | 0 | 1 | 17 | 0 | 305 | 47 | 59,02 |
| 02 nov. 11:00 |  En el día de los muertos,... Ver | 4 | 1 | 0 | 16 | 2 | 375 | 0 | 56,00 |
| 30 nov. 09:00 |  Y tú, ¿tienes lo que se n... Ver | 8 | 0 | 1 | 12 | 3 | 418 | 0 | 50,24 |
| 20 nov. 17:06 |  Muchas veces hemos hablad... Ver | 2 | 0 | 2 | 5 | 0 | 181 | 56 | 49,72 |
| 26 nov. 16:43 |  ¡La toma en Bogotá NO PAR... Ver | 6 | 1 | 0 | 10 | 0 | 343 | 0 | 49,56 |
| 06 nov. 16:07 |  ¡En TNT nos seguimos toma... Ver | 6 | 0 | 1 | 10 | 0 | 349 | 0 | 48,71 |
| 19 nov. 17:18 |  La proteína más limpia de... Ver | 1 | 0 | 0 | 4 | 0 | 109 | 16 | 45,87 |
| 13 nov. 17:54 |  ¡Se viene el evento Welln... Ver | 1 | 2 | 0 | 12 | 0 | 328 | 0 | 45,73 |
| 18 nov. 10:57 |  Hoy es un buen día para a... Ver | 4 | 1 | 0 | 8 | 0 | 285 | 0 | 45,61 |

01 Nov. - 30 Nov.

Facebook Ads: Alcance

f 10202323933359438

106K

+81.52%

Impresiones

71904

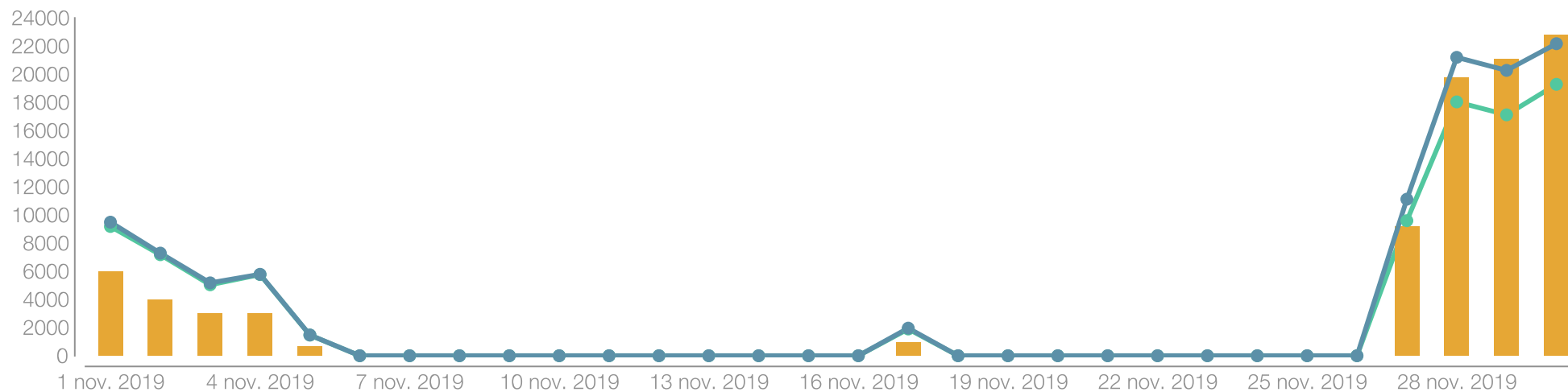
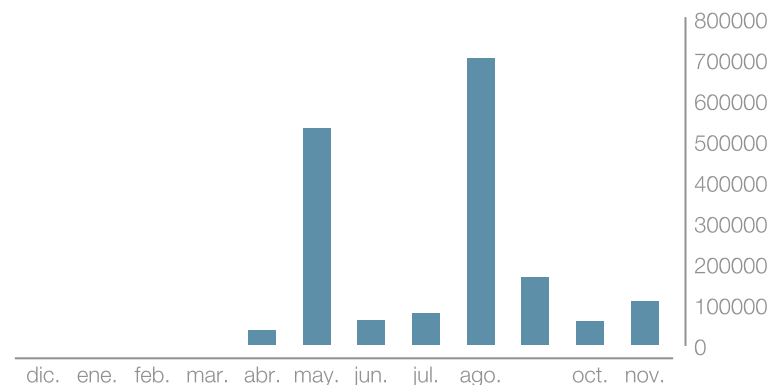
+79.48%

Alcance

602K

+188.92%

Gasto



01 Nov. - 30 Nov.

Facebook Ads: Resultados

f 10202323933359438

3157

+84.73%

Clics

20

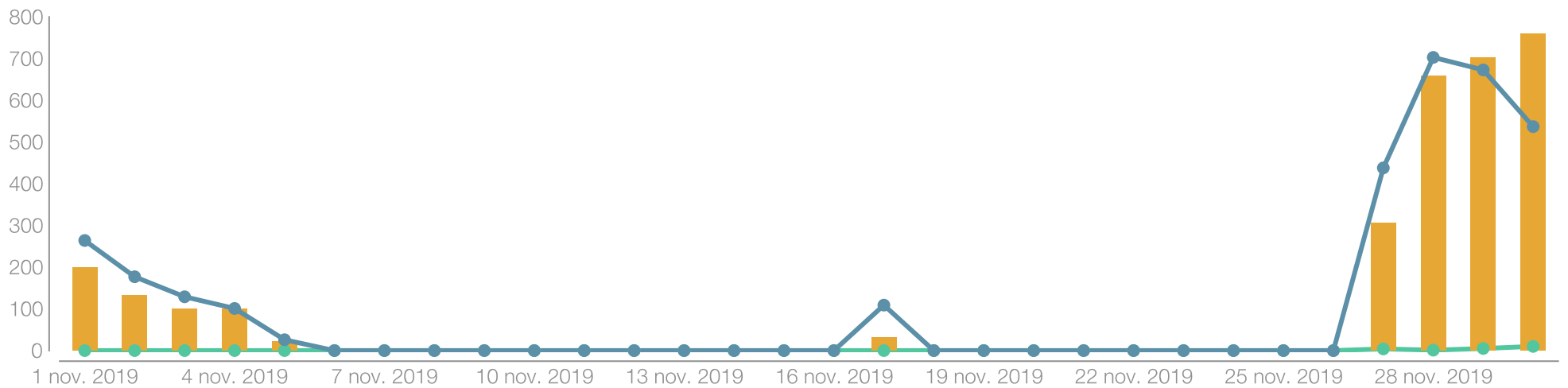
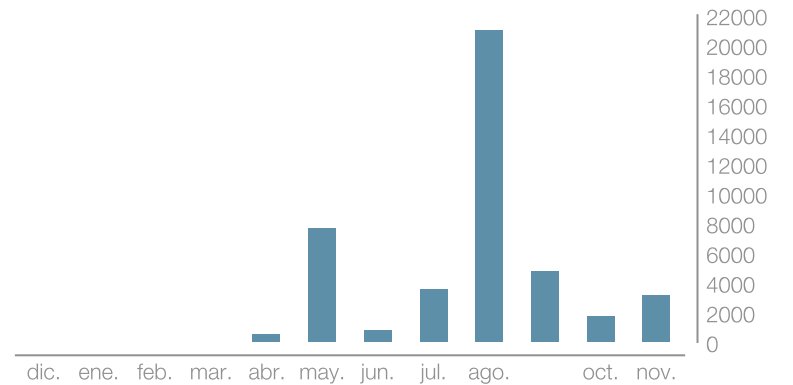
+1900%

Conversiones

602K

+188.92%

Gasto



01 Nov. - 30 Nov.

Facebook Ads: Rendimiento

f 10202323933359438

5682,85

+59.17%

CPM

190,71

+56.4%

CPC

2,98

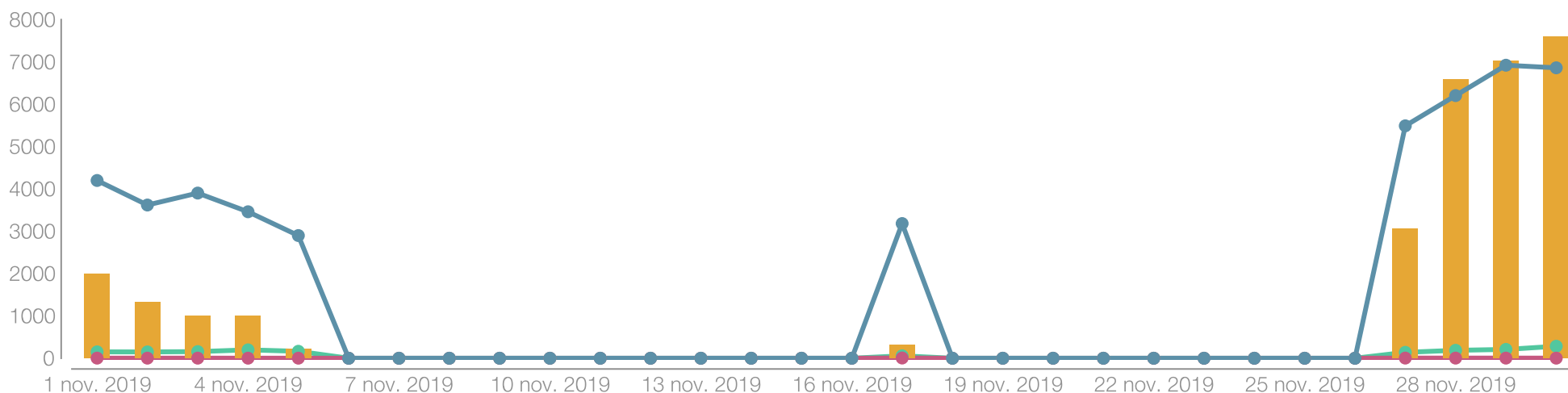
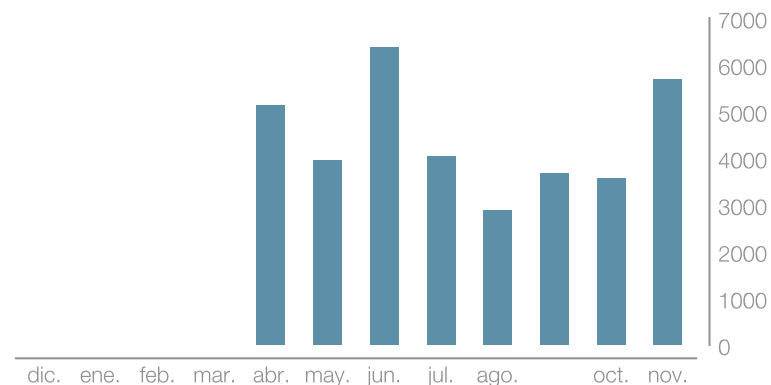
+1.77%

CTR

602K

+188.92%

Gasto



01 Nov. - 30 Nov.

Facebook Ads: Clasificación de campañas

 10202323933359438

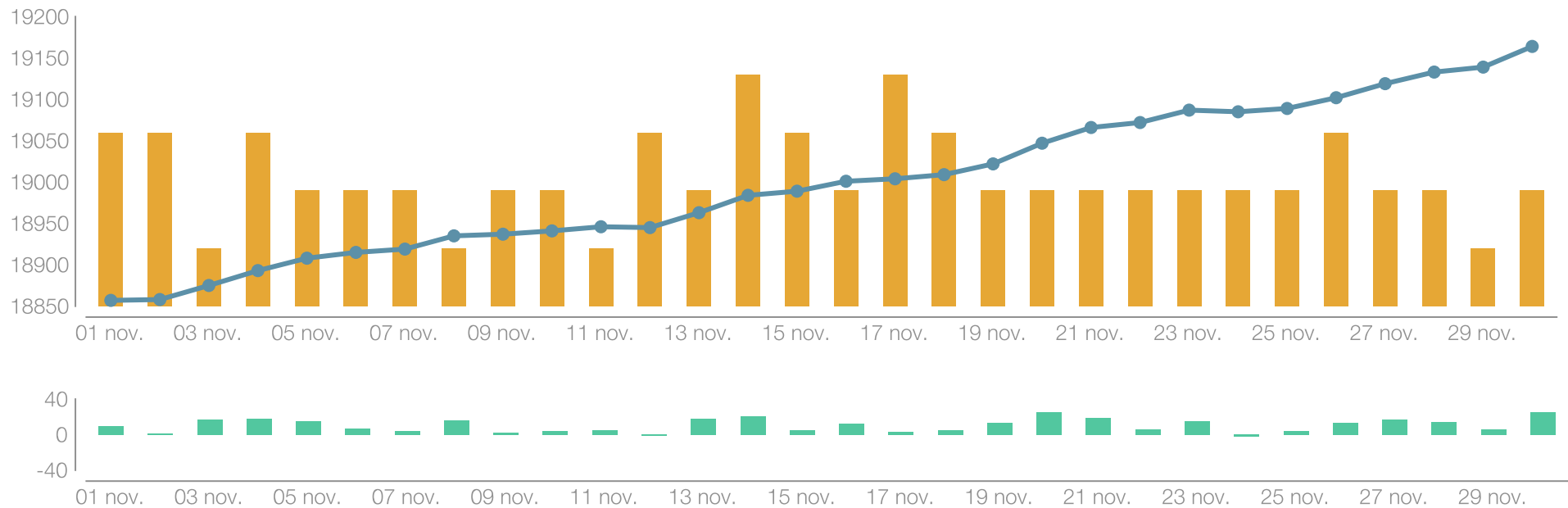
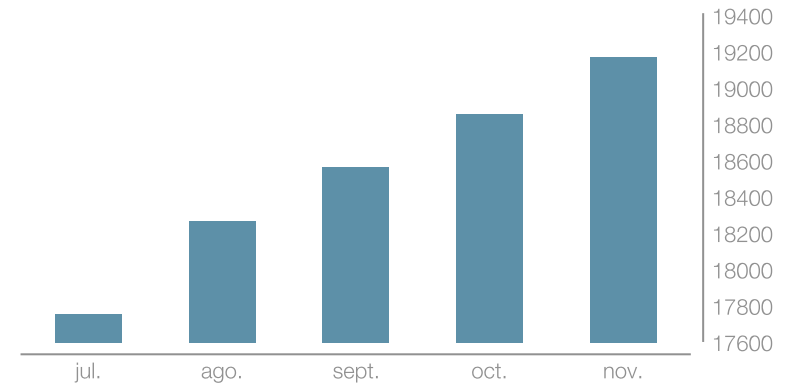
Mostrando 5 campañas ordenadas por Impresiones.

| Nombre | Actualizado | Impresiones | Alcance | Clics | Conversiones | CPM | CPC | CTR | Gasto |
|------------------------------|---------------|-------------|---------|-------|--------------|---------|--------|------|---------|
| Generación de clientes po... | 27 nov. 17:34 | 64814 | 45224 | 2060 | 38 | 6923,07 | 217,82 | 3,18 | 448712, |
| Interacción | 28 oct. 19:18 | 25137 | 21616 | 604 | 0 | 3338,58 | 138,94 | 2,4 | 83922,0 |
| Interacción | 27 nov. 17:39 | 9955 | 2523 | 291 | 3 | 3655,45 | 125,05 | 2,92 | 36390,0 |
| Publicación: "¡Halloween ... | 28 oct. 20:18 | 4080 | 3752 | 93 | 0 | 6572,06 | 288,32 | 2,28 | 26814,0 |
| NeoPharma Colombia - Inte... | 17 nov. 23:23 | 1960 | 1899 | 109 | 0 | 3182,14 | 57,22 | 5,56 | 6237,00 |

01 Nov. - 30 Nov.

Crecimiento de la comunidad

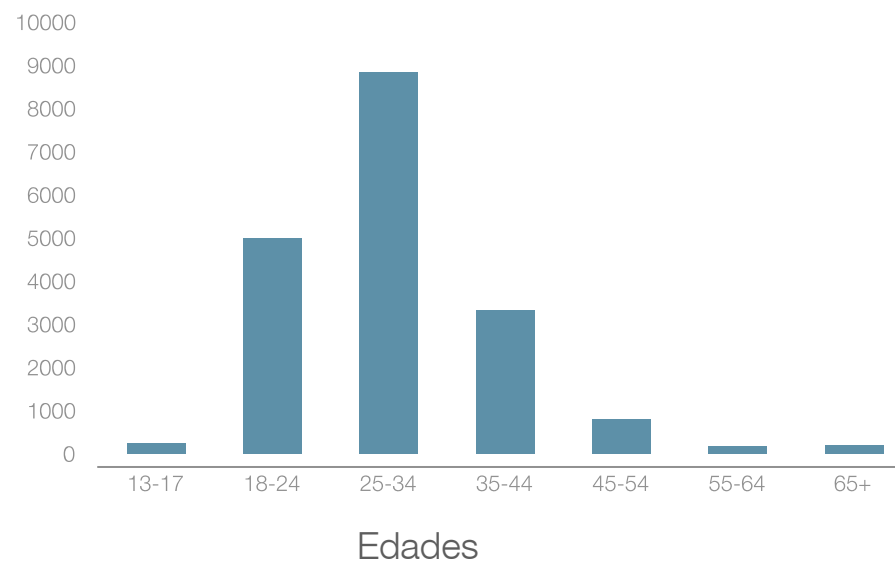
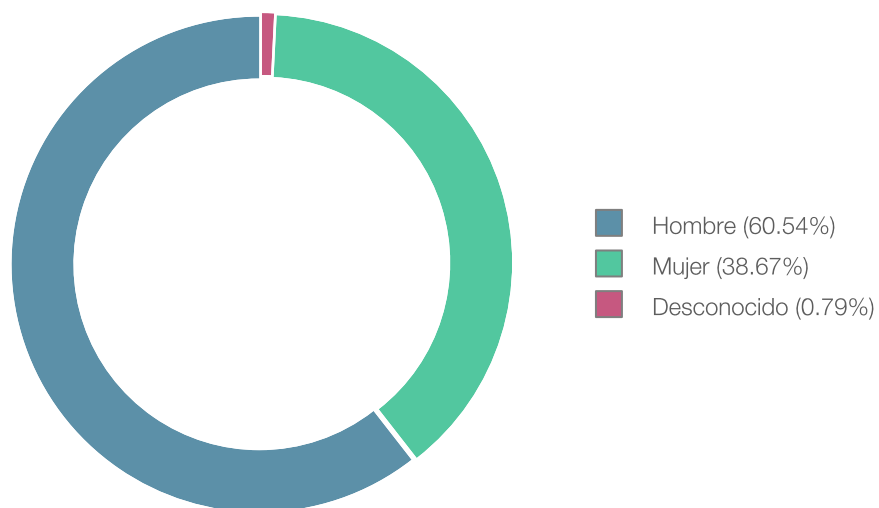
 tntsupernutrition



01 Nov. - 30 Nov.

Demografía: sexo y edad

 tntsupernutrition



01 Nov. - 30 Nov.

Demografía: países y ciudades



Top 10 de países

| | | |
|----------------|-------|--------|
| Colombia | 13573 | 69,85% |
| México | 730 | 3,76% |
| Venezuela | 684 | 3,52% |
| Estados Unidos | 536 | 2,76% |
| Brasil | 454 | 2,34% |
| Ecuador | 283 | 1,46% |
| Argentina | 258 | 1,33% |
| Chile | 231 | 1,19% |
| Perú | 227 | 1,17% |
| España | 209 | 1,08% |

Top 10 ciudades

| | | |
|--------------------------------------|------|--------|
| Bogotá, Distrito Especial | 3869 | 19,91% |
| Medellín, Antioquia | 2122 | 10,92% |
| Barranquilla, Atlantico | 963 | 4,96% |
| Santiago de Cali, Valle del Cauca... | 961 | 4,95% |
| Cúcuta, Norte de Santander | 458 | 2,36% |
| Cartagena, Bolivar | 392 | 2,02% |
| Sincelejo, Sucre | 316 | 1,63% |
| Bucaramanga, Santander | 301 | 1,55% |
| Montería, Cordoba | 268 | 1,38% |
| Santa Marta, Magdalena | 235 | 1,21% |

Alcance

 tntsupernutrition

383K

-9.95%

Impresiones

87090

+7.13%

Alcance

4101

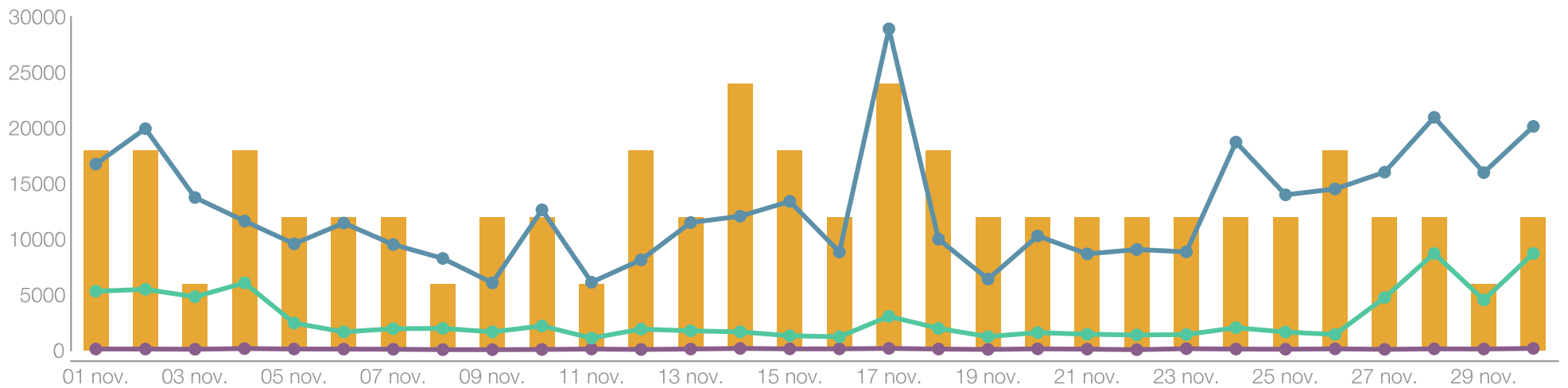
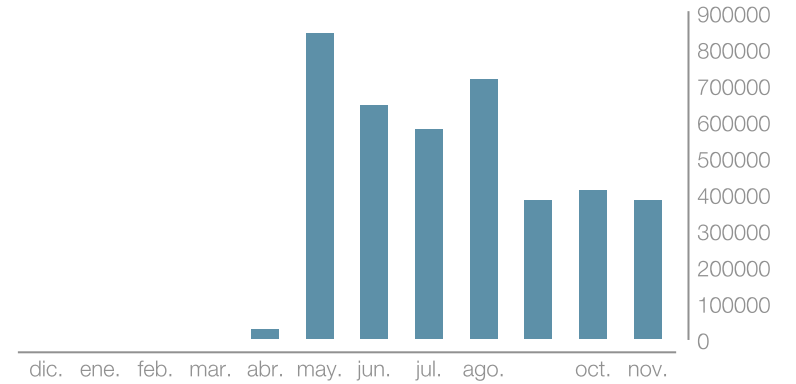
-26.07%

Visitas al perfil

67

-14.1%

Posts



01 Nov. - 30 Nov.

Publicaciones

 tntsupernutrition

28,41

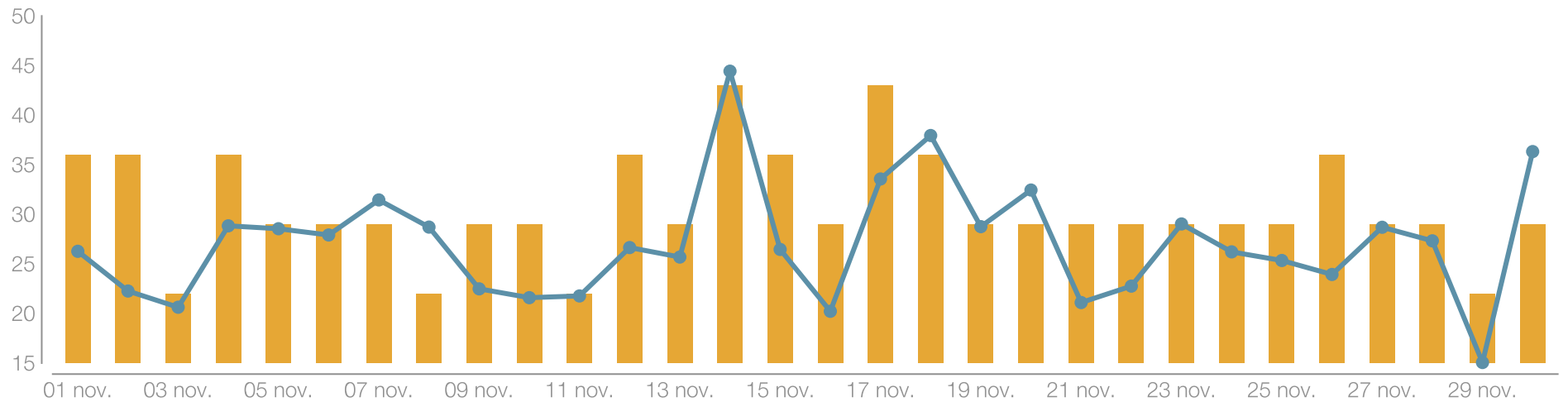
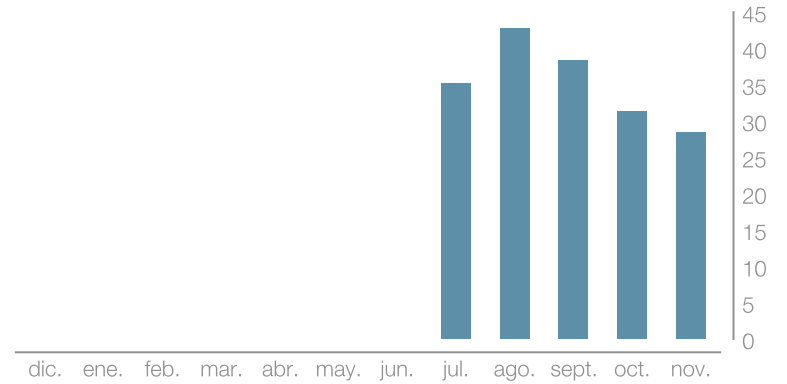
-8.68%

Engagement

67

-14.1%

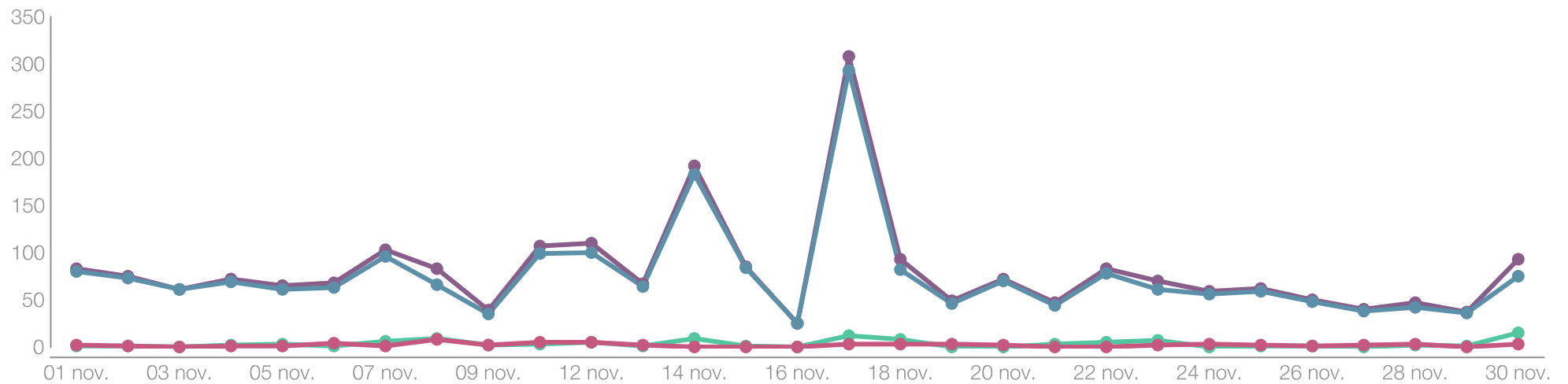
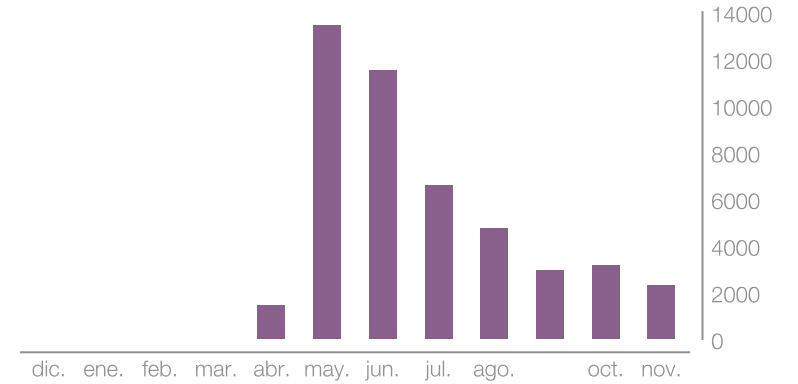
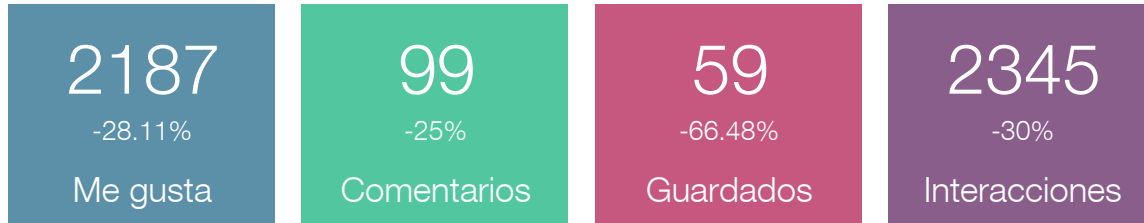
Posts



01 Nov. - 30 Nov.

Interacciones

 tntsupernutrition



01 Nov. - 30 Nov.

Ranking de publicaciones

 tntsupernutrition

Mostrando publicaciones ordenadas por número de me gusta.

| Publicado | Texto | Impresiones | Me gusta | Guardados | Comentarios | Alcance | Engagement |
|-----------------------|---|---------------------------|----------|-----------|-------------|---------|------------|
| 17 nov. 2019 18:02 |  Primer seminario Neopharma! Gracias Tota... | Ver 2,817 | 101 | 1 | 6 | 2,414 | 44,74 |
| 17 nov. 2019 00:47 |  Hoy @bigjohnbodybuilder con nosotros! P... | Ver 2,734 | 90 | 2 | 1 | 2,344 | 39,68 |
| 14 nov. 2019 17:59 | ... Separados somos poderosos, ¡juntos somos... | Ver 1,935 | 77 | 0 | 6 | 1,331 | 62,36 |
| 07 nov. 2019 12:21 |  ¡Tenemos GANADOR del concurso Halloween ... | Ver 2,568 | 61 | 0 | 4 | 1,998 | 32,53 |
| 30 nov. 2019 10:28 |  Y tú, ¿tienes lo que se necesita para fo... | Ver 2,348 | 60 | 2 | 15 | 2,014 | 38,23 |
| 14 nov. 2019 17:54 | ... Separados somos poderosos, ¡juntos somos... | Ver 1,544 | 54 | 0 | 3 | 1,038 | 54,91 |
| 04 nov. 2019 08:46 |  #Repost @guilloxgarces ••••• Un dí... | Ver 2,024 | 51 | 0 | 0 | 1,593 | 32,02 |
| 20 nov. 2019 11:07 |  Generalmente la grasa corporal desp... | Ver 1,904 | 47 | 2 | 0 | 1,612 | 30,40 |
| 18 nov. 2019 10:58 |  Hoy es un buen día para atreverte a prob... | Ver 2,094 | 46 | 2 | 8 | 1,840 | 30,43 |

01 Nov. - 30 Nov.

| Publicado | | Texto | | Impresiones | Me gusta | Guardados | Comentarios | Alcance | Engagement |
|-----------------------|--|---|---------------------|-------------|----------|-----------|-------------|---------|------------|
| 08 nov. 2019 10:50 | | ¿Qué tanto sabes sobre el ayuno intermit... | Ver | 2,593 | 42 | 8 | 9 | 2,055 | 28,71 |
| 06 nov. 2019 16:08 | | ¡En TNT nos seguimos tomamos Bogotá! ... | Ver | 1,994 | 42 | 2 | 0 | 1,578 | 27,88 |
| 03 nov. 2019 20:07 | | ¡Llegó la oportunidad que estabas espera... | Ver | 2,116 | 42 | 0 | 0 | 1,646 | 25,52 |
| 05 nov. 2019 16:29 | | La respiración es un paso clave durante ... | Ver | 1,429 | 40 | 1 | 1 | 1,095 | 38,36 |
| 12 nov. 2019 11:50 | | Todos estamos expuestos a decaer por seg... | Ver | 1,760 | 40 | 2 | 5 | 1,438 | 32,68 |
| 17 nov. 2019 12:44 | | #Repost @guilloxgarces ••••• List... | Ver | 1,576 | 39 | 0 | 1 | 1,343 | 29,78 |
| 10 nov. 2019 07:33 | | ¡Sábado para tener un aspecto de rocosid... | Ver | 2,479 | 38 | 3 | 1 | 1,923 | 21,84 |
| 02 nov. 2019 16:19 | | ¡¡Hoy reanimamos a los muertos con nuest... | Ver | 2,143 | 37 | 1 | 0 | 1,770 | 21,47 |
| 18 nov. 2019 17:58 | | Si buscas mejorar tu calidad de vida y f... | Ver | 1,193 | 36 | 1 | 0 | 1,043 | 35,47 |
| 02 nov. 2019 11:06 | | En el día de los muertos, la muerte es v... | Ver | 1,712 | 36 | 0 | 1 | 1,426 | 25,95 |

01 Nov. - 30 Nov.

Ranking de hashtags

 tntsupernutrition

Mostrando 19 ordenadas por número de me gusta.

| | Número De Posts | Impresiones | Me Gusta | Comentarios |
|----------------|-----------------|-------------|----------|-------------|
| #equipo | 2 | 1,740 | 66 | 5 |
| #team | 2 | 1,740 | 66 | 5 |
| #teamtnt | 2 | 1,740 | 66 | 5 |
| #ganador | 1 | 2,568 | 61 | 4 |
| #repost | 3 | 2,111 | 60 | 1 |
| #grasacorporal | 1 | 1,904 | 47 | 0 |
| #ayuno | 1 | 2,593 | 42 | 9 |
| #seminario | 8 | 1,765 | 41 | 2 |
| #neopharma | 8 | 1,699 | 39 | 2 |
| #obsequio | 1 | 2,143 | 37 | 0 |

01 Nov. - 30 Nov.

| | Número De Posts | Impresiones | Me Gusta | Comentarios |
|--------------------|-----------------|-------------|----------|-------------|
| #diademuertos | 1 | 1,712 | 36 | 1 |
| #girlpower | 1 | 1,373 | 35 | 1 |
| #music | 1 | 1,613 | 35 | 2 |
| #naturalescolombia | 1 | 1,373 | 35 | 1 |
| #wellness | 1 | 1,373 | 35 | 1 |
| #women | 1 | 1,373 | 35 | 1 |
| #tip | 12 | 1,500 | 34 | 2 |
| #bodybuilder | 8 | 1,418 | 33 | 2 |
| #atletas | 54 | 1,565 | 33 | 2 |

01 Nov. - 30 Nov.

Historias

 tntsupernutrition

208K

+198.44%

Impresiones

182K

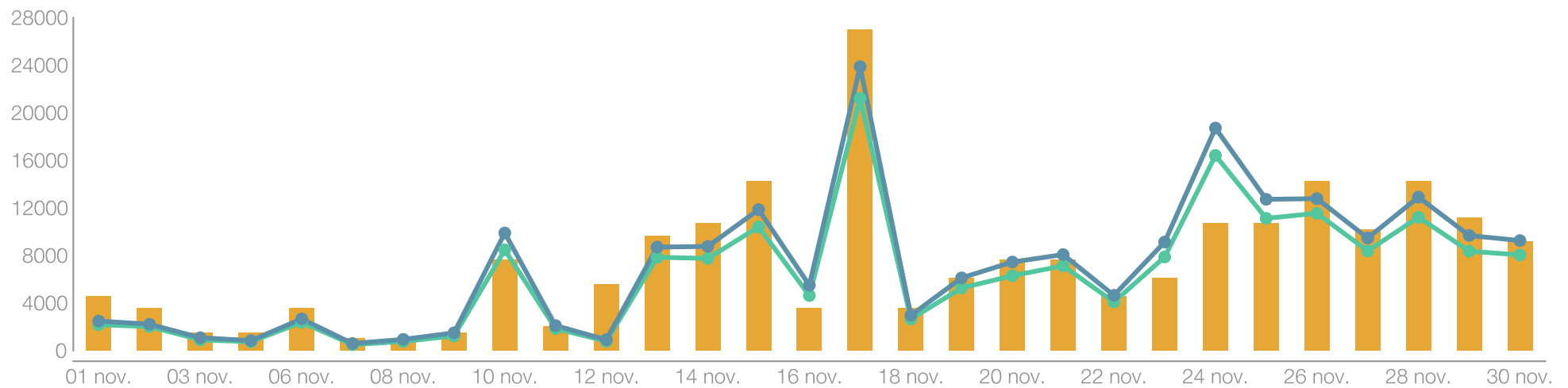
+201.19%

Alcance

422

+139.77%

Historias








01 Nov. - 30 Nov.





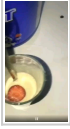


Ranking de historias

 tntsupernutrition

Mostrando 19 ordenadas por número de impresiones.

| | | Publicado | Impresiones | Alcance | Respuestas | Atrás | Adelante | Salidas |
|---|--|-----------------------|-------------|---------|------------|-------|----------|---------|
|  | Grandes marcas con grandes personajes! | 24 nov. 2019 13:47 | 1187 | 996 | 0 | 65 | 789 | 37 |
|  | | 24 nov. 2019 18:23 | 1158 | 988 | 0 | 33 | 883 | 57 |
| | | 24 nov. 2019 17:45 | 1143 | 1029 | 0 | 40 | 897 | 49 |
|  | Para hoy domingo un delicioso postre. | 24 nov. 2019 18:27 | 1130 | 960 | 1 | 108 | 795 | 47 |
| | | 24 nov. 2019 3:07 | 1079 | 884 | 0 | 51 | 628 | 52 |
|  | Cero azúcar y 1 grano de carbohidrato | 24 nov. 2019 18:27 | 987 | 905 | 0 | 52 | 766 | 33 |
|  | Y ya casi comienza nuestro black friday! | 23 nov. 2019 18:08 | 979 | 822 | 0 | 23 | 639 | 67 |

01 Nov. - 30 Nov.

| | | Publicado | Impresiones | Alcance | Respuestas | Atrás | Adelante | Salidas |
|---|---|-----------------------|-------------|---------|------------|-------|----------|---------|
|  | | 25 nov. 2019 1:58 | 939 | 722 | 0 | 78 | 621 | 36 |
|  | Nuestra cita hoy con TNT es aquí en caldas Los esperamos !! | 16 nov. 2019 18:44 | 924 | 730 | 0 | 23 | 567 | 61 |
|  | Ya casi... | 24 nov. 2019 18:27 | 923 | 881 | 0 | 36 | 717 | 36 |
|  | Mañana!!! | 24 nov. 2019 18:39 | 891 | 763 | 0 | 70 | 705 | 31 |
|  | | 24 nov. 2019 18:27 | 885 | 828 | 0 | 24 | 720 | 25 |
|  | Ya casi llega.... | 11 nov. 2019 0:36 | 884 | 742 | 0 | 14 | 606 | 33 |
|  | Mañana comienzan nuestros días black friday | 24 nov. 2019 18:38 | 880 | 789 | 0 | 31 | 731 | 30 |
| | | 16 nov. 2019 23:46 | 871 | 740 | 0 | 30 | 667 | 39 |

01 Nov. - 30 Nov.



El uso continuado y abusivo del synthol ,
dará lugar, pasado el tiempo a la defo...

| Publicado | Impresiones | Alcance | Respuestas | Atrás | Adelante | Salidas |
|-----------------------|-------------|---------|------------|-------|----------|---------|
| 24 nov. 2019 21:06 | 863 | 665 | 0 | 48 | 591 | 30 |
| 24 nov. 2019 18:42 | 825 | 749 | 0 | 64 | 680 | 21 |
| 24 nov. 2019 19:15 | 824 | 720 | 0 | 45 | 658 | 23 |
| 23 nov. 2019 21:36 | 816 | 696 | 0 | 47 | 611 | 34 |

