

From: Ben Gottesmaan
To: Tiana Barnes, Sanjay Garg, Ned Lannister
Subject: Report - Daylight Savings Posts

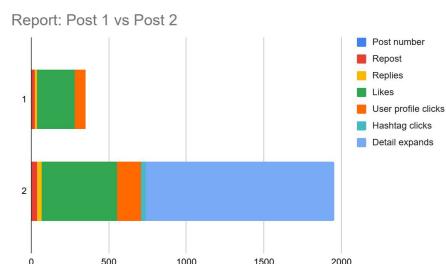
Hello all,

I hope this email finds you well.

We recently launched two posts for Great Grounds relevant to daylight savings time, and I would like to share some data, findings, and recommendations I have based on what we found. The goal of our campaign was to boost customer engagement online and increase awareness of the Great Grounds brand.

In analyzing both posts and finding strengths/weaknesses in both, here is what we concluded:

- Post 1 had nearly twice more impressions than Post 2, likely due to the fact that it was posted at 8:03am, whereas Post 2 was posted at 1:59am. Posting when more people are on their feeds seemingly created more impressions.
- With all of this said, Post 2 had a funny image and relevant hashtags. This is the likely reason that it had nearly six times as many engagements, like reposts, replies, likes, user profile clicks, hashtag clicks, and detail expands.
- Please see the chart below for a side-by-side comparison of the performance of both posts:



From our key findings, moving forward, we feel it is most effective to:

- Post early in the morning, when people are scrolling their feeds before their day
- Include images, especially humorous ones, in all posts.
- Add relevant hashtags to increase the posts reach and encourage hashtag clicks.

Please feel free to reach out with any questions or concerns you may have, and I look forward to discussing this further with you.

Best regards,

Ben