



Alessia Piccioni
Comunicazione integrata

Social and web analysis

INTERNET ACCESS DATA



- 4.57 billion people have access to the internet (+8% compared to 2019)
- 5.15 billion people own a smartphone or mobile phone;
- just under 4 billion people have at least one active social media profile (+10.5% compared to 2019)
- 6 hours a day internet use

Data source:  blacklemon



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THE EFFECT OF THE PANDEMIC ON INTERNET USE



The covid forced us to spend much more time indoors, much of which we spent connected to the internet.

Compared to 2019, it was reported:

- +70% use of smartphones
- +54% more minutes of film and TV series watched via streaming
- +47% laptop usage
- +43% social media usage
- +42% chat messages sent
- +37% streaming music
- +36% time playing video games
- +32% Smart TV usage
- +15% listening to podcasts

Data source:  blacklemon



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DATA ON SOCIAL MEDIA WORLDWIDE



- 4.57 billion people have access to the internet
- 4 billion active social profiles, 10.5% more than in 2019
- 9 social profiles used by each user
- 2 hours and 22 minutes spent on social networks every day
- 6 hours per day of internet use

 **Facebook**
2.6 billion users

 **YouTube**
2 billion users

 **Instagram**
1.1 billion users

 **LinkedIn**
260 million users

 **Tik Tok**
800 million users

 **Twitter**
326 million users



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Data source:  **blacklemon**

WHY ANALYSE SOCIAL MEDIA AND WEB?

ASSESSING RETURN ON INVESTMENT

- Monitoring post performance
- Monitoring the growth and performance of your brand
- Measuring your brand perception



ANALISI DELLE STRATEGIE

- Evaluating the effectiveness of the strategy used, implementing the successful activities
- Analysing the interests of the target audience
- Comparing one's own performance with that of competitors



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WHAT WE ANALYSE

40k online
publications and
blogs

720K online articles
per day

500k social account

TOP VOICES:

230k influencer
50k media
9k celebrities
12k brand



TWITTER

147k account per day



FACEBOOK

80k account per day



INSTAGRAM

78k account per day



YOUTUBE

33k account per day



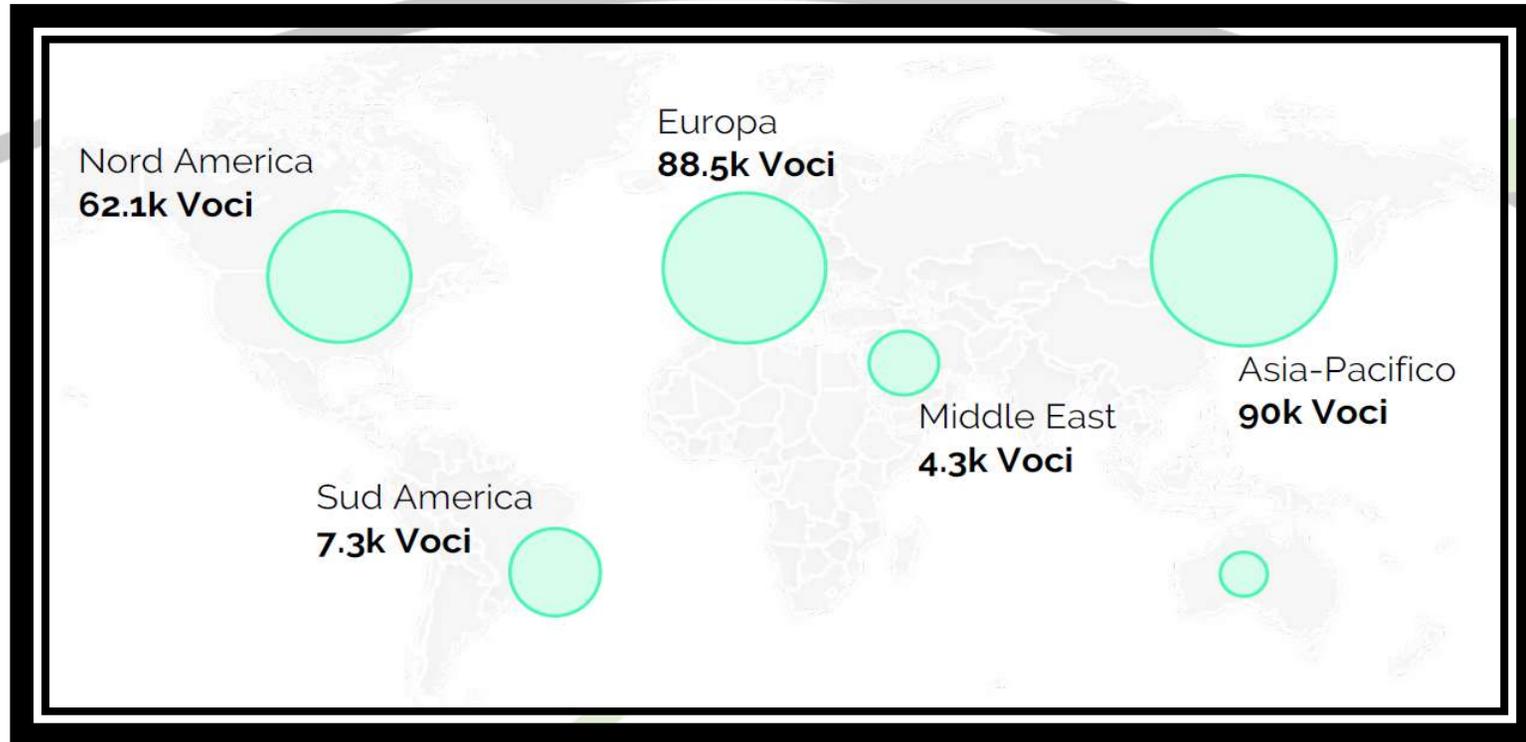
TIK TOK

2.5 account per day



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GLOBAL COVERAGE



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COVERAGE FOR MAIN COUNTRIES



USA
133 outlets
3.3k online media
62.8k social account



CHINA
75 outlets
936 online media
100k social account



UK
156 outlets
1.2k online media
29k social account



JAPAN
75 outlets
437k online media
3.7k social account



BRAZIL
13 outlets
850 online media
6.5k social account



FRANCE
133 outlets
2.6K online media
40.8k social account



SPAIN
84 outlets
2.8K online media
22.1k social account



ITALY
244 outlets
2.7K online media
27.5k social account



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WHAT DATA WE ANALYSE: WEB



For online newspapers, websites and blogs:

- **reach, potential readers of the target media**
- **unique monthly visitors**
- **Media Impact Value**, the economic value of the article or post obtained through qualitative and quantitative parameters*.

You can monitor **keywords, brands, companies** or even **whole phrases**.

* economic impact of the publication, based on both quantitative data (reach, media rate) and qualitative data (source and quality of content).

WHAT DATA WE ANALYSE: SOCIAL MEDIA



We monitor Facebook, Twitter, Instagram, Youtube and Tik Tok.

Our reports show:

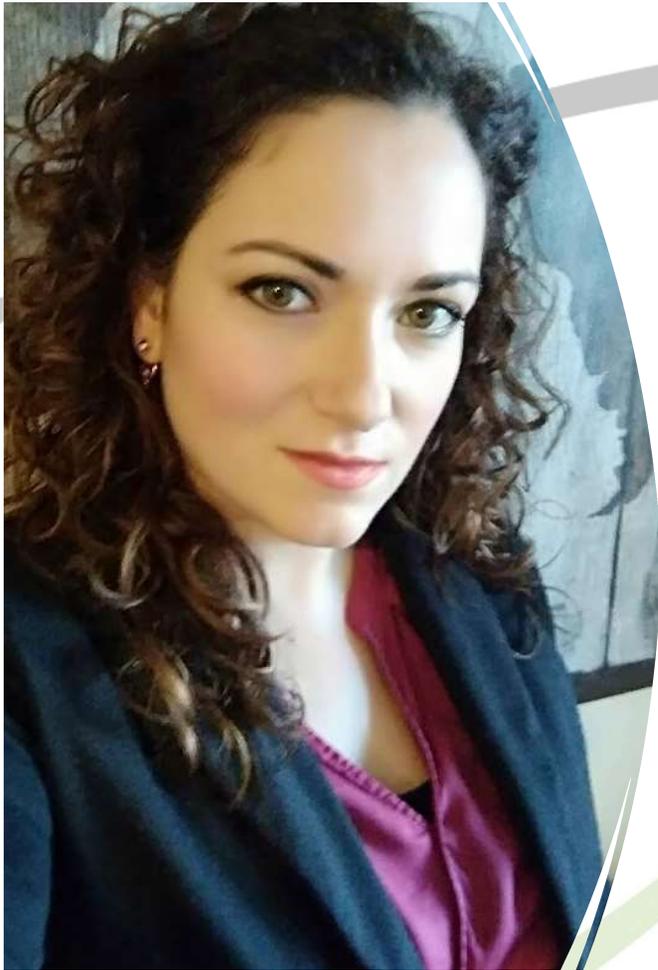
- **reach**, profile followers at the time of the quote
- **engagement**, likes and comments
- **engagement rate**, the ratio between interactions and the total number of followers
- **Media Impact Value**, the economic value of the post obtained through qualitative and quantitative parameters*.

Hashtags or **text** can be monitored, and **specific lists of profiles** can also be identified, or, for example, results published by profiles that do not have a certain threshold of followers can be excluded.

* reach, average rate based on over 10k collaborations per year between brand and influencer, source quality, publication frequency, engagement trends and credibility, content quality



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Comunicazione integrata

WHANT MORE INFORMATION? CONTACT ME!

Email: alessia@alessiapiccioni.it

Pec: alessia@pec.alessiapiccioni.it

Mobile: +39 392 19 56 002

Skype: alessiapiccioni

LinkedIn: www.linkedin.com/in/alessiapiccioni/

IT: www.alessiapiccioni.it - **EN:** www.alessiapiccioni.com

Partner of: <https://italianlocalizationservices.com>