



INTERSECT BY LEXUS - NYC Social Analytics Report
November 2021

Overall November Highlights

- Instagram is getting an increase of fan followings bringing the follower count to 22.7K, with women being the dominate gender of followers at 9.57K. The holiday post with the whole IBL crew was the post with the most engagements at 289 and likes at 277.
- Each of Facebook's key metrics had growth in November. The highest was total reach, which increased from 1.97K to 2K and total engagements, which increased from 38 to 44.
- Twitter's main key metrics remained stable; however, the highest growth was on engagements, which increased 66% from 12 to 20. The greatest number of interactions were on the November 1st Andromeda post.

R&CPMK Recommendations for Next Month

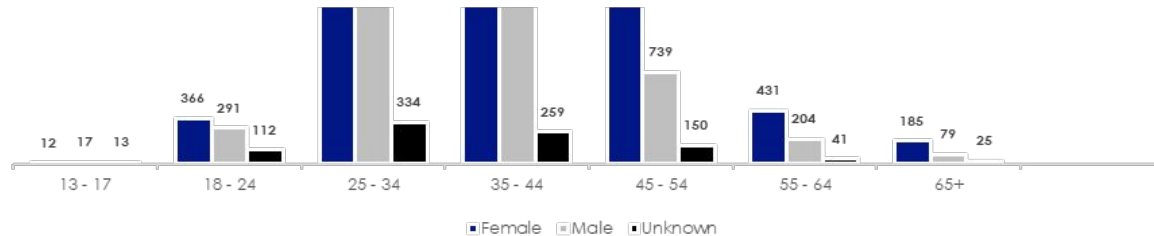
- In October, Instagram stories helped bring in impressions; they should be incorporated for December, during the holiday season to bring in customers.
- Now that we are starting to get more descriptors from the current menu items, we plan to post more details about INTERSECT's dishes and beverages in future copy. For example, the origins of the ingredients. Content similar to the INTERSECT v 4.0 post might be interesting to the followers, especially on Facebook since that was the post that performed the best in November.
- As we approach the holiday season, we should post more about holiday-themed content, including how-to recipes, IBL festive drinks etc. This will incentivize followers to interact, share and retweet posts to their followers.

Key Metrics



Demographics

Fans by Age & Gender



- INTERSECT's Instagram is continuing to build its audience from 22.6k in October to 22.7k in November.
- Impressions have also increased from October's 39.3K to 60.2k in November.
- INTERSECT's current audience primarily consists of women aged 18 to 65.

Measured By Reach



Reach: 3.9K
Likes: 193
Comments: 12
Saves: 9
Impressions: 4,248
Engagements: 214

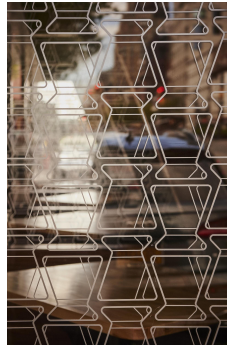
Measured By Engagements & Likes



Reach: 3.6K
Likes: 277
Comments: 9
Saves: 3
Impressions: 3,756
Engagements: 289

- The top post by reach featured a photo of guests at the lounge. The holiday post with the crew was with the most engagement and likes.
- One thing to note the posts with the most saves are the food images and the beverage images.
- Throughout the month, INTERSECT's 9 in-feed posts garnered 1.6K total engagements.

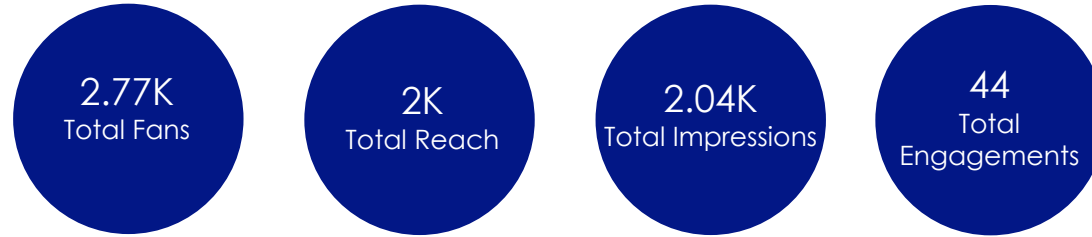
Measured By Reach & Impressions



Reach: 317
Impressions: 317
Comments: 0
Taps Forward: 298
Taps Back: 21
Exits Rate: 4.1%

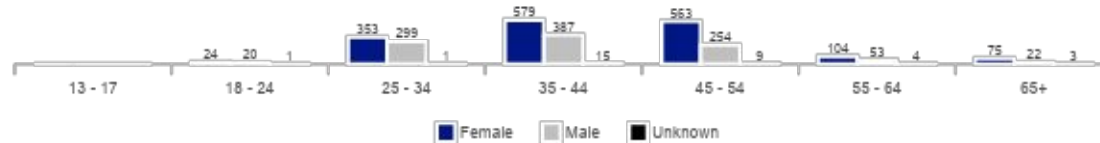
- With the 4 story posts this month the fun facts seem to get the most impressions and reach.
- Throughout November, INTERSECT garnered 1.2K total impressions via the brand's Instagram stories.

Key Metrics



Demographics

Fans by Age & Gender



- In November, the key metrics on Facebook all experienced an increase. Compared to the last monthly report – total fans grew from 2.76K to 2.77K, total reach grew from 1.97K to 2K, total impressions grew from 2.02K to 2.04K, and total engagements grew from 38 to 44.
- For demographics, fans by age & gender stayed consistent. The most users continue to be female, and the prominent age range continues to be 35-54.

Measured By Reach, Engagements, & Impressions



Reach: 342
Likes: 9
Clicks: 5
Shares: 1
Impressions: 347
Engagements: 12
Engagement Rate: 3.46%

- This month's INTERSECT v 4.0 post garnered the highest amount of reach, engagements, and impressions. It also had the most likes, clicks, and engagement rate compared to the other content in November.
- Out of the 3 posts to be shared on Facebook, this was one of them. The other two being the November 15th post and the November 3rd post.

Key Metrics



- In November, INTERSECT's Twitter experienced more engagements this month, 20 total, in comparison to the previous month, 12 total. Total fans count grew from 725 to 728 in November.
- Throughout the month, INTERSECT gathered 863 total impressions, with the November 1st post and November 15 post being the top two posts with the most impressions.

Measured By Reach



Reach: 99
Engagements: 3
Clicks: 1
Shares: 1
Comments: 0
Engagement Rate: 2.54%
Impressions: 118
Detail Expands: 0

Measured By Engagements



Reach: 71
Engagements: 4
Clicks: 7
Shares: 0
Comments: 0
Engagement Rate: 5.63%
Impressions: 93
Detail Expands: 0

Measured By Impressions



Reach: 90
Engagements: 4
Clicks: 7
Shares: 0
Comments: 0
Engagement Rate: 4.44%
Impressions: 138
Detail Expands: 7

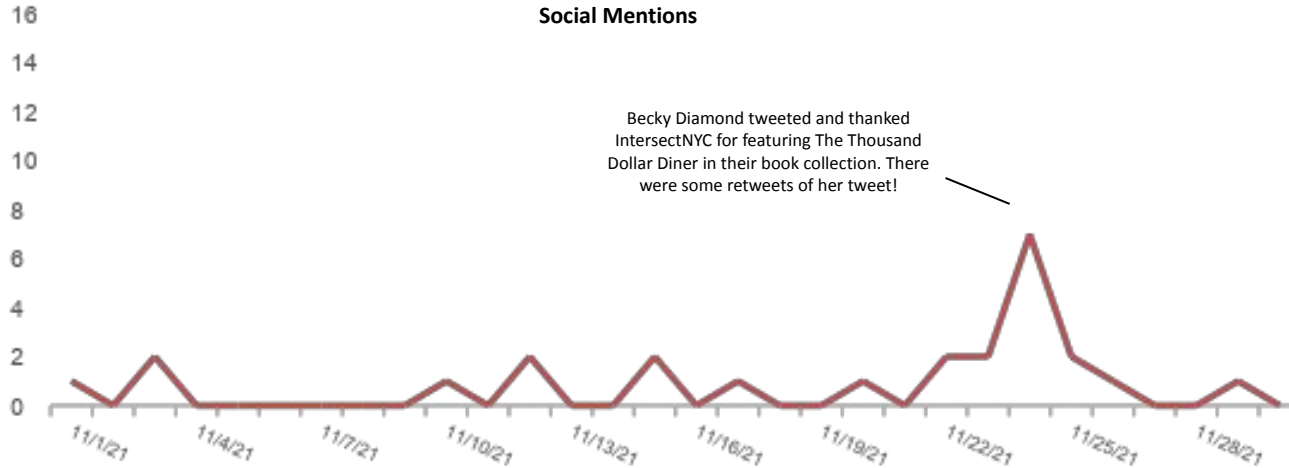
- INTERSECT's Twitter posts had a jump on the overall engagement rate; there was a 2.99% engagement rate this month in comparison to last month's 0.63% engagement rate. We witnessed an increase of 5 more likes, which resulted to 21 total likes in comparison to last month's 16 total likes.

25
Total
Mentions

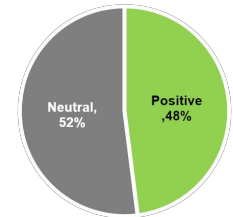
40.9 K
Estimated
Impressions

15.09 K
Potential
Reach

Social Mentions



Sentiment



- Conversation spiked when Becky Diamond mentioned Intersect in her tweet, for thanking 360 Magazine and Intersect for featuring The Thousand Dollar Dinner in their book collection.
- There were no negative sentiments on INTERSECT's socials.