



2019

Interactive Industry Report

Hong Kong Insurance

@Facebook



Which brand is on the top?

Choose the date range within 2019

1 Jan 2019 - 31 Dec 2019

Click on the column name to sort the pages

Choose the pages

Page

	Page	Fans 1 ▾	Followers 2 ▾	Posts	% Post in Industry	Reactions	Shares	Comments	Avg. Interaction (Reaction + Share + Comment)	% Interaction in Industry	⋮
1.	Zurich	898,139	898,307	97	4.94%	11,541	1,123	792	138.72	4.74%	
2.	AIG	265,843	265,935	3	0.15%	22	2	6	10	0.01%	
3.	AIA Hong Kong	261,000	255,973	141	7.18%	22,772	7,594	1,844	228.44	11.36%	
4.	MetLife Hong Kong	112,821	111,555	123	6.26%	958	800	962	22.11	0.96%	
5.	Smart生活我有say - by Manulife	109,422	110,108	40	2.04%	3,347	1,301	82	118.25	1.67%	
6.	Bupa Hong Kong 保柏	70,244	68,577	148	7.53%	2,761	694	780	28.61	1.49%	
7.	Sun Life Hong Kong	48,118	47,583	167	8.5%	6,119	6,632	2,302	90.14	5.31%	
8.	FWD Hong Kong & Macau	39,039	39,132	174	8.86%	1,711	2,760	1,482	34.21	2.1%	
9.	Cigna Hong Kong 信諾環球保險	36,861	37,512	126	6.41%	2,062	823	796	29.21	1.3%	
10.	Prudential Hong Kong	33,155	33,962	96	4.89%	115,607	10,633	4,042	1,357.1	45.93%	
11.	萬通保險	22,834	22,517	39	1.98%	5,542	4,573	1,094	287.41	3.95%	
12.	AXA 安盛 - Hong Kong and Macau	20,568	21,298	122	6.21%	3,789	3,588	775	66.82	2.87%	
13.	Chubb Life in Hong Kong 安達人壽	13,004	13,090	97	4.94%	3,063	3,269	3,716	103.59	3.54%	
14.	FTLife HK 富通保險	12,458	12,495	97	4.94%	4,966	4,147	602	100.15	3.43%	
15.	Dah Sing Insurance 大新保險	9,071	9,045	58	2.95%	407	135	82	10.76	0.22%	
16.	Hong Leong Insurance 豐隆保險	6,295	6,371	125	6.36%	6,249	359	2,178	70.29	3.1%	
17.	Blue HK	5,587	5,876	107	5.45%	8,119	1,049	3,207	115.65	4.36%	
18.	Bowtie	2,784	3,068	132	6.72%	4,152	1,710	678	49.55	2.31%	
19.	BOC Life 中銀人壽	2,650	2,746	68	3.46%	1,848	1,778	166	55.76	1.34%	
20.	Standard Life HK	2,087	2,092	5	0.25%	55	3	2	12	0.02%	
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What is the monthly ranking of each brand?

Choose the date range within 2019

1 Jan 2019 - 31 Dec 2019

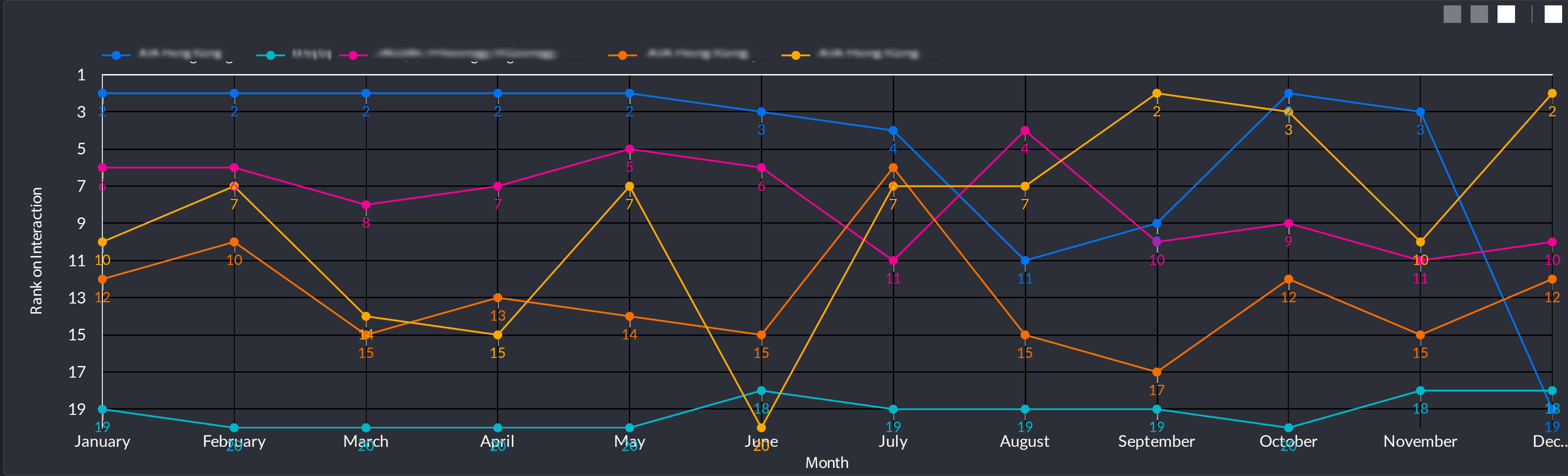
Choose max. 5 pages for comparsion

Page

Page	Avg. Rank on Interaction	Avg. Rank on Posts	Avg. Rank on Fans	Avg. Rank on Followers
Ask Hong Kong	2	2	2	2
Ask	19	2	2	2
Ask 香港 - Hong Kong and Macau	2	12	12	12
WUOLAH 中國人	12	18	18	18
BlueHK	2	17	17	17

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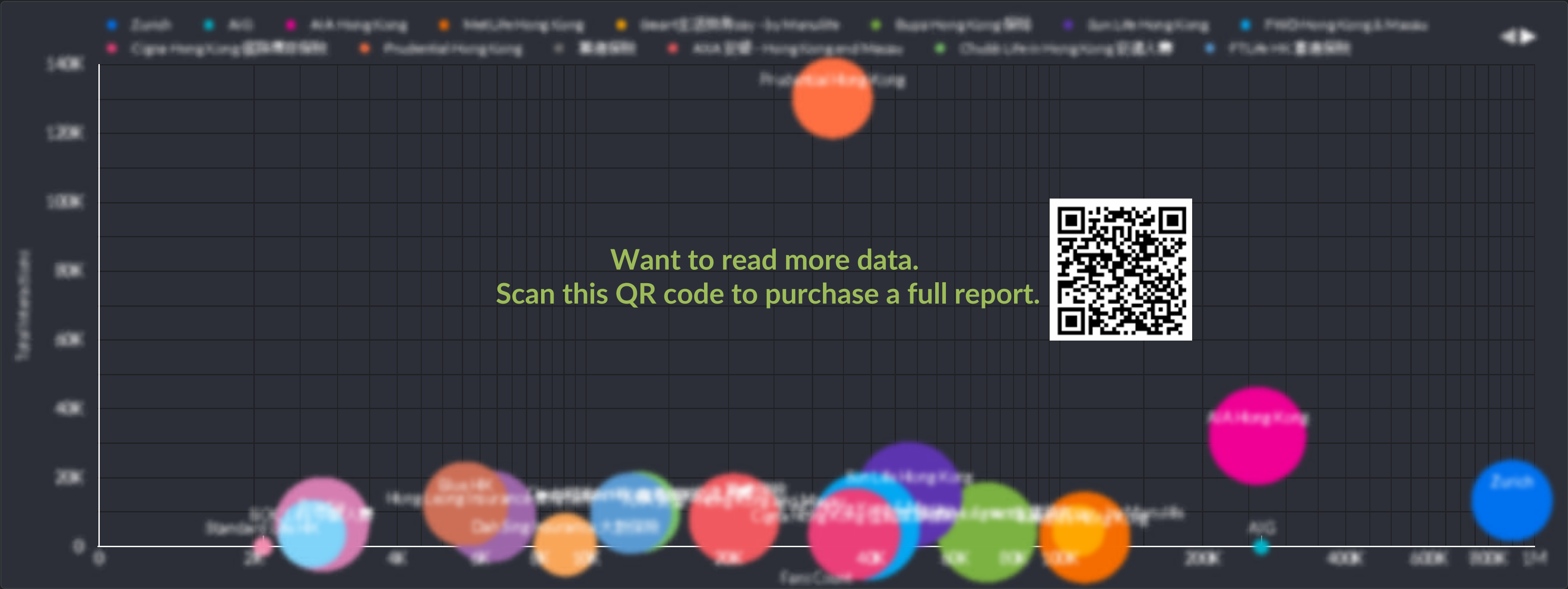


What is the industry performance benchmarks?

Choose the date range within 2019

1 Jan 2019 - 31 Dec 2019

Median of Fans Count	Median of Follower Count	Total Posts	Avg Reactions per Post	Avg Comments per Post	Avg Shares per Post
27.9	27.9	27.9	27.9	27.9	27.9



Choose the date range within 2019

▼

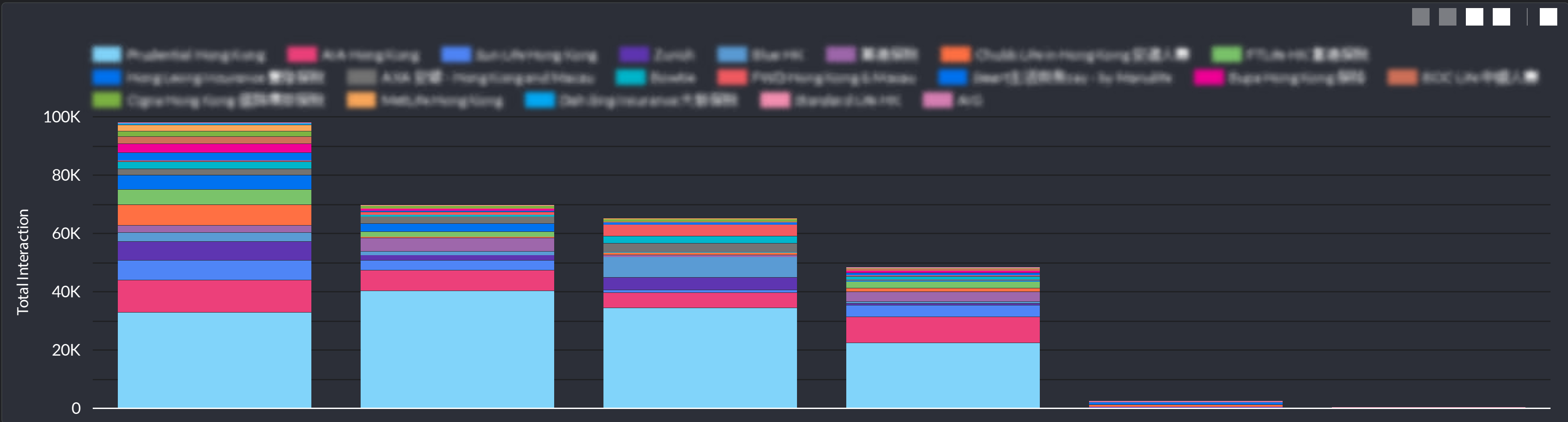


Day	No. of Posts
Sunday	30
Monday	320
Tuesday	320
Wednesday	320
Thursday	350
Friday	450
Saturday	90

Which post type is the most effective?

Choose the date range within 2019

1 Jan 2019 - 31 Dec 2019



Post Type	No. of Posts	% Post in the Industry	Total Interaction	% Total Interaction in the Industry	Avg. Total Interaction
img	16.4%	16.4%	97.9%	16.4%	16.4%
vdo	16.4%	16.4%	16.4%	16.4%	16.4%
link	4%	4%	65.0%	22.9%	16.4%
muti-img	16.4%	16.4%	16.4%	17.0%	16.4%
text	16.4%	1.0%	16.4%	0.9%	67.5
live	16.4%	0.3%	207	0.1%	16.4%
Grand total	1,345	100.0%	293,651	16.4%	16.4%

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What are the posts details?

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Choose the date range within 2019

1 Jan 2019 - 31 Dec 2019

Click on the column name to sort the posts

Choose the page to filer posts

Page

	Page	Publish Date (HKT) ^	Content	Post Type	Reactions	Shares	Comments
1.	Zurich	1 Jan 2019, 00:27	【2019 新年快樂！🎉】 踏入2019，蘇黎世祝大家事事順...	img	42	2	0
2.	AXA 安盛 - Hong Kong and Macau	1 Jan 2019, 10:00	【新年做個健康為食家！】 為食守則5個✔️每逢聖誕新年呢啲大時...	img	26	12	1
3.	Sun Life Hong Kong	1 Jan 2019, 12:00	【「伊」個新年 永明金融My Sun Life HK App...	img	9	59	9
4.	Bupa Hong Kong 保柏	1 Jan 2019, 12:00	【中醫台】 喺屋企都做到嘅腳仔按摩，幾時都咁舒筋活絡！ -- ...	img	4	2	1
5.	Smart生活我有say - by Manulife	1 Jan 2019, 22:00	【請假去旅行，梗係去到盡！】 Happy New Year ...	muti-img	85	87	28
6.	Prudential Hong Kong	2 Jan 2019, 00:01	轉眼又到2019年，又係立下新一年大志嘅時候。要成就您想，行...	vdo	1300	43	0
7.	AXA 安盛 - Hong Kong and Macau	2 Jan 2019, 11:30	【你有咩新年願望？】 想買樓上車？想升職加薪？想減肥成功？其...	link	26	15	1
8.	BOC Life 中銀人壽	2 Jan 2019, 16:34	None...	img	25	3	0
9.	Chubb Life in Hong Kong 安達人壽	2 Jan 2019, 18:00	【退休生活的轉變與調適】 退休，係人生嘅重大轉變，想退休後更...	img	18	20	0
10.	MetLife Hong Kong	2 Jan 2019, 18:00	【送給孩子嘅終生禮物】 用10年，就可以俾到小朋友一個終生嘅保...	img	6	0	1
11.	Prudential Hong Kong	3 Jan 2019, 09:28	None...	img	1300	2	4
12.	Blue HK	3 Jan 2019, 15:08	Blue 推出全新電視廣告! Blue致力突破傳統界限,以...	vdo	21	3	1
13.	BOC Life 中銀人壽	3 Jan 2019, 18:00	新嘅一年，分享一個理財達人嘅儲錢方法俾大家，就係「365日儲...	img	19	12	0
14.	Bowtie	3 Jan 2019, 18:55	Cyberport 數碼港之前嚟我哋公司做咗個訪問，即刻睇吓...	vdo	51	5	0
15.	AXA 安盛 - Hong Kong and Macau	3 Jan 2019, 19:19	【華仔出院喇！👉】 華仔出院喇！新一年來臨，尤其呢排天氣...	img	26	7	0
16.	Prudential Hong Kong	3 Jan 2019, 19:45	新一年，我哋知道您希望努力用行動為自己、為家人、為社群打拼更...	vdo	1300	377	8
17.	Sun Life Hong Kong	4 Jan 2019, 08:59	【目標夠fun 動力自然滿分！🏆】 新一年您有咩健康...	img	208	12	0
18.	Prudential Hong Kong	4 Jan 2019, 09:57	【美好人生保障計劃II 一集終身保障、退休儲蓄及財富傳承於...	vdo	1300	141	0
19.	Hong Leong Insurance 豐隆保險	4 Jan 2019, 12:00	近來有冇發覺，一眾豐隆保險代言人好似會出現喺你附近咁？講緊...	vdo	24	2	0
20.	MetLife Hong Kong	4 Jan 2019, 12:00	【你準備好未？】 香港人壽命越嚟越長，除左靠份MPE，好多人都...	img	7	2	0

How many overlapping audiences are between brands?

Choose the date range within 2019

1 Jan 2019 - 31 Dec 2019

Choose the page or industry

Page

Industry: Insurance

(1)

			Compared Page / % Overlapped Audience						
Page	Month	No. of Audience	Hong Leong Insurance...	Sun Life Hong Kong	MetLife Hong Kong	Zurich	Prudential Hong Kong	AIA Hong Kong	AXA
AIA Hong Kong	January	22	4.0%	0.0%	0.0%	0.0%	0.0%	-	
	February	37	0.0%	0.0%	0.0%	0.0%	0.0%	-	
	March	158	0.0%	0.0%	0.0%	0.0%	0.0%	-	
	April	433	0.0%	0.0%	0.0%	0.0%	0.7%	-	
	May	35	0.0%	0.0%	0.0%	0.0%	0.0%	-	
	June	8	0.0%	0.0%	0.0%	0.0%	12.0%	-	
	July	7	0.0%	0.0%	0.0%	0.0%	0.0%	-	
	August	4	0.0%	0.0%	0.0%	0.0%	0.0%	-	
	September	7	0.0%	0.0%	0.0%	0.0%	0.0%	-	
	October	28	0.0%	0.0%	0.0%	0.0%	0.0%	-	
	November	7	0.0%	0.0%	0.0%	0.0%	0.0%	-	
	December	0	0.0%	0.0%	0.0%	0.0%	0.0%	-	
AIG	January	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	February	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	March	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	April	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	May	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	June	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	July	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	August	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	September	1	200.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

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