

TOD SPORTS Q1 PERFORMANCE REPORT



TOD SPORTS Q1

CAMPAIGN INTRODUCTION

Campaign Concept

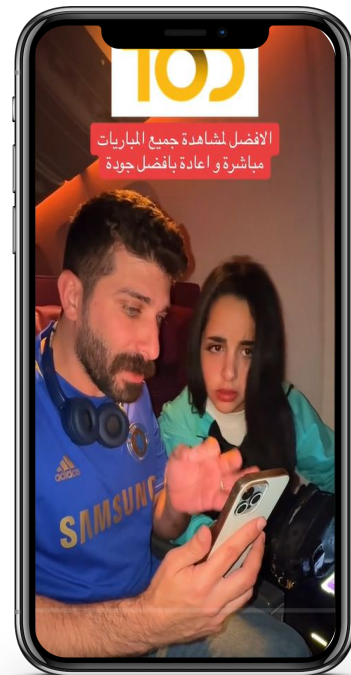
TOD to promote the quarter final, semi-final & final matches of the AFCON and AFC cup

Campaign Execution

Influencers showcased through series of stories and reels the quarter final, semi-final & final matches of the AFCON and AFC cup

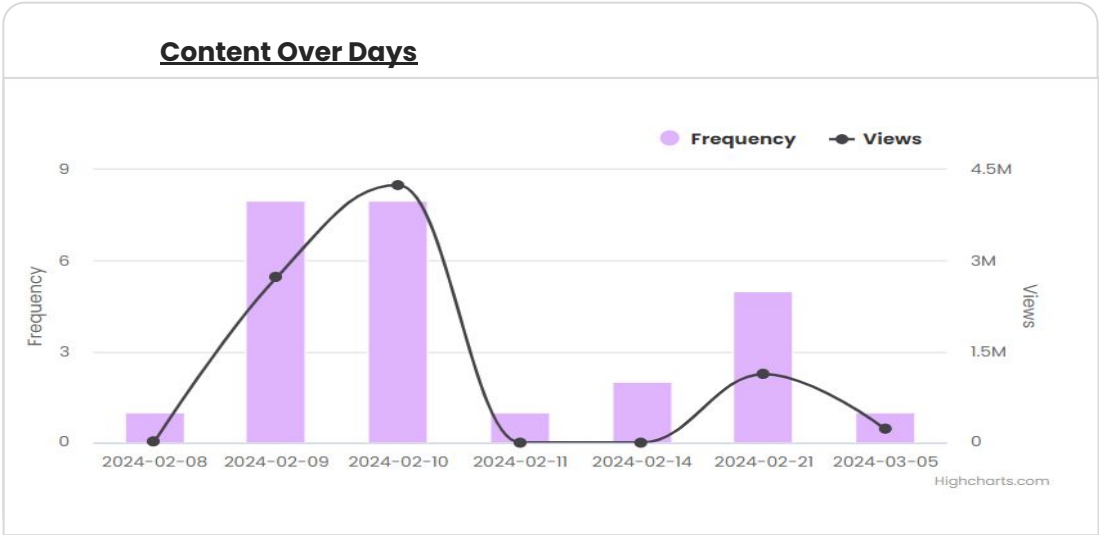
Campaign Date

Campaign went live on February 2nd 2024 and ended on March 5th 2024



INFLUENCERS | CAMPAIGN ANALYTICS

Active Influencers	Total Posts	Est. Reach	Views/Impressions	Total Engagements
7	39	5,583,466	8,559,187	474,716



Peak Engagement

Saturday, Feb 10 2024

BILAL HADDAD

BILAL HADDAD | ANALYTICS BREAKDOWN



Lifestyle



[@bilalhd91](#)



[@bilal.hd91](#)



[@TheBilalHaddad](#)



[@bilalhaddad-1005](#)

Est. Reach

Impressions/Views

Engagements



Tiktok

840,000

1,400,000

137,939

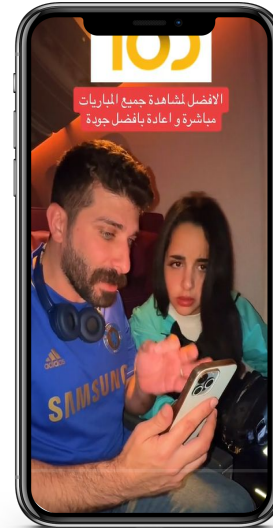


Reel

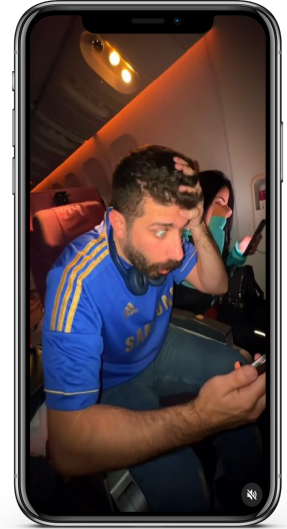
1,046,928

2,212,844

87,163



[Tiktok](#)



[Reel](#)

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Lifestyle



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Est. Reach

Impressions/Views

Engagements



Youtube

143,200

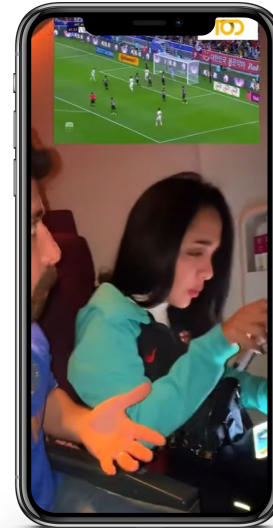
105,100

6,700

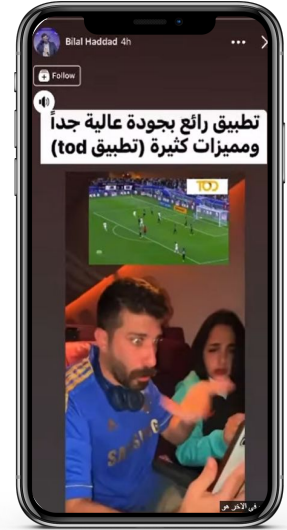


Facebook

Account has been deactivated by META



[Youtube](#)



[Facebook story](#)

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Lifestyle



[@bilalhd91](#)



[@bilal.hd91](#)

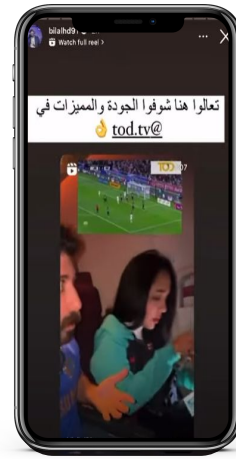


[@TheBilalHaddad](#)



[@bilalhaddad-1005](#)

	Est. Reach	Impressions/Views	Engagements
 Story 1	242,386	249,124	25,180
 Story 2	224,051	221,000	11,888
 Repost of reel on story	221,123	219,000	8,600



[Repost of reel on Story](#)



[Story 1](#)



[Story 2](#)

ZEYAD DAKROURY

ZEYAD DAKROURY | ANALYTICS BREAKDOWN



Lifestyle



[@zeyaddakroury](#)



[@zeyaddakroury](#)



[@zeyaddakroury](#)

	Est. Reach	Impressions/Views	Engagements
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Tiktok

79,300

122,000

2,326

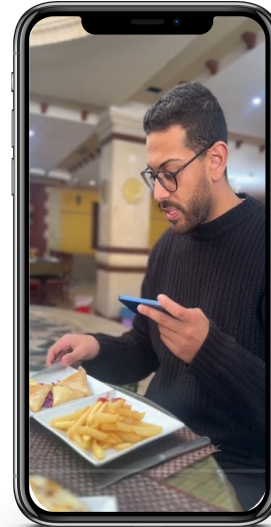


Reel

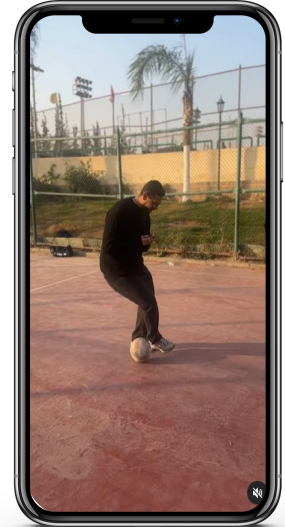
23,702

32,026

838



[Tiktok](#)



[Reel](#)

ZEYAD DAKROURY | ANALYTICS BREAKDOWN



Lifestyle



[@zeyaddakroury](#)



[@zeyaddakroury](#)



[@zeyaddakroury](#)

Est. Reach

Impressions/Views

Engagements



Youtube

145

160

10

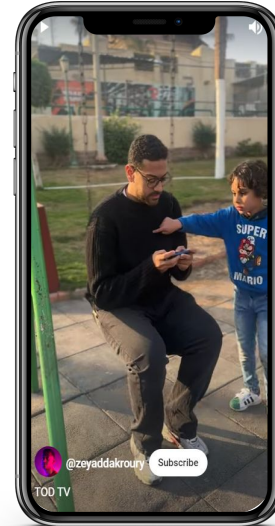


Facebook

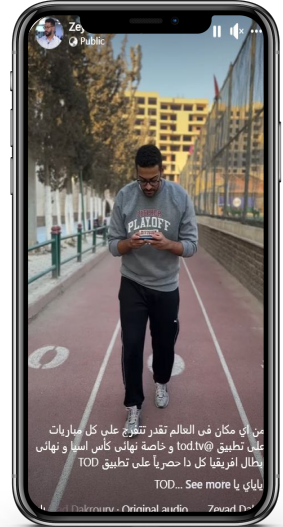
4,017

3,602

71



[Youtube](#)



[Facebook](#)

ZEYAD DAKROURY | ANALYTICS BREAKDOWN



Lifestyle



[@zeyaddakroury](#)



[@zeyaddakroury](#)



[@zeyaddakroury](#)



[Repost of reel on story](#)



Story 1

Est. Reach

2,149

Impressions/Views

2,307

Engagements

46



Story 2

2,136

2,164

38

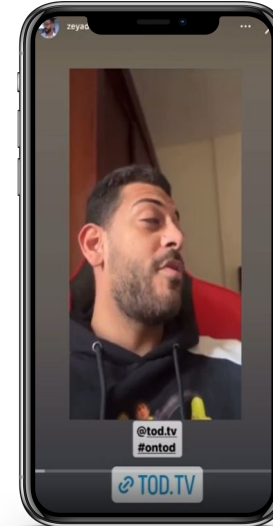


Repost
of reel
on story

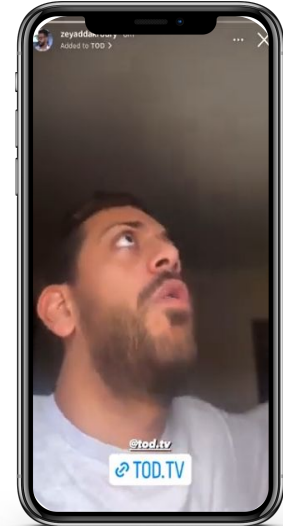
2,273

2,405

49



[Story 1](#)



[Story 2](#)

KHALED ABBASI

KHALED ABBASI

ANALYTICS BREAKDOWN



Lifestyle



@_ftg

Est. Reach

Impressions/Views

Engagements



Video

25,620

42,700

3,431

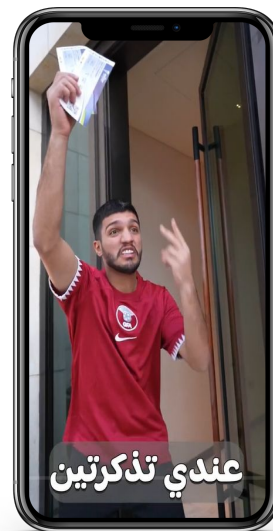


Reel

15,990

24,600

1,001



Tiktok

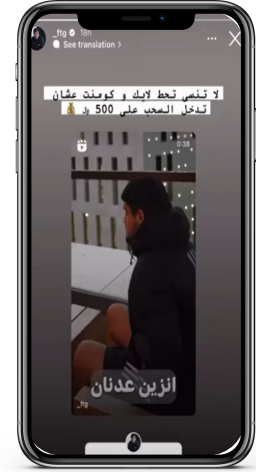


Reel

KHALED ABBASI | ANALYTICS BREAKDOWN



Lifestyle

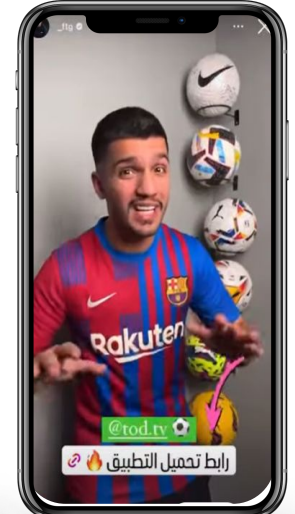


[Repost of Reel on story](#)

	Est. Reach	Impressions/Views	Engagements
 Story 1	2,392	2,503	114
 Story 2	3,624	3,691	274
 Repost of Reel on story	3,340	3,463	46



[Story 1](#)



[Story 2](#)

MOHAMAD ADNAN

MOHAMAD ADNAN | ANALYTICS BREAKDOWN



Lifestyle



[@mohdadnan23](#)



[@mohdadnan23](#)



[@mohamadadnanpage](#)

	Est. Reach	Impressions/Views	Engagements
 Video	442,020	736,700	69,384
 Reel	930,767	1,704,543	57,664



[Tiktok](#)



[Reel](#)

MOHAMAD ADNAN | ANALYTICS BREAKDOWN



Lifestyle



[@mohdadnan23](#)



[@mohdadnan23](#)



[@mohamadadnanpage](#)

Est. Reach

Impressions/Views

Engagements

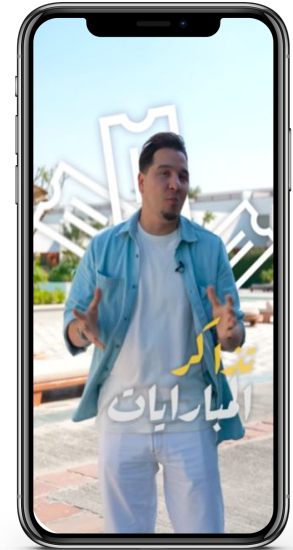


Reel

49,800

83,000

6,800



[Facebook](#)

MOHAMAD ADNAN | ANALYTICS BREAKDOWN



Lifestyle



@mohdadnan23



@mohdadnan23



@mohamadadnanpage

	Est. Reach	Impressions/Views	Engagements
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Story 1

841,549

877,110

34,859



Story 2

288,388

304,329

14,000



[Story 1](#)



[Story 2](#)

SAMEEHA MAJDALAWIEH

SAMEEHA MAJDALAWIEH | ANALYTICS BREAKDOWN



Lifestyle



[@sameeha_majdalwieh](#)



[@sameehamajdalawieh](#)

	Est. Reach	Impressions/Views	Engagements
 Video	295	421	29
 Reel	4,873	7,211	147



Tiktok



Reel

SAMEEHA MAJDALAWIEH | ANALYTICS BREAKDOWN



Lifestyle



[@sameeha_majdalawieh](#)



[@sameehamajdalawieh](#)

	Est. Reach	Impressions/Views	Engagements
 Story 1	11,263	11,248	684
 Story 2	11,003	11,668	586



[Story 1](#)



[Story 2](#)

SANDRINE JABRA

SANDRINE JABRA | ANALYTICS BREAKDOWN



Lifestyle



[@sandrinejabra](#)



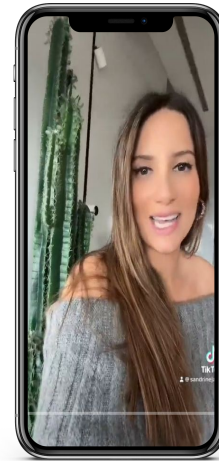
[@sandrinejabra](#)

Est. Reach

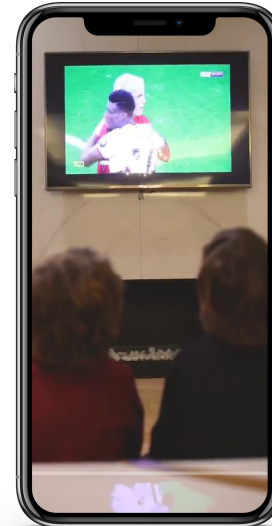
Impressions/Views

Engagements

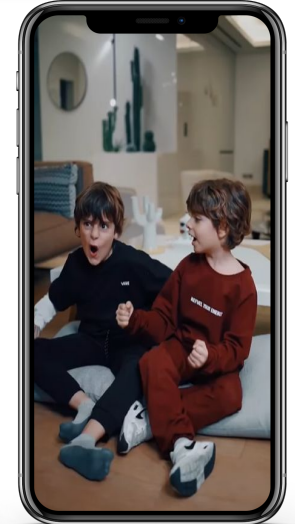
 Video 1	23,475	31,300	267
 Video 2	27,600	36,800	445
 Reel	13,456	23,000	278



[Tiktok 2](#)



[Tiktok 1](#)



[Reel](#)

SANDRINE JABRA | ANALYTICS BREAKDOWN



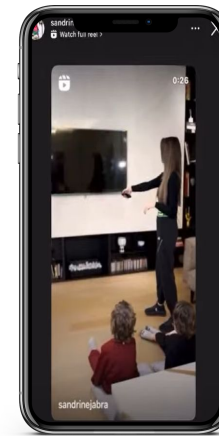
Lifestyle



[@sandrinejabra](https://www.instagram.com/sandrinejabra)



[@sandrinejabra](https://www.tiktok.com/@sandrinejabra)



Repost of reel
on story

Est. Reach

Impressions/Views

Engagements



Story 1

2,457

2,457

117



Story 2

2,766

2,810

208



**Repost
of reel
on
story**

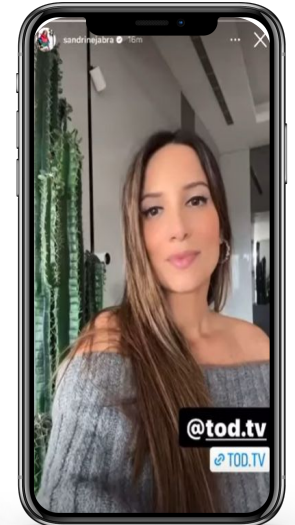
2,440

2,430

110



Story 1



Story 2

AMMAR FREEZ

AMMAR FREEZ | ANALYTICS BREAKDOWN



Lifestyle



[@ammarmfreez](#)



[@ammarmfreez](#)

Est. Reach

Impressions/Views

Engagements



Video

47,060

72,400

3,263



Reel

2,308

3,297

115



[Tiktok](#)



[Reel](#)

AMMAR FREEZ | ANALYTICS BREAKDOWN



Lifestyle



[@ammarfreez](#)



[@ammarfreez](#)



Story 1

Est. Reach

202

Impressions/Views

205

Engagements

39



Story 2

186

205

5

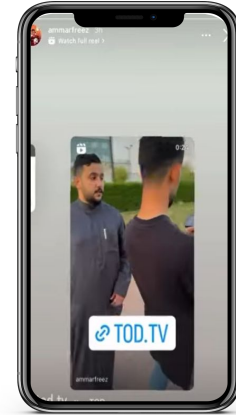


Repost of reel on story

182

200

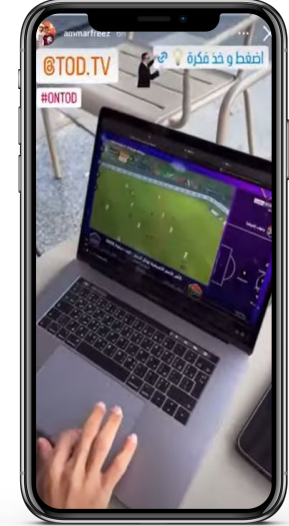
3



Repost of reel on story



Story 1



Story 2



THANK YOU