

THE COFFEE ADDRESS 3 PERFORMANCE REPORT



THE COFFEE ADDRESS PHASE 3

CAMPAIGN INTRODUCTION

Campaign Concept

Influencers to promote the new summer drink “Hibiscus”.

Campaign Execution

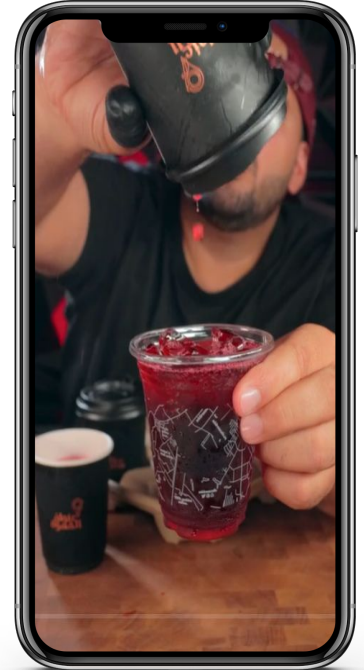
Influencers promoted the newly launched summer drink “Hibiscus” by visiting the branch and also ordering it via drive thru.

The campaign was promoted by a combination of Macro and Micro Tiktok influencers.

In Total for the month of July campaign, a total of 55 influencers went live for a total 11 days driving 44 Micro influencers and 11 Macro influencers Tiktok videos.

Campaign Date

Campaign went live on 3rd July 2024 and ended on 13th July 2024



CAMPAIGN SUMMARY | ACHIEVEMENTS

"The Coffee Address 3 (PART1)" achieved exciting results. It was posted on Tiktok Only.
Below are Total posts, Views, Engagement and Reach of this campaign.



Total
Post/Video

55



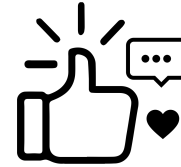
Total Reach

4.13M+



Total
Views

6.29M+



Total
Engagement

262.2K
+

MICRO INFLUENCERS ON TIKTOK



CHARMIING1 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@charmiing1](#)

Est. Reach

Impressions/Views

Engagements



Video

30,870

44,100

4,348



[Video](#)

EMAN_363 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@eman_363](#)

Est. Reach

Impressions/Views

Engagements

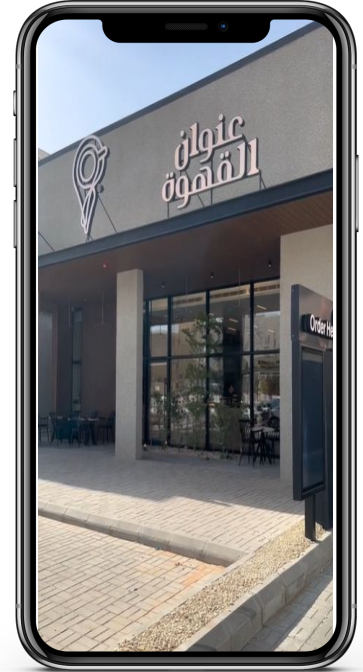


Video

17,150

24,500

1,444



[Video](#)

S_10111 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@s_10111

Est. Reach

Impressions/Views

Engagements



Video

12,180

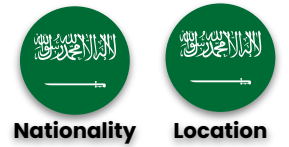
17,400

1,396



[Video](#)

HN77MM | ANALYTICS BREAKDOWN



 [@hn77mm](https://www.tiktok.com/@hn77mm)

Lifestyle

	Est. Reach	Impressions/Views	Engagements
 Video	17,430	24,900	696



[Video](#)

REEMA3982 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@reema3982](#)

Est. Reach

Impressions/Views

Engagements



Video

24,080

34,400

716



[Video](#)

AFOODIE_PERSON | ANALYTICS BREAKDOWN



Nationality



Location



[@afoodie_person](#)

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

15,750

22,500

2,086



[Video](#)

AF_S2211 | ANALYTICS BREAKDOWN



Nationality



Location



@af_s2211

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

33,215

51,100

5,781



Video

HAYOONH_AM | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@hayoonh_am](#)

Est. Reach

Impressions/Views

Engagements



Video

153,230

218,900

3,635



[Video](#)

NORAH.10X | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@charmiing1](#)

Est. Reach

Impressions/Views

Engagements



Video

11,830

16,900

428



[Video](#)

AMANI_ALYUSEF | ANALYTICS BREAKDOWN



Nationality



Location

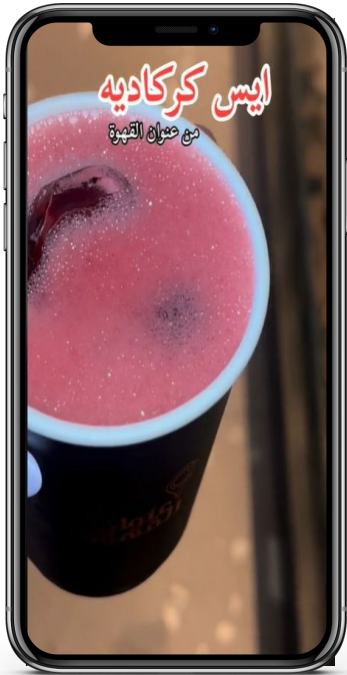


Lifestyle



[@amani_alyousef](#)

	Est. Reach	Impressions/Views	Engagements
 Video	52,710	75,300	4,536



[Video](#)

MARWAH.H03 | ANALYTICS BREAKDOWN



 [@marwah.h03](#)

Lifestyle

Est. Reach

Impressions/Views

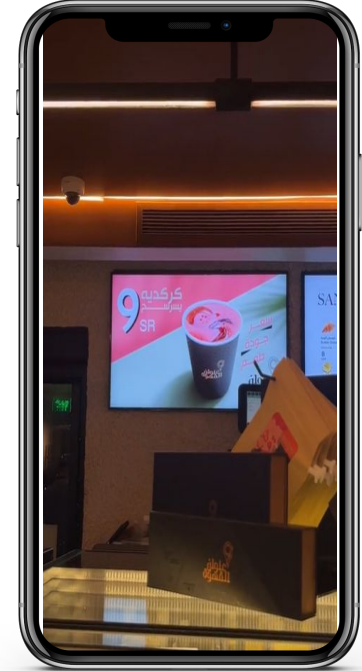
Engagements

 Video

78,330

111,900

440



[Video](#)

NOUF.AZIZ333

| ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@noufmad3



Video

Est. Reach

52,430

Impressions/Views

74,900

Engagements

660



Video

BNOB693 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@bnob693](#)

Est. Reach

Impressions/Views

Engagements



Video

85,280

131,200

7,894



[Video](#)

YODD1 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@y0dd1

Est. Reach

Impressions/Views

Engagements

160,440

229,200

5,605



Video



Video

SEET_VIBES | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@seet_vibes](#)

Est. Reach

Impressions/Views

Engagements



Video

50,960

72,800

9,786



[Video](#)

ELEGANTSHATHA | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@elegantshatha](#)

Est. Reach

Impressions/Views

Engagements



Video

38,430

54,900

391



[Video](#)

CRC9720 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@crc9720

Est. Reach

Impressions/Views

Engagements



Video

57,720

88,800

996



[Video](#)

H66DD | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@h66dd](#)

Est. Reach

Impressions/Views

Engagements



Video

55,900

86,000

2,143



[Video](#)

H77HS | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@h77hs](#)

Est. Reach

Impressions/Views

Engagements



Video

48,035

73,900

958



[Video](#)

H_442B | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@h_442b](#)

Est. Reach

Impressions/Views

Engagements

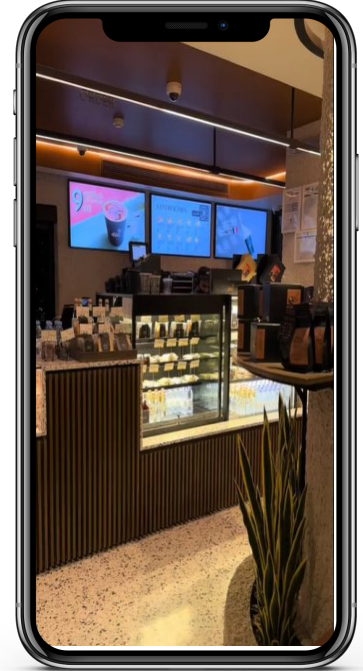


Video

71,760

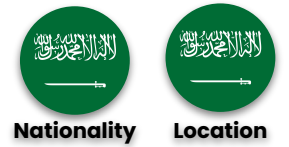
110,400

2,435



[Video](#)

UM ALEEN | ANALYTICS BREAKDOWN



Lifestyle



[@aleen_h_m](#)

Est. Reach

Impressions/Views

Engagements

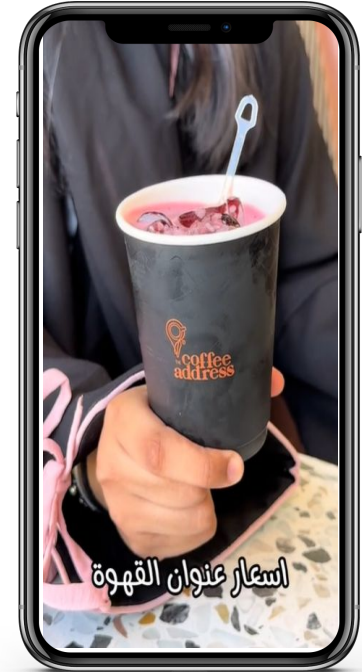


Video

21,070

30,100

677



[Video](#)

HOOOR_AH93 | ANALYTICS BREAKDOWN



Nationality



Location



[@hooor_ah93](#)

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

99,645

153,300

3,117



[Video](#)

AMJADMQ | ANALYTICS BREAKDOWN



Nationality



Location



@amjadmq

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

11,410

16,300

622



[Video](#)

MOONA_M33 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@moona_m33](#)

Est. Reach

Impressions/Views

Engagements



Video

13,300

19,000

2,532



[Video](#)

ZKRYAAT | ANALYTICS BREAKDOWN



Nationality



Location



@zkryaat

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

60,255

92,700

2,649



[Video](#)

4UIZI | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@4uizi

Est. Reach

Impressions/Views

Engagements

142,285

218,900

3,849



Video



[Video](#)

IA66A_ | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@ia66a](#)

Est. Reach

Impressions/Views

Engagements

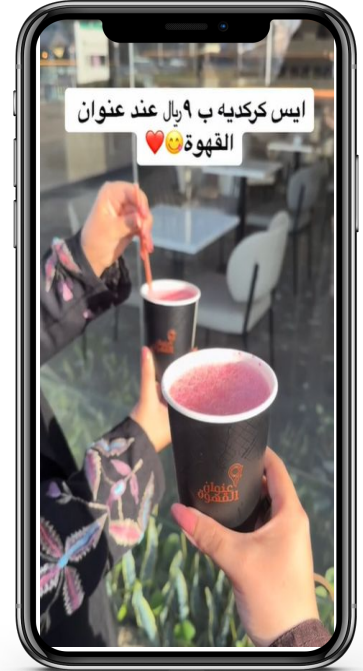


Video

27,300

39,000

1,412



[Video](#)

NAWAF_LOCATIONS | ANALYTICS BREAKDOWN



Nationality



Location



@nawaf_locations

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

148,960

212,800

2,227



[Video](#)

M400NA | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@m4oona](#)

Est. Reach

Impressions/Views

Engagements



Video

153,230

218,900

21,290



[Video](#)

SHMOWKH50 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@shmowkh50

	Est. Reach	Impressions/Views	Engagements
Video	10,290	14,700	1,517



[Video](#)

BLUE | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@secretblue5](#)

Est. Reach

Impressions/Views

Engagements



Video

18,270

26,100

2,027



[Video](#)

AISH_ii7_HOOR | ANALYTICS BREAKDOWN



Nationality



Location



[@aish_ii7](#)

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

89,245

137,300

1,707



[Video](#)

ABEER.9647 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@abeer.9647](#)

Est. Reach

Impressions/Views

Engagements

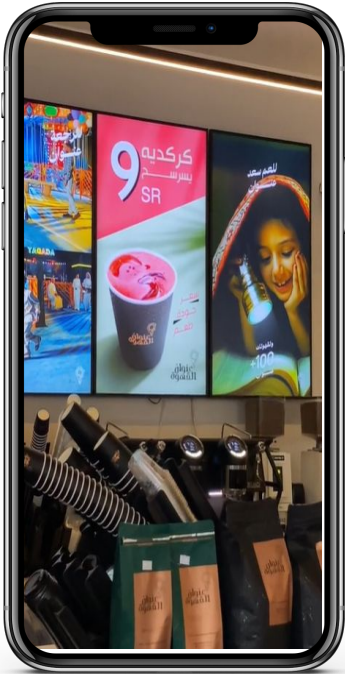


Video

80,405

123,700

3,865



[Video](#)

RORO_AL3TIBI | ANALYTICS BREAKDOWN



Nationality



Location



[@roro_al3tibi](#)

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

88,660

136,400

3,290



[Video](#)

BDOR BADER | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@bdor.bader](#)

Est. Reach

Impressions/Views

Engagements

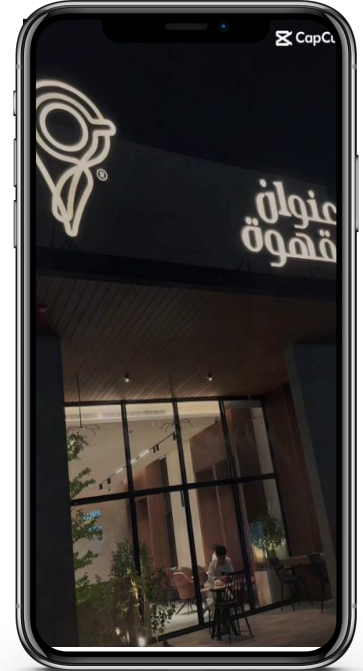


Video

87,640

125,200

8,115



[Video](#)

AVX484 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@avx484](#)

	Est. Reach	Impressions/Views	Engagements
 Video	124,930	192,200	3,505



[Video](#)

LOLOL202020 | ANALYTICS BREAKDOWN



Nationality



Location



[@lolol202020](#)

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

51,740

79,600

1,700



[Video](#)

NONADAYSS | ANALYTICS BREAKDOWN



Nationality



Location



[@nonadayss](#)

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

36,890

52,700

2,099



[Video](#)

SAMADDAYY | ANALYTICS BREAKDOWN



Nationality



Location



[@samaddayy](#)

Lifestyle

Est. Reach

Impressions/Views

Engagements

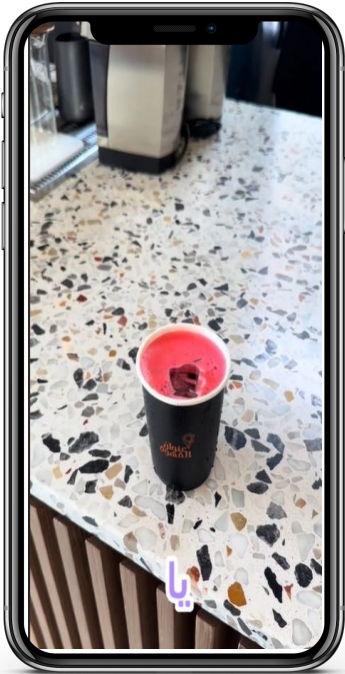


Video

59,215

91,100

1,014



[Video](#)

2SZLL_ | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@2szll](#)

Est. Reach

Impressions/Views

Engagements



Video

161,070

247,800

15,920



[Video](#)

MUNERAH_176 | ANALYTICS BREAKDOWN



Nationality



Location



[@munerah_176](#)

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

98,630

140,900

1,312



[Video](#)

IB_IBII | ANALYTICS BREAKDOWN



Nationality



Location



@ib_ibii

Lifestyle

Est. Reach

Impressions/Views

Engagements



Video

49,205

75,700

3,653



[Video](#)

BEE_SOCIAL | ANALYTICS BREAKDOWN



Nationality



Location



[@bee_social](#)

Lifestyle

Est. Reach

Impressions/Views

Engagements

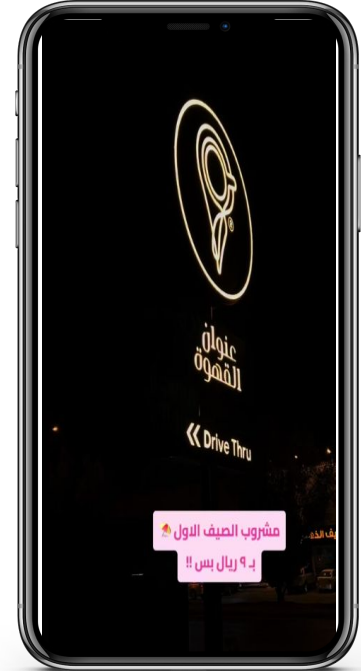


Video

11,900

17,000

1,624



[Video](#)

RESTAURANT_KSA | ANALYTICS BREAKDOWN



Nationality



Location



[@restaurant_ksa](#)

Lifestyle

Est. Reach

Impressions/Views

Engagements

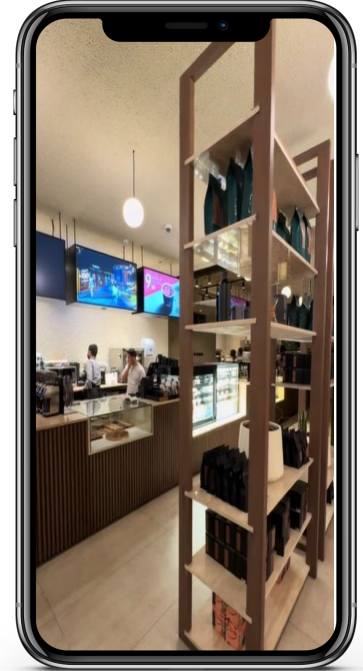


Video

42,420

60,600

2,959



[Video](#)

MACRO INFLUENCERS ON TIKTOK



GOBNH | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@gobnh

Est. Reach

Impressions/Views

Engagements



Video

74,640

124,400

12,186

AUDIENCE ANALYSIS

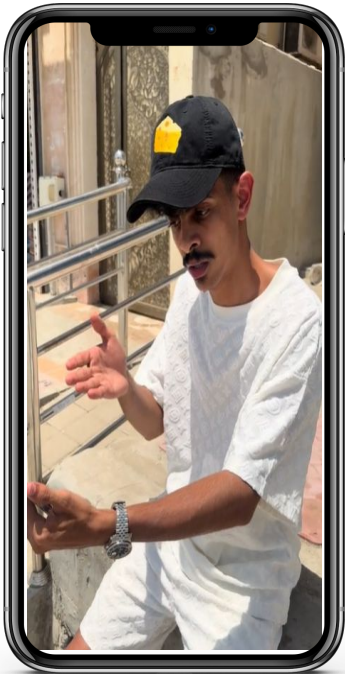
Key Metrics

Average Watch Time: 6.2s
Watched Full Video: 10.6%
New Followers: 255

Gender Split

Female: 37%
Male: 63%

18-24: 43%
25-34: 34%
35-44: 10%



Video

MUTEB ALARIFI | ANALYTICS BREAKDOWN



Nationality



Location



@malarify20

Lifestyle

	Est. Reach	Impressions/Views	Engagements
 Video	107,380	165,200	5,979

AUDIENCE ANALYSIS

Key Metrics	Gender Split
Average Watch Time: 2.9s	Female: 32%
Watched Full Video: 1.21%	Male: 68%
New Followers: 205	
	18-24: 49%
	25-34: 35%
	35-44: 7%



Video

ID7MV | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@id7mv

	Est. Reach	Impressions/Views	Engagements
 Video	84,760	130,400	11,274

AUDIENCE ANALYSIS

Key Metrics

Average Watch Time: 7.7s
Watched Full Video: 7.5%
New Followers: 34

Gender Split

Female: 47%
Male: 52%

18-24: 47%
25-34: 35%
35-44: 8%



Video

FIRASUSEF | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@firasusef

Est. Reach

Impressions/Views

Engagements



Video

167,310

257,400

14,417

AUDIENCE ANALYSIS

Key Metrics

Average Watch Time: 4.2s
Watched Full Video: 1.5%
New Followers: 417

Gender Split

Female: 36%
Male: 64%

18-24: 43%
25-34: 38%
35-44: 13%



Video

EZ_SMOOTHIES | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle

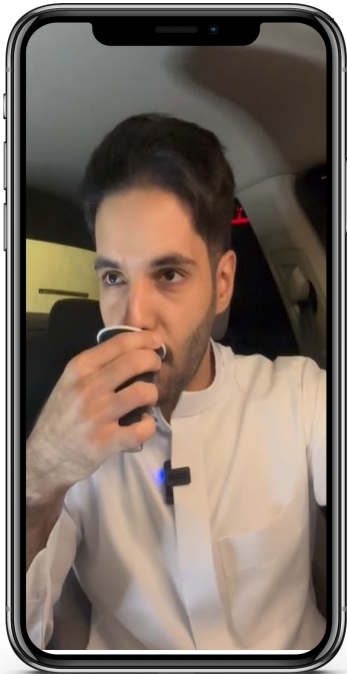


@ez_smoothies

	Est. Reach	Impressions/Views	Engagements
 Video	139,360	214,400	8,128

AUDIENCE ANALYSIS

Key Metrics	Gender Split
Average Watch Time: 10.9s	Female: 74%
Watched Full Video: 7.3%	Male: 26%
New Followers: 156	
	18-24: 45%
	25-34: 37%
	35-44: 9%



Video

ABO.WAVE | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@abo.wave

Est. Reach

Impressions/Views

Engagements



Video

51,240

85,400

6,503

AUDIENCE ANALYSIS

Key Metrics

Average Watch Time: 3.6s
Watched Full Video: 7.6%
New Followers: 4

Gender Split

Female: 58%
Male: 42%

18-24: 48%
25-34: 29%
35-44: 11%



Video

HASSAN_F1 | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@hassan_f1

	Est. Reach	Impressions/Views	Engagements
Video	186,840	311,400	10,112

AUDIENCE ANALYSIS

Key Metrics	Gender Split
Average Watch Time: 7.5s	Female: 31%
Watched Full Video: 11.1%	Male: 69%
New Followers: 48	
	18-24: 50%
	25-34: 34%
	35-44: 7%



[Video](#)

SULTAN_SSS | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@sultan_sss



Video

Est. Reach

61,620

Impressions/Views

102,100

Engagements

10,874

AUDIENCE ANALYSIS

Location(s)

Gender Split

Average Watch Time: 4.8s
Watched Full Video: 7.54%
New Followers: 170

Female: 60%
Male: 40%

18-24: 42%
25-34: 35%
35-44: 11%



Video

BIIN_KHALED | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



@biin_khaled

	Est. Reach	Impressions/Views	Engagements
 Video	243,555	374,700	18,652

AUDIENCE ANALYSIS

Key Metrics	Gender Split
Average Watch Time: 5.6s	Female: 42%
Watched Full Video: 9.1%	Male: 52%
New Followers: 321	
	18-24: 49%
	25-34: 36%
	35-44: 10%



Video

ABU_DKH | ANALYTICS BREAKDOWN



Nationality



Location



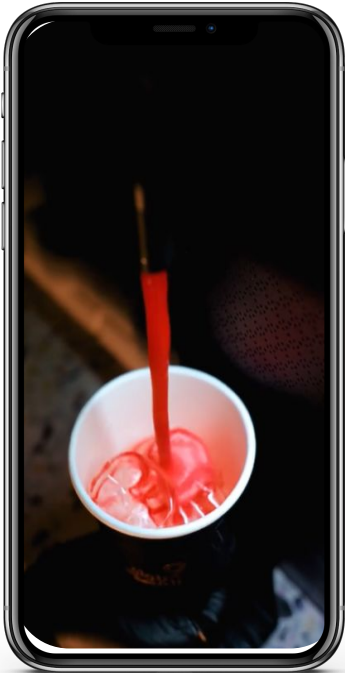
@abu_dkh

Lifestyle

	Est. Reach	Impressions/Views	Engagements
 Video	12,935	19,900	744

AUDIENCE ANALYSIS

Key Metrics	Gender Split
Average Watch Time: 6.4s	Female: 22%
Watched Full Video: 4.9%	Male: 78%
New Followers: 12	
	18-24: 50%
	25-34: 35%
	35-44: 8%



Video

FANCYHAIONA | ANALYTICS BREAKDOWN



Nationality



Location



Lifestyle



[@fancyhaiona](#)

Est. Reach

Impressions/Views

Engagements



Video

252,240

420,400

14,302

AUDIENCE ANALYSIS

Key Metrics

Average Watch Time: 13.1s
Watched Full Video: 7.3%
New Followers: 405

Gender Split

Female: 59%
Male: 40%

18-24: 48%
25-34: 29%
35-44: 11%



[Video](#)



THANK YOU