



IT'S YOUR DATA, USE IT!

BEST DAY AND TIME TO SEND REELS?






Reels sent on Mondays between 2 and 3pm are viewed 44% more often than reels sent at any other day or time.

WHEN ARE PEOPLE WATCHING?

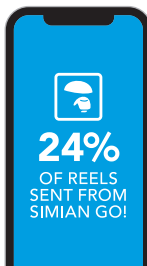


The peak time for viewing reels is Tuesday between 11am–12pm and Wednesday between 2–3pm.

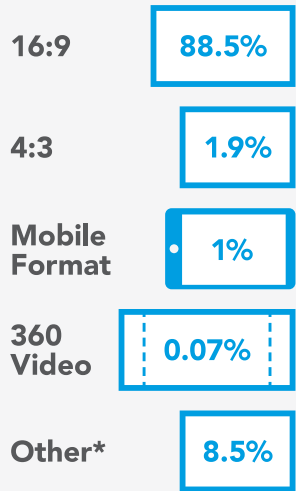
WHAT ARE THE RIGHT NUMBER OF SPOTS?

-  Reels that have a single spot or 6 spots are viewed **60%** more often.
-  Views drop by **50%** if a reel has more than 1 spot but less than 6.
-  Views drop by **70%** if a reel has more than 6 spots.

WHAT ARE MY REELS BEING VIEWED ON?



WHAT ARE THE MOST COMMON FORMATS?



*Defined as cinematic, anamorphic or other non-standard formats)



INTRODUCING ENGAGEMENT GRAPHS & MOOD REACTIONS

Our newest analytics provide powerful insights into how reel presentations are being viewed and lets you track emotional reactions as to how the work is being received.



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