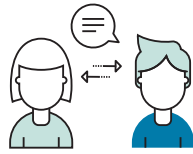


TOTAL POSTS
83,7K



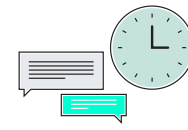
ENGAGEMENT
1,5M



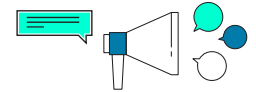
UNIQUE USERS
31,4K



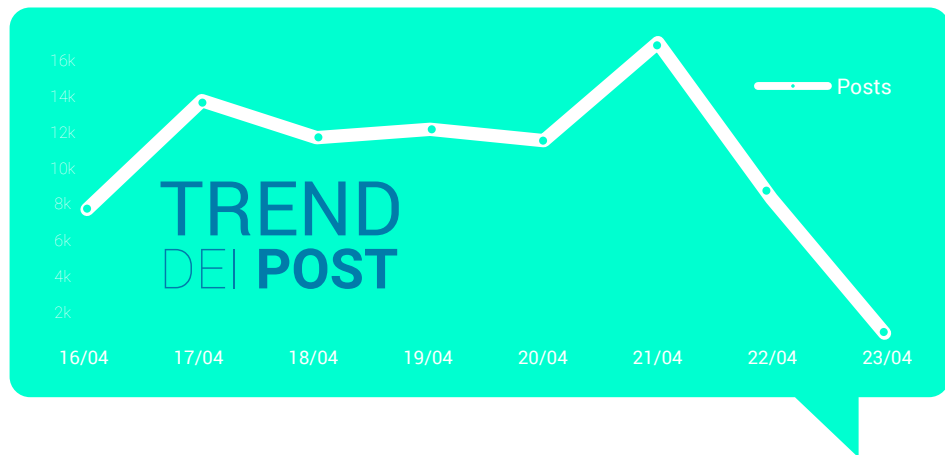
POST PER USER
2,7



POST PER DAY
10,5K



UNIQUE IMPRESSION
109,6M



GEOLOCALIZZAZIONE
DEGLI **AUTORI**



TOP AUTORI PER
NUMERO DI POST

253K



100,6K

2°

Interni Magazine

83K



DI **COSA PARLANO**
GLI **UTENTI**

LOVE
SALONE
ARTE
HOMEDECOR
BRERA
INTERIOR
INTERIORDESIGN
PICOF
THEDAY
SALONEDELMOBILE
MILAN
MILANO
MADE
INITALY
MDW
MILANODESIGNWEEK

TOP AUTORI PER
ENGAGEMENT

437,3K



33K

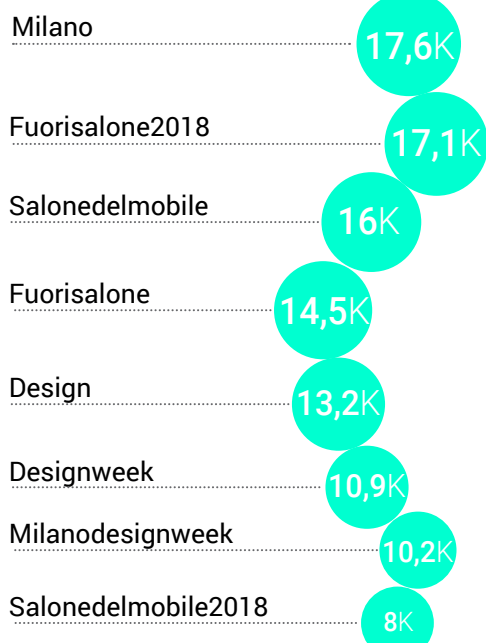
2°

La Repubblica



1,6M

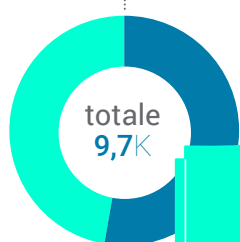
CLASSIFICA
DEGLI **HASHTAG**



FUORISALONE2018
MDW2018
BUY
DESIGN WEEK

GENERE
DEGLI **AUTORI**

Donna **47%** Uomo **53%**



SOCIAL
MEDIA
PIÙ
UTILIZZATI
PER NUMERO DI...

Youtube **2,7%**
Facebook **27%**
Twitter **33,7%**
Instagram **36,6%**

POST

1,5M

Twitter **3,4%**

Youtube **15,4%**

Facebook **21,8%**

Instagram **59,4%**

ENGAGEMENT

I POST
PIÙ
INTERESSANTI

