



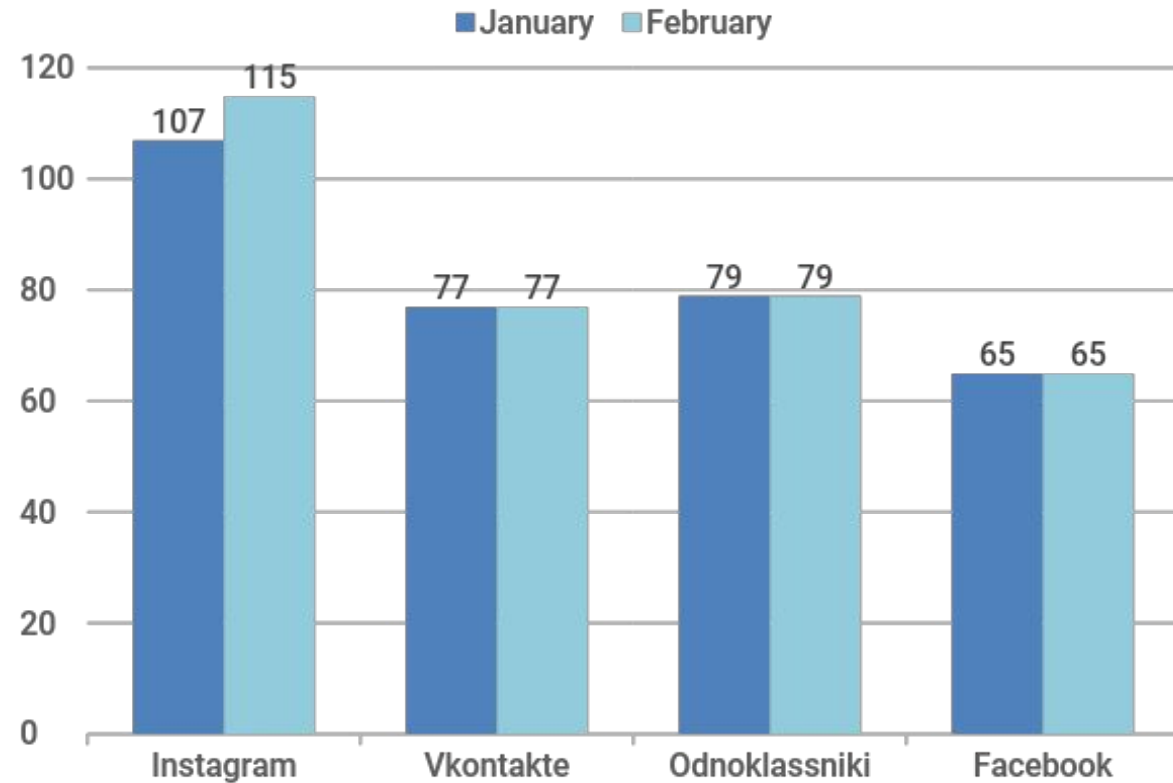
SMM REPORT
February 2021

General Statistics

Followers

Persons who subscribed to the group in social networks

Social network	January	February
Instagram	107 178	115 614
Vkontakte	77 855	77 601
Odnoklassniki	79 585	79 619
Facebook	65 020	65 295

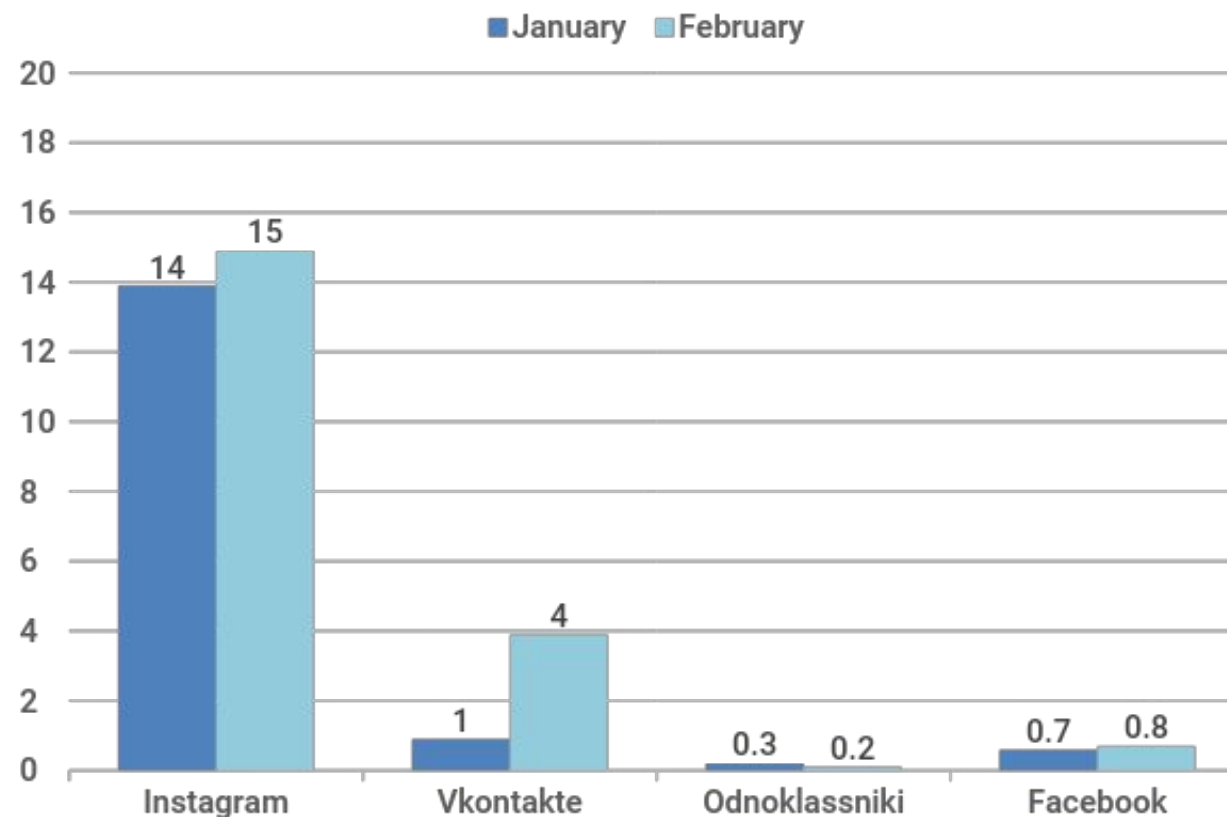


Conclusion. Instagram has good subscription dynamics. Plan fulfilled by 74%. Slow organic growth in other social networks

Expressions

The sum of all actions in group in social networks. That factor includes users' comments, shares, likes, and more.

Social network	January	February
Instagram	14 180	14 945
Vkontakte	1329	4156
Odnoklassniki	370	280
Facebook	783	814

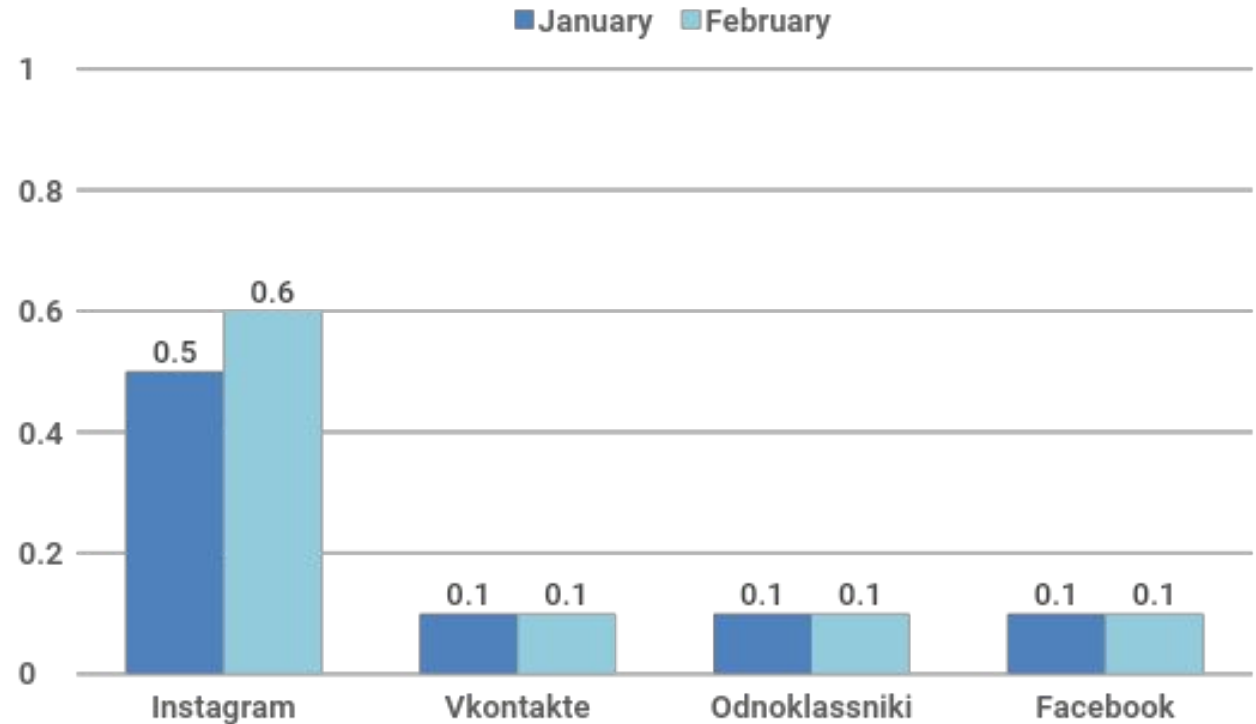


Conclusion. The audience on Vkontakte and Odnoklassniki is more active and inclined to participate in competitions, so growth through competitions is achieved there faster. There was a break from competitions, so there is a decrease in indicators

Engagement Rate (percentage)

A metric that measures the level of engagement that a piece of created content is receiving from an audience. It shows how much people interact with the content. Factors that influence engagement include users' comments, shares, likes, and more.

Social network	January	February
Instagram	0,5	0,6
Vkontakte	0,1	0,1
Odnoklassniki	0,1	0,1
Facebook	0,1	0,1



Conclusion. Activity is slowly increases or remains at the same level , despite the lack of promotion and competition.

Audience (Other)

Network	Men Percentage	Women Percentage	Age	Main location
Instagram	20%	80%	25-44	Russia, Moscow
Vkontakte	15%	85%	30-45	Russia, Moscow
Odnoklassniki	25%	75%	25-44	Russia, Moscow
Facebook	19%	81%	35-44	Russia, Moscow

Instagram

detailed statistics

Followers

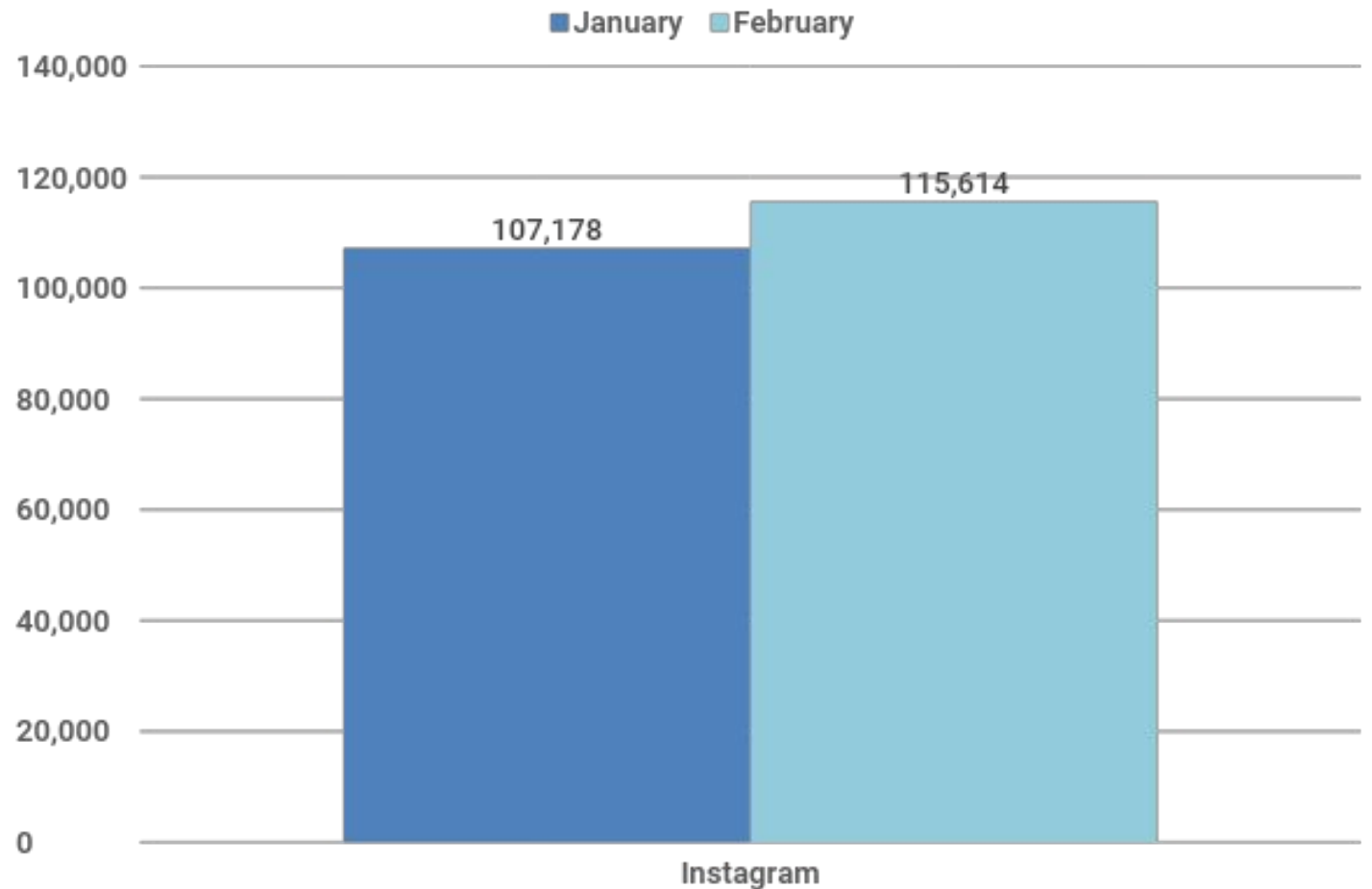


Persons who subscribed to the group in social networks

Social network	January	February
Instagram	107 178	115 614

Subscribed	Unsubscribed
10,165	-1,811

We fulfilled the plan by 74% - because the promotion and targeted advertising just started and we are gaining knowledge and statistics. We will use successful formats of advertising publications and increase the audience flow

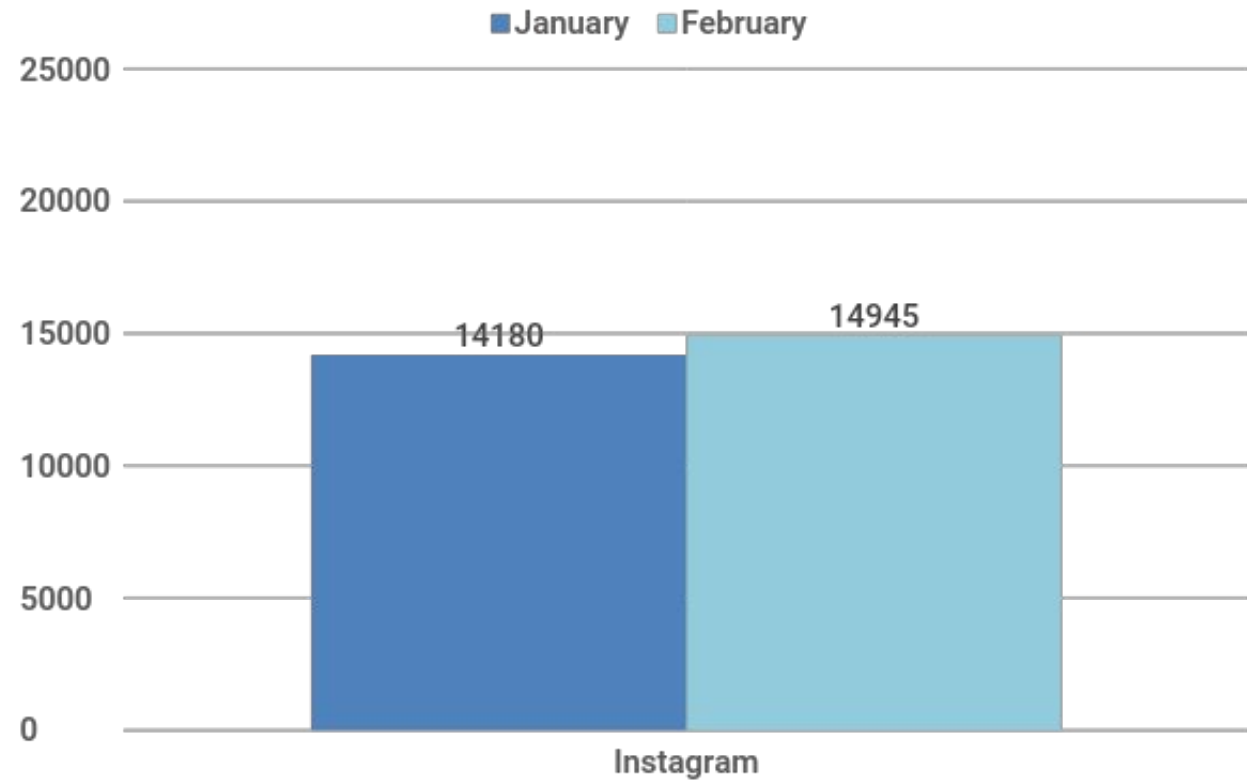


Expressions



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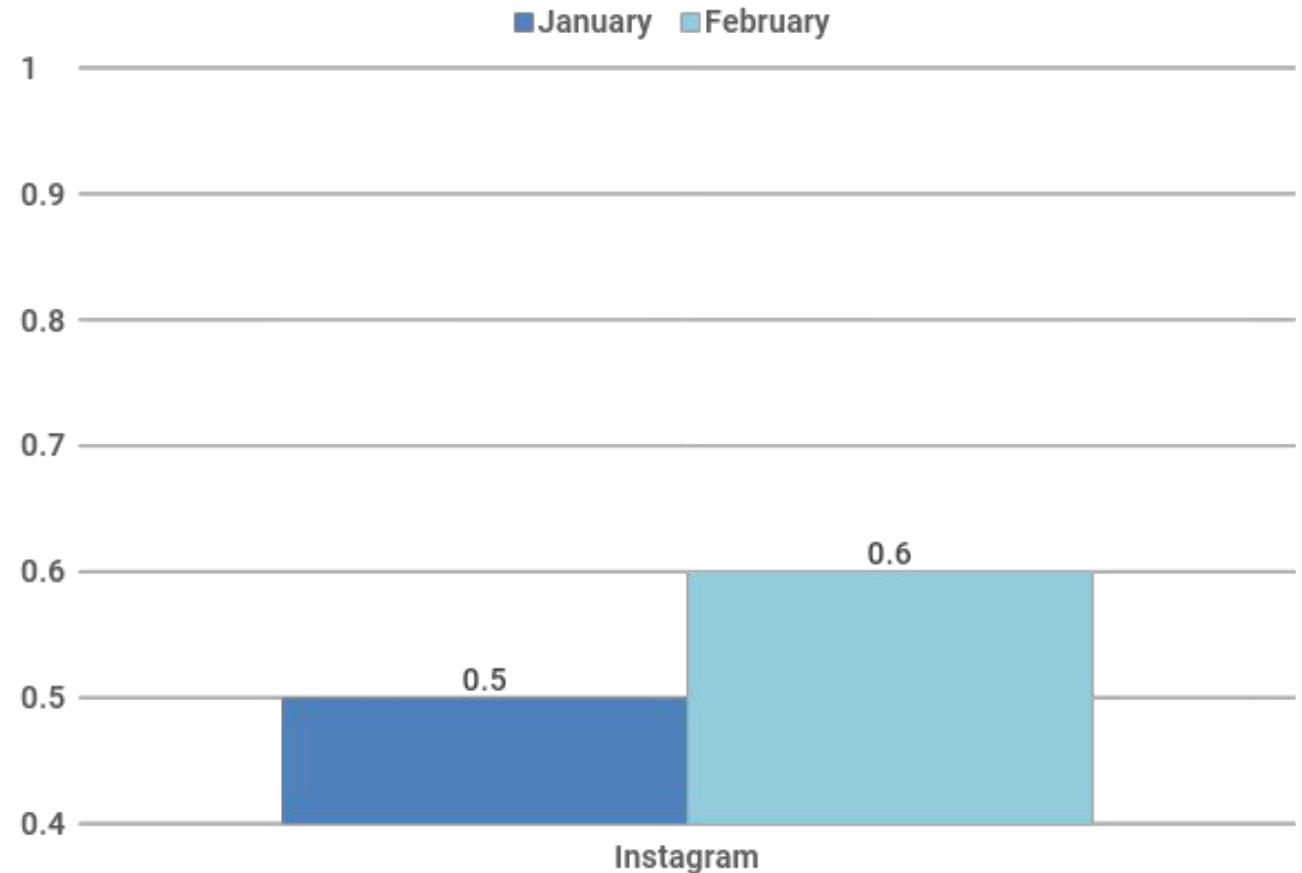


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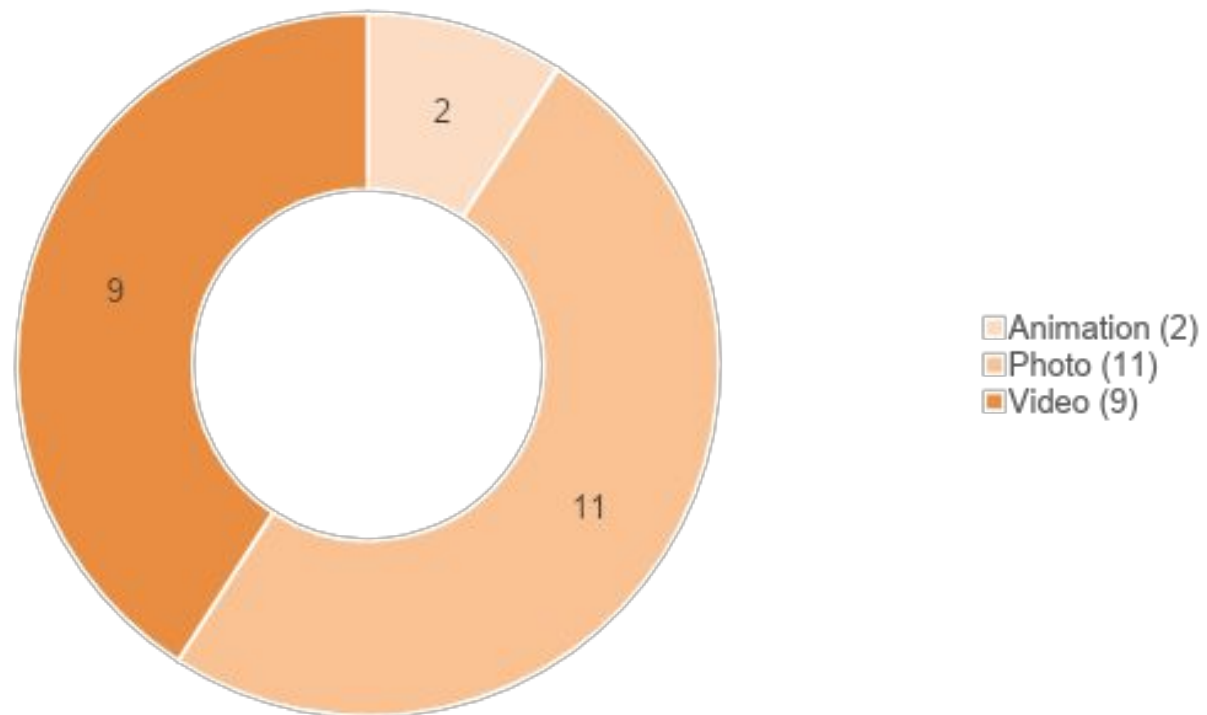




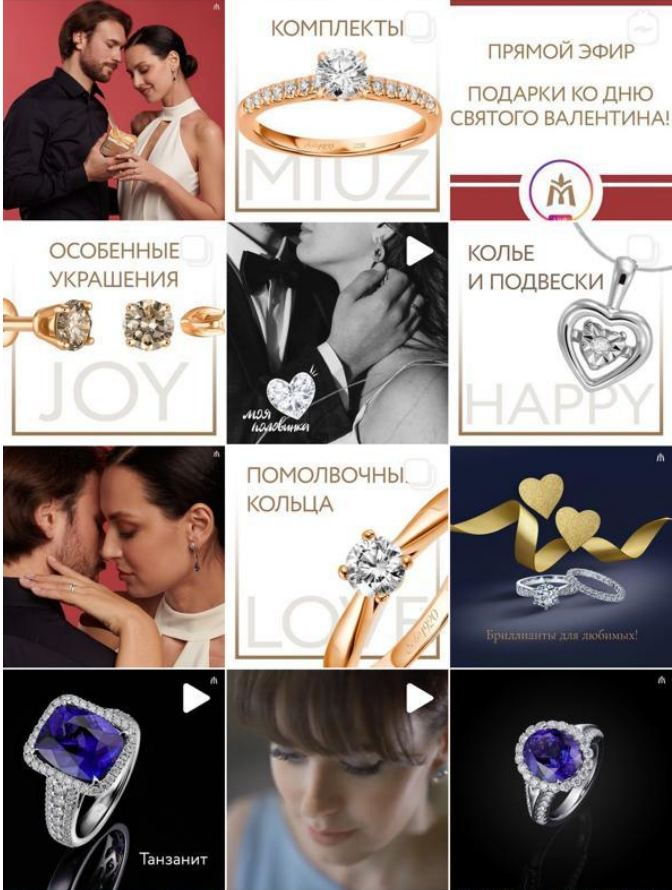
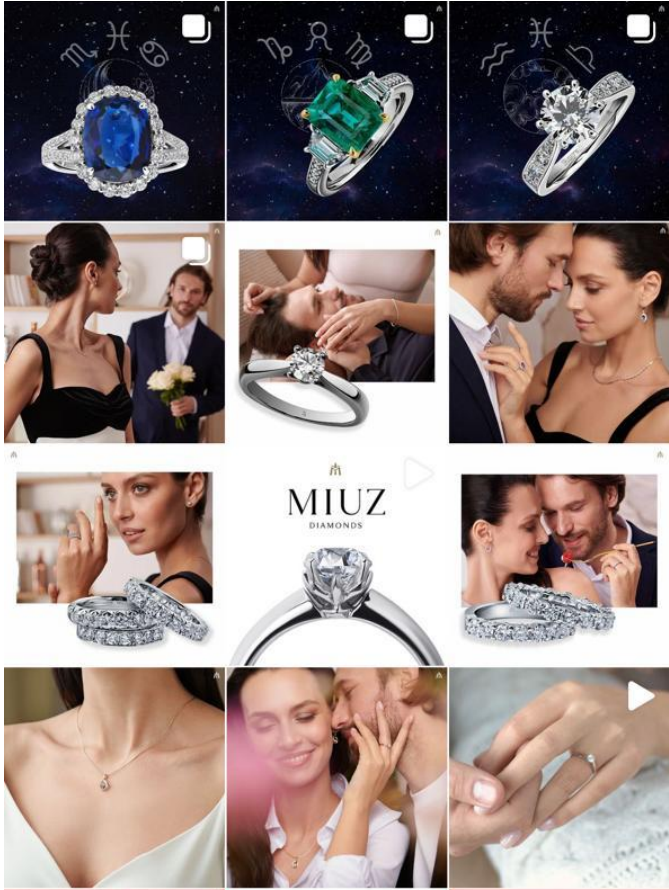
Content

Content structure

Type of content



Content in February



This month we have very high quality publications and beautiful visuals



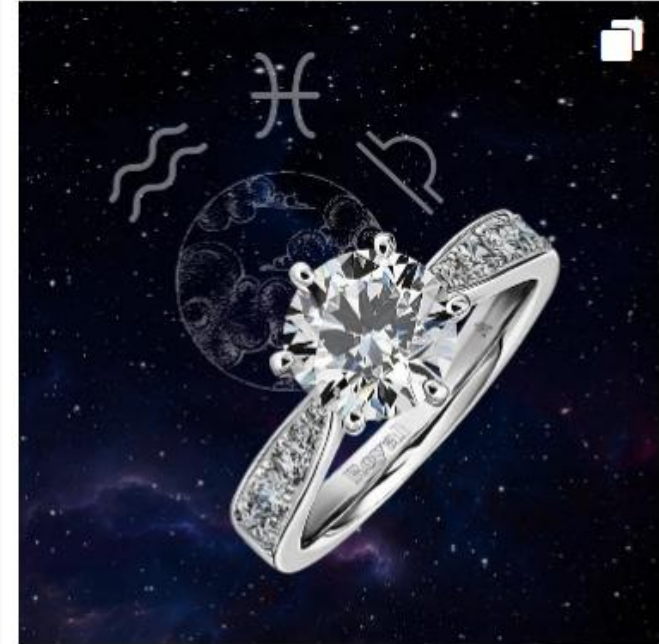
Instagram Top-3 Content*



Liked by 1170



Liked by 957



Liked by 810

In Instagram, the most popular publications were with models and astrology theme. **Publications about astrology received a good response, as there was involvement with voting and the transition to Stories**

*Per likes



Streams & Promocodes

Stream February 11

Promocode LUBOV

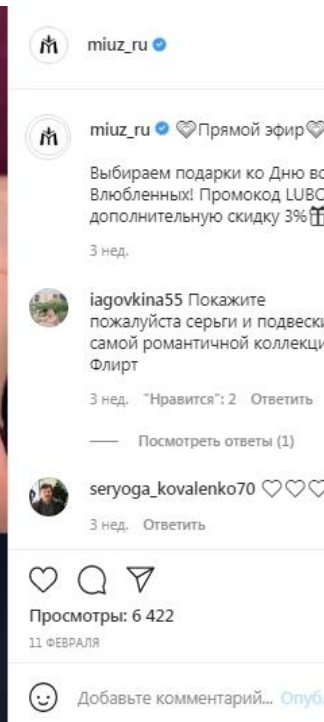
Reach – 15 716 unique users

Views in the moment – 60-70 unique users

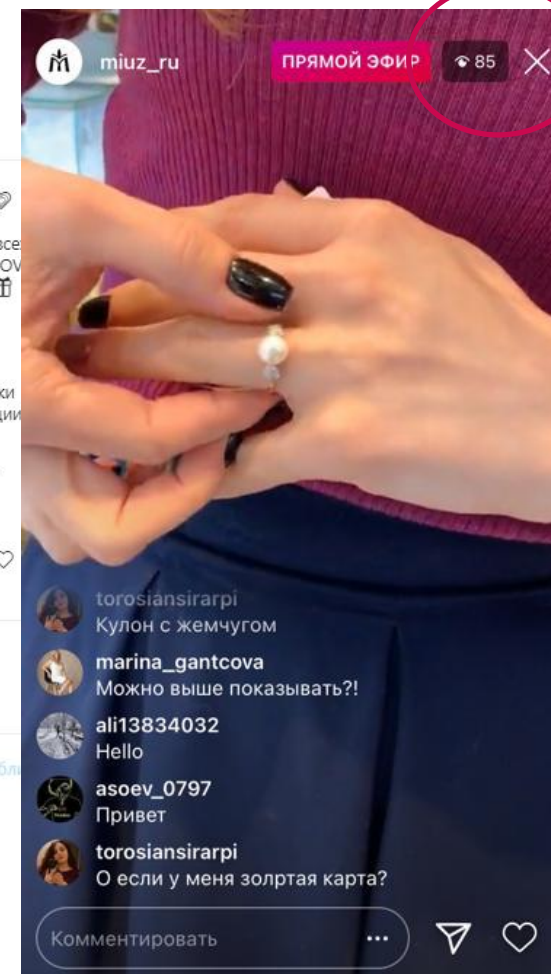
Number of purchases in stores	Amount of purchases in stores (₽)
93	8 129 681

Number of purchases on site	Amount of purchases on site (₽)	Amount of orders (₽)
3	332 520	638 131

Total – 8 462 201 rubles



very good views in the moment



[Stream in MIUZ account](#)

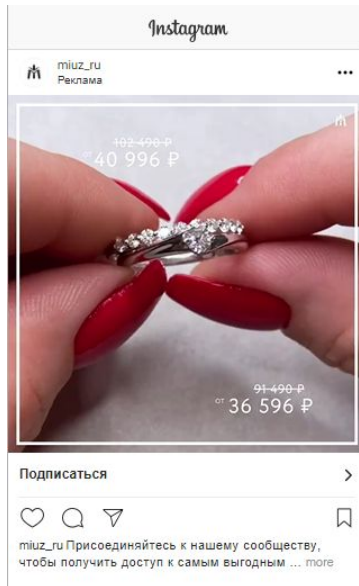


Promotion

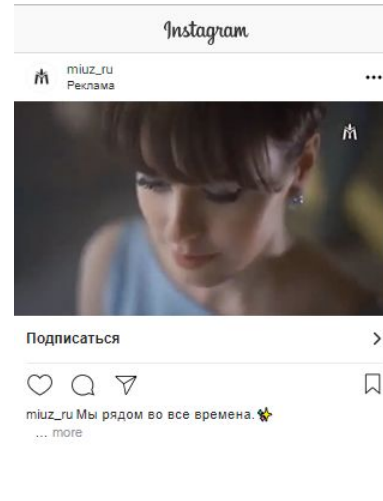
Promo posts efficiency



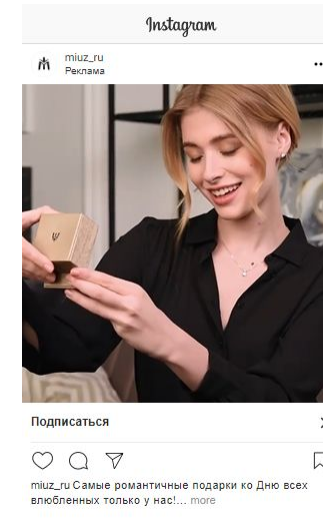
CTR 0.8%



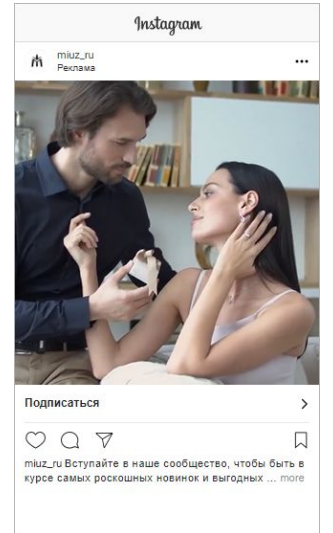
CTR 0.5%



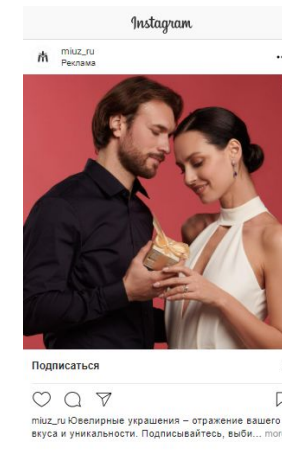
CTR 0.5%



CTR 0.08%



CTR 0.09%



CTR 0.13%

In March we plan to:

- use more stories on promo to get cheaper clicks (and cheaper followers)
- use more video campaigns with jewelry captured closely, with shining stones

Vkontakte

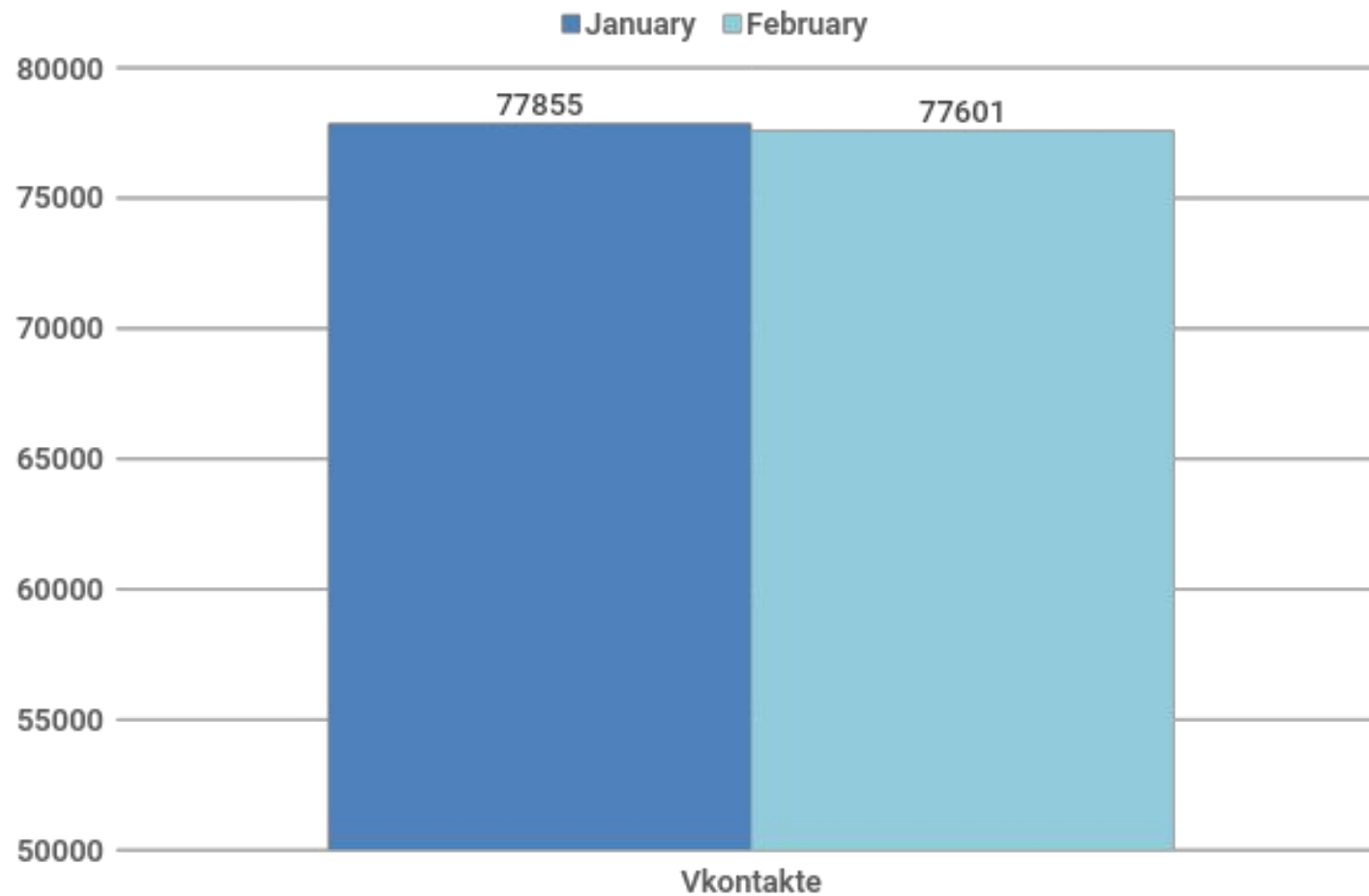
detailed statistics

Followers



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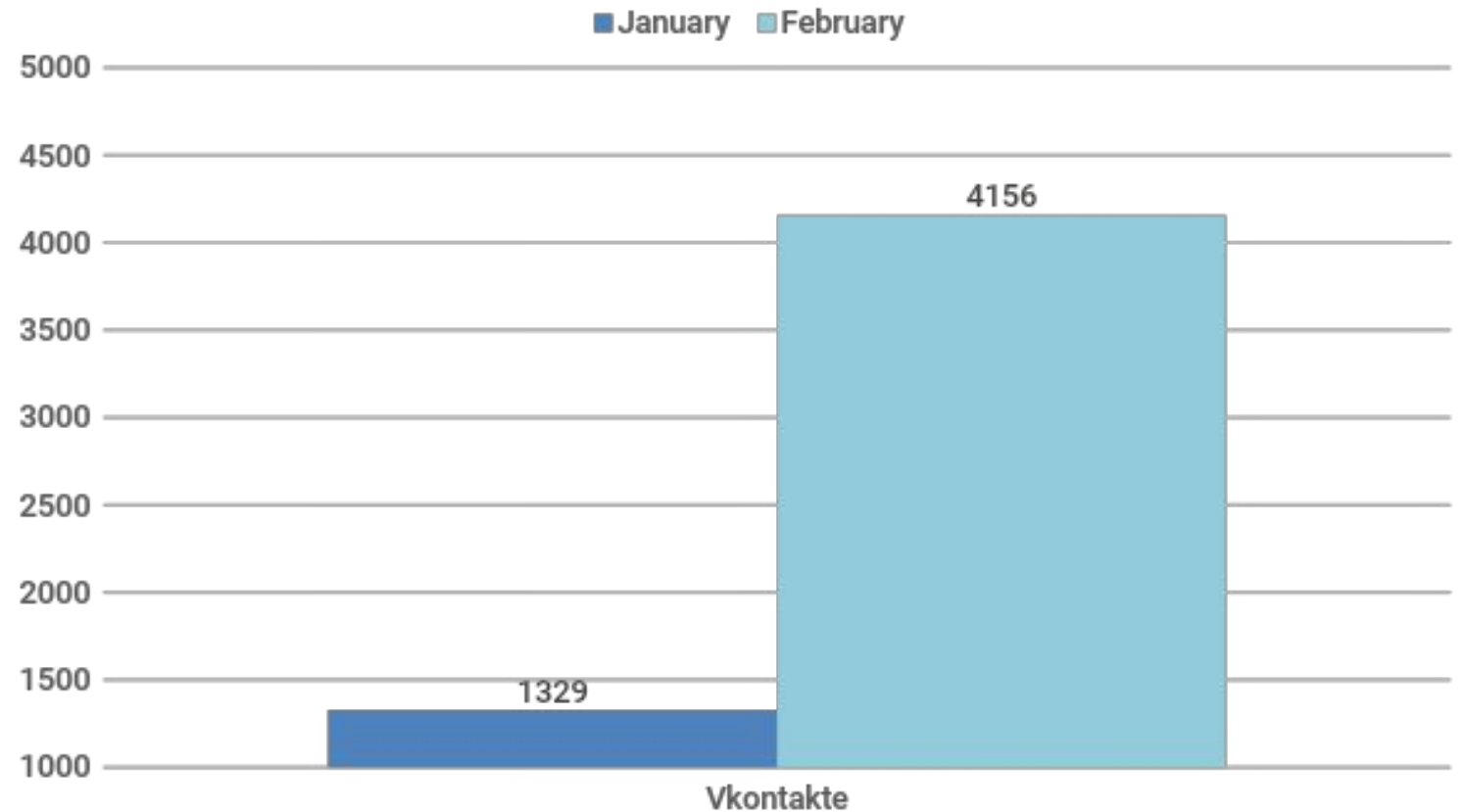


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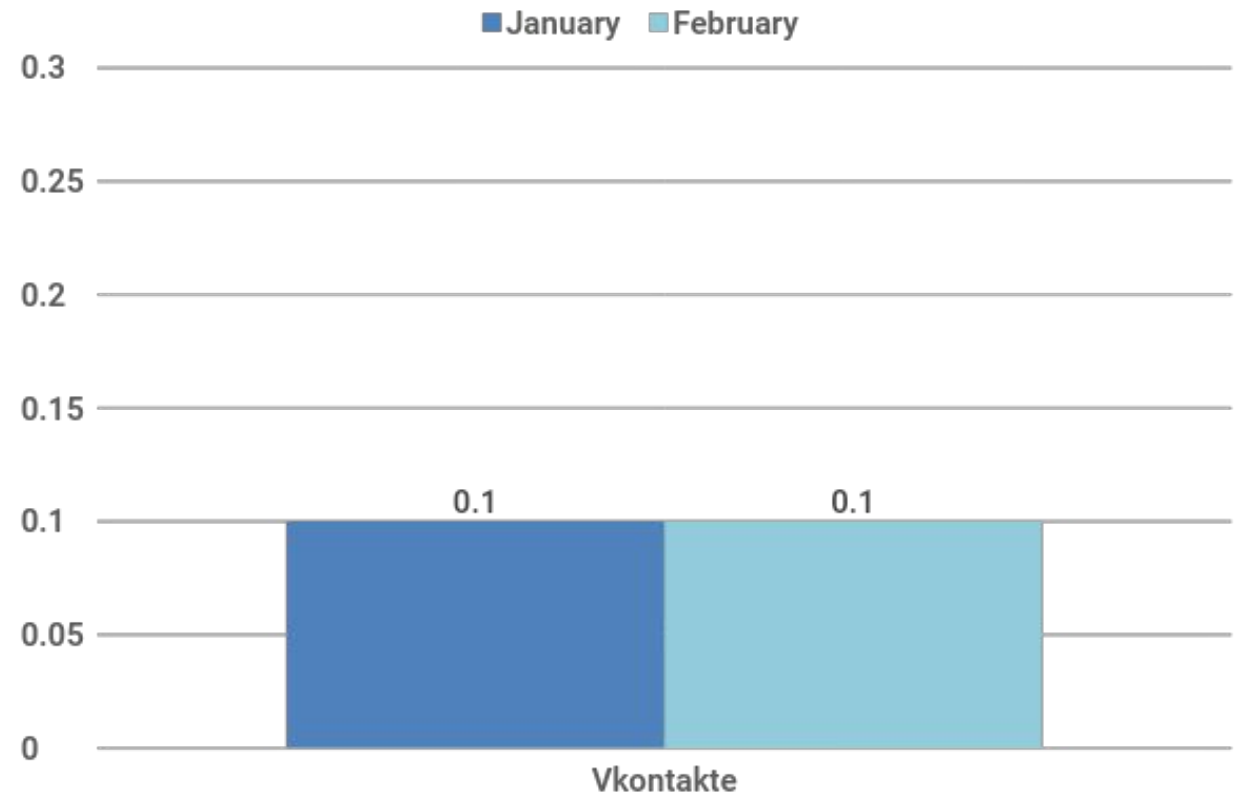


Engagement Rate (percentage)



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Vkontakte	0,1	0,1



Vkontakte Top-3 Content*



Liked by 95



Liked by 90



Liked by 65

In Instagram, the most popular publications were with tanzanites and sale

*Per likes

Gamification



This month there was gamification on Instagram with the theme of horoscopes and the elements of nature. Subscribers chose jewelry they liked (in the slider of these posts) and went to the MIUZ Stories, where the prediction for this spring awaited them. The publications have collected many comments and reactions.

Odnoklassniki

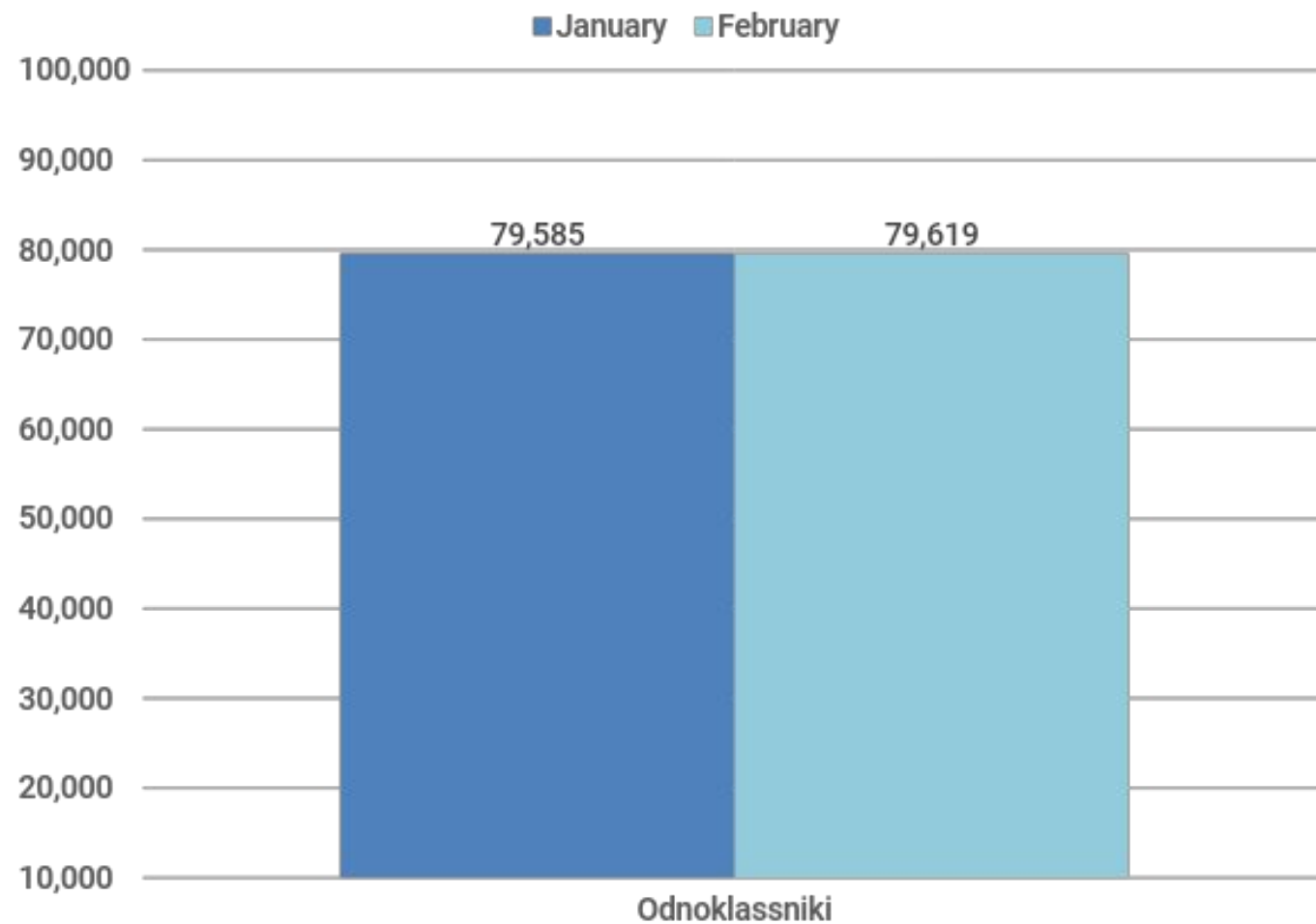
detailed statistics

Followers



Persons who subscribed to the group in social networks

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Odnoklassniki	79 585	79 619

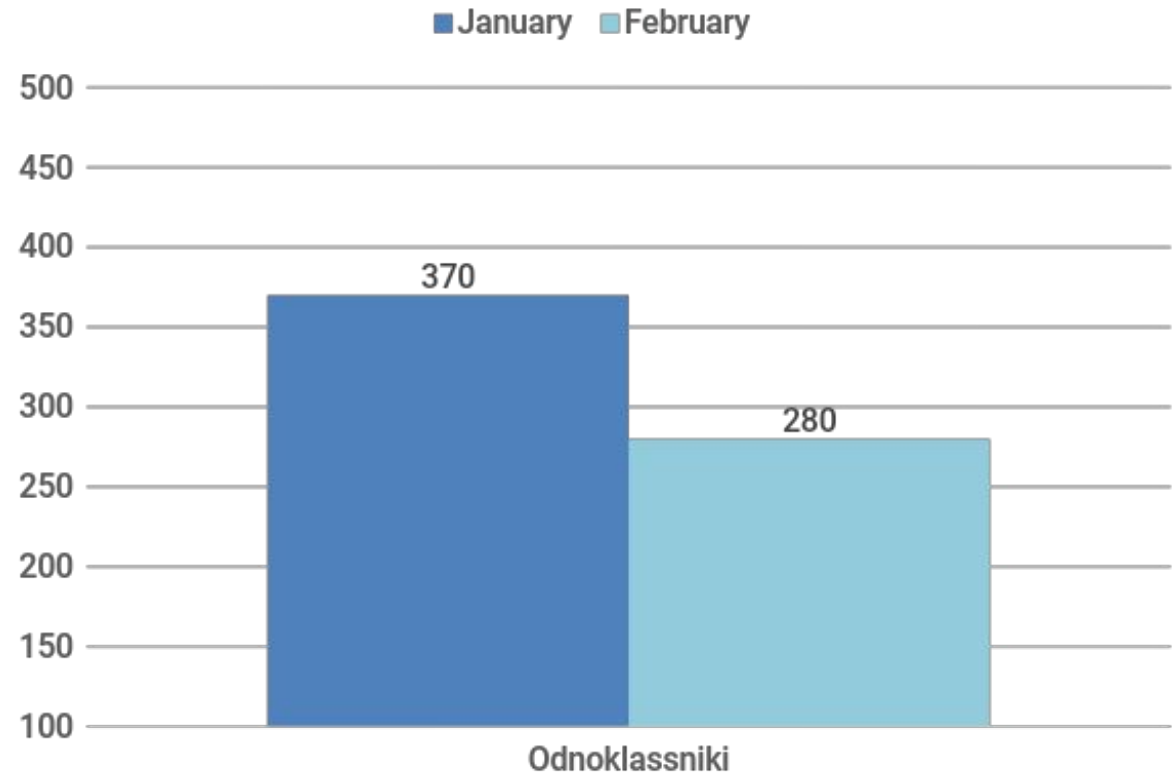


Expressions



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Social network	January	February
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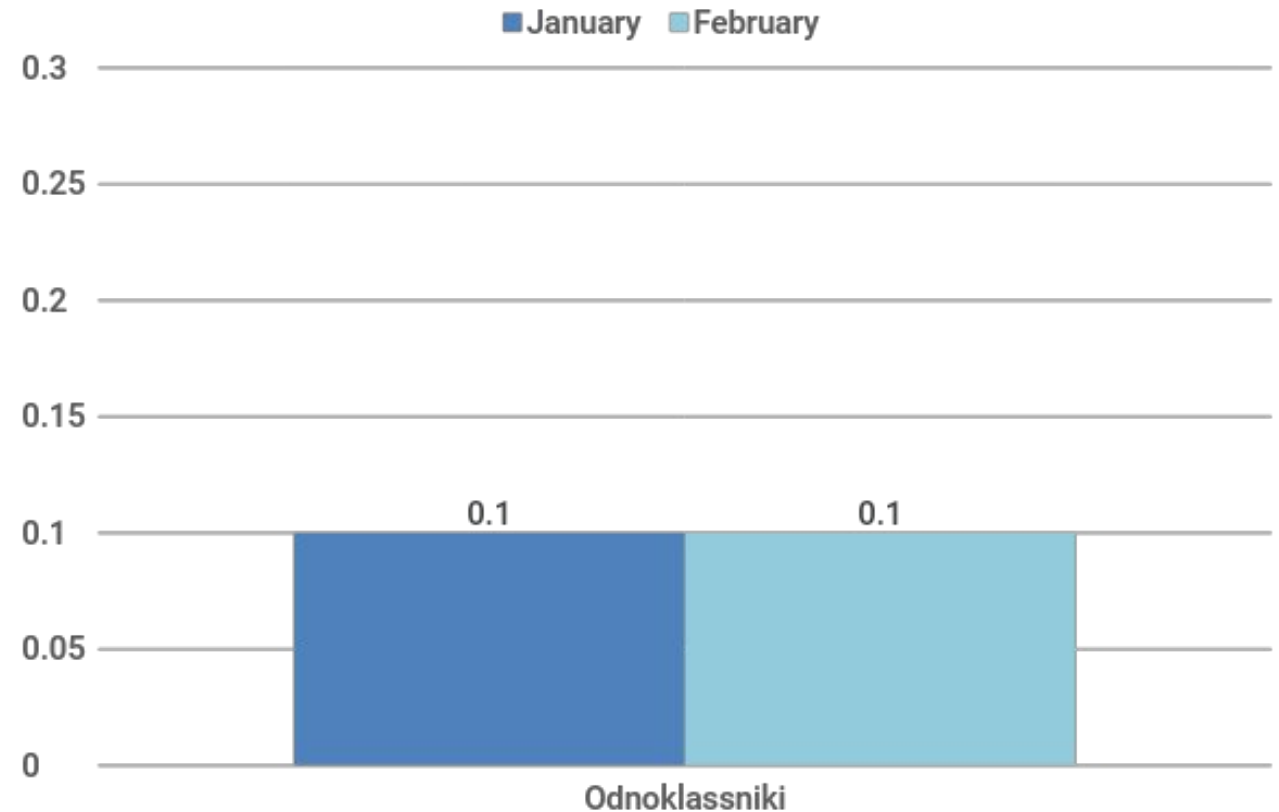


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Social network	January	February
Odnoklassniki	0,1	0,1



Odnoklassniki Top-3 Content*



Liked by 30



Liked by 28



Liked by 27

Also In the Vk, the most popular publications in Ok were with diamond jewelry video

*Per likes

Facebook

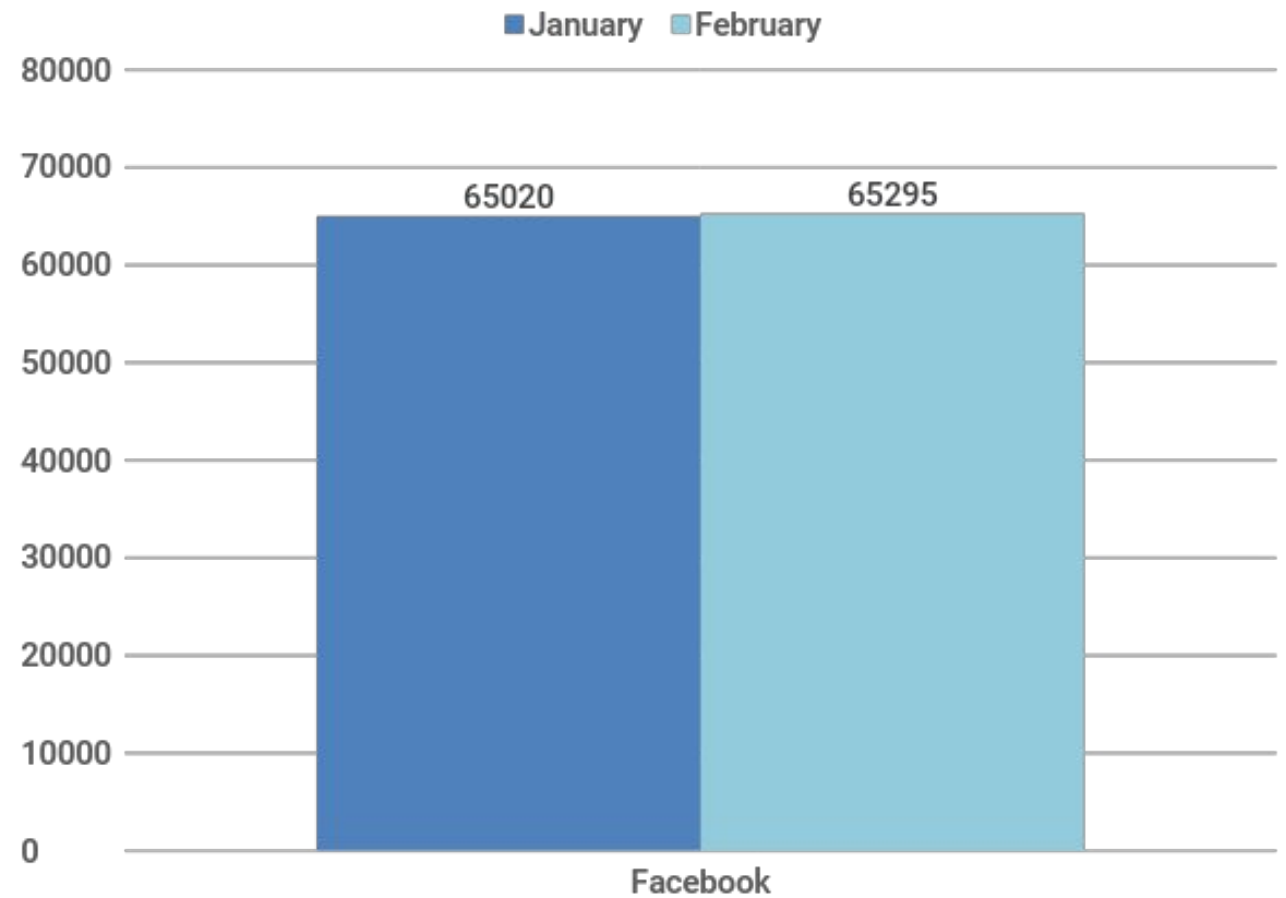
detailed statistics

Followers



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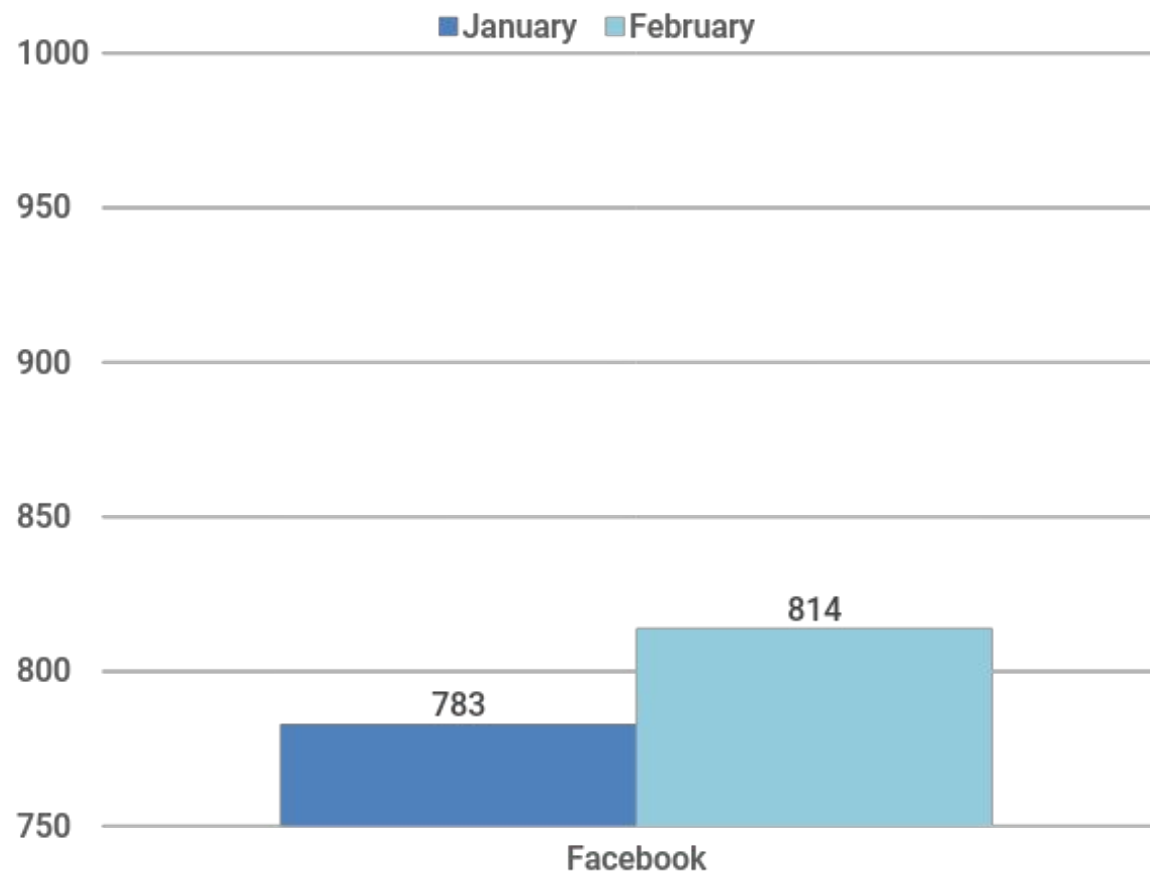


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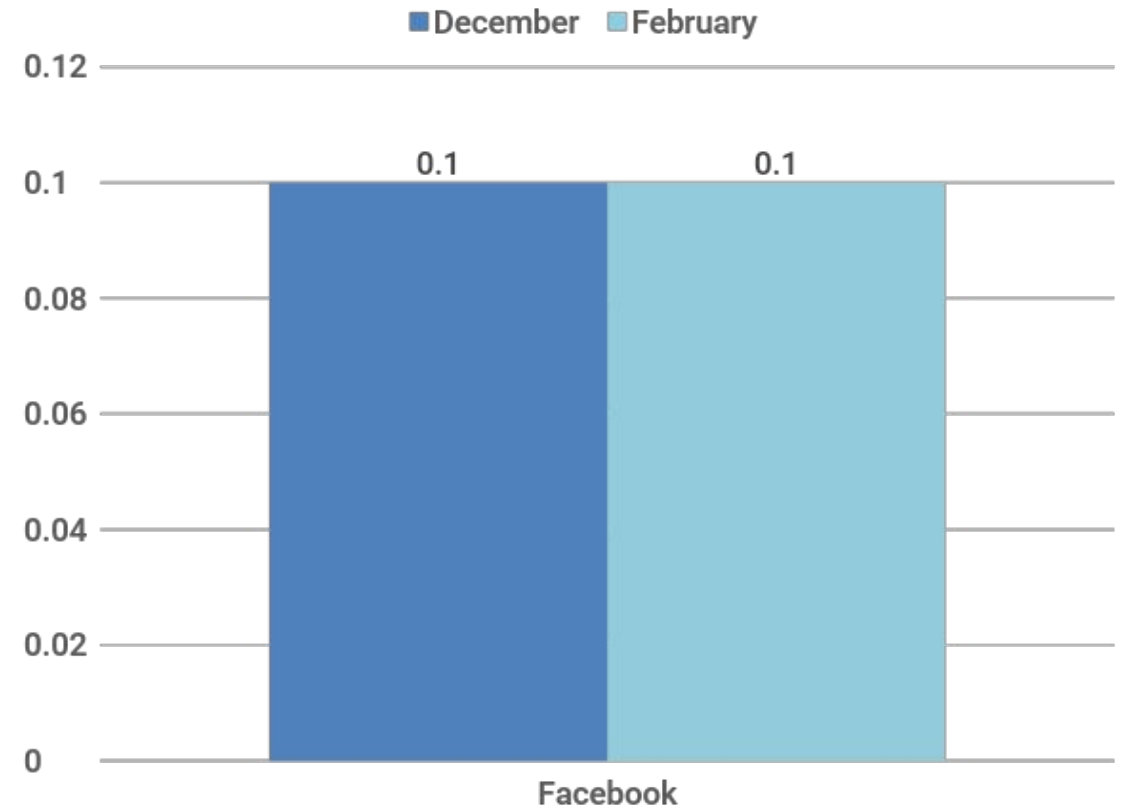


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Facebook	0,1	0,1





Facebook Top-3 Content*



41 likes



31 likes



28 likes

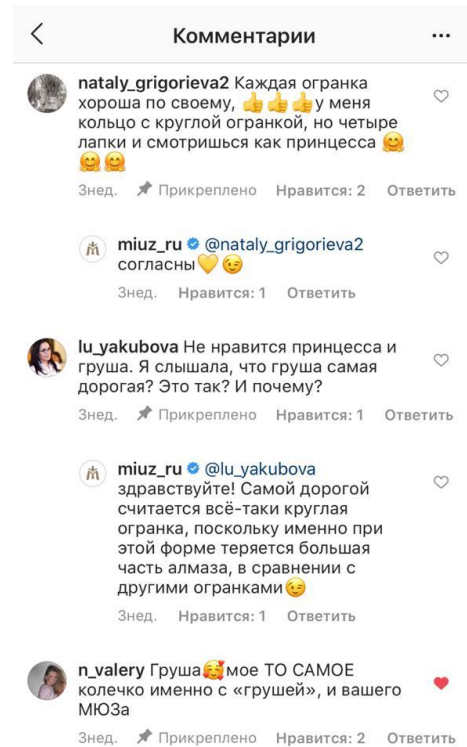
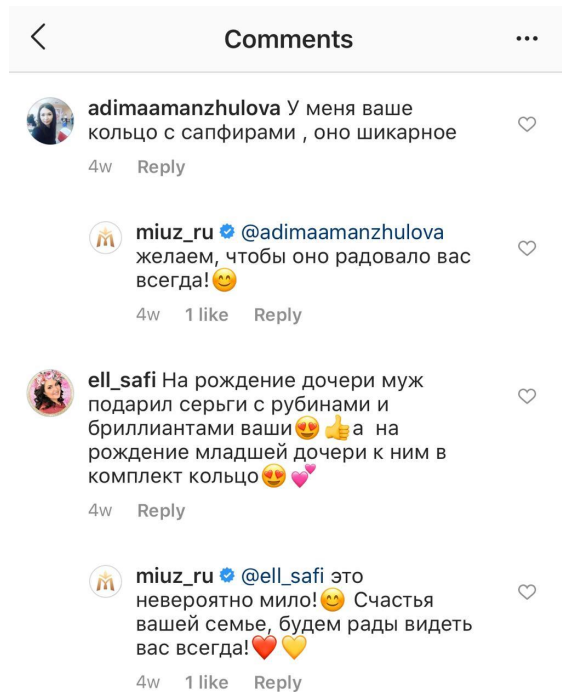
The most popular publications in Facebook were with Sale, tanzanite and gifts

*Per likes



Comments

Comments

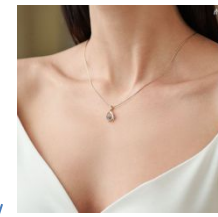
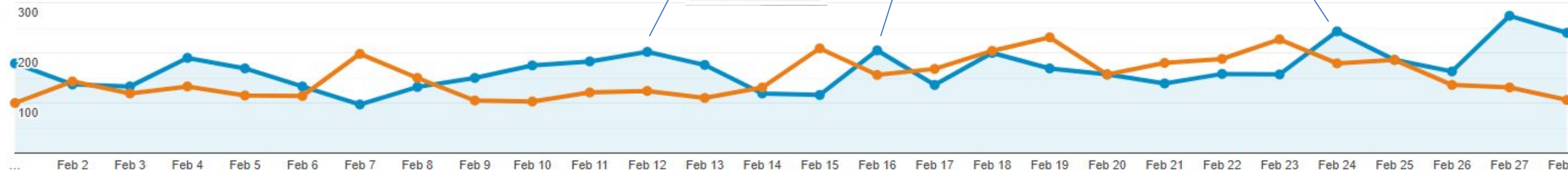


Total number of comments	VK	OK	FB	INST
January	62	10	6	783
February	40	11	10	266

As usual, the most frequently subscribers asked questions about the availability of products, price, characteristics of precious stones; shared their opinions on the type and cost of products; actively participated in discussions and surveys, answered questions. The mood of the audience, in general, is positive - positive reviews prevail.

Traffic to site from social networks

Feb 1, 2021 - Feb 28, 2021: ● Sessions via Social Referral **+11%**
 Jan 1, 2021 - Jan 31, 2021: ● Sessions via Social Referral



Social Network [?]	Sessions [?] ↓
1. VKontakte	1,796 (38.07%)
2. Instagram	1,203 (25.50%)
3. Instagram Stories	962 (20.39%)
4. Facebook	421 (8.92%)
5. YouTube	288 (6.10%)

As it was discovered before, Solo rings are always popular and make users visit the site.



Conclusions

Conclusions

- Targeted ads work well for attracting Instagram followers. We need to keep testing targeting post formats for even better results.
- Instagram has good subscription dynamics. Plan fulfilled by 74%. Slow organic growth in other social networks.
- To attract the most attention to the new branding, we need to launch contests in social networks. It will also work for increasing subscribers.
- The audience on Vkontakte and Odnoklassniki is more active and inclined to participate in competitions, so growth through contests is achieved there faster.

Thank you!