

Social Data Insights

From November 2024 to October 2025



Challenge & Brief

**Identify root cause behind continuous
follower decline and recommend
actionable plan to stabilize growth**

Looking into the activities

NOV 2024 – FEB 2025

- ICC WOMEN'S T20 WORLD CUP, 2024 - Oct 03 - Oct 20, 2024
- INDIA VS BANGLADESH T20I SERIES - 6 Oct 2024
- AFGHANISTAN vs BANGLADESH SERIES - 6 Nov 2024
- DIRILIS ERTUGRUL – SEASON 4 - 15 Nov, 2024
- WEST INDIES VS BANGLADESH - 22 Nov – 20 Dec 2024
- ICC UNDER 19 WOMEN'S T20 WORLD CUP - Jan 18 - Feb 02, 2025
- CHAMPIONS TROPHY 2025 - 19 Feb – 9 Mar 2025
- 840 LAUNCH - 27 Feb 2025

MAY 2025

- INDIAN PREMIER LEAGUE 2025 - Mar 22 - Jun 03 2025
- PAKISTAN SUPER LEAGUE 2025 - 11 Apr – 25 May 2025
- DOTS (KDRAMA) LAUNCH - April – May 2025
- DIRILIS ERTUGRUL S5 LAUNCH CAMPAIGN - May 2025

SEP 2025

- ASIA CUP 2025 - 9 Sep – 28 Sep, 2025
- KO S4 Launch - 22 Aug – 10 Sep, 2025

Activity impact on growth trends

Interaction

Engagement gradually declined
Reel-heavy to Link-heavy

Watch Quality

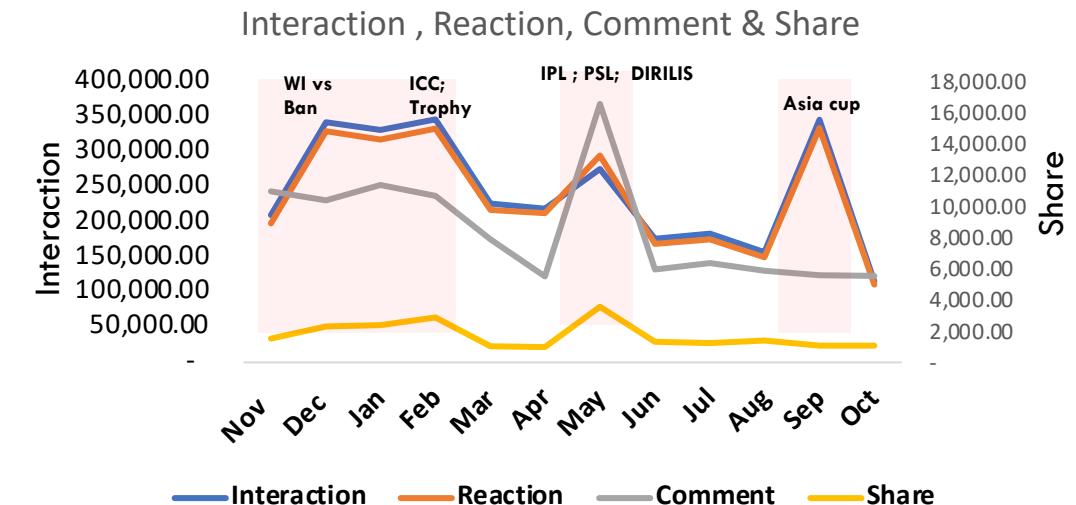
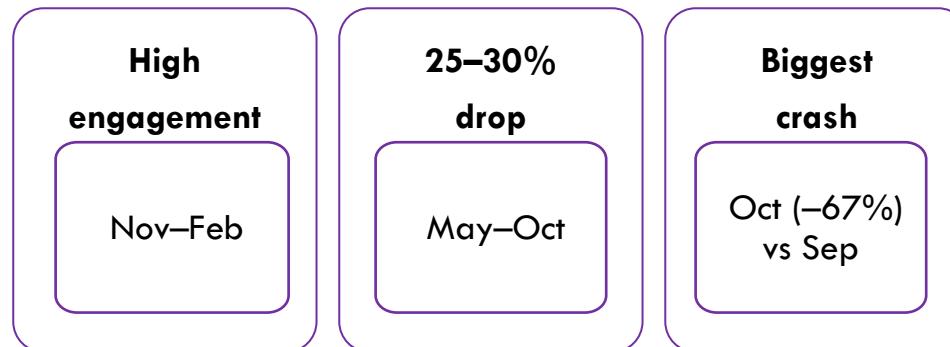
Watch quality improved in selective months (May, Oct); despite lower reach

Follower

Strong early growth (Nov–Jan), followed by follower churned from Feb onwards

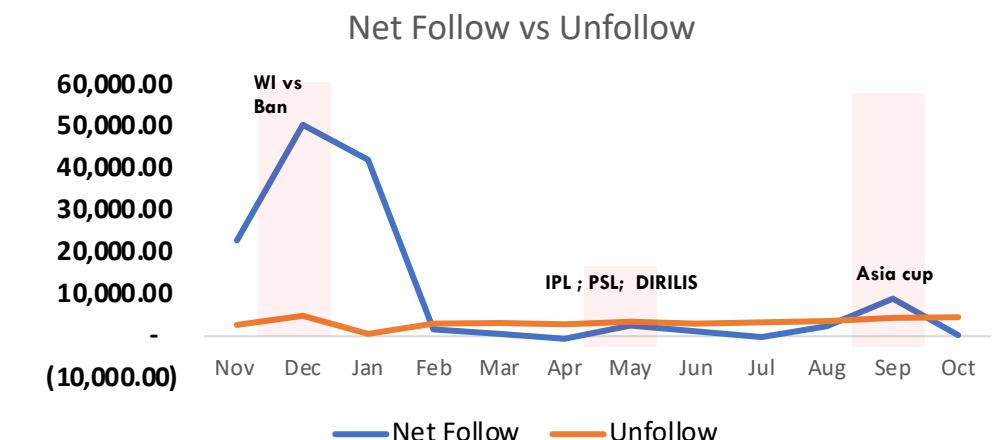
Activity Impact on Interaction & Engagement

Interaction trend dips from February onwards, sports seems to have direct impact



Findings

- ❑ Follower gains were event-driven, not interaction-driven — spikes came only during Asia Cup, WI vs BAN and IPL
- ❑ With no dedicated follower campaign, growth relied entirely on sports fans' organic interest



Content Mix shift could be a factor for fluctuated engagement

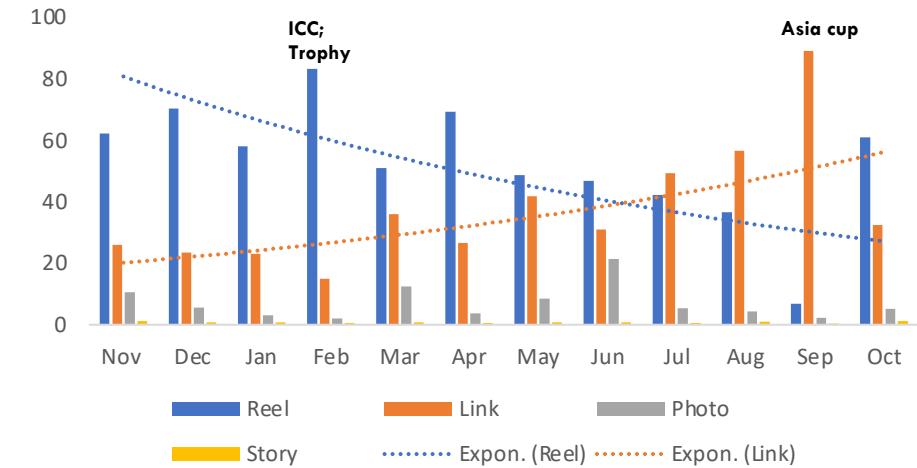
Nov–Feb → Reels

60–80% of engagement

Aug–Sep → Links

56–90% of engagement

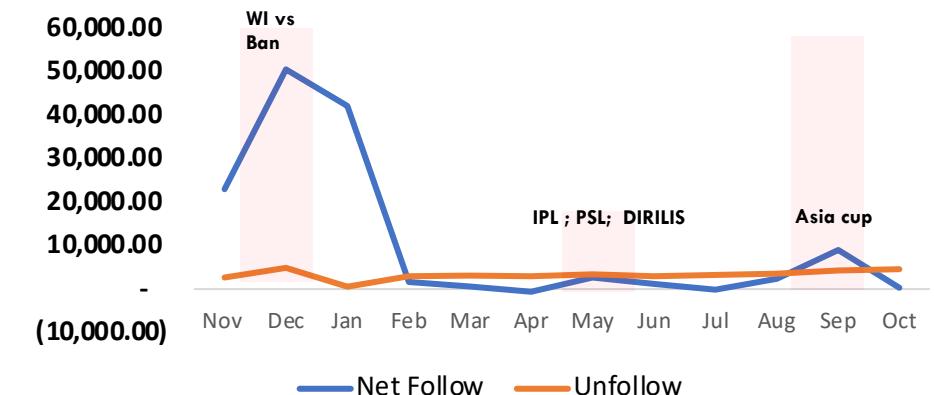
Interaction by Content Type



Findings

- No concrete correlation exists between content output and follower gains
- The follower trend remained flat regardless of content type or volume, confirming that **audience growth was triggered solely by major sports moments**

Net Follow vs Unfollow



Activity Impact on Views & Watch Quality

Massive drop in retention in May – June; picked up in OCT

Views

- ❑ Highest: Dec–Mar
- ❑ Lowest: Jun, Aug, Oct

Deep Watch (1-min Views)

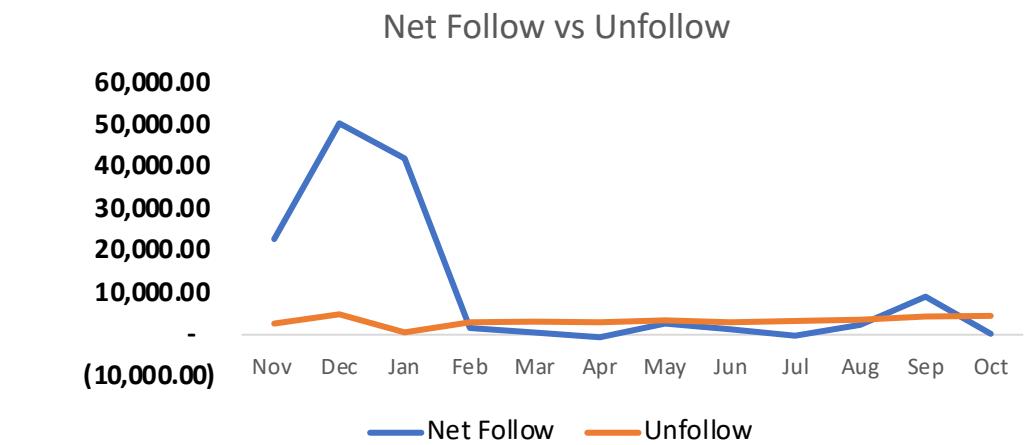
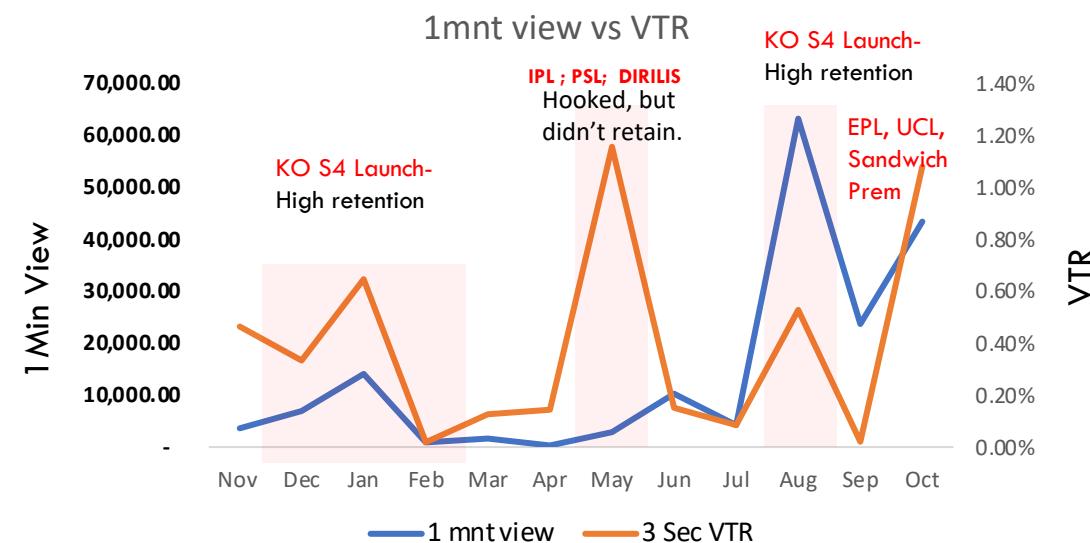
- ❑ Peaks in Aug & Oct despite lower total views
- ❑ Indicates **hero content** that audiences actually watch deeply
- ❑ Shows potential for **longer-form emotional/episodic content**

Watch Quality (3-sec VTR & 1-min views)

- ❑ Strong in May, Oct → “fewer but better” viewers
- ❑ Very weak in Feb, Sep → Many scroll-past impressions from link-heavy posts

Findings

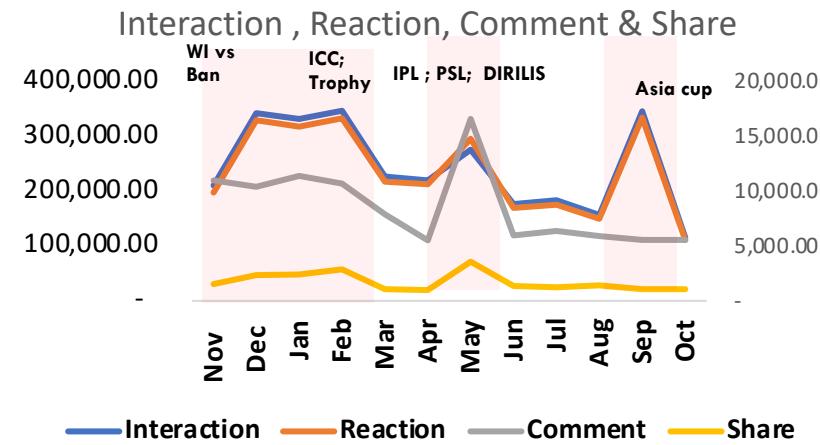
- ❑ Follower growth is event-driven, not content-driven — new followers only came during major sports events, not during high-retention months
- ❑ Content quality improved later (higher 1-min views), but it did not translate into follower growth — meaning Toffee is retaining viewers, not gaining new ones



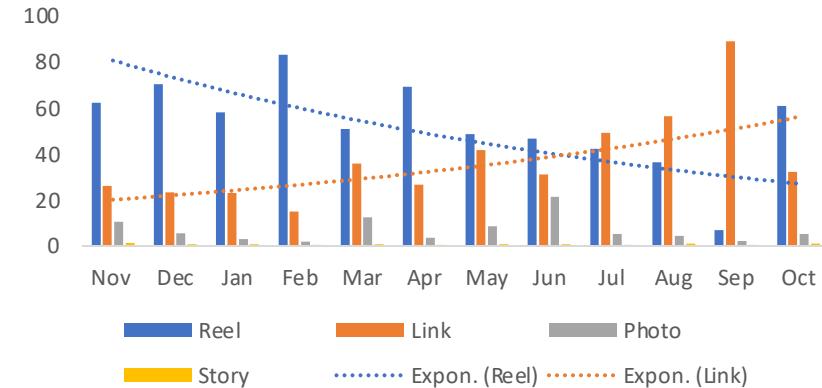
Activity Impact on Follower

A comprehensive comparison

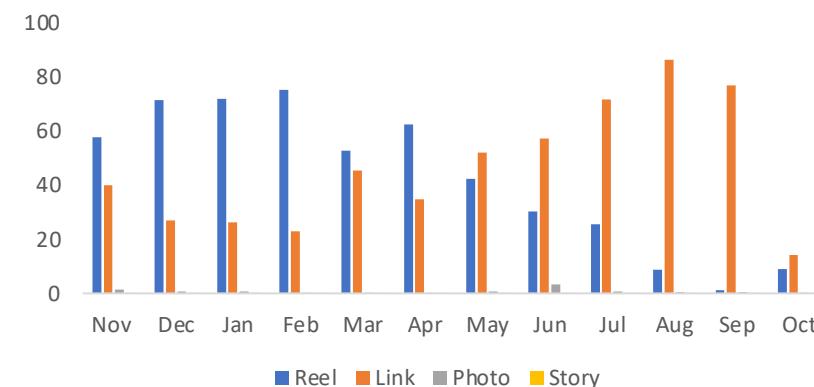
- Follower growth is event / purpose - driven** — major sports tournaments (WI vs BAN, ICC, IPL, Asia Cup) triggered spikes, not content output
- High-quality watch** (1-min view, VTR) did NOT translate into follower growth — strong retention months still showed flat follower trends
- Content type** (Reel vs Link vs Photo) had NO impact on follower numbers —however a probable shift in engagement was observed



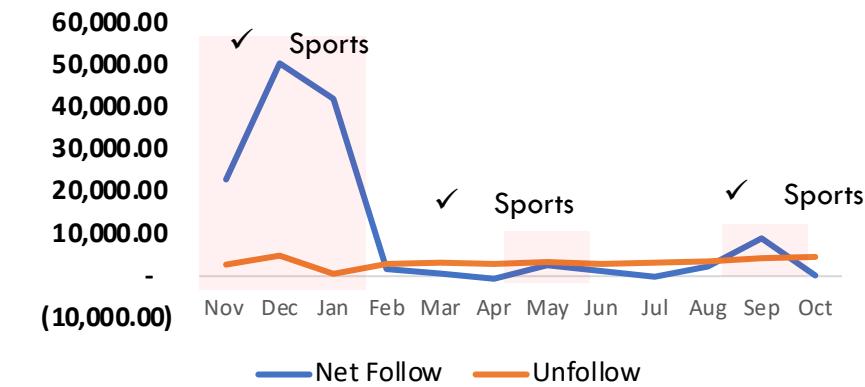
Interaction by Content Type



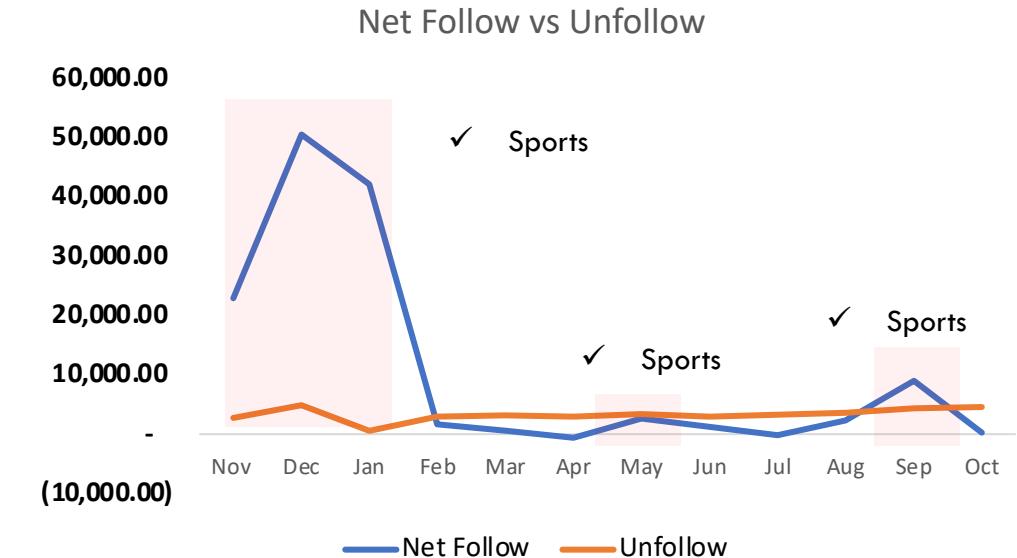
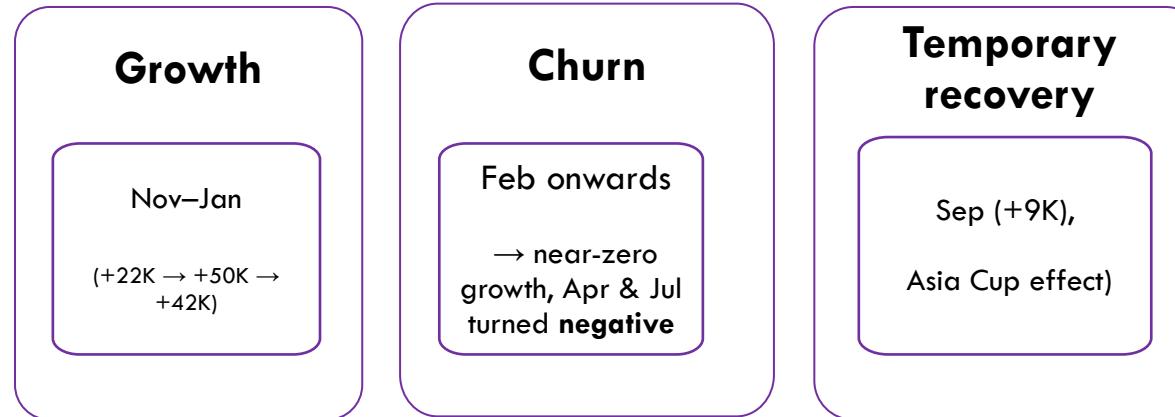
Views by content type



Net Follow vs Unfollow



However; paid presence along with event / purpose driven communication seems to drive net follower gain



Findings

- ❑ Nov to Jan = **high reels + big events** → strong follow conversion
- ❑ Feb onwards = **more link posts** → people consume but don't follow
- ❑ Off-season moments → cricket-only followers churn
- ❑ Asia cup owing to recover audience slightly

Our Suggestions

- ❑ 5K monthly churn → need 5K+ new followers. Paid campaign needed (~\$250)
- ❑ Organic growth happens only during big events
- ❑ Purpose based communication

Additional Takeaways for 2026

Reels = view + engagement

Links = traffic + views but low engagement

Big tournaments = growth engine

Off-season requires differentiated always-on content

Watch quality improves when fewer but stronger videos are posted

Net follow depends on purpose-based contents, not just view volume

Thank You