



WISESIGHT INSIGHTS REPORT

MALAYSIA Q4, 2018

BRAND'S GUIDELINE FOR 8 INDUSTRIES

BANKING
BEAUTY
CHAIN RESTAURANT
EDUCATION
HOSPITALITY
MEDICAL & HEALTH
REAL ESTATE
RETAIL STORE



PART I:

INDUSTRY RANKING

- Overall Facebook Statistic In Q4, 2018
- Industry Performance Overview
- Industry Ranking by Average Number of Post
- Industry Ranking by Average Engagement
- Industry Ranking by Average Comment
- Industry Ranking by Average Share

PART II:

INDUSTRY FOCUS

- I. Banking
- II. Beauty
- III. Chain Restaurant
- IV. Education
- V. Hospitality
- VI. Medical & Health
- VII. Real Estate
- VIII. Retail Store

PART I

INDUSTRY RANKING

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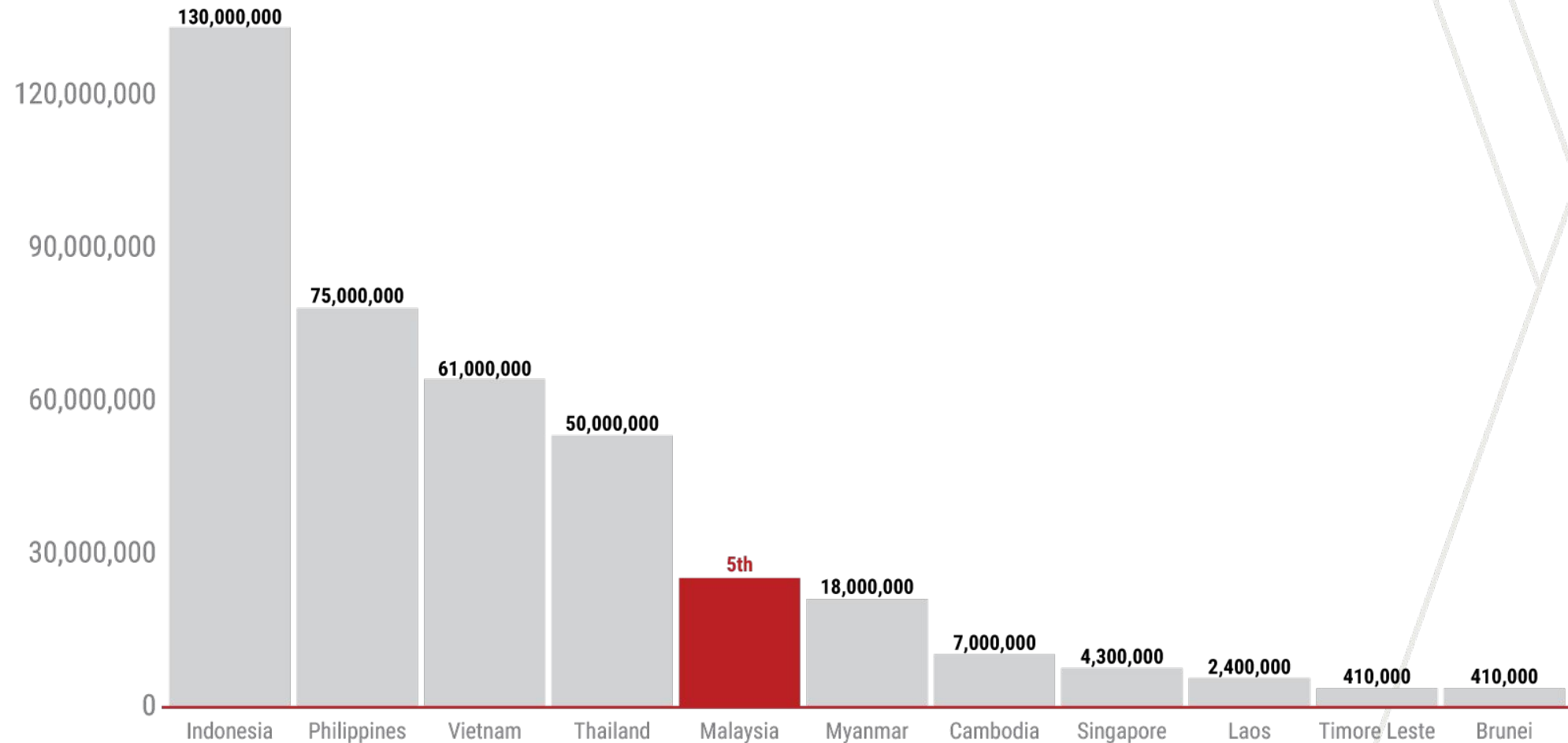
PART I

INDUSTRY RANKING



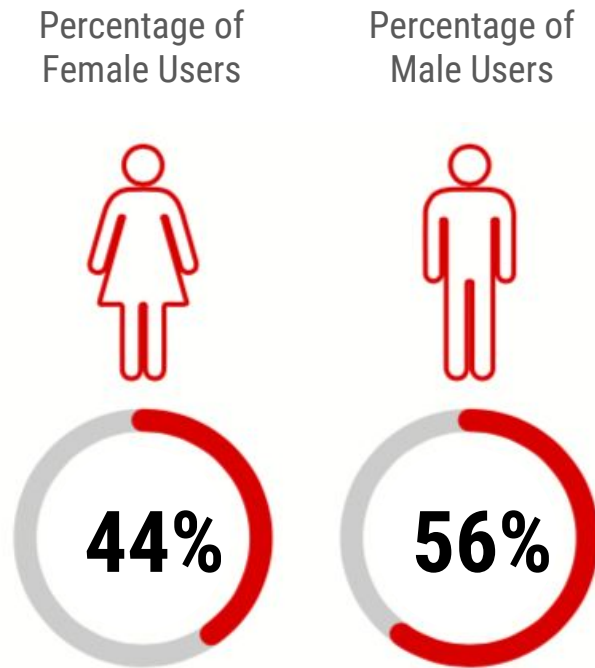
OVER 24 MILLIONS ACTIVE USERS IN MALAYSIA

FACEBOOK USER RANKING BY COUNTRY IN SEA

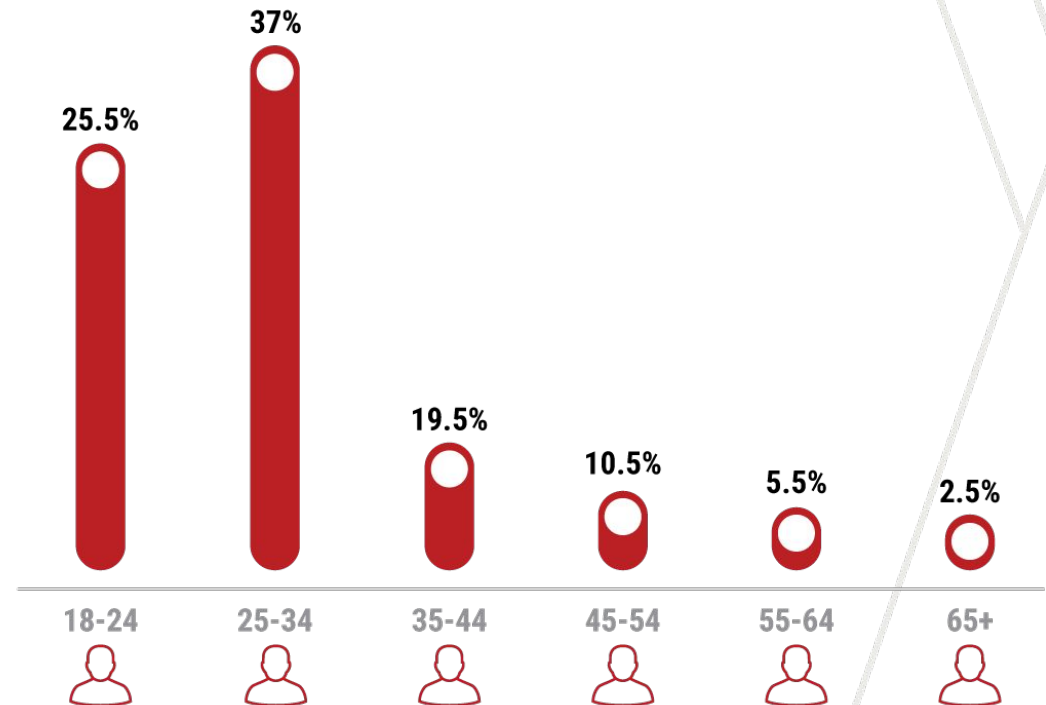


FACEBOOK ACTIVE USERS BY GENDER AND AGE

FACEBOOK USERS BY GENDER



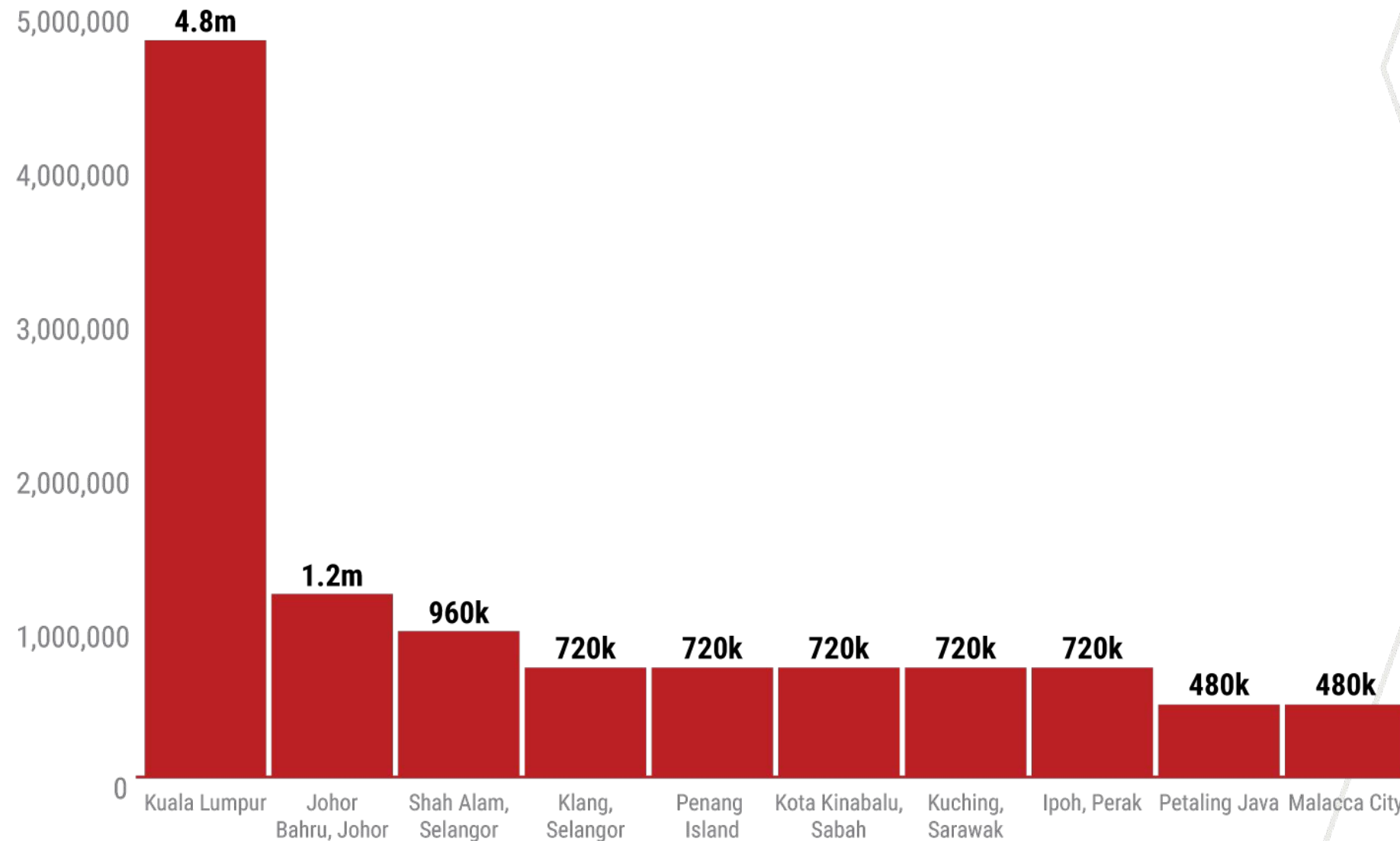
FACEBOOK USERS BY AGE



DATA FROM FACEBOOK INSIGHTS AS OF DECEMBER 2018



TOP 10 CITIES WITH HIGHEST ACTIVE USERS IN MALAYSIA

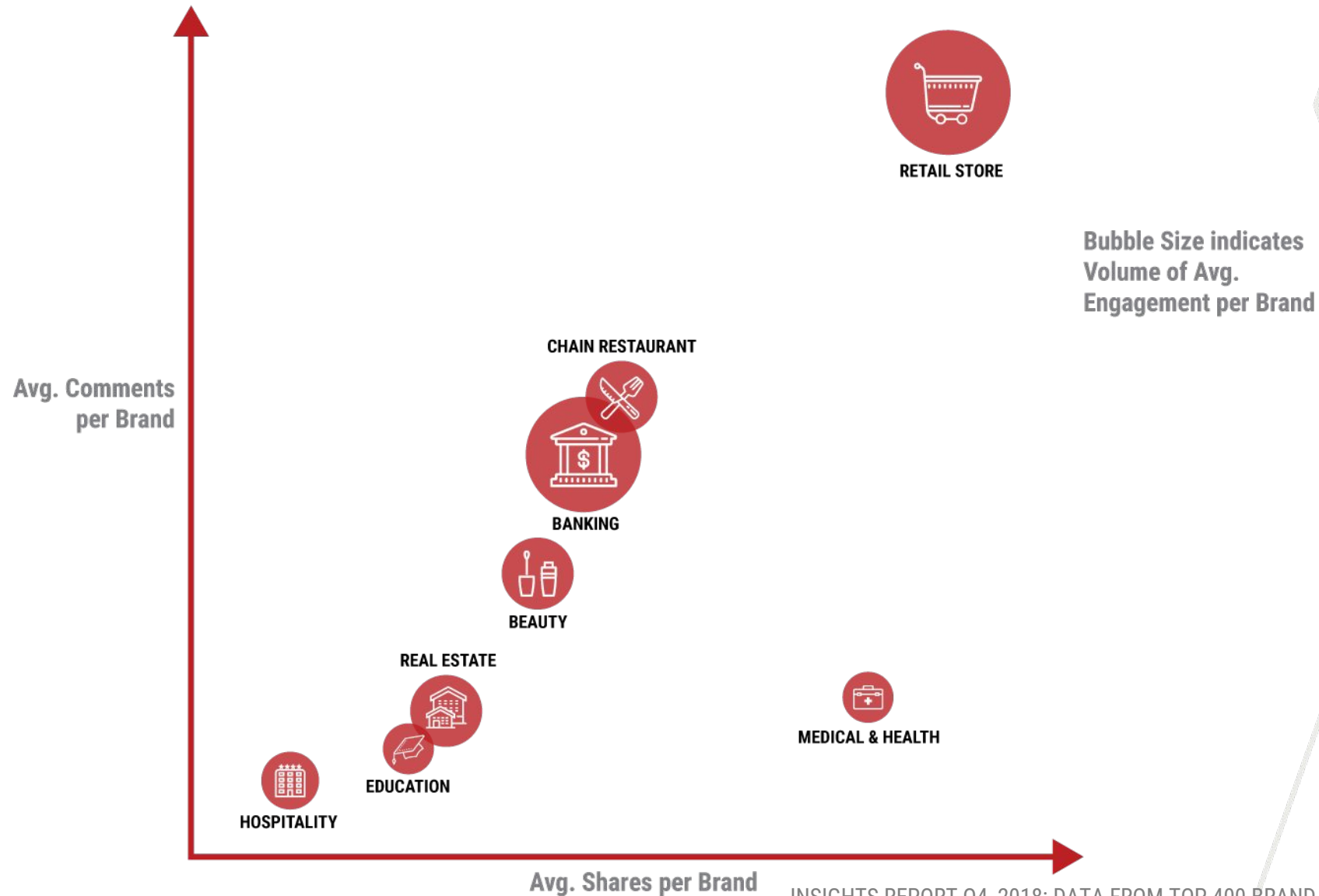


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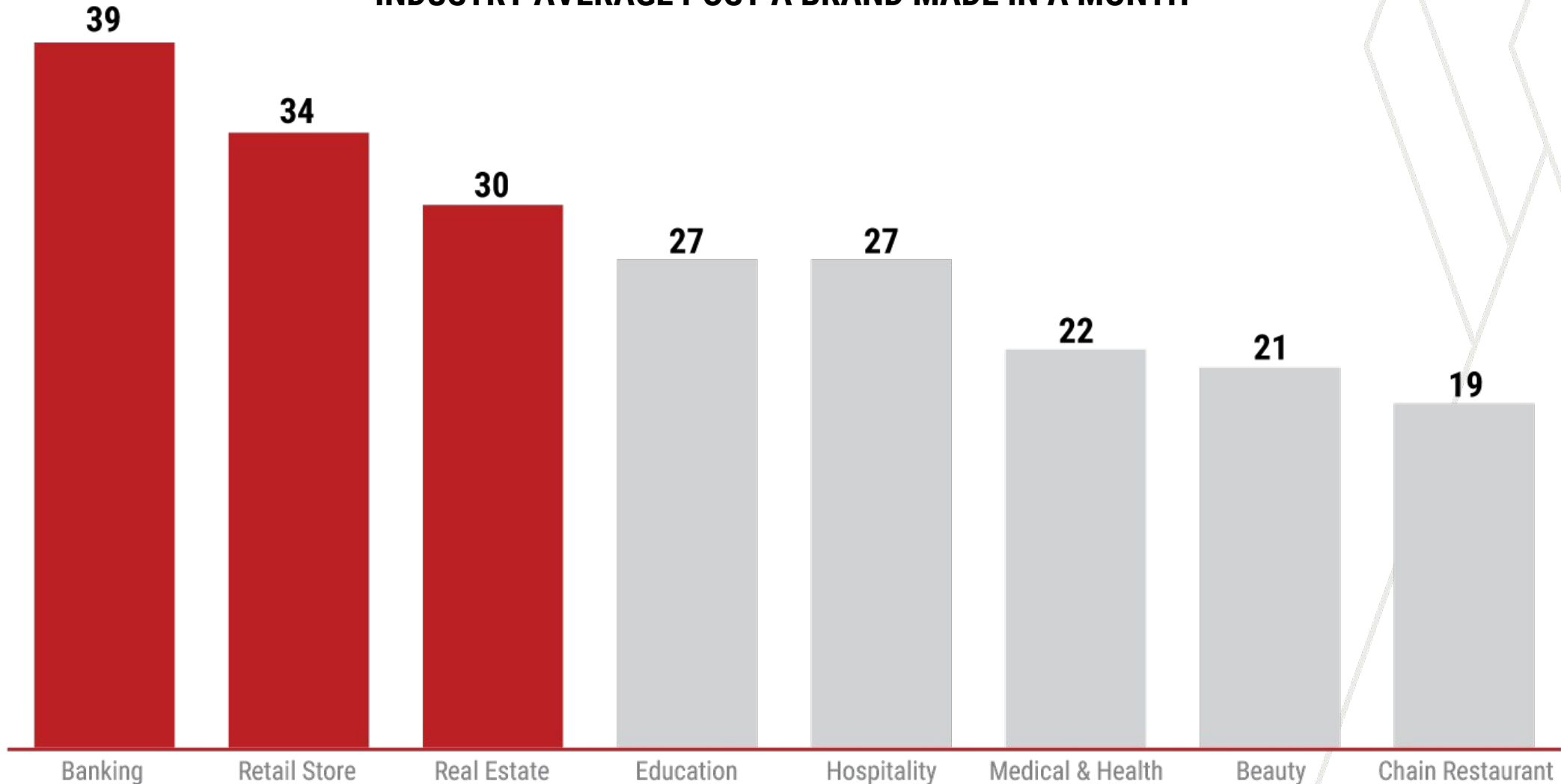
DATA FROM FACEBOOK INSIGHTS AS OF DECEMBER 2018

INDUSTRY PERFORMANCE IN Q4 2018



INDUSTRY POST RANKING

INDUSTRY AVERAGE POST A BRAND MADE IN A MONTH



INSIGHTS REPORT Q4, 2018: DATA FROM TOP 400 BRAND PAGES IN MALAYSIA BY WISESIGHT

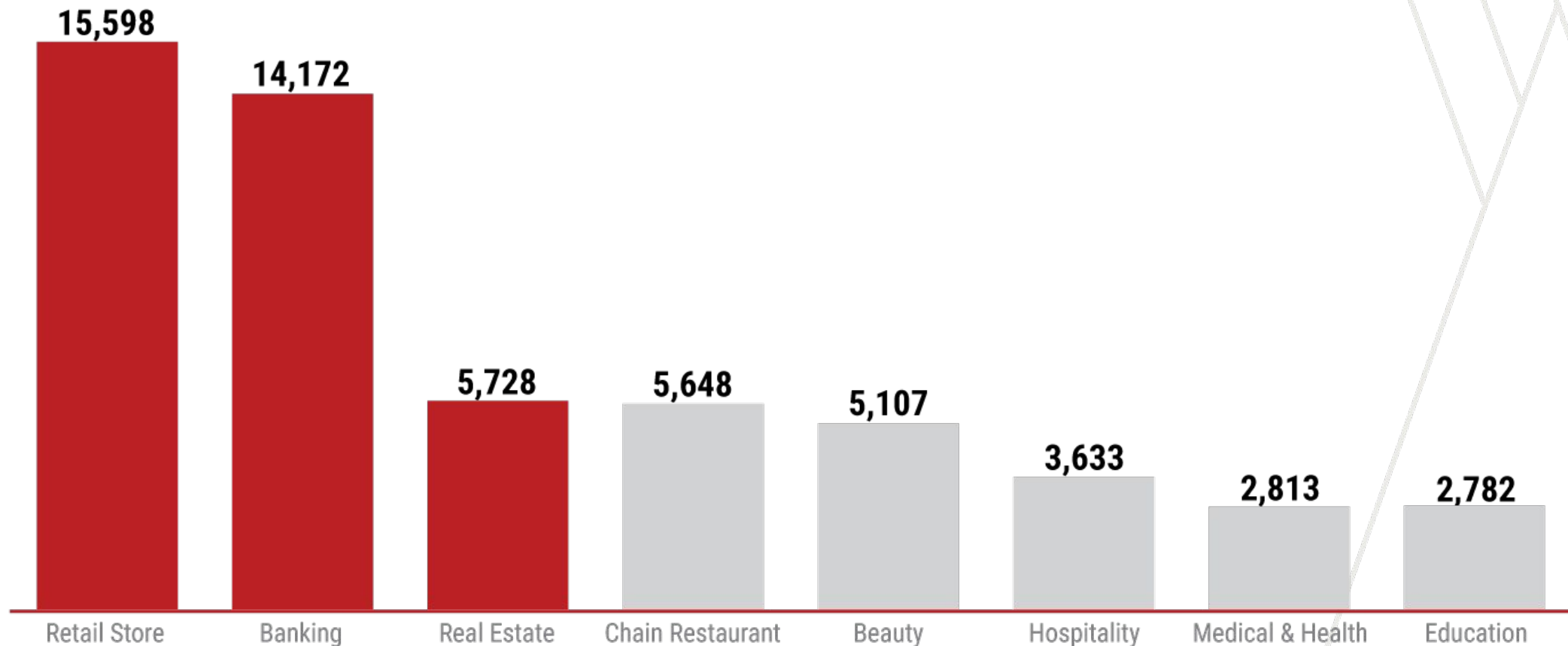


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INDUSTRY AVERAGE ENGAGEMENT RANKING

INDUSTRY AVERAGE ENGAGEMENT A BRAND MADE IN A MONTH



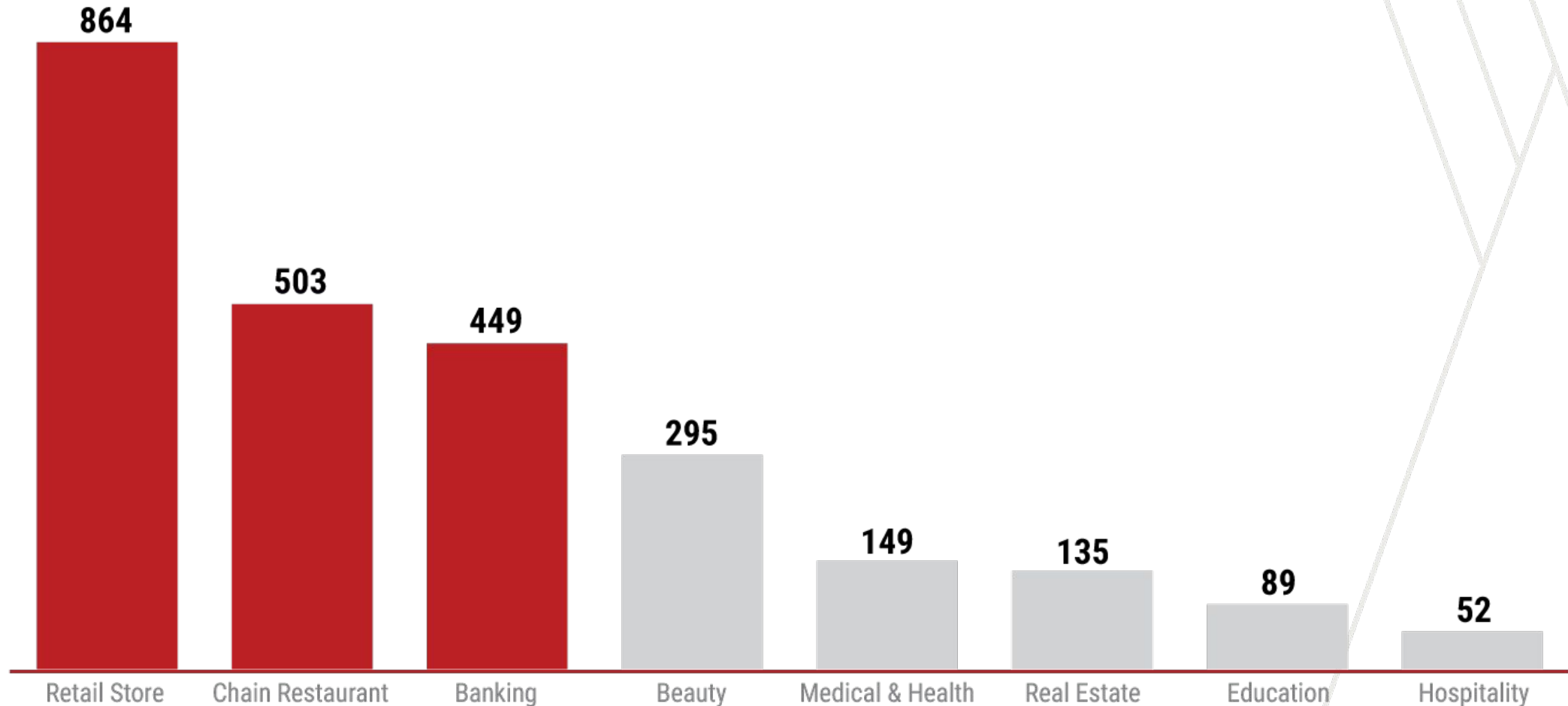
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INSIGHTS REPORT Q4, 2018: DATA FROM TOP 400 BRAND PAGES IN MALAYSIA BY WISESIGHT

INDUSTRY COMMENT RANKING

INDUSTRY AVERAGE COMMENT A BRAND MADE IN A MONTH



INSIGHTS REPORT Q4, 2018: DATA FROM TOP 400 BRAND PAGES IN MALAYSIA BY WISESIGHT

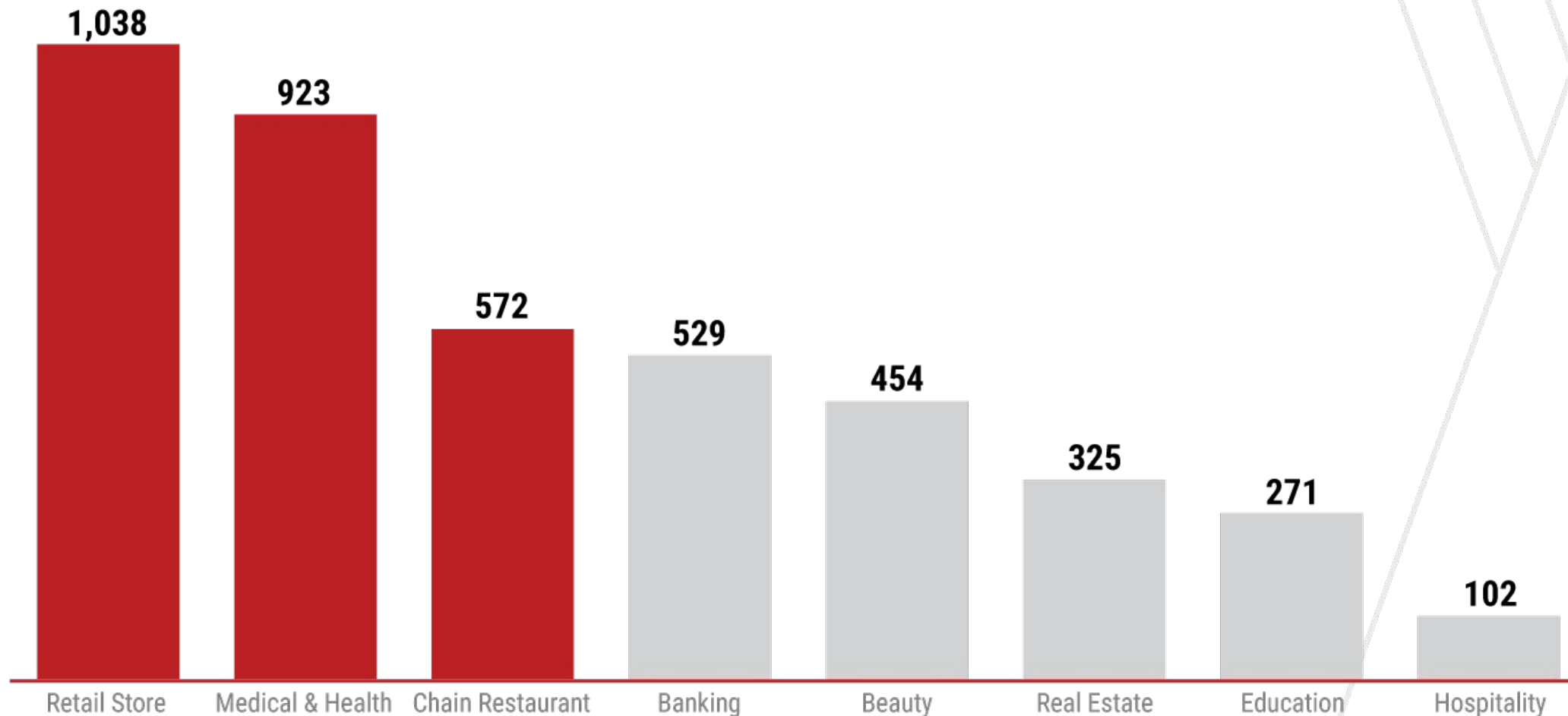


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INDUSTRY SHARE RANKING

INDUSTRY AVERAGE SHARE A BRAND MADE IN A MONTH



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GET FULL REPORT

In order to review the whole report with Part II breakdown by industry please submit your request

GET THE REPORT FREE

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If we can help you understand social data, we can make epic
things happen together, no more guessing with Wisesight.*”



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