

+++ Apollo Tyres +++ BFGoodrich +++ Bridgestone +++ Continental +++ Cooper Tires +++ Dunlop +++
+++ Falken +++ Federal +++ Fulda +++ General Tire +++ Kleber +++ Pirelli +++ and further 88 tyre brands +++

Study Profile

Study Social Media Performance Tyres 2022

analyzed by:

research tools, Esslingen am Neckar

VICO Research & Consulting GmbH, Leinfelden-Echterdingen

August 2022



research tools

Marketingmaßnahmen
erfassen, verstehen, bewerten

Study Profile Study Social
Media Performance Tyres 2022

VICO

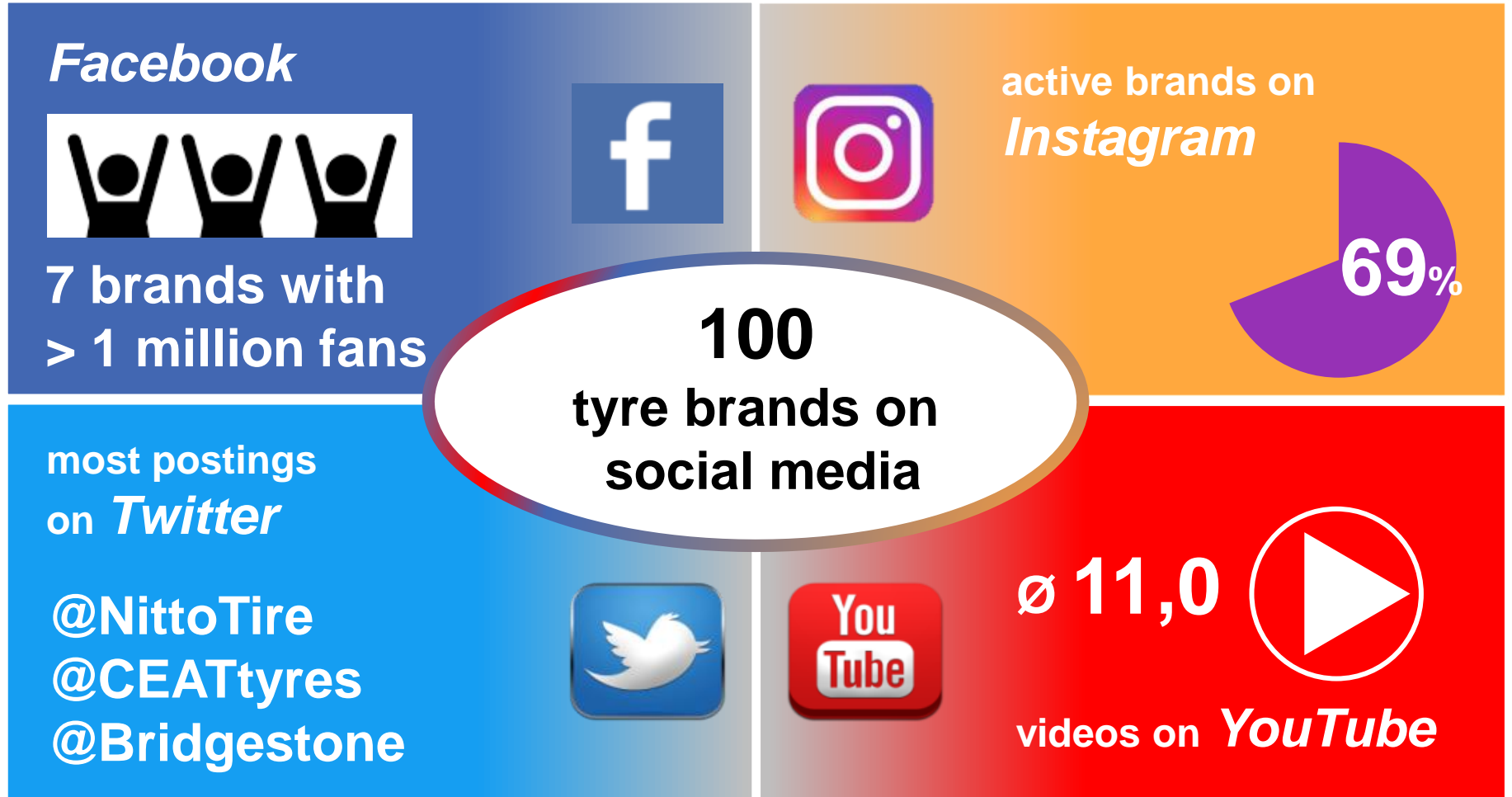
Information on study

Key Facts:

- Facebook is the most popular social media platform among 100 analyzed tyre companies. The cross-platform usage rate is 74 percent.
- Seven companies stand out on Facebook with more than one million fans. On average, there are 99 postings on this platform per year.
- On YouTube, the highest number of subscribers is about 190,000. Four providers have increased their subscriber number by more than 20 percent in twelve months.
- Around two-thirds of the analyzed 100 tyre brands operate an official account on Twitter. Four companies each recorded more than 900 tweets in the last 12-month period.
- Two brands are clearly at the top of Instagram performance. They are characterized by a high number of subscribers and posts as well as numerous interactions such as reactions, comments or shares. On average, 122 posts were posted by the analyzed companies within one year. Some posts generated more than 10,000 likes.
- The top ten companies in the overall ranking are active on all four platforms.

Information on study

Key Facts:



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Information on study

Benefits and Scope of the Study:

Social media performance analysis

of **100 tyre brands**

on 4 social media platforms
Facebook, Instagram, Twitter, YouTube

all information in a competitive comparison
on **127 PowerPoint pages**

quickly available as PDF and PowerPoint file

the study is **objektive, independent** and **neutral**

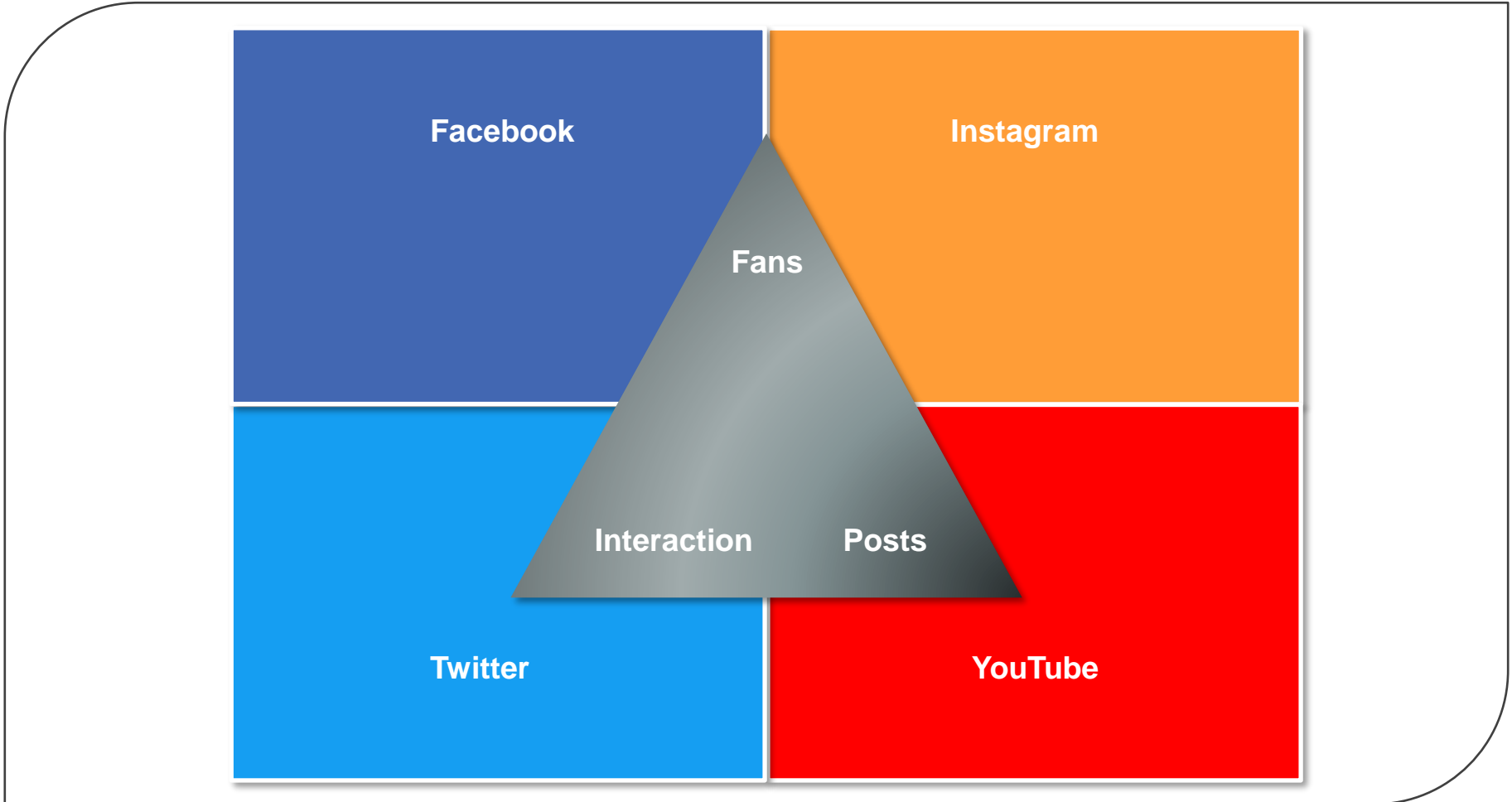
Benefits: Benchmarks on social media performance
at provider and posting level

100 tyre brands:

- Aeolus
- Apollo Tyres
- Atlas
- Atturo Tires
- Avon Tyres
- BERLIN TIRES
- BFGoodrich
- BKT
- Black Arrow
- Black Star
- Bridgestone
- CEAT
- Chaoyang
- ...

Information on study

Conception:



Information on study

Content:

The study analyzes among others the following **aspects**:

- Which brands are the benchmarks for the various key performance indicators?
- On which platforms do the companies set their focus, where do they have weaknesses?
- Which brands are among the big players in the social media sector?
- Which providers have the strongest follower growth?
- Which are the most successful posts and videos?
- Which brands are characterized by a particularly high number of popular posts and videos?
- How do the 100 companies compare with their competitors?

Research Design:

The social media monitoring supplier VICO provides the numerical basis for this study, research tools calculates the social media performance and compiles the results. Based on various key figures, the social media performance on four platforms Facebook, Instagram, Twitter and YouTube was determined for 100 tyre brands for the 12-month period June 02, 2021 - June 01, 2022. The most successful posts and videos are presented. The study was prepared objectively, independently and neutrally and was published in August 2022. Study language is English.

Price: The study can be ordered for **3.600 EUR** plus VAT.

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top 30 number of fans, top 30 number of posts, top 30 number of interactions (likes, comments, shares), top 10 and low 10 movement of fans, top 92 performance on Facebook total absolute and relatively, top 10 posts by likes, top 10 posts by comments, top 10 posts by interaction rate, number of posts in the top posts	
➤ Performance on Instagram	47
top 30 number of subscribers, top 30 number of posts, top 30 number of interactions (likes, comments, shares), top 10 and low 10 movement of subscribers, top 69 performance on Instagram total absolute and relatively, top 10 posts by likes, top 10 posts by comments, top 10 posts by interaction rate, number of posts in the top posts	
➤ Performance on Twitter	70
top 30 number of followers, top 30 number of Tweets, top 30 number of interactions (likes, comments, shares), top 10 and low 10 movement of followers, top 66 performance on Twitter total absolute and relatively, top 10 Tweets by likes, top 10 Tweets by interaction rate, number of Tweets in the top Tweets	

Content

➤ Performance on YouTube	91
top 30 number of subscribers, top 30 number of videos, top 30 number of interactions (likes, comments), top 10 and low 10 movement of subscribers, top 68 performance on YouTube total absolute and relatively, top 10 videos by likes, top 10 videos by comments, number of videos in the top videos	
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overall social media ranking and by platform (ranks, index), distribution of the indices across the platforms, top 10 time comparison	
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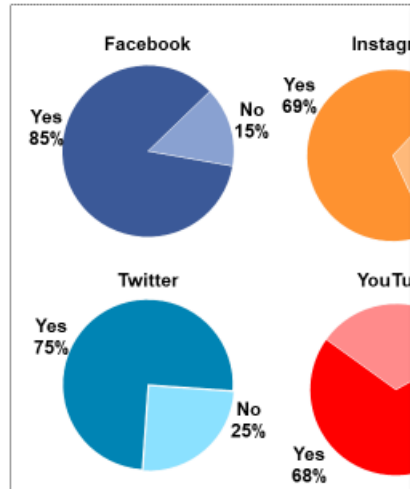


Study samples (1)

The extracts show fictional data

Presence on social media platforms

Level of use of the four social media platforms



* Share of providers with official accounts on respective platform.

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Which platforms are used the most?

Performance on Facebook

Overall ranking for Facebook (index value, all providers)

Rank	Provider	Fans	
		Number	Inc
16	Cooper Tires	71.198	3
17	CST	5.208	
18	Davanti	39.949	2
19	DELDO	2.260	
20	Double Coin	1.387	
21	Doublestar	71.198	3
22	Dunlop	5.208	
23	Dynamo	39.949	2
24	Falken	2.260	
25	Farroad Tyres	1.387	
26	Federal	71.198	3
27	Firestone	5.208	
28	Fulda	39.949	2
29	General Tire	2.260	
30	Giti	1.387	

Explanation: The index shows the relation of the provider's ratio to the results from index Σ .

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Which posts stand out with high interaction rates?

Performance on Instagram

Top posts by interaction rate (top 10)

Rank	Provider	Date	Content	Interaction rate	Link
6	Laufenn	09. Jun. 2021	„Stärkere Performance <input checked="" type="checkbox"/> Mehr Stabilität <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Höherer Fahrkomfort <input checked="" type="checkbox"/> + Laufenn-Plus ist da! ...“	0,29	Link
7	Tomason	08. Feb. 2022	„Die Tomason Gewinnspielwochen gehen weiter! ?????? Es geht in die nächste Runde mit unserer #TomasonTN7 ...“	0,29	Link
8	Michelin	11. Feb. 2022	„When michelin and mercedesamg join their forces to build an exquisite electric mobility experience ???? ...“	0,29	Link
9	Pirelli	25. Jan. 2022	„Are you ready for a special journey filled with technology, innovation and passion? It's three days until Pirelli's ...“	0,29	Link
10	Maxxis	04. Jul. 2021	„Roxzzilla. #treadvictoriously #maxxisracing #maxxistires #maxxis ?? acplookbook“	0,29	Link

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Studie Social Media-Performance Gartengeräte 2022

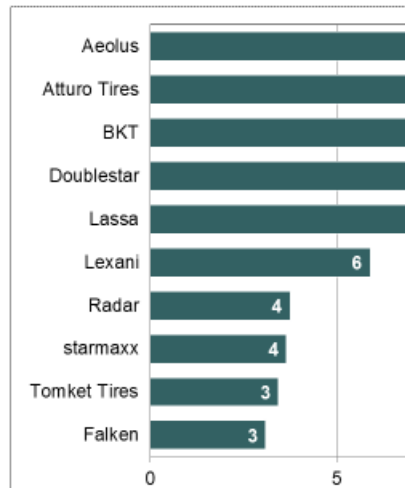
VICO

Study samples (2)

The extracts show fictional data

Performance on Twitter

Number of interactions per tweet and 1.000 follower (top 10)



Calculation: interactions / (follower * tweets) * 1000, and more than 1



Performance on YouTube

Number of subscriber (top 30)

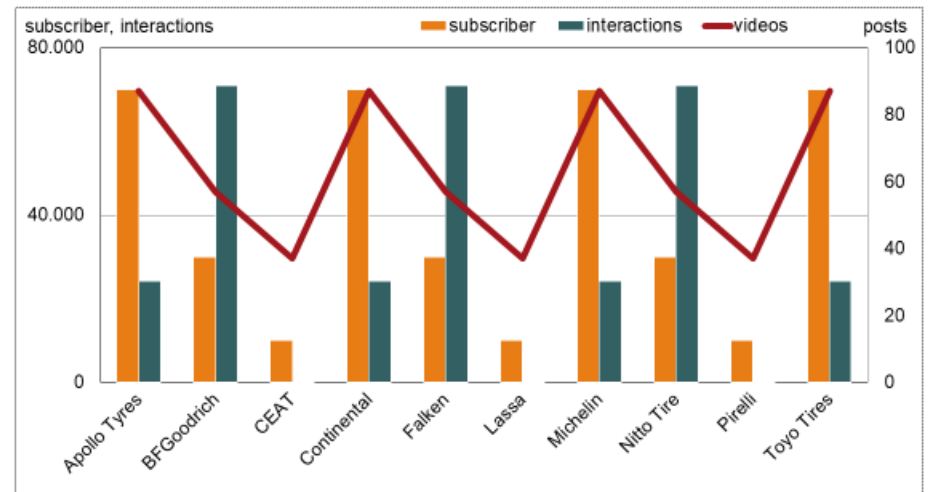
Rank	Provider	Number of subscriber
1	Kleber	138.000
2	Bridgestone	128.200
3	Toyo Tires	25.000
4	Lassa	15.500
5	Kumho	14.900
6	Vredestein	14.900
7	Firestone	12.000
8	ZC Rubber	10.000
9	Coker Tire	10.000
10	Cooper Tires	10.000
11	Nitto Tire	1.800
12	Goodyear	1.800
13	BKT	1.700
14	Giti	1.700
15	CST	1.700



Which brands are successful on YouTube?

Performance on YouTube

Number of subscriber, posts and interactions of the top 10 providers on YouTube



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Which provider has the most popular tweets?

Study samples (3)

The extracts show fictional data

Social media positioning

Positioning of all providers*



Performance on social media

Overall ranking* for social media and by platform (ranks, index)

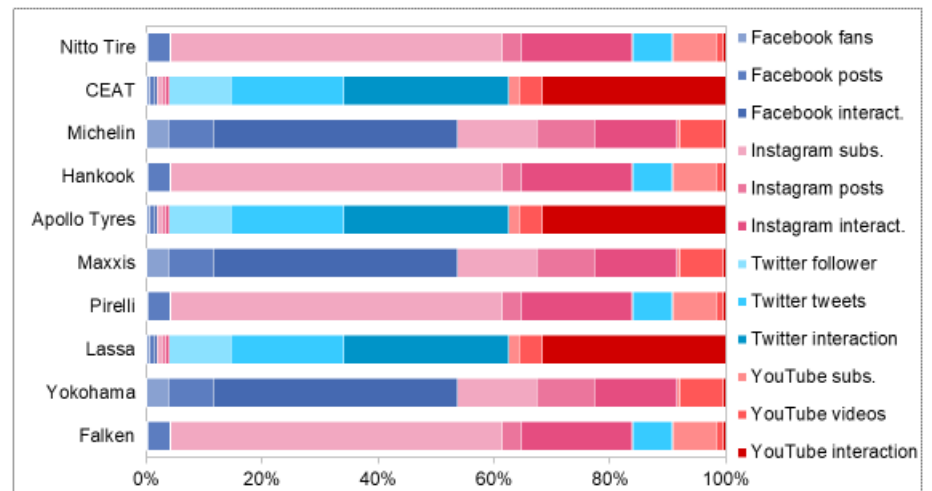
Rank	Provider	Facebook	
		Rank	Index
16	Landsail	15	30
17	Chaoyang	29	30
18	Infinity	13	40
19	Kleber	15	30
20	Petlas	29	30
21	starmaxx	13	40
22	Laufenn	15	30
23	ZC Rubber	29	30
24	King Meiler	13	40
25	Westlake Tires	15	30
25	Heidenau Tires	29	30
27	CST	13	40
28	Shandong Yongsheng	15	30
29	Ziarelli	29	30
30	Continental	13	40

* Overall ranking by average index

Which providers convince with a broad performance?

Performance on social media

Distribution of index points of the top 10 by the overall ranking across platforms and key figures



Which brands are the benchmarks on the four platforms?

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Herewith we order the **Study Social Media Performance Tyres 2022** at the price of 3.600 EUR plus VAT.

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Contact Person: _____

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Your Contact for this study:



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VICO was the fourth social media monitoring company worldwide when it was founded in 2005.

Also since 2005, research tools has positioned itself as a specialist for marketing analysis. Since 2017, more than 20 studies have been published on tyre industry.



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- Studie Reifenmarkt-Zielgruppe Vertragswerkstattkunden 2021
- Studie Unternehmensprofile Reifen 2021

