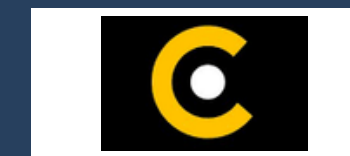
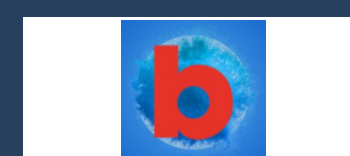
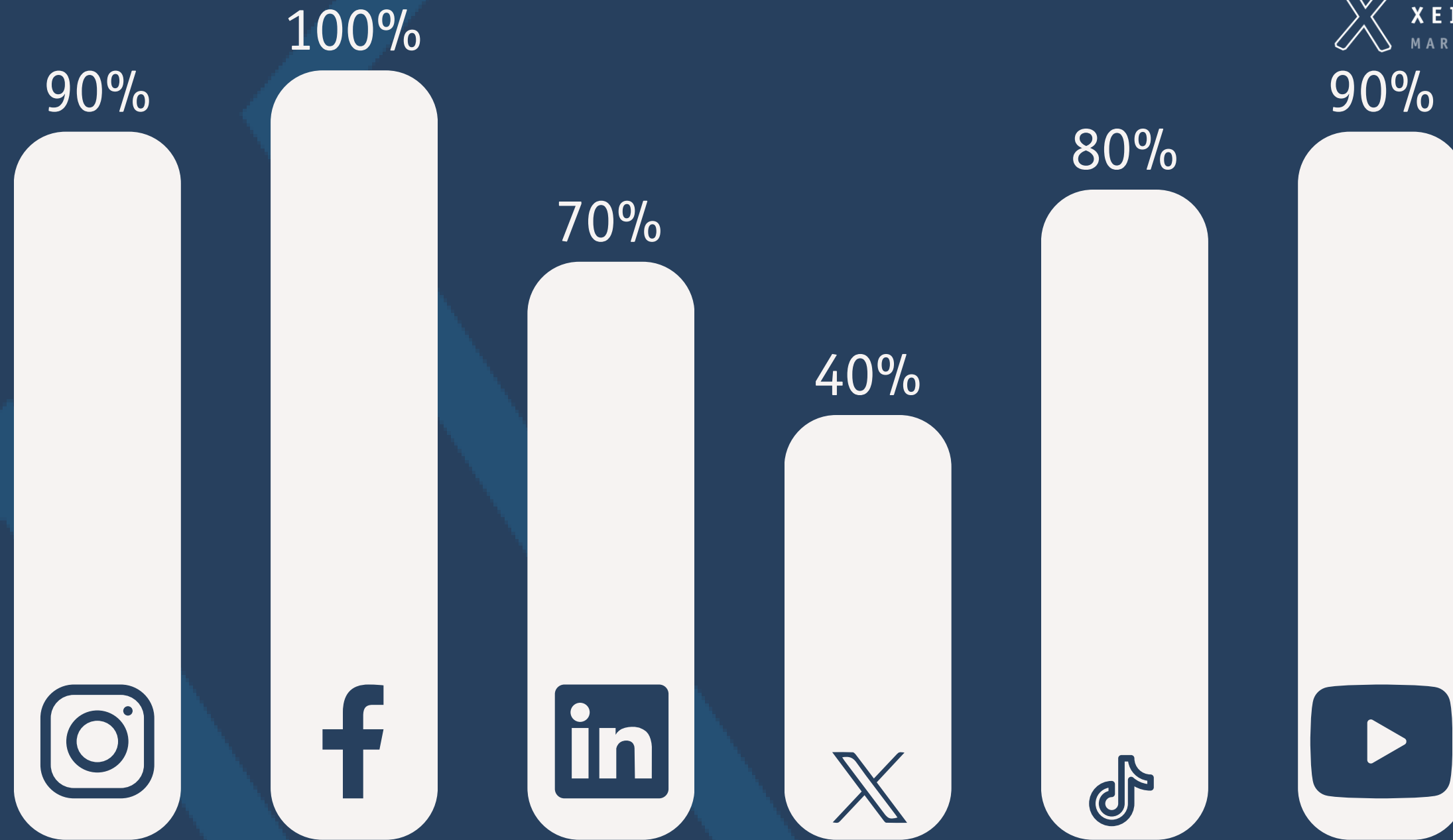




Social Media

CHECK





Nutzerzahlen*

Shoppingcenter mit den meisten Nutzer*innen pro Plattform



33'500

Glatt

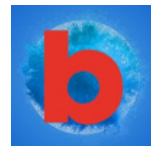


51'763

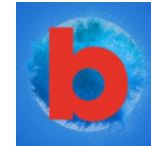
Glatt



3'083



356

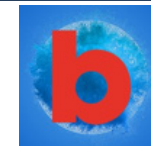


97'800

Glatt



946



Nutzerzahlen pro Plattform



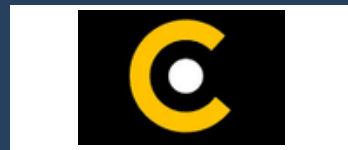
Brand	IG	FB	LinkedIn	X	TikTok	YouTube
Glattzentrum	33'500	51'763	1'799	-	97'800	566
Mall of Switzerland	13'500	23'685	-	100	8'123	14
Shoppi Tivoli	17'000	19'423	692	260	6'281	389
Centre Balexert	17'300	42'327	3'083	356	58'200	946
Sihlcity	8'155	15'495	-	-	4'644	42
Shoppyländ Schönbrühl	4'932	17'951	817	24	2'847	131
Seedamm-Center	5'412	9'503	158	-	-	92
Zugerland	-	2'750	-	-	-	-
Emmen Center	14'400	17'027	972	-	21'700	122
Shopping Arena	8'956	20'592	591	-	8'556	78

*Stand 24.02.2026

Engagement-Rate

Interaktionen der letzten 10 IG-Reels im Verhältnis zu der Anzahl Aufrufe

2.37



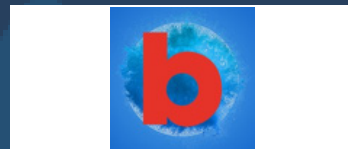
1.27



0.40



2.05



1.21



0.12



1.31



0.64



0.07



Top 3 Shoppingcenter

in puncto Aktivität pro Plattform (Posts der letzten 30 Tage)



Reaktionsfreudigkeit

Wie schnell antworten die Accounts auf Instagram Nachrichten?

