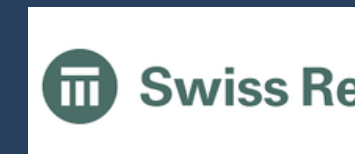
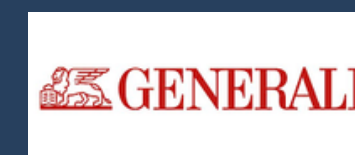
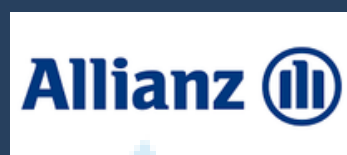
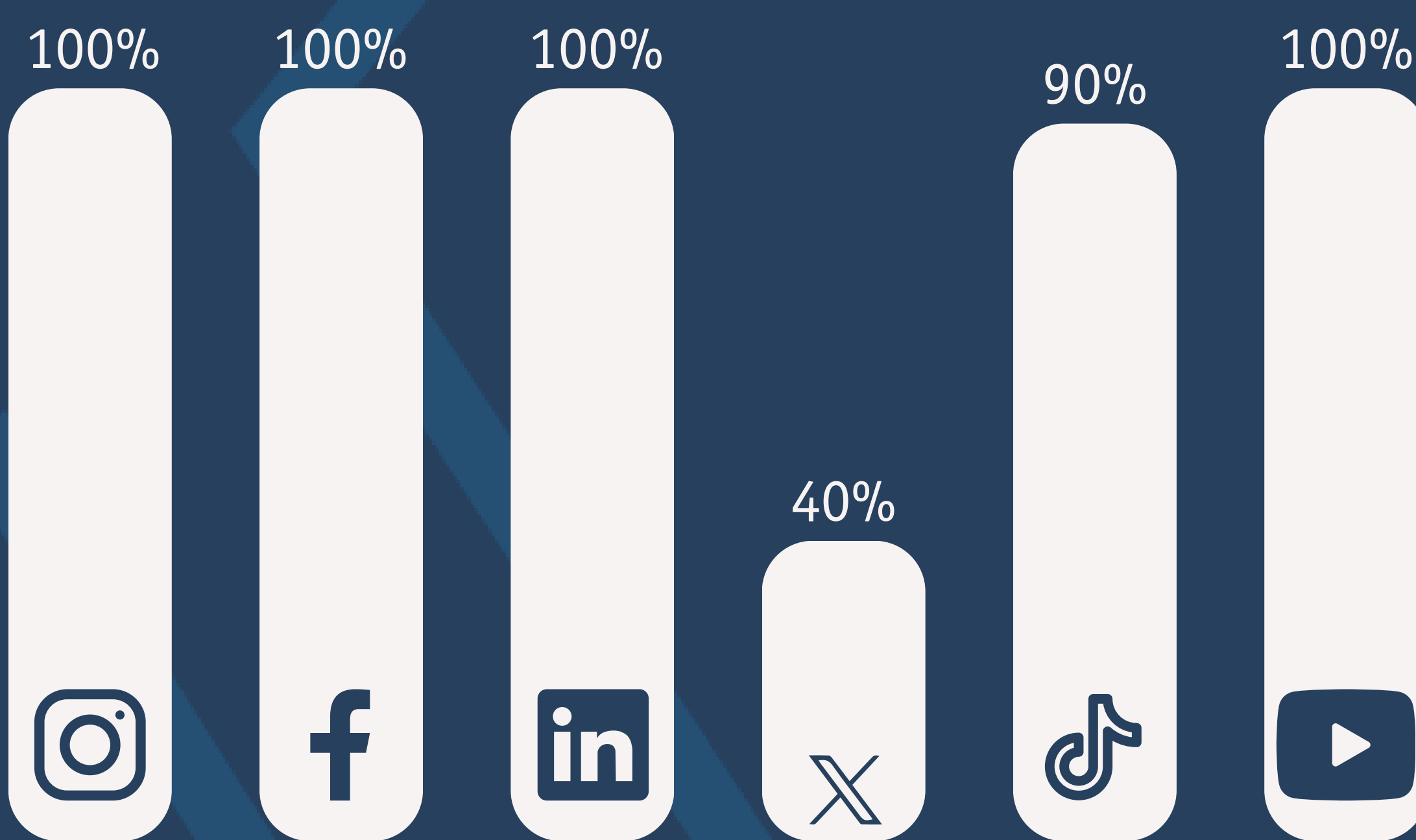


A person wearing a blue long-sleeved shirt is holding a white umbrella over a small white model house. The house has a brown door and windows. The scene is set against a dark background.

**Social
Media**

CHECK





Nutzerzahlen*

Versicherungen mit den meisten Nutzer*innen pro Plattform



24'400

die Mobiliar



173'474

helvetia 



605'086

 **Swiss Re**



37'900

 **Swiss Re**



15'100

helvetia 



65'700

 **Swiss Re**

Nutzerzahlen pro Plattform



Brand	IG	FB	LinkedIn	X	TikTok	YouTube
Baloise	8'333	30'537	43'764	-	4'690	2'650
Die Mobiliar	24'400	36'571	59'808	-	11'100	5'730
Generali	7'465	22'981	15'995	-	883	2'390
Swica	9'665	10'322	25'027	-	227	1'450
AXA Winterthur	12'600	32'641	26'451	4'197	13'500	6'270
SwissLife	14'700	37'302	66'827	4'205	2'901	1'890
Helvetia	11'300	173'474	50'959	3'657	15'100	1'940
CSS Versicherung	12'800	57'332	34'543	-	2'572	18'700
SwissRe	13'300	4'575	605'086	37'900	-	65'700
Allianz	7'262	27'103	24'051	-	1'130	1'400

*Stand 11.06.2026

Engagement-Rate

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

4.18



0.58



0.20



2.09



0.30



0.09



1.87



0.24



1.53

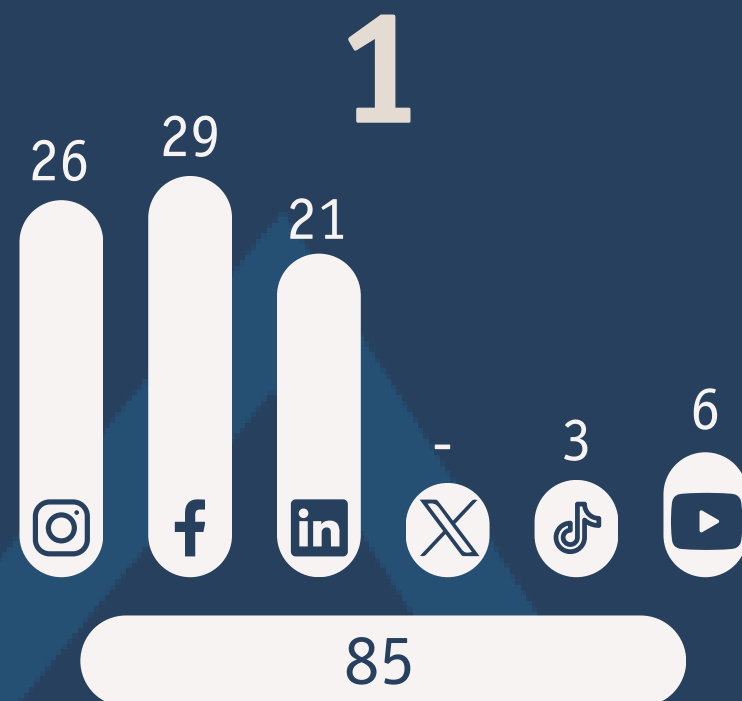


0.21



Top 3 Versicherungen

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



Reaktionsfreudigkeit

Wie schnell antworten die Accounts auf Instagram Nachrichten?

