

Bank Category Social media Competitive

April-August 2019

This presentation provides a brief summary of social media activity for banks across Facebook & Instagram.

For more information on competitive marketing and PR activity analysis please ask for an online access to web portal at info@deltapublicity.com

During the month of April-August within the bank category in Facebook & Instagram the following pages are active:

- Raiffeisen Bank Shqipëri;
- International Commercial Bank Albania;
- Shoqëria e Parë Finaciare e Zhvillimit FAF sh.a;
- Alpha Bank Albania;
- OTP Bank Albania
- Intesa Sanpaolo Bank Albania;
- NOA;
- Banka Kombëtare Tregtare;
- American Bank of Investments;
- Credins Bank;
- Tirana Bank;
- AK-Invest;
- Banka e Shqipërisë
- IuteCredit Albania
- Fibank Albania
- Final
- Mogo.al
- Micro Credit Albania
- Agro & Social Fund
- Kredo.al



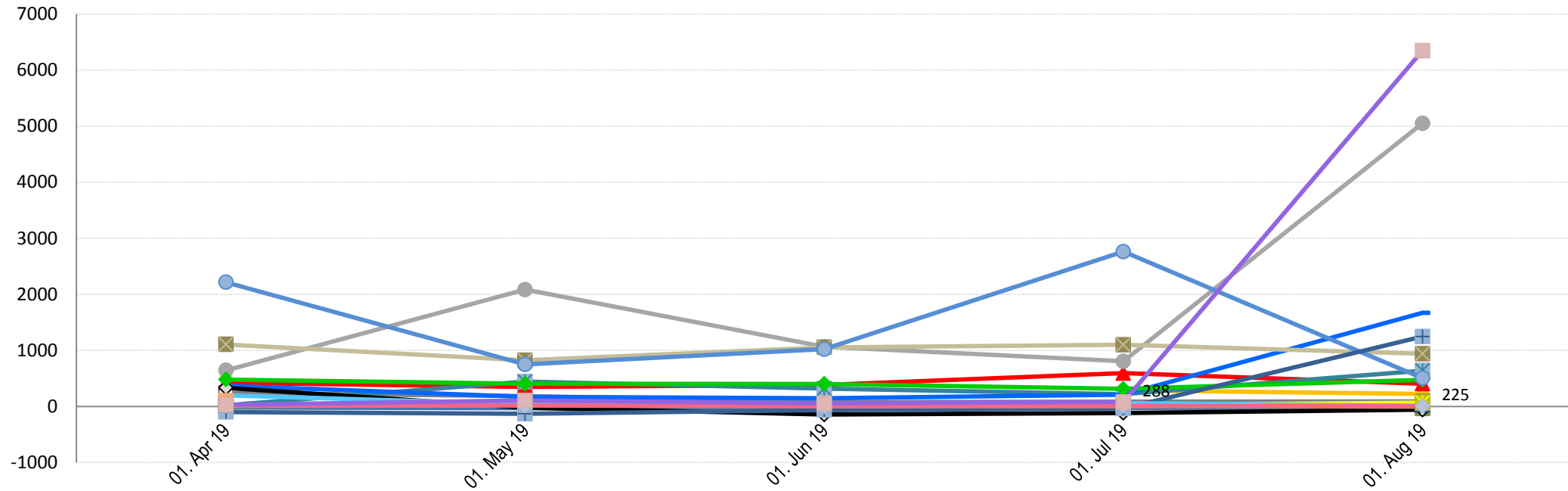


Percentage Increase

AK-INVEST; Alpha Banka Albania; American Bank of Investments; Banka e Shqipërisë; Banka Kombëtare Tregtare; Credins Bank; International Commercial Bank Albania; Intesa Sanpaolo Bank Albania; IuteCredit Albania; NOA; Raiffeisen Bank Shqiperi; Shoqëria e Parë Finaciare e Zhvillimit FAF sh.a; OTP Bank Albania; Tirana Bank; Fibank Albania; Final; Mogo.al; Micro Credit Albania; Agro & Social Funds; Kredo.al



April –August 2019



This chart shows the percentage of Facebook fans growth over the selected period (01 April-31 August, 2019)

- OTP Bank Albania
- Final
- International Commercial Bank Albania
- luteCredit Albania
- Alpha Bank Albania
- Intesa Sanpaolo Bank Albania
- Shoqëria e Parë Finaciare e Zhvillimit FAF Sh.a
- American Bank of Investments
- Fibank Albania
- NOA
- Micro Credit Albania
- AGRO & SOCIAL FUND
- AK-INVEST
- Raiffeisen Bank Shqiperi
- Mogo.al
- Credins Bank
- Banka Kombëtare Tregtare
- Duakredi
- Tirana Bank
- Banka e Shqipërisë

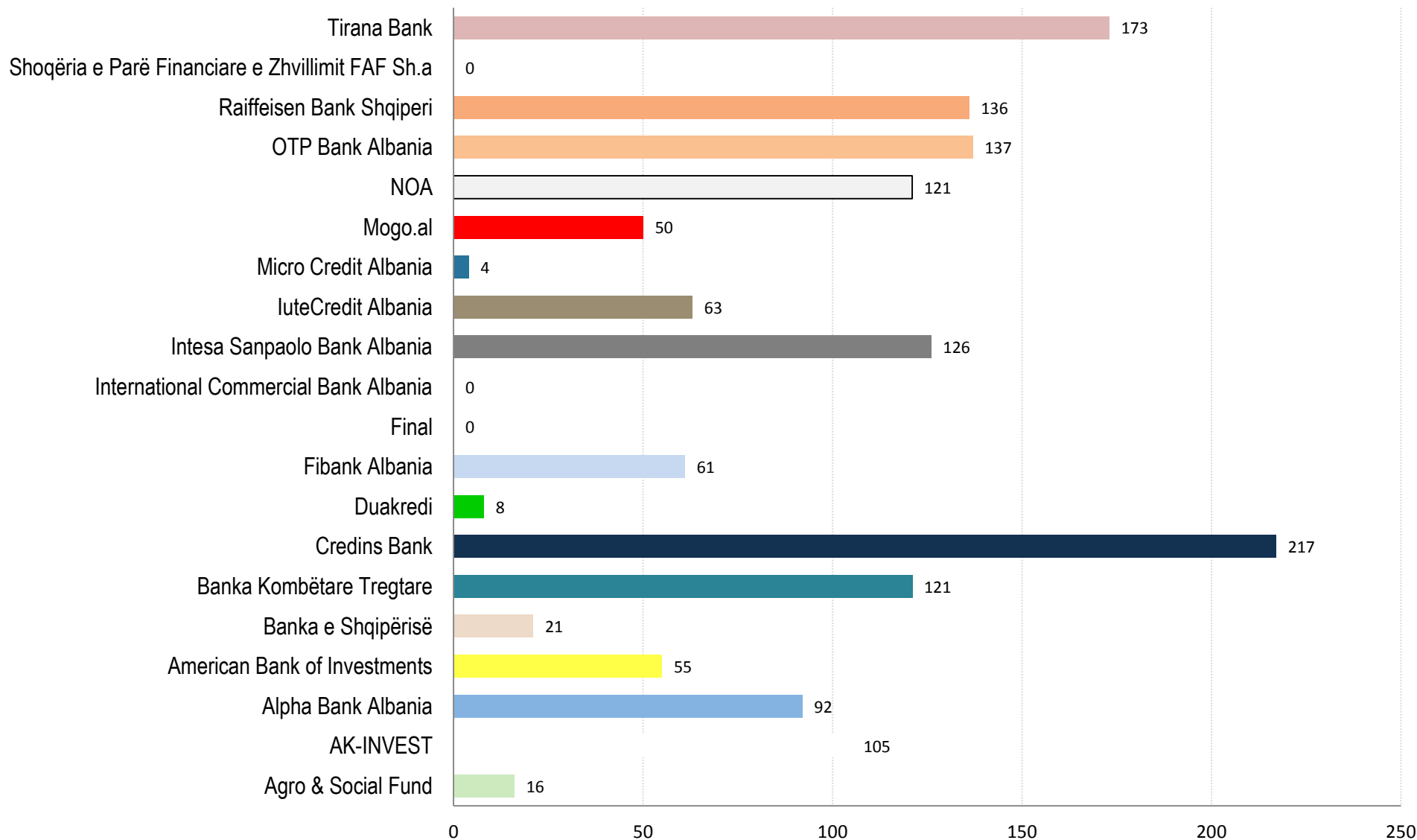


Number of Posts by the Page Manager

AK-INVEST; Alpha Banka Albania; American Bank of Investments; Banka e Shqipërisë; Banka Kombëtare Tregtare; Credins Bank; International Commercial Bank Albania; Intesa Sanpaolo Bank Albania; IuteCredit Albania; NOA; Raiffeisen Bank Shqiperi; Shoqëria e Parë Finaciare e Zhvillimit FAF sh.a; OTP Bank Albania; Tirana Bank; Fibank Albania; Final; Mogo.al; Micro Credit Albania; Agro & Social Funds; Kredo.al



April –August 2019



Total number of Facebook posts during the month of April-August 2019

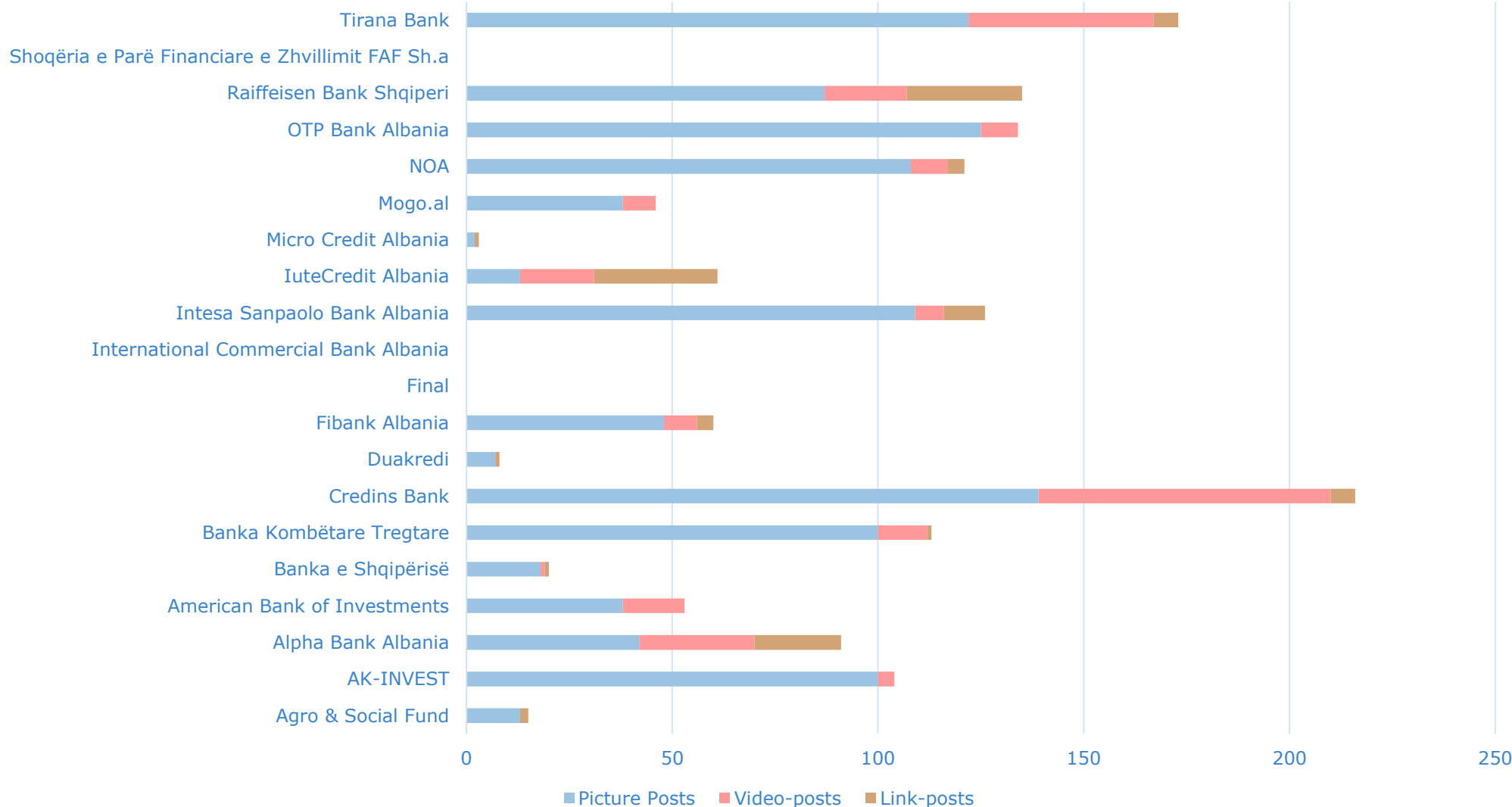


Page Manager Post Format

AK-INVEST; Alpha Banka Albania; American Bank of Investments; Banka e Shqipërisë; Banka Kombëtare Tregtare; Credins Bank; International Commercial Bank Albania; Intesa Sanpaolo Bank Albania; IuteCredit Albania; NOA; Raiffeisen Bank Shqiperi; Shoqëria e Parë Finaciare e Zhvillimit FAF sh.a; OTP Bank Albania; Tirana Bank; Fibank Albania; Final; Mogo.al; Micro Credit Albania; Agro & Social Funds; kredo.al



April –August 2019



Usage of different post formats

Status: single message publication without pictures, video or link attached

Photos: picture or photo album **Video:** video or .swf publication

Link: web link

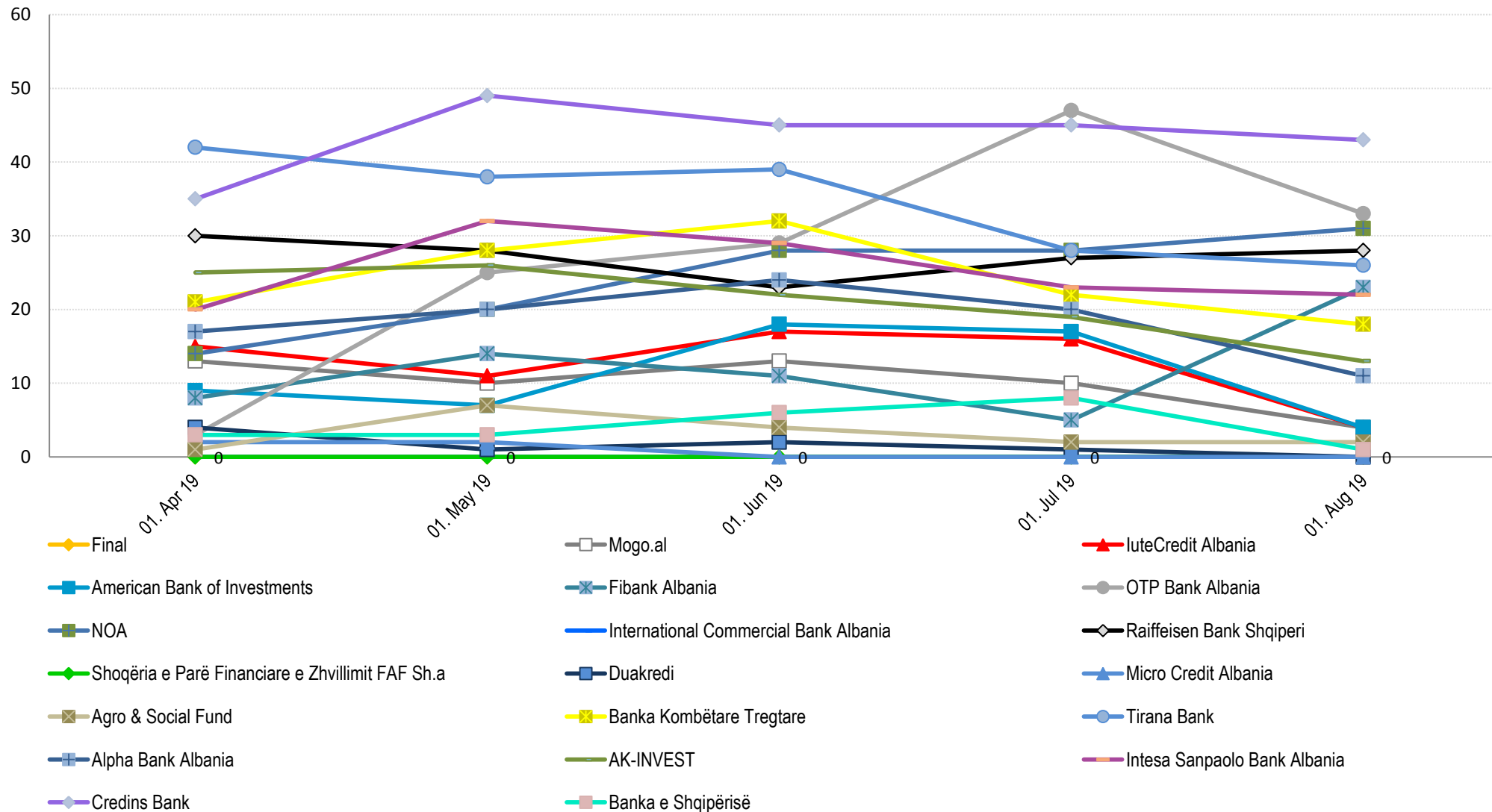


Trend of Posts

AK-INVEST; Alpha Bank Albania; American Bank of Investments; Banka e Shqipërisë; Banka Kombëtare Tregtare; Credins Bank; International Commercial Bank Albania; Intesa Sanpaolo Bank Albania; IuteCredit Albania; NOA; Raiffeisen Bank Shqiperi; Shoqëria e Parë Finaciare e Zhvillimit FAF sh.a; OTP Bank Albania; Tirana Bank; Fibank Albania; Final; Mogo.al; Micro Credit Albania; Agro & Social Funds; kredo.al



April –August 2019



Comparing **post number daily evolution** of different pages during the period April-August 2019

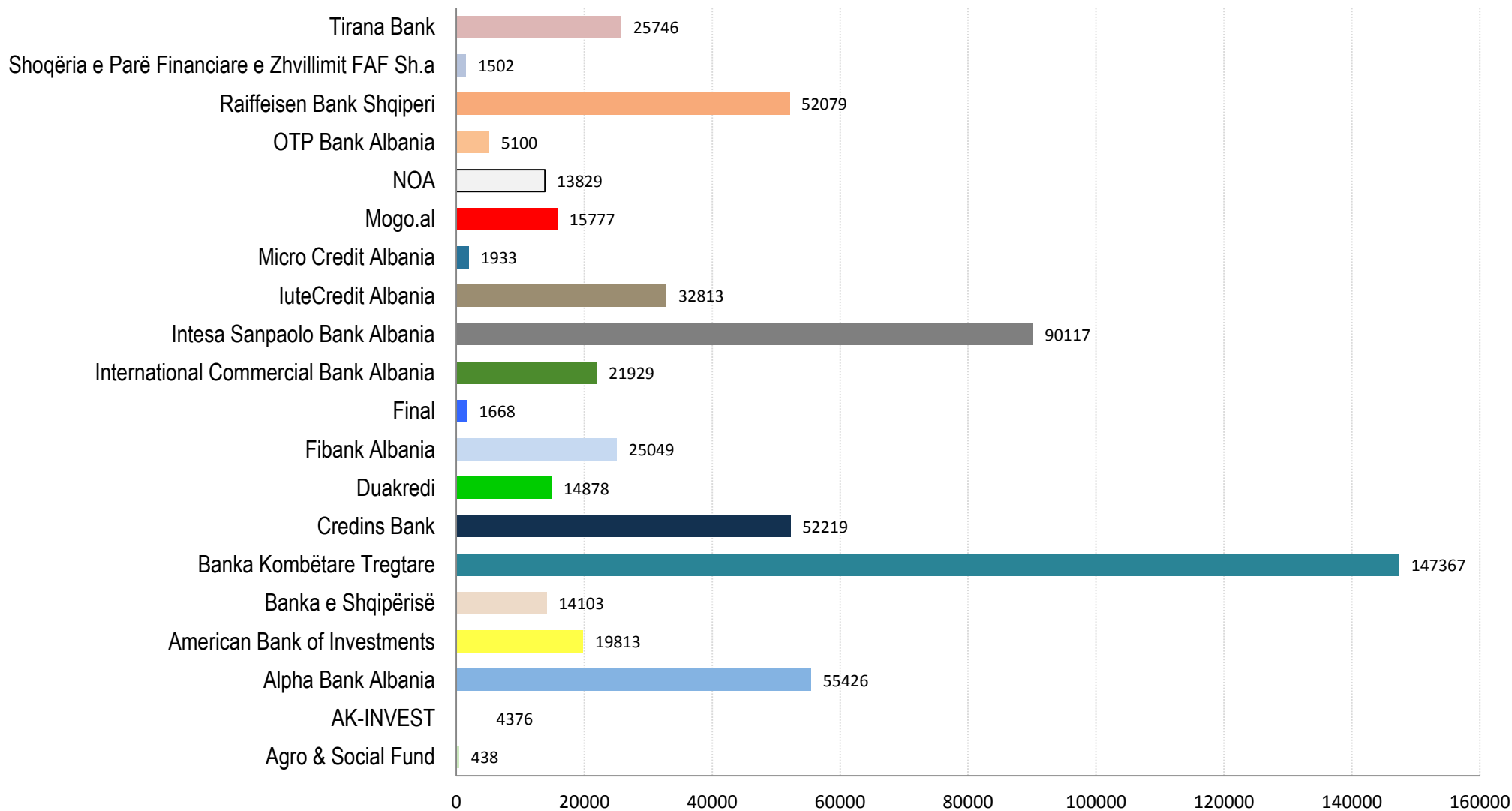


Fans

AK-INVEST; Alpha Bank Albania; American Bank of Investments; Banka e Shqipërisë; Banka Kombëtare Tregtare; Credins Bank; International Commercial Bank Albania; Intesa Sanpaolo Bank Albania; IuteCredit Albania; NOA; Raiffeisen Bank Shqiperi; Shoqëria e Parë Finaciare e Zhvillimit FAF sh.a; OTP Bank Albania; Tirana Bank; Fibank Albania; Final; Mogo.al; Micro Credit Albania; Agro & Social Funds; kredo.al



April –August 2019



Number of total fans until August 31, 2019

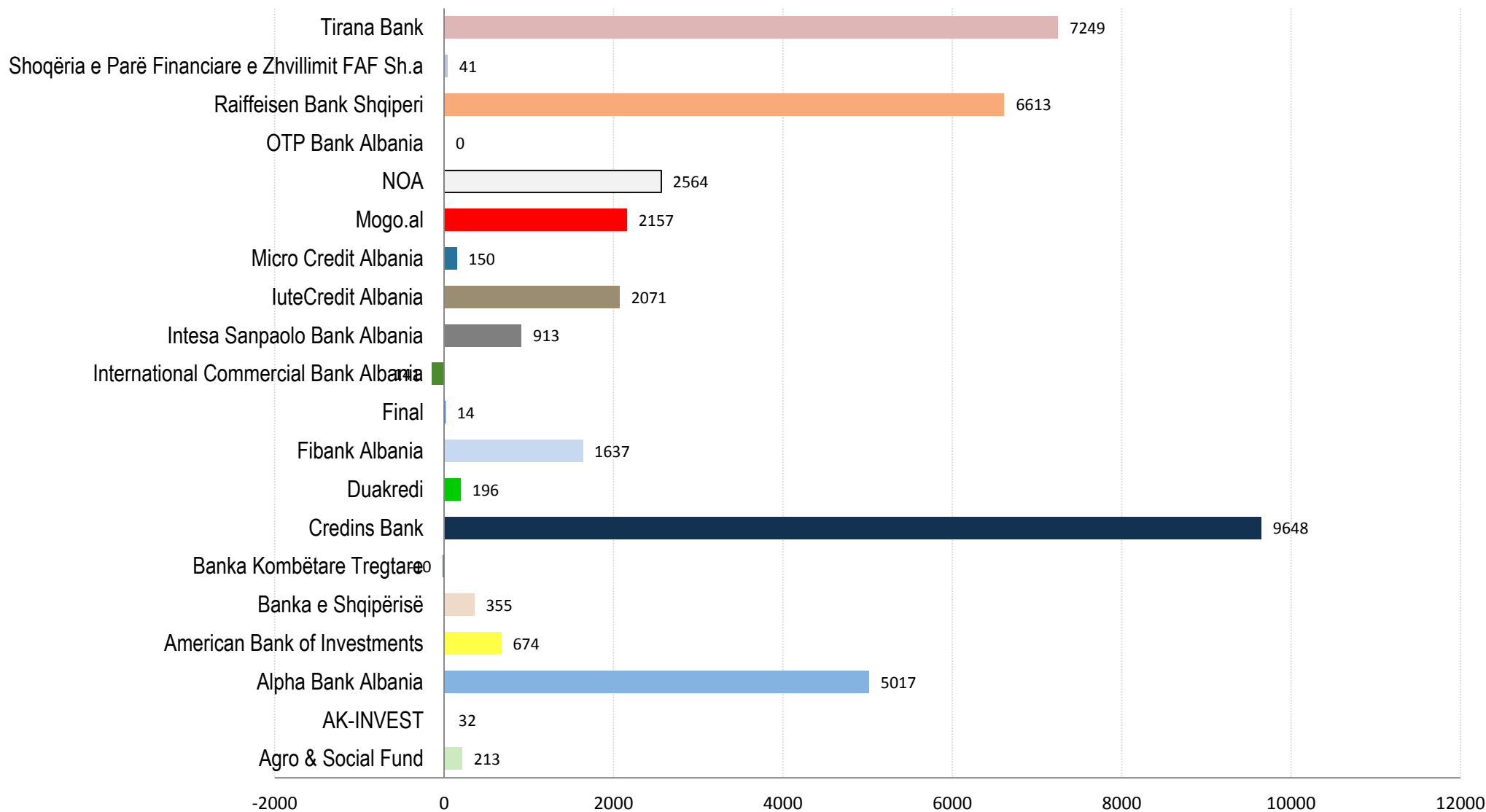


New Fans

AK-INVEST; Alpha Banka Albania; American Bank of Investments; Banka e Shqipërisë; Banka Kombëtare Tregtare; Credins Bank; International Commercial Bank Albania; Intesa Sanpaolo Bank Albania; IuteCredit Albania; NOA; Raiffeisen Bank Shqiperi; Shoqëria e Parë Finaciare e Zhvillimit FAF sh.a; OTP Bank Albania; Tirana Bank; Fibank Albania; Final; Mogo.al; Micro Credit Albania; Agro & Social Fund; kredo.al



April –August 2019



Number of new fans during the period April-August 2019

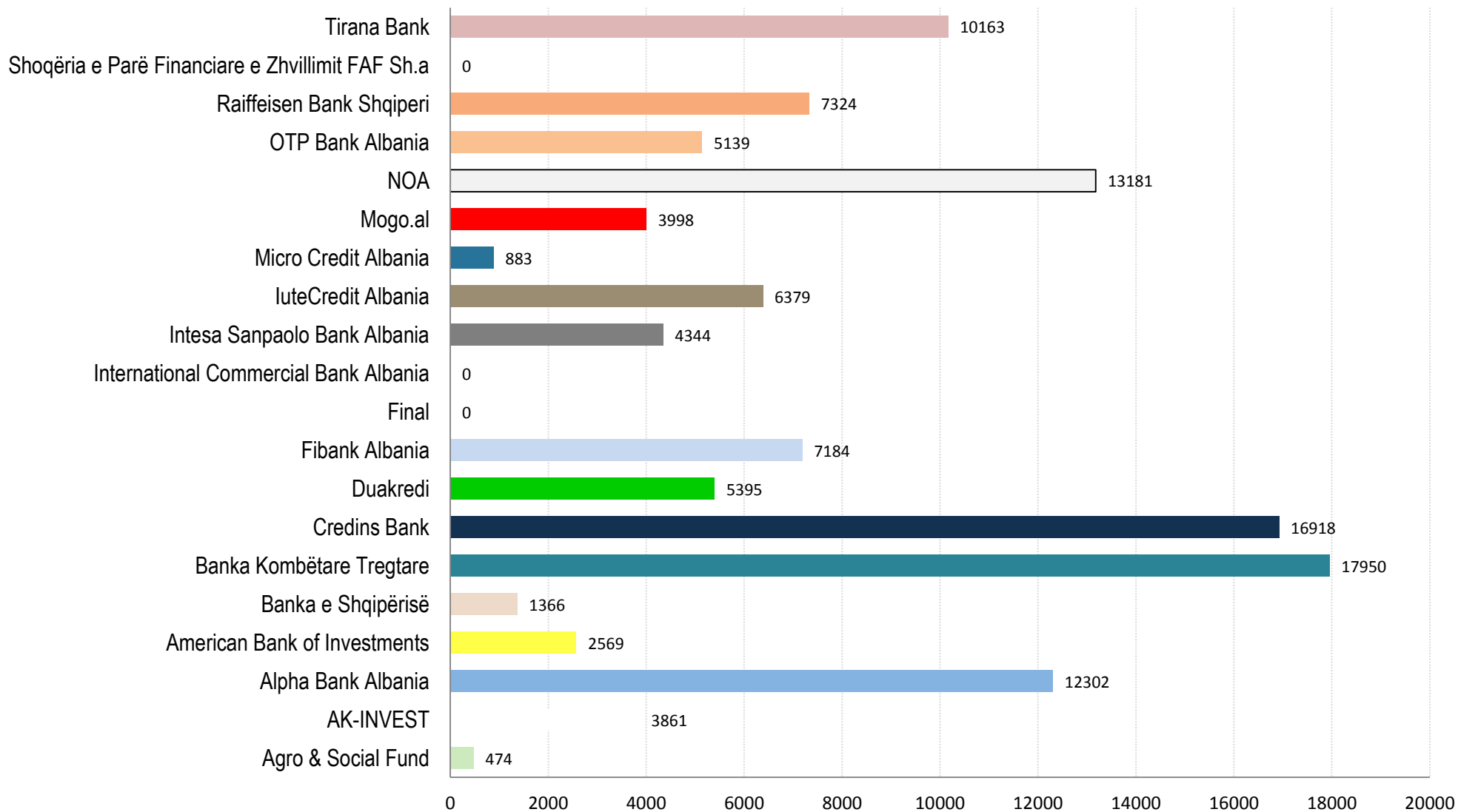


Number of Fan Likes & Comments & Shares

AK-INVEST; Alpha Banka Albania; American Bank of Investments; Banka e Shqipërisë; Banka Kombëtare Tregtare; Credins Bank; International Commercial Bank Albania; Intesa Sanpaolo Bank Albania; IuteCredit Albania; NOA; Raiffeisen Bank Shqiperi; Shoqëria e Parë Finaciare e Zhvillimit FAF sh.a; OTP Bank Albania; Tirana Bank; Fibank Albania; Final; Mogo.al; Micro Credit Albania; Agro & Social Funds; kredo.al



April –August 2019



Number of Facebook fans Likes & Comments & Shares during the period April-August 2019

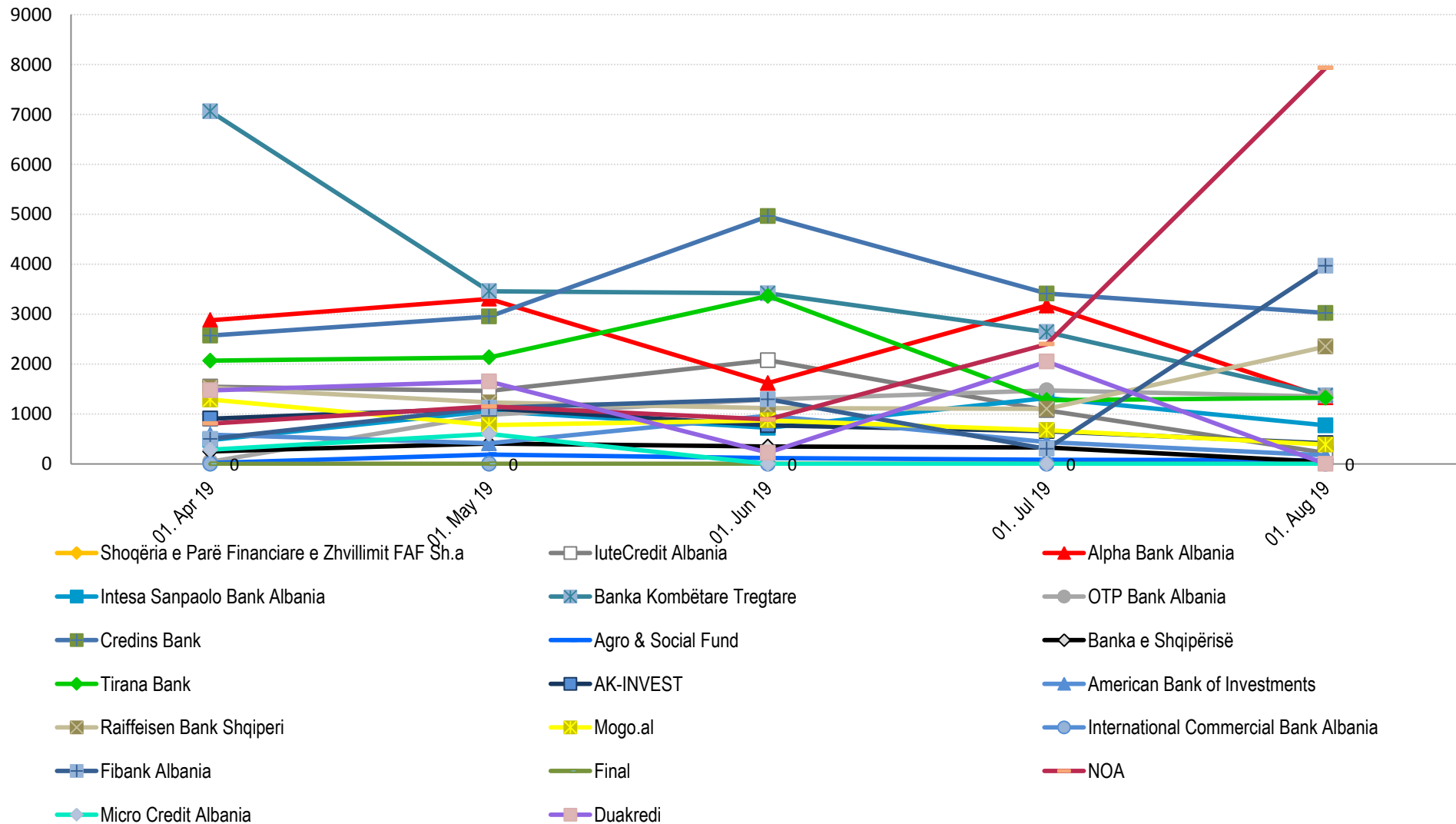


Engagement Trend (Comment+Reaction+Share)

AK-INVEST; Alpha Bank Albania; American Bank of Investments; Banka e Shqipërisë; Banka Kombëtare Tregtare; Credins Bank; International Commercial Bank Albania; Intesa Sanpaolo Bank Albania; IuteCredit Albania; NOA; Raiffeisen Bank Shqiperi; Shoqëria e Parë Finaciare e Zhvillimit FAF sh.a; OTP Bank Albania; Tirana Bank; Fibank Albania; Final; Mogo.al; Micro Credit Albania; Agro & Social Funds; kredo.al



April –August 2019



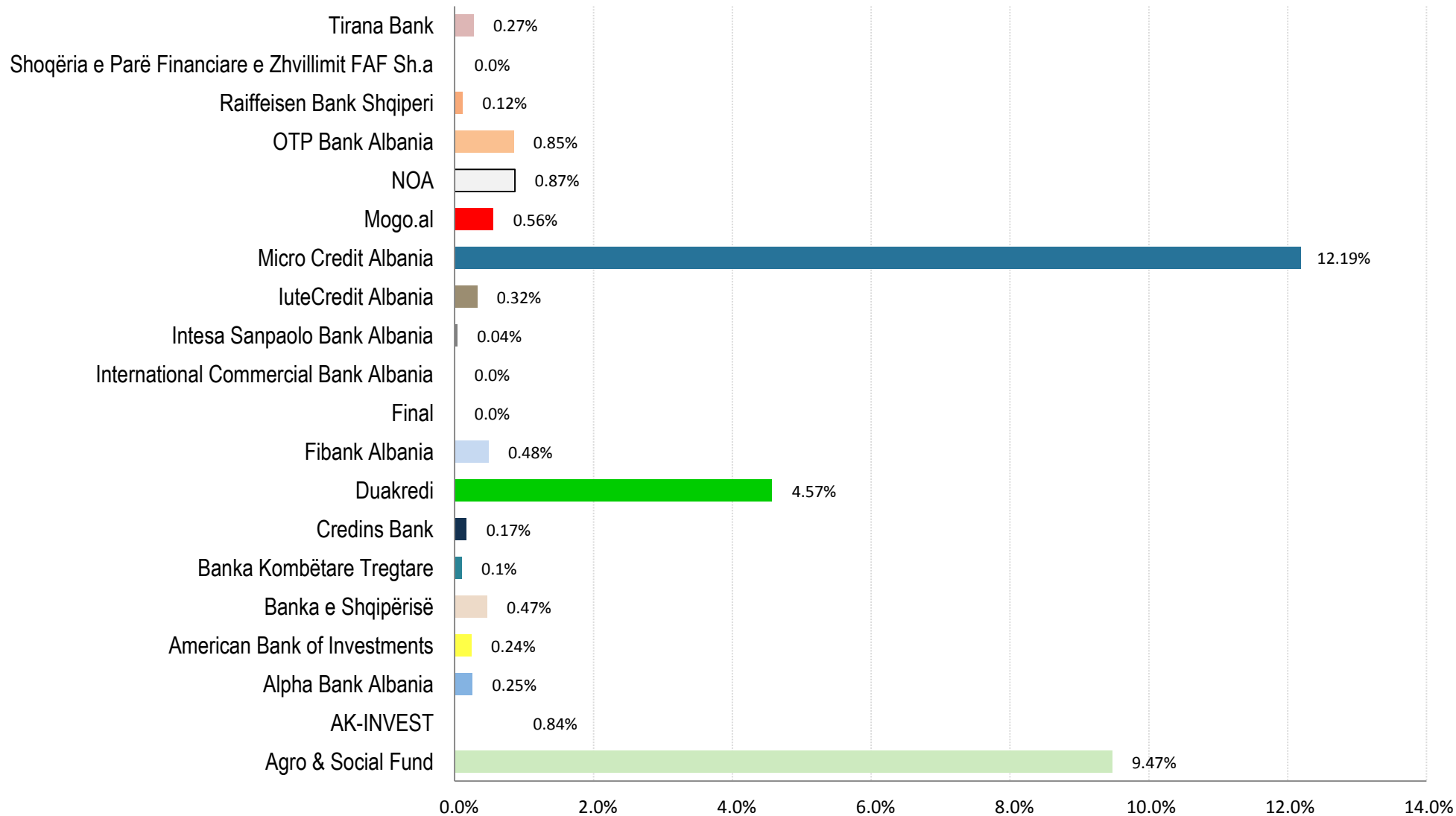
Trends of Number of Facebook fans Reactions & Comments & Shares comparing the **interaction daily evolution** of different pages over the selected period (April-August 2019)

Activation Rate per post

AK-INVEST; Alpha Banka Albania; American Bank of Investments; Banka e Shqipërisë; Banka Kombëtare Tregtare; Credins Bank; International Commercial Bank Albania; Intesa Sanpaolo Bank Albania; IuteCredit Albania; NOA; Raiffeisen Bank Shqiperi; Shoqëria e Parë Financiare e Zhvillimit FAF sh.a; OTP Bank Albania; Tirana Bank; Fibank Albania; Final; Mogo.al; Micro Credit Albania; Agro & Social Funds; kredo.al



April –August 2019



Comparing the activation rate average (% of activation per posts)

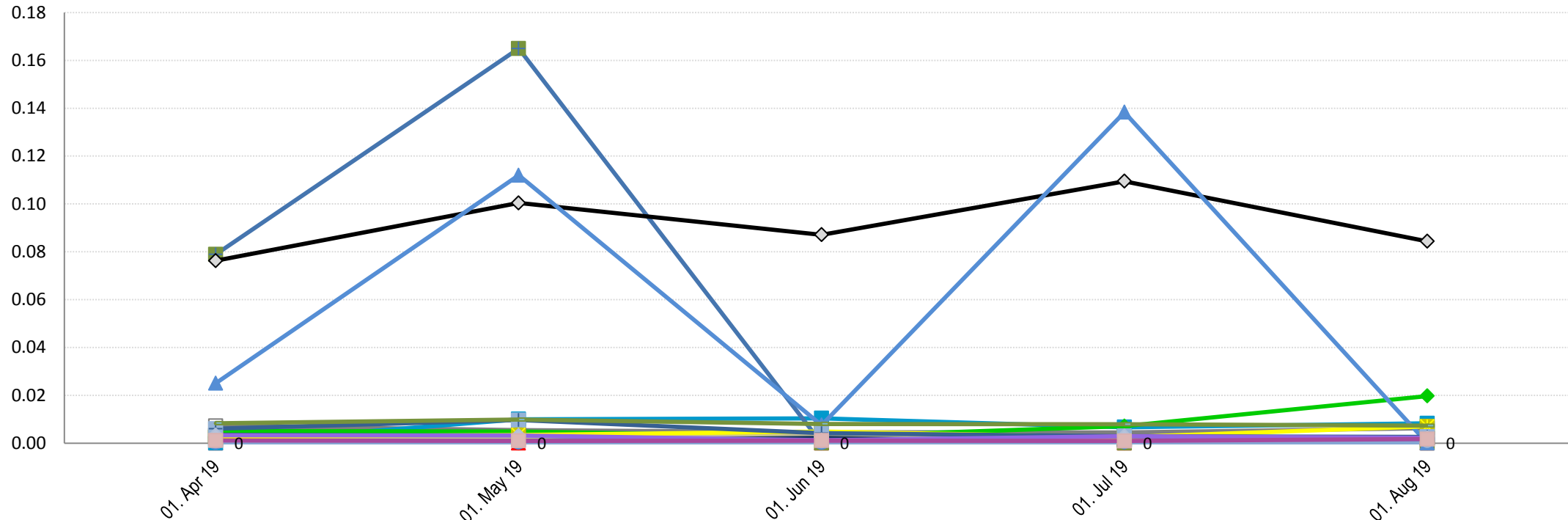


Posts Interaction Trend

AK-INVEST; Alpha Banka Albania; American Bank of Investments; Banka e Shqipërisë; Banka Kombëtare Tregtare; Credins Bank; International Commercial Bank Albania; Intesa Sanpaolo Bank Albania; IuteCredit Albania; NOA; Raiffeisen Bank Shqiperi; Shoqëria e Parë Finaciare e Zhvillimit FAF sh.a; OTP Bank Albania; Tirana Bank; Fibank Albania; Final; Mogo.al; Micro Credit Albania; Agro & Social Funds; kredo.al



April –August 2019



Trends of the interaction rate average (% of activation per posts)

- International Commercial Bank Albania
- Credins Bank
- Agro & Social Fund
- Tirana Bank
- AK-INVEST
- Mogo.al
- Banka Kombëtare Tregtare
- NOA
- Fibank Albania
- Shoqëria e Parë Finaciare e Zhvillimit FAF Sh.a
- Final
- American Bank of Investments
- Intesa Sanpaolo Bank Albania
- Alpha Bank Albania
- OTP Bank Albania
- IuteCredit Albania
- Duakredi
- Banka e Shqipërisë
- Raiffeisen Bank Shqiperi



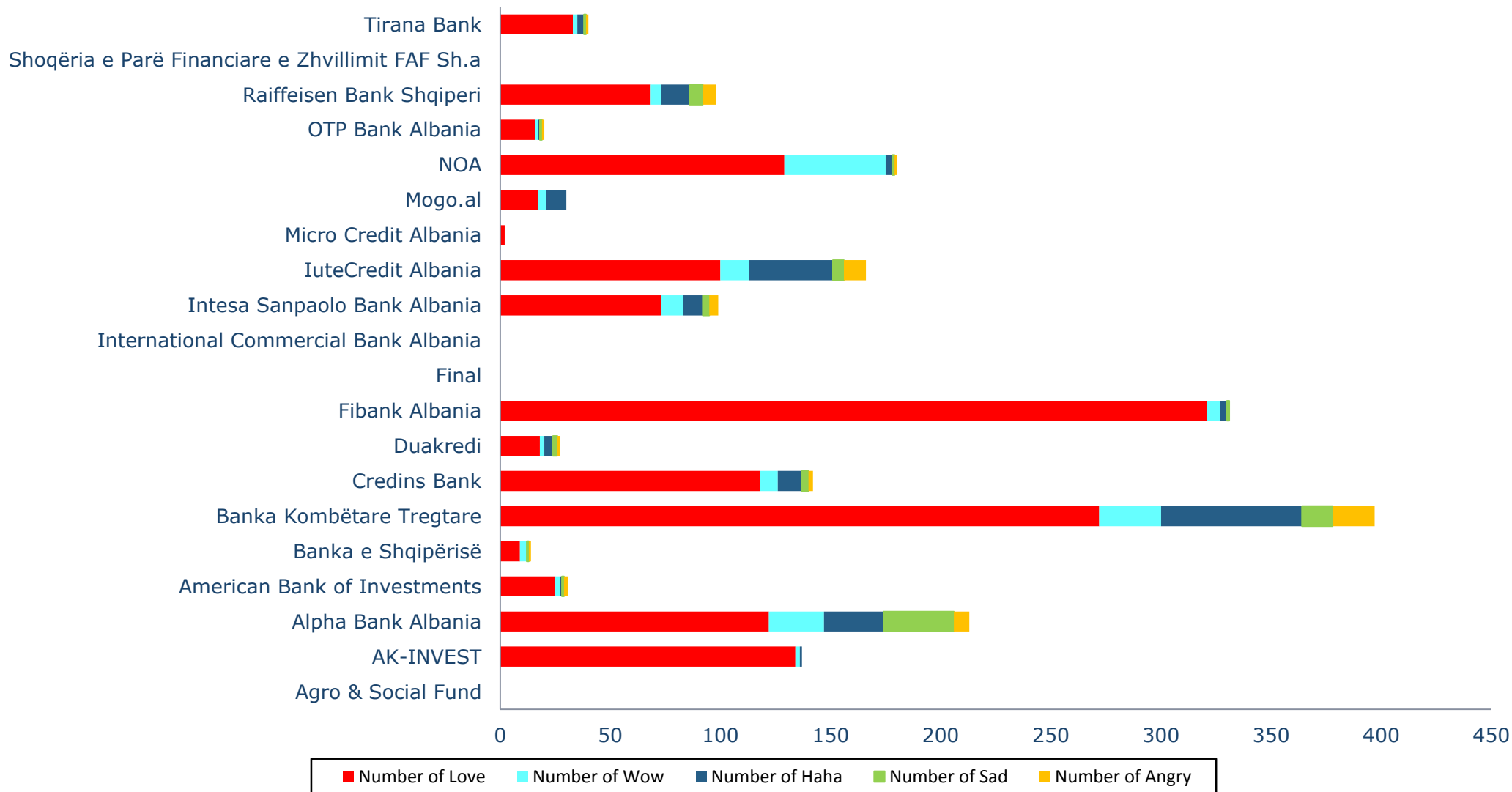


Trend of Reactions

AK-INVEST; Alpha Banka Albania; American Bank of Investments; Banka e Shqipërisë; Banka Kombëtare Tregtare; Credins Bank; International Commercial Bank Albania; Intesa Sanpaolo Bank Albania; IuteCredit Albania; NOA; Raiffeisen Bank Shqiperi; Shoqëria e Parë Finaciare e Zhvillimit FAF sh.a; OTP Bank Albania; Tirana Bank; Fibank Albania; Final; Mogo.al; Micro Credit Albania; Agro & Social Funds; kredo.al



April –August 2019



The number of reactions by reaction type during April - August 2019



INSTAGRAM – April-August 2019

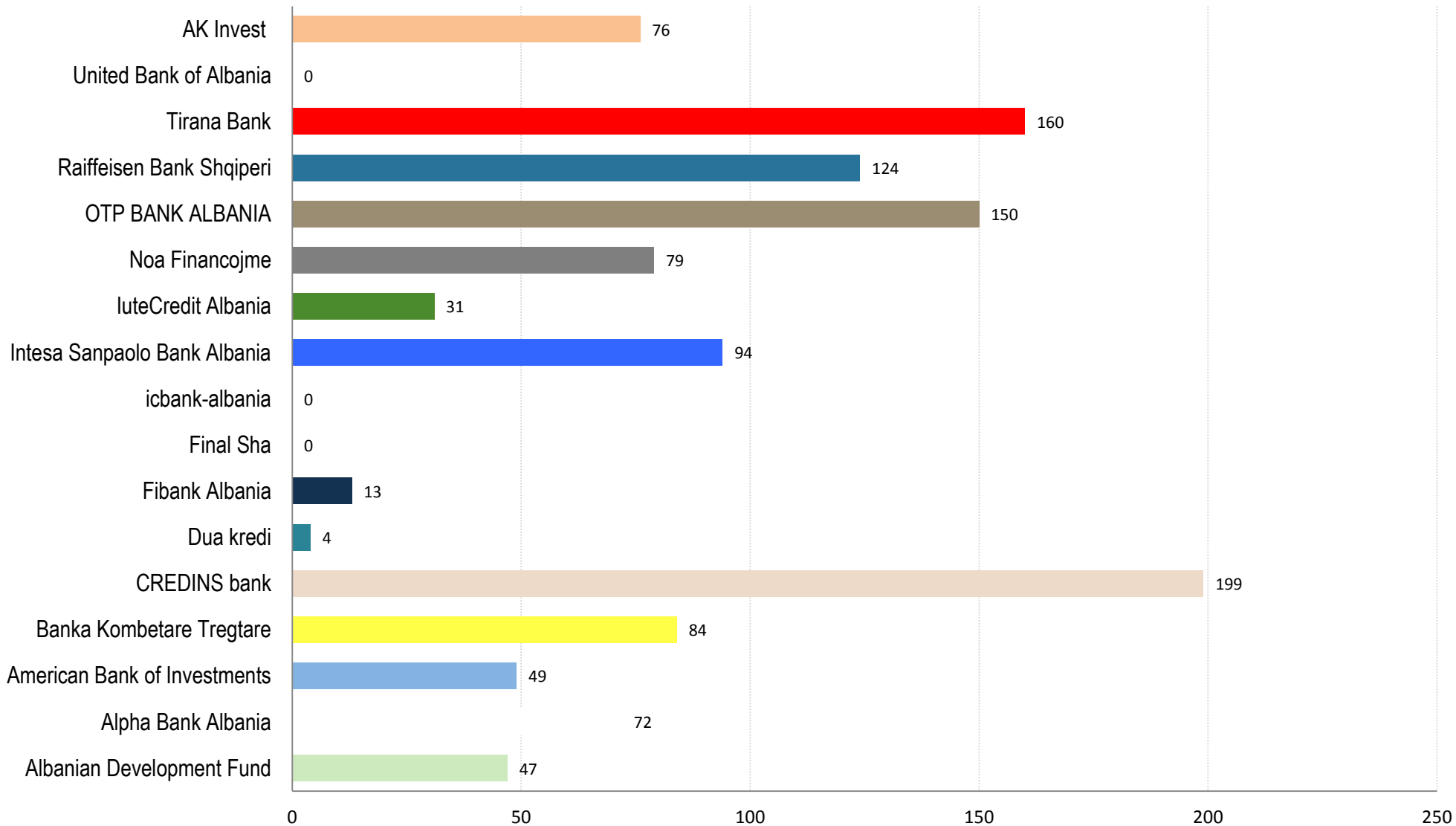


Post Published

AK-INVEST; ABI Bank Albania; Banka Kombëtare Tregtare; Credins Bank; Dua kredi; icbank-Albania; luteCredit Albania; Raiffeisen Bank Albania; OTP Bank Albania; Tirana Bank; Veneto Banka Shqipëria; Fibank Shqiperia; Albanian Development Fund; Klredo.al;



April –August 2019



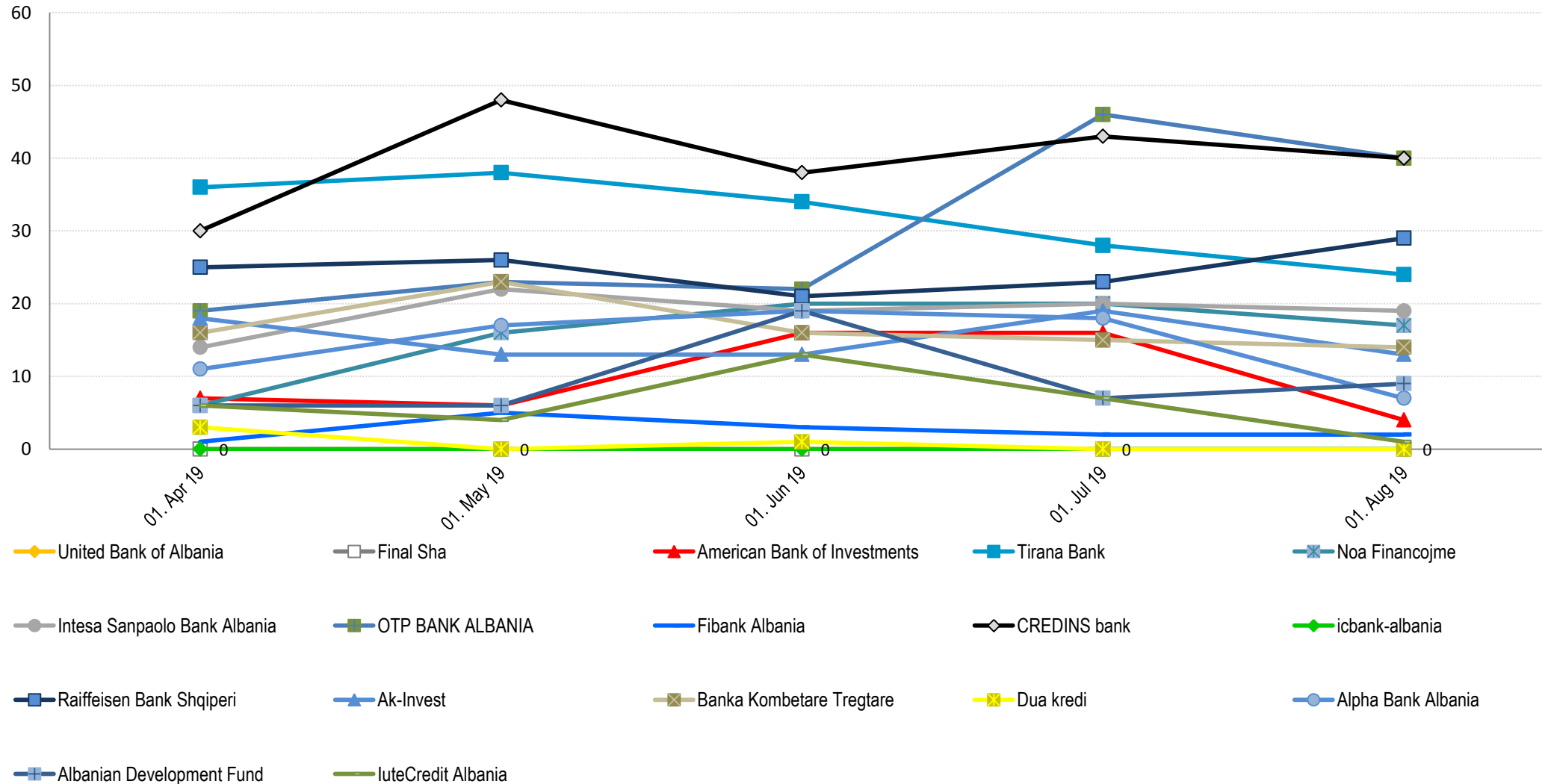
Number of posts published by each banks account during April-August 2019

Post Published Trend

AK-INVEST; ABI Bank Albania; Banka Kombëtare Tregtare; Credins Bank; Dua kredi; icbank-Albania; luteCredit Albania; Raiffeisen Bank Albania; OTP Bank Albania; Tirana Bank; Veneto Banka Shqipëria; Fibank Shqiperia; Albanian Development Fund; Klredo.al;



April –August 2019



This line chart provides **comparison of the daily number of posts** published from each of the banks accounts during the period April-August 2019.

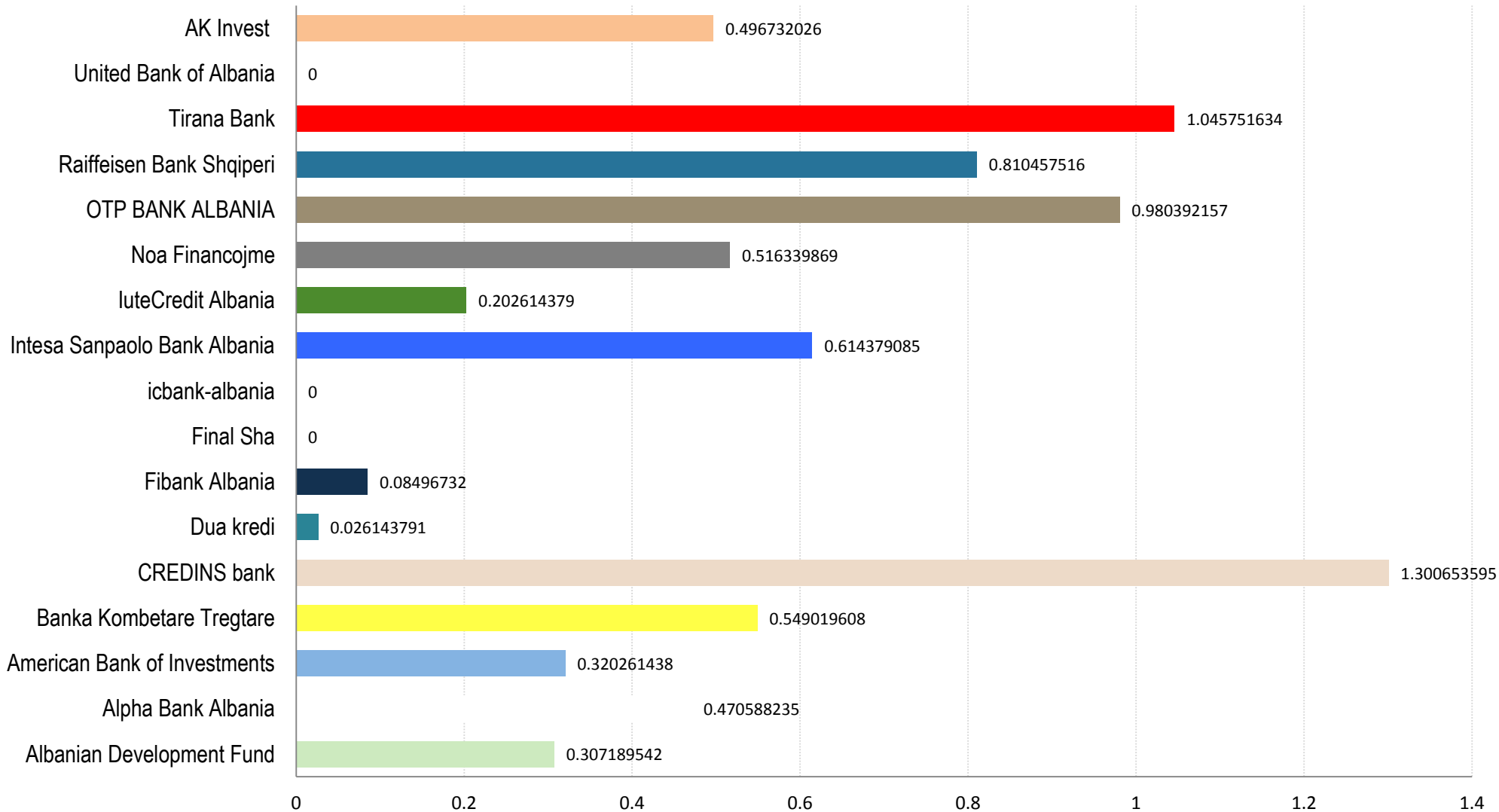


Publication Frequency

AK-INVEST; ABI Bank Albania; Banka Kombëtare Tregtare; Credins Bank; Dua kredi; icbank-Albania; luteCredit Albania; Raiffeisen Bank Albania; OTP Bank Albania; Tirana Bank; Veneto Banka Shqipëria; Fibank Shqiperia; Albanian Development Fund; Klredo.al;



April –August 2019



Upload Frequency of each account during the period April-August 2019

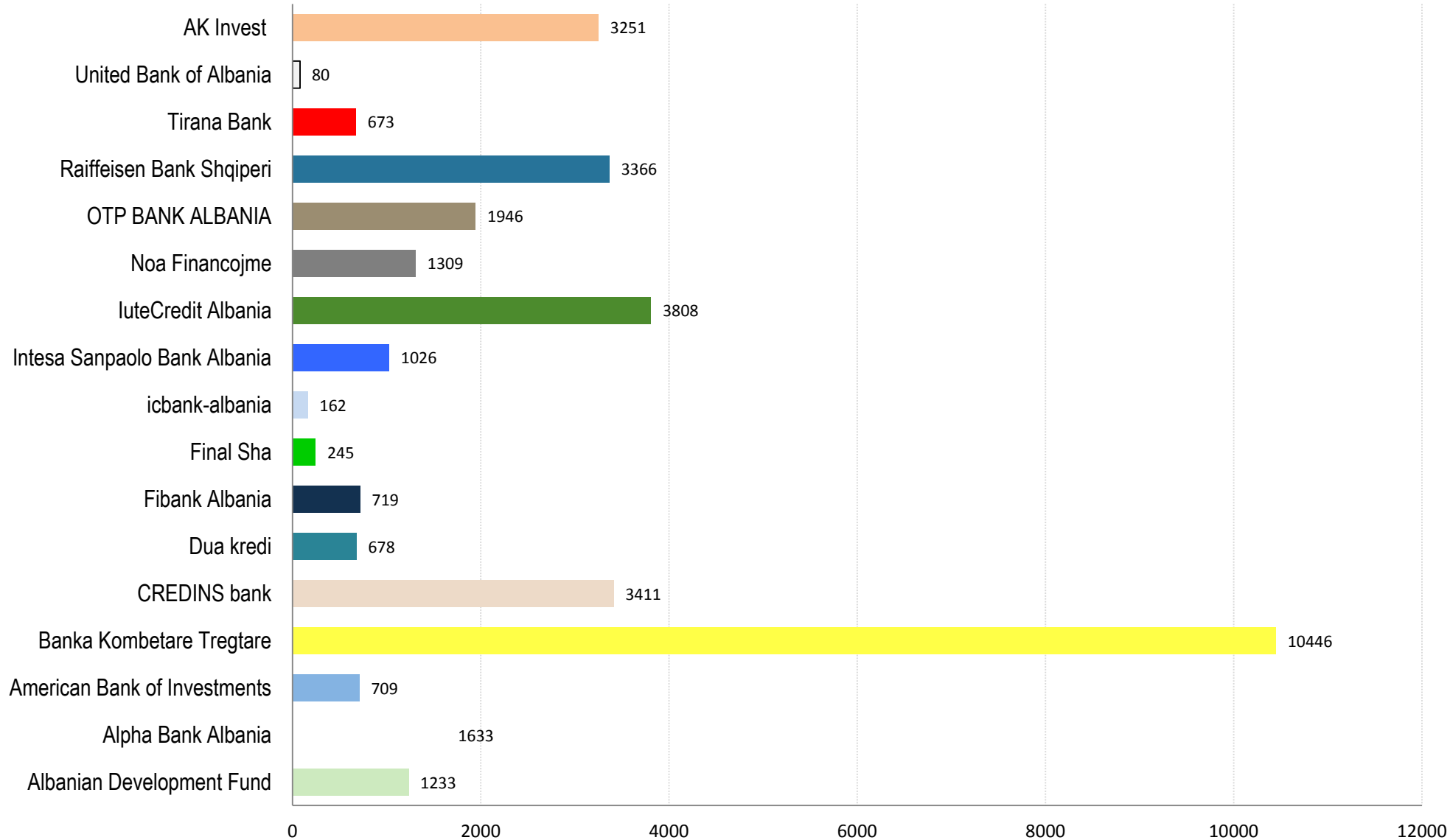


Followers

AK-INVEST; ABI Bank Albania; Banka Kombëtare Tregtare; Credins Bank; Dua kredi; icbank-Albania; luteCredit Albania; Raiffeisen Bank Albania; OTP Bank Albania; Tirana Bank; Veneto Banka Shqipëria; Fibank Shqiperia; Albanian Development Fund; Klredo.al;



April –August 2019



Number of followers for each account until 31 August 2019

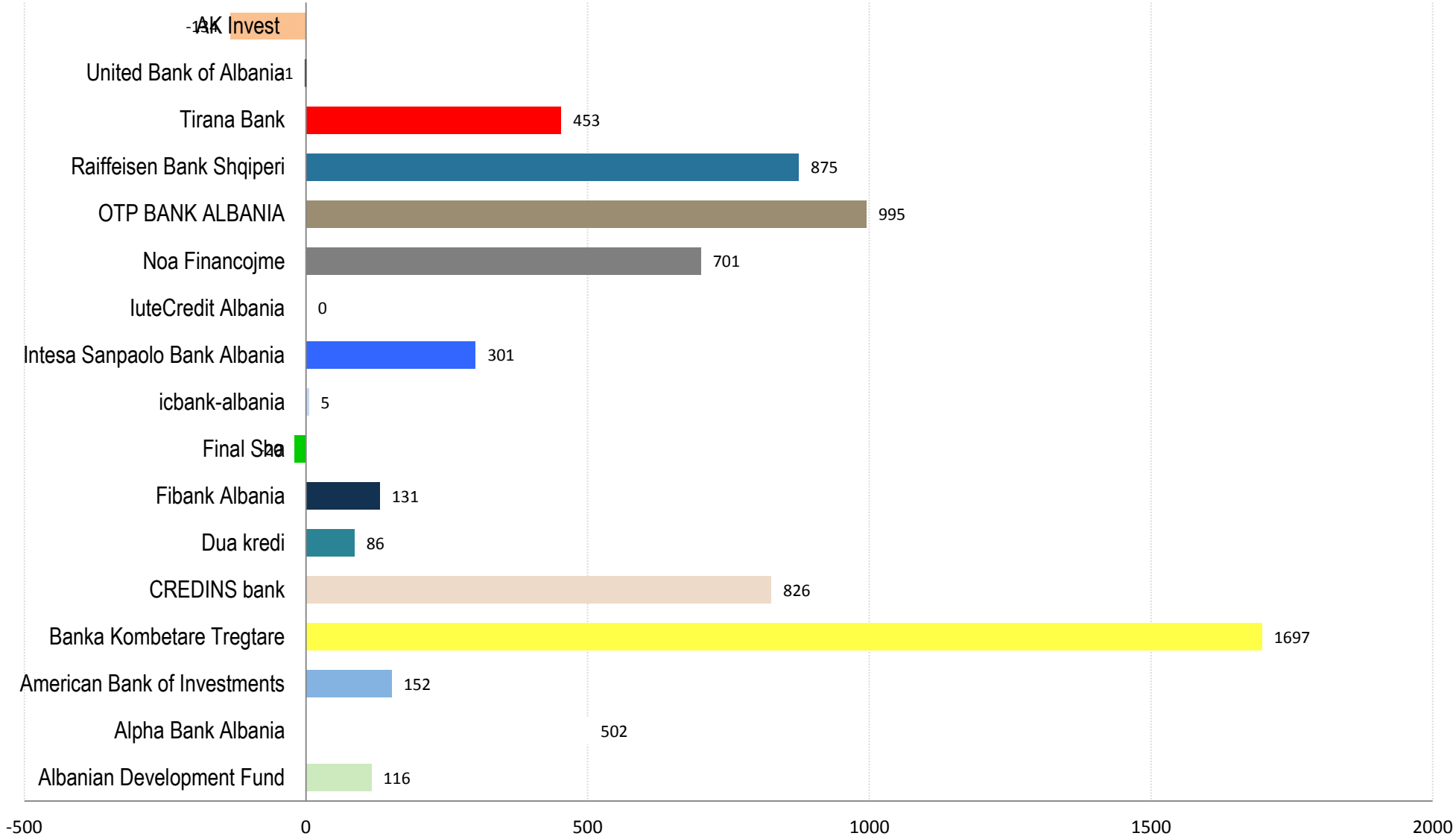


New Followers

AK-INVEST; ABI Bank Albania; Banka Kombëtare Tregtare; Credins Bank; Dua kredi; icbank-Albania; luteCredit Albania; Raiffeisen Bank Albania; OTP Bank Albania; Tirana Bank; Veneto Banka Shqipëria; Fibank Shqipëria; Albanian Development Fund; Klredo.al;



April –August 2019



No. of new followers during the month of April-August 2019

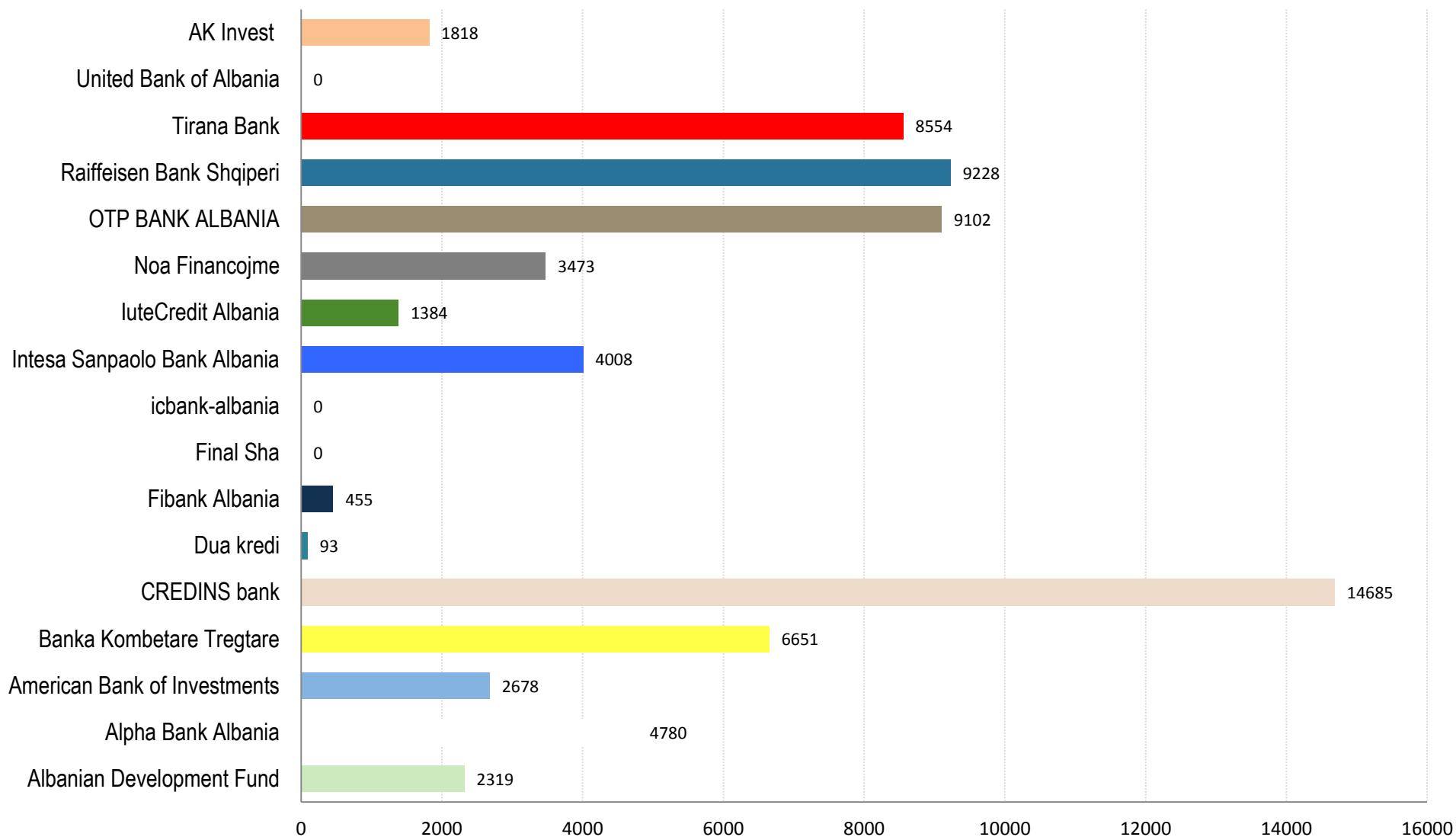


Organic Interaction (Comments and Likes)

AK-INVEST; ABI Bank Albania; Banka Kombëtare Tregtare; Credins Bank; Dua kredi; icbank-Albania; luteCredit Albania; Raiffeisen Bank Albania; OTP Bank Albania; Tirana Bank; Veneto Banka Shqipëria; Fibank Shqiperia; Albanian Development Fund; Klredo.al;



April –August 2019



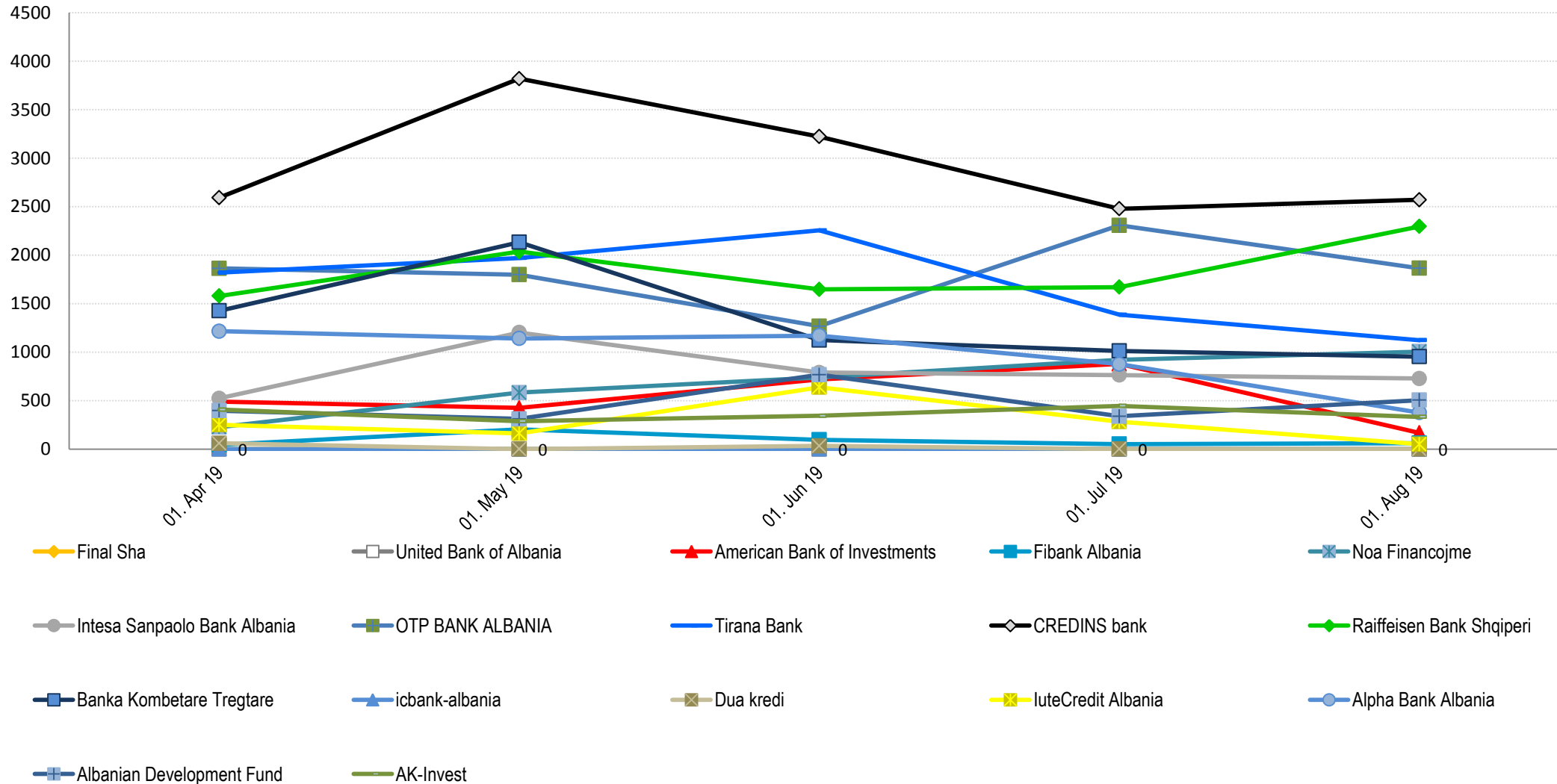
The number of interactions
(organic likes and organic comments) across all post for each account during April-August 2019

Total Interaction Trend (Likes + Comments)

AK-INVEST; ABI Bank Albania; Banka Kombëtare Tregtare; Credins Bank; Dua kredi; icbank-Albania; luteCredit Albania; Raiffeisen Bank Albania; OTP Bank Albania; Tirana Bank; Veneto Banka Shqipëria; Fibank Shqiperia; Albanian Development Fund; Klredo.al;



April –August 2019



Daily evolution of the total Interactions (Likes and Comments) of each account.

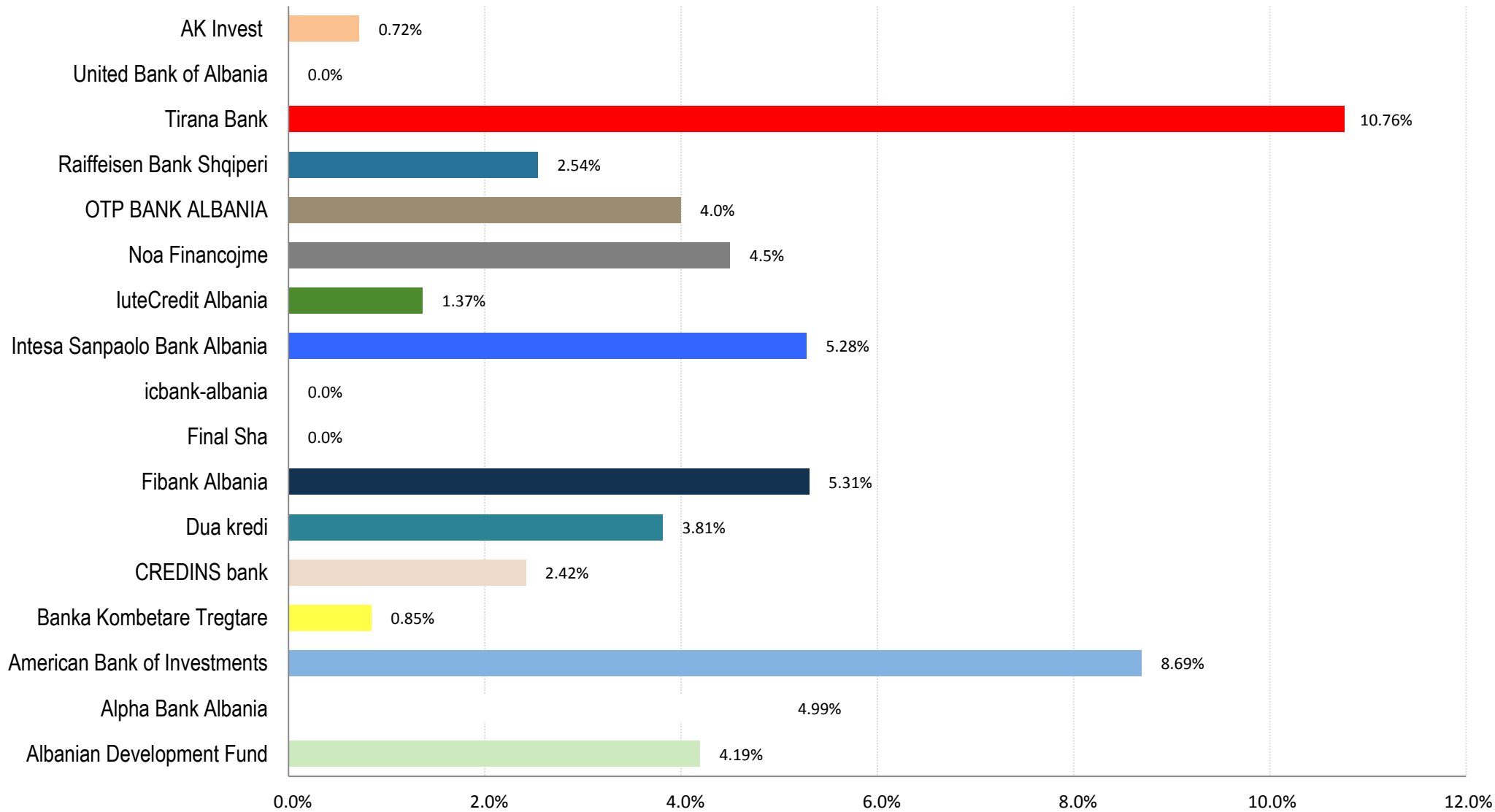


Engagement Rate per Post

AK-INVEST; ABI Bank Albania; Banka Kombëtare Tregtare; Credins Bank; Dua kredi; icbank-Albania; luteCredit Albania; Raiffeisen Bank Albania; OTP Bank Albania; Tirana Bank; Veneto Banka Shqipëria; Fibank Shqiperia; Albanian Development Fund; Klredo.al;



April –August 2019



Engagement Rate per Post of each account

* Engagement Rate - the number of fans engaging with each Instagram account

Available also:

- *Banks Detailed monthly advertising report;*
- *Bank PR performance.*



April-August 2019