

Weekly Performance Report

SAMPLE

Client: Drive World (Twin Atlas)
Reporting period: 13–19 July 2026

1. Summary

Videos posted	5 of 5 (weekly minimum met)
Total views	246,400
Total likes	19,800
Total comments	967
Total shares	2,266

2. Content performance

No.	Platform	Video	Views	Likes	Comments	Shares
1	TikTok	POV: first car vs dream car	112,600	9,800	412	1,304
2	YouTube Shorts	Update teaser — new garage	61,300	4,100	188	402
3	TikTok	That one friend who drives slow	38,200	3,300	240	371
4	Instagram Reels	Build showcase — community pick	24,900	1,900	96	145
5	Instagram Reels	Hook test C — night drive	9,400	710	31	44
Total			246,400	19,800	967	2,266

3. Key observations

- Top performer: "POV: first car vs dream car" (TikTok) — 112,600 views; share rate approximately four times the account average.
- Comparison-format hooks outperformed showcase clips this week; two further comparison concepts are scheduled.
- The night-drive creative direction underperformed across all three hook variations and has been retired.

4. Planned for next week

- Update-day coverage for the new map release — three clips prepared in advance of the announcement.
- Two new comparison-format concepts entering hook testing.

Note: sample report based on current client performance. Individual results depend on starting audience size and compound with posting cadence over time.