



Brands Mexico

Q1 2022



The Emplifi quarterly industry report reveals insights into the latest social media trends around the world.

Including data on the developments in both paid and organic, the report helps marketers gain knowledge about their industry.

Emplifi is the trusted social media management partner to thousands of enterprise brands and SMBs. Leveraging the largest social media dataset in the industry, Emplifi' unified marketing platform helps brands large and small ensure their investment in social media is delivering measurable business outcomes.

With over 2,500 clients across 100 countries, Emplifi develops the leading social media management platform.



Introduction

Number of Followers

In Q1 2022, the total number of followers for Brands industry in Mexico increased on Instagram. For Instagram, this is in line with the overall global trend in number of followers, which increased by 1.00% in the last quarter.

Number of Posts

The number of posts from Brands industry in Mexico increased on Instagram.

Read further to get a deeper understanding of the trends in the Brands industry in Mexico based on exclusive quarterly data from Emplifi.

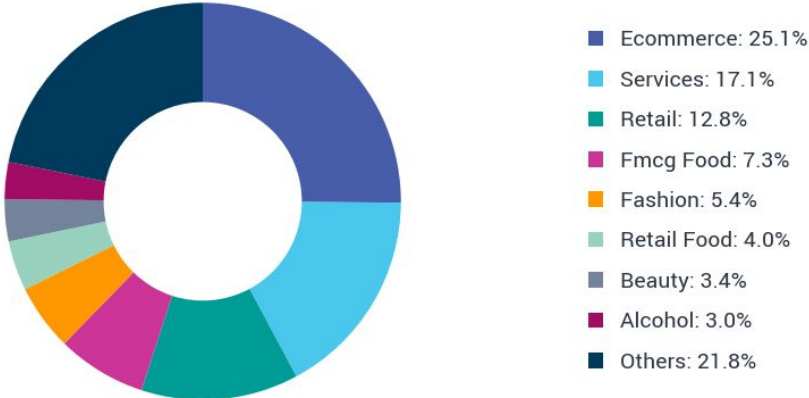


Platforms Overview

Total Interactions Distribution of brands Pages on Facebook



Brands
Mexico



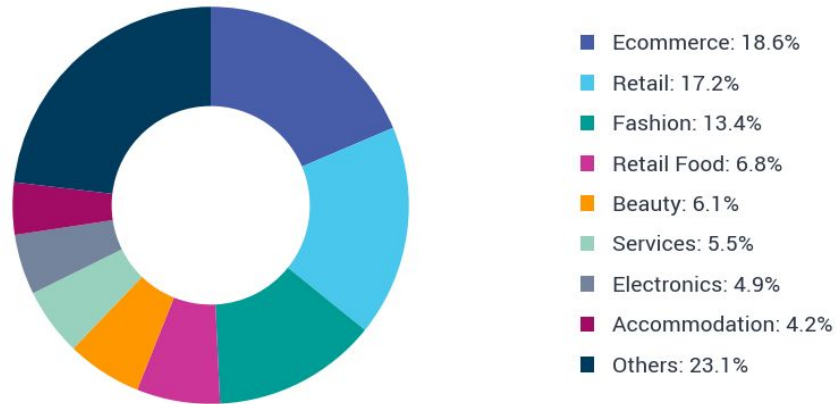
In Mexico, Ecommerce category shares 25.1% of the total interactions of Brands pages on Facebook.

Date range: January 01, 2022 - March 31, 2022
Sample: Facebook brands Pages in Mexico
Source: Emplifi data

Total Interactions Distribution of brands Profiles on Instagram



Brands
Mexico



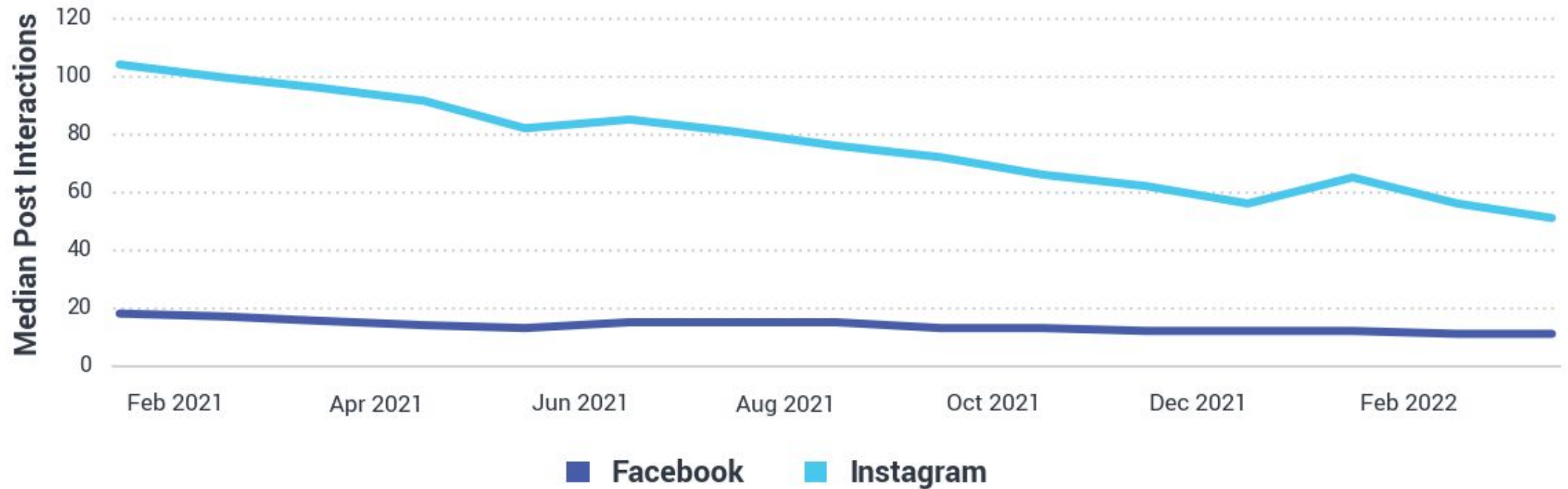
In Mexico, Ecommerce category shares 18.6% of the total interactions of Brands profiles on Instagram.

Date range: January 01, 2022 - March 31, 2022
Sample: Instagram brands Profiles in Mexico
Source: Emplifi data

Median Post Interactions



Brands
Mexico



Date range: January 01, 2021 - March 31, 2022

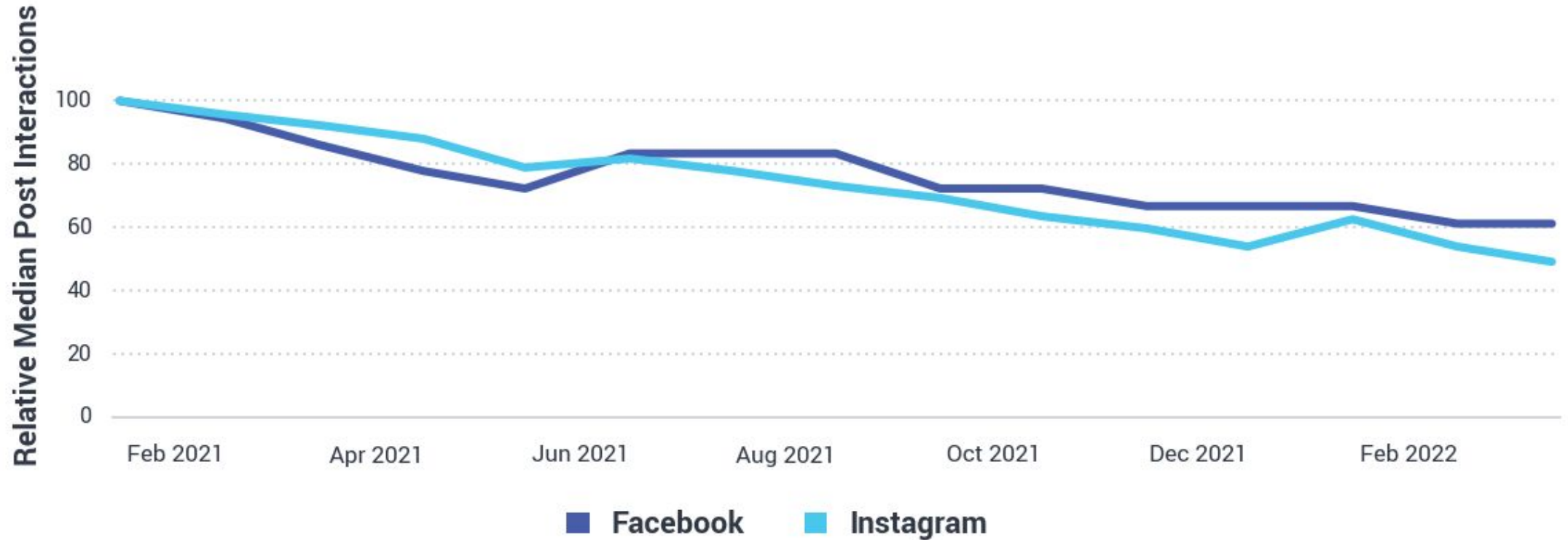
Sample: 6,744 Facebook and 1,953 Instagram Brands Profiles in Mexico

Source: Emplifi data

Relative Median Post Interactions



Brands
Mexico



Date range: January 01, 2021 - March 31, 2022

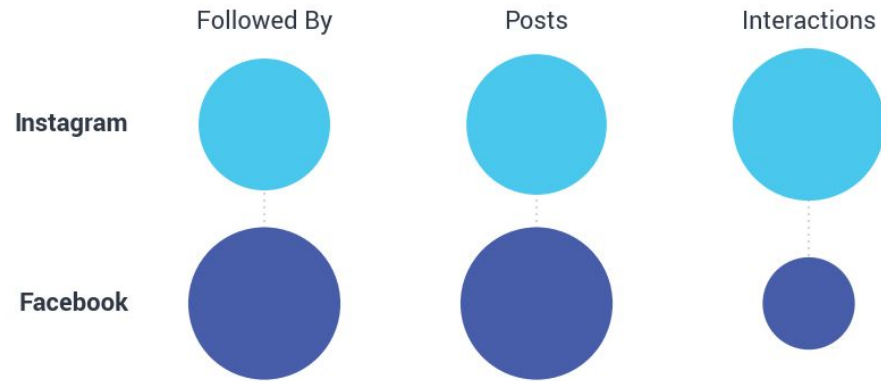
Sample: 6,744 Facebook and 1,953 Instagram Brands Profiles in Mexico

Source: Emplifi data

Social Media Landscape



Brands
Mexico



When it comes to audience size in Mexico, the median number of followers for Instagram accounts in Brands is lower than the number of fans for Facebook accounts. Activity Volume on Instagram is lower than on Facebook and User Engagement on Instagram higher than on Facebook.

Date range: January 01, 2022 - March 31, 2022

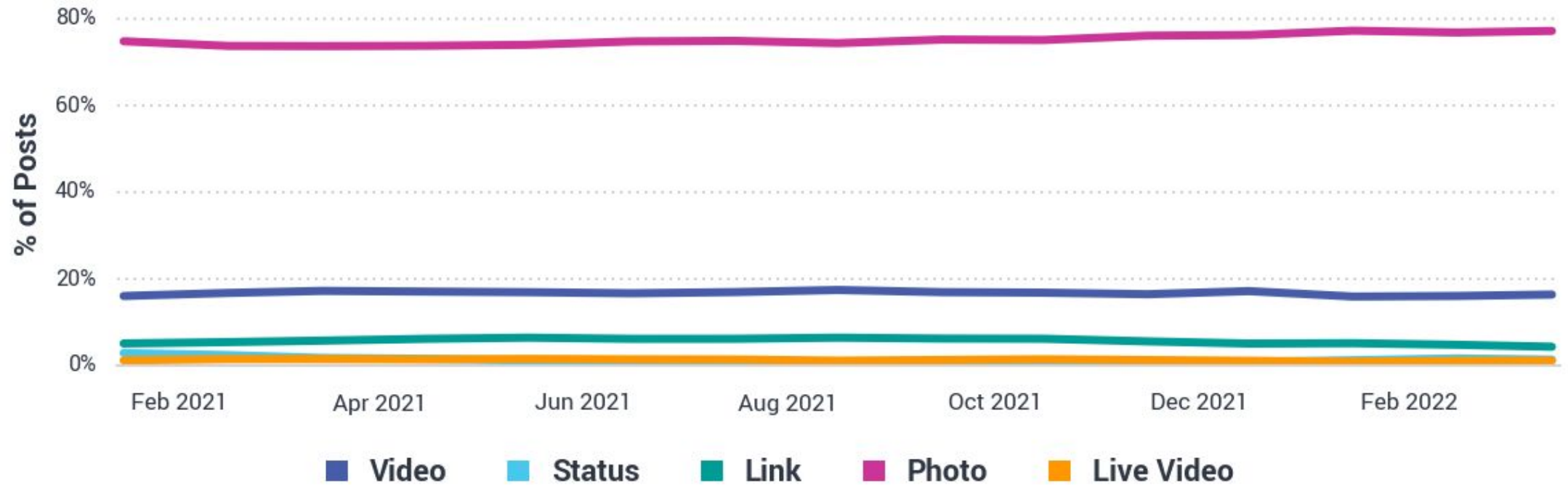
Sample: 6,039 Facebook and 1,792 Instagram Brands Profiles in Mexico

Source: Emplifi data

Distribution of Post Types on Facebook



Brands
Mexico

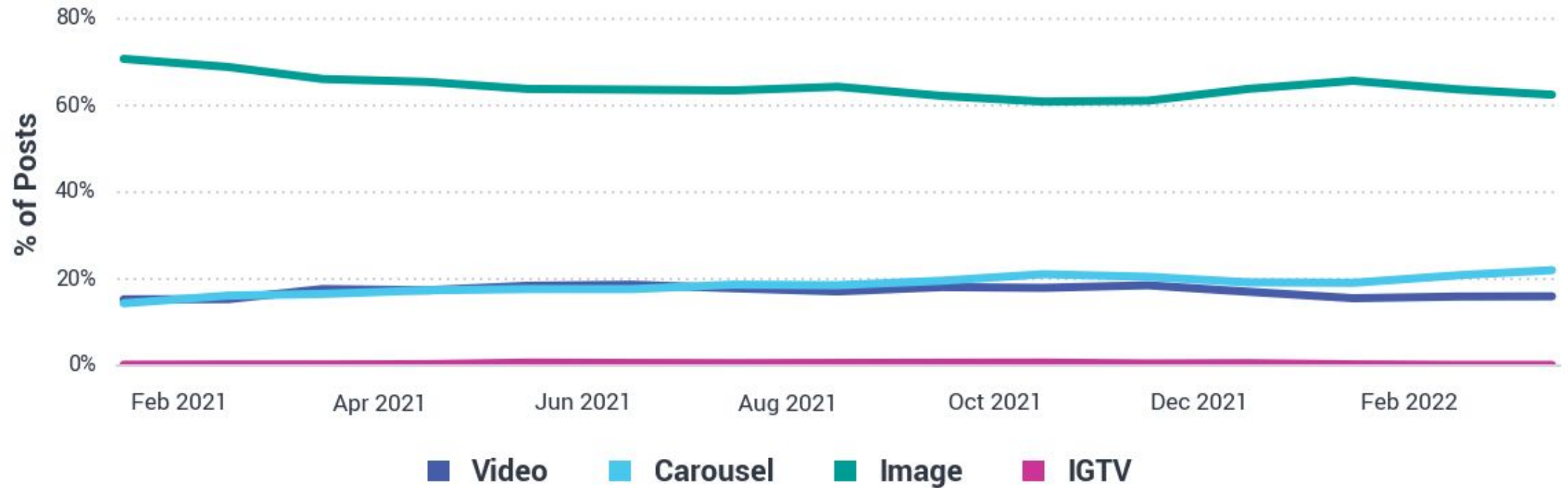


Date range: January 01, 2021 - March 31, 2022
Sample: 6,744 Facebook brands Pages in Mexico
Source: Emplifi data

Distribution of Post Types on Instagram



Brands
Mexico

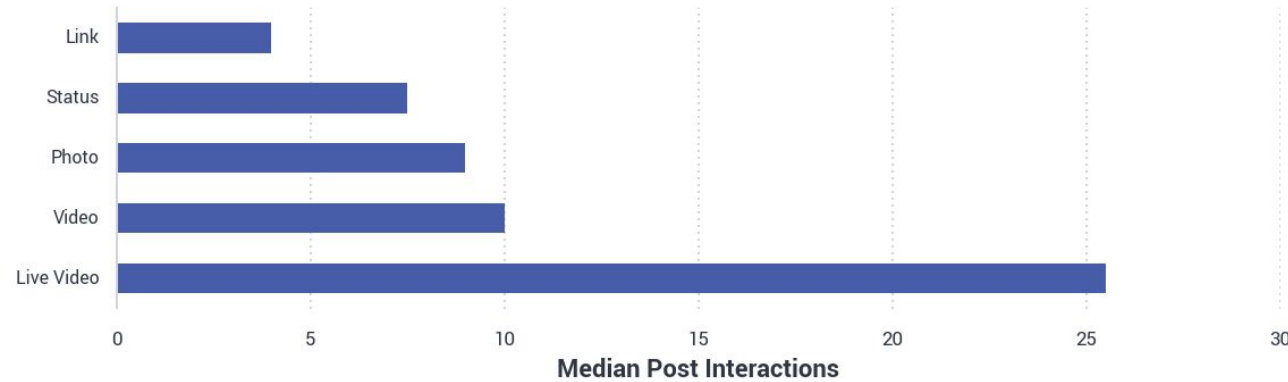


Date range: January 01, 2021 - March 31, 2022
Sample: 1,953 Instagram brands Profiles in Mexico
Source: Emplifi data

Organic Performance of Post Types on Facebook



Brands
Mexico



In terms of organic performance on Facebook in Mexico, Live Video and Video perform well, with 25 median post interactions for Live Video and with 10 median post interactions for Video.

Date range: January 01, 2022 - March 31, 2022

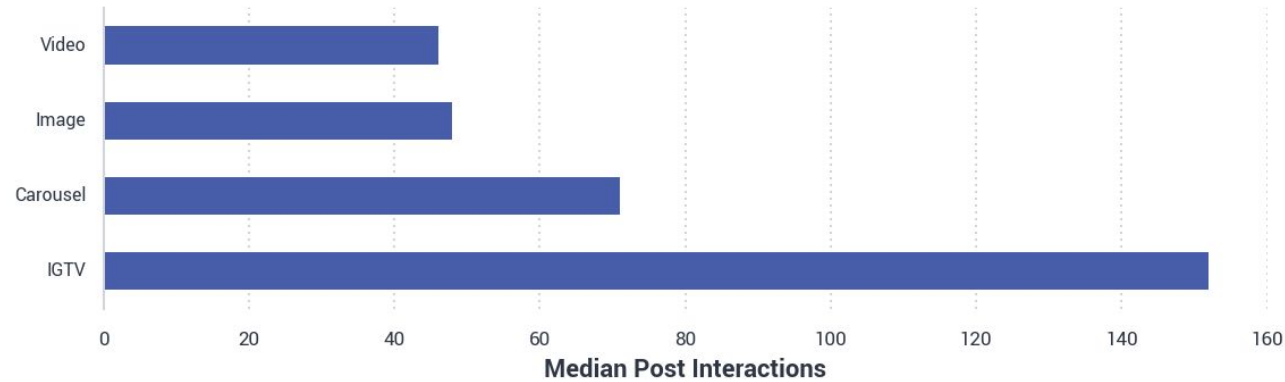
Sample: 6,013 Facebook brands Pages in Mexico

Source: Emplifi data

Organic Performance of Post Types on Instagram



Brands
Mexico



In terms of organic performance on Instagram in Mexico, Igtv performs the best with 152 median post interactions, which is 81 more than the 2nd highest post type, Carousel.

Date range: January 01, 2022 - March 31, 2022

Sample: 1,792 Instagram brands Profiles in Mexico

Source: Emplifi data

Top Performing Pages on Facebook



Brands
Mexico

Rank		Name	Fans	Posts	Interactions
1		LocalAdventures <small>/localadventures</small>	nan	374	7,196,329
2		Upsocl Video <small>/upsoclvideo</small>	3,535,559	2,149	7,085,216
3		Netflix <small>/Netflixxm</small>	nan	257	5,972,788
4		Estudihambre <small>/estudihambre</small>	3,187,331	1,766	4,680,793
5		Niños de Ahora <small>/ninosdeahora</small>	4,042,422	545	3,130,589
6		Plaza de la Mujer <small>/plazadelamujermx</small>	188,182	311	1,390,983

For Brands in Mexico, the top performing page on Facebook is LocalAdventures, with 7,196,329 interactions on 374 posts. Other pages performing well include Upsocl Video and Netflix.

Date range: January 01, 2022 - March 31, 2022








Sample: Facebook brands Pages in Mexico

Source: Emplifi data

Top Performing Profiles on Instagram



Brands
Mexico

Rank		Name	Followers	Posts	Interactions
1		SHEIN.COM.MX <small>/shein_mex</small>	4,262,012	467	3,517,013
2		Inn victus <small>/innvictusmx</small>	914,054	215	1,954,980
3		Caliente.mx <small>/caliente_sports</small>	416,350	514	1,455,267
4		Starbucks México <small>/starbucks_mex</small>	1,000,786	153	1,269,814
5		Spotify México <small>/spotify_mexico</small>	605,684	103	1,173,680
6		Xbox México <small>/xbox_mexico</small>	1,138,927	60	778,652

For Brands in Mexico, the top performing profile on Instagram is SHEIN.COM.MX, which has 4,262,012 followers and generated 3,517,013 interactions on 467 posts. Other profiles performing well include Inn victus and Caliente.mx.

Date range: January 01, 2022 - March 31, 2022
Sample: Instagram brands Profiles in Mexico
Source: Emplifi data

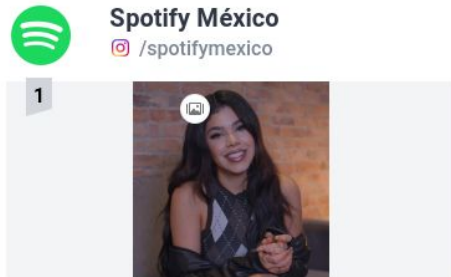
Top Posts on Facebook

Rank	Brand	Post Image	Caption	Interactions
1	Chips Barcel /ChipsBarcel		¿Quieres ir este 1 y 2 de Abril al Tecate Pa'l Norte? Tienes hasta el 29 de marzo a las 11:59 pm para preparar un bowl con Chip's inspirado en tu arti... .	568,784
2	LocalAdventures /localadventures		Ustedes deciden #LocalAdventures #meme #viajes	436,980
3	BLACK WIDOW STORE /blackwidowstore		XD	380,424

What are the posts in brands that created the most engagement on Facebook in Mexico in the last quarter? BLACK WIDOW STORE, Chips Barcel and LocalAdventures managed to skyrocket their Facebook performance, with the top post generating 568,784 interactions.

Date range: January 01, 2022 - March 31, 2022
Sample: 6,039 Facebook brands Pages in Mexico
Source: Emplifi data

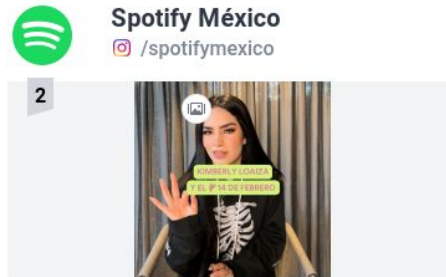
Top Posts on Instagram



Spotify México
/spotifymexico

1
@keniaos y @snowthaproduct estrenan colaboración y nos dicen que nadie las va a detener Encuentra "Joder" en mi bio y déjanos un sí ya la escuchast...

Interactions **517,314**



Spotify México
/spotifymexico

2
Así es San Valentín para @kimberly.loaiza. Arroba con quién te gustaría celebrar este día

Interactions **274,906**



Amstel Ultra
/amstelultra

3
La leyenda es cada vez más grande. Felicidades por tus 21 Grand slams. Vamos @rafaelnadal

Interactions **156,319**

What are the posts in brands that created the most engagement on Instagram in Mexico in the last quarter? Amstel Ultra and Spotify México managed to skyrocket their Instagram performance, with the top post generating 517,314 interactions.

Date range: January 01, 2022 - March 31, 2022

Sample: 1,792 Instagram brands Profiles in Mexico

Source: Emplifi data

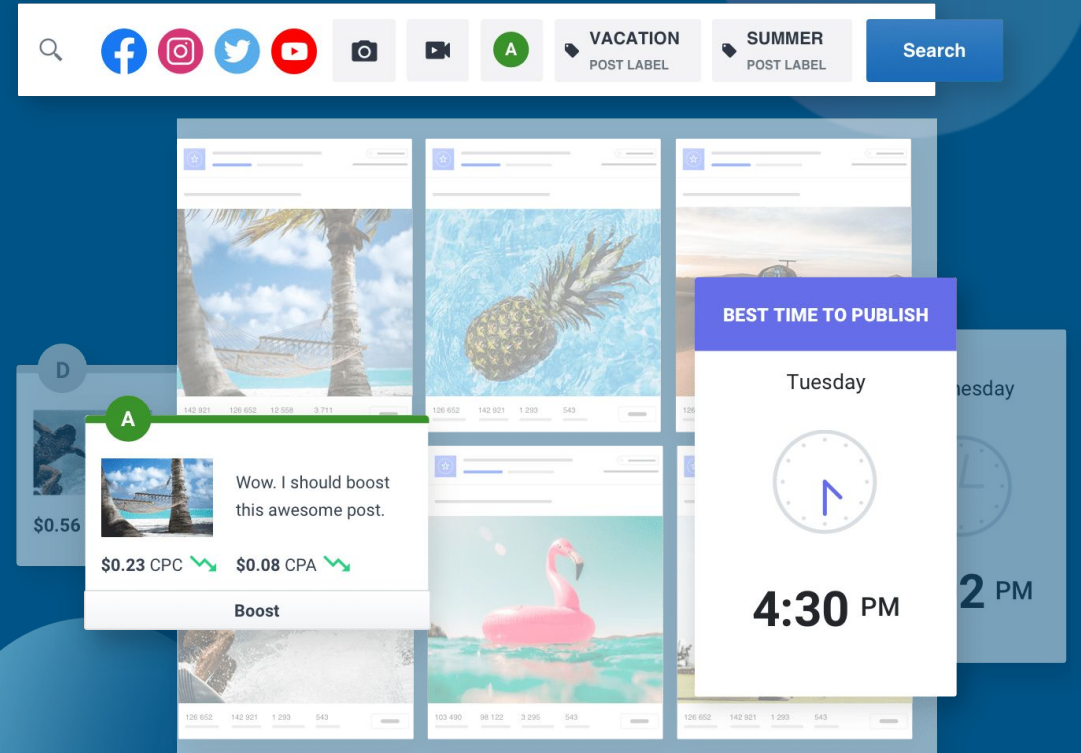
Boost your engagement on Facebook & Instagram with Emplifi



Get everything you need to create content that really drives audience engagement:

- Discover what content your audience actually likes
- Learn what to post, exactly when and where
- Uncover crucial content insights to direct your strategy

[Schedule a Personalised Demo](#)



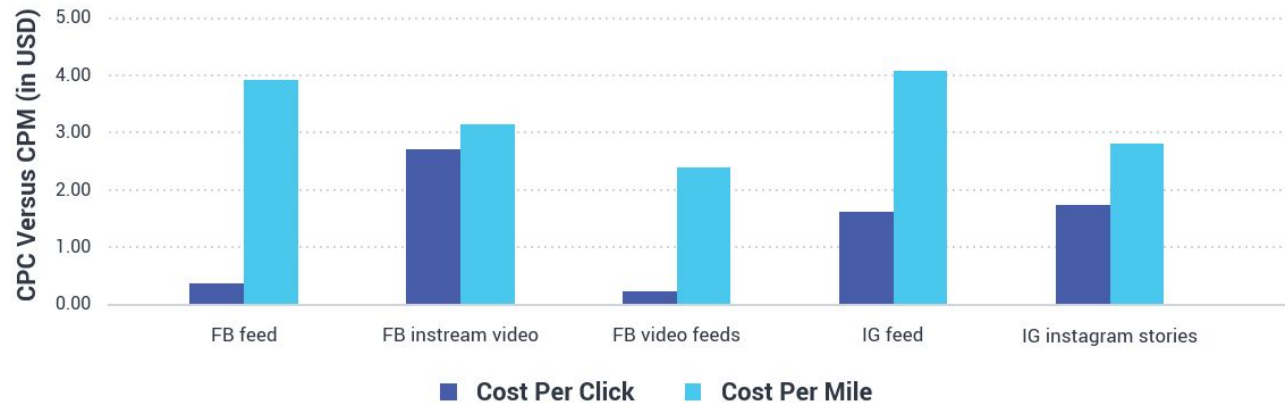


Facebook & Instagram Ads

CPC and CPM by Plat. Position - TOP 5 by Relative Spend



Brands
Mexico



When it comes to cost per click (CPC) and cost per thousand (CPM) for brands, the lowest CPC are on FB video feeds, FB feed, and IG feed while the lowest CPM are on FB video feeds, IG instagram stories, and FB instream video.

Date range: January 01, 2022 - March 31, 2022

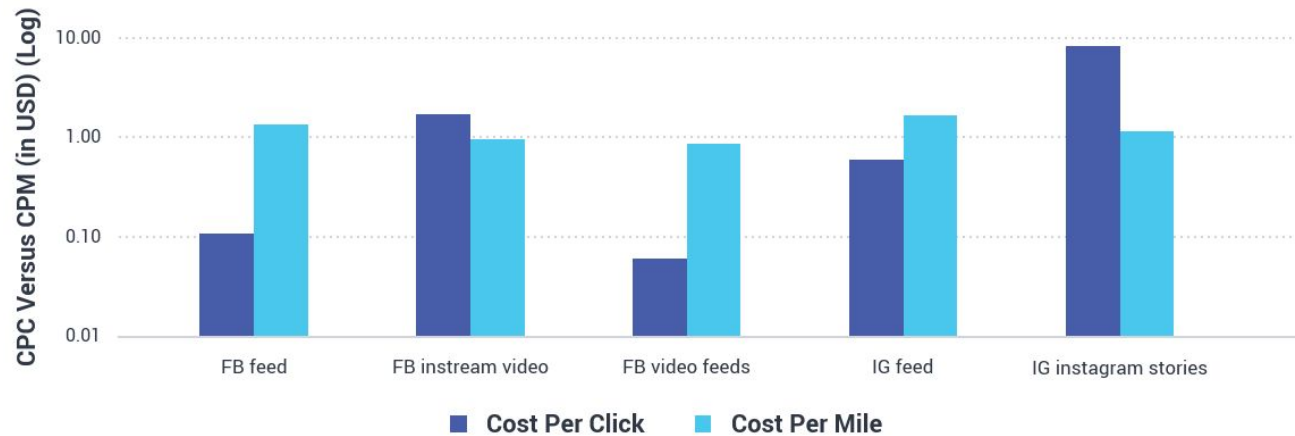
Sample: brands Ad Accounts Benchmark

Source: Emplifi data

CPC and CPM by Plat. Position - TOP 5 by Relative Spend



Brands
Mexico



When it comes to cost per click (CPC) and cost per thousand (CPM) for Mexico, the lowest CPC are on FB video feeds, FB feed, and IG feed while the lowest CPM are on FB video feeds, FB instream video, and IG instagram stories.

Date range: January 01, 2022 - March 31, 2022

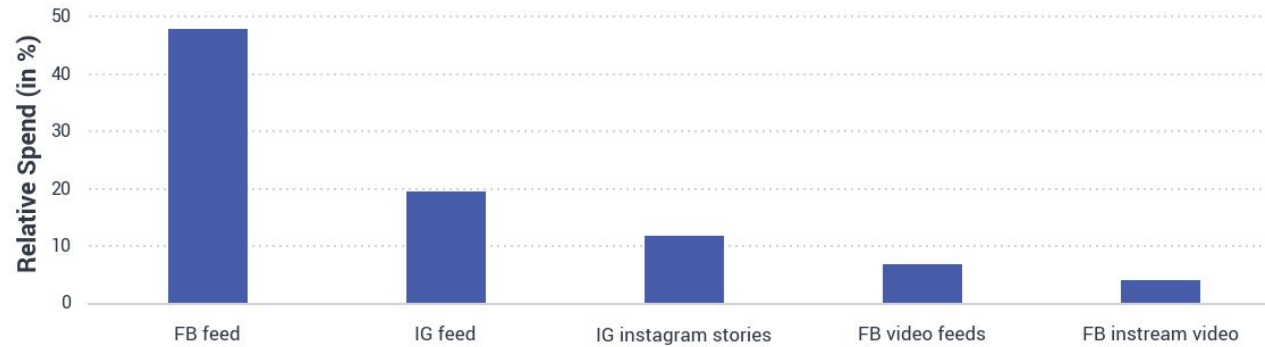
Sample: Mexico Ad Accounts Benchmark

Source: Emplifi data

Relative Spend by Platform Position - TOP 5



Brands
Mexico



Looking closer at brands, most of the relative spend goes to FB feed, followed by IG feed, and IG instagram stories. Spending on FB feed is 28.31 p.p. higher than spending on IG feed.

Date range: January 01, 2022 - March 31, 2022

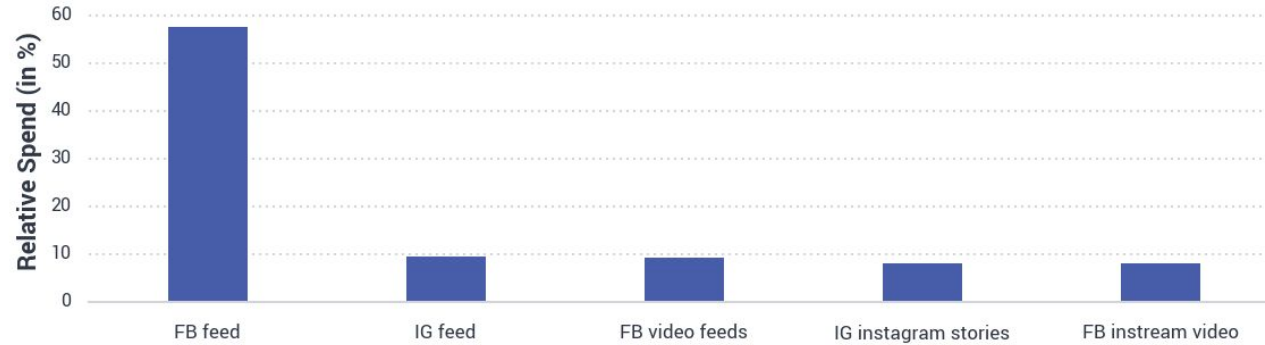
Sample: brands Ad Accounts Benchmark

Source: Emplifi data

Relative Spend by Platform Position - TOP 5



Brands
Mexico



Looking closer at Mexico, most of the relative spend goes to FB feed, followed by IG feed, and FB video feeds. Spending on FB feed is 47.98 p.p. higher than spending on IG feed.

Date range: January 01, 2022 - March 31, 2022

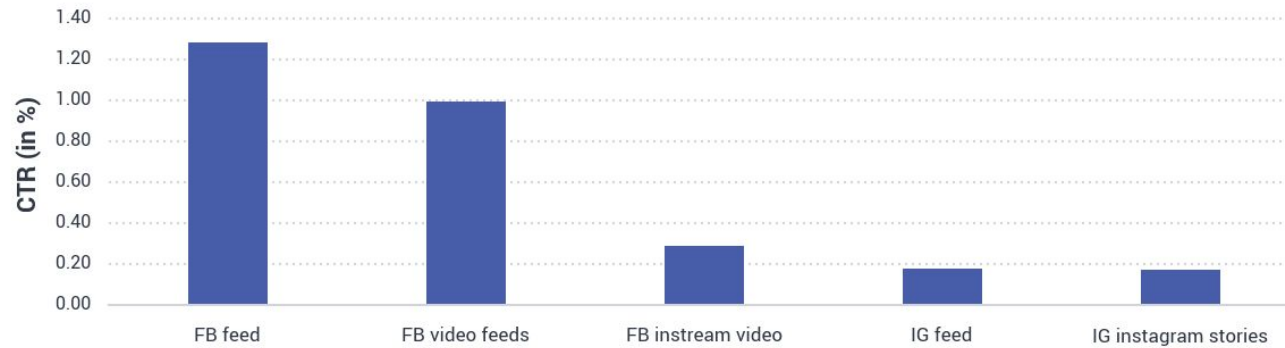
Sample: Mexico Ad Accounts Benchmark

Source: Emplifi data

CTR by Platform Position - TOP 5 by Relative Spend



Brands
Mexico



Within brands, the highest CTR is seen on FB feed, followed by FB video feeds, and FB instream video. FB feed gets CTR of 1.28% compared to FB video feeds, which gets 0.99%.

Date range: January 01, 2022 - March 31, 2022

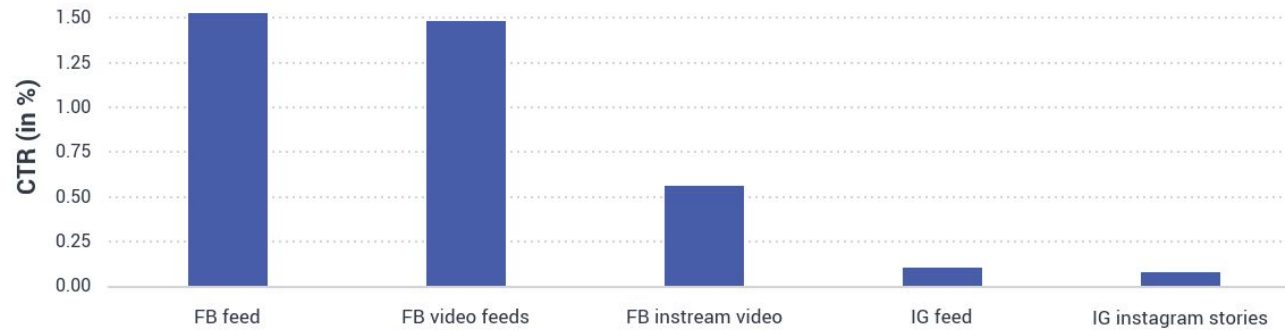
Sample: brands Ad Accounts Benchmark

Source: Emplifi data

CTR by Platform Position - TOP 5 by Relative Spend



Brands
Mexico



Within Mexico, the highest CTR is seen on FB feed, followed by FB video feeds, and FB instream video. FB feed gets CTR of 1.53% compared to FB video feeds, which gets 1.48%.

Date range: January 01, 2022 - March 31, 2022

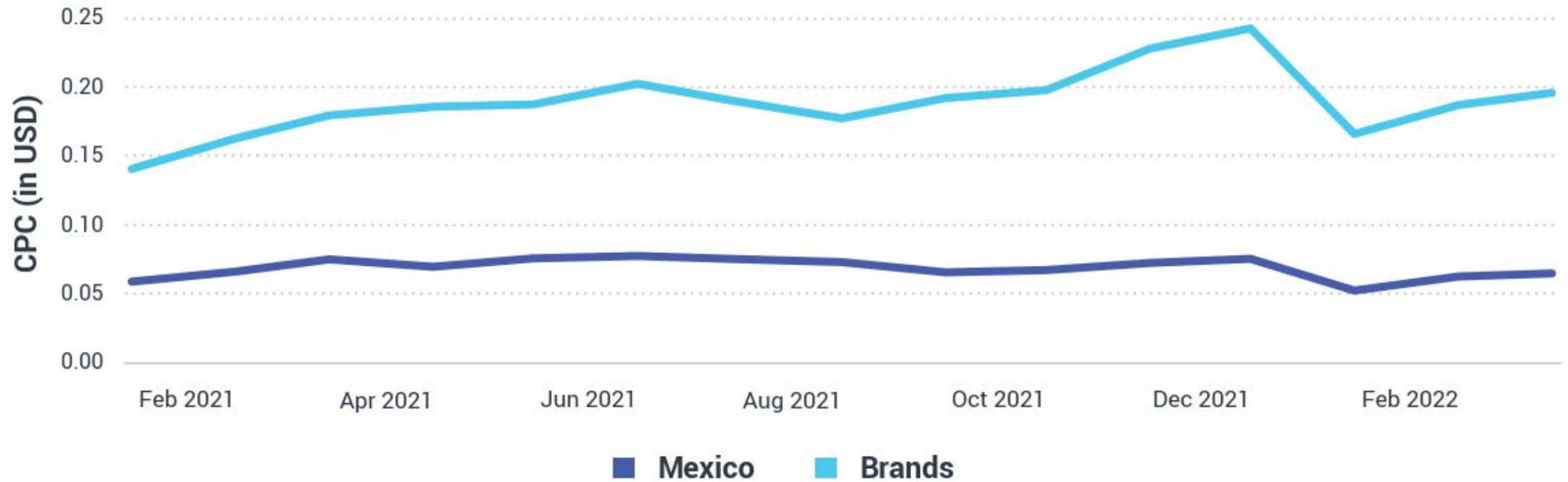
Sample: Mexico Ad Accounts Benchmark

Source: Emplifi data

Cost per Click



Brands
Mexico



Date range: January 01, 2021 - March 31, 2022

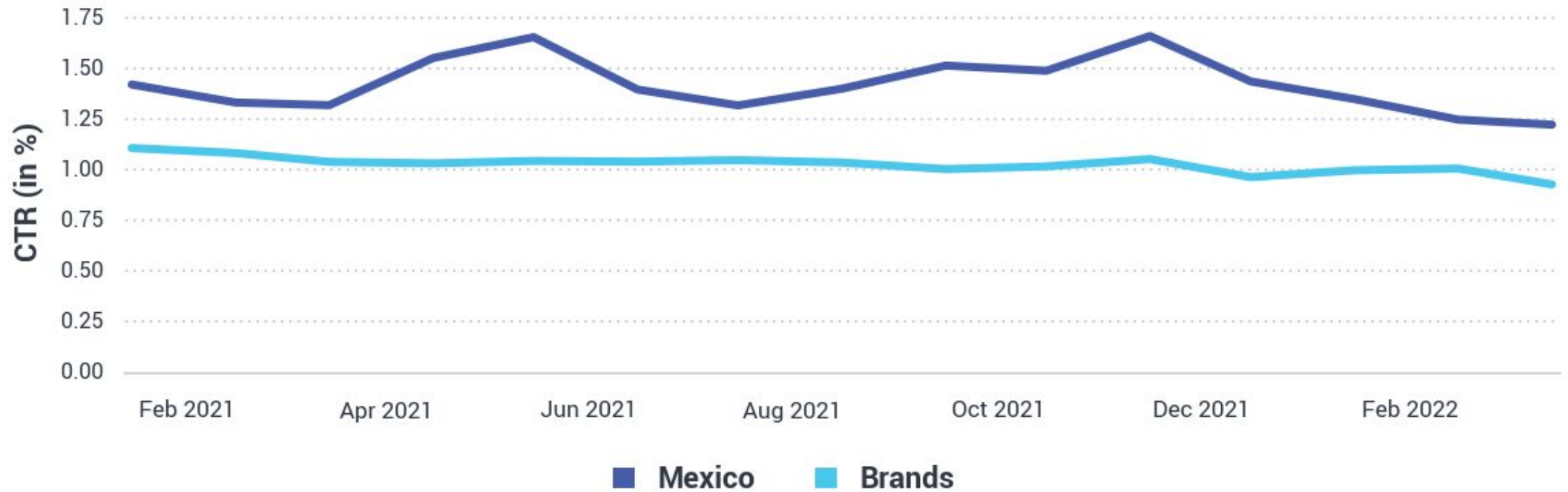
Sample: Ad Accounts Benchmark

Source: Emplifi data

Click Through Rate



Brands
Mexico



Date range: January 01, 2021 - March 31, 2022

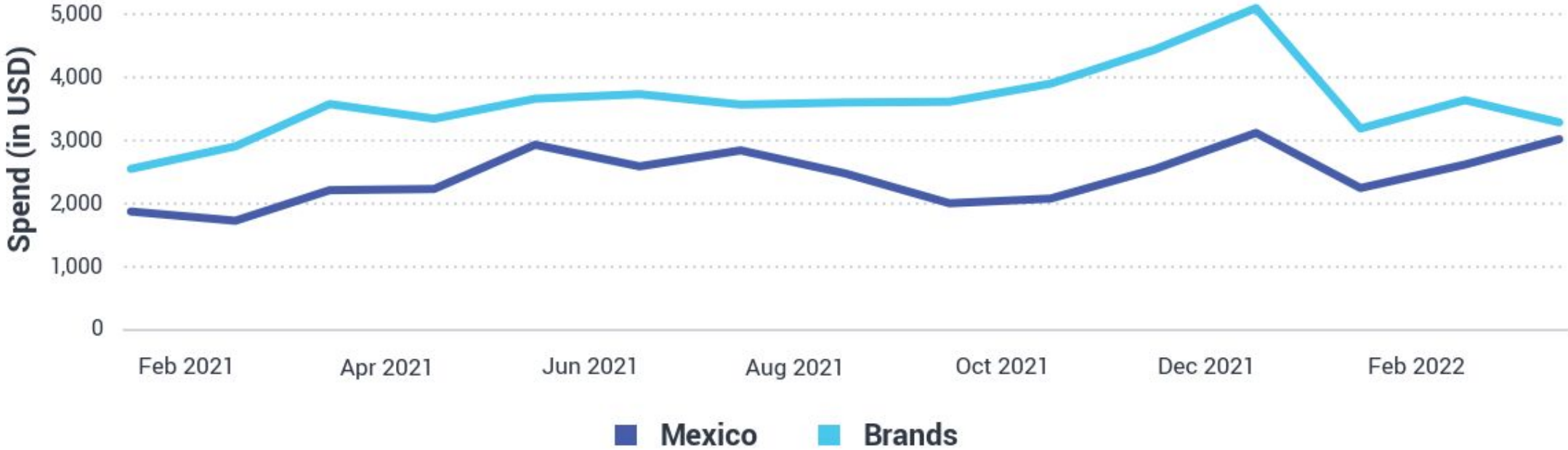
Sample: Ad Accounts Benchmark

Source: Emplifi data

Spend (USD)



Brands
Mexico



Date range: January 01, 2021 - March 31, 2022
Sample: Ad Accounts Benchmark
Source: Emplifi data

Total Spend on Posts by Grade on Facebook



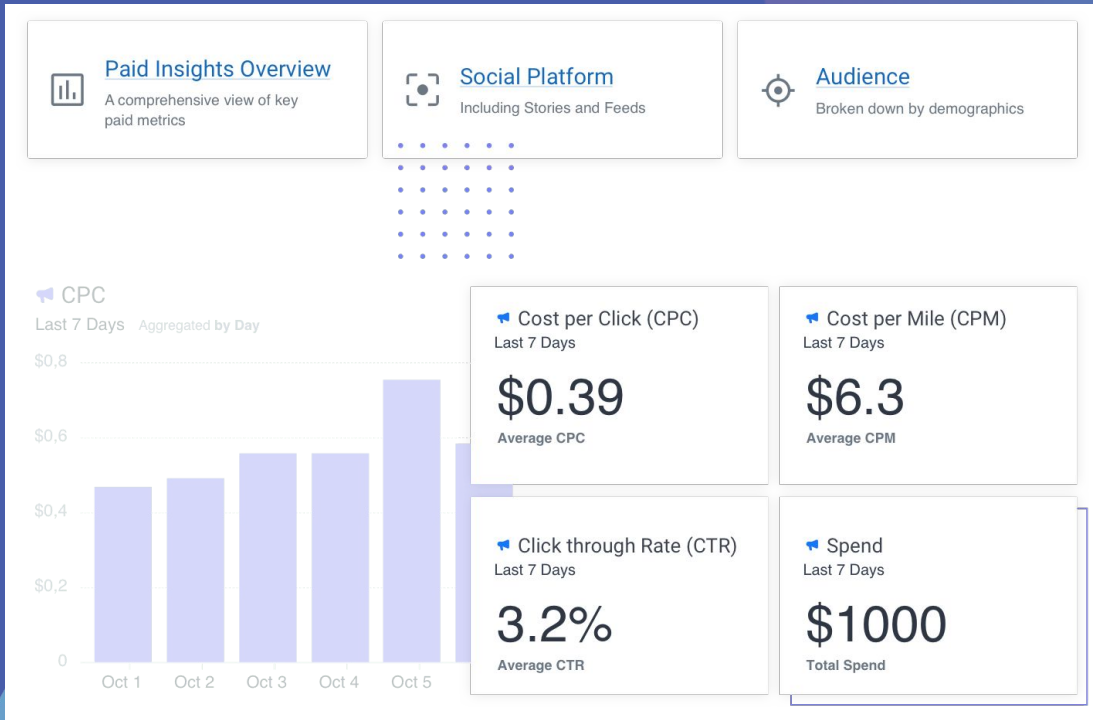
Brands
Mexico



- A+: 46.8%
- A: 23.4%
- C: 10.9%
- B: 9.9%
- D: 8.9%

Date range: January 01, 2022 - March 31, 2022
Sample: 124 Facebook Brands in Mexico
Source: Emplifi data

Get the most out of paid campaigns with Emplifi's data-driven metrics



Get everything you need to create content that really drives audience engagement:

- Use insights to make smarter decisions about your budget
- Instantly visualize KPIs alongside critical ad benchmarks
- Have AI help improve costs and boost click through

[Schedule a Personalised Demo](#)

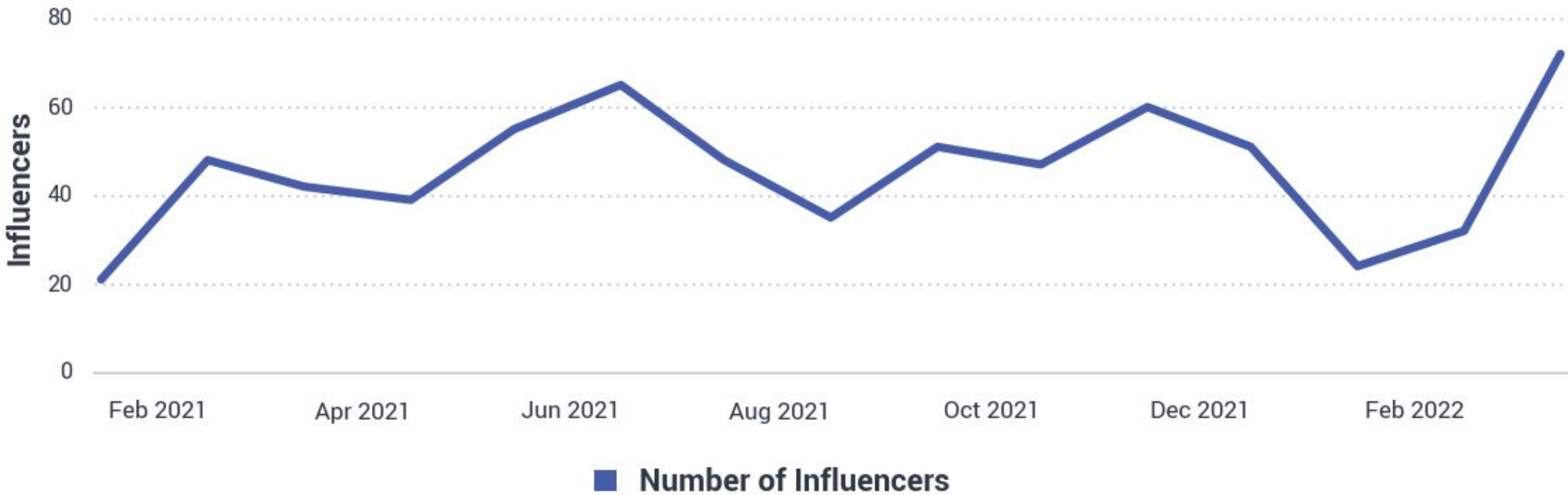


Influencers on Instagram

#Ad Usage by Influencers (Mexico)



Brands Mexico









Date range: January 01, 2021 - March 31, 2022
Sample: Instagram profiles associated with Brands in Mexico
Source: Emplifi data

Top Influencers Mentioning Brands Profiles (Mexico)



Brands
Mexico

Rank		Profile	Followers	Interactions	Scores
1		gabyta /gabygardez	604,976	9,059,700	100
2		Mara Torres ☆ /marayarely	408,374	3,629,969	100
3		Morat Mx /moratmexico	45,113	254,771	100
4		Perris Benegas /perrisbenegas	57,495	342,260	100
5		MarleneStahl /almustahl	155,961	1,072,156	100
6		Daniela Rodriguez /ghostdaniela	111,472	944,928	100

In Mexico, the top influencers mentioning Brands on Instagram include gabyta, Mara Torres ☆, and Morat Mx.

Date range: January 01, 2022 - March 31, 2022








Sample: Instagram profiles associated with Brands in Mexico

Source: Emplifi data

Top Regional Influencers Mentioning Brands Profiles (Mexico)



Brands
Mexico

Rank		Profile	Followers	Interactions	Scores
1		gabyta /gabylgardez	604,976	9,059,700	100
2		Morat Mx /moratmexico	45,113	254,771	100
3		MarleneStahl /almustahl	155,961	1,072,156	100
4		Daniela Rodriguez /ghostdaniela	111,472	944,928	100
5		Andy Benavides /andybenavidesm	1,271,112	19,310,975	100
6		Camila Sodi /camilasodi_	2,689,733	10,390,310	100

In Mexico, the top presumed regional influencers mentioning Brands on Instagram include gabyta, Morat Mx, and MarleneStahl.

Date range: January 01, 2022 - March 31, 2022


Sample: Instagram profiles associated with Brands in Mexico

Source: Emplifi data

Top Brands Profiles Cooperating with Influencers (Mexico)



Brands
Mexico

Rank		Profile	# Mentions	# Influencers
1		SHEIN.COM.MX /shein_mex	99	40
2		Pantene México /pantenemexico	11	8
3		Casai /wearecasai	6	4
4		Amazon México /amazonmex	4	2
5		Hard Rock Hotel Rivi... /hrhvieramaya	3	2
6		Walmart México /walmartmexico	3	2

The top Brands profile associated with Instagram influencers in Mexico is SHEIN.COM.MX, which has 99 mentions from 40 influencers. Other profiles with successful influencer partnerships include Pantene México, Casai, and Amazon México.

Date range: January 01, 2022 - March 31, 2022


Sample: Instagram profiles associated with Brands in Mexico

Source: Emplifi data

Profiles With The Best Influencer Marketing Efficiency (Mexico)



Brands
Mexico

Rank		Profile	Influencers' Interactions %	Influencers' Posts %	Cooperation Efficiency
1		Smart Bamboo Mx /smartbamboomx	99.88%	50.00%	826.15x
2		Jack Daniel's Mexico /jackdanielsmexico	99.42%	50.00%	172.67x
3		Mi Querido Bacalar /miqueridobacalar	82.28%	2.94%	153.25x
4		FullTrust /fulltrustmx	99.06%	50.00%	105.82x
5		Pantene México /pantenemexico	99.91%	91.67%	100.32x
6		Ford México /fordmx	98.22%	50.00%	55.06x

The Brands profile in Mexico that has the best influencer marketing efficiency is Smart Bamboo Mx which has a cooperation efficiency of 826.15x and only 50.00% of the overall posts featured by influencers. Other profiles doing well in this area includes Jack Daniel's Mexico, Mi Querido Bacalar, and FullTrust. Cooperation Efficiency: the metric is the ratio of average interactions on an influencer's post mentioning the brand compared to a post published by the brand itself.

Date range: January 01, 2022 - March 31, 2022

Sample: Instagram profiles associated with Brands in Mexico

Source: Emplifi data

Boost your engagement on Facebook & Instagram with Emplifi

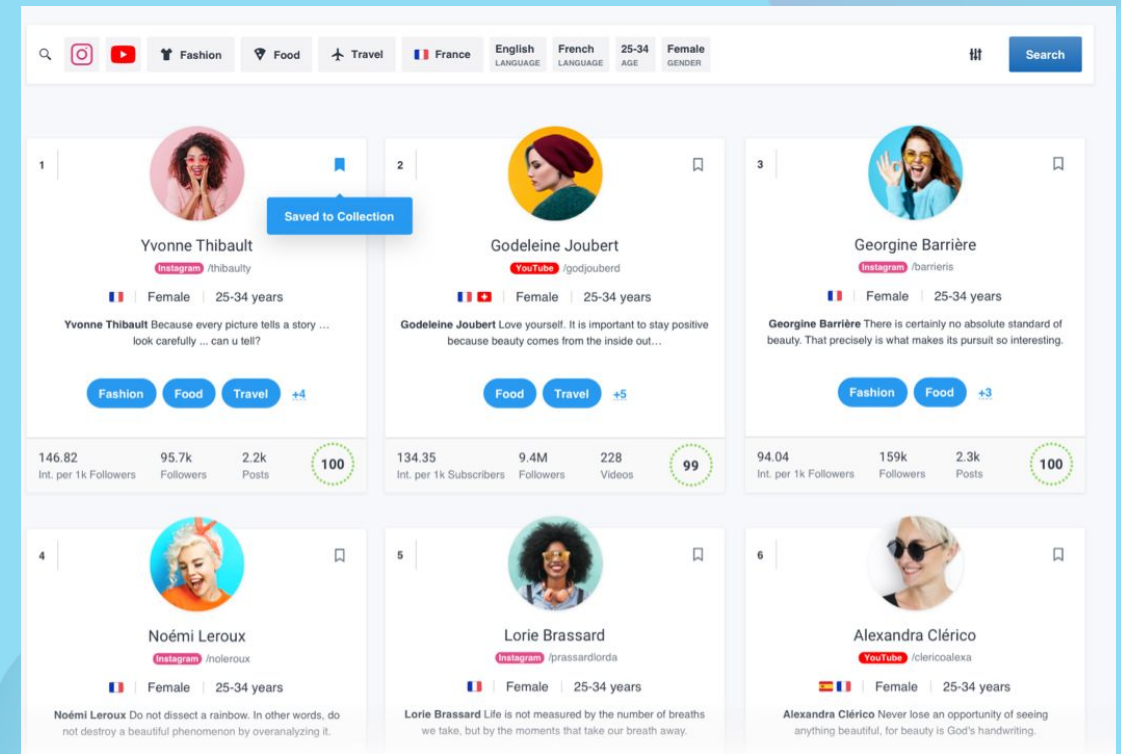


Discover the right influencers for your audience instantly

Finding the right influencers for your audience can be as easy as clicking a button. AI analyzes and finds the right influencers for you based on your audience preferences.

- Instantly find top-performing influencers in any industry or region
- Shortlist influencers that best match your requirements
- Easily monitor the business impact of all your influencer campaigns

[Schedule a Personalised Demo](#)






Appendix

Appendix - Facebook



Brands
Mexico

Metric 	Location	Q1 2022	Q-to-Q	Y-to-Y
Number of Followers	Mexico	26,043.00	0.00%	1.00%
Interactions on Profile Post	Mexico	11.00	-8.00%	-31.00%
Profile Posts	Mexico	40.00	-11.00%	-7.00%
Video Views	Mexico	501.00	5.00%	-23.00%

Date range: January 01, 2021 - March 31, 2022

Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Emplifi data

Appendix - Facebook



Brands
Mexico

Metric 	Location	Q1 2022	Q-to-Q	Y-to-Y
% Comments	Mexico	6.24%	-6.00%	-18.00%
% Other Than Like	Mexico	17.46%	-2.00%	-5.00%
% Reaction	Mexico	83.40%	1.00%	3.00%
% Shares	Mexico	10.37%	-4.00%	-11.00%
% Live Video	Mexico	0.00%	0.00%	0.00%

Date range: January 01, 2021 - March 31, 2022


Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Emplifi data

Appendix - Instagram



Brands
Mexico

Metric 	Location	Q1 2022	Q-to-Q	Y-to-Y
Influencers Posting #Ad	Mexico	118.00	-11.00%	18.00%
Number of Followers	Mexico	21,336.00	2.00%	13.00%
Interactions on Profile Post	Mexico	55.00	-7.00%	-44.00%
Profile Posts	Mexico	34.00	10.00%	3.00%

Date range: January 01, 2021 - March 31, 2022


Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Emplifi data

Appendix - Youtube



Brands
Mexico

Metric 	Location	Q1 2022	Q-to-Q	Y-to-Y
Number of Followers	Mexico	6,505.00	0.00%	5.00%

Date range: January 01, 2021 - March 31, 2022

Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Emplifi data

Metric	Benchmark	Q1 2022	Q-to-Q	Y-to-Y
\$ CPC	Mexico	0.06	-15.62%	-9.85%
\$ CPC	brands	0.18	-17.69%	13.16%
\$ Spend	Mexico	2,513.66	3.14%	31.07%
\$ Spend	brands	3,375.68	-23.79%	12.52%

Date range: January 01, 2021 - March 31, 2022

Sample: Facebook ads account benchmarks. The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Emplifi data



Quarterly Industry Reports reflect the state of Emplifi database at the beginning of the following quarter to the quarter of the reports. The data is pulled only once and is not updated between releases.

Minimum threshold for the report to be generated is 50 Profiles on Instagram & 50 Pages on Facebook for the given region and category combination. When the combination for a specific slide does not meet the threshold, if possible, data for broader area is provided instead.

In Q3 2020, the scope of our Instagram database was narrowed, thus resulting in possible discrepancies between the new and older reports in the reporting of long term trends. However, data shown in individual reports are consistent in time.

Note — Additional thresholds may be applied for specific slides:

- **Total Interactions Distribution at a minimum of 300**
- **Internal Ads-Benchmarks at a minimum 200 active benchmarks from a region/industry**
- **#AD hashtags at a minimum of 10 #AD hashtags per month in the influencers section, etc**



Reactions:

The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook. Facebook doesn't provide number of Care reactions, therefore Care reactions are included in the Like reactions count.

Interactions:

Interactions on Facebook are calculated as a sum of all Reactions, Comments and Shares on posts published by a Page. Interactions on Instagram are calculated as a sum of Likes and Comments on posts published by a Profile.

Median post interactions in time:

The middle page when ranking Pages (Profiles) by median monthly post interaction. Median post by interactions is the page's middle post published in given month ranked by interactions.

Relative median interactions in time:

Same as Median Interactions in time, but the values are the ratios of the maximum value in the given time period (separately for each platform).

SOCIAL MEDIA LANDSCAPE

Audience size:

Median of pages Fans (Followers) count at the end of the quarter.

Posts:

Median of total posts published in the quarter, aggregated on Page level.

Interactions:

Median of total page interactions (on the posts published in the quarter), aggregated on Page level.

ADS

Organic means not promoted (not paid to be shown in the feed). We use Emplifi' internal algorithm that detects with almost 100% accuracy whether a post has been promoted or not.

Cost per Click (CPC) and Cost per mille (CPM) by Platform Position:

Median for all available Ad accounts. Platform positions are different for Facebook and Instagram. The chart shows only the top 5 positions by relative spend (see below).

Relative Spend by Platform Position:

Identifies on which positions the highest budget was allocated. The data is normalized (%) and shows the average distribution of an account's spend.

Click-Through Rate (CTR) by Platform Position:

CTR median values of the top 5 positions by relative spend. CPC, CPM and Spend metrics are in USD.

Post grade:

Post grade is a metric provided exclusively by Emplifi for performance prediction and uses an A+ to D grading system to show how each post is predicted to perform based on the previous 72 hours organic performance.

INFLUENCERS

Influencer:

Instagram business profile followed by more than 1000 profiles.

Evolution of #AD Usage:

The total number of distinct Influencers who have posted #AD (or available local equivalent) aggregated by month. To be included, the post must contain both the #AD hashtag and a mention of a profile from the given region and category.

Influencer's score:

The score represents influencer's relative performance in key metrics: the sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

Top Influencers Mentioning {category} Profiles:

Ranking of influencers who mentioned at least one profile from a given category and region in the given time range. Influencers are not filtered by country and therefore may occur in multiple rankings.

Top Profiles Cooperating with Influencers:

Profiles in given categories and regions that were mentioned by at least one influencer in the given time range.

Influencer Marketing Efficiency:

Is the ratio of Interactions acquired on influencer's (e.g. Hermione Granger) post mentioning the profile (e.g. Hogwarts Express) compared to post published by the Hogwarts Express itself.

The higher the score is, the more efficient the cooperation. To be included in the ranking, the influencers posts must include both #AD (or local equivalent) and a profile mention (@Hogwarts_Express) to be displayed in the report (transportation brands in the UK).

APPENDIX

% **Comments:** The percentage of total interactions on comments

% **Reactions:** The percentage of total interactions on reactions

% **Shares:** The percentage of total interactions on shares

% **Live Video:** The percentage of all posts on live video posts

% **Other Than Like:** Shows the percentage of reactions excluding like reactions (love, haha, wow, sorry, anger)

% **Paid Media:** Percentage of all posts on promoted posts

Activity: Median posts published by profiles on the platform in a given time period.

Community Size: Median Fans/Followers/Subscribers count on the platform

Interactions: Median post interactions received on posts published in the given time period

#AD Usage: The total number of influencers who used #AD (or available local equivalent) in Instagram posts

Extended glossary available on [website](#). All data (unless specified differently) is first normalized on Profile/Page/Channel.

Countries included in the report:

Mexico