



Allbirds

We make better things in a better way using premium natural materials.

● 494.6K Followers

● 165 Total Posts

● 877 Average Likes

● 0.19% Avg. Engagement Percentage

● 917 Average Engagement

● 40 Average Comments

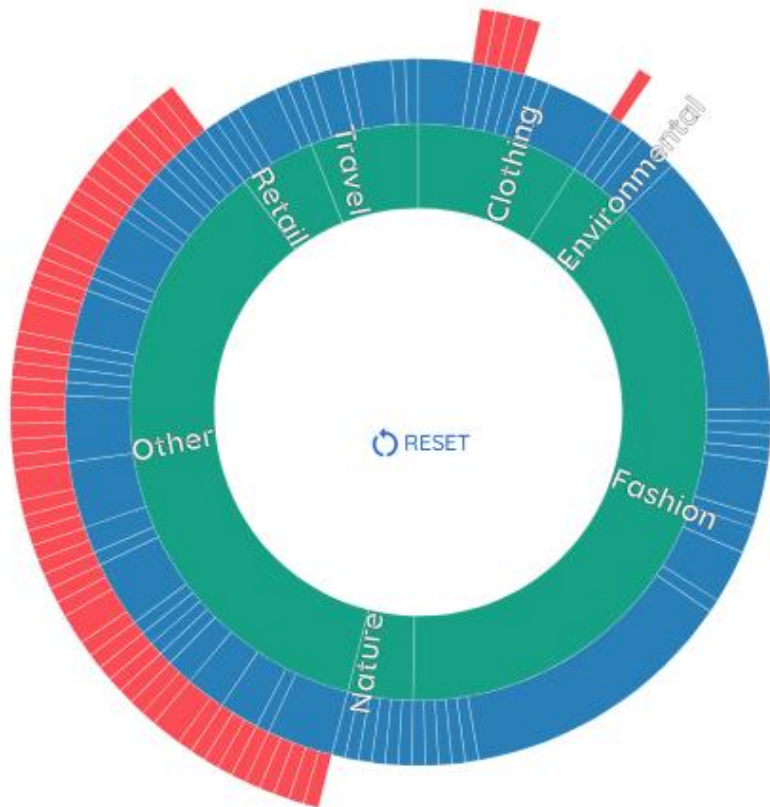
Date Range 01 Oct '22 - 22 May '23

Refresh Analysis Save as PDF

- 1. CONTENT ANALYSIS
- 2. CONTENT THEMES
- 3. HASHTAG ANALYSIS
- 4. POST PERFORMANCE

Content Distribution Pattern

This represents the broad content categories the account talks about. Click on any category to check details



Top 3 Content Themes

Fashion

Posts: **62** % of Total: **37.58%**
 Engagement: **39.4K** % of Total: **26.02%**

Other

Posts: **59** % of Total: **35.76%**
 Engagement: **45.8K** % of Total: **30.28%**

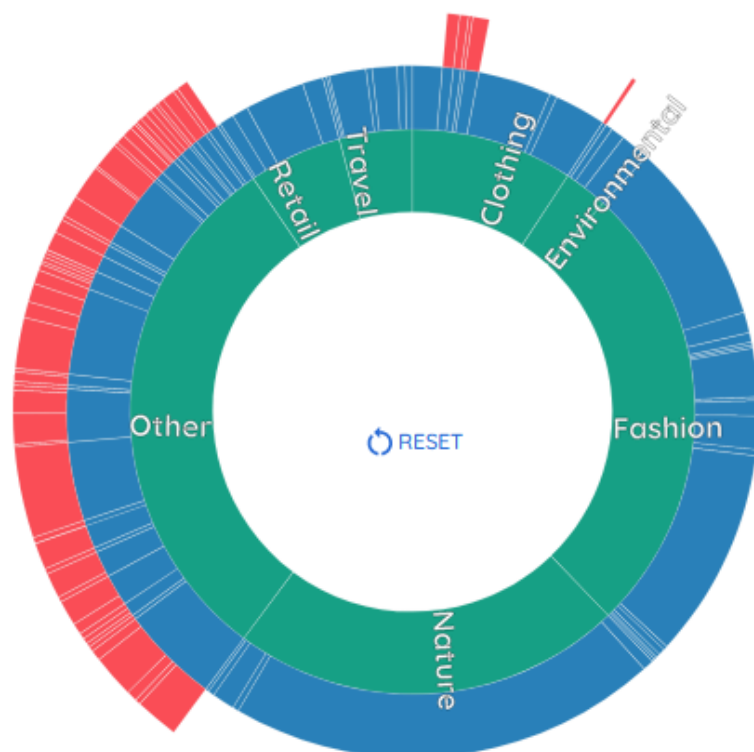
Clothing

Posts: **15** % of Total: **9.09%**
 Engagement: **14.0K** % of Total: **9.26%**

Content Distribution Pattern (Engagement)

This represents the Content Categories arranged by the engagement they receive.

Click on any category to check details



Top 3 Content Themes

Other

Posts: **59** % of Total: **30.28%**
 Engagement: **45.8K** % of Total: **35.76%**

Fashion

Posts: **62** % of Total: **26.02%**
 Engagement: **39.4K** % of Total: **37.58%**

Nature

Posts: **6** % of Total: **22.37%**
 Engagement: **33.9K** % of Total: **3.64%**

Content Themes

This shows the account's different Content themes. You can sort by the various parameters and also see the detailed view.

Theme Labels	Engagement %	Average Eng.	Share of Voice	Total Posts	Representative Images
Footwear Statement Shoes	0.12 % (-0.11)	613	3.6%	6	
Outdoor Shoes Style	0.11 % (-0.12)	543	9.1%	15	
Art Home & Kitchen Shoes	0.25 % (0.02)	1.2K	4.2%	7	
Pet Outdoor Nature	1.35 % (117)	6.7K	3%	5	
Accessories Clothing Shoes	0.13 % (-0.1)	636	17%	28	
Shoes Accessories Photo	0.09 % (-0.14)	450	6.7%	11	
Accessories Shoes Community Service	0.16 % (-0.07)	769	6.1%	10	
Shoes Nature Clothing	0.21 % (-0.02)	1.0K	9.7%	16	
Product Plastic Environment	0.08 % (-0.15)	384	3%	5	
Sustainability Environment Conservation	0.09 % (-0.14)	430	3%	5	
Accessories Shoes Color	0.10 % (-0.13)	508	3%	5	
Accessories Nature Sustainable	0.27 % (0.04)	1.4K	3%	5	
Shoes Accessories Nature	0.18 % (-0.05)	879	13.9%	23	
Accessories Athletic Shoes	0.15 % (-0.08)	731	5.5%	9	
Shoes Workout Christmas	0.06 % (-0.17)	302	6.1%	10	
Shopping Grocery Tourism	0.29 % (0.06)	1.4K	3%	5	

Hashtag Sets

This shows the AI-identified most used hashtag sets of the selected account.

#allbirds

#schooledwithmarshawn

#accidentallywesanderson

#wesanderson

#wesandersontrend

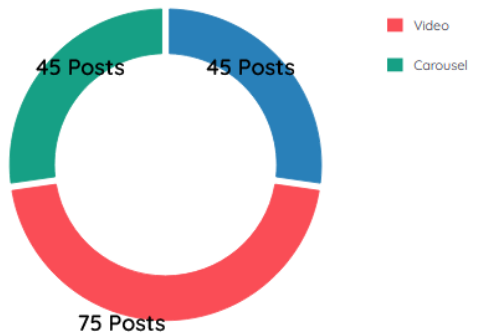
Top 5 Hashtags

5 most used hashtags of this account

Rank	Hashtag	Usage (%)
1	#allbirds	2%
2	#schooledwithmarshawn	2%
3	#accidentallywesanderson	1%
4	#wesanderson	1%
5	#wesandersontrend	1%

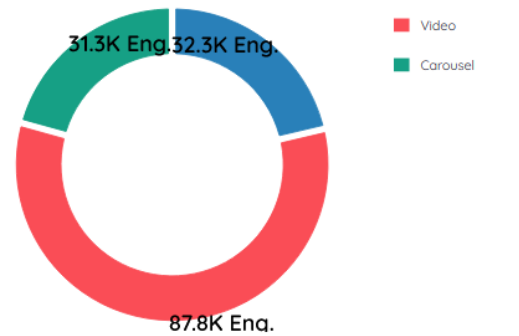
Post Distribution

Shows which post type is the most dominant



Engagement Contribution

Shows engagement contribution of each post type



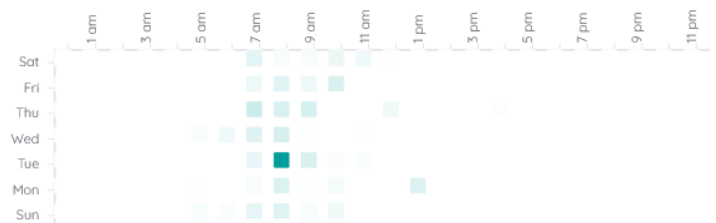
Post Distribution

Shows the account's weekly posting pattern



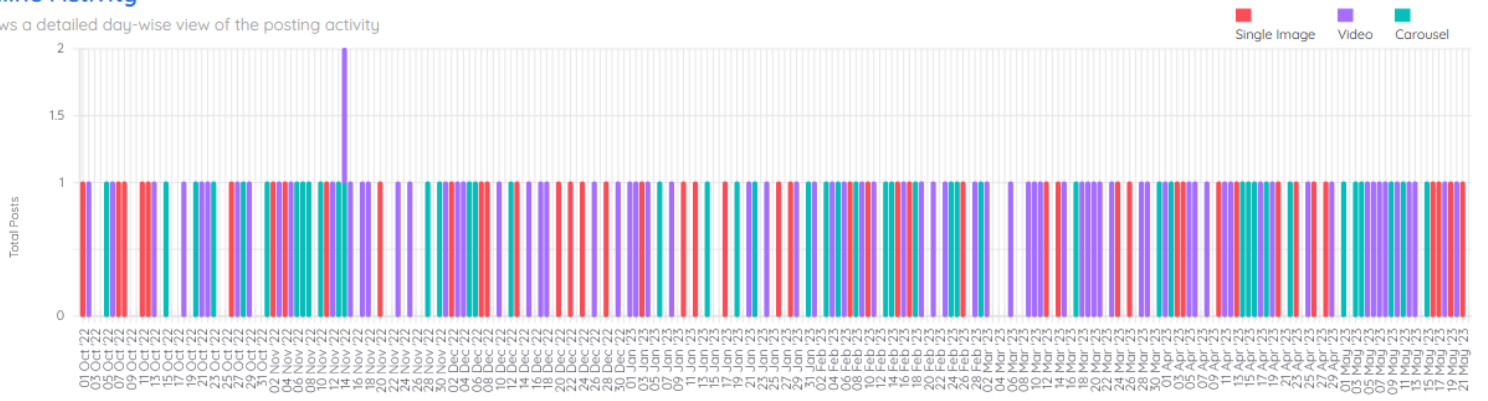
Engagement Contribution

Shows when the account gets their engagement in a week



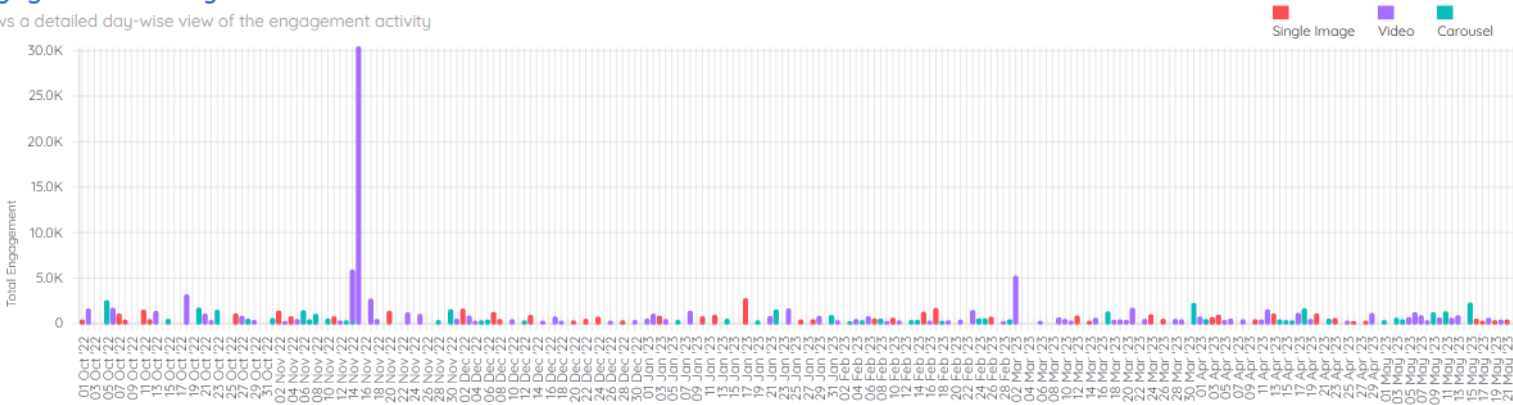
Online Activity

Shows a detailed day-wise view of the posting activity



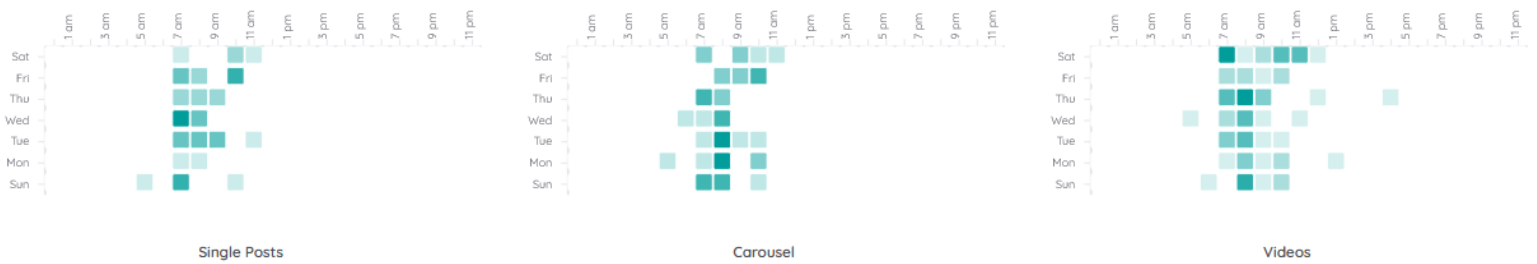
Engagement Activity

Shows a detailed day-wise view of the engagement activity



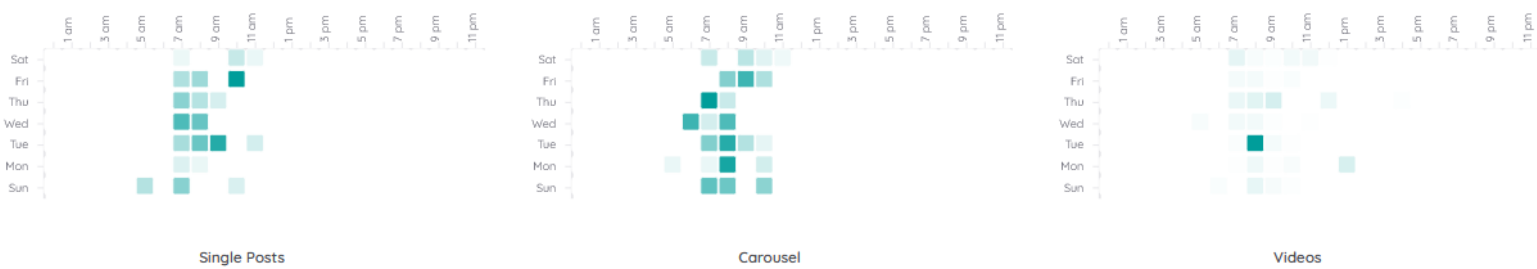
Post Distribution (By post type)

Shows the account's weekly posting pattern for each post type




Engagement Contribution (By post type)

Shows when the account gets their engagement in a week



Best Performing Posts

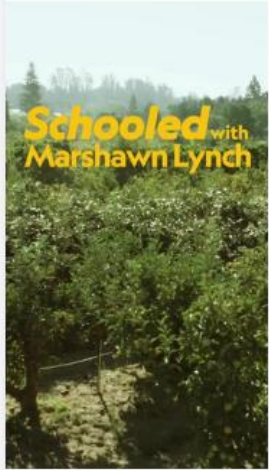
Shows top 5 best performing posts of the account



You mean to tell me all this time,


29.7K likes
Allbirds We went to EARTHseed farm. We show more
Nov 15th 22

Engagement 6.15% (+5.56)




5.5K likes
Allbirds Permission slips: Signed Bagge show more
Nov 14th 22

Engagement 1.13% (+0.54)




3.2K likes
Allbirds —Giveaway Closed— It's a WOOL show more
Mar 2nd 23

Engagement 1.05% (+0.46)



3.0K likes
Allbirds Rain? Not a problem. Meet The show more
Oct 18th 22

Engagement 0.63% (+0.04)



2.6K likes
Allbirds It's the gear of the rabbit on show more
Jan 17th 23

Engagement 0.54% (+0.05)

All Posts

List of all the posts of this account.

Post	Caption	Eng %	Likes	Comments	Published
	Good: extra springy and supportive Tree Flyer. Better: extra springy and supportive Tree Flyer in Forage Green. Best: Lacing up the extra springy and supportive Tree Flyer in Forage Green and going ...	0.07 % (-0.06)	334	2	21 May 23 07:30 AM
	Arch support, meet the arches. Arches, meet arch support. Talk amongst yourselves. 📷: nationalparks_guide	0.06 % (-0.07)	303	7	20 May 23 07:32 AM
	When the color palette hits just right 🌈👟	0.05 % (-0.08)	226	26	19 May 23 07:00 AM
	Taking cues from mommydiary on traveling in style (and in comfort) this spring.	0.11 % (-0.02)	341	182	18 May 23 08:25 AM
	Super soft merino wool is that hug for your feet you never knew you needed.	0.04 % (-0.09)	136	64	17 May 23 07:31 AM
	Looking for limited-edition colors? Go west (way west). For our latest inspiration, we headed to sunny Palm Springs in search of endless blue skies and stunning peaks of San Jacinto.	0.09 % (-0.04)	381	45	16 May 23 07:31 AM

	<p>This Golf Dasher's grippy sole gives you full swing stability so you can really go for it without losing your footing. Take a closer look at these multi-directional lugs and weather-resistant upper.</p>	<p>0.25 % (0.12)</p>	<p>1.2K</p>	<p>39</p>	<p>11 May 23 07:30 AM</p>
	<p>Will Lowery is on a mission to create change by bringing golf to more communities and younger generations. His passion for the game started young and has grown into a purpose that drives his incredibl ...</p>	<p>0.11 % (-0.02)</p>	<p>526</p>	<p>40</p>	<p>10 May 23 08:04 AM</p>
	<p>From tee to green, our first-ever golf shoe is nature-made to have more fun. Made with sustainable materials like castor bean oil and sugarcane, we worked hard to lower your carbon footprint so you ca ...</p>	<p>0.23 % (0.1)</p>	<p>1.0K</p>	<p>119</p>	<p>09 May 23 08:01 AM</p>
	<p>We're so excited to be opening our newest store in Greenwich, Connecticut! Stop by Mon-Sat: 10am-6pm, Sun: 11am-6pm to say hi 🍷 P.S. Don't forget to pick up our marigold shoelaces available in-store ...</p>	<p>0.44 % (0.31)</p>	<p>2.1K</p>	<p>60</p>	<p>15 May 23 08:28 AM</p>
	<p>What could be better than exploring new places in matching Tree Runners? Tag that person in the comments 🧑🏻</p>	<p>0.16 % (0.03)</p>	<p>750</p>	<p>50</p>	<p>13 May 23 07:01 AM</p>
	<p>The new Golf Dasher is light weight, grippy, and every bit as fun as it looks. And with a touch of super soft merino wool, even your Mulligans will feel nice.</p>	<p>0.11 % (-0.02)</p>	<p>492</p>	<p>38</p>	<p>12 May 23 08:10 AM</p>