



ASOS

Holiday Shop • shop the edit now All things ASOS Menswear  
@asos\_man Shop ASOS Judgement-free zone

14.6M Followers

456 Total Posts

3.0K Average Likes

0.02% Avg. Engagement Percentage

3.1K Average Engagement

43 Average Comments

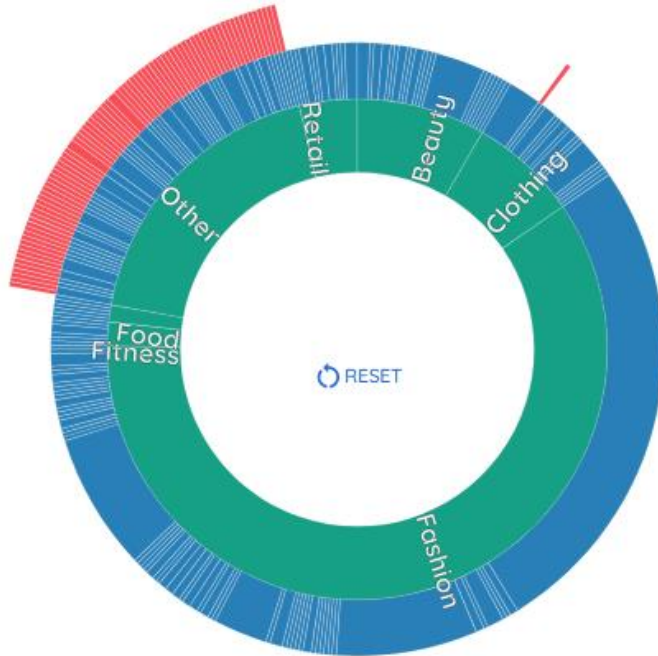
Date Range 13 Dec '22 - 01 Jun '23

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: 273  
 Engagement: 790.9K  
 % of Total: 59.87%  
 % of Total: 56.15%

#### Other

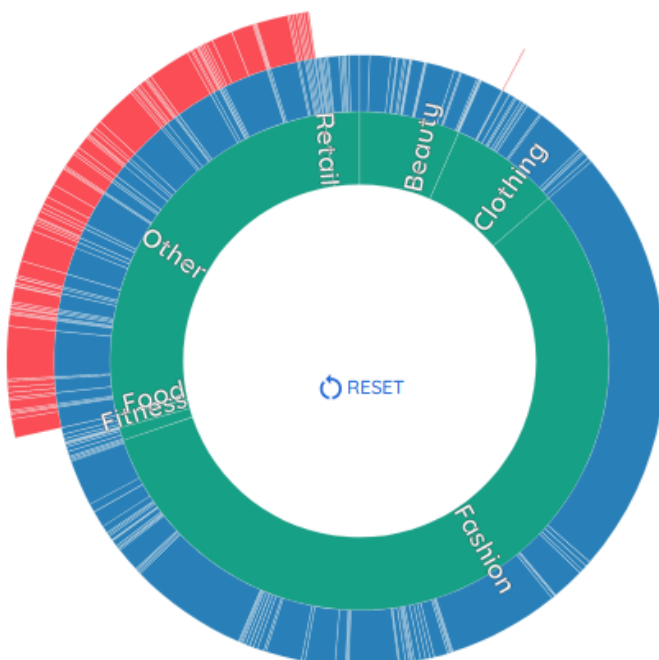
Posts: 84  
 Engagement: 369.4K  
 % of Total: 18.42%  
 % of Total: 26.22%

#### Beauty

Posts: 38                      % of Total: 8.33%  
 Engagement: 91.8K      % of Total: 6.52%

## 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

#### Fashion

Posts: 273                      % of Total: 56.15%  
 Engagement: 790.9K      % of Total: 59.87%

#### Other

Posts: 84                      % of Total: 26.22%  
 Engagement: 369.4K      % of Total: 18.42%

#### Clothing

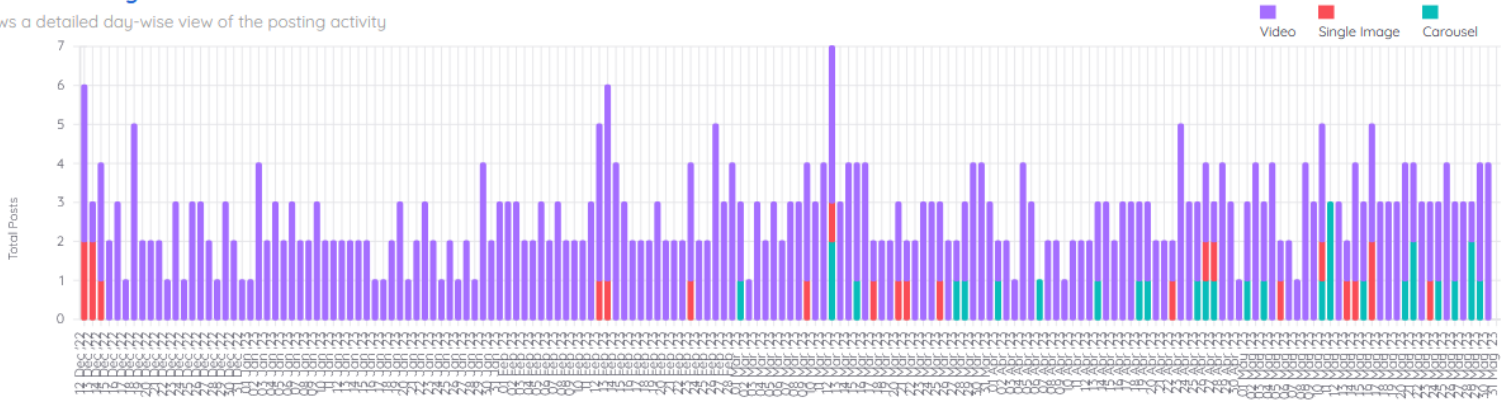
Posts: 32                      % of Total: 7.17%  
 Engagement: 101.1K      % of Total: 7.02%





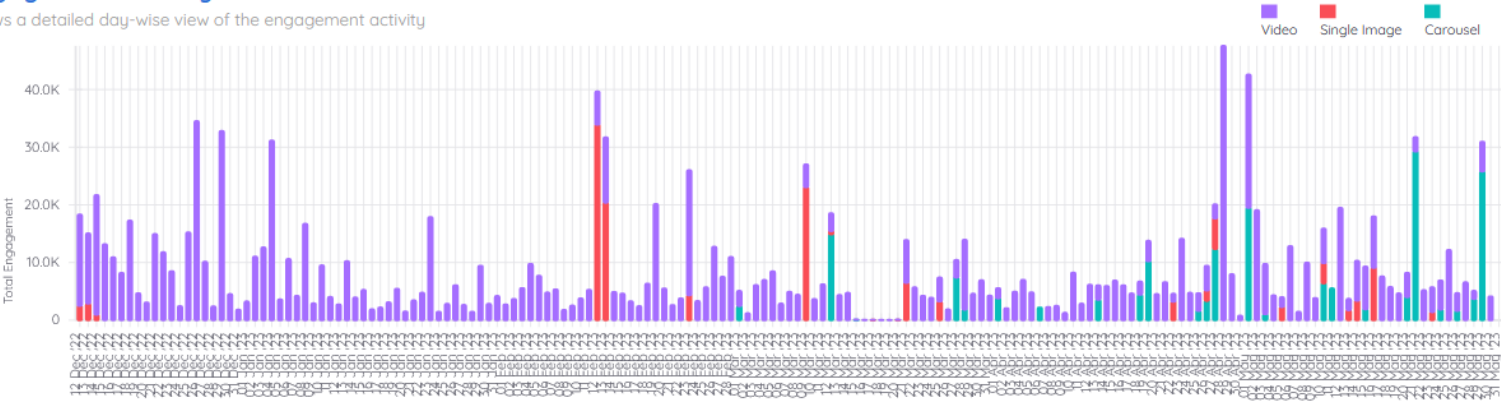
## Online Activity

Shows a detailed day-wise view of the posting activity



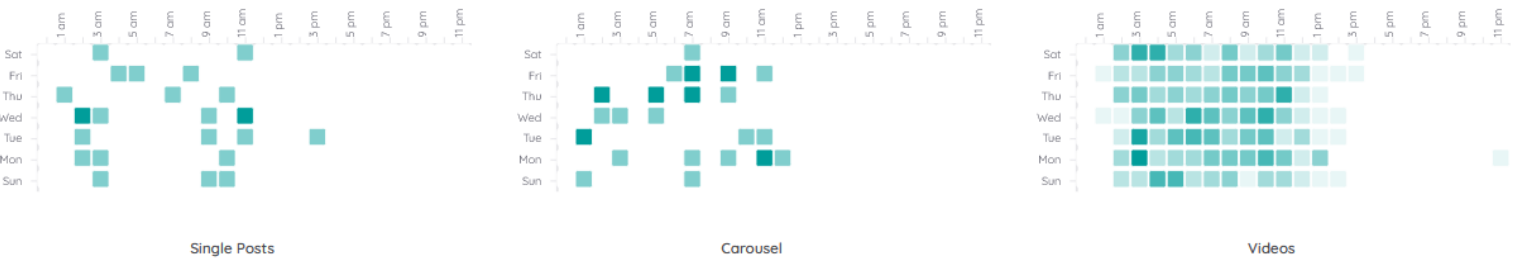
## Engagement Activity

Shows a detailed day-wise view of the engagement activity



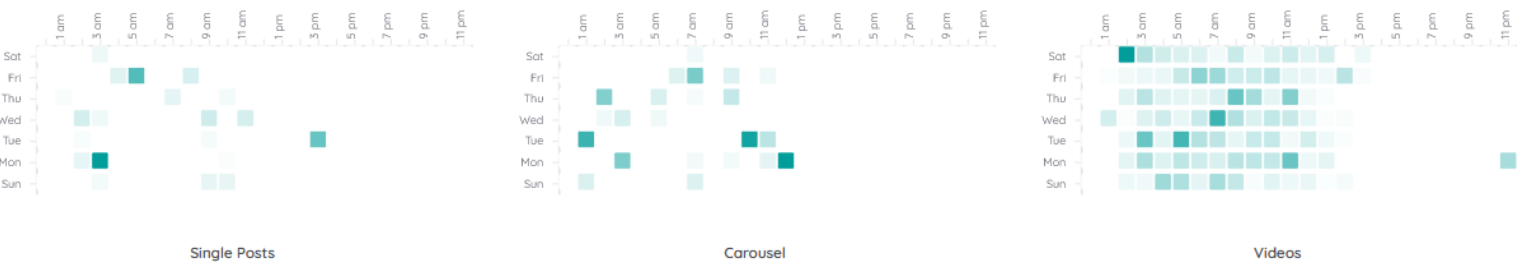
## Post Distribution (By post type)

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



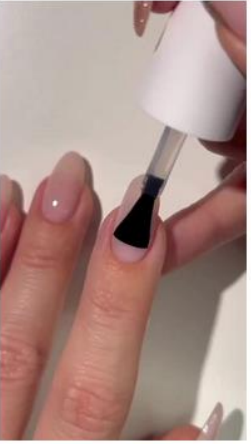
33.8K likes  
ASOS Not Rihanna's half time guest [show more](#)  
Feb 13th 23

Engagement 0.24% (+0.12)




27.7K likes  
ASOS HBD to Emma Chamberlain 🍷 red [show more](#)  
May 22nd 23

Engagement 0.19% (+0.07)




26.7K likes  
ASOS New year, New nails 🍷  
Dec 27th 22

Engagement 0.19% (+0.07)



25.7K likes  
ASOS She's served some serious, cul [show more](#)  
May 30th 23

Engagement 0.18% (+0.06)



24.1K likes  
ASOS Trying to decide how many NYE [show more](#)  
Dec 30th 22

Engagement 0.17% (+0.05)

## All Posts

List of all the posts of this account.

Post	Caption	Eng %	Likes	Comments	Published
	POV: Styling a look to have coffee with your ex and knowing you've nailed it 🤩🍷 Holiday Shop open rn. Link in bio for easy reach. Topshop mesh skirt [129120597] Topshop high neck top [127538597] Fl ...	0.01 % (-0.01)	1.0K	20	31 May 23 11:07 AM
	A delish and simple skincare recipe featuring Elemis Superfood 🍷 Now on site	0.00 % (-0.02)	685	11	31 May 23 09:15 AM
	Can you guess the hot-pink Girl who's gonna be starring in Ep 7 of Out & Out...? 🍷	0.01 % (-0.01)	881	12	31 May 23 07:14 AM
	🍷 Reminder: adidas Originals Samba restock is happening TOMORROW 🍷 Don't miss out on grabbing a pair and if you're feeling extra inspired, get busy with a sunset sneaker DIY 🍷🍷 As Seen On owalshsb	0.01 % (-0.01)	1.5K	25	31 May 23 05:10 AM

	She's served some serious, culture-defining, classy-bougie tour looks over the years and here are some of our faves. All hail... 🙌🏻🙌🏻 in London tonight. UK fans are active.	0.18 % (0.16)	25.7K	125	30 May 23 10:09 AM
	Roll a waist, fray a hemline, and throw on a 'kini with plenty of gold 🌟 for a baddie casual fit 🙌🏻 oceanlewis [she/her] As Seen In the 4th & Reckless swim [124248594/Product Code: 124248595] & New ...	0.01 % (-0.01)	1.2K	17	30 May 23 07:00 AM
	Not looking for long-term commitment? Find your favourite ASOS fit for your summer event calendar on hirestreetuk A one night stand but make it fashion! 🌟 #dressrental #hiredresses	0.01 % (-0.01)	1.3K	34	30 May 23 04:31 AM
	Dress code: wearable dopamine 🙌❤️ ASOS DESIGN dress [coming soon]	0.02 % (0)	2.6K	32	30 May 23 03:07 AM
	GOAT summer evening garms 🙌🏻 This season think bold embellishment, oversized denim, Y2K accessories, and barely-there heels, all paired with the glowiest of skin 🌟 kenjabrown_ [she/her] In the ASOS D ...	0.02 % (0)	2.3K	29	29 May 23 11:00 AM
	Smoke show courtesy of our Holiday Shop edit of 10/10 wearable sunshine 🌟 Link in bio 🙌 ASOS DESIGN fringe crochet cami [126964606] ASOS DESIGN panelled maxi dress [coming soon] Simmi crochet metall ...	0.01 % (-0.01)	1.4K	12	29 May 23 09:00 AM
	Periods never looked so cute! ASOSers Mini, Sarah & Georgie hiked Hollywood in Nike's Leak Protection Shorts to test their power against unwanted menstrual mos 🙌🏻 The only surprise was that view...👀 ...	0.01 % (-0.01)	1.4K	19	29 May 23 03:08 AM
	Crochet really is that girl. ellannaarvizu [she/her] giving golden hour glowyness at its finest 🌟 ASOS DESIGN crochet maxi dress [125929172]	0.02 % (0)	2.6K	37	28 May 23 10:06 AM