



XF BENCHMARKS

21.06.23

XF Omnichannel Benchmarks

Omnichannel Benchmarking of XF Members with Longterm KPI Trends, Content Rankings and Topic Trends.

Database: Content.ONE

CEO Echo

Our continuous benchmarking of the media presence of more than 650 global leaders.

Database: Meltwater

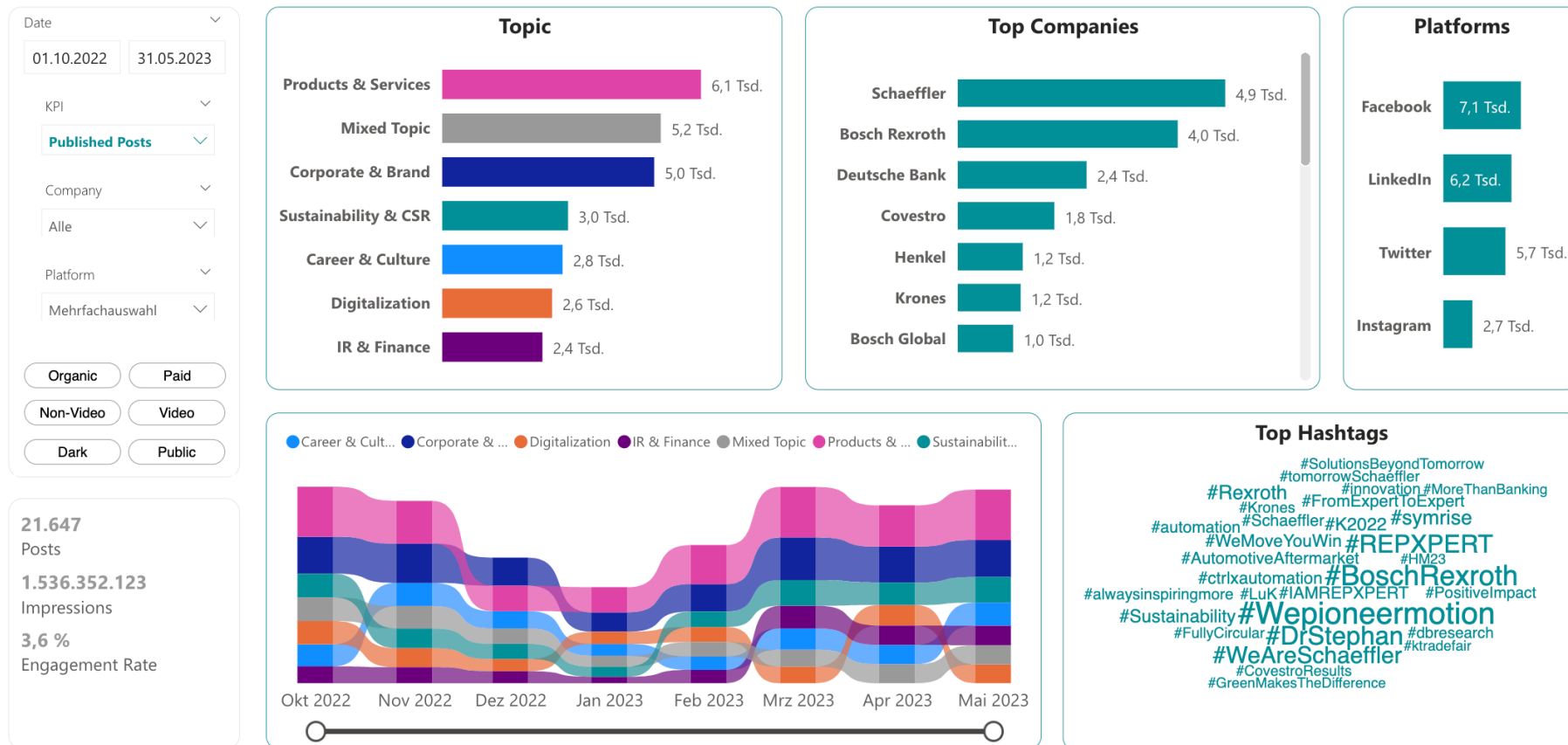
SDG Echo

The first global benchmarking of brands' media presence in the context of all UN Sustainable Development Goals.

Database: Meltwater

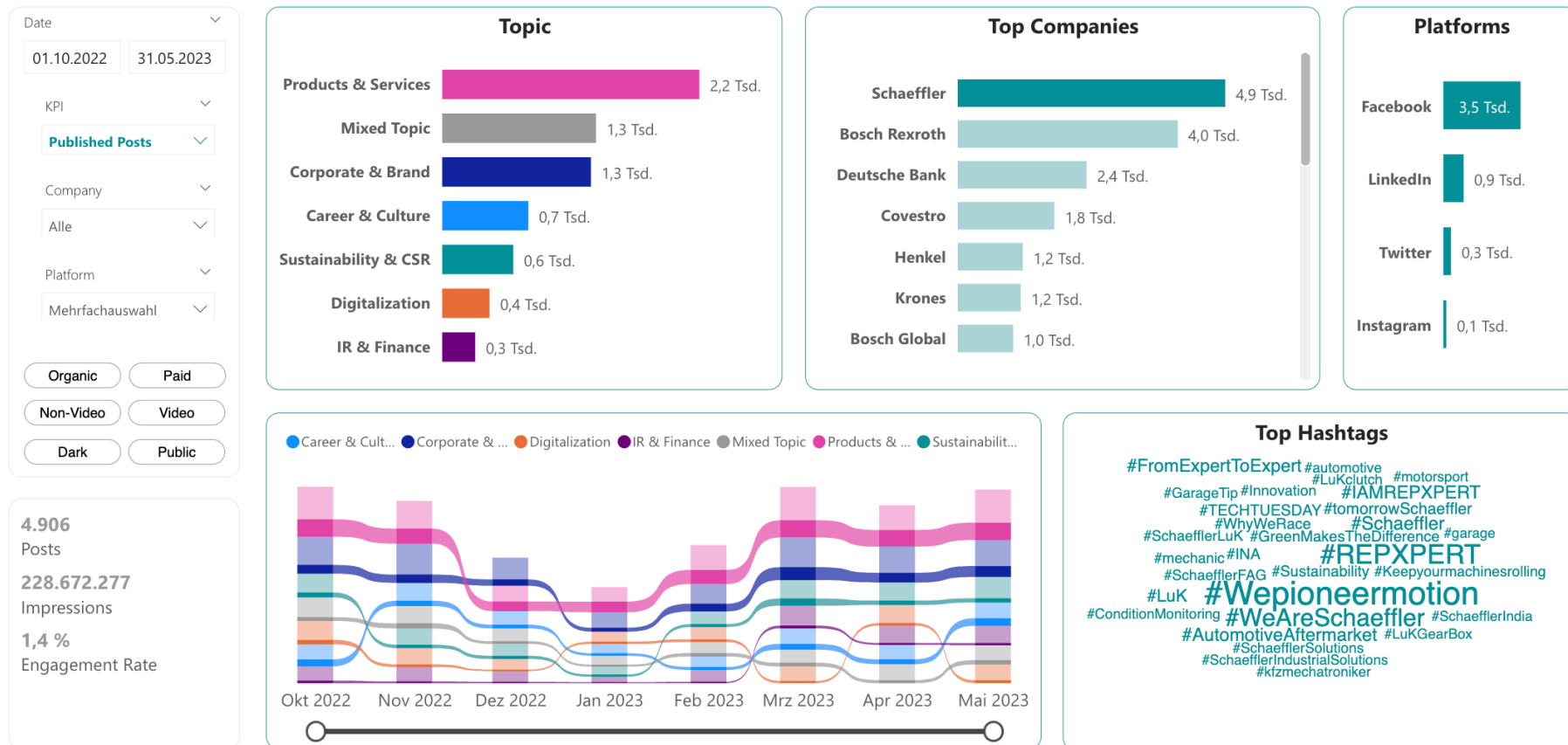
What do XF Companies publish - how much and where?

Most posts relate to Products & Services, Schaeffler is most „diligent“ publisher, Facebook is leading channel.



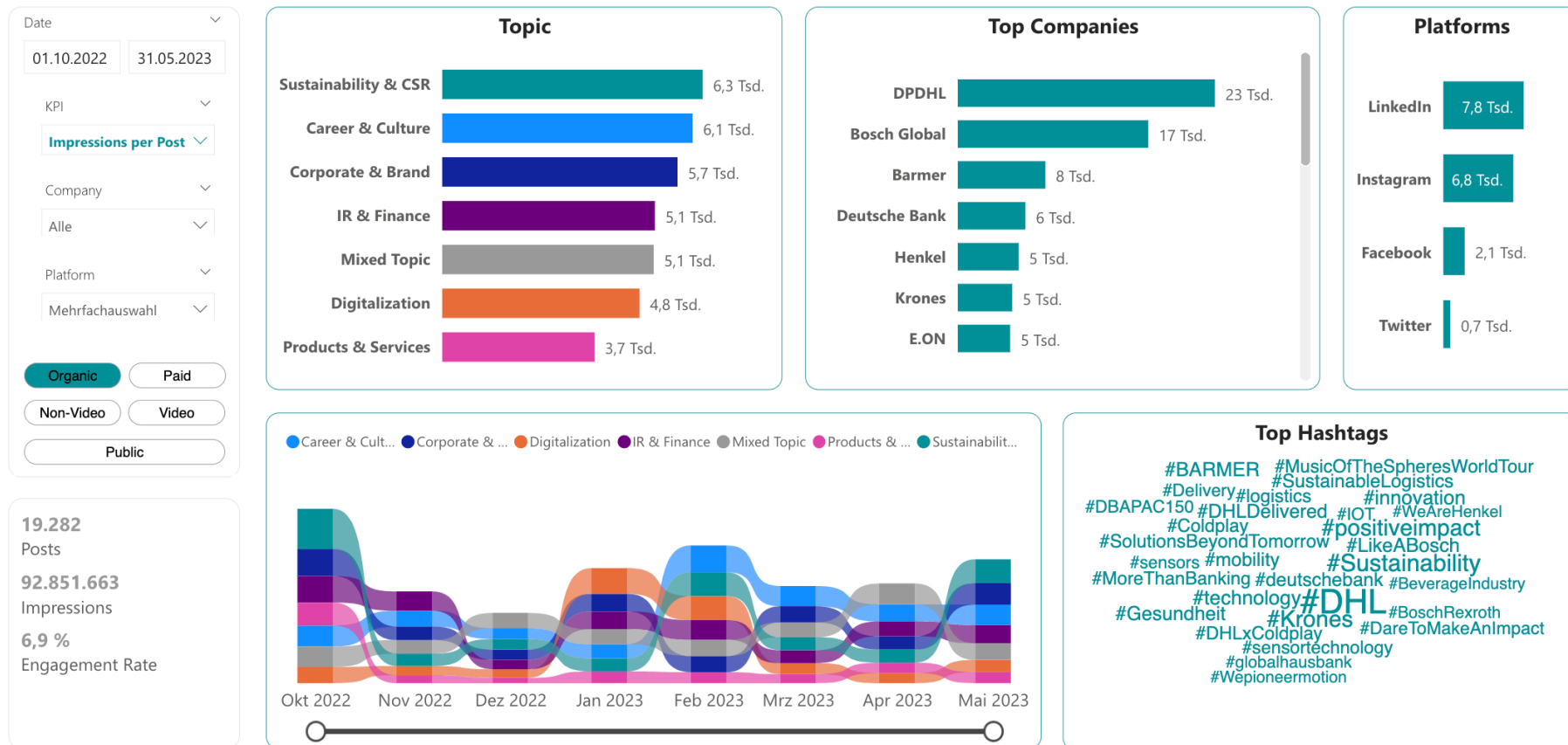
What does Schaeffler publish, how much and where?

Schaeffler's published content refers mostly to Products & Services, Top Channel is Facebook.



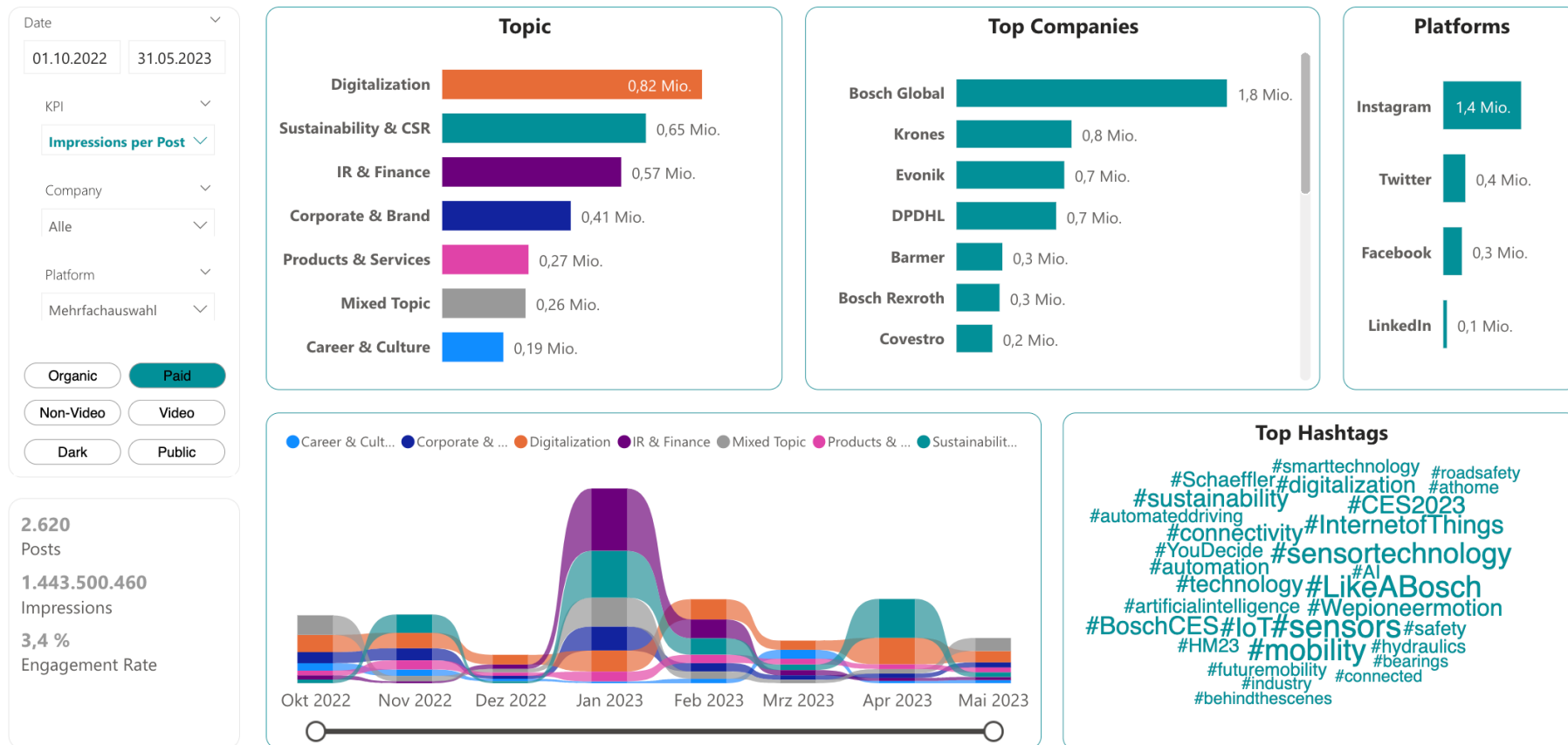
How visible are XF Companies in which topics (organic)?

Sustainability and Career Topics are most visible. DPDHL and Bosch lead the company ranking of organic visibility.



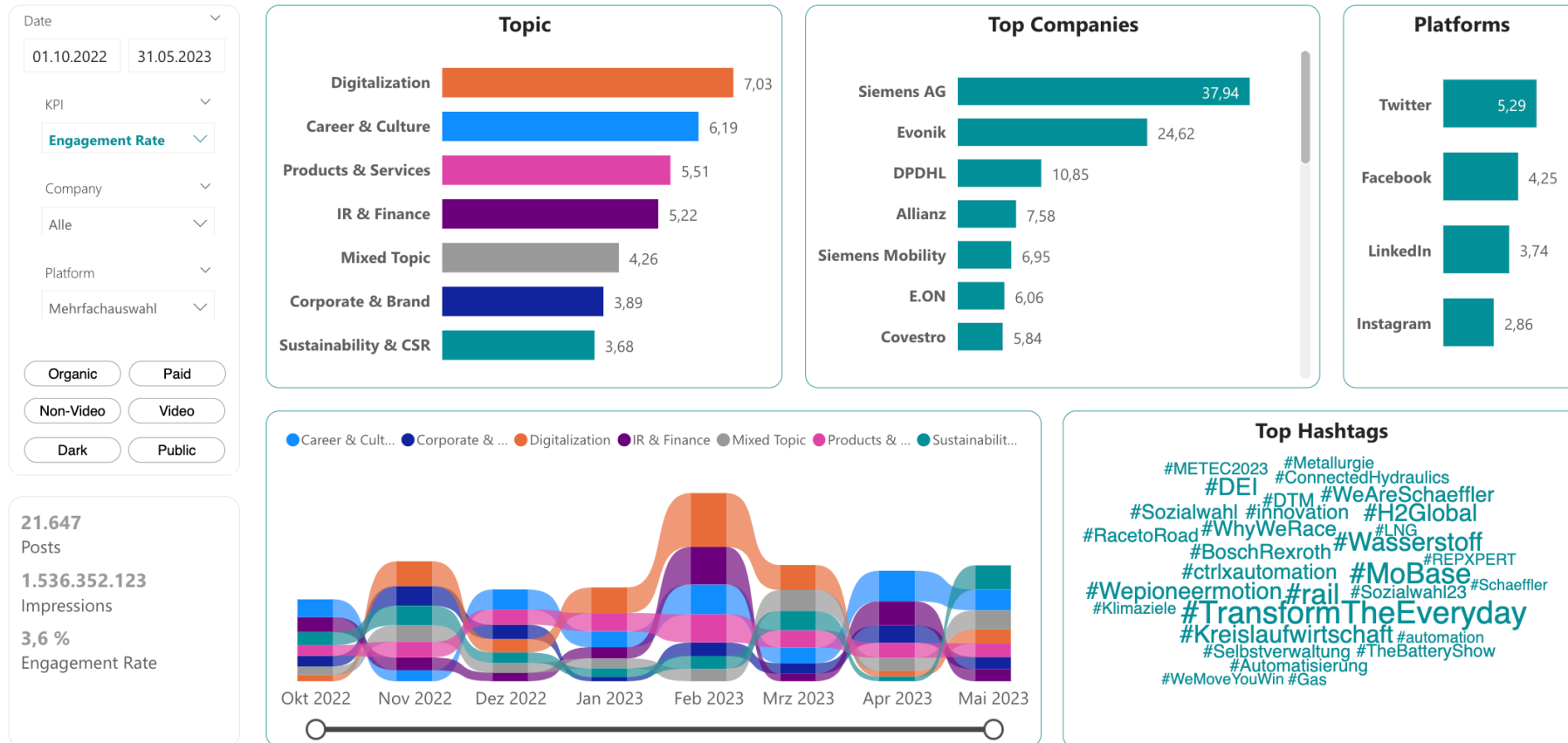
Which topics do XF Companies promote and where?

Digitalization and Sustainability are most promoted topics. Bosch gains highest paid visibility with focus on Instagram.



How relevant is the content?

Digitalization and Career Topics gain highest Engagement, Siemens and Evonik lead the company ranking.



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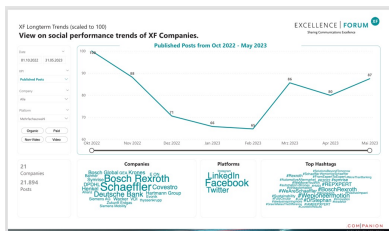
Sharing Communications Excellence

THANK YOU.

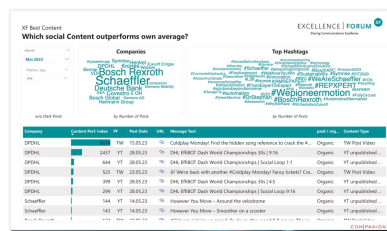
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XF Topic Trends are available now for all XF Members at the XF Benchmarking Dashboard.

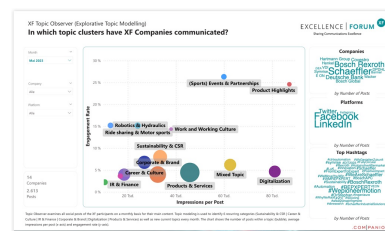
XF Longterm Trends



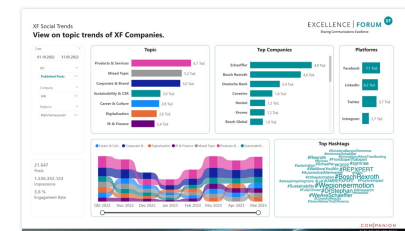
XF Best Content



XF Topic Observer



XF Topic Trends



View on topic trends of XF Companies.

Date ▼
01.10.2022 31.05.2023

KPI ▼
Published Posts ▼

Company ▼
Alle ▼

Platform ▼
Mehrfachauswahl ▼

Organic Paid
Non-Video Video
Dark Public

21.647
Posts
1.536.352.123
Impressions
3,6 %
Engagement Rate

