

Cartier
WOMEN'S INITIATIVE x **NORTH SIX**

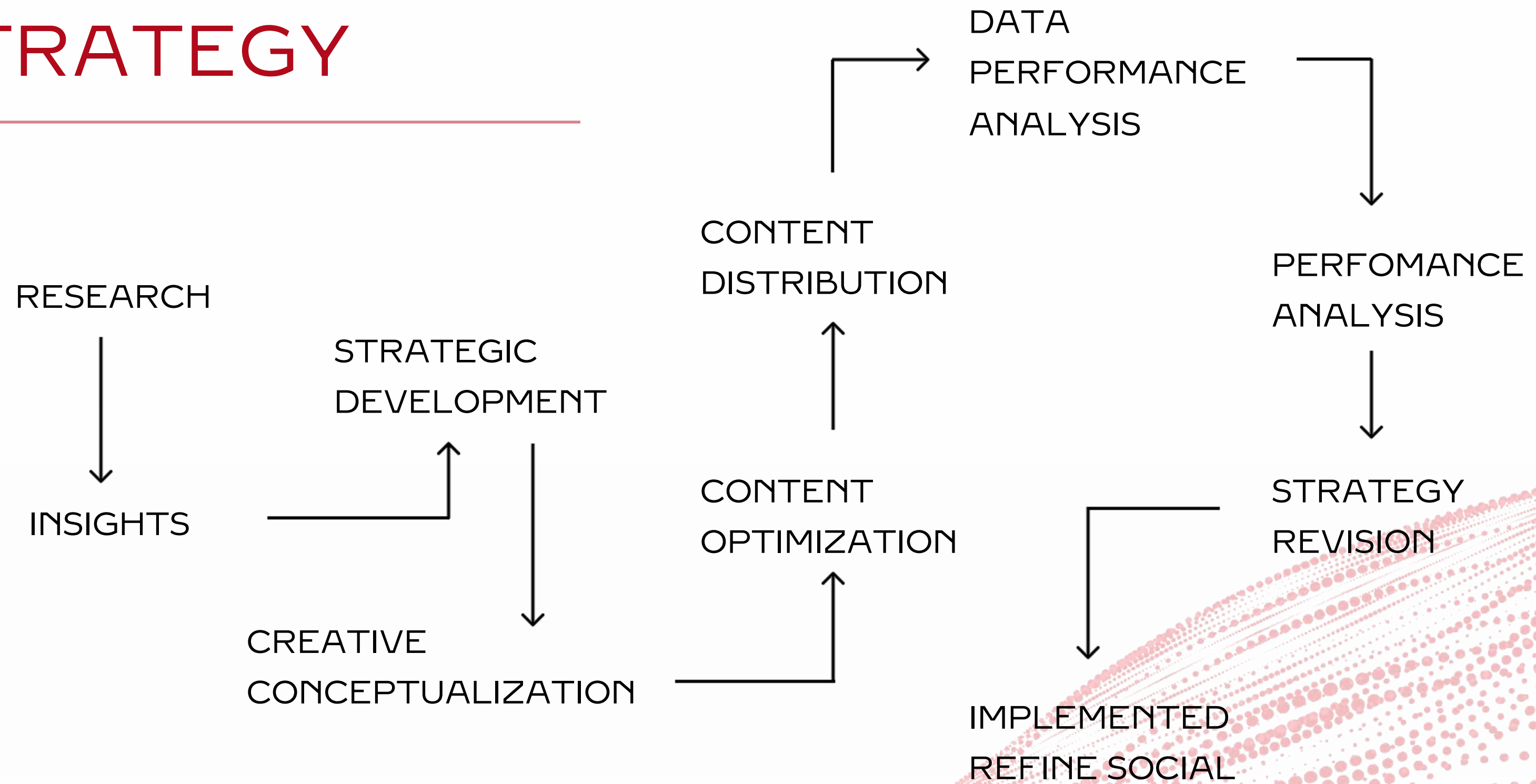
ANALYTICS REPORT

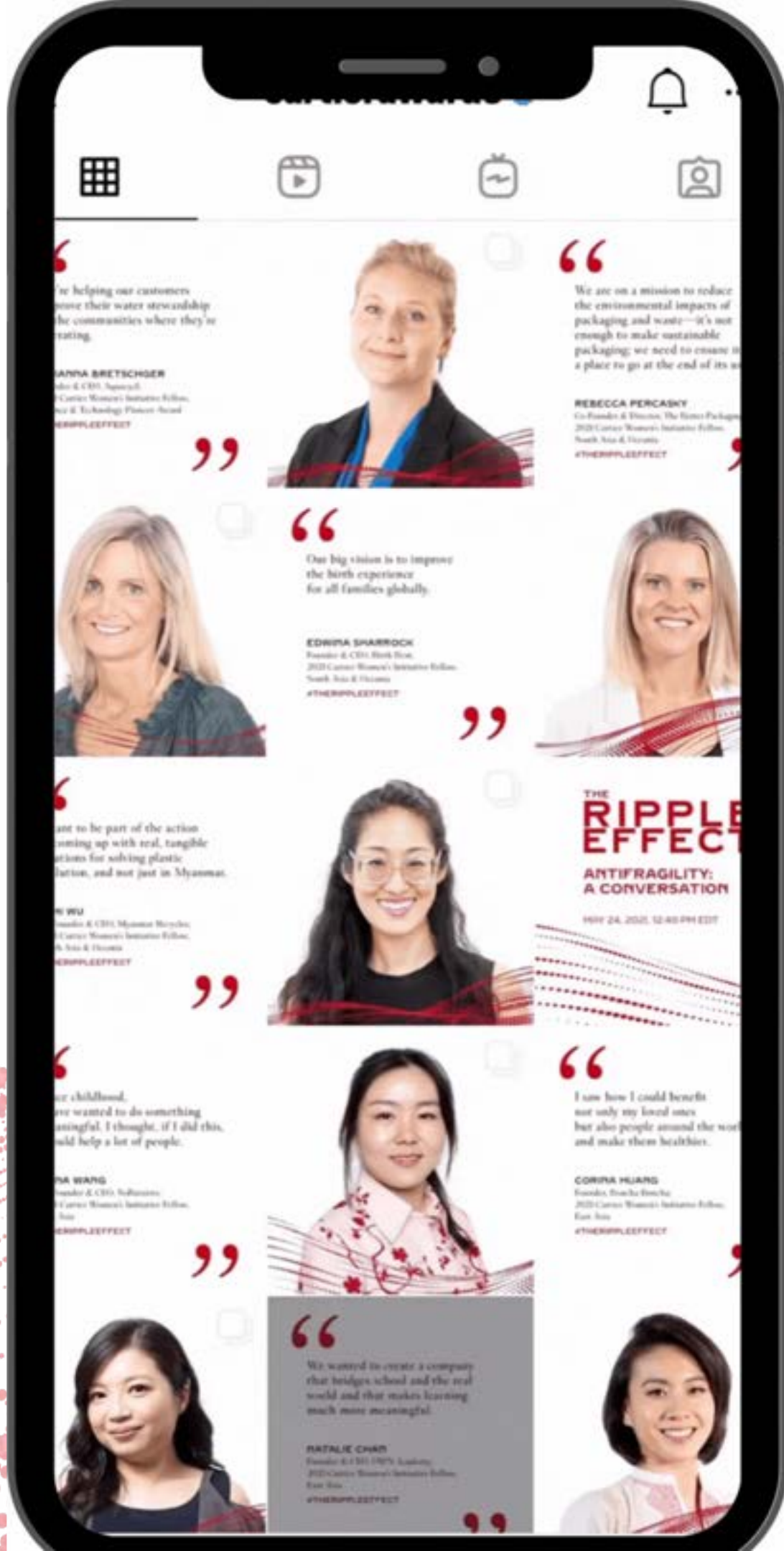
SOCIAL + CONTENT TAKEOVER | MAY 23 – 26, 2021

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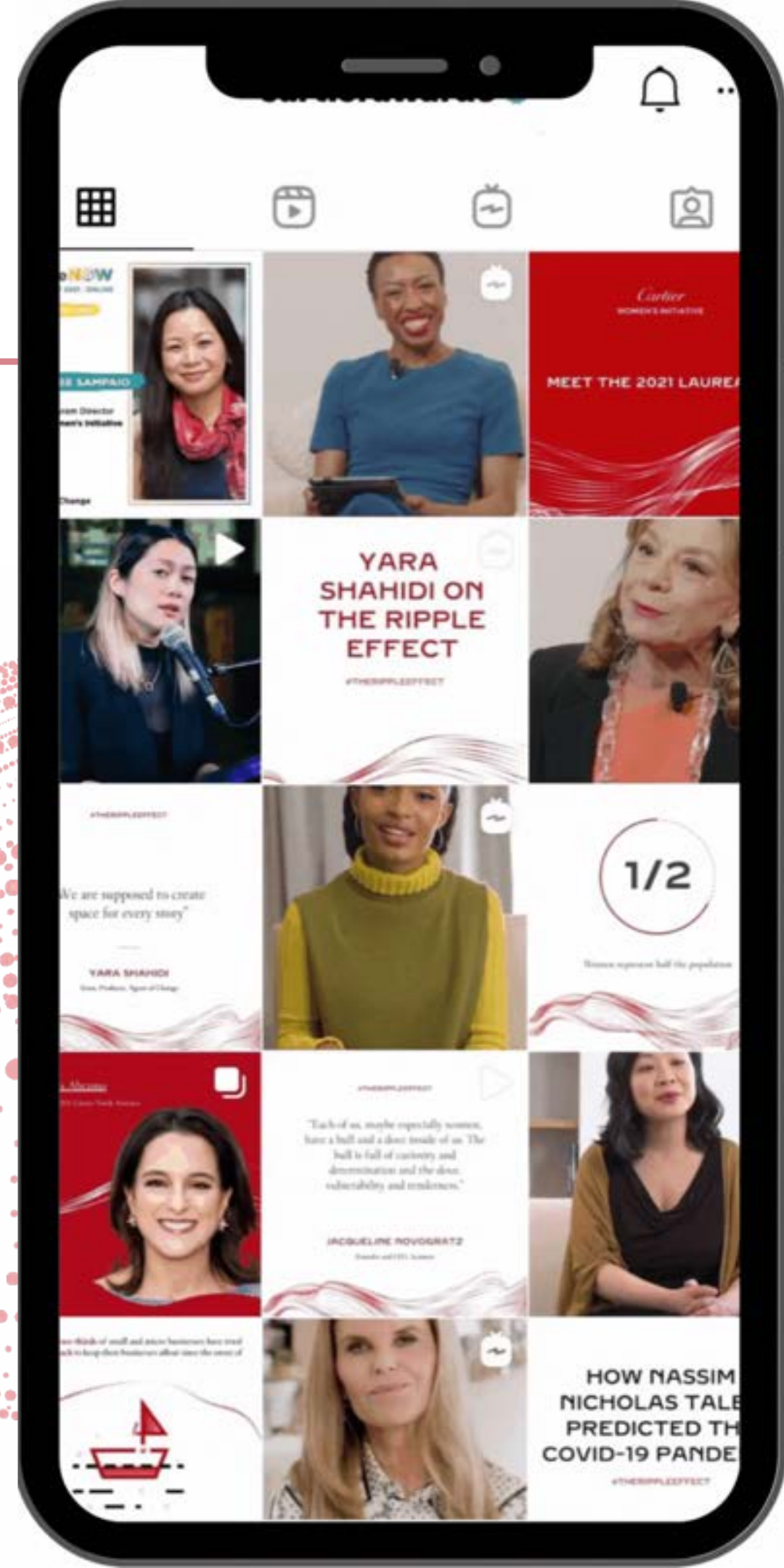
- 01 Digital Strategy
 - 02 Goals
 - 03 Content Optimization
 - 04 Analytics
 - 05 Notable Mentions
-

DIGITAL STRATEGY





VS



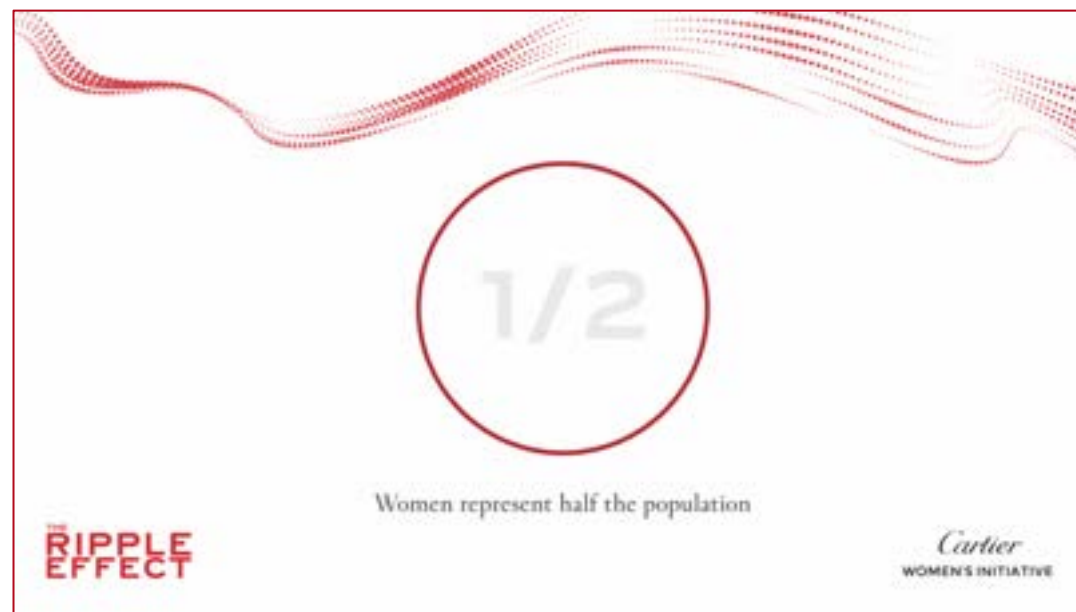
GOALS

- Create bespoke, timely, and on-brand social content across all relevant channels
- Drive maximum traffic to the Cartier Women's Initiative live stream for all sessions
- Highlight and hero key speakers
- Grow the followings of the @CartierAwards channels
- Generate global excitement and interest around the event
- Utilize new technology across social media platforms to maximize global reach

CONTENT OPTIMIZATION

We used highly engaging content types specialized to each platform to ensure we received maximum engagement on those platforms. Content strategies utilized included:

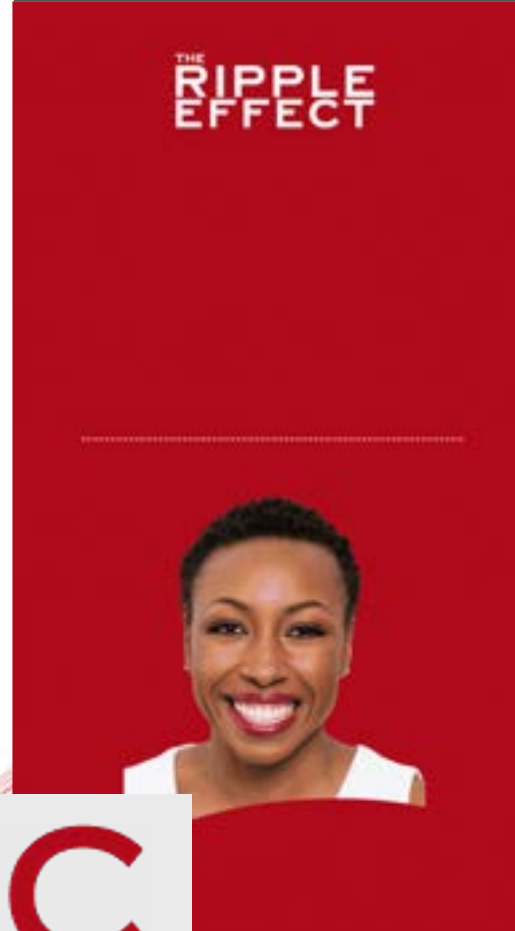
- Animate clips from livestream & .mp4 graphics into Twitter GIFs to boost engagement
- Tweets repurpose on bright colored backgrounds receive particularly high engagement



- Create content in highest engaging file format, dimensions, and post type per platform
 - 6:9 for Twitter, LinkedIn, FB; 1x1 for Instagram
- Keep branding / logos minimal - “authentic” content goes much further on Instagram.
- Add subtitles to reels to make accessible

- Post IG static posts in carousels to increase reach - carousels are served twice to your audience
- Animate static feed posts as short, looping videos - receive higher engagement because they auto-play





THE RIPPLE EFFECT

Cartier
WOMEN'S INITIATIVE

THE POWER OF TELLING A DIFFERENT STORY

MAY 25, 2021 | 02:50 PM EDT

YARA SHAHIDI
Actor, Producer, Agent of Change

ERICA LOVETT
Head of Diversity & Inclusion, Cartier North America

GRAPHIC



"We could let the digital divide deepen, or we could invest in a once in a generation effort to close the [poverty] gap" - @UlrikaModeer of @UNDP.
#TheRippleEffect #CW121 #HumanDevelopment

9:36 AM · 5/24/21 · Twitter Web App



Panelists Mercedes Abramo of @Cartier, Ilian Mihov of @INSEAD, @RoblesSusanaro and @SAHewlett discuss the difference between mentorship and sponsorship.
#TheRippleEffect #CW121 #mentorsponsorship



Tweet your reply

CONTENT



Women represent half the population

THE RIPPLE EFFECT

Cartier
WOMEN'S INITIATIVE



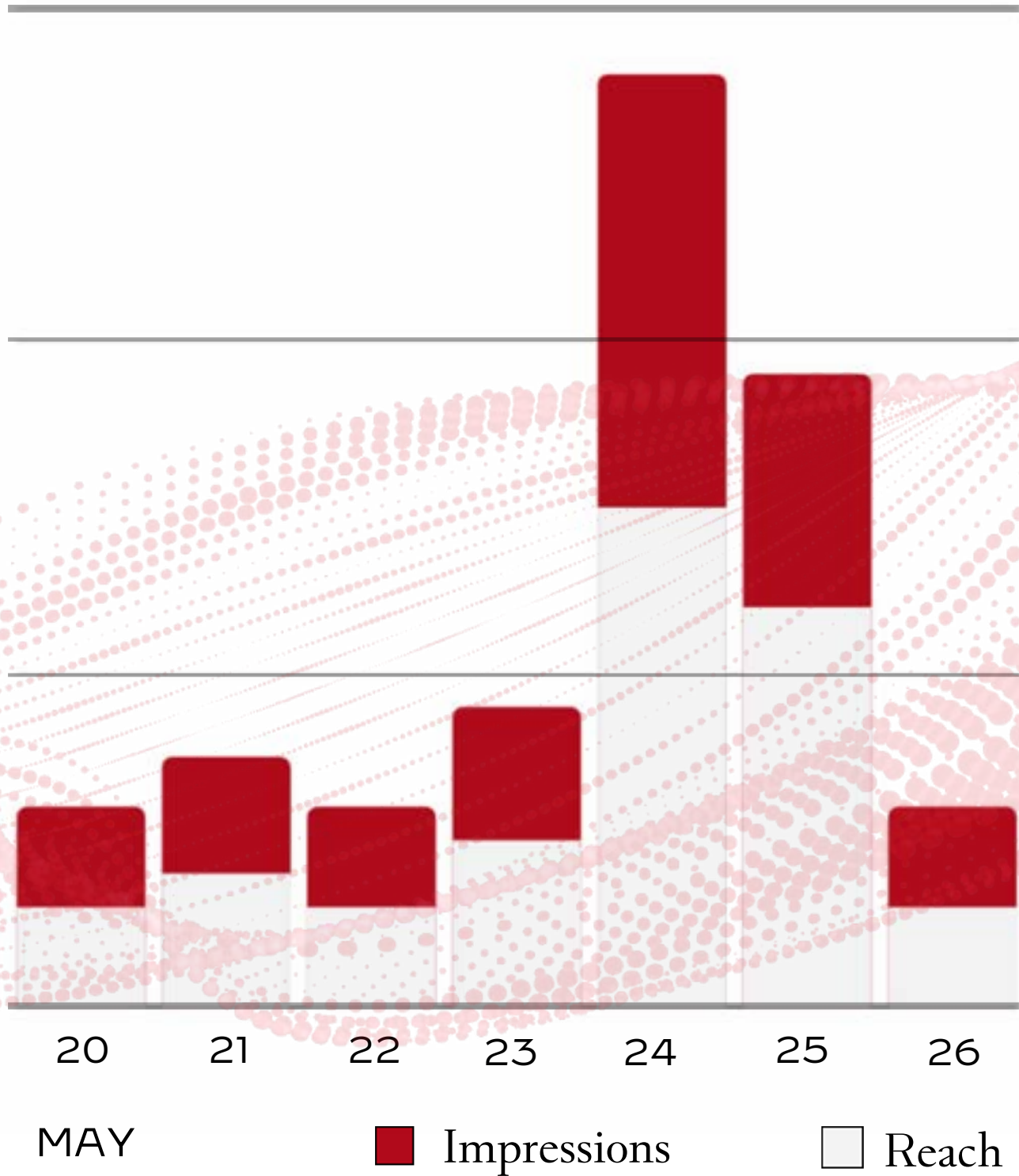
ANALYTICS

KEY METRICS

- **Reach** - # of unique accounts that viewed
- **Impression** - # of views
- **Engagement** - # of likes + comments
- **Engagement Rate** - # of likes + comments (divided by) # of followers
- **Page / Profile Views** - # of clicks back to account page or profile
- **Completion Rate** - % that finished viewing a story

INSTAGRAM

Engagement is a measure of how people are interacting with your social media accounts and content. These metrics are provided. These numbers are compared to the previous 7 days.



+129%

Impressions compared to the Last 7 Days

120

Website Clicks



+31%

Profile Views compared to the last 7 days

INSTAGRAM

Engagement is a measure of how people are interacting with your social media accounts and content. These metrics are provided. These numbers are compared to the previous 7 days.

20,926

Followers

164

Growth

0.790%

Growth Rate



+43%

New followers

INSTAGRAM - TOP POSTS



INSIGHTS

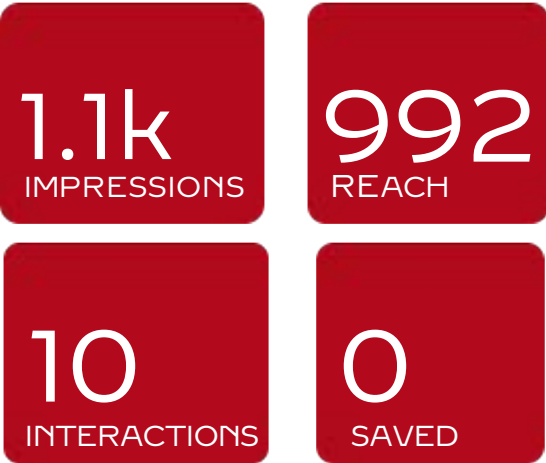


37,252

Total Impressions

2,548

Average Reach Per Day



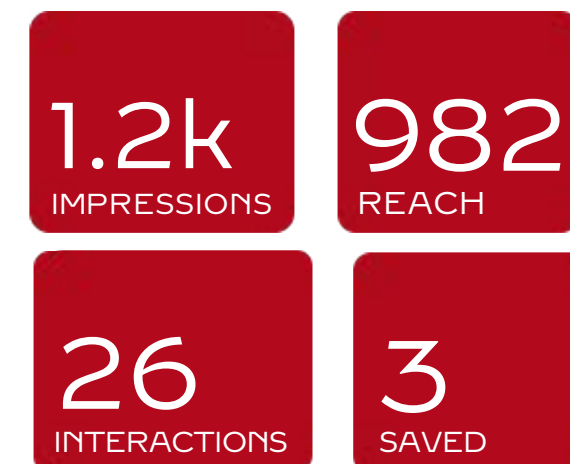
164

New Followers

INSTAGRAM - TOP POSTS



INSIGHTS



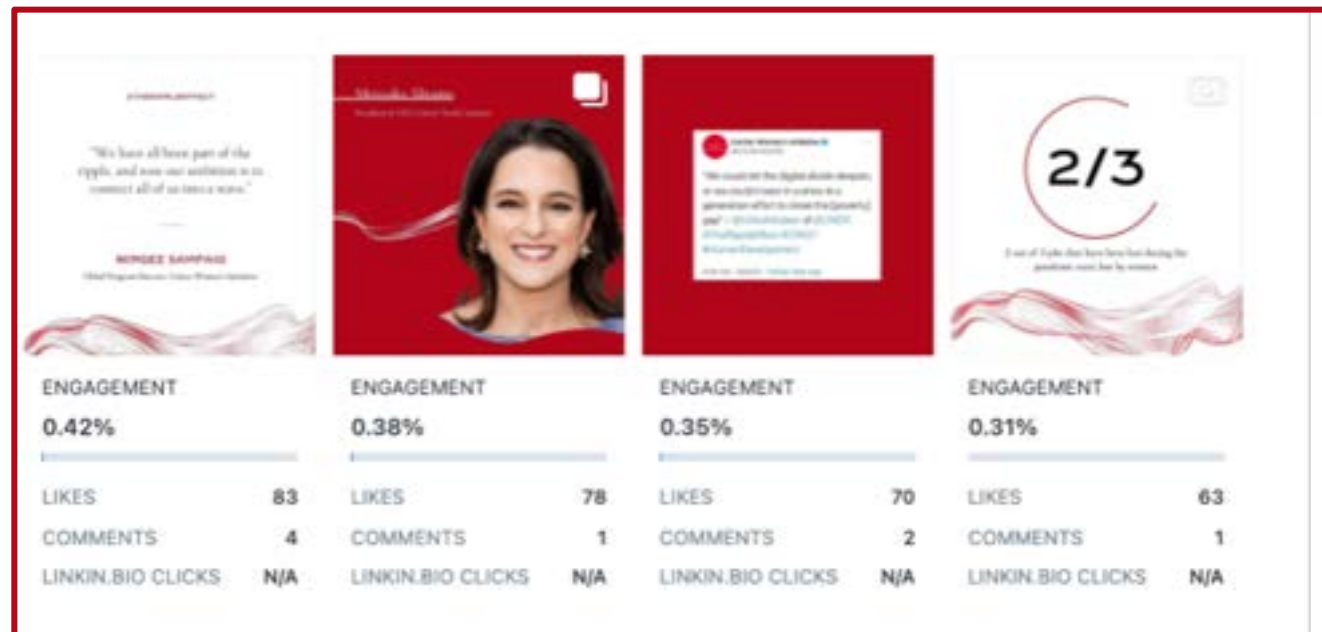
Top Engaged

Received **3.29x** Above Average Engagement



MAY 23 - 26, 2021

INSTAGRAM- HASHTAGS



Direct correlation between top performing posts and usage of recommended strategic hashtags.

Hashtags were shown to increase post performance - specifically reach, impressions, saves, comments, and likes.

HASHTAG	POST COUNT	RECENT POSTS	PERFORMANCE					Details
			MEDIAN LIKES	MEDIAN COMMENTS	MEDIAN IMPRESSIONS	MEDIAN REACH	MEDIAN SAVES	
#cwi21	1		83	4	1.5K	1.3K	2	Details
#wingeesampaio	1		83	4	1.5K	1.3K	2	Details
#activist	3		70	2	1.5K	1.3K	2	Details
#drivechange	3		70	2	1.5K	1.3K	2	Details
#economicempow...	3		70	2	1.5K	1.3K	2	Details
#womensbusiness	3		70	2	1.5K	1.3K	2	Details

INSTAGRAM- TOP STORIES



402
Reach

17
Link Clicks

11
Profile Visits

BEST
PERFORMING



94%
Completion Rate

327
Reach

17
Link Clicks

HIGHEST
COMPLETION



48
Replays

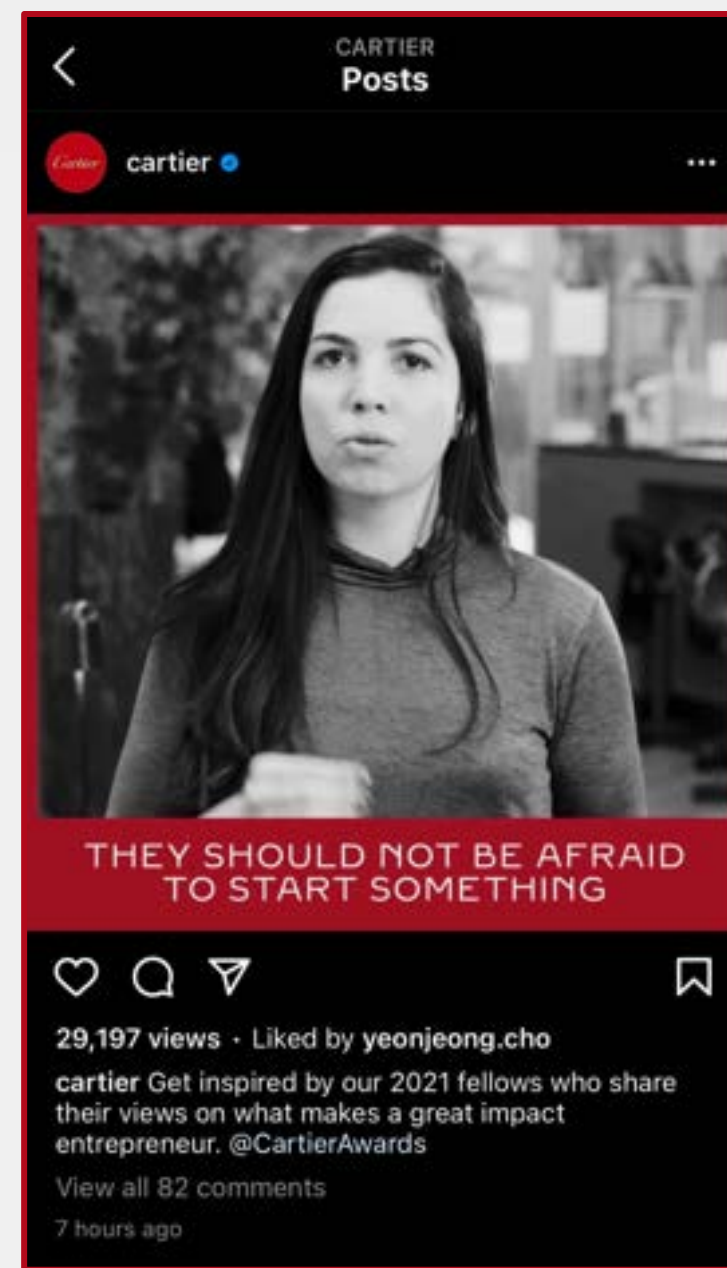
340
Reach

2
Profile Visits

MOST
REPLAYED

MAY 23 - 26, 2021

NOTABLE MENTIONS



MAY 23 - 26, 2021

NOTABLE MENTIONS





FACEBOOK

Metrics from May 19-26 compared to the previous 7 days

ACTIONS ON PAGE

+150%
COMPARED TO
LAST 7 DAYS



PAGE VIEWS

346
TOTAL PAGE
VIEWS **+38%**



PAGE LIKES

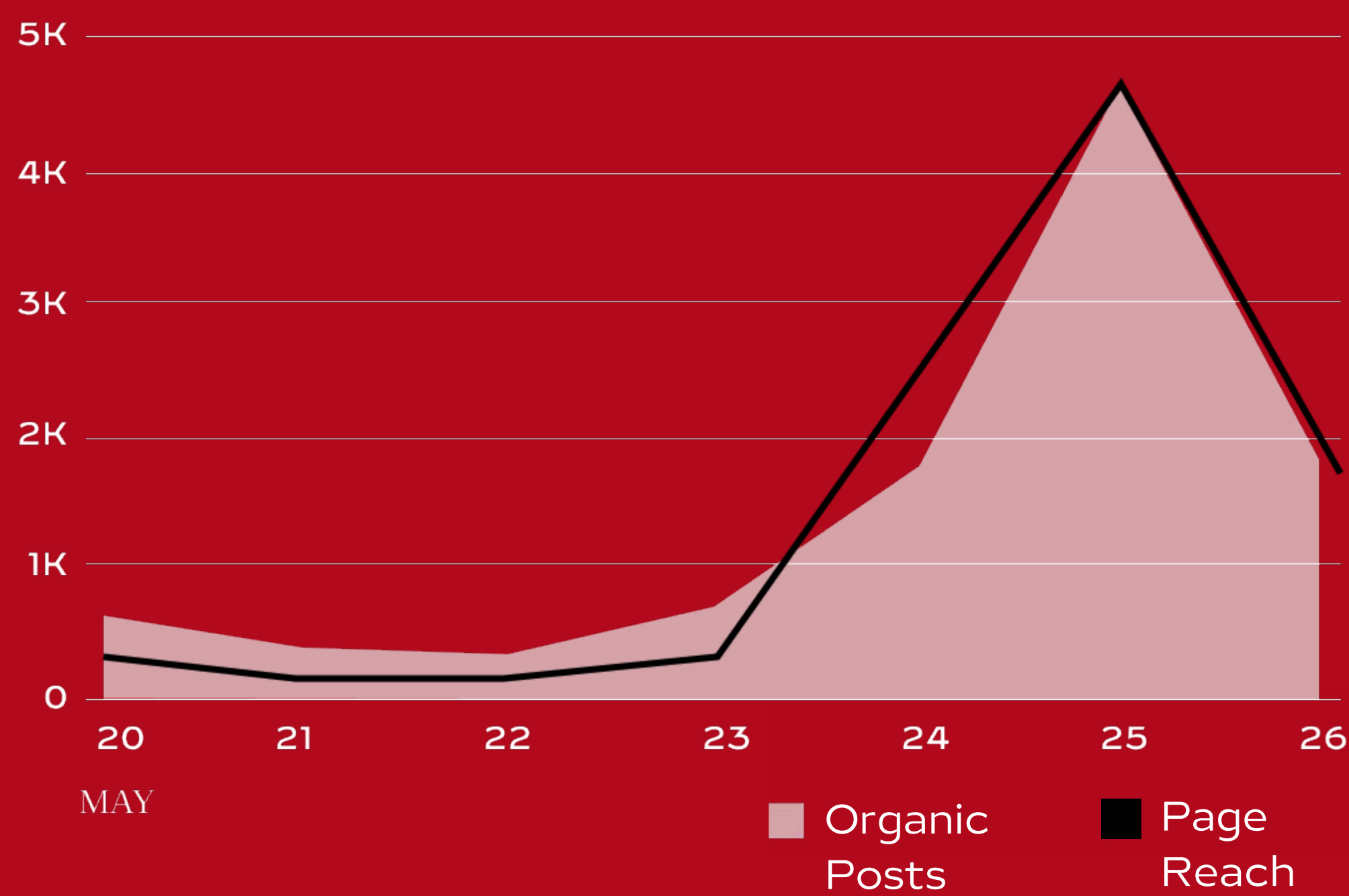
+59%
LIKES UP BY



FACEBOOK TOTAL REACH

MAY 19 - MAY 25

The number of unique people who saw any of your posts at least once. This metric is estimated. These numbers are compared to the previous 7 days.



7,707+
People Reached

+44%
Increase In Reach

FACEBOOK

Metrics from May 19-26 compared to the previous 7 days

POST ENGAGEMENT

1,012

+36% FROM
PREVIOUS

VIDEOS

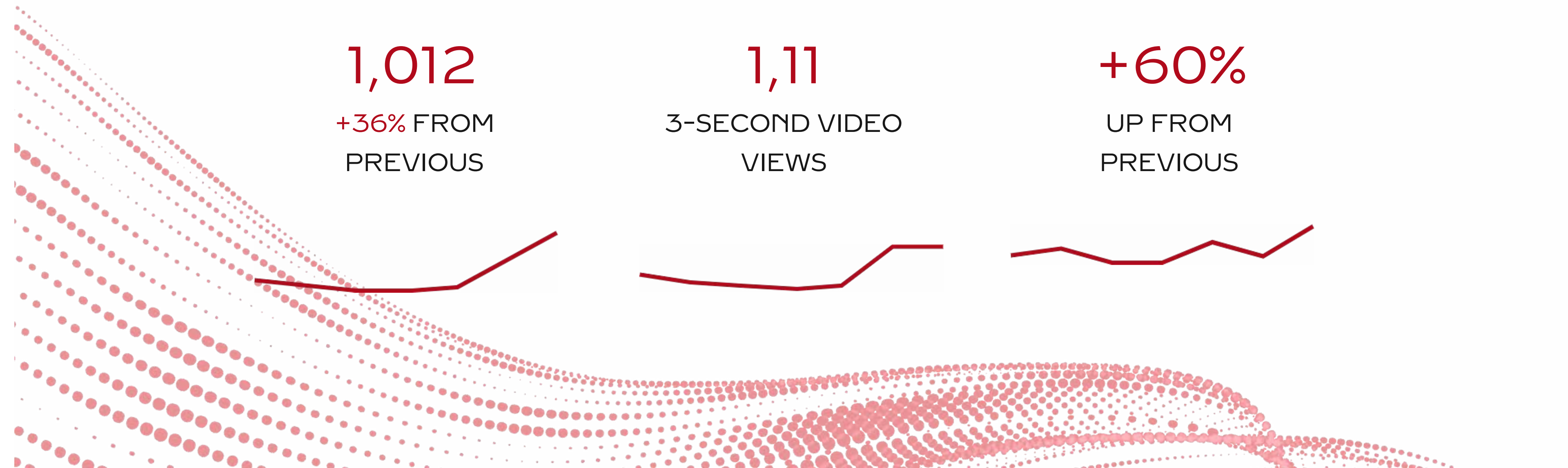
1,11

3-SECOND VIDEO
VIEWS

PAGE FOLLOWERS

+60%

UP FROM
PREVIOUS



FACEBOOK - TOP POSTS

Cartier Women's Initiative May 25

Tune in to hear some of our #CW121 fellows share their unique story to success through a personality trait they consider as decisive in their entrepreneurial journey. //cartierwomensinitiative2021.com #TheRippleEffect

WHAT MAKES A GREAT IMPACT ENTREPRENEUR? | LIGHTNING TALKS
MAY 25, 2021 | 9:31 AM EDT

THE RIPPLE EFFECT Cartier WOMEN'S INITIATIVE

SEYNABOU DIENG, 2021 Fellow, Founder & CEO, MATEX Sub. Mah
MINI WU, 2021 Fellow, Co-Founder & Director of Women's Circles, Myanmar
BASHA ABDULRAHMAN, 2021 Fellow, Founder & CEO, BASHA
JENIFER CLAUSELL TORRES, 2021 Fellow, Founder & CEO, Living Dream, Uruguay

WHAT MAKES A GREAT IMPACT ENTREPRENEUR? | LIGHTNING TALKS
MAY 25, 2021 | 9:42 AM EDT

THE RIPPLE EFFECT Cartier WOMEN'S INITIATIVE

ANDREA BARBER, CEO & Co-Founder, InspiPower, 2021 Cartier Women's Initiative Fellow
TOMILOLA ADEJANA, Co-Founder & CEO, Budele, 2021 Cartier Women's Initiative Fellow
BARBARA GRANEK, Founder & CEO, Ind. Eng. 2021 Cartier Women's Initiative Fellow
REBECCA HUI, Founder & CEO, Bouda Studio, 2021 Cartier Women's Initiative Fellow
ELLINGTON WEST, CEO & Co-Founder, Satori Labs, 2021 Cartier Women's Initiative Fellow

1,254 People Reached 115 Engagements Boost Unavailable

Cartier Women's Initiative May 25

In one hour, join our Founder Showcase for Sub-Saharan Africa to meet five of our #CW120 & #CW121 fellows from the region, all doing outstanding work for the betterment of their communities, from improving access to quality healthcare to fostering financial inclusion and economic empowerment.

The session will feature Yetunde Ayo-Oyalowo (Market Doctor), Vena Arielle Ahouansou (Kea), Seynabou Dieng (Maya - Sauces & produits d'épicerie 100% Made In Mali), Tomilola Adejana (Banklyng), and Funkola Odeleye (DIYlawng) and will be moderated by #CWI Jury President for Sub-Saharan Africa Genevieve Sangudi (The Carlyle Group).

Register here: <https://richemont.zoom.us/j/7JlkduGtrTkjG9NAuKb-Kvr4VEwRQ6V...>

FOUNDER SHOWCASE SUB-SAHARAN AFRICA
MAY 25, 2021, 05:30 PM - 06:40 PM WAT

THE RIPPLE EFFECT Cartier WOMEN'S INITIATIVE
2021 VIRTUAL GATHERING & AWARDS CEREMONY

4,250 People Reached 237 Engagements Boost Unavailable

Cartier Women's Initiative May 26

We are proud to announce our Laureates for the 2021 edition of the Cartier Women's Initiative, eight bold and determined women impact entrepreneurs spearheading business and innovation to build a better world for generations to come.

Discover the seven Laureates for our #CW121 Regional Awards and, for the first time this year, the Laureate for our new Science & Technology Pioneer Award!

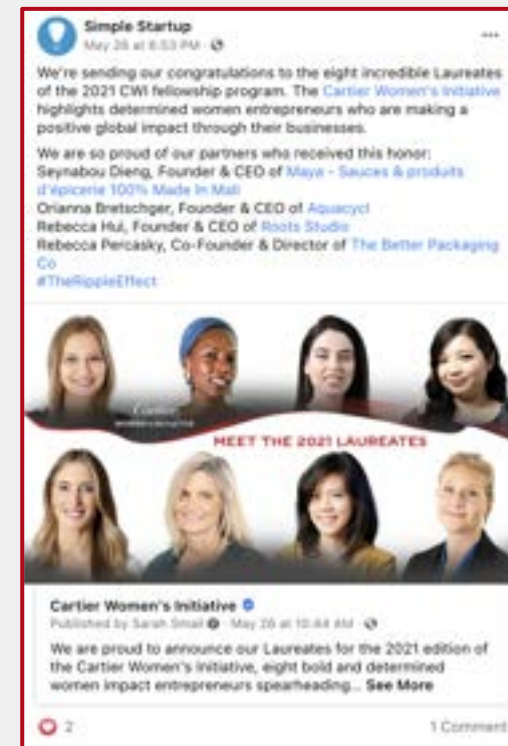
Congratulations to Orianna Bretschger, Founder & CEO of Aquacycl; Rebecca Hui, Founder & C... [See More](#)

MEET THE 2021 LAUREATES

11,067 People Reached 1,134 Engagements Boost Unavailable

MAY 23 - 26, 2021

NOTABLE MENTIONS



MAY 23 - 26, 2021

TWITTER

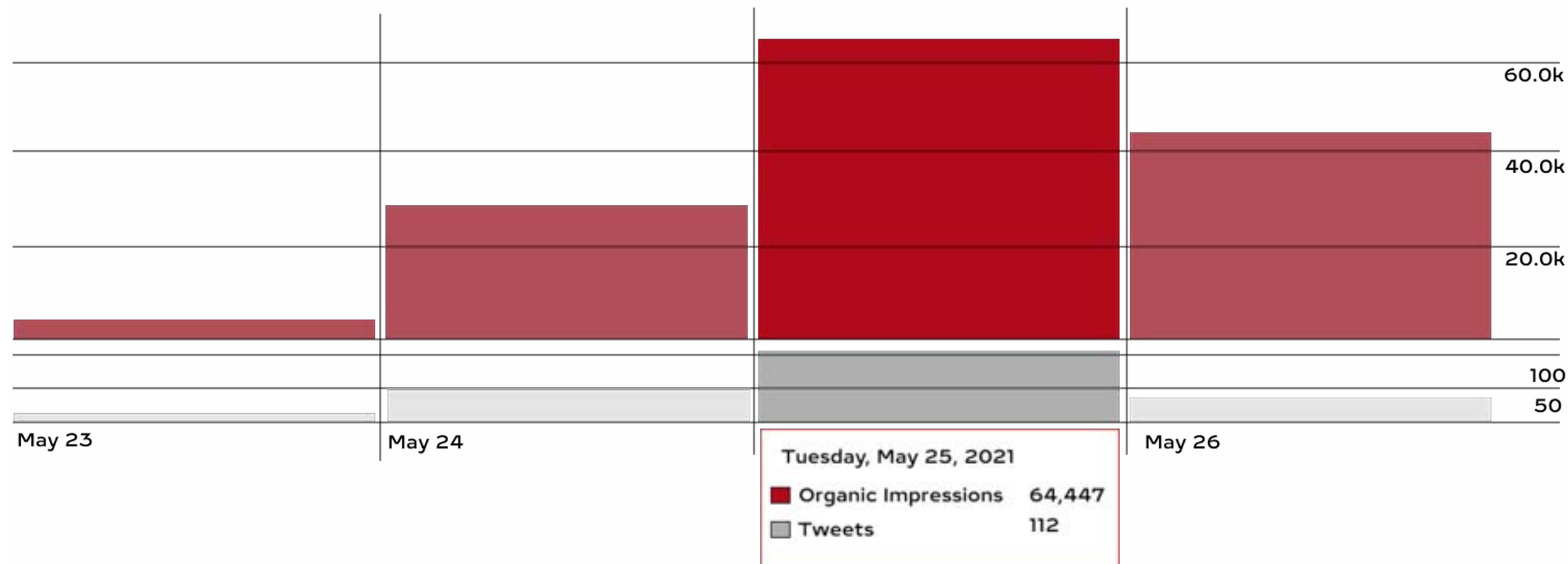
141,000
Total Impressions

35,200
Average. Impressions Per
Day

122
Average Likes Per
Day

44
Average Retweets
Without Comments
Per Day

Your Tweets earned 141.0K Impressions over this 4 day period



MAY 23 - 26, 2021

TWITTER - TOP HASHTAGS

Rank	Hashtag	Posts	Average Impressions	Average Eng. Rate
1	#CWI21	37	501	1.07%
2	#TheRippleEffect	9	386	0.81%
3	#PowerOfTellingADifferentStory	2	346	0.40%

TWITTER - TOP TWEETS

TWEET HIGHLIGHTS

Top Tweet earned 14.6K impressions

Building Antifragility in Uncertain Times with [@mariashriver](#), Lisa King of [@EatmylunchNz](#), [@olga_kitaina](#), Yetunde Ayo-Oyalowo of [@MarketDoctor1](#), and [@temite](#). [#TheRippleEffect](#) [#CWI21](#) pic.twitter.com/VubSaLJdUz



1 9 25

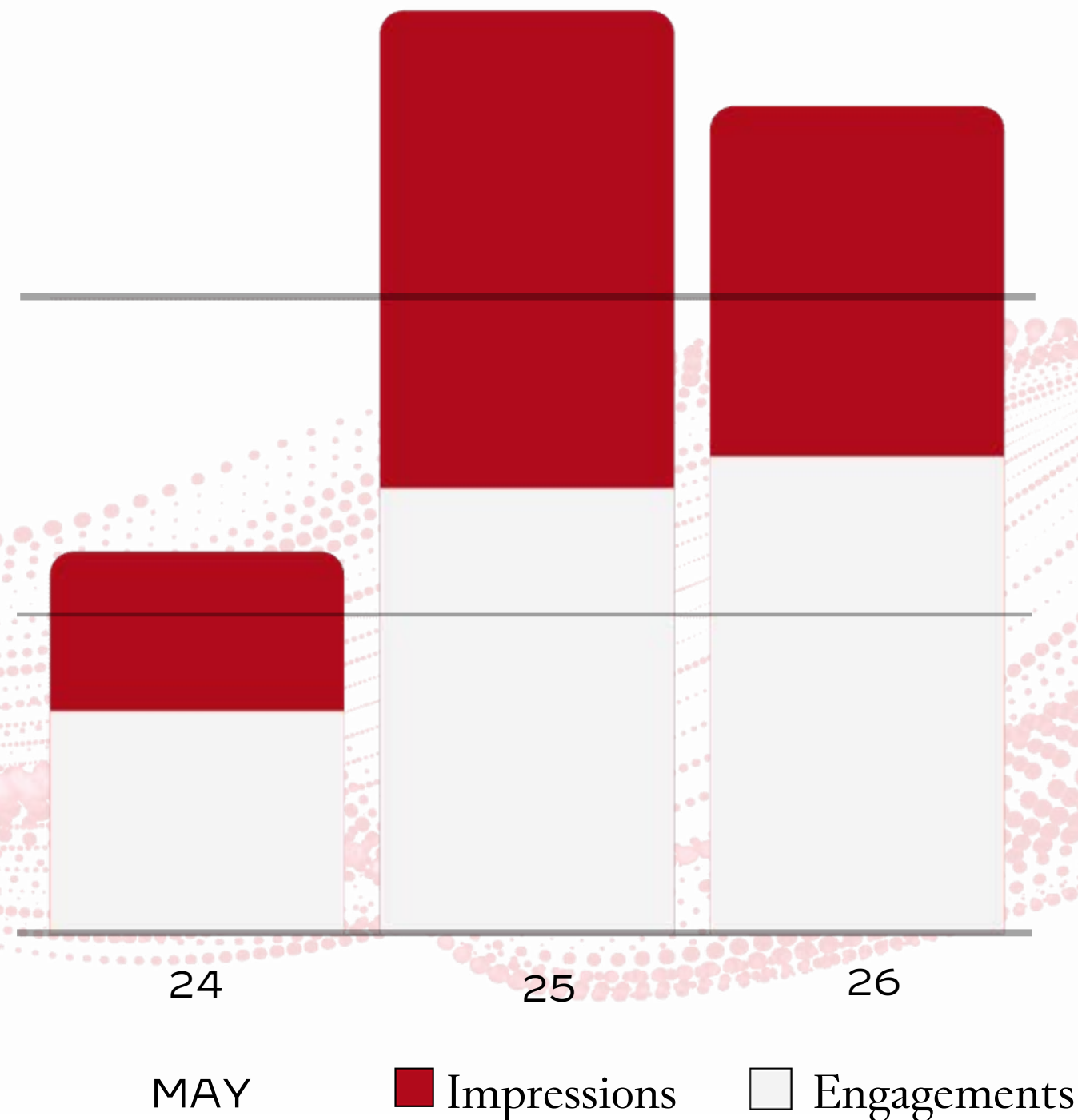
[View Tweet activity](#) [View all Tweet activity](#)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Cartier Women's Initiative @CartierAwards · May 24 Building Antifragility in Uncertain Times with @mariashriver , Lisa King of @EatmylunchNz , @olga_kitaina , Yetunde Ayo-Oyalowo of @MarketDoctor1 , and @temite . #TheRippleEffect #CWI21 pic.twitter.com/VubSaLJdUz View Tweet activity			14,732	129	0.9%
	Cartier Women's Initiative @CartierAwards · May 26 Basima Abdulrahman, our #CWI21 Laureate for the Middle East & North Africa, is the Founder & CEO of Kesk, a company offering green building services and products that change the way buildings and communities are planned, constructed and operated in Iraq. cartierwomensinitiative.com/fellow/basima-... pic.twitter.com/FiuwM5ruCr View Tweet activity			12,993	139	1.1%
	Cartier Women's Initiative @CartierAwards · May 26 We are proud to announce our Laureates for the 2021 edition of the Cartier Women's Initiative, eight bold and determined women impact entrepreneurs spearheading business and innovation to build a better world for generations to come. #CWI21 #TheRippleEffect pic.twitter.com/vaUPruzKNA View Tweet activity			7,545	142	1.9%

MAY 23 - 26, 2021

TWITTER

Engagement is a measure of how people are interacting with your social media accounts and content. These metrics are provided.



846

Average Impressions Per
Tweet

177

Total Retweets

488

Total Likes

75

Total Clicks

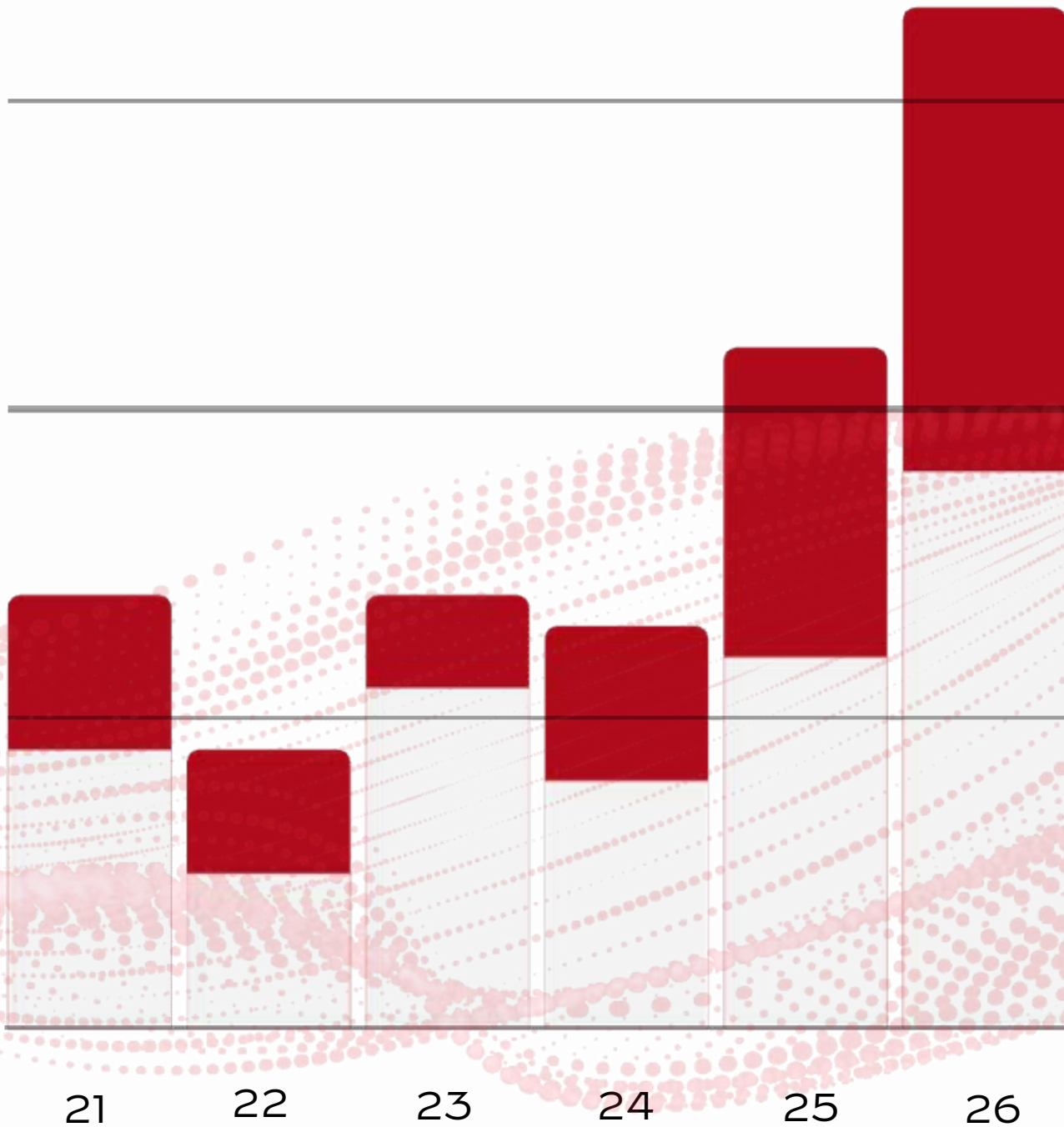
NOTABLE MENTIONS



MAY 23 - 26, 2021

LINKEDIN

Engagement is a measure of how people are interacting with your social media accounts and content. These metrics are provided. These numbers are compared to the previous 7 days.



3,500

Page Views

+119%

Clicks

+71%

New followers

MAY

■ Impressions □ Engagement Rate

LINKEDIN - TOP POSTS-BY ENGAGEMENT

#1

Posted by Madeline Mulvey · 5/25/2021 · Notify employees ...

Cartier Women's Initiative
37,241 followers
1w · Edited ·

What Makes a Great Impact Entrepreneur? | Lightning Talks with [Andrea Barber](#), [Tomilola Majekodunmi](#), [Barbara Granek](#), [Rebecca Hui](#) and [Ellington West](#) #TheRippleEffect #CW121 <https://lnkd.in/d4U6Fn3>

THE RIPPLE EFFECT WHAT MAKES A GREAT IMPACT ENTREPRENEUR? | LIGHTNING TALKS *Cartier WOMEN'S INITIATIVE*
MAY 25, 2021 | 9:42 AM EDT

ANDREA BARBER
CEO & Co-Founder, RoadPeace 2020
Cartier Women's Initiative Fellow
Madrid, Spain

TOMILOLA MAJEKODUNMI
Co-Founder & CEO, Bumble 2018
Cartier Women's Initiative Fellow
Lagos, Nigeria

BARBARA GRANEK
Founder & CEO, Fab Egg 2018
Cartier Women's Initiative Fellow
Boston, USA

REBECCA HUI
Founder & CEO, Broom Studio 2018
Cartier Women's Initiative Fellow
NYC, USA

ELLINGTON WEST
CEO & Co-Founder, Street Juke 2018
Cartier Women's Initiative Fellow
Baltimore, USA

38

#2

Posted by Madeline Mulvey · 5/25/2021 · Notify employees ...

Cartier Women's Initiative
37,241 followers
1w · Edited ·

"Take that first leap, put yourself out there as both a sponsee and sponsor, because it is very rewarding," says [Mercedes Abramo](#), President & CEO of [Cartier](#) North America. She joins [Sylvia Ann Hewlett](#), CEO of [Hewlett](#) ...see more

Cartier WOMEN'S INITIATIVE **THE RIPPLE EFFECT**
2021 VIRTUAL GATHERING & AWARDS CEREMONY
MAY 24-26, 2021

MERCEDES ABRAMO
President & CEO, Cartier North America

68 · 1 comment

#3

Posted by Madeline Mulvey · 5/25/2021 · Notify employees ...

Cartier Women's Initiative
37,241 followers
1w ·

Serendipitous moments are not pure coincidence - serendipity is the ability to find valuable insights or assets that one didn't set out to find in the first place. In this session, each fellow shares the story of a person - or a moment ...see more

THE RIPPLE EFFECT MY SERENDIPITOUS ENCOUNTER | LIGHTNING TALKS *Cartier WOMEN'S INITIATIVE*
MAY 25, 2021 | 11:30 AM EDT

NATALIE CHAN
2019 Fellow, Founder & CEO, CHAN
Academy, Hong Kong, China

RANA CAVALCANTI
2020 Fellow, CEO, Rana
Club, Brazil

RANA EL SAWHNEY
2020 Fellow, Founder & Managing
Director, ThinkSpace, Egypt

RANAAL FAKHRI
2020 Fellow, Founder & CEO,
Ranaal Fakhri, Lebanon

20

Organic impressions: 1,028 Impressions Hide stats

Organic stats

Targeted to: All followers

1,028 Impressions	38 Reactions	3.6% Click-through rate
0 Comments	0 Shares	37 Clicks
7.3% Engagement rate		

Organic impressions: 1,780 Impressions Hide stats

Organic stats

Targeted to: All followers

1,780 Impressions	68 Reactions	2.81% Click-through rate
1 Comment	3 Shares	50 Clicks
6.85% Engagement rate		

Organic impressions: 707 Impressions Hide stats

Organic stats

Targeted to: All followers

707 Impressions	20 Reactions	3.25% Click-through rate
0 Comments	0 Shares	23 Clicks
6.08% Engagement rate		

MAY 23 - 26, 2021

NOTABLE MENTIONS

INSEAD
410,034 followers
6d • 🌐

Congratulations to the 2021 edition of the **Cartier Women's Initiative** Laureates! These eight bold and determined women impact entrepreneurs are spearheading business and innovation to build a better world for generations to come, and we are proud to support them as a **#CW121** Partner!

Learn more about the seven Laureates for the Regional Awards and, for the first time this year, the Laureate for the new Science & Technology Pioneer Award. **#TheRippleEffect**

Cartier Women's Initiative
37,232 followers
6d • Edited • 🌐

We are proud to announce our Laureates for the 2021 edition of the Cartier Women's Initiative, eight bold and determined women impact entrepreneurs spearheading business and innovation to build a better world for generations to come. <https://lnkd.in/d5ZFKU7>

Discover the seven Laureates for our **#CW121** Regional Awards and, for the first time this year, the Laureate for our new Science & Technology Pioneer Award!

Congratulations to **Orianna Bretschger**, Founder & CEO of **Aquacycl**; **Rebecca Hui**, Founder & CEO of **Roots Studio**; **Rebecca Percasky**, Co-Founder & Director of **The Better Packaging Co.**; **Andrea Barber**, Co-Founder & CEO of **RatedPower**; **Corina Huang**, Founder & CEO of **Boncha Bio**; **Basima Abdulrahman**, Founder & CEO of **KESK Green Building Consulting in Iraq**; **Seynabou Dieng**, Founder & CEO of **MAYA**; **Valentina Rogacheva**, Co-Founder & COO of **Verqor**.
#TheRippleEffect

Cyrille Vigneron • 3rd+
Cartier CEO
1w • 🌐

Antifragile sisterhood.

Pr Nassim Nicholas Taleb has coined the concept in his best selling book « Antifragility ».

We all know what fragility is. A glass is fragile. When hit, it breaks.
We all know what robustness is. A bench made of stone is robust. When hit, nothing happens.
But what is antifragility?
Antifragility is the ability to gain from shocks, crises or disorder. Not only to be resilient but to get stronger.
Haven currencies are the ones investors prefer when a financial crisis happens. They are antifragile.

Individuals can be fragile individually, but stronger collectively. Either because they join forces, or because they learn from each other.
Social entrepreneurs often feel lonely and isolated. No matter how intelligent or visionary they are. They can be taken by surprise by crises like the one we are facing, and their business may collapse.
But when they are supported by a community, they not only become more resilient, they thrive and grow, even during crises.

The Cartier Women's Initiative has created a community of incredibly talented, passionate and successful female entrepreneurs, feet on earth, aiming high. A sisterhood ready to help and support each other, and ready to make a better world. Already making it.
Truly antifragile and unstoppable.



Suzanne Biegel • 3rd+
Catalyst at Large and Co-Founder, GenderSmart Investing
1w • 🌐

Excited to join **Raya Papp** **Laura Huang** and **Stefanie A. Thomas** tomorrow for this! Thank you **Cartier Women's Initiative**

GenderSmart
1,315 followers
1w • 🌐

As **#genderlensinvesting** gains traction, it's increasingly being recognised as 'just smart investing.' **Cartier Women's Initiative** invited our co-founder

Co-Impact
8,750 followers
1w • 🌐

Today, **Olivia Leland** will be speaking at the **Cartier Women's Initiative** Awards Ceremony on the panel 'Building new alliances to accelerate SDGs'.

Building on the themes of collaboration, shared values, and sustainable change, Olivia will be discussing the importance of cross-sector partnerships and developing a collective approach in the context of the ongoing COVID-19 pandemic, alongside **Anna Ryott**, **Melody Hobson** and **Stephanie Benedetto**.

To watch the panel, tune in below at 14.40 BST.

#CW120 #CW121



MAY 23 - 26, 2021

NOTABLE MENTIONS

LifeBank
1,360 followers
1w • 🌐

Women impact entrepreneurs trigger transformative change that is felt far beyond their immediate circles.

On May 24-26, join global thinkers and doers in a virtual gathering to celebrate, uplift and enable these changemakers. With more people by their side, their actions can build up to a tide of change, making the world a better place for generations to come.

Browse the full program and register now: <https://lnkd.in/d6czVgA>
Cartier Women's Initiative

#TheRippleEffect #CWI21



The poster features the Cartier Women's Initiative logo at the top, followed by 'THE RIPPLE EFFECT' in large red letters, and 'CELEBRATING WOMEN DRIVING CHANGE' below it. At the bottom, it says '2021 VIRTUAL GATHERING & AWARDS CEREMONY' and 'MAY 24 - 26, 2021'. The Global Institute for Business & Society is listed as a strategic partner.

SAGANA
2,280 followers
1w • 🌐

Cartier Women's Initiative is hosting their virtual gathering and awards ceremony **#TheRippleEffect** from today.

SAGANA's Founding Partner **Raya Papp** will be moderating the panel discussion 'Mainstreaming Gender Lens Investing'. The panelists for the sessions are **Stefanie A. Thomas** (Head of Investments, **Impact America Fund**), **Laura Huang** (Professor of Business Administration, **Harvard Business School**) and **Suzanne Biegel** (Founder, Catalyst at Large). This discussion will take a look at the **#GLI** landscape today, some of the best practices for investing in women and how one can promote the business case for GLI.

For complimentary access to the event, click here: <https://lnkd.in/dQbqVW7>

#SAGANA #CWI #CWI21
#OnlineEvent #GenderLensInvesting #GenderSmart



The poster features a quote from Raya Papp: 'Not only is investing with a gender lens quickly becoming a best practice, it is also a new lens on finding great investment opportunities.' Below the quote is a photo of Raya Papp. The rest of the poster is identical to the one in the first block.

GenderSmart
1,315 followers
1w • 🌐

As **#genderlensinvesting** gains traction, it's increasingly being recognised as 'just smart investing.' **Cartier Women's Initiative** invited our co-founder **Suzanne Biegel** to discuss mainstreaming **#GLI** at their virtual gathering and awards ceremony **#TheRippleEffect**, which kicks off today.

The panel, 'Mainstreaming Gender Lens Investing,' will be moderated by **Raya Papp**, founding partner of **SAGANA**, with co-panelists **Stefanie A. Thomas** (Head of Investments, **Impact America Fund**) and **Laura Huang** (Professor of Business Administration, **Harvard Business School**). This discussion will take a look at the GLI landscape today, best practices for investing in women, and how to promote the business case for GLI.

For complimentary event access, click here: <https://lnkd.in/dQbqVW7>

#CWI #CWI21 #GenderSmart



The poster features a photo of four women: Stefanie Thomas, Laura Huang, Suzanne Biegel, and Raya Papp. Below the photo are their names and titles. The rest of the poster is identical to the one in the first block.

MAY 23 - 26, 2021

THE TEAM

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Madi Atkins

Content + Social Producer / Digital
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Grace O'Neill

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Olivia Hall

Assistant Graphic Designer