



Mindray India SMM Monthly Report

June 2025

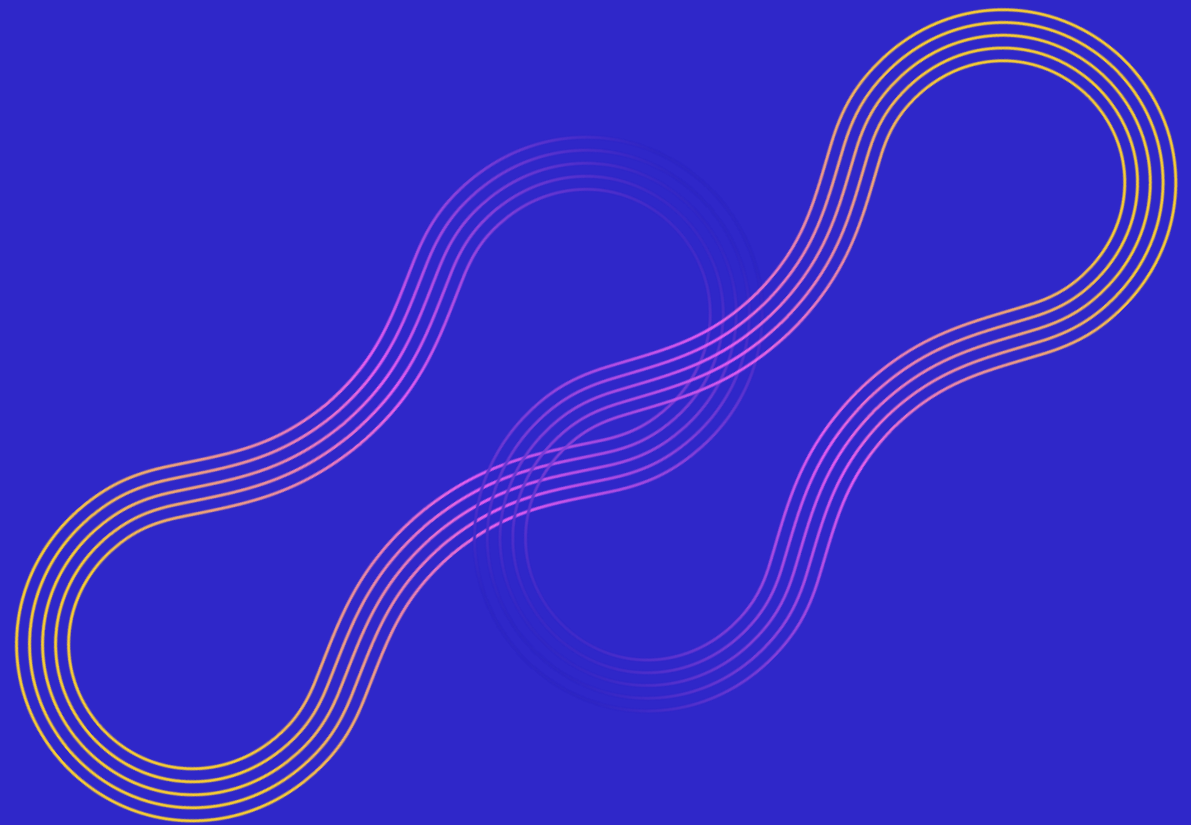


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Key Highlights – June 2025

- **LinkedIn:** 90 interactions, 29 positive comments, 20% engagement rate.
- **Instagram:** 4,000%+ reach growth, 104% more interactions, 2 sales leads.
- **Facebook:** 7,600%+ reach growth, 80% more interactions, 1 product query.
- **Top Content:** *Did You Know* posts led engagement (33%), product and event posts also performed well.
- **Best Posts(LinkedIn):** *Mind Manthan* (95% engagement), *Sono Summit* (58%).
- **Meta Ads:**

Awareness: 2.73M reach, high cost-efficiency.

Engagement: White ad outperformed black (2,836 vs. 103 likes).

Instagram: 1,153 profile visits at ₹1.15 CPR.



Platform Performance Overview - June 2025

June 2025

Platform	Posts Published	Reach	Content Interactions	Engagement Rate %
LinkedIn	24	48328	21763	20%
Instagram	25	324137	705	0.2%
Facebook	24	2873193	1965	0.07%

May 2025

Platform	Posts Published	Reach	Content Interactions	Engagement Rate %
LinkedIn	29	61524	20288	17%
Instagram	28	8067	345	4.28%
Facebook	28	37123	1089	2.93%

Note: Count of posts include the posts done by both Mindray and Digitup

- **LinkedIn:** Engagement rose to **20%** and Interactions increased by **7.27%**, highlighting strong organic content quality, despite a 21.45% drop in Reach.
- **Instagram:** Reach surged by nearly **4,000%** and Interactions by **+104%**, driven by Meta Ads,.
- **Facebook:** Reach exploded by over **7,600%** and Interactions by **+80%**.
- **Posting Trend:** Posts decreased across all platforms.

Post Type – Category Wise Analysis

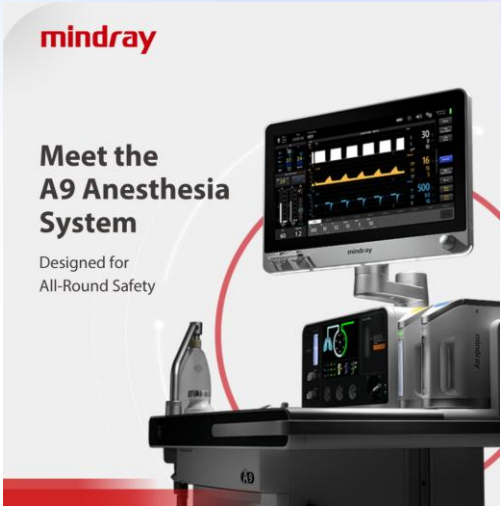
Informative content like **'Did You Know'** posts, drove the highest engagement, showing strong audience interest in educational value. **'Product'** and **'Mind Manthan'** content also performed very well. In contrast, **'CEO Award post'**, **'Customer Story'**, and **'Newsletter'** content showed significantly lower engagement. This data clearly indicates a preference for **educational and product-focused content**, guiding a balanced future content strategy.

Type	Count	Reach	Avg. Engagement %
Did You Know	2	4834	33%
Product	2	6563	27%
Mind Manthan	4	12074	26%
Sono Summit	4	11397	17%
Global Days	3	7470	16%
Webinar + CME	2	6787	12%
CEO Award post	1	14223	5%
Customer Story	1	3354	4%
Newsletter	5	17499	2%

LinkedIn’s Top Performing Posts by Engagement % - June 2025



Did You Know
Avg. Engagement Rate – 33%



Product
Avg. Engagement Rate – 27%

Top 5 Posts - LinkedIn

Post title	Posted by	Impressions	Clicks	(CTR)	Likes	Comments	Reposts	Engagement rate %
<i>Mind Manthan 2025 Success Post</i>	Digitup	8015	7527	94%	98	4	6	95%
<i>Day 1 & 2 at Sono Summit 2025</i>	Mindray	5651	3167	56%	81	7	1	58%
<i>A9 Anaesthesia System</i>	Digitup	4975	2389	48%	70	1	4	50%
<i>Happy Father's Day</i>	Mindray	5397	2126	39%	101	0	0	41%
<i>Did You Know – Infusion Pumps</i>	Digitup	3473	1233	36%	45	0	1	37%

- **Prioritize event success stories** like *Mind Manthan 2025*, which delivered the highest engagement (95%) and CTR (94%).
- **Leverage conference participation** posts like *Sono Summit 2025*, which drove strong visibility and comments (58% engagement).
- **Refine product posts** (e.g., *A9 Anesthesia System*) with stronger CTAs to improve engagement beyond the current 50%.
- **Make festive content more impactful** - *Father's Day* had good likes but low engagement (41%), showing room for improvement.

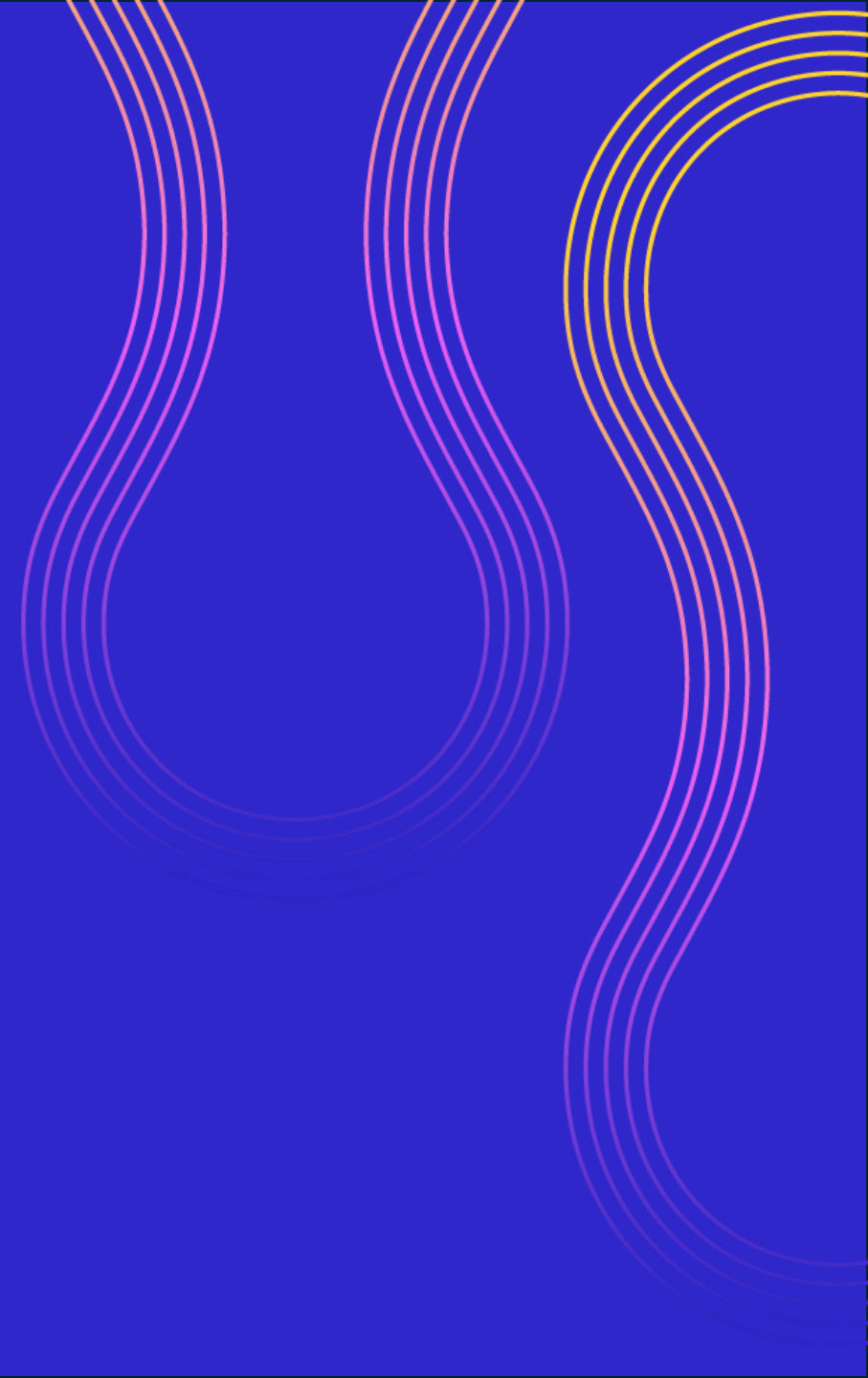
ORM Analysis - June 2025

Platform	Count	No. of Positive Comms	No. of Negative Comms
<i>LinkedIn</i>	90	29	0
<i>Facebook</i>	12	10	0
<i>Instagram</i>	8	0	3
<i>X</i>	5	1	2
Total	115	40	5

Two sales leads were received through Instagram and one product query was received from FB and promptly communicated by Digitup to the Mindray.

- **LinkedIn** had the highest activity with **90 interactions**, including **29 positive comments** and **no negative sentiment**.
- **Facebook** recorded **12 interactions**, with **10 positive** and **0 negative** comments.
- **Instagram** saw **8 interactions**, with **3 negative comments(all addressed)** and **no positive feedback**.
- **Platform X** had **5 interactions**, including **1 positive** and **2 negative comments**, all addressed.
- **2 sales leads** came from **Instagram**, and **1 product query** was received via **Facebook** – all were promptly shared with Mindray by Digitup.

Meta Ads Performance



Meta Ads Campaign Overview

Campaign name	Objective	Result Type	Results	CPR (all)	Spend (INR)
DSPL_09_Jun_25_AW_Professional_Emp	Awareness	Reach	2733086	₹1.49	₹3892.38
DSPL_09_Jun_25_ENG_Professional_Emp	Engagement	Facebook likes	2939	₹1.38	₹4058.3
DSPL_22_Jun_25_IG_Followers	Traffic	Instagram profile visits	1153	₹1.15	₹1330.17

Overview:

- In June 2025, three distinct Meta ad campaigns were executed with objectives focused on Awareness, Engagement, and Instagram Traffic. These campaigns were directed at healthcare professionals and medical students in India, targeting fields like radiology, gynecology, and emergency medicine.
- With the Awareness campaign reaching over **2.7 million users**, and the Engagement campaign generating **2,939 Facebook likes**. The Instagram-focused campaign successfully brought in **1,153 profile visits & 68 Instagram follows**, validating audience interest across platforms.

Achieved Exceptional
Cost-Efficiency &
Lower CPR as
compared to previous
campaigns

Meta Ads - Key Highlights

- 🎯 **Massive Reach:** Achieved **2.73M reach** and **2.77M impressions** through the Awareness campaign (**DSPL_09_Jun_25_AW_Professional_Emp**).
- 🎯 **High Engagement:** The **White background ad** in the Engagement campaign delivered **2,836 Facebook likes at ₹1.37 CPR**, outperforming the Black variant significantly.
- 🎯 **Traffic Performance:** The Instagram campaign (DSPL_22_Jun_25_IG_Followers) drove 1,153 profile visits at a low ₹1.15 CPR and a CTR of 0.90%.
- 🎯 **Effective Targeting:** The campaigns targeted professionals in medical specialties, achieving meaningful engagement across all stages of the funnel.
- 🎯 **Current Campaign Status:** Campaign **DSPL_09_Jun_25_AW_Professional_Emp** is in pause after discussion, because we are running other brand awareness campaign with different targeted audience. Other campaign named DSPL_09_Jun_25_ENG_Professional_Emp & DSPL_22_Jun_25_IG_Followers is still active and driving the results



Audience

- 🎯 **Location:** India
- 🎯 **Field of Study:** Diagnostic Medical Sonography - Ultrasound, Anesthesiology, Intensive Care Medicine, Medical Laboratory, Emergency Medicine, Cardiology, Gynecology, Urology, MBBS, Biochemistry, General Surgery, Hematology, Neurosurgery, Radiology
- 🎯 **Interests:** Medical Students, Biochemistry, General Surgery (band), General Hospital
- 🎯 **Industry:** Healthcare and Medical Services
- 🎯 **Age Group:** 25–55 years

Audience Added on This Campaign : DSPL_09_Jun_25_AW_Professional_Emp, DSPL_09_Jun_25_ENG_Professional_Emp, DSPL_22_Jun_25_IG_Followers

Campaign: DSPL_09_Jun_25_AW_Professional_Emp

- **Objective:** Brand Awareness
- **Ad Format:** 1 Carousel Ad
- **CTA:** Learn More
- **CTA Destination:** Facebook Messaging
- **Budget:** ₹200/day

Result

- **Reach:** 2.73 Million
- **Impressions:** 2.77 Million
- **Result Type:** Reach
- **Total Spend:** ₹3,892.38
- **CPR:** ₹1.49

Observation:

This campaign effectively delivered massive awareness at minimal cost per result. Despite the low CTR (typical for awareness objectives), the sheer reach for under ₹4,000 is impressive. Ideal for brand recall and top-of-funnel exposure. No optimization needed unless the goal shifts to engagement or conversions.

Campaign: DSPL_09_Jun_25_ENG_Professional_Emp

- **Objective:** Facebook Page Likes
- **Ad Format:** 2 Static Image Ads (White & Black creative variants for A/B testing)
- **Budget:** ₹200/day

Result

- **Reach:** 164.6K
- **Impressions:** 231.1K
- **Result Type:** Facebook Likes (2,939 total)
- **CTR:** 1.82%
- **CPR:** ₹1.38
- **Total Spend:** ₹4,058.30

Observation:

- We conducted an A/B test using two ad creatives that differed only in background color - one with a white background and the other with a black background. The results showed that the white background creative significantly outperformed the black background creative, generating **2,836 Facebook page likes** compared to just **103 likes** for the black background version.
- In terms of cost efficiency, the white background ad achieved a **cost per result of ₹1.37**, while the black background ad cost **₹1.76 per result**. These results indicate **strong performance from the white background creative**, with a healthy click-through rate (CTR) suggesting that it resonated well with the target audience.

Campaign: DSPL_22_Jun_25_IG_Followers

- **Objective:** Traffic
- **Conversion location:** Instagram
- **Performance goal:** Maximize number of Instagram profile visits
- **Ad Format:** 1 Static Image Ads (White)
- **Budget:** ₹200/day

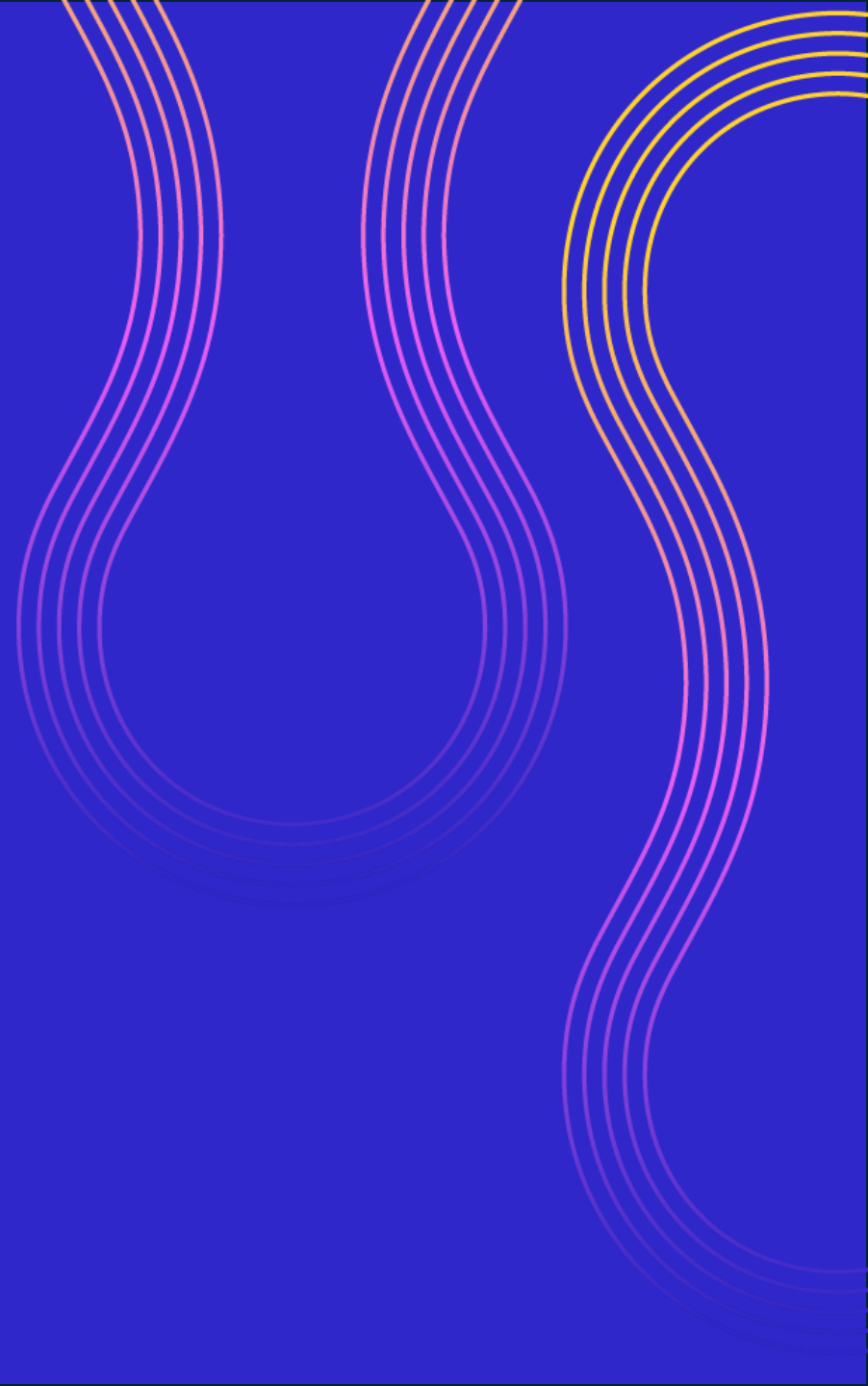
Result

- **Reach:** 144.5K
- **Impressions:** 164.4K
- **Result Type:** Instagram Profile Visits (1,153 total)
- **Instagram Follows:** 68
- **Messaging conversations started:** 2
- **CPR:** ₹1.15
- **Total Spend:** ₹1,330.17

Observation:

- This campaign was efficient in generating Instagram profile visits with a decent CTR for a traffic objective. The CPR of ₹1.15 is cost-effective for Instagram. This can be further optimized by testing carousel formats or story placements to boost engagement.

Next Steps





Next Steps for July 2025

- Prioritize **“Did You Know” posts** on all platforms.
- **Monitor and optimize Meta and Google Ads** as needed.
- Continue using **high-performing creatives** (e.g., white background variants).
- Finalize **July 2025 content** for remaining planned posts.
- **Track and escalate ORM leads** promptly to the Mindray team.
- Await **SOW approval** for Mindray website SEO audit. Digitup will share a new requirements gathering process for upcoming page launches.
- Explore **alternate creative aspect ratios** to resolve Grid View cropping issues for Instagram.

We Value Your Feedback

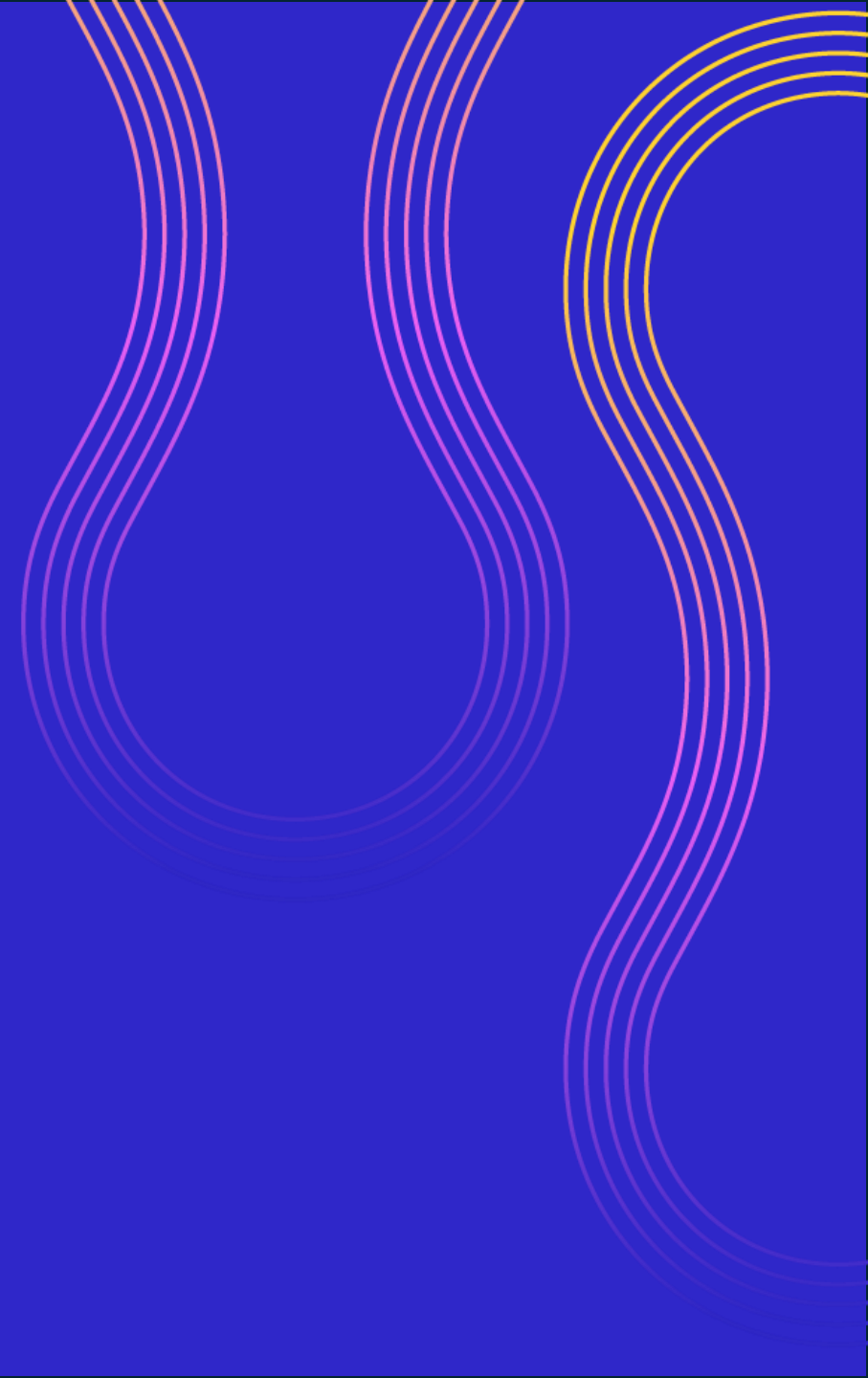
Please share your valuable feedback in the and provide an overall rating for our services in the last row. Your insights are greatly appreciated as we continue to optimize Mindray India's social media presence.

Question	Answer
How has your experience been with our services so far?	
Are there any areas you feel we can improve or streamline?	
What kind of content, strategies, or innovations would you like to see in the upcoming months?	
Overall Rating	

Feedback Taken By :
Feedback Provided By :
Date :
Mode of Feedback : In-Meeting

Signature

Annexure



Analytics Data – FB June 2025

Date	Follows	Content Interactions	Clicks	Reach	Views	Visits
2025-06-01T00:00:00	1	1	0	162	374	19
2025-06-02T00:00:00	2	41	4	1056	1978	38
2025-06-03T00:00:00	0	16	4	483	1118	34
2025-06-04T00:00:00	2	17	0	572	1071	56
2025-06-05T00:00:00	3	6	3	460	959	81
2025-06-06T00:00:00	1	5	1	285	601	41
2025-06-07T00:00:00	0	2	0	137	303	23
2025-06-08T00:00:00	0	1	0	123	274	45
2025-06-09T00:00:00	100	112	85	139919	147359	236
2025-06-10T00:00:00	204	103	200	172757	176637	572
2025-06-11T00:00:00	119	61	99	150011	152129	290
2025-06-12T00:00:00	134	53	69	149366	150873	221
2025-06-13T00:00:00	136	135	84	154859	157624	244
2025-06-14T00:00:00	153	76	79	136610	137328	226
2025-06-15T00:00:00	122	92	204	188040	189836	197
2025-06-16T00:00:00	5	36	10	1254	2149	62
2025-06-17T00:00:00	211	108	411	288918	302745	835
2025-06-18T00:00:00	177	97	171	170189	175903	336
2025-06-19T00:00:00	172	49	53	164278	186587	155
2025-06-20T00:00:00	160	165	38	153345	161320	157
2025-06-21T00:00:00	159	84	40	150961	157608	173
2025-06-22T00:00:00	50	13	25	39880	41881	37
2025-06-23T00:00:00	202	109	70	106329	147730	380
2025-06-24T00:00:00	163	119	61	116583	154724	338
2025-06-25T00:00:00	131	77	36	118165	154555	225
2025-06-26T00:00:00	158	60	24	124496	166702	175
2025-06-27T00:00:00	178	93	35	103160	150402	232
2025-06-28T00:00:00	110	46	20	77881	102930	133
2025-06-29T00:00:00	2	64	3	1376	2835	46
2025-06-30T00:00:00	210	124	86	161538	223603	280

Analytics Data – Insta June 2025

Date	Follows	Clicks	Reach	Views	Visits
2025-06-01T00:00:00		6	0	38	104
2025-06-02T00:00:00		5	0	192	451
2025-06-03T00:00:00		3	0	211	514
2025-06-04T00:00:00		5	0	181	433
2025-06-05T00:00:00		2	0	120	436
2025-06-06T00:00:00		3	0	113	307
2025-06-07T00:00:00		3	0	48	90
2025-06-08T00:00:00		4	0	42	117
2025-06-09T00:00:00		1	1	3745	4145
2025-06-10T00:00:00		3	0	1885	2380
2025-06-11T00:00:00		4	0	1742	1975
2025-06-12T00:00:00		4	0	5146	5193
2025-06-13T00:00:00		1	1	5235	5870
2025-06-14T00:00:00		3	1	2619	3010
2025-06-15T00:00:00		7	1	2827	3207
2025-06-16T00:00:00		4	1	177	373
2025-06-17T00:00:00		3	2	3488	3983
2025-06-18T00:00:00		5	0	744	968
2025-06-19T00:00:00		6	4	16256	16552
2025-06-20T00:00:00		5	1	5646	6547
2025-06-21T00:00:00		6	1	3515	3793
2025-06-22T00:00:00		5	1	441	524
2025-06-23T00:00:00		24	107	36102	38019
2025-06-24T00:00:00		20	207	32867	34913
2025-06-25T00:00:00		13	124	31252	32652
2025-06-26T00:00:00		14	197	42027	43331
2025-06-27T00:00:00		19	159	42269	43238
2025-06-28T00:00:00		11	185	23776	25249
2025-06-29T00:00:00		7	8	459	973
2025-06-30T00:00:00		11	217	60974	63207

Analytics Data – LinkedIn June 2025

Date	Impressions (organic)	Impressions (sponsored)	Impressions (total)	Unique impressions (organic)	Clicks (organic)	Clicks (sponsored)	Clicks (total)	Reactions (organic)	Reactions (sponsored)	Reactions (total)	Comments (organic)	Reposts (organic)	Reposts (total)	Engagement rate (organic)	Engagement rate (total)
06/01/2025	1928	0	1928	930	210	0	210	20	0	20	1	0	0	0.119813278	0.119813278
06/02/2025	4849	0	4849	2022	231	0	231	42	0	42	0	0	0	0.056300268	0.056300268
06/03/2025	3088	0	3088	1436	132	0	132	27	0	27	3	0	0	0.05246114	0.05246114
06/04/2025	2120	0	2120	983	125	0	125	11	0	11	1	0	0	0.064622642	0.064622642
06/05/2025	2042	0	2042	912	172	0	172	24	0	24	0	0	0	0.095984329	0.095984329
06/06/2025	1720	0	1720	785	160	0	160	19	0	19	2	0	0	0.105232558	0.105232558
06/07/2025	2015	0	2015	1006	108	0	108	11	0	11	0	0	0	0.059057072	0.059057072
06/08/2025	1988	0	1988	955	172	0	172	12	0	12	0	0	0	0.092555332	0.092555332
06/09/2025	2847	0	2847	1252	125	0	125	31	0	31	0	0	0	0.054794521	0.054794521
06/10/2025	5043	0	5043	2427	3539	0	3539	54	0	54	0	1	1	0.712671029	0.712671029
06/11/2025	2451	0	2451	1219	1128	0	1128	26	0	26	1	0	0	0.47123623	0.47123623
06/12/2025	2315	0	2315	1119	595	0	595	41	0	41	1	1	1	0.275593952	0.275593952
06/13/2025	2891	0	2891	1385	871	0	871	28	0	28	3	0	0	0.312002767	0.312002767
06/14/2025	2454	0	2454	1201	603	0	603	24	0	24	1	0	0	0.25590872	0.25590872
06/15/2025	3875	0	3875	1945	1365	0	1365	68	0	68	0	0	0	0.369806452	0.369806452
06/16/2025	4222	0	4222	1994	1016	0	1016	59	0	59	1	0	0	0.254855519	0.254855519
06/17/2025	4728	0	4728	2312	955	0	955	52	0	52	1	0	0	0.21319797	0.21319797
06/18/2025	2909	0	2909	1353	516	0	516	33	0	33	1	0	0	0.189068408	0.189068408
06/19/2025	2283	0	2283	1045	334	0	334	24	0	24	0	1	1	0.157249233	0.157249233
06/20/2025	4719	0	4719	1982	1062	0	1062	62	0	62	3	1	1	0.239033694	0.239033694
06/21/2025	3062	0	3062	1493	868	0	868	42	0	42	0	0	0	0.297191378	0.297191378
06/22/2025	2080	0	2080	931	575	0	575	24	0	24	0	0	0	0.287980769	0.287980769
06/23/2025	8182	0	8182	4145	590	0	590	156	0	156	6	1	1	0.092031288	0.092031288
06/24/2025	4809	0	4809	2527	262	0	262	120	0	120	14	0	0	0.082345602	0.082345602
06/25/2025	3837	0	3837	2027	113	0	113	91	0	91	14	0	0	0.05681522	0.05681522
06/26/2025	2930	0	2930	1459	410	0	410	44	0	44	2	0	0	0.155631399	0.155631399
06/27/2025	3109	0	3109	1414	547	0	547	38	0	38	17	0	0	0.193631393	0.193631393
06/28/2025	2593	0	2593	1203	257	0	257	32	0	32	1	1	1	0.112225222	0.112225222
06/29/2025	5701	0	5701	2447	2302	0	2302	59	0	59	2	0	0	0.414488686	0.414488686
06/30/2025	5278	0	5278	2419	1006	0	1006	55	0	55	4	0	0	0.201780978	0.201780978



Calculation Formulas

- **Engagement Rate (%)** = $(\text{Total Interactions} \div \text{Reach}) \times 100$
- **Content Interactions(FB, Instagram)** = Clicks + Reactions + Comments + Reposts

Thank You!

