

# WallPops®

## Social Media Report

Q1 2025

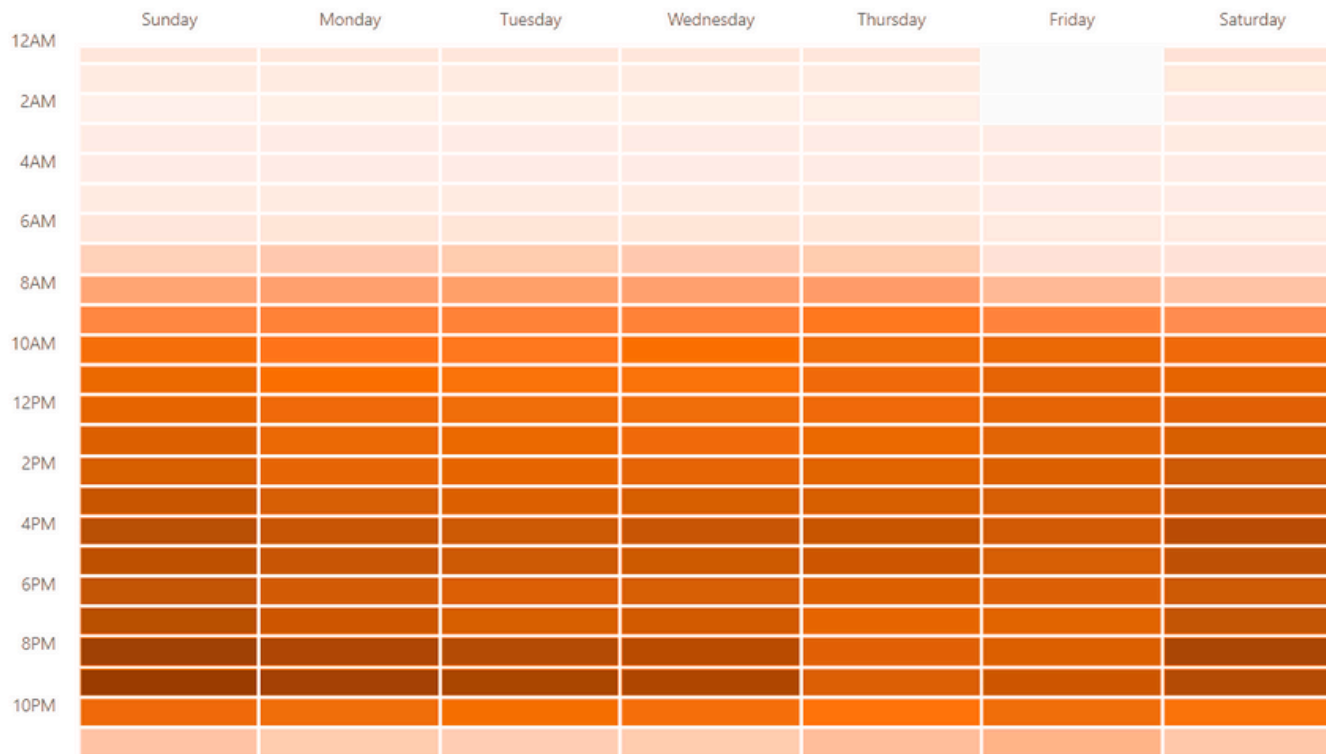
YORK  
DESIGN GROUP



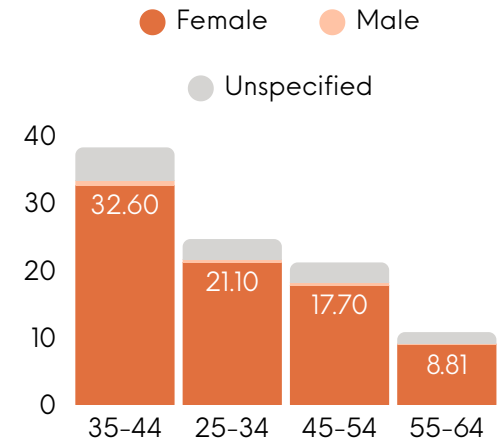


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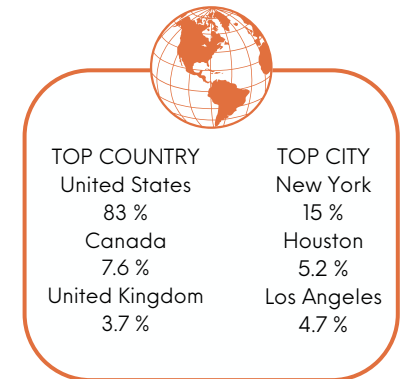
## Audience Activity Levels



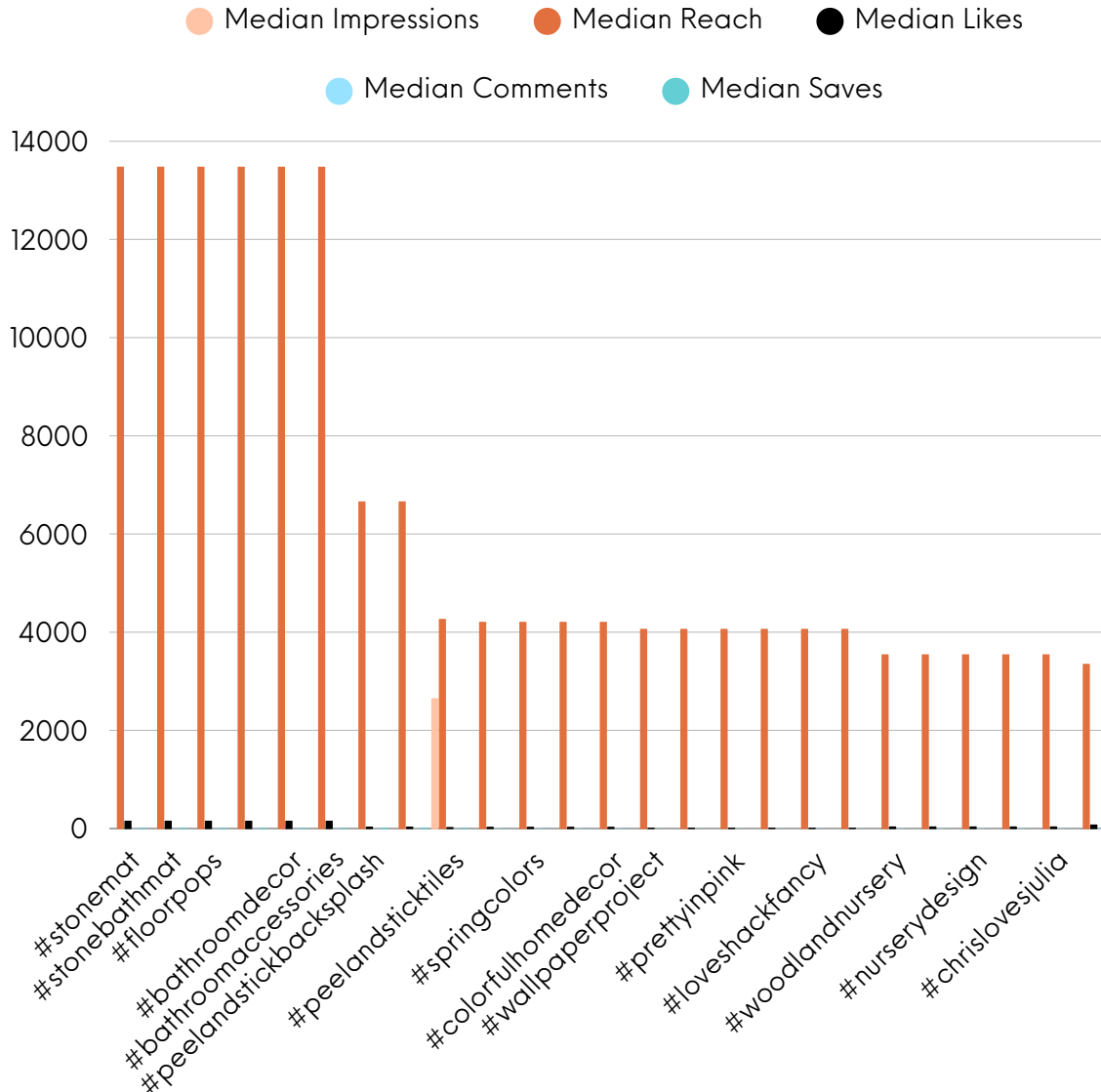
## Age & Gender Analysis



## Geographic Analysis



Across all platforms, early to late evening continues to be the most active time for our audience, where times between 8-10pm have the most concentrated results. No changes here.



Quick Dry Stone Mats and LoveShackFancy seem to be taking the lead on our content lately, with related hashtags over the past 3 months receiving a good deal of traction.

Chris Loves Julia remains on the list, while nursery decor makes a comeback to the top-performing hashtags.





## INSTAGRAM

126.2k followers +1000  
963 following +7

## TIKTOK

4,637 followers +63  
343 following +17

## FACEBOOK | PINTEREST | YOUTUBE

Facebook performance soared in Q1 with +20% (2M) Views, +10% reach, +500 follows/likes, +**96%** interactions  
+23% in overall engagement for the month.

Pinterest performance was strong for Q1 with growth seen in impressions, saves and checkouts, though order sizes were smaller than average.  
Organic content still pulling through, cleanup project seems to be optimizing performance and helping to create a more streamlined experience.

YouTube performance up; 56k views, 1.2k watch hours, +62 subscribers



126.2k followers +2.7k 963 following



Reach

143.7k accounts

**146% increase**



Story Performance

789 average impressions

96% slide completion



Total Link Clicks

7.5k through bio

**36% increase**



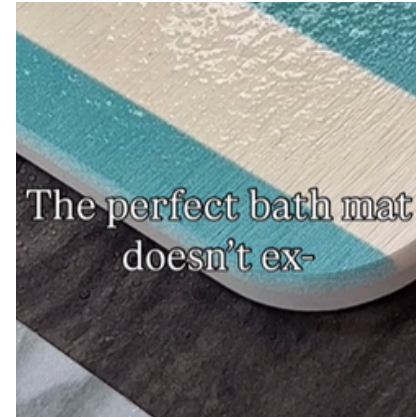
Post Performance

3,543 average reach

2.46% average  
engagement

Instagram & Facebook had a steady quarter with good growth rates in reach, content interactions & following. Compared to Q4 2024, we gained twice the amount of followers & expanded reach by over 100% - likely due to increased ad spend and content improvements.

## TOP-PERFORMING POSTS



01/17/25 15:10



02/26/25 16:30

## LOWEST-PERFORMING POSTS



03/03/25 17:00



03/18/25 22:00





## Overall performance

Percent changes are compared to 91 days before the selected date range. Metrics updated in real-time except for audience.

Impressions ⓘ	Engagements ⓘ	Outbound clicks ⓘ	Saves ⓘ	Total audience ⓘ	Engaged audience ⓘ
<b>1.02m</b> ↑ 42%	<b>15.51k</b> ↑ 22%	<b>5.95k</b> ↑ 54%	<b>1.35k</b> ↑ 28%	<b>474.51k</b> ↑ 40%	<b>12.28k</b> ↑ 23%

### Organic summary

Impressions ⓘ  
**184.67k** ↑ 22%

Engagements ⓘ  
**8.43k** ↑ 13%

Saves ⓘ  
**971** ↑ 32%

### Pin Conversion Stats

Revenue ⓘ  
**\$2.82k** ↑ 100%

Page visits ⓘ  
**42.84k** ↑ 105%

Add to cart ⓘ  
**557** ↑ 128%















Checkouts ⓘ  
**180** ↑ 116%

Average order value ⓘ  
**\$15.66** ↓ 7.7%

Content type	Page visits	Continued to add to cart	Add to cart	Continued to checkout	Checkouts	Conversion rate	Average order value	Revenue
Organic	4,545	1.5%	67	50.7%	34	0.75%	\$17.47	\$594.00
Paid assisted	1,939	1.8%	35	54.3%	19	0.98%	\$8.11	\$154.00
Paid unassisted	36,351	1.3%	455	27.9%	127	0.35%	\$16.29	\$2.07k



## TOP-PERFORMING PINS

Pin	Type	Source	↓ Total engagements (rate)
 If you have windows that need a little...	Organic	Your Pins	4,495 (7.6%) 
 CLJ Melograno Moss Peel and Stick ...	Organic, Paid & earned	Your Pins	3,856 (0.9%) 
 This transformation by @breeyashad...	Organic	Your Pins	768 (10.5%) 
 Install and Remove Peel and Stick Wa...	Organic, Paid & earned	Your Pins	754 (0.6%) 
 Modern Bathroom Design	Organic, Paid & earned	Your Pins	437 (1.3%) 
 Krystal @our.nohai.home is at it agai...	Organic	Your Pins	284 (6.3%) 
 Laundry Room Tile Ideas	Organic, Paid & earned	Your Pins	255 (0.9%) 

## PLATFORM ANALYSIS

Still many of the same pins ranking as top-performers here, which is not surprising. All are existing product, which is a vast improvement from where we were last year in terms of pin ranking (most were discontinued items).



4.7k followers    +154    345 following



Reach

8.9k accounts

24% increase



Post Performance

710 average reach

2% average engagement



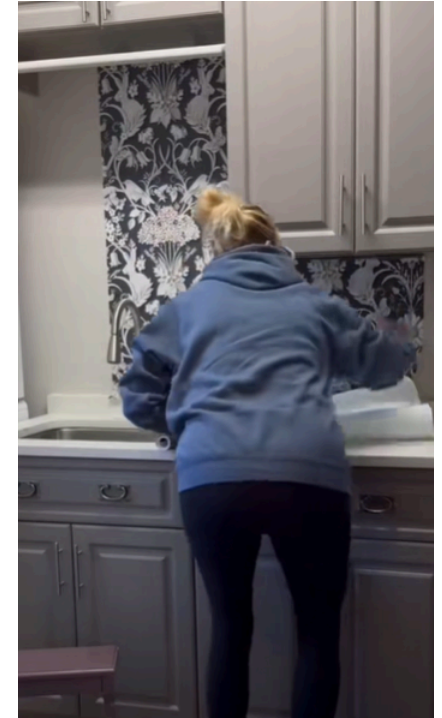
Profile Visits/Clicks

1.7k through bio

## TOP-PERFORMING POSTS



02/27/25 16:00

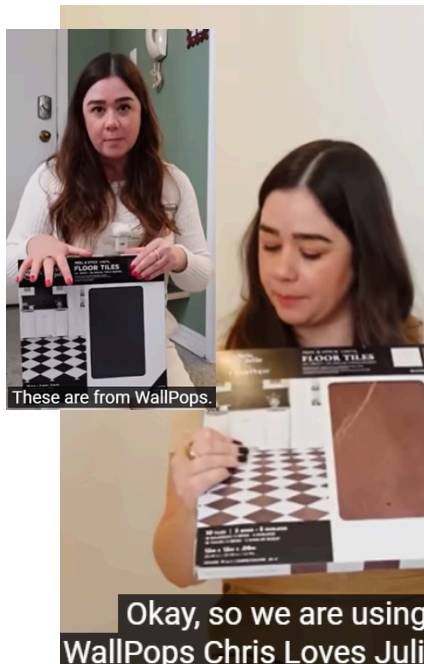


02/25/25 16:00

Despite pulling back slightly on efforts for the platform due to uncertainties with the app's future for US consumers, performance has still been holding its own and our account has seen decent growth on par with Q4 2024 at a 2.6% growth rate. Collabs with influencers and brands have been bringing folks to our profile.



## RECENT INFLUENCER POSTS & ACTIVITY



Alexandra Gater



@kbdesign02025



@dearlillie

3 Projects with Alexandra Gater with a total of 2.4m views across all her platforms – one of our top sellers on ShareASale for the quarter.

Kali Branch (@kbdesign02025) & Jenni Holmes (@dearlillie) continue to share new projects organically and link back to our page and website.

Kali typically uses our coastal style PSWP (mainly Society Social faux grass and block prints) but occasionally uses WallPops brand products.

Jenni uses the Alder NuWallpaper pattern in all colors throughout her designs, and has lately begun using some of the blue LoveShackFancy patterns in hers and her client's homes.

## CAMPAIGNS 01/01/2025-03/31/2025

Campaign name	Reach	Impressions	Results	Amount spent	Cost per result
[03/19/2025] Promoting https...	45,932	62,317	1,970 (2) Landing Page Vie...	\$239.10	\$0.12 (2) Landing Pag...
Instagram post: #ICYMI 🐼 We'...	19,410	24,398	991 Link clicks	\$279.92	\$0.28 Link Click
Instagram post: 🌸 New Collec...	20,287	22,455	881 Link clicks	\$279.28	\$0.32 Link Click
Instagram post: Share with so...	13,091	17,219	1,130 Link clicks	\$139.86	\$0.12 Link Click
Instagram post: 🌟 Say hello to...	12,051	15,444	565 Link clicks	\$174.93	\$0.31 Link Click
Instagram post: You know you ...	10,192	11,203	885 Link clicks	\$69.87	\$0.08 Link Click
Instagram post: 🌻 Have You S...	8,470	10,705	371 Link clicks	\$139.69	\$0.38 Link Click
Instagram post: You know you ...	8,569	8,812	662 Link clicks	\$69.93	\$0.11 Link Click
Instagram post: Actually, it doe...	6,731	7,201	367 Link clicks	\$104.74	\$0.29 Link Click
<b>Total results</b> 10 / 10 rows displayed	805,144 Accounts Center accounts	1,895,139 Total	—	\$5,993.73 Total spent	—



## MONTHLY PERFORMANCE RECAP

Q1 2025 was decently successful for the WallPops social media accounts with growth on all platforms trending upwards.

Instagram, Pinterest and YouTube saw large increases in reach and content interactions overall, with TikTok standing on par with usual performance.

Later posting times and a more consistent cadence working in our favor.

Broadcast channels implemented for Instagram have not made much of a difference in terms of interaction, but further experimentation with this tool will continue in months ahead.

## STRATEGY PLANNING

More strategic advertising will be used going forward - trainings have been insightful on how to best target our desired audience and move forward in that direction.

With increased ad budget, we will be able to continue growing our following and reach key groups on a data and strategy-based plan rather than relying solely on algorithm.

The team has been hard at work planning and drafting promotional content for this year with a 4 week lead time, so hopefully we will be among the leaders for seasonal and holiday campaigns this quarter.

Name/ID	Gross Sales	Gross Sales Non-Mobile	Gross Sales Mobile	Breakout Ratio Non-Mobile	Breakout Ratio Mobile
Partnermatic 3237132 <a href="http://www.partnermatic.com/">www.partnermatic.com/</a>	\$11,795.24	\$5,668.78	\$6,126.46	48.00% Non-Mobile (35 Transactions)	52.00% Mobile (51 Transactions)
Skimbit Ltd 314743 <a href="http://skimlinks.com">skimlinks.com</a>	\$8,242.03	\$3,749.93	\$4,492.10	45.00% Non-Mobile (42 Transactions)	55.00% Mobile (42 Transactions)
Hiba Shafiq 2847762 <a href="http://www.redeemmenow.com/">www.redeemmenow.com/</a>	\$6,309.48	\$4,149.03	\$2,160.45	66.00% Non-Mobile (24 Transactions)	34.00% Mobile (18 Transactions)
DealAM.com 387977 <a href="http://www.dealam.com">www.dealam.com</a>	\$5,753.49	\$1,898.34	\$3,855.15	33.00% Non-Mobile (25 Transactions)	67.00% Mobile (31 Transactions)
Chris Loves Julia, LLC 843397 <a href="http://www.chrislovesjulia.com">www.chrislovesjulia.com</a>	\$4,117.18	\$1,327.88	\$2,789.30	32.00% Non-Mobile (31 Transactions)	68.00% Mobile (43 Transactions)
Demand.io 2625636 <a href="http://simplycodes.com/">simplycodes.com/</a>	\$3,519.93	\$1,010.12	\$2,509.81	29.00% Non-Mobile (8 Transactions)	71.00% Mobile (14 Transactions)
Adnan Hassan 2586596 <a href="http://www.fashionzblog.com/">www.fashionzblog.com/</a>	\$781.05	\$0.00	\$781.05	0.00% Non-Mobile (0 Transactions)	100.00% Mobile (7 Transactions)
Vox Media, LLC 1225169 <a href="http://www.voxmedia.com/a/vm">www.voxmedia.com/a/vm</a>	\$6.93	\$6.93	\$0.00	100.00% Non-Mobile (1 Transactions)	0.00% Mobile (0 Transactions)
Arched Manor 3909483 <a href="http://archedmanor.com/">archedmanor.com/</a>	\$5.94	\$2.97	\$2.97	50.00% Non-Mobile (1 Transactions)	50.00% Mobile (1 Transactions)
Apartment Therapy LLC 1585941 <a href="http://apartmenttherapy.com">apartmenttherapy.com</a>	\$2.97	\$0.00	\$2.97	0.00% Non-Mobile (0 Transactions)	100.00% Mobile (1 Transactions)
<b>Report Totals</b>	<b>\$40,534.24</b>	<b>\$17,813.98</b>	<b>\$22,720.26</b>	<b>43.95%</b>	<b>56.05%</b>

Transaction Breakout Results for Q1 (01/01/2025-03/31/2025)