



**Relio Quick Auto Mall
@DLF CyberHub Gurgaon
6 – 9th October, 2016**

IPs managed:



RelioQuick™
AUTO MALL
"INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION"



42ND
AUTO MALL

#automall2016

Premium Auto Show

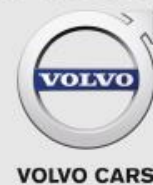
DLF CYBERHUB, GURGAON

6-9 OCTOBER, 2016

A VENTURE OF

RelioQuick™

IP MANAGED BY



Auto Mall @ DLF CyberHub, Gurgaon : 6 - 9 OCTOBER' 2016 – Event Synopsis

Relio Quick 42nd Auto Mall @ DLF CyberHub, Gurgaon was organized from **October 6 – 9, 2016.**

Top 9 leading automobile brands participated

AUDI, NISSAN, DATSUN DSK BENELLI, DSK HYOSUNG, FORD, RENAULT, TATA MOTORS, VOLVO

Auto Mall served as a one stop destination for visitors who were thinking of driving home a car or Bike.

Auto Mall @ DLF CyberHub, Gurgaon showcased automobiles for all budgets.

All the brands put together generated over **934 Hot Enquires, 2800 Enquires 234 Hot Prospects and 9 Spot Bookings**

Over **2 Lakh+** people visited DLF CyberHub during Auto Mall event weekend.



#automall2016
Premium Auto Show
6-9 OCTOBER, 2016

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Pre Event Promotion

To generate visibility and awareness, Auto Mall event was promoted well in advance

A well planned and executed digital and social media campaign on Twitter, Facebook, Linked In, Pinterest, Google+ and You Tube created great visibility, awareness and engagement with the Event

On ground branding at the Mall was done 1 weeks prior to the event through Backdrops and Standees Screens to create awareness and visibility amongst the Mall visitors.

Radio FM campaign was carried for 4 days

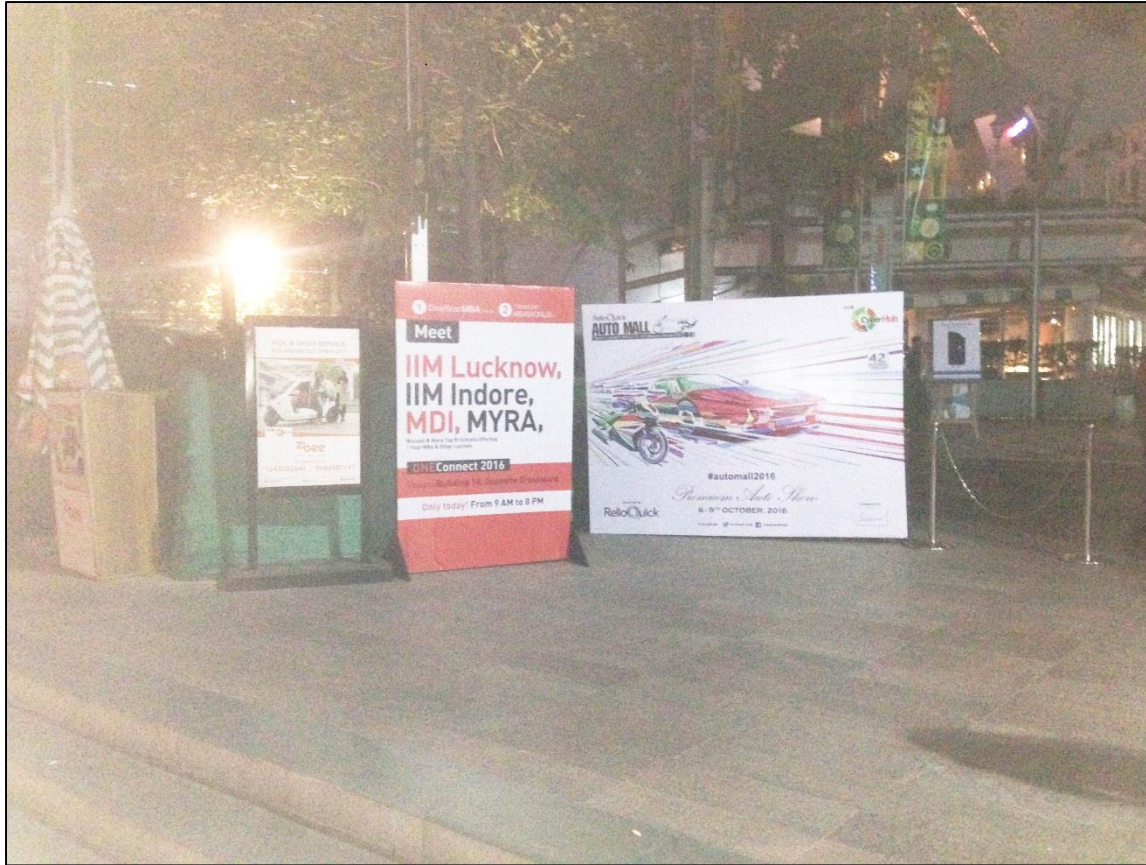


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Pre Event Promotion – On Ground Branding



Pre Event Promotion – Digital Campaign on Facebook



🕒 October 6 – October 9
Oct 6 at 10 AM to Oct 9 at 11 PM

📍 DLF CyberHub
Gurgaon, Haryana 122002 [Show Map](#)

About Discussion

✍ Write Post 📷 Add Photo / Video 🗳 Create Poll

📄 Write something...

Details

RelioQuick AutoMall Presents, 42nd Premium Auto Show at DLF CyberHub, DLF Cyber City, Phase 3, NH 8, Gurgaon. First time ever India's biggest Premium Auto Show is in CyberHub featuring top Car and Bike brands. Celebrate your weekend with an adrenaline pumping Auto Show at DLF Cyber City, Phase 3, NH 8, Gurgaon.

Recent Posts

Relio Quick Auto Mall — Showcasing Leading #Auto #Brands at DLF CyberHub from 6-9 Sept 2016. #AutoMall2016
October 6 at 3:38pm

EVENT TIPS [Next Tip](#)

Create New Event

Have another event by Relio Quick Auto Mall coming up? Create an event to let people know about it.

[Create](#)

Jatin, Santosh and Bhavik went

315 interested 68 went 550 shared with

INSIGHTS 📊

24K Reached 📈
+4.2k this week

1.1K Viewed 📈
+413 this week

386 Responded 📈
+56 this week

Since 09/26/2016 [View All Insights](#)



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Pre Event Promotion – EDM on Facebook

Relio Quick Auto Mall
8 October at 11:39 · 🌐

Showcasing Ford Endeavour at DLF CyberHub #Gurgaon from 6-9Sept #AutoMall2016



Go Further 

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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

DLFA 

👍 Like 💬 Comment ➦ Share

👍 🗣️ 🤖 2.7k

Chronological ▾

Relio Quick Auto Mall
8 October at 11:37 · 🌐

Showcasing Datsun #RediGO at DLF CyberHub #Gurgaon from 6-9 Sept.



 Break Through

RelioQuick **AUTO MALL**
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👍 Like 💬 Comment ➦ Share

👍 🗣️ 🤖 2.1k

Chronological ▾

Relio Quick Auto Mall
7 October at 17:00 · 🌐

Showcasing Tata Motors #TataZest at DLF CyberHub from 6-9 Sept.



TATA MOTORS

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👍 🗣️ 🤖 2.2k

Chronological ▾

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Pre Event Promotion – EDM on Facebook

Relio Quick Auto Mall
6 October at 15:14 · 🌐

Showcasing Hyosung GT-250R at DLF CyberHub from 6-9 Sept
#AutoMall2016



Like Comment Share

4.7k Chronological

Relio Quick Auto Mall
6 October at 14:51 · 🌐

Showcasing Renault Kwid at DLF CyberHub, Gurgaon from 6-9 Sept
#AutoMall2016

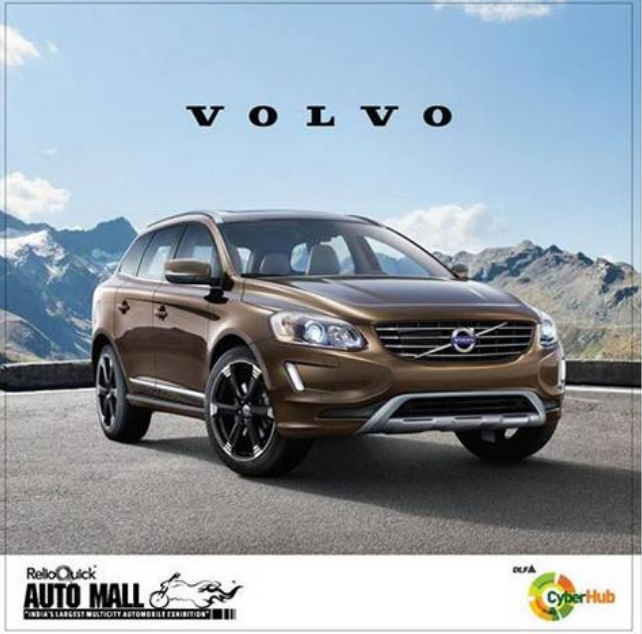


Like Comment Share

2k Chronological

Relio Quick Auto Mall
6 October at 12:32 · 🌐

Showcasing Volvo Cars #XC60 at DLF CyberHub from 6-9 Sept
#AutoMall2016



Like Comment Share

4.5k Chronological

28 shares



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Pre Event Promotion – EDM on Facebook

Relio Quick Auto Mall
5 October at 16:32 · 🌐

Showcasing DSK Benelli #TNT300 (Built for those who urge for pure riding experiences) #AutoMall2016

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6-9, OCTOBER 2016

DSK | **Benelli** | DSK



RelioQuick **AUTO MALL** | "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" | DLF | **CyberHub**

👍 Like 💬 Comment ➦ Share

👍 🗨️ 🗨️ 1.9k

Chronological ▾

Relio Quick Auto Mall at 📍 DLF CyberHub.
5 October at 13:30 · 🌐

Experience the #AudiQ3 (Start Young.Live Big) from 6-9 Sept #AutoMall2016

Premium Auto Show
DLF CYBER HUB, GURGAON
6-9, OCTOBER 2016

Audi



RelioQuick **AUTO MALL** | "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" | DLF | **CyberHub**

👍 Like 💬 Comment ➦ Share

👍 🗨️ 🗨️ 4k

Chronological ▾

Relio Quick Auto Mall
4 October at 16:36 · 🌐

Showcasing Nissan #Terrano from 6-9th Sept at DLF CyberHub #AutoMall2016

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DLF CYBER HUB, GURGAON
6-9, OCTOBER 2016

NISSAN
Innovation that excites



RelioQuick **AUTO MALL** | "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" | DLF | **CyberHub**

👍 Like 💬 Comment ➦ Share

👍 🗨️ 🗨️ 2.6k

Chronological ▾

RelioQuick
AUTO MALL | "INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION" |

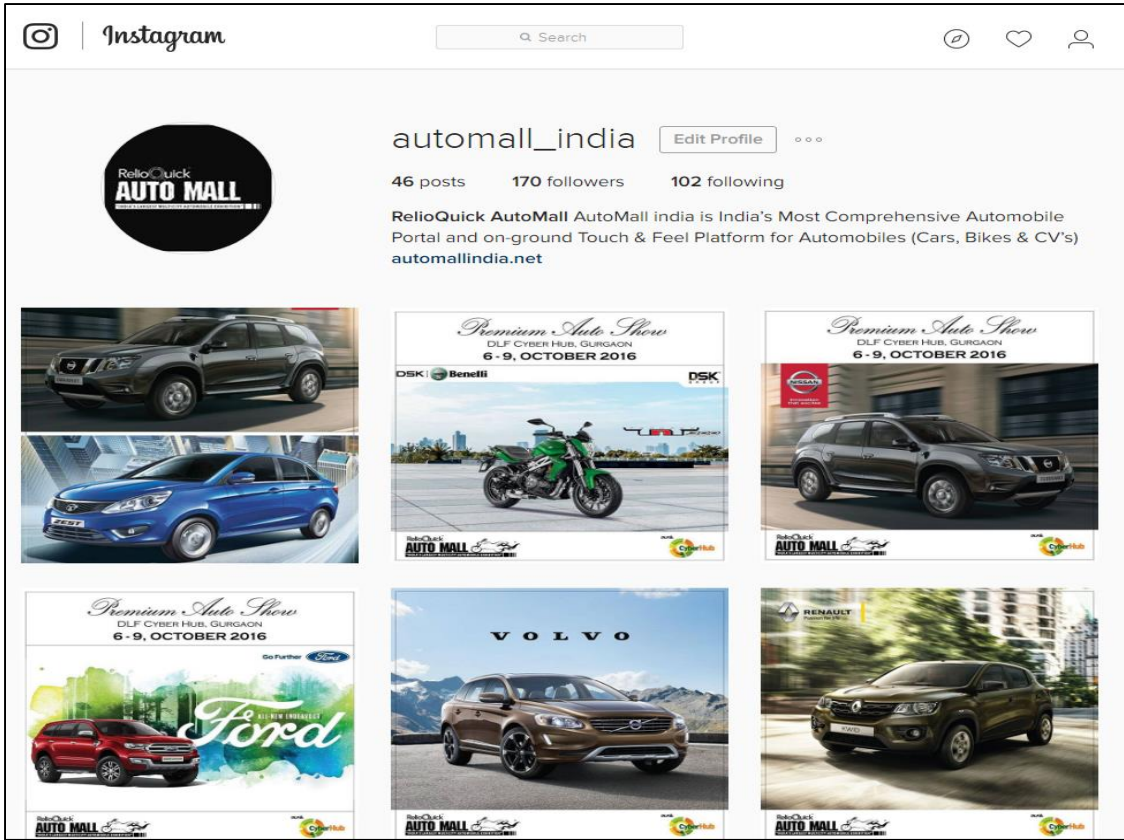


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Instagram Marketing



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42nd AutoMall at DLF CyberHub Gurgaon

41 Pins
68 followers
RelioQuick organised its 42nd AutoMall at DLF CyberHub Gurgaon from 6-9 Oct. 2016

The screenshot shows a Pinterest board with the following content:

- Save a Pin** button.
- Showing Renault Kwid - YouTube**: A video pin showing a yellow Renault Kwid.
- Showing Datsun Redi Go**: A video pin showing a green Datsun Redi Go.
- Showing Ford Motors Ford Endeavour**: A video pin showing a red Ford Endeavour.
- Showing Datsun at DLF CyberHub - YouTube**: A video pin showing a red Datsun car.
- RelioQuickAutomall (Twitter)**: A pin showing an orange car.
- Premium Auto Show DLF CyberHub Gurgaon 6-9, OCTOBER 2016**: A pin showing a silver SUV.
- Showing Tata Motors Tata Nano**: A pin showing a yellow Tata Nano.
- Showing Audi A3**: A pin showing a red Audi A3.
- Showing Audi A4**: A pin showing a blue Audi A4.
- Showing DSK Benelli**: A pin showing a green motorcycle.
- Twitter Contest Coming Soon #AutoQs**: A promotional pin for a contest.
- RelioQuickAutomall (Twitter)**: A pin showing a blue car.
- Volvo**: A pin showing a brown Volvo SUV.
- Premium Auto Show DLF CyberHub Gurgaon 6-9, OCTOBER 2016**: A pin showing a dark blue car.
- RelioQuickAutomall (Twitter)**: A pin showing a brown SUV.
- Premium Auto Show DLF CyberHub Gurgaon 6-9, OCTOBER 2016**: A pin showing a blue car.
- RelioQuickAutomall (Twitter)**: A pin showing a red car.
- RelioQuickAutomall (Twitter)**: A pin showing a dark grey SUV.
- RelioQuickAutomall (Twitter)**: A pin showing a blue car.
- RelioQuickAutomall (Twitter)**: A pin showing a motorcycle.
- Premium Auto Show DLF CyberHub Gurgaon 6-9, OCTOBER 2016**: A pin showing a red car with the text 'Ford'.
- RelioQuickAutomall (Twitter)**: A pin showing a blue car.
- Twitter Contest #AutoQs**: A promotional pin for a contest.



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RelioQuick AutoMall Showcasing Renault Kwid at DLF CyberHub, Gurgaon from 6-9 Sept in 42nd AutoMall by RelioQuick.



Organic ?
Targeted to: All Followers

43 impressions	0 clicks	4 interactions	9.30% engagement
--------------------------	--------------------	--------------------------	----------------------------

Sponsor update

Like (3) • Comment (1) • Pin to top • 4 days ago

RelioQuick AutoMall Showcasing Nissan #Terrano on 6-9th Sept. at DLF CyberHub #AutoMall2016



Organic ?
Targeted to: All Followers

18 impressions	0 clicks	4 interactions	22.22% engagement
--------------------------	--------------------	--------------------------	-----------------------------

Sponsor update

Like (4) • Comment • Pin to top • 5 days ago



RelioQuick AutoMall Showcasing Volvo at DLF CyberHub, Gurgaon from 6-9 Sept in 42nd AutoMall by RelioQuick.



Organic Targeted to: All Followers

9 impressions **0** clicks **3** interactions **33.33%** engagement

Sponsor update

Like (2) · Comment · Pin to top · 4 days ago

Santosh Dagur and Sandeep Kapoor

Add a comment...

RelioQuick AutoMall Showcasing DSK Benelli at DLF CyberHub, Gurgaon from 6-9 Sept 2016



Organic Targeted to: All Followers

6 impressions **0** clicks **3** interactions **50.00%** engagement

Sponsor update

Like (2) · Comment · Pin to top · 4 days ago




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RelioQuick AutoMall



Follow

10 SlideShares
34 Followers
0 Clipboards

10 presentations documents videos infographics **Latest** Most Popular

 <p>Volvo xc 60 1 day ago 7 views</p>	 <p>Tata zest 1 day ago 5 views</p>	 <p>Renault kwid 1 day ago 5 views</p>	 <p>Nissan terrano 1 day ago 14 views</p>
 <p>Ford endeavour 1 day ago 13 views</p>	 <p>Dsk hysoung 1 day ago 6 views</p>	 <p>Dsk Benelli at DLF CyberHub G... 1 day ago 8 views</p>	 <p>Showcasing Ford endeavour 3 days ago 22 views</p>



13 subscribers | 1,493 views | Video Manager

RelioQuick Automallindia | View as: Yourself | Settings | Subscribe 13

Home | **Videos** | Playlists | Channels | Discussion | About | Search

← | Uploads | Date added (newest) | Grid

Video Title	Views	Time Ago	Duration
Showcasing Hysoung at DLF CyberHub Gurgaon	3 views	2 days ago	1:07
Showcasing Renault Kwid	292 views	2 days ago	0:30
Showcasing Datsun at DLF CyberHub	248 views	2 days ago	0:31
Showcasing Volvo at DLF CyberHub	194 views	2 days ago	0:51
Showcasing DSK Benelli	233 views	2 days ago	1:13
volvo video	No views	2 days ago	0:51
Tata Motors at DLF CyberHub Gurgaon	230 views	2 days ago	0:53
Showcasing Audi at DLF CyberHub	899 views	3 days ago	1:13
Showcasing Ford at DLF CyberHub	26 views	3 days ago	1:11
Nissan Motors at DLF CyberHub Gurgaon	14 views	3 days ago	1:00
Relio Quick Auto Mall	7 views	4 days ago	0:28
41st AutoMall at Phoenix Marketcity Kurla, Mumbai	32 views	2 weeks ago	1:06

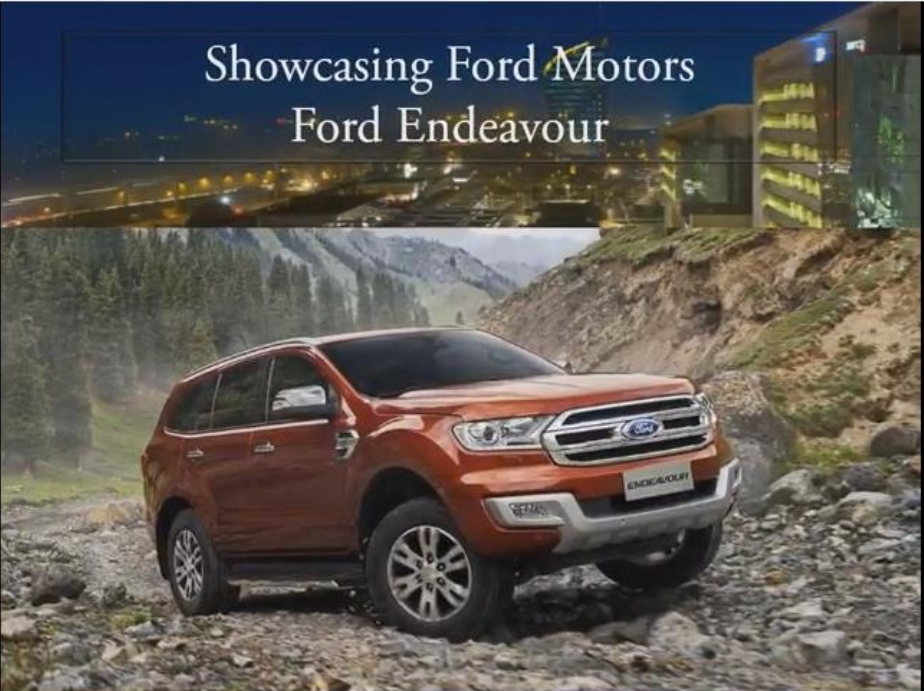


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Showing Ford Motors
Ford Endeavour



Analytics Video Manager

Showcasing Ford at DLF CyberHub

RelioQuick Automallindia

Channel settings

25 views



Showing a YouTube video player for "Showcasing Renault Kwid". The video thumbnail shows a dark green Renault Kwid driving on a road at night with city lights in the background. The video title is "Showcasing Renault Kwid". The channel name is "RelioQuick AutomallIndia". The video has 292 views. The player interface includes icons for edit, share, music, comment, info, and CC, along with "Analytics" and "Video Manager" buttons.

Showing a YouTube video player for "Tata Motors at DLF CyberHub Gurgaon". The video thumbnail shows a blue Tata Zest driving on a road. The video title is "Tata Motors at DLF CyberHub Gurgaon". The channel name is "RelioQuick AutomallIndia". The video has 230 views. The player interface includes icons for edit, share, music, comment, info, and CC, along with "Analytics" and "Video Manager" buttons.




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Showing Nissan Motors
Nissan Terrano



TERRANO

Analytics Video Manager

Nissan Motors at DLF CyberHub Gurgaon

RelioQuick AutomallIndia

Channel settings

12 views

Showing Hyosung GT250R



Analytics Video Manager

Showing Hysoung at DLF CyberHub Gurgaon

RelioQuick AutomallIndia

Channel settings

2 views



Showing a YouTube video player for "Showcasing Datsun Redi Go". The video thumbnail features a bright green Datsun Redi Go car parked on a cobblestone street at night, with city lights in the background. The video title is "Showcasing Datsun at DLF CyberHub". The channel name is "RelioQuick AutomallIndia". The video has 248 views. The player interface shows a progress bar at 0:13 / 0:30 and various control icons.

Showing a YouTube video player for "Showcasing DSK Benelli". The video thumbnail features a Benelli motorcycle on a road, with the text "THE LATEST EVOLUTION" overlaid. The video title is "Showcasing DSK Benelli". The channel name is "RelioQuick AutomallIndia". The video has 233 views. The player interface shows a progress bar at 0:13 / 1:12 and various control icons.



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Showing a YouTube video player for "Showcasing Audi A4". The video thumbnail shows a red Audi A4 driving on a road at night. The video title is "Showcasing Audi at DLF CyberHub". The channel name is "RelioQuick Automallindia". The video has 897 views.

Showing a YouTube video player for "Showcasing Volvo XC60". The video thumbnail shows a gold Volvo XC60 parked on a road in a mountainous area. The video title is "Showcasing Volvo at DLF CyberHub". The channel name is "RelioQuick Automallindia". The video has 192 views.

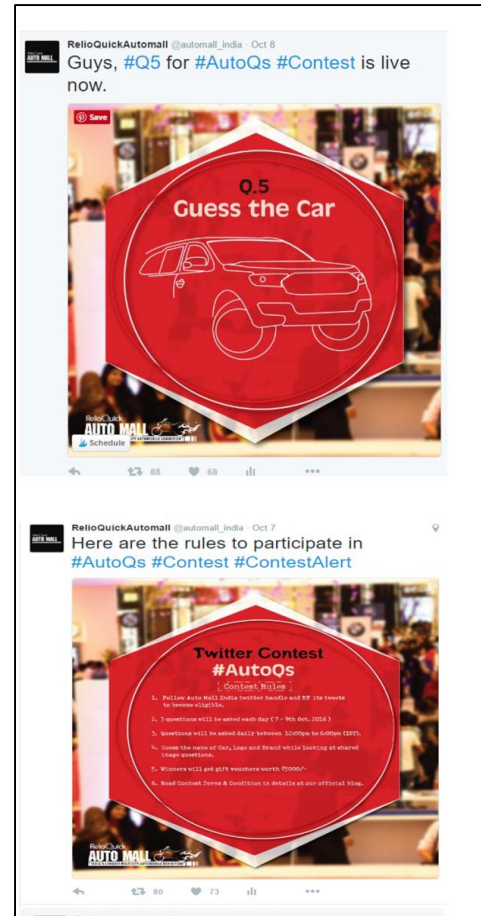


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Digital Campaign on Twitter (Contest)



RelioQuickAutomall @automall_india · 23h
 Showcasing [#FordEndeavour](#) at DLF CyberHub [#Gurgaon](#) from 6-9 Sept [#AutoQs](#) [#AutoMall2016](#)

RelioQuick AUTO MALL
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DLFA CyberHub

44 retweets, 38 likes

RelioQuickAutomall @automall_india · Oct 8
 Showcasing [#Hyosung](#) [#GT250R](#) at DLF CyberHub [#Gurgaon](#) from 6-9 Sept [#AutoQs](#) [#AutoMall2016](#)

RelioQuick AUTO MALL
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DLFA CyberHub

50 retweets, 49 likes

RelioQuickAutomall @automall_india · Oct 8
 Showcasing [#Nissan](#) Micra at DLF CyberHub [#Gurgaon](#) from 6-9 Sept [#AutoQs](#) [#AutoMall2016](#)

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DLFA CyberHub

48 retweets, 43 likes



Twitter Marketing

RelioQuickAutomall @automall_india · Oct 7
Showcasing Renault-Kwid at DLF CyberHub #Gurgaon from 6-9 Sept.
#AutoMall2016 #AutoQs



RENAULT
Passion for Life

KWID

RelioQuick
AUTO MALL
INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

DLFA
CyberHub

55 52

RelioQuickAutomall @automall_india · Oct 7
Showcasing #AudiQ3 at DLF CyberHub #Gurgaon from 6-9 Sept
#AutoQs #AutoMall2016



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6 - 9, OCTOBER 2016

Audi

IN SQ 3008

RelioQuick
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INDIA'S LARGEST MULTICITY AUTOMOBILE EXHIBITION

DLFA
CyberHub

67 63

RelioQuickAutomall @automall_india · Oct 9
Showcasing #TATA Zest at DLF CyberHub #Gurgaon from 6-9 Sept
#AutoQs #AutoMall2016



TATA MOTORS

ZEST

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DLFA
CyberHub

47 39

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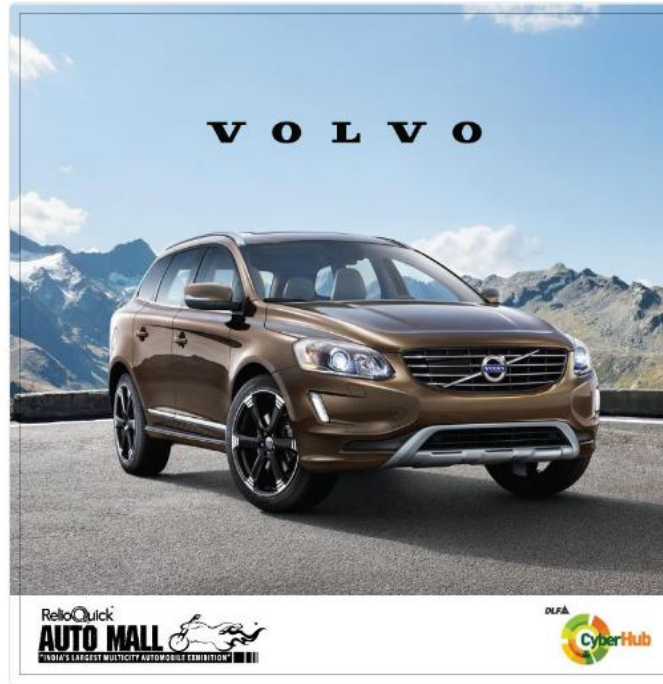
Twitter Marketing

RelioQuickAutomall @automall_india · Oct 8
Showcasing #Datsun #RediGO at DLF CyberHub #Gurgaon from 6-9 Sept #AutoQs #AutoMall2016



52 50

RelioQuickAutomall @automall_india · Oct 8
Showcasing Volvo at DLF CyberHub #Gurgaon from 6-9 Sept. #AutoMall2016 #AutoQs



52 45

RelioQuickAutomall @automall_india · Oct 7
Showcasing #DSKBenelli #TNT300 at DLF CyberHub #Gurgaon from 6-9 Sept #AutoQs #AutoMall2016



50 47

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RelioQuick Automallindia
Shared publicly · Oct 7, 2016

42nd AutoMall by RelioQuick. Showcasing Audi at DLF CyberHub Gurgaon from 6-9 Sept http://ow.ly/jNco304WXof

RelioQuick Automallindia
Shared publicly · Oct 6, 2016



RENAULT
Person for life


Kwid

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CyberHub

+1 Add a comment...


Event photos View photos (20)



Details

Created by RelioQuick AutoMall · Public event

📅 Thu, Oct 6, 10:00 AM - Yesterday, Oct 9, 11:00 PM
📍 DLF CyberHub




Alla Wardi
Ammunition Depot
Sarholi DLF PHASE 2
GHITE
Map data ©2016 Google

RelioQuick AutoMall Presents, 42nd Premium Auto Show at DLF CyberHub, DLF Cyber City, Phase 3, NH 8, Gurgaon. First time ever India's biggest Premium Auto Show is in CyberHub featuring top Car and Bike brands. Celebrate your weekend with an adrenaline pumping Auto Show at DLF Cyber City, Phase 3, NH 8, Gurgaon.

[Tickets](#) [Official site](#)

Guests [Invite more](#)

RelioQuick Automallindia
Shared publicly · Oct 6, 2016



GT250
THE BIG BOY

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DLFA CyberHub

+1 Add a comment...

Went (73)

- Property Affaire +9 guests
- RelioQuick AutoMall +9 guests
- shobha singh +9 guests
- Manju Gill
- Santosh Singh Dagur +9 guests
- Kumkum Er +9 guests
- Inderjeet Kaur Sudan
- Adarsh Jain +1 guest
- Santosh Singh Dagur +9 guests
- Kapil Kaushik +1 guest
- Bhavik Bareja
- Deepak Setia
- RelioQuick Automallindia +9 guests
- VINAY KUMAR SHARMA
- harish mourya
- madan Set
- Nakul Anand

View less

Maybe (7)

- Vinay Malik
- Sanjana Barua
- dipti agnihotri
- Noida Property Dealers
- DLF CyberHub
- Sanjana Bhanu

View less

Not Responded (2313)

- puru gupta
- shiranthi Jayasuriya
- 6 people not using Goog...
- Mehrdad Moazzami
- Cynthia Pitargue

View more



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Pre Event Promotion – Digital

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	RelioQuickAutomall @automall_india · Oct 7 #Q3 for #AutoQs #Contest is here. Dont forget to RT and share it pic.twitter.com/BzLqCAB5il View Tweet activity	8,209	863	10.5%	Promote	
	RelioQuickAutomall @automall_india · Oct 7 Guys! Here is #Q1 for #AutoQs #Contest pic.twitter.com/maA6hPVuaK View Tweet activity	7,968	1,053	13.2%	Promote	
	RelioQuickAutomall @automall_india · Oct 8 Here is the #Q4 for #AutoQs #Contest. pic.twitter.com/JUgbPH6YRE View Tweet activity	7,579	884	11.7%	Promote	
	RelioQuickAutomall @automall_india · Oct 7 Here is the #Q2 for #AutoQs #Contest pic.twitter.com/78SIXdab6a View Tweet activity	6,810	864	12.7%	Promote	
	RelioQuickAutomall @automall_india · Oct 8 Tweeps, Hope you are following all the rules for #AutoQs #Contest twitter.com/automall_india... View Tweet activity	6,373	188	2.9%	Promote	
	RelioQuickAutomall @automall_india · Oct 8 We will ask #Q4 for #AutoQs #Contest in next 10 minutes. Stay Tuned! View Tweet activity	6,219	160	2.6%	Promote	
	RelioQuickAutomall @automall_india · Sep 23 Tweeps I Here is the #Q1 for #GuessTheAutoBrand #Contest #ContesAlert RT, Follow and Share it pic.twitter.com/HtRr634lug View Tweet activity	5,389	975	18.1%	Promote	
	RelioQuickAutomall @automall_india · Oct 6 Guys! Here are the T&Cs for #AutoQs #Contest. Will start from tomorrow 7-9 Oct.#ContestAlert #AutoMall2016 pic.twitter.com/PCS4VtGAbi View Tweet activity	4,804	980	20.4%	Promote	
	RelioQuickAutomall @automall_india · Sep 23 Tweeps!! Here are the T&Cs for #GuessTheAutoBrand #Contest! Follow us, Share it, and RT it to join. #AutoMall2016 pic.twitter.com/!BY5HzLU4W View Tweet activity	4,505	620	13.8%	Promote	

Engagements

Showing 28 days with daily frequency

Engagement rate
5.5%
Oct 10 12.9% engagement rate

Link clicks
308
Oct 10 2 link clicks

On average, you earned 11 link clicks per day

Retweets
6.0K
Oct 10 90 Retweets

On average, you earned 216 Retweets per day

Likes
5.4K
Oct 10 94 likes

On average, you earned 194 likes per day

Replies
13.5K
Oct 10 146 replies

On average, you earned 481 replies per day



#automall2016
Premium Auto Show
6-9 OCTOBER, 2016



Real-time Tracker: #AutoQs

OCT 5 - OCT 10

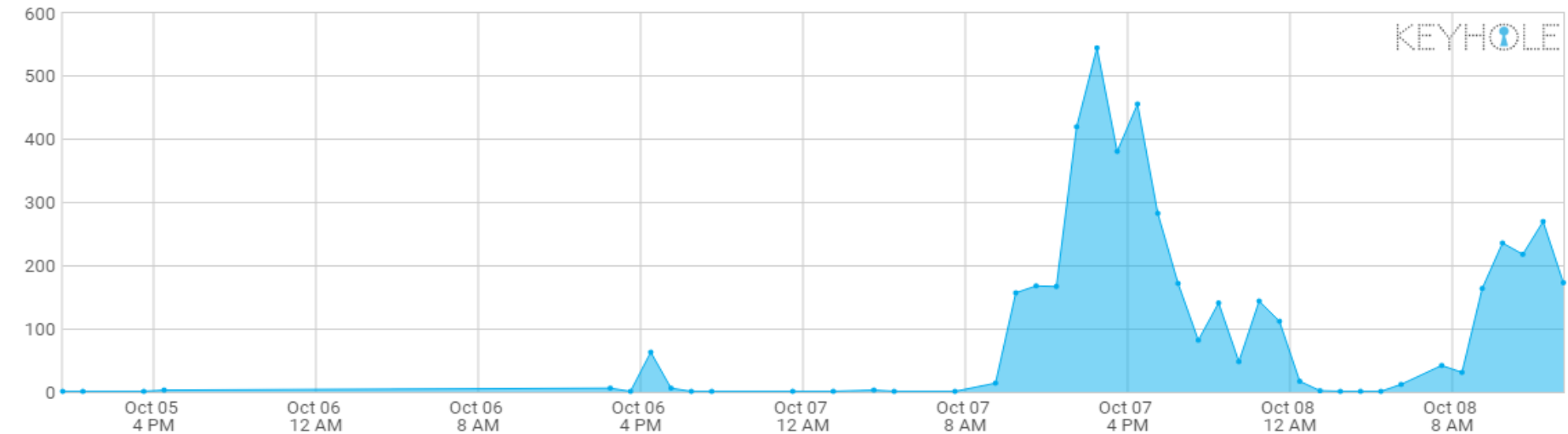
4,549
POSTS

1288
USERS

496,692
REACH

241,406,00
IMPRESSIONS

Timeline



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Event Glimpses

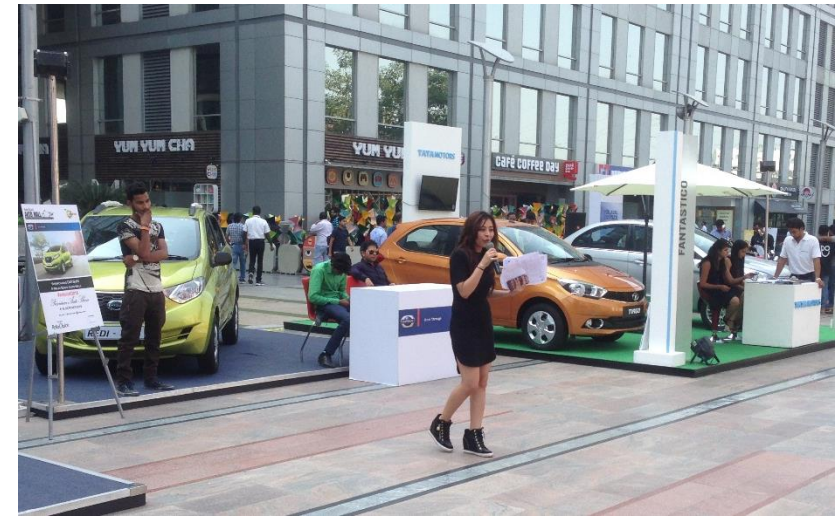
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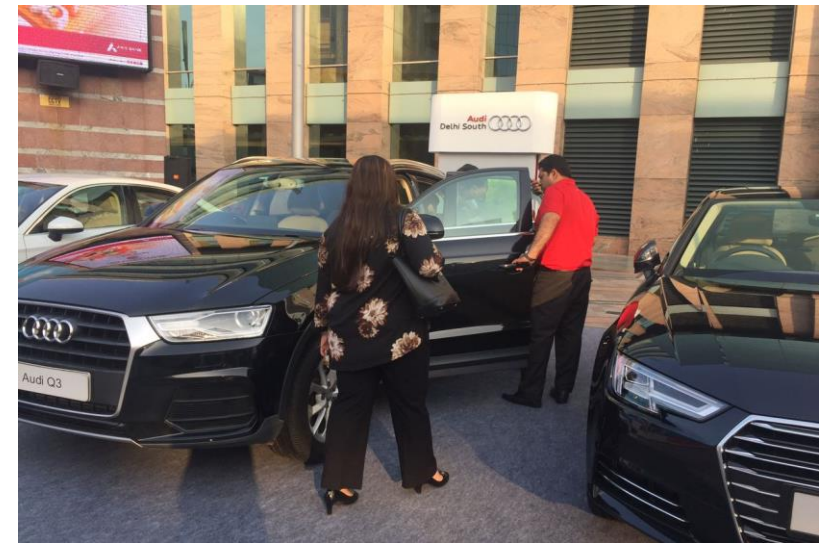


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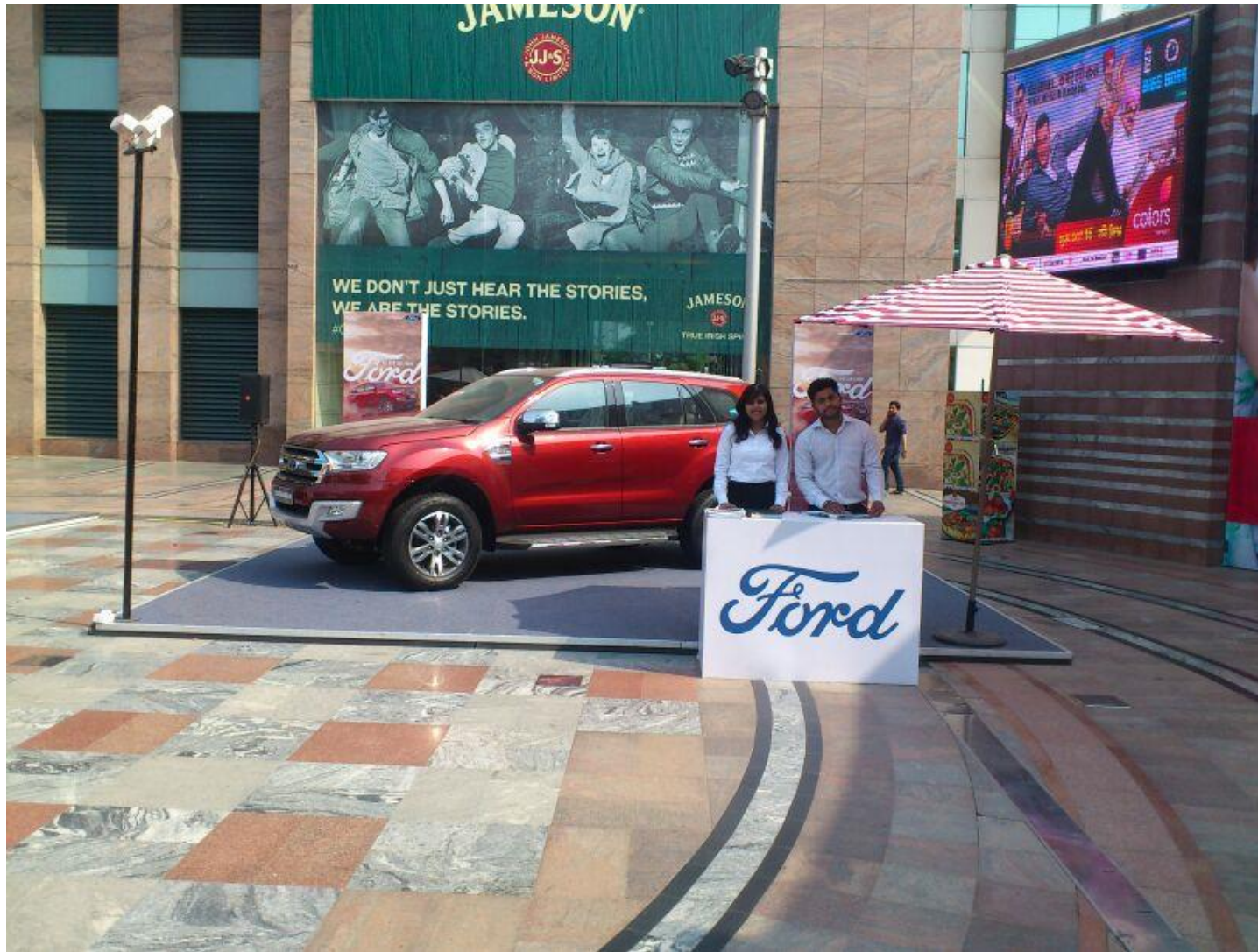


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