

adidas

Analysis Report

Executive Summary

A comprehensive overview of key metrics including total mentions, sentiment distribution, top intent, most engaged platform, social interactions, reach, and likes.

Top Sentiment

● **Positive**

Top Intent

General

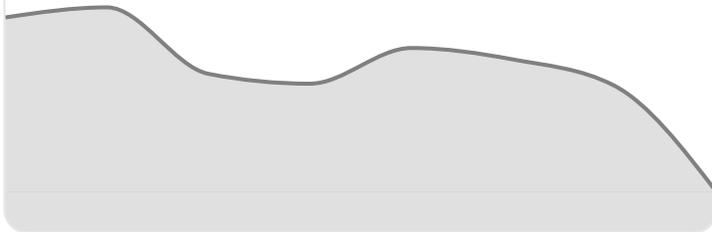
Most Engaged Platform

 **Instagram**



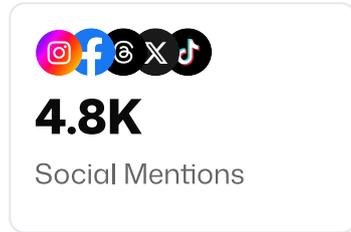
5.1K

Mentions



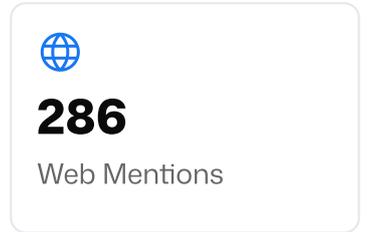
2.9K

Positive Mentions



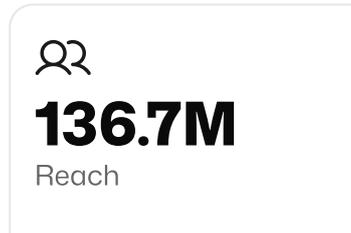
143

Negative Mentions



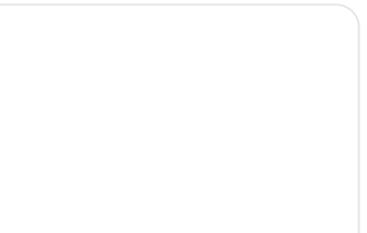
4.8K

Social Mentions



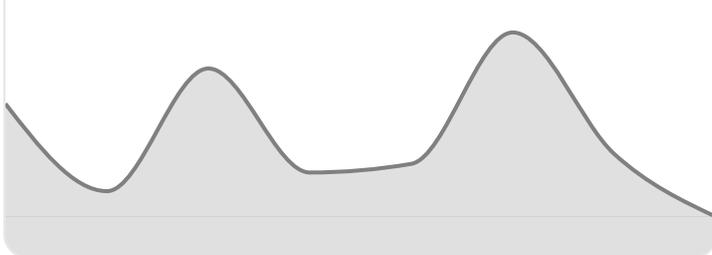
286

Web Mentions



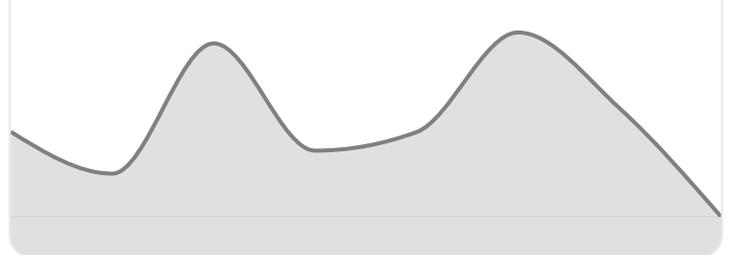
4.6M

Social media interactions



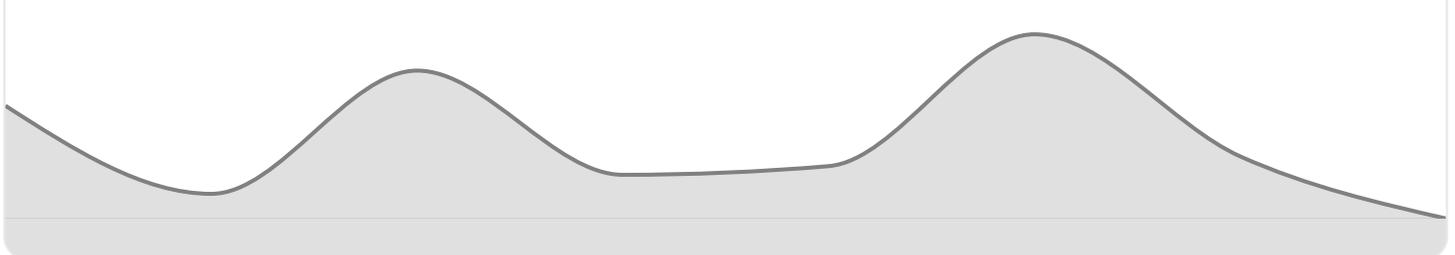
136.7M

Reach



4.6M

Likes



Volume of Mentions

Analysis of total mentions volume, breakdown between social and web mentions, volume trends over time, and distribution across different platforms.

@

5.1K

Mentions



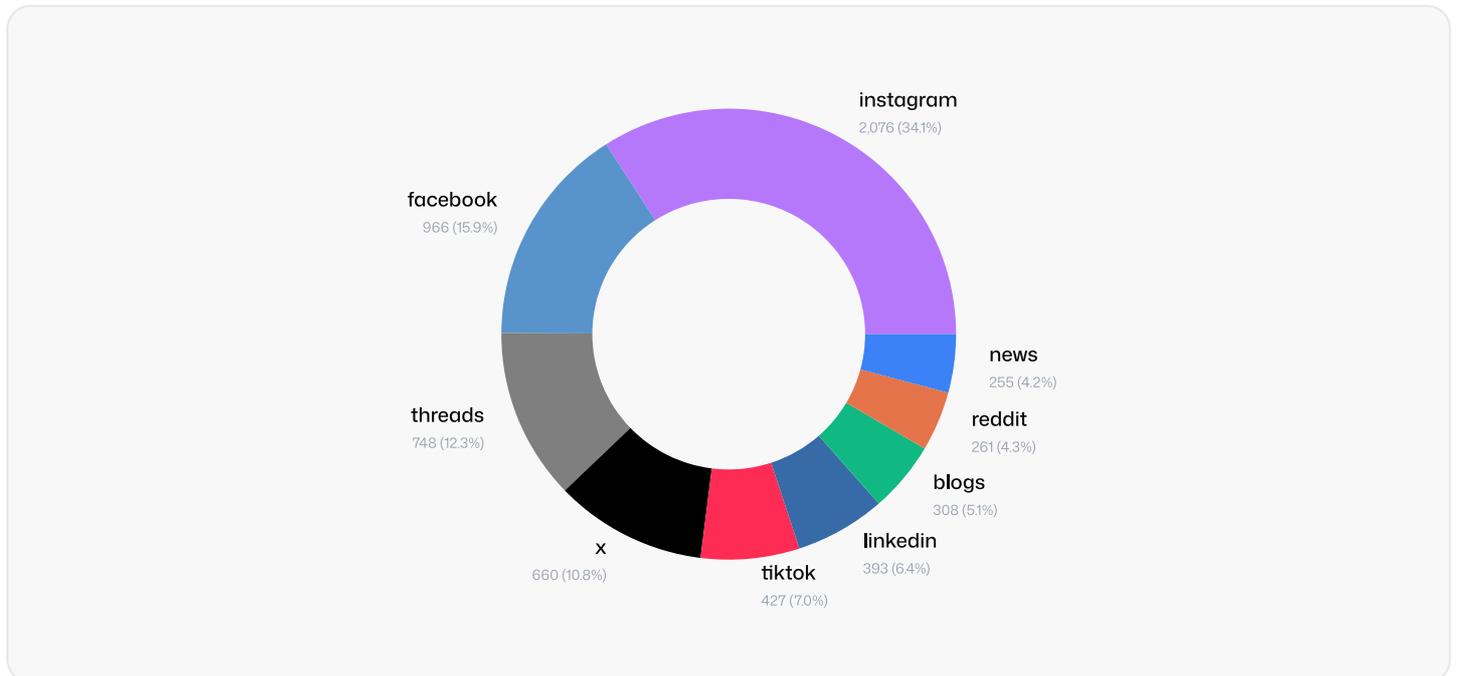
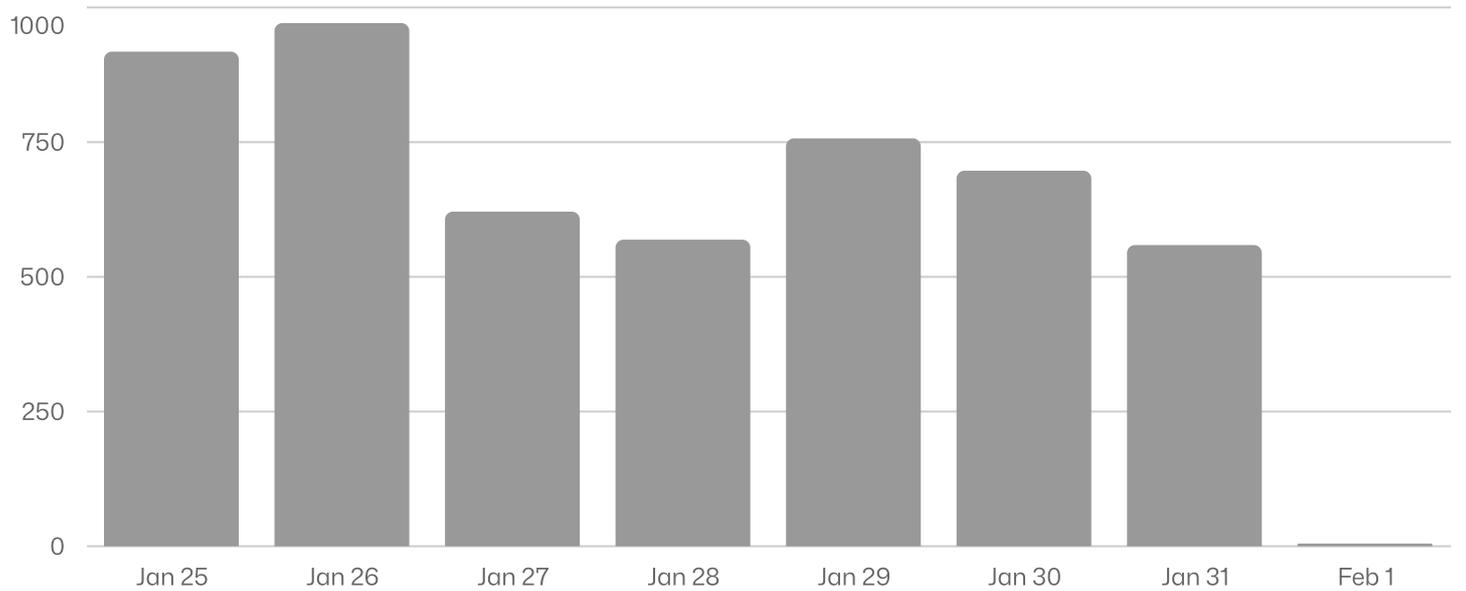
4.8K

Social Mentions



286

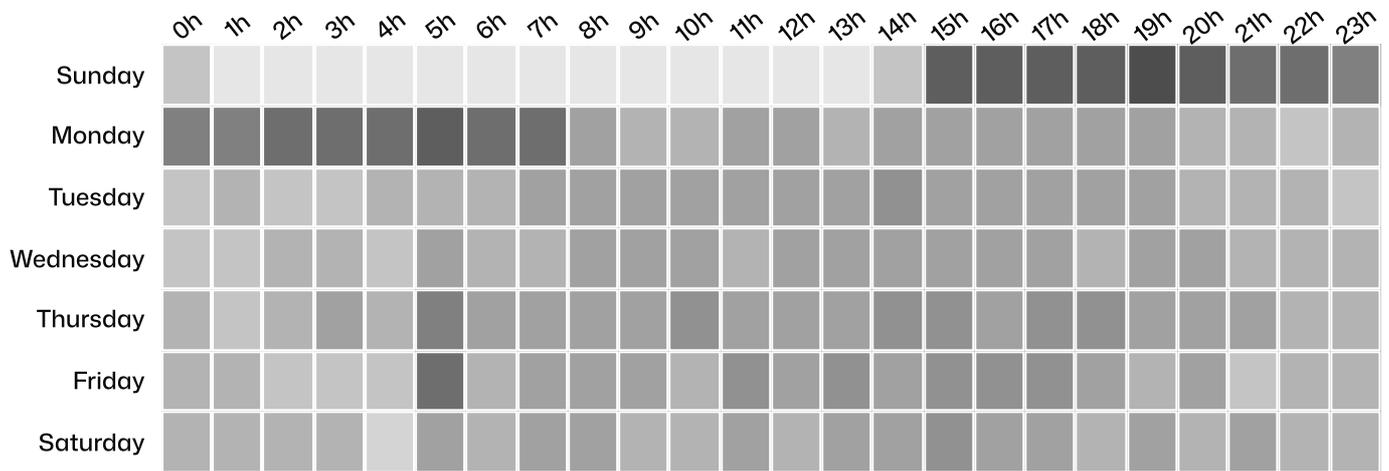
Web Mentions



Volume Over Time

Visual heatmap showing mention volume patterns by day of week and hour of day, along with optimal posting times for maximum engagement.

Volume over time heatmap



Best time to post by day

Day	Best Time	Volume
Sunday	🌙 7:00 PM	146
Monday	🌙 5:00 AM	118
Tuesday	☀️ 2:00 PM	55
Wednesday	☀️ 5:00 PM	40
Thursday	🌙 5:00 AM	70
Friday	🌙 5:00 AM	104
Saturday	☀️ 3:00 PM	48

Volume By Country

Geographic distribution of mentions showing which countries generate the most conversation volume and engagement around your tracked keywords.

Volume by country

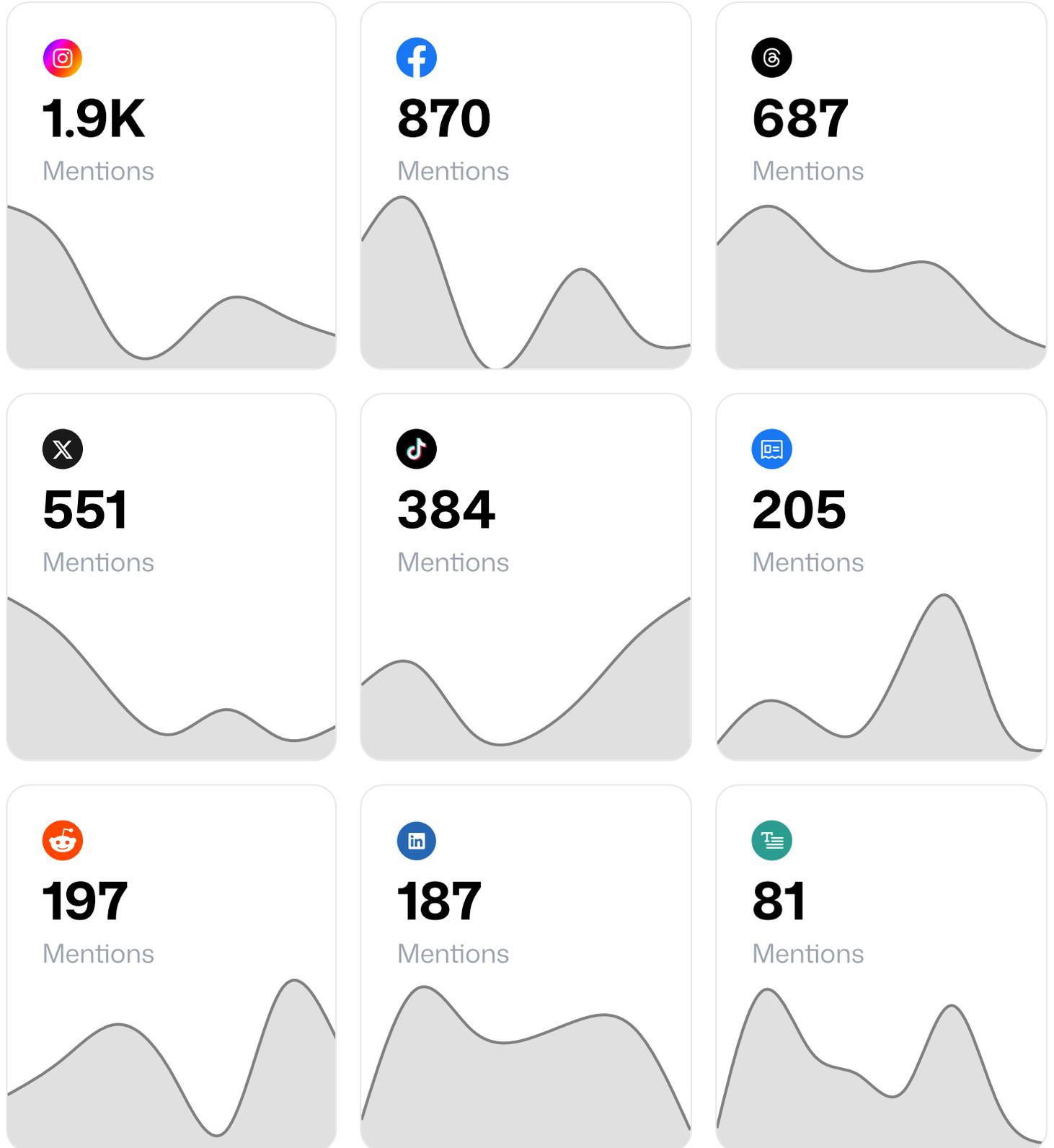


Top 5 countries by volume

#	Country	Volume
1	USA	1.8K
2	India	523
3	UK	415
4	Philippines	164
5	Japan	155

Volume By Mentions

Platform-specific mention volumes with individual trend charts showing how each social media platform contributes to overall mention volume over time.

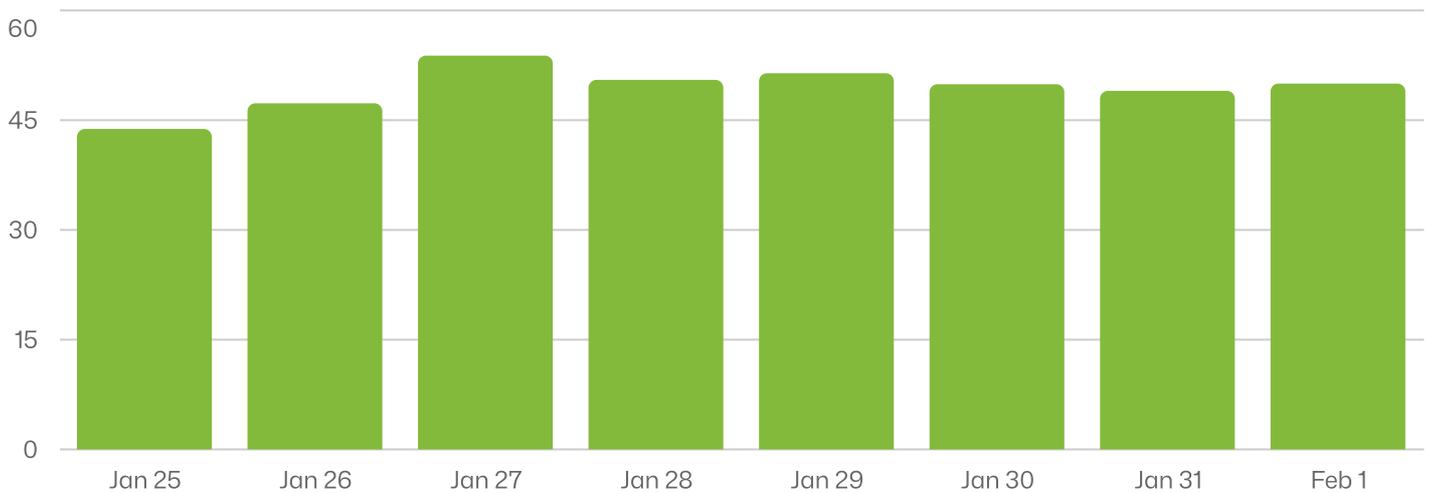


Sentiment Overview

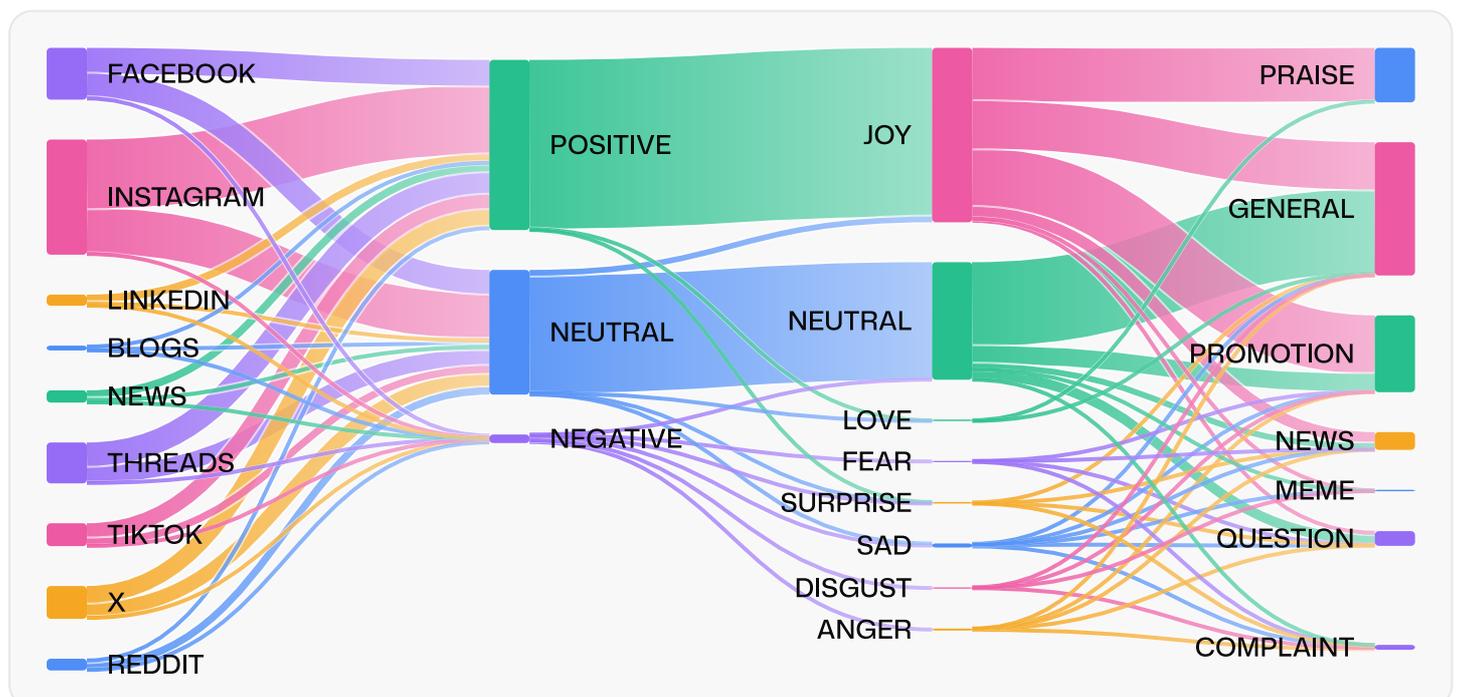
Overall sentiment analysis showing the distribution of positive, negative, and neutral mentions, along with sentiment trends over time and flow from platform to emotion to intent.



Sentiment over time



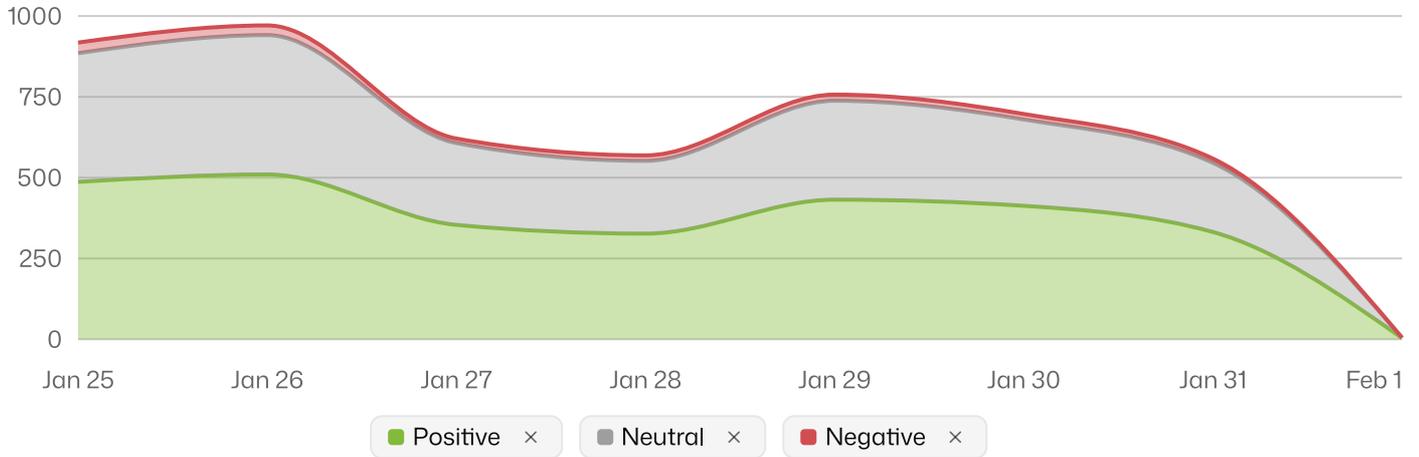
Platform → Sentiment → Emotion → Intent Flow



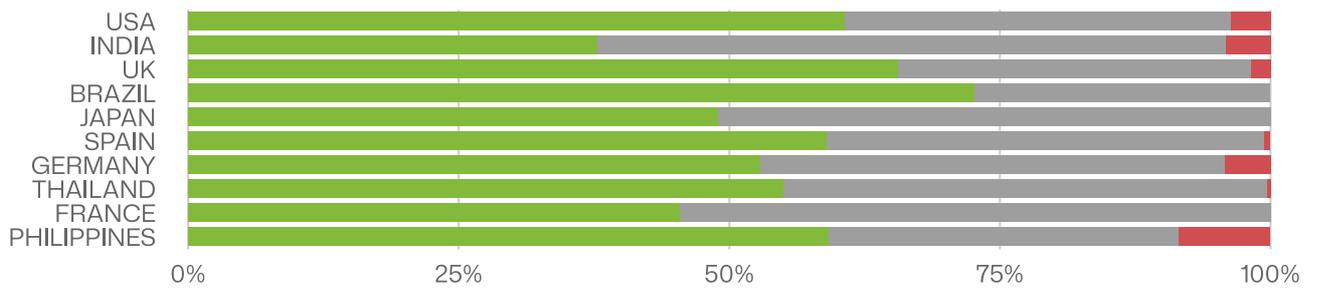
Sentiment Distribution

Detailed sentiment breakdown showing how sentiment varies over time, across different countries, languages, and social media platforms.

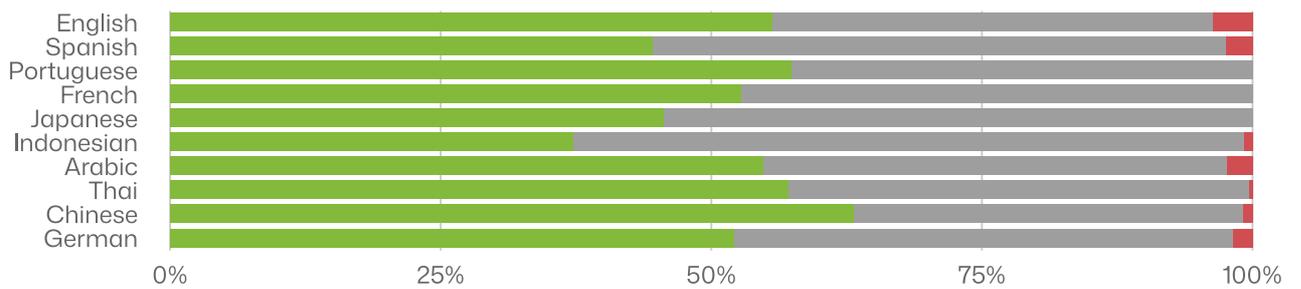
Sentiment Distribution Over Time



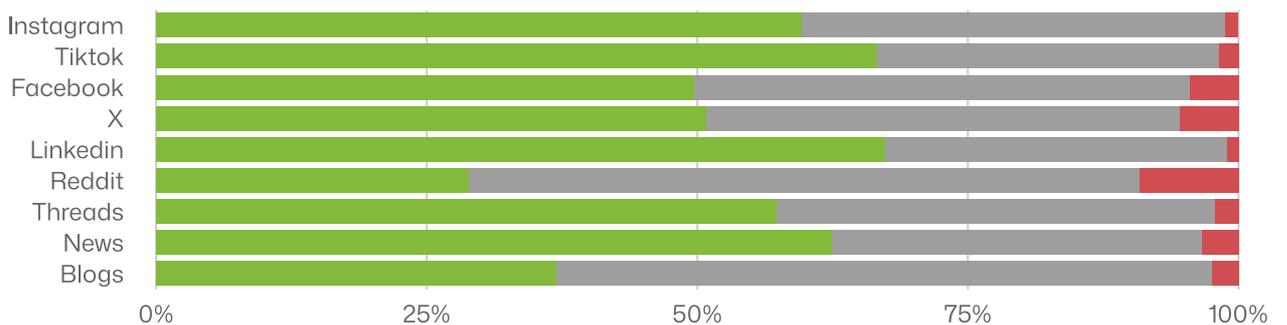
Sentiment by Country



Sentiment by Language



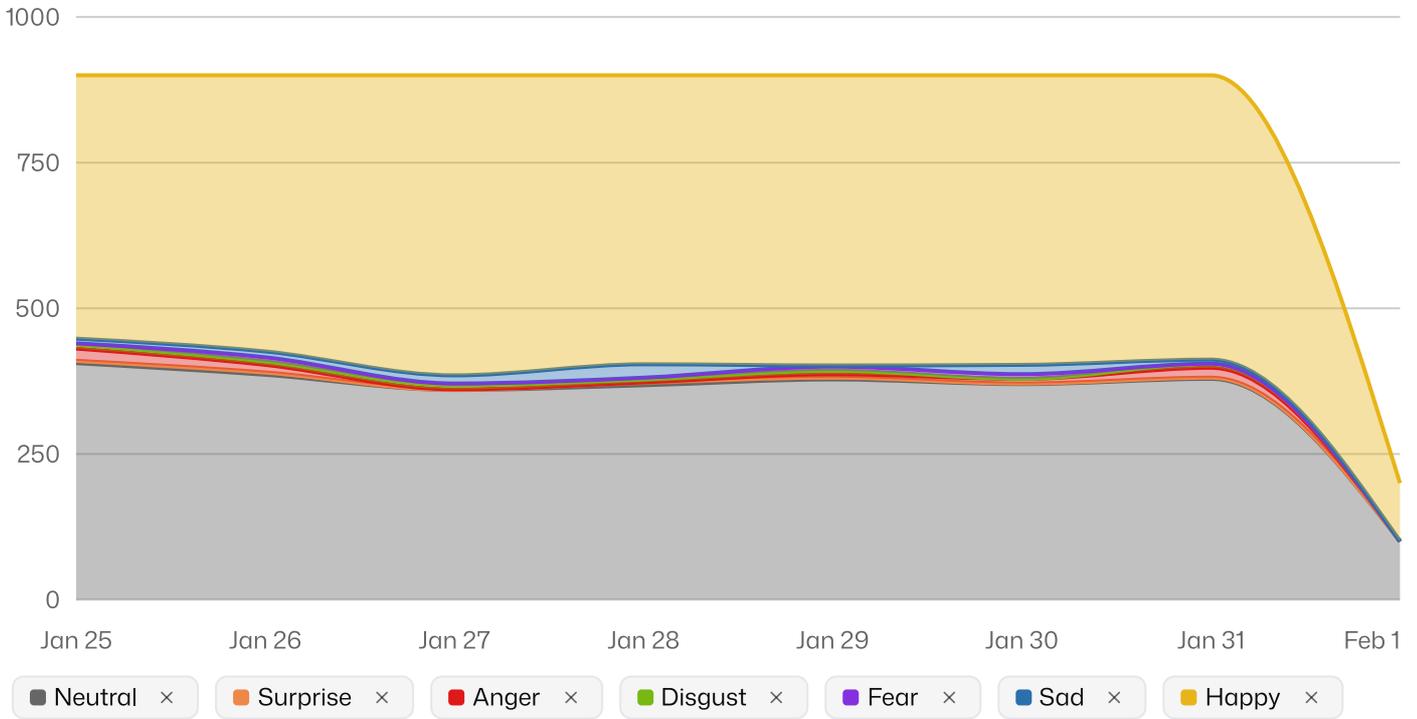
Sentiment by Platform



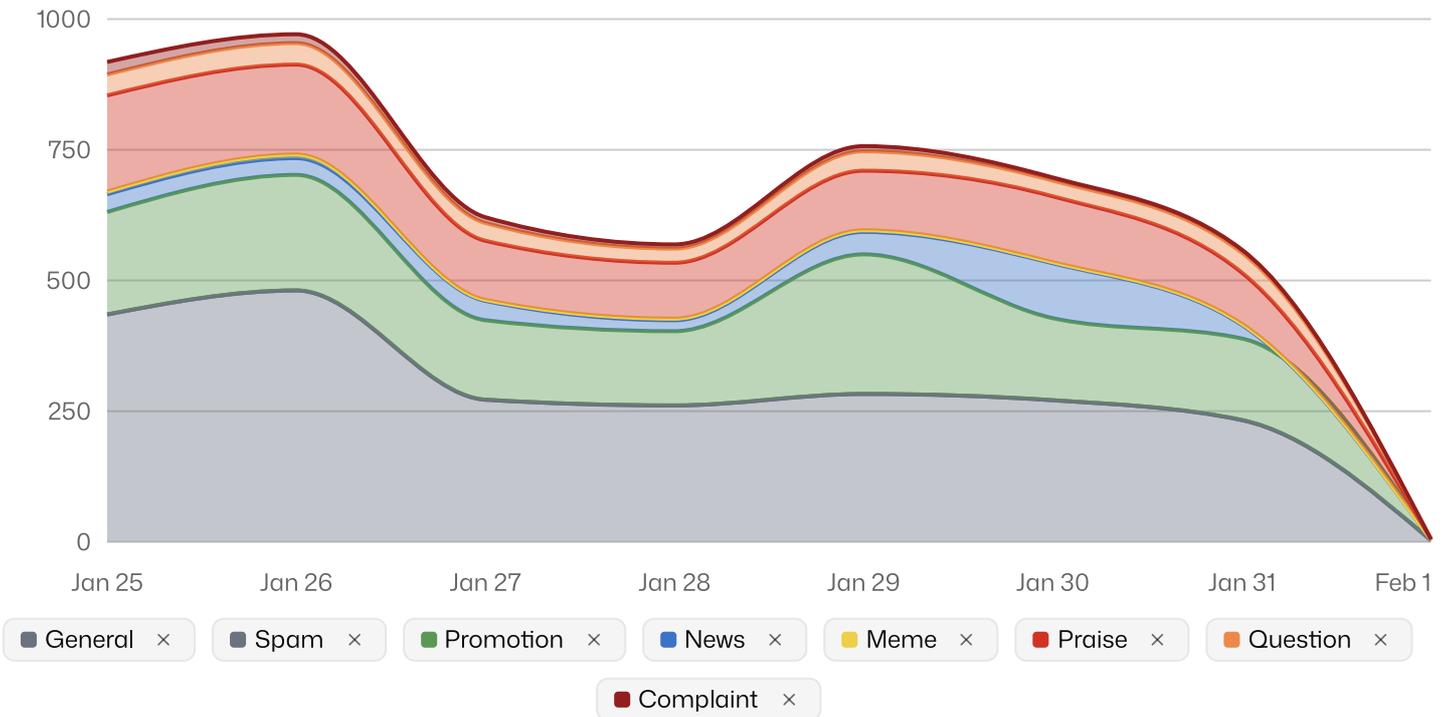
Emotion and Intent Distribution

Analysis of emotional patterns and user intent in mentions, showing how emotions and intents (complaint, question, praise, etc.) evolve over time.

Emotion Distribution Over Time



Intent Distribution Over Time

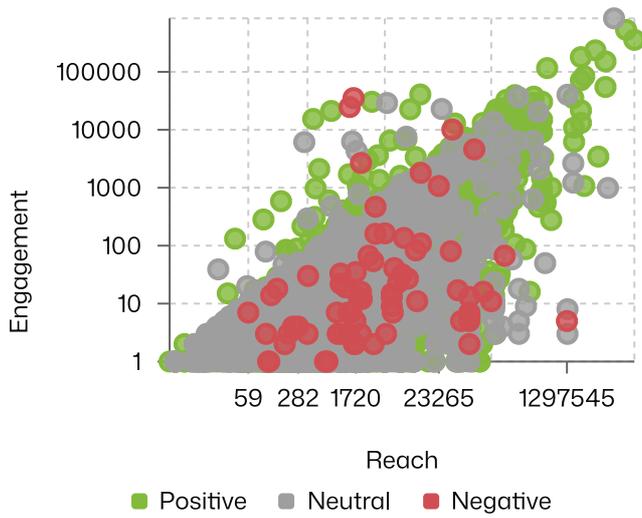


Engagement and Reach

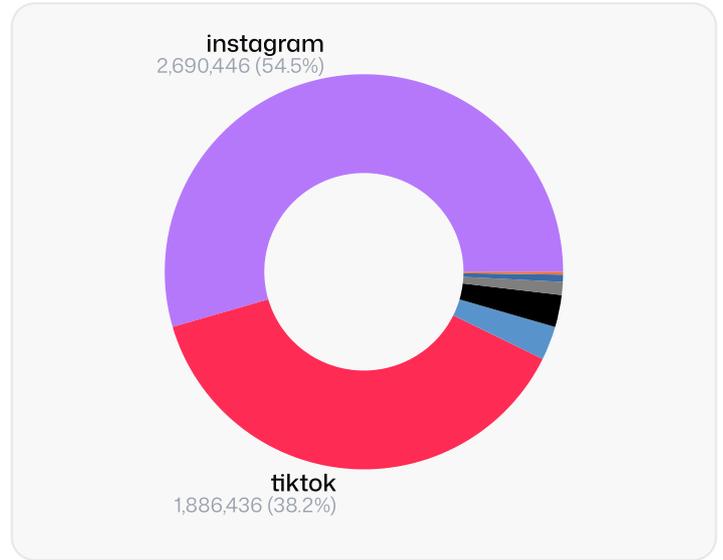
Metrics showing social media reach, engagement rates, and how reach compares to engagement across platforms over time.


136.7M
Social Media Reach

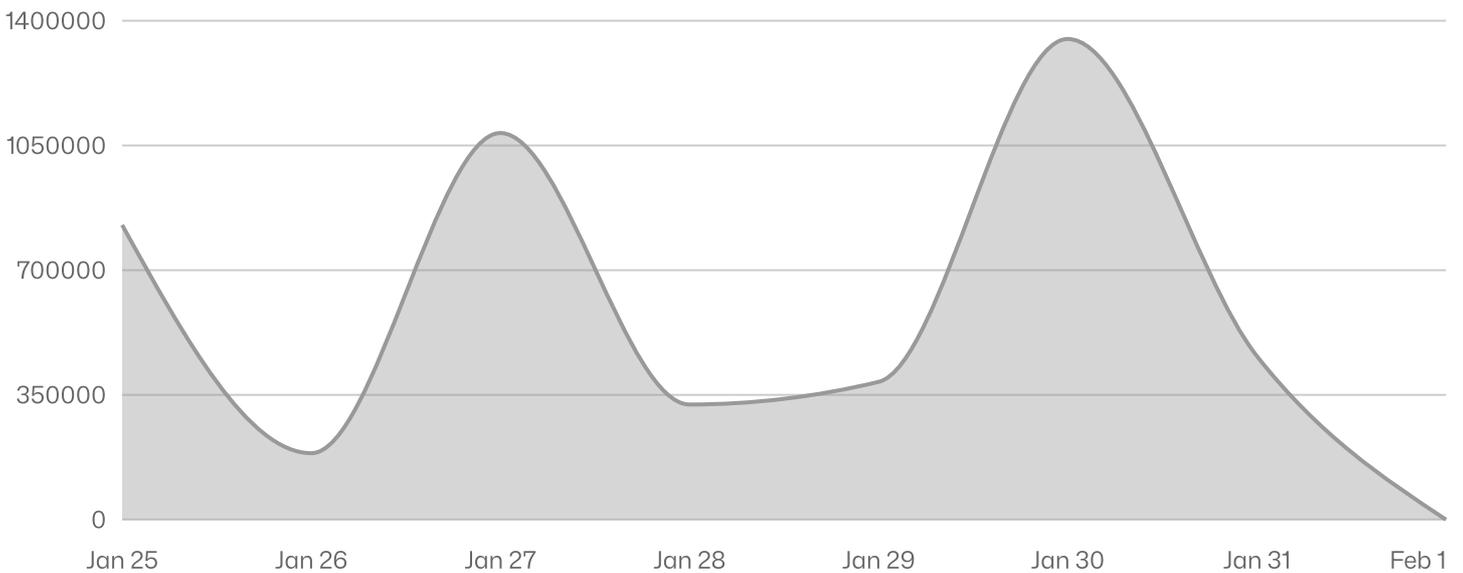
Reach vs. Engagement



Engagement by Platform



Engagement over time

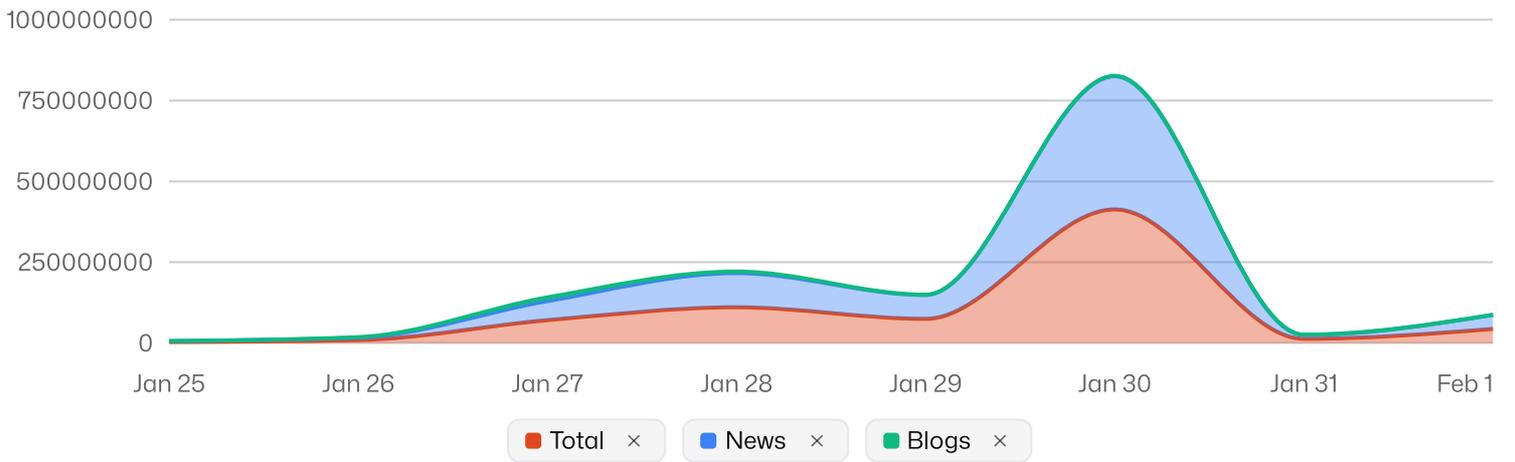


Reach Overview

Comprehensive reach analysis showing distribution across platforms, web reach trends, and social media reach patterns over time.

Reach by Platform

Web Reach Over Time



Social Reach Over Time

Social Interaction

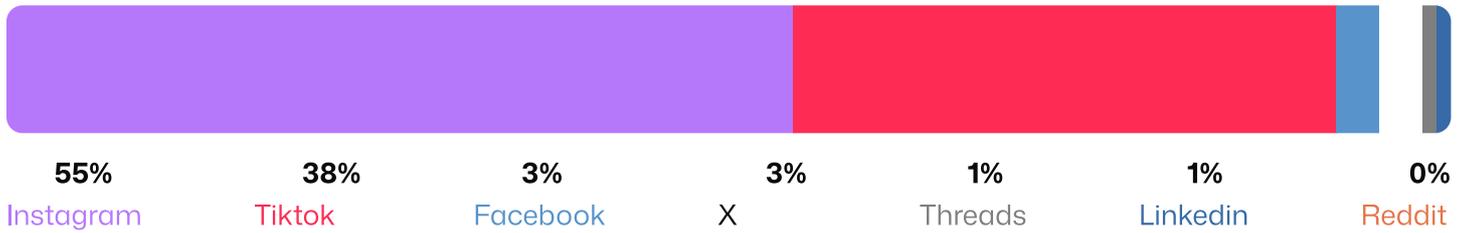
Analysis of social interactions including likes, comments, shares, and retweets, showing engagement distribution across platforms and trends over time.

 **4.9M**
Total Interactions

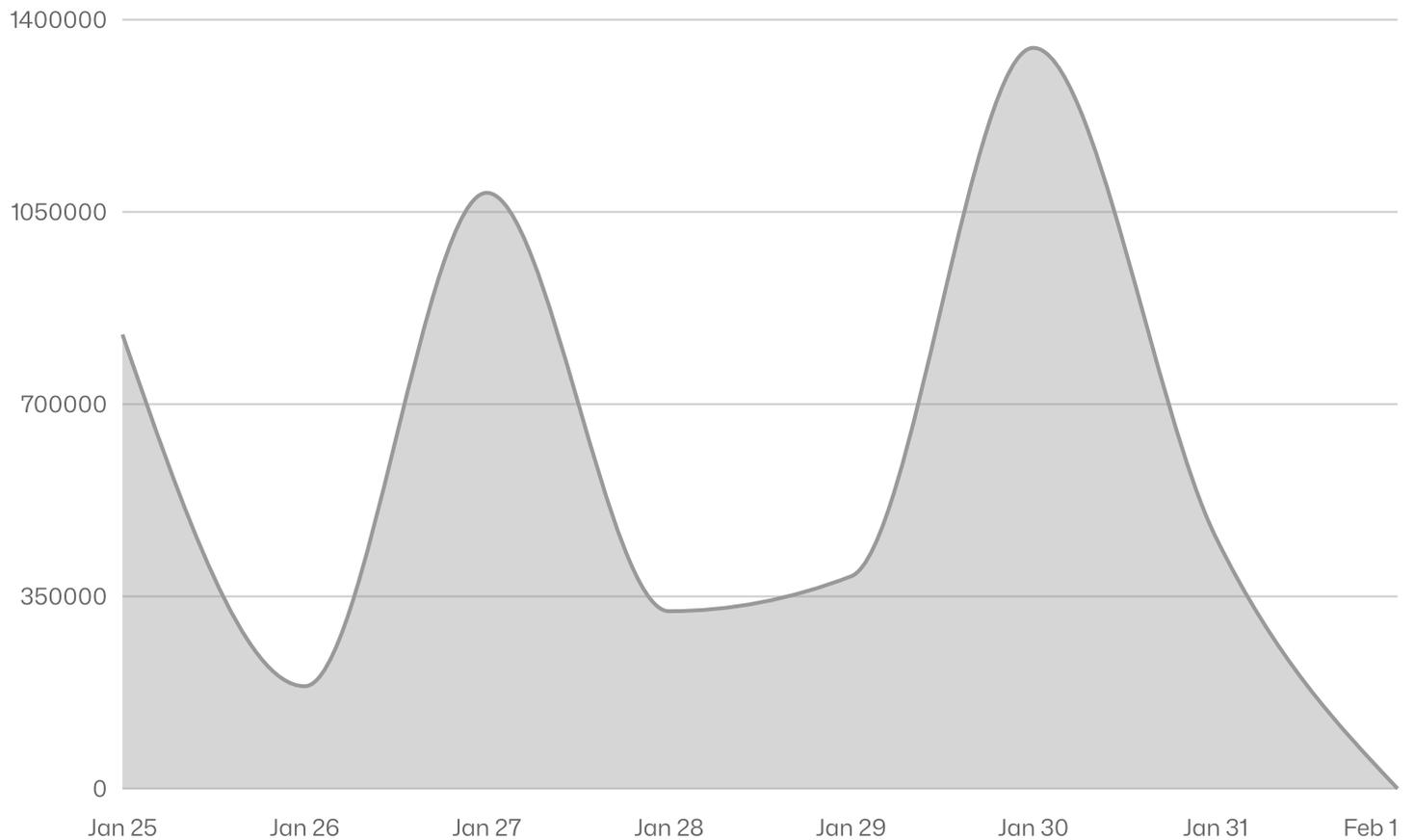
 **136.7M**
Social Media Reach

 **2.7M**
Most Interacted

Interactions by Social Network



Interactions over time



Active Influencers

List of top influencers ranked by frequency of mentions, helping identify the most active voices driving conversations about your brand or topics.

Author Name	Platform	Followers	Volume	Voice Share
Real Madrid C.F.	Facebook	132,000,000	3	25.22%
Manchester United	Instagram	65,929,986	2	8.40%
Real Madrid C.F.	Tiktok	70,100,000	1	4.46%
adidas Originals	Instagram	34,134,212	2	4.35%
Mary Lite Lamayo	Tiktok	13,100,000	4	3.34%
Worried_Entrance_461	Reddit	834,649	46	2.44%
BIANCA BOCA ROSA 🌟💋	Instagram	19,150,701	2	2.44%
BORREGO	Tiktok	36,100,000	1	2.30%
adidas Football	Instagram	35,635,450	1	2.27%
adidas	Tiktok	10,300,000	3	1.97%

Popular Influencers

List of top influencers ranked by reach and audience size, identifying the most impactful voices with the largest following mentioning your keywords.

Author Name	Platform	Followers	Volume	Voice Share
Real Madrid C.F.	Facebook	132,000,000	3	25.22%
Real Madrid C.F.	Tiktok	70,100,000	1	4.46%
Manchester United	Instagram	65,929,986	2	8.40%
BORREGO	Tiktok	36,100,000	1	2.30%
adidas Football	Instagram	35,635,450	1	2.27%
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Mary Lite Lamayo	Tiktok	13,100,000	4	3.34%
adidas	Tiktok	10,300,000	3	1.97%
Worried_Entrance_461	Reddit	834,649	46	2.44%

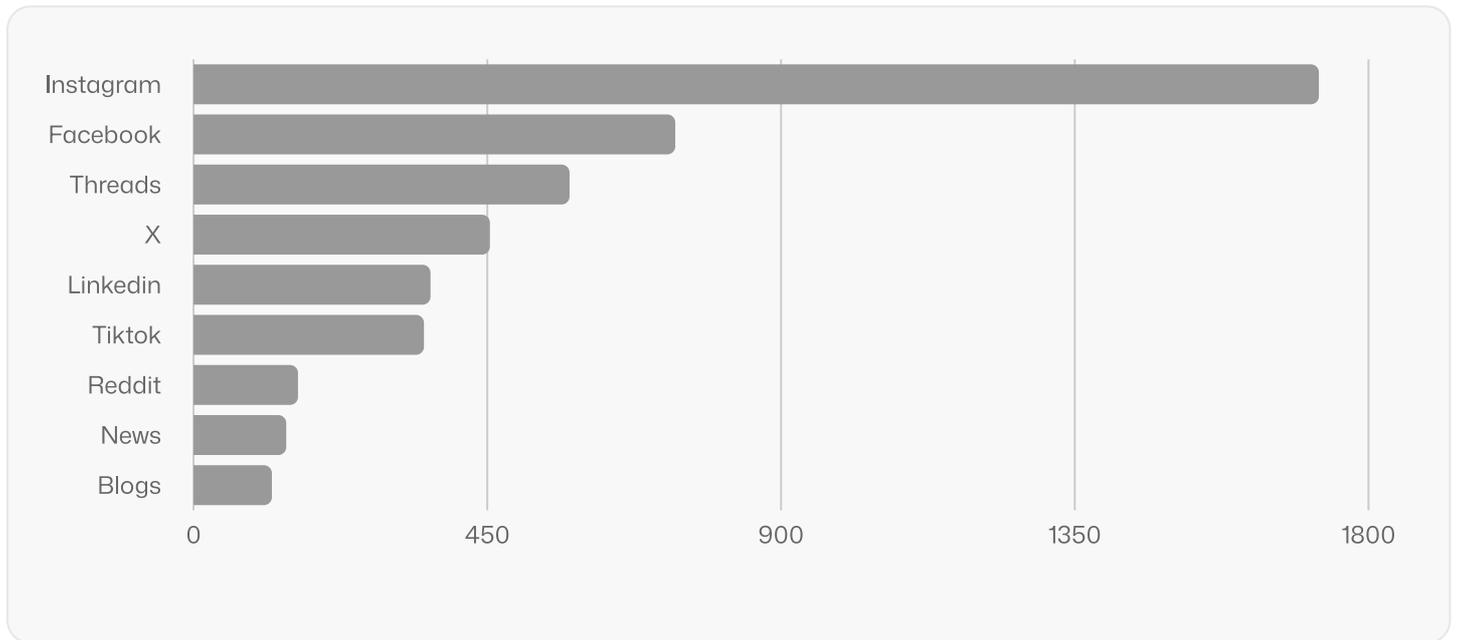
Influencer by Media Type

Distribution analysis of influencers across different media platforms, showing where your brand's key voices are most active and how author counts vary by platform over time.

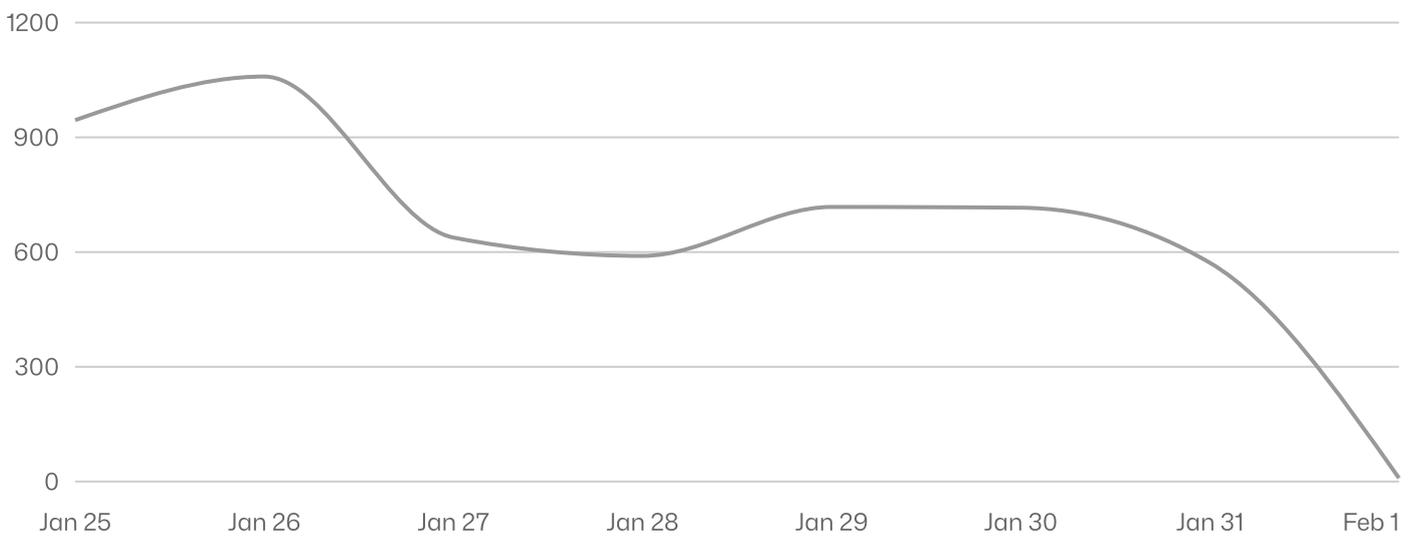
👤 **4.6K**
Total Authors

📷 **1.7K**
Instagram Authors

📱📺📧📰 **9**
Active Platforms



Authors over time



Popular Mentions

This list highlights the top ten mentions that have received the most engagement and visibility, showcasing the most impactful discussions related to your monitored keywords.

-  **T Tate McRae** Jan 30, 26
 🐣🐣🐣🐣🐣 @entire_studios @adidas
 ❤️ 837.8K 2.3K Neutral General Neutral
-  **B BORREGO** Jan 25, 26
 Será que si viene a la finca @Bad Bunny ... que chimba Adidas por cierto 🤪👍🔥
 ❤️ 529.2K 1.1K Positive Praise Happy
-  **R Real Madrid C.F.** Jan 27, 26
 ⚽ Keep rollin', rollin', rollin', rollin' @adidas #realmadrid #UCL
 ❤️ 354.4K 2.7K Positive Promotion Happy
-  **A adidas Football** Jan 27, 26
 definitely adoring this one.. 🌹❤️ introducing the adidas x Manchester United x The Stone Roses collection, available now. 🔗
 ❤️ 234.3K 1.1K Positive Promotion Happy
-  **M Mary Lite Lamayo** Jan 31, 26
 🌟🔥 #CNYJacket #Adidas
 ❤️ 179.4K 317 Positive General Happy

Recent Mentions

This list provides the most recent mentions of your monitored keywords, allowing you to stay updated on the latest conversations and developments.

- Adidas to achieve record sales in 2025 • Shoez** Feb 1, 26

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♡ 0 0 Positive News Happy
- adidas Originals SL 72 OG - Trainers - collegiate green/core black/cream white/dark green - Zalando.co.uk** Feb 1, 26

Skip to main content Skip to search Skip to Zalando Assistant Help and contact Free standard delivery over £35.00 & free returns*30-day return policy Gift Cards Women Men Kids NEW IN Clothing Shoes Accessories Designer Streetwear Sports Brands Sale No search history adidas Originals SL 72 OG - Trainers - collegiate green/core black/cream white 4.8 273 Ratings £89.95VAT included Current Selected color Colour: collegiate green/core black/cream white Choose...

♡ 0 0 Positive Praise Happy
- New Man Utd away kit 'LEAKED' as fans say it's 'too pretty to believe it's real'** Feb 1, 26

The Sun UK Edition Search Sign in Sun Club More from The Sun Newsletters Dream Team Sun Bingo Sun Jobs Sun Savers £9.50 Hols The Sun Digital Newspaper Fabulous Clothing Sport Football 80S VIBES New Man Utd away kit 'LEAKED' as fans label shirt 'way too pretty to believe it's real' Alex McCarthy Published: 16:51, 25 Jan 2026 | Updated: 17:01, 25 Jan 2026 This is a modal window. The Playback API request failed for an unknown reason Error Code:...

♡ 0 0 Positive General Happy
- Landscape of legends: The Hunt | Irish Rugby** Feb 1, 26

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♡ 0 0 Neutral General Neutral
- The 5 Adidas Trainer Styles Everyone Will Be Wearing In 2026** Feb 1, 26

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♡ 0 0 Positive General Happy

Theme Overview

Visual frequency map of key themes and topics related to your monitored keywords, providing insights into the main conversation topics and their relationships.



- Product Quality
- Promotion
- Fashion
- Pricing
- Usability
- Brand Engagement
- Brand Awareness
- Sports
- Customer Service
- Brand Collaboration

Hashtag Analysis

Hashtag word cloud and top hashtags analysis showing the most popular hashtags used in conversations about your tracked keywords.



Top Conversations	Mentions
#adidas	1,950
#adidasoriginals	204
#fyp	161
#nike	149
#football	148
#sneakers	146
#adidasfootball	128
#pbf	97
#fashion	78

Themes Analysis

Themes word cloud and top themes analysis identifying the most discussed topics and themes in conversations about your tracked keywords.



Top themes	Mentions
Product Quality	2,872
Promotion	1,453
Fashion	932
Pricing	864
Usability	780
Brand Engagement	525
Brand Awareness	521
Sports	322
Customer Service	299