

Table 1. Results of competitor analysis

Types	Times Used	Average Use	Avg. Engagement	
1		179	35.8	81.17%
2		135	27	80.59%
3		7	1.4	72.00%
4		14	2.8	76.82%
5		126	25.2	78.02%
6		22	4.4	79.42%
7		5	1	39.72%
8		11	2.2	33.09%