

---

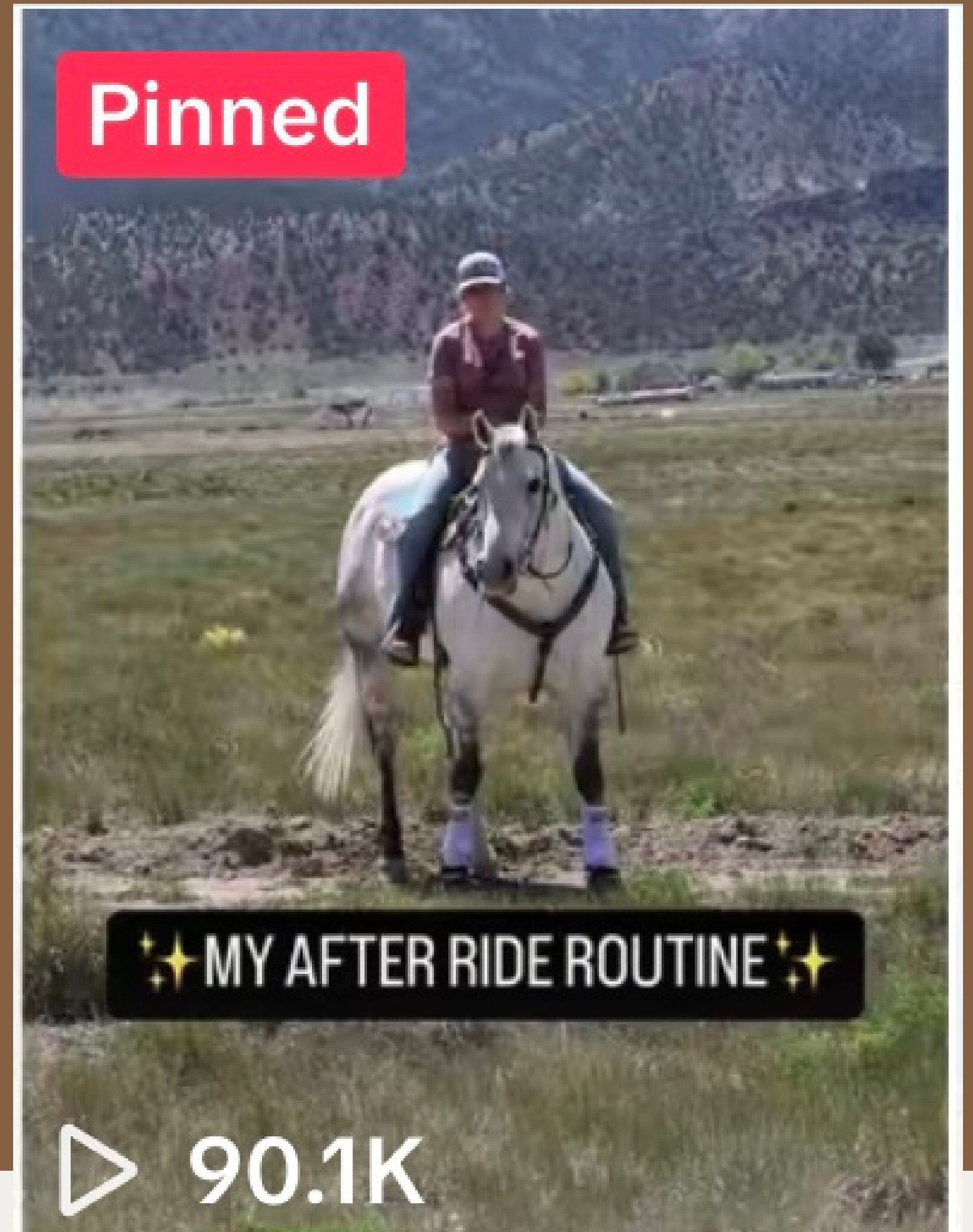
@THEEQUINEEDUCATOR

**EQUIVIBE  
CAMPAIGN RECAP**

---

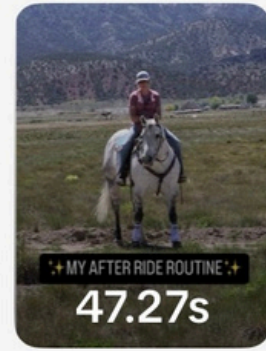
**MAY POSTS & STORIES**

**TikTok  
video is  
linked with  
photo:)**





# Video analysis



Posted on May 28, 2025, 5:36 PM



90K



8,911



100



58



597

Overview

Viewers

Engagement

## Key metrics ⓘ

Updated on 8/17/2025.

Video views

**90094**

Total play time

**566h:19m:31s**

Average watch time

**22.5s**

Watched full video

**20.44%**

New followers

**201**



# Video analysis

Overview

Viewers

Engagement

## Traffic sources ⓘ

For You **89.2%**



Personal profile **8.8%**



Other **0.8%**



Following **0.7%**



Search **0.5%**



Sound **0.0%**

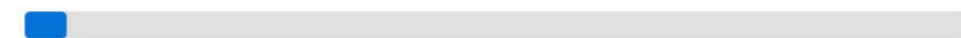


## Search queries ⓘ

after ride care **17.5%**



equivibe **4.4%**



after ride routine **3.8%**



after ride routine horse **3.5%**



horse routine **2.5%**



**YouTUBE  
video is  
linked with  
photo:)**





# My after ride routine with my @equivibeh...

2 months ago • Public

**199,823**

+15 Last 48 hours

Views



**5.5K**

Likes



**98**

Comments



**+238**

Subscribers



**63**

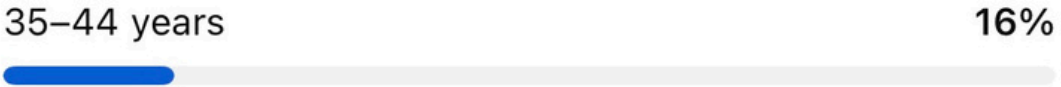
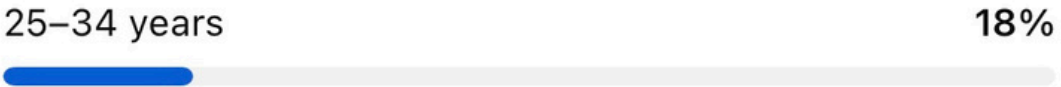
Shares



This Short got 154.4K more views than usual. Nice!

## Audience

### Top ages



## Audience


### Top locations



**Instagram  
video is  
linked with  
photo:)**



Reel insights



My after ride routine with my @equivibe 🙌🐾  
May 28 · Duration 0:48

12K 135 448 3 876

**Overview** ⓘ

|                  |                |
|------------------|----------------|
| Views            | 263,116        |
| Watch time       | 57d 9h 38m 30s |
| Interactions     | 13,009         |
| Profile activity | 680            |

Reel insights

**Views** ⓘ

Views  
**263,116**

|               |       |
|---------------|-------|
| Followers     | 7.0%  |
| Non-followers | 93.0% |

**Top sources of views**

|           |       |
|-----------|-------|
| Reels tab | 53.3% |
| Feed      | 33.5% |
| Explore   | 8.4%  |
| Profile   | 2.6%  |
| Stories   | 0.3%  |
| Search    | 0.1%  |

Reel insights

|                  |        |
|------------------|--------|
| Likes            | 11,550 |
| Saves            | 876    |
| Shares           | 448    |
| Comments         | 135    |
| Accounts engaged | 13,016 |

**Profile activity** ⓘ **680**

|         |     |
|---------|-----|
| Follows | 680 |
|---------|-----|

**Audience** ⓘ

Gender Country Age

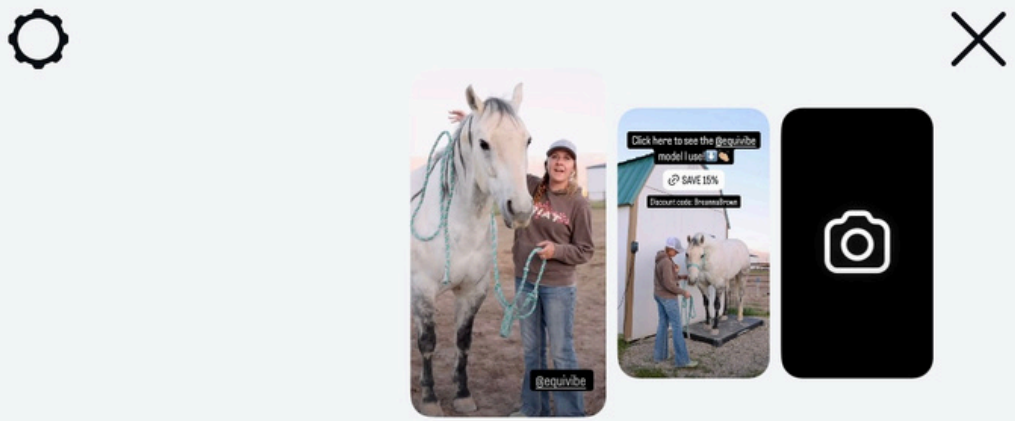
|       |       |
|-------|-------|
| Men   | 11.9% |
| Women | 88.1% |

Reel insights

|                  |         |
|------------------|---------|
| Accounts reached | 187,998 |
|------------------|---------|

**Watch time** ⓘ **57d 9h 38m 30s**

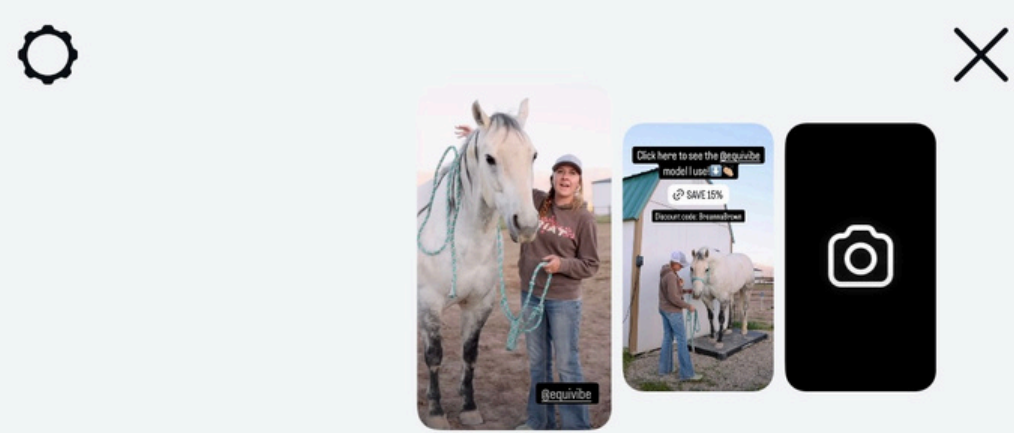
|                    |       |
|--------------------|-------|
| Average watch time | 24sec |
|--------------------|-------|



### Overview ⓘ

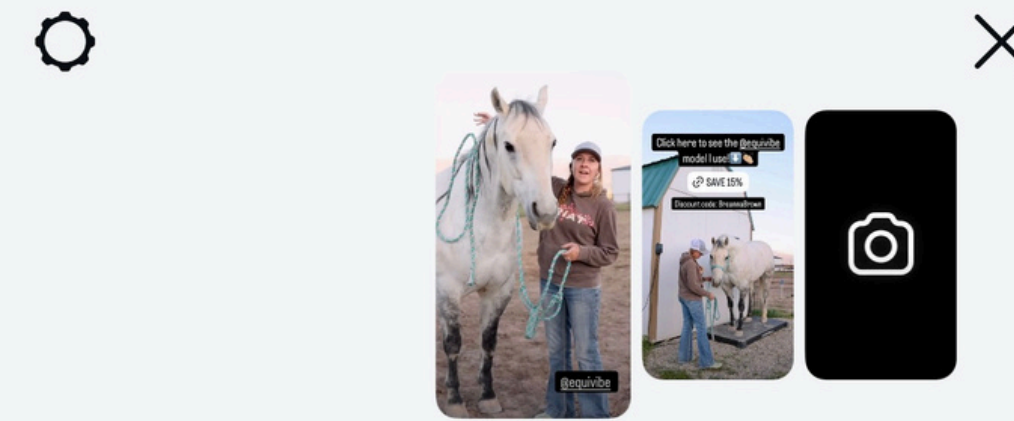
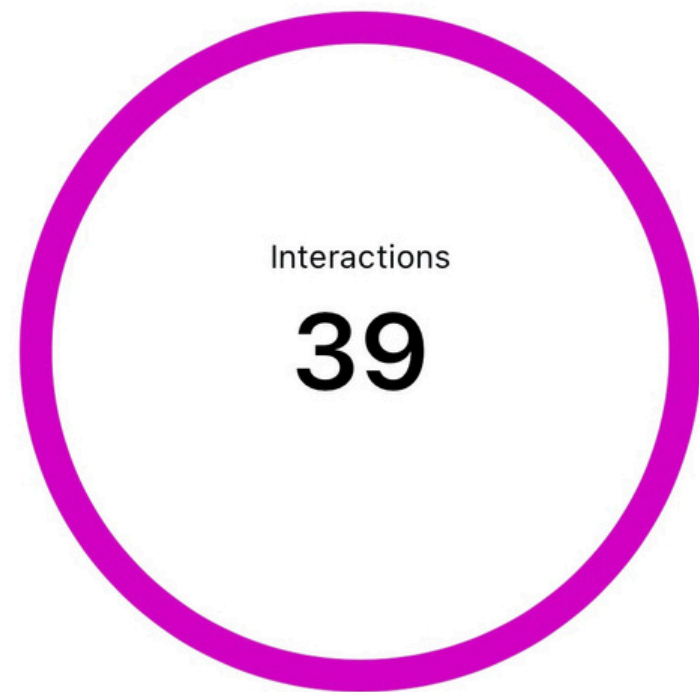
|                  |       |
|------------------|-------|
| Views            | 2,202 |
| Interactions     | 39    |
| Profile activity | 9     |

### Views ⓘ

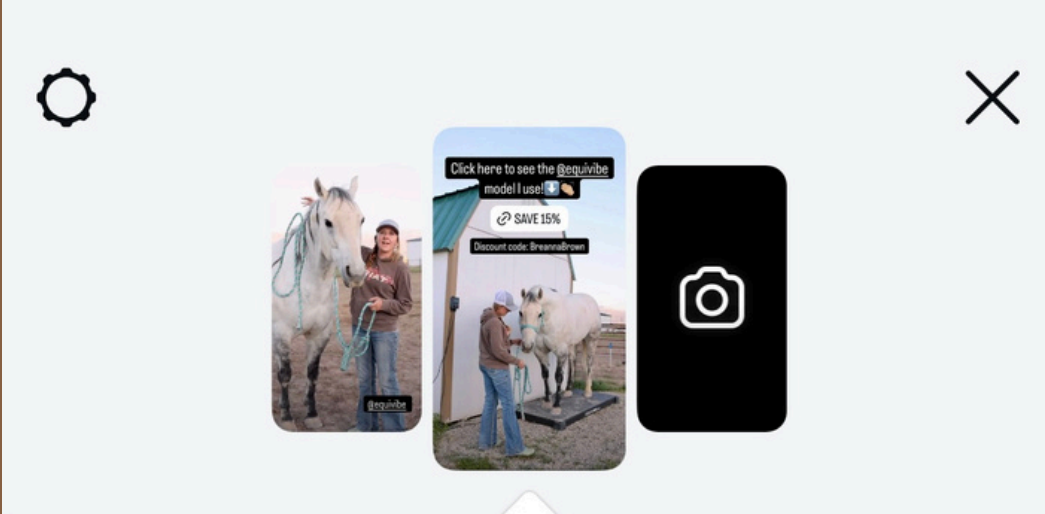
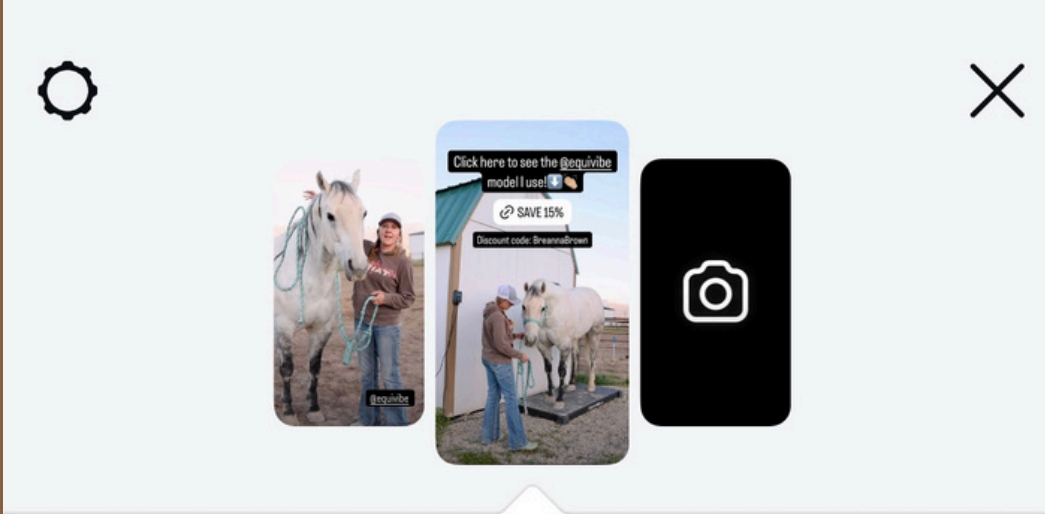
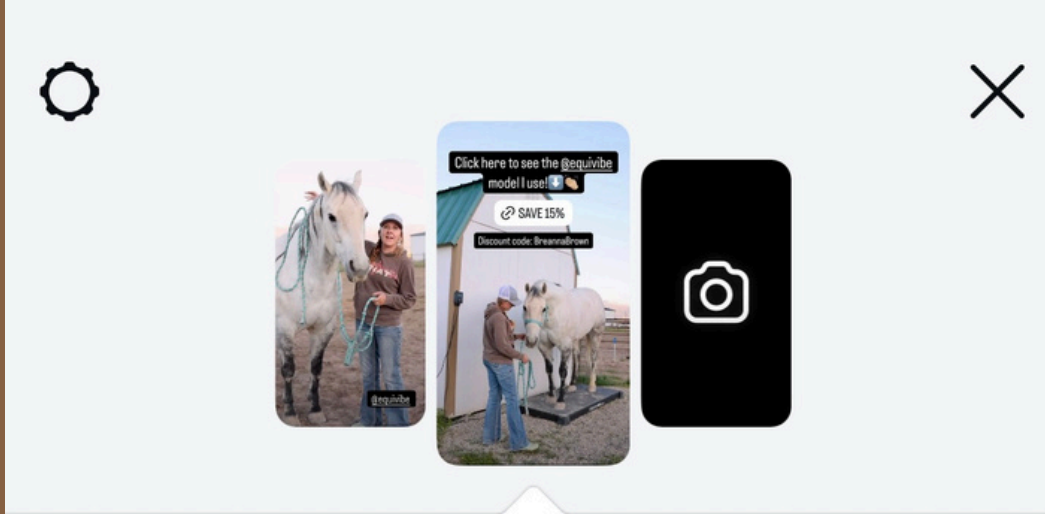


|                  |       |
|------------------|-------|
| ● Followers      | 98.6% |
| ● Non-followers  | 1.4%  |
| Accounts reached | 2,118 |

### Interactions ⓘ



|                     |              |
|---------------------|--------------|
| Likes               | 33           |
| Replies             | 0            |
| Shares              | 6            |
| Accounts engaged    | 36           |
| <b>Sticker taps</b> | <b>23</b>    |
| @equivibe           | 23           |
| <b>Navigation</b>   | <b>1,862</b> |
| Forward             | 1,412        |
| Back                | 224          |
| Next story          | 193          |
| Exited              | 33           |

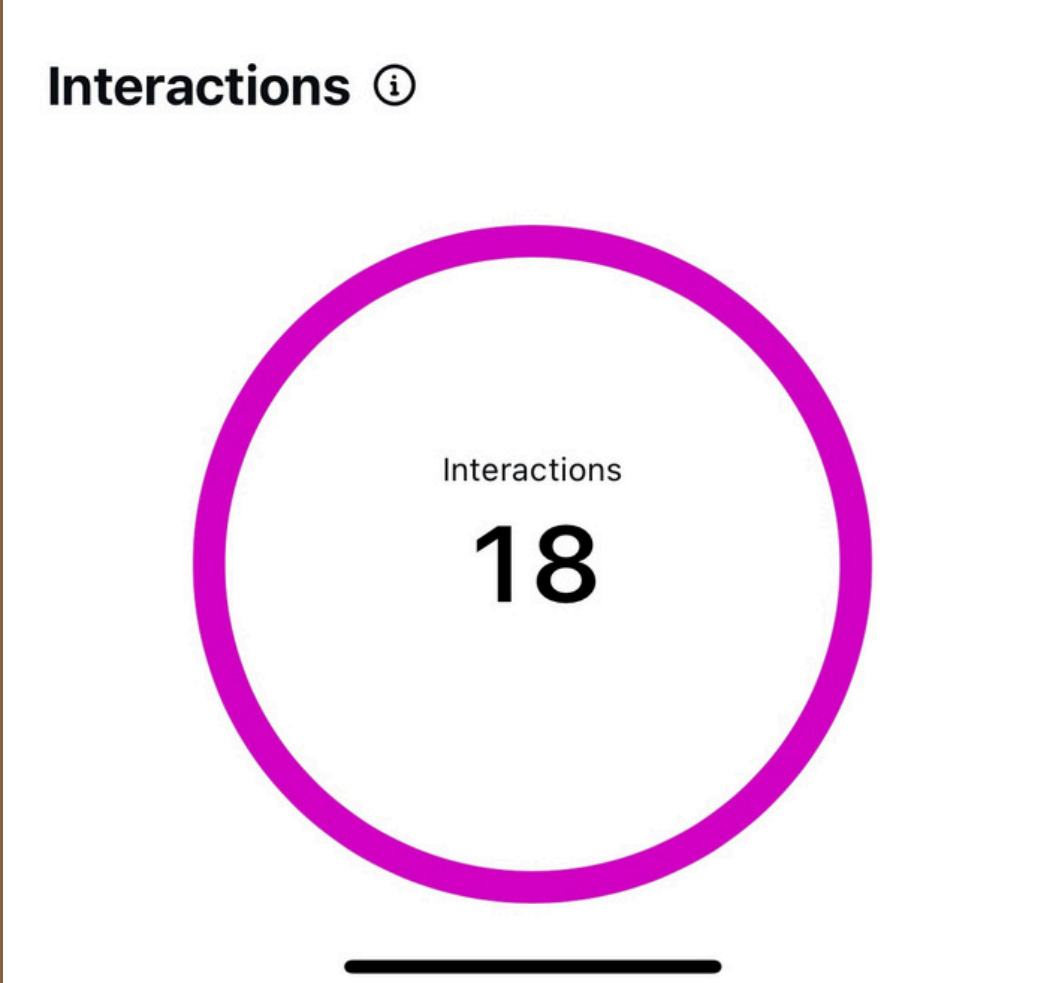
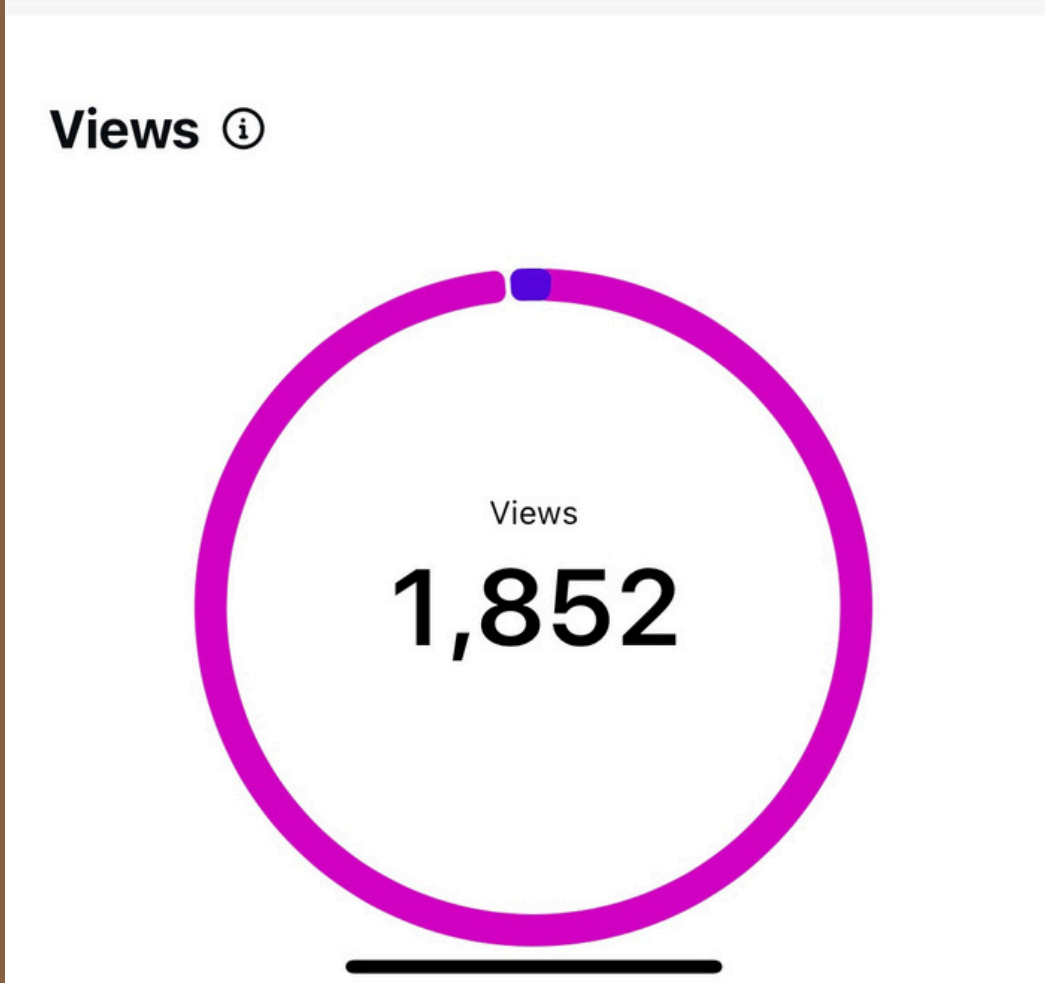


**Overview** ⓘ

|                  |       |
|------------------|-------|
| Views            | 1,852 |
| Interactions     | 18    |
| Profile activity | 7     |

|                  |       |
|------------------|-------|
| Followers        | 98.5% |
| Non-followers    | 1.5%  |
| Accounts reached | 1,803 |

|               |        |
|---------------|--------|
| Followers     | 100.0% |
| Non-followers | 0.0%   |
| Likes         | 16     |
| Replies       | 1      |
| Shares        | 1      |



|                     |              |
|---------------------|--------------|
| Accounts engaged    | 18           |
| Link clicks         | 14           |
| <b>Sticker taps</b> | <b>10</b>    |
| @equivibe           | 10           |
| <b>Navigation</b>   | <b>1,641</b> |
| Forward             | 1,367        |

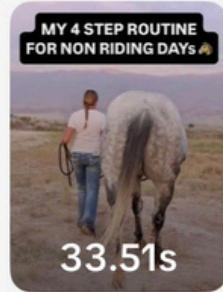
**JUNE POSTS & STORIES**

**TikTok  
video is  
linked with  
photo:)**





## Video analysis



Posted on Jun 28, 2025, 4:27 PM



12K



882



10



13



66

Overview

Viewers

Engagement



**Creator Assistant**

[Ask more >](#)

Your video has a slightly lower engagement compared to your average, but don't be discouraged! Try adding a fun fact or a short story about the animal's behavior to increase likes. To boost comments, consider asking viewers for their personal experiences with farm animals.

### Key metrics ⓘ

Updated on 8/17/2025.

Video views

**12933**

Total play time

**42h:26m:42s**

Average watch time

**11.8s**

Watched full video

**13.58%**



## Video analysis

Overview

Viewers

Engagement

### Traffic sources ⓘ

For You

69.3%

Following

17.7%

Personal profile

10.4%

Search

1.3%

Other

1.3%

Sound

0.0%

### Search queries ⓘ

what to do with your horse not riding

9.8%

equivibe

6.4%

things to do with your horse no riding

5.2%

things to do with horses not riding

3.5%

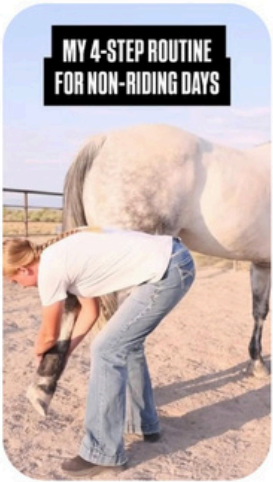
barrelracingtraininghelp

3.5%

**Instagram  
video is  
linked with  
photo:)**



Reel insights



Here is my 4 step routine on days I don't ride! 🐾  
June 28 · Duration 0:34

1K 8 49 0 137

**Overview** ⓘ

Get more views for your reel with Meta Verified. Subscribers got more reels views on average. [Sign up now](#)

|                  |               |
|------------------|---------------|
| Views            | 29,233        |
| Watch time       | 3d 10h 13m 3s |
| Interactions     | 1,201         |
| Profile activity | 22            |

Reel insights

**Top sources of views**

|           |       |
|-----------|-------|
| Feed      | 38.7% |
| Reels tab | 36.7% |
| Explore   | 10.7% |
| Stories   | 7.6%  |
| Profile   | 5.4%  |

---

Accounts reached 20,088

---

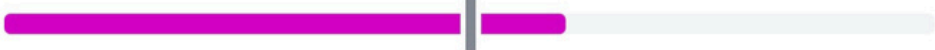
**Watch time** ⓘ **3d 10h 13m 3s**

Average watch time 13sec

---

**View rate past first 3 seconds**

All Followers Non-followers

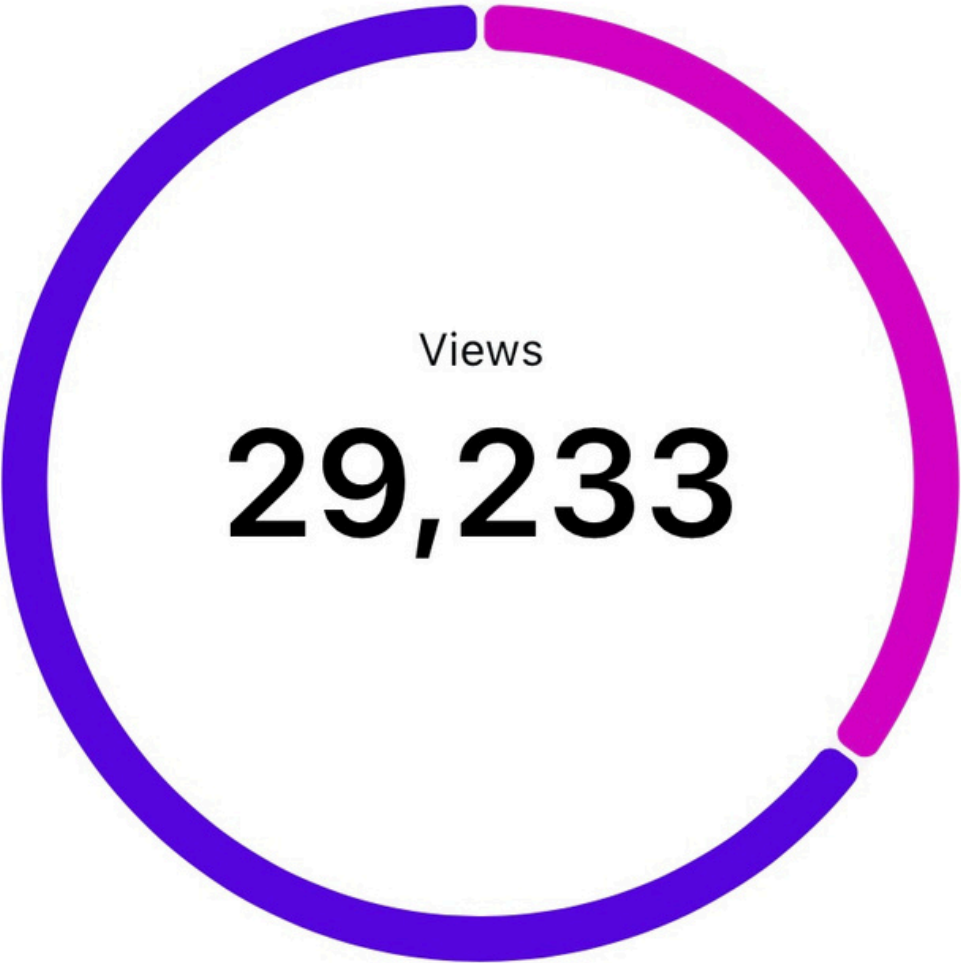


|                     |       |
|---------------------|-------|
| ● This reel         | 61.1% |
| ● Your typical reel | 50.2% |

Reel insights

**Views** ⓘ

Views  
**29,233**



|                 |       |
|-----------------|-------|
| ● Followers     | 35.4% |
| ● Non-followers | 64.6% |

**YouTube  
video is  
linked with  
photo:)**





# My 4 step routine for non-riding days! 🐾...

1 month ago · Public

**43,335** +19 Last 48 hours

Views



**1.4K**

Likes



**24**

Comments



**+32**

Subscribers



**8**

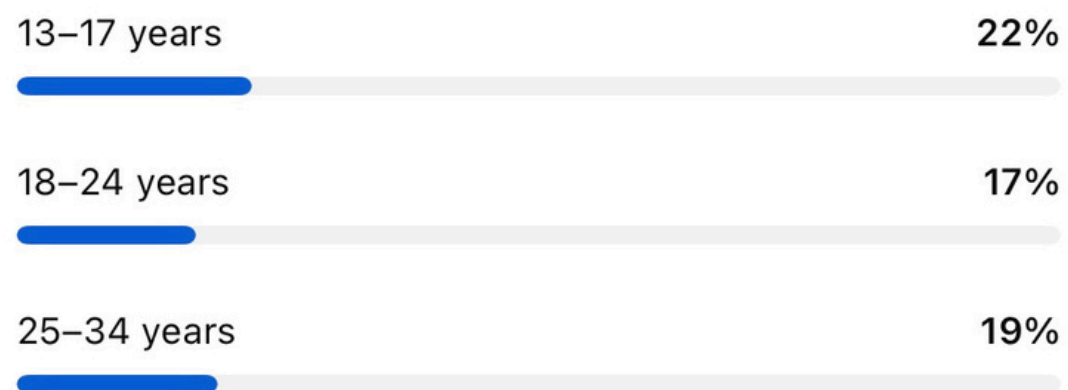
Shares

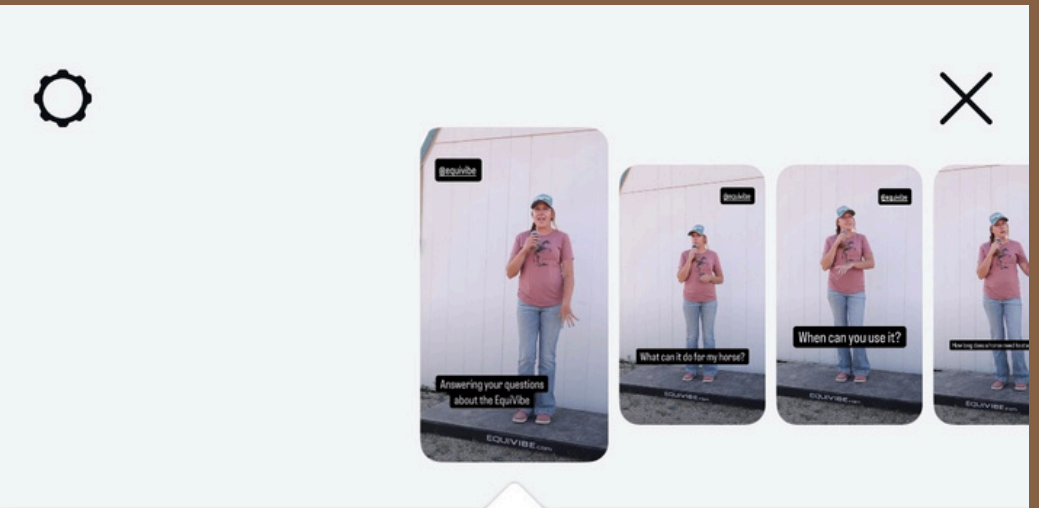


This Short got 1.3K more views than usual. Nice!

## Audience

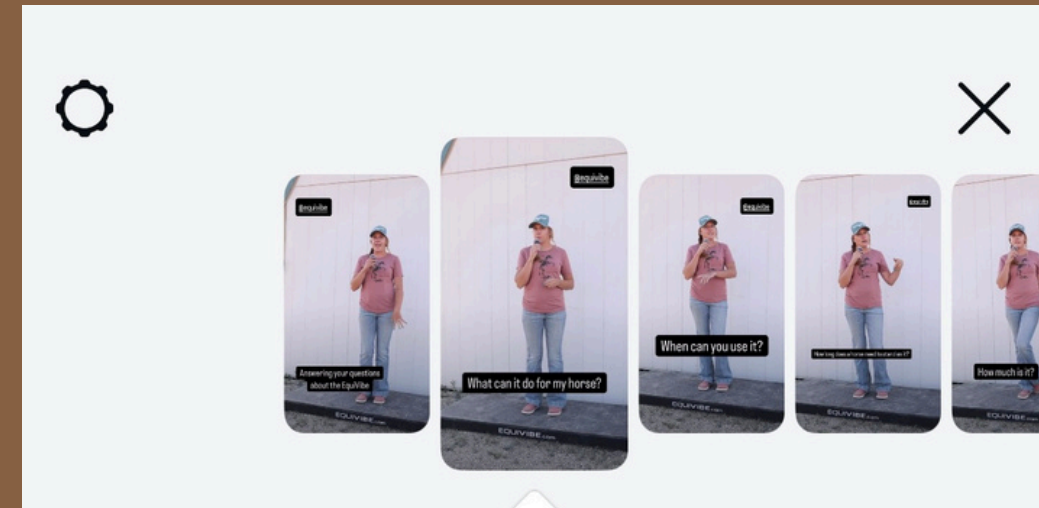
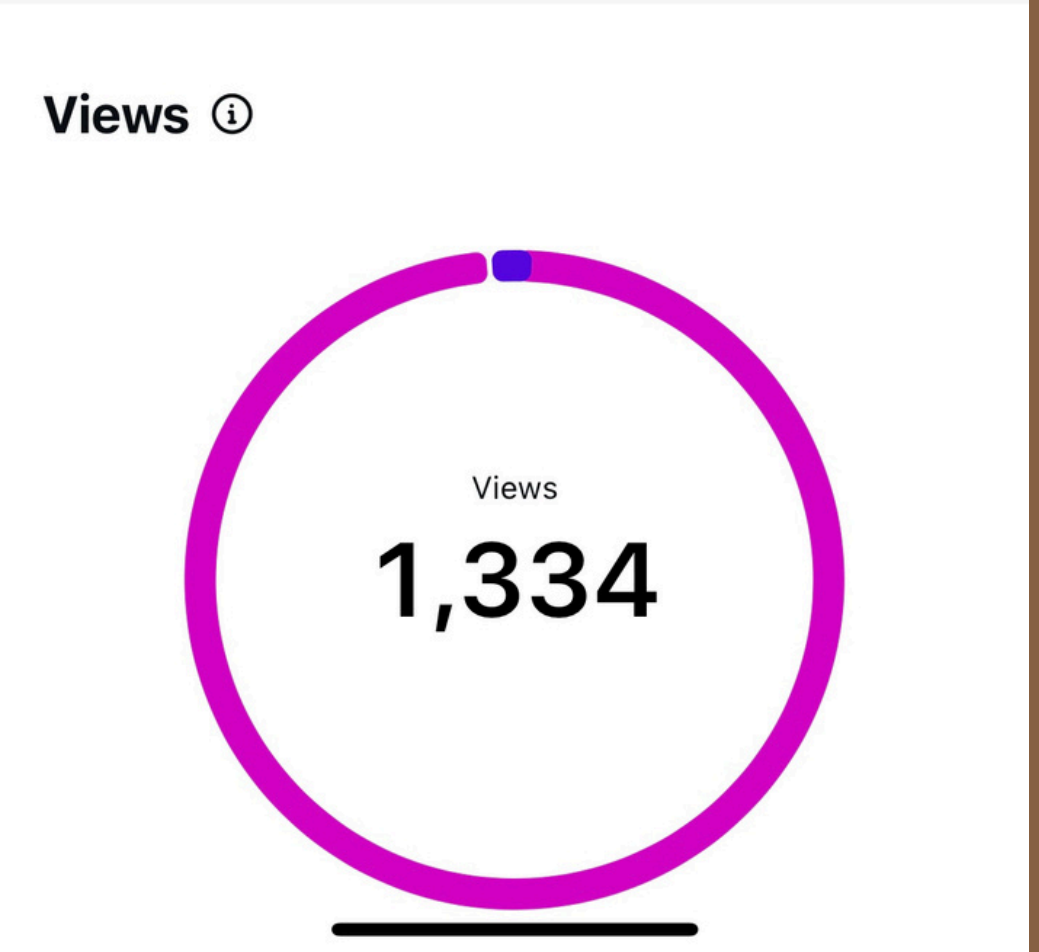
### Top ages





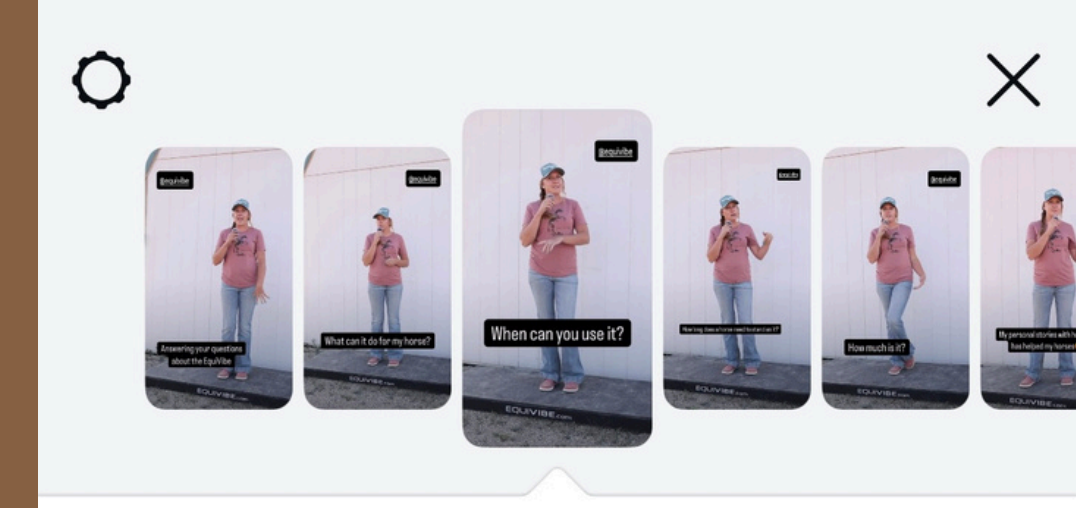
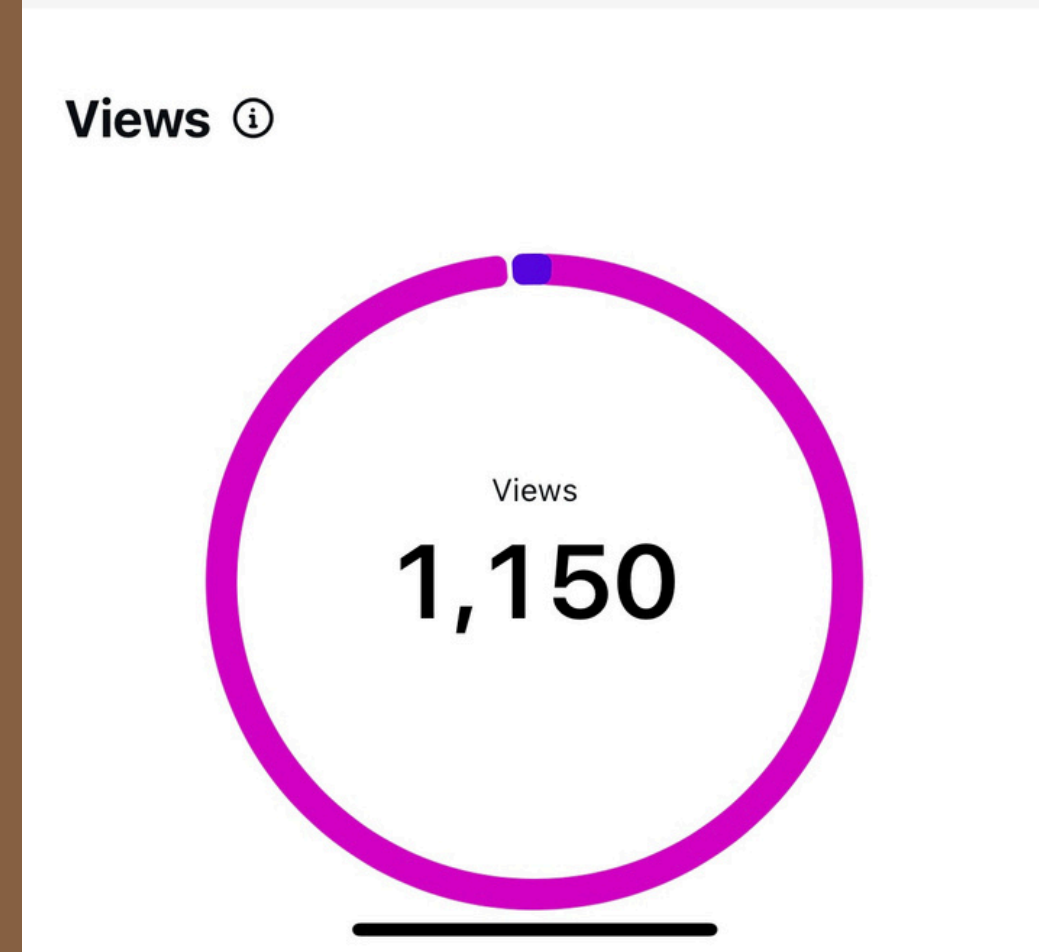
### Overview ⓘ

|                  |       |
|------------------|-------|
| Views            | 1,334 |
| Interactions     | 21    |
| Profile activity | 15    |



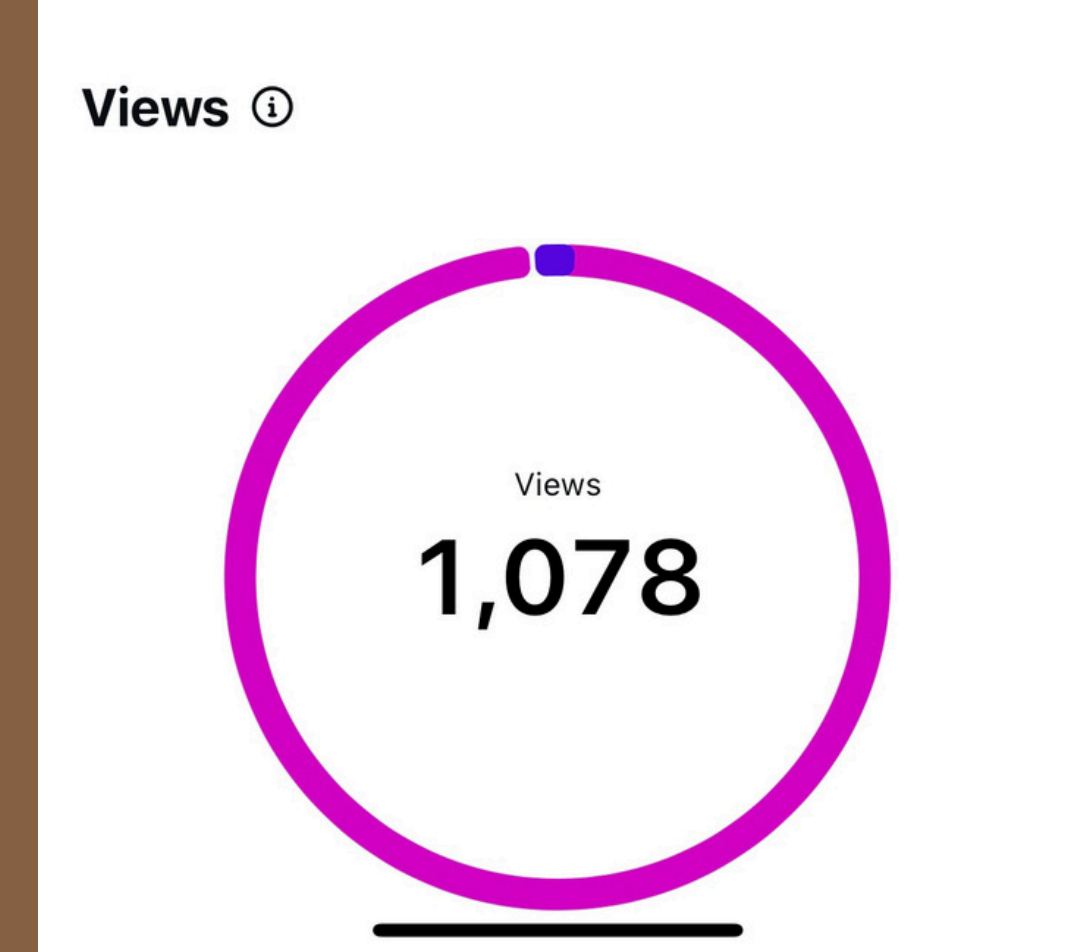
### Overview ⓘ

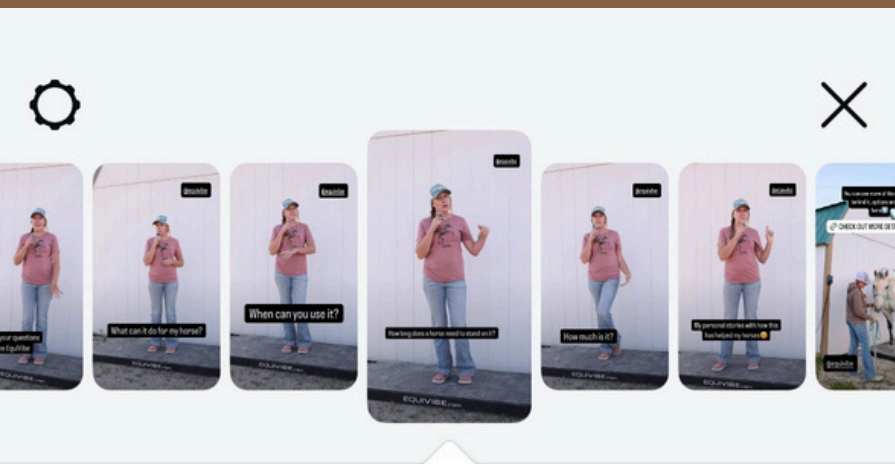
|                  |       |
|------------------|-------|
| Views            | 1,150 |
| Interactions     | 22    |
| Profile activity | 4     |



### Overview ⓘ

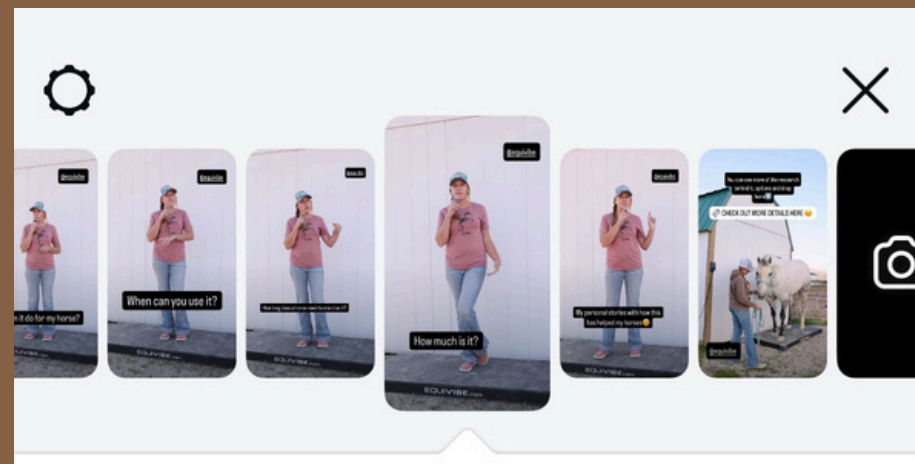
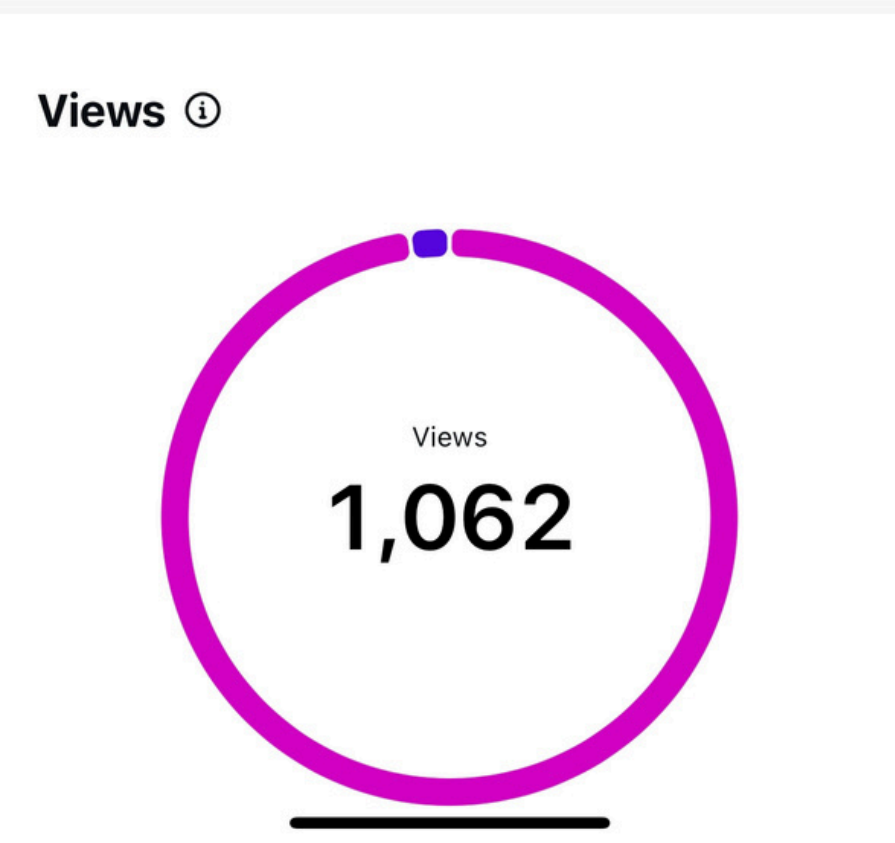
|                  |       |
|------------------|-------|
| Views            | 1,078 |
| Interactions     | 17    |
| Profile activity | 0     |





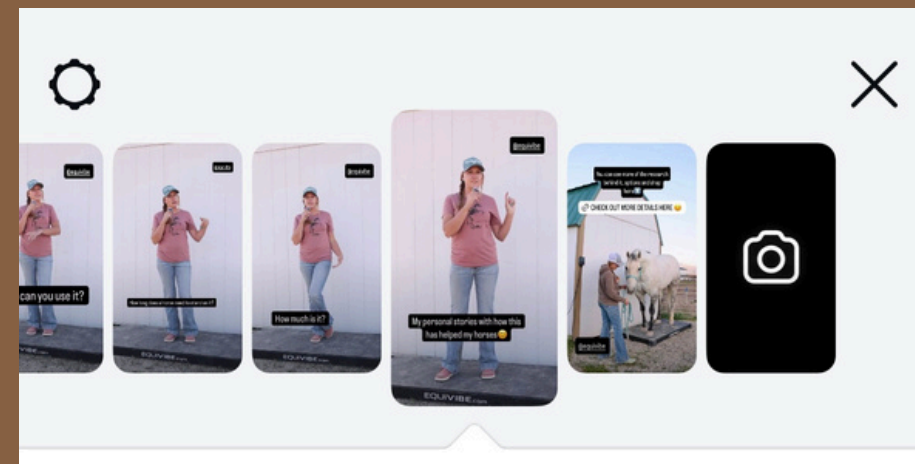
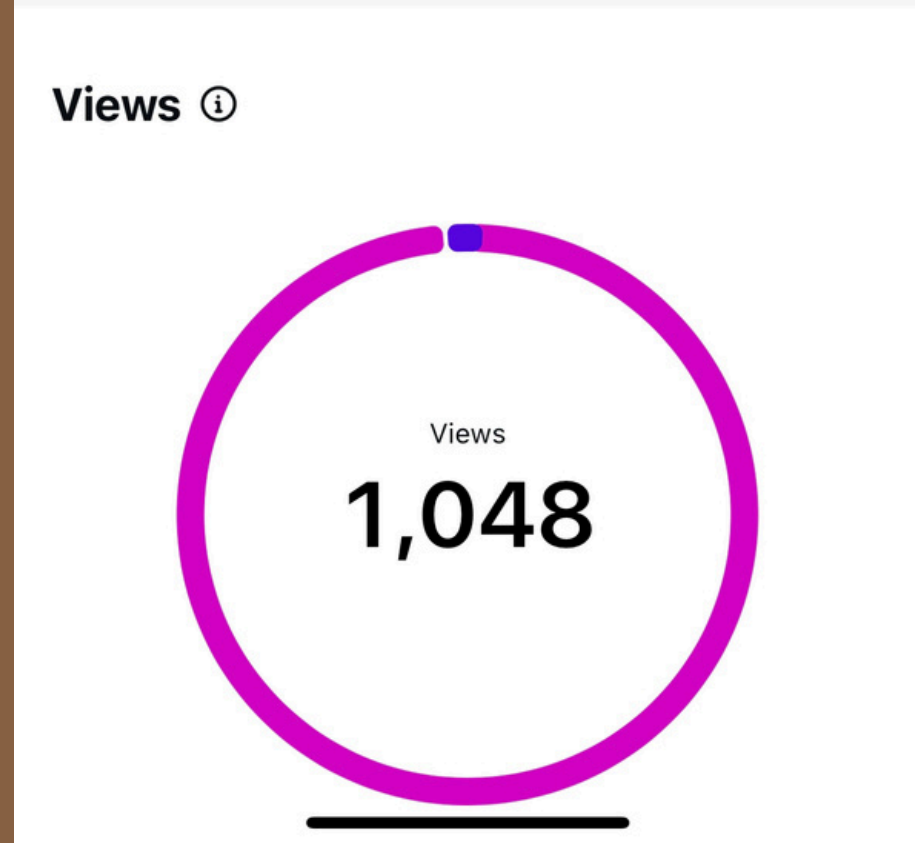
**Overview** ⓘ

|                  |       |
|------------------|-------|
| Views            | 1,062 |
| Interactions     | 15    |
| Profile activity | 1     |



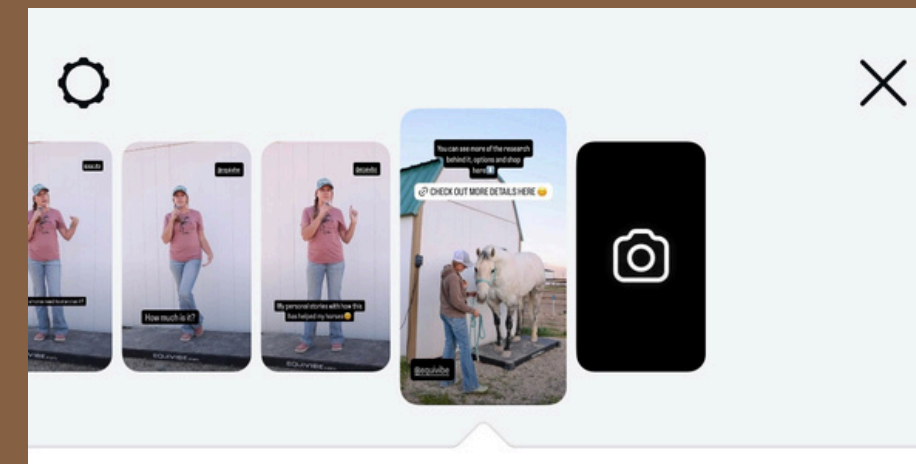
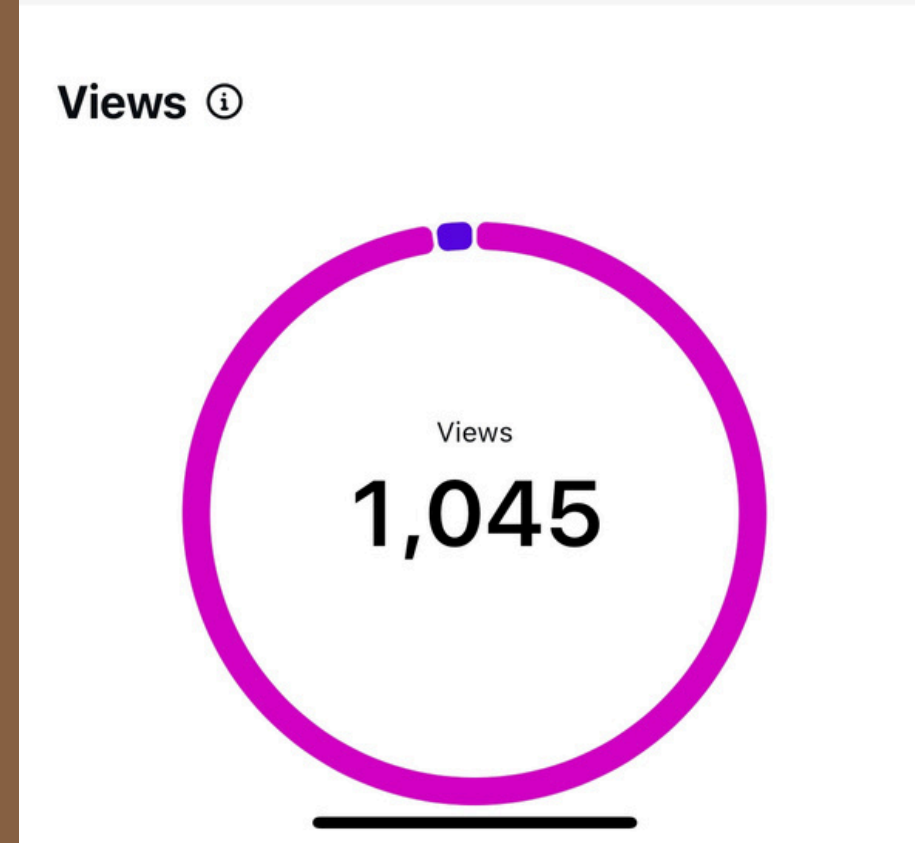
**Overview** ⓘ

|                  |       |
|------------------|-------|
| Views            | 1,048 |
| Interactions     | 18    |
| Profile activity | 0     |



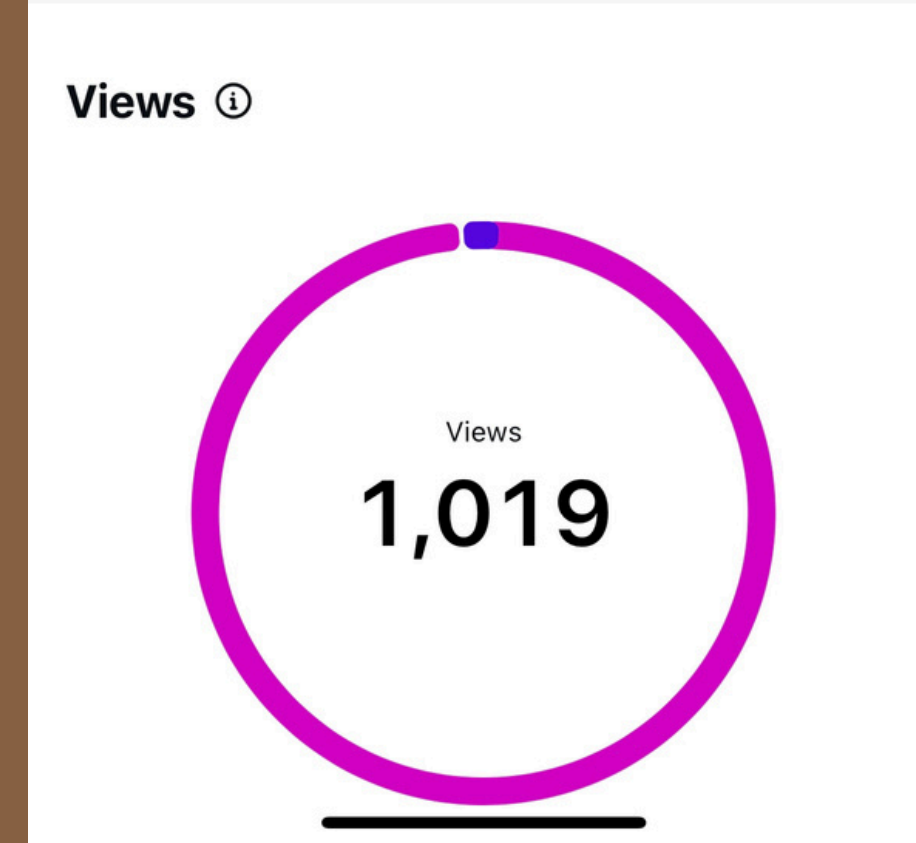
**Overview** ⓘ

|                  |       |
|------------------|-------|
| Views            | 1,045 |
| Interactions     | 15    |
| Profile activity | 1     |



**Overview** ⓘ

|                  |       |
|------------------|-------|
| Views            | 1,019 |
| Interactions     | 19    |
| Profile activity | 3     |



**JULY POSTS & STORIES**

**TikTok  
video is  
linked with  
photo:)**



**Video analysis**

Posted on Jul 21, 2025, 5:53 PM

17K | 1,388 | 23 | 1 | 67

Overview | Viewers | Engagement

**Video analysis**

Overview | Viewers | Engagement

**Key metrics** ⓘ  
Updated on 8/17/2025.

|                                    |                                       |
|------------------------------------|---------------------------------------|
| Video views<br><b>17610</b>        | Total play time<br><b>59h:31m:32s</b> |
| Average watch time<br><b>12.2s</b> | Watched full video<br><b>19.9%</b>    |
| New followers<br><b>12</b>         |                                       |

**Video analysis**

Overview | Viewers | Engagement

**Traffic sources** ⓘ

|                  |       |
|------------------|-------|
| For You          | 80.4% |
| Following        | 10.7% |
| Personal profile | 7.1%  |
| Search           | 1.0%  |
| Other            | 0.8%  |
| Sound            | 0.0%  |

**Search queries** ⓘ

|              |       |
|--------------|-------|
| horses       | 21.6% |
| horse        | 11.7% |
| Horse        | 9.4%  |
| Horses       | 7.0%  |
| horse riding | 2.3%  |

**Instagram  
video is  
linked with  
photo:)**





3 things I do each night for my horses to keep the...

July 21 · Duration 0:25



431



22



23



0



39

Overview ⓘ

This reel is highly engaging



This reel is being shown to more people because it's getting more shares and likes than usual from non-followers.

Create more reels like this

Views 14,119

Watch time 1d 3h 30m 58s

Interactions 515

Profile activity 5



Top sources of views

|           |       |
|-----------|-------|
| Feed      | 56.6% |
| Reels tab | 20.4% |
| Stories   | 8.6%  |
| Profile   | 7.2%  |
| Explore   | 6.8%  |

Accounts reached 9,833

Watch time ⓘ 1d 3h 30m 58s

Average watch time 9sec

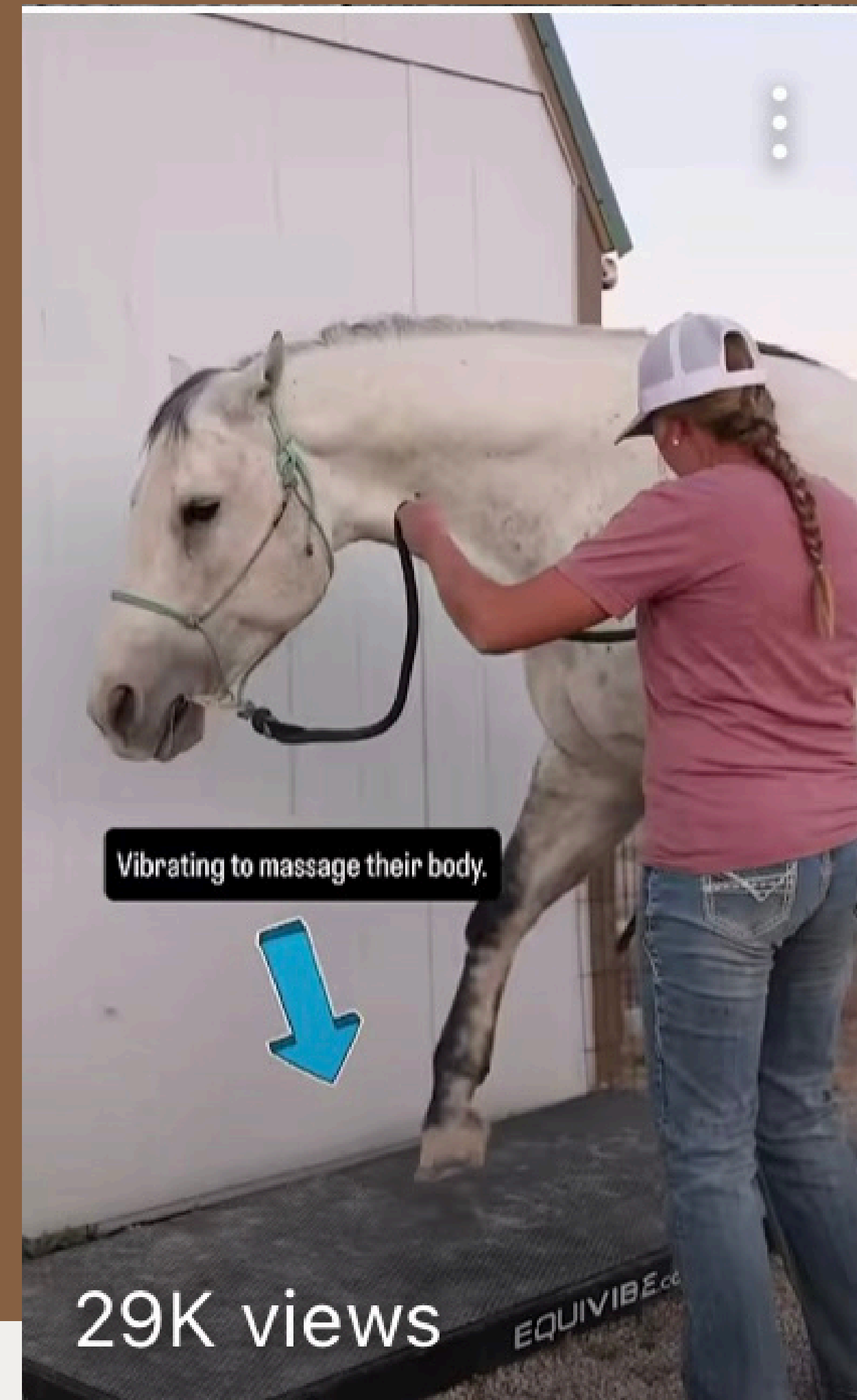
View rate past first 3 seconds

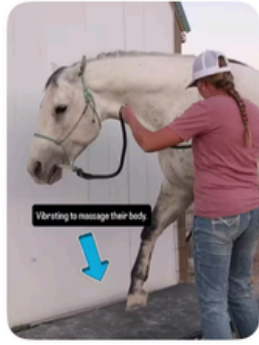
- All
- Followers
- Non-followers



|                   |       |
|-------------------|-------|
| This reel         | 53.2% |
| Your typical reel | 50.3% |

**YouTube  
video is  
linked with  
photo:)**





# 3 things I do each night for my horses t...

3 weeks ago · Public

**29,140** +50 Last 48 hours

Views



**1.1K**

Likes



**59**

Comments



**+34**

Subscribers



**15**

Shares

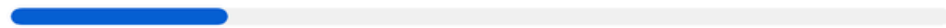


This is your 500th Short. Congrats!

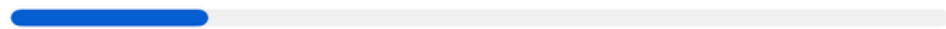
## Audience

### Top ages

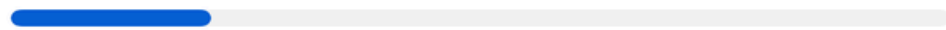
13–17 years 23%



18–24 years 21%



25–34 years 21%



Home



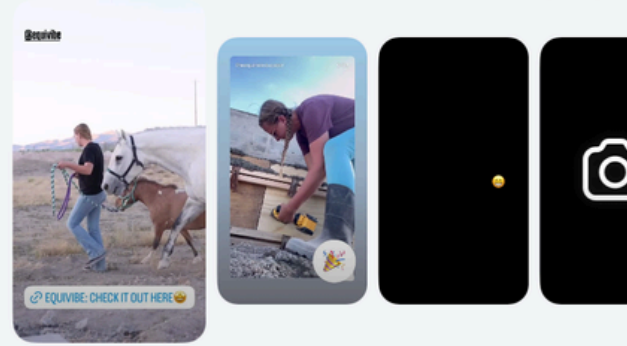
Shorts



Subscriptions



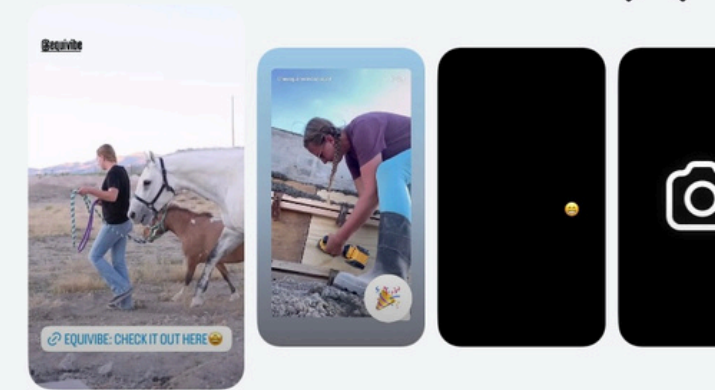
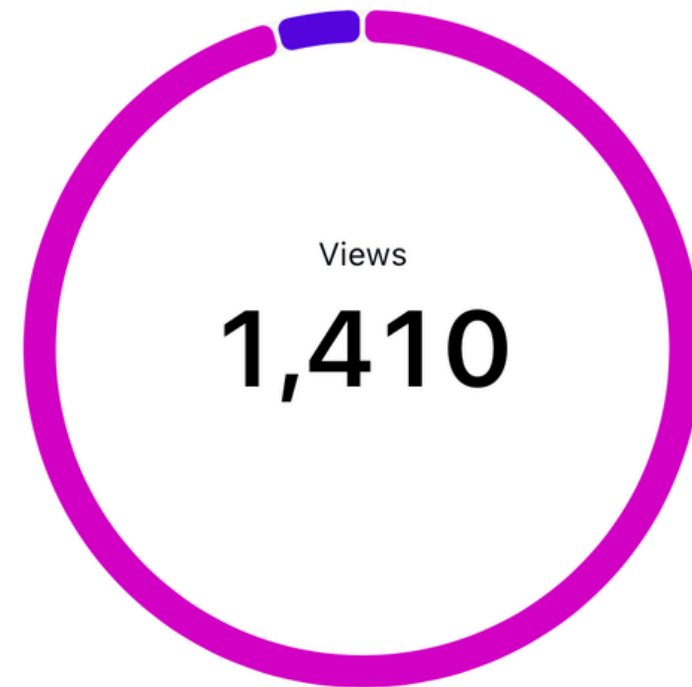
You



### Overview ⓘ

|                  |       |
|------------------|-------|
| Views            | 1,410 |
| Interactions     | 22    |
| Profile activity | 11    |

### Views ⓘ



|                   |              |
|-------------------|--------------|
| Likes             | 22           |
| Replies           | 0            |
| Shares            | 0            |
| Accounts engaged  | 22           |
| Link clicks       | 11           |
| <b>Navigation</b> | <b>1,276</b> |
| Forward           | 944          |
| Next story        | 155          |
| Back              | 148          |
| Exited            | 29           |

# Engagement overview of all content:

Views: 712,572

Likes: 32,810

Shares: 678

Saves: 1,782

Comments: 479

Watch Time: 2,153+ hours

### Care Products:



#### Scoot Boots:

A perfect boot to use on a barefoot horse to walk on tough surfaces with, recover after having shoes on, help a tender footed horse etc. This boot is the only one on the market that bends with the horses hoof movement to ensure they are moving naturally.

Use my code for a discount: BREANNABROWN

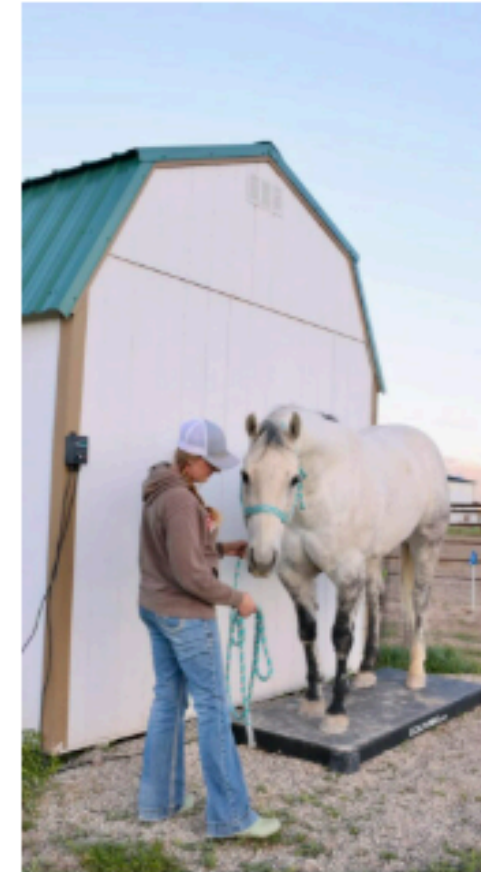
[Shop here](#)



#### Medica Equine Products:

Use the lotion or treatment wash first to clean your horses cut or skin diseases and then follow up with the salve to heal it. This is the only thing I found to heal up proud flesh. A must for any first aid kit.

[Shop here](#)



#### EquiVibe

EquiVibe is a vertical vibration therapy tool that helps increase circulation, reduce muscle soreness and inflammation, and support injury rehabilitation.

Expect gains in stretch, speed, and suppleness, perfect for pre-performance warm-ups and post-ride recovery to prevent injury and aid in reducing inflammation.

This is a powerful addition to your horse's wellness routine and help them perform and recover better.

Get 15% off using my code at checkout:

BreannaBrown

[Shop here](#)

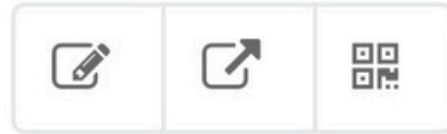
Links have been added to my website for people to find things long term.

YouTube search results for "equivibe" in incognito mode. The page displays a grid of 10 video thumbnails, each with a title and view count. The videos focus on EquiVibe product usage and horse care routines.

| Video Title   | Views      |
|---|------------|
| Unboxing my horses new EquiVibe                         | 2.3K views |
| EquiVibe with Massage Therapy                           | 62K views  |
| 3 things I do each night for my horses to keep them ... | 29K views  |
| My after ride routine with my @equivibehq8059           | 199K views |
| "This guys first time on the EquiVibe!"                 | 216 views  |
| Vibing on the EquiVibe to Feel Good                     | 40 views   |
| COMBINED THERAPEUTIC FARRIERY * Myofascial * ...        | 13 views   |
| My 4 step routine for non-riding days!                  | 43K views  |
| "I love this product (EquiVibe) and so do the ..."      | 212 views  |
| My pre ride routine                                     | 56K views  |

This is a screenshot of the YouTube search results for this hashtag in incognito mode. EquiVibe is ranking with some strong, high-quality videos that break things down in a clear, compelling way, all designed to guide viewers toward a purchase.

# EquiVibe 3072



Home / **Analytics**

UTC May 1, 2025 - August 18, 2025

Filter Robots Unique Data as CSV JSON Sheets

# 71

## Total clicks

Up 92% over previous 110 days

