
@THEEQUINEEDUCATOR

SMARTEQUINE RECAP

**Instagram
video #1 is
linked with
photo:)**





Comment 🐾 for more details on SmartPak's!

April 18 · Duration 0:34

427

6

27

14

63

Overview ⓘ

Views	13,475
Watch time	1d 4h 28m 35s
Interactions	537
Profile activity	7

Top sources of views

Feed	44.7%
Reels tab	31.7%
Stories	13.0%
Profile	6.7%
Explore	3.2%
Search	0.1%
Accounts reached	9,986

Top translated languages by views

Spanish	779
Portuguese	478
Hindi	89
Marathi	20
Tamil	18
Kannada	17

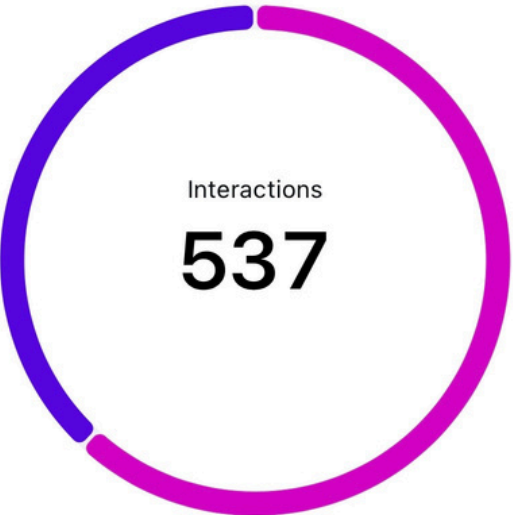
Views ⓘ



Followers	24.0%
Non-followers	76.0%

Watch time	1d 4h 28m 35s
Average watch time	9sec

Interactions ⓘ



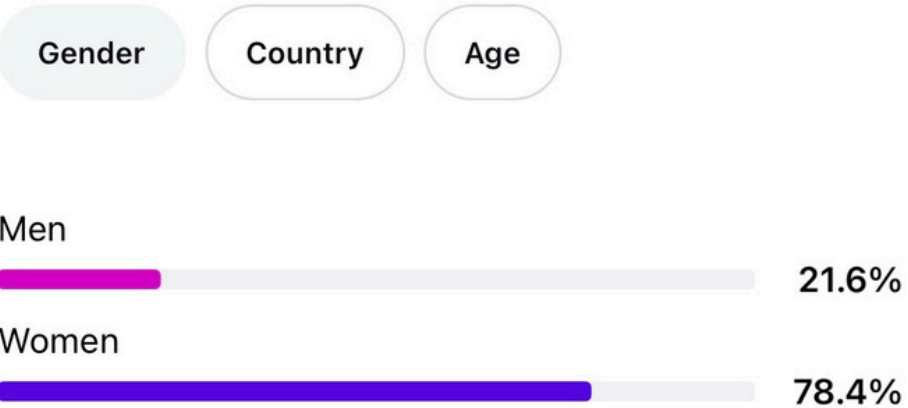
Followers	62.3%
Non-followers	37.7%

Likes	427
Saves	63
Shares	27
Reposts	14
Comments	6

Profile activity ⓘ7

Follows	7
---------	---

Audience ⓘ



**Instagram
video #2 is
linked with
photo:)**





My after ride routine using the @smartpak Ice wra...

May 4 · Duration 0:47

1.3K

14

39

13

131

Overview ⓘ

Views

40,132

Watch time

5d 4h 34m 34s

Interactions

1,511

Profile activity

17

Reel insights

...

Likes

1,314

Saves

131

Shares

39

Comments

14

Reposts

13

Profile activity ⓘ

17

Follows

17

Audience ⓘ

Gender

Country

Age

Men

7.4%

Women

92.6%

Reel insights

...

Views ⓘ

Views

40,132

Followers

18.5%

Non-followers

81.5%

Watch time

5d 4h 34m 34s

Average watch time

14sec

Interactions ⓘ

Interactions

1,511

Followers

52.2%

Non-followers

47.8%

Top sources of views

Feed

61.2%

Reels tab

27.1%

Stories

5.8%

Explore

3.7%

Profile

1.8%

Search

0.1%

Accounts reached

28,673

Top translated languages by views

Spanish

99

Portuguese

26

Hindi

13

Telugu

4

Kannada

1

**YouTube
video #1 is
linked with
photo:)**





Comment 🐾 for more details on SmartPak'...

1 month ago • Public

15,002 +22 Last 48 hours

Views



476

Likes



15

Comments



+13

Subscribers



12

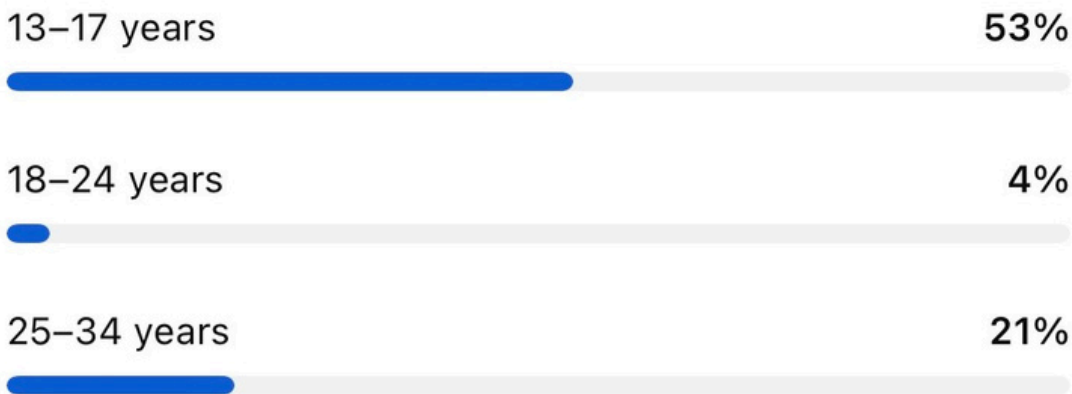
Shares



This Short got 5.8K more views than usual. Nice!

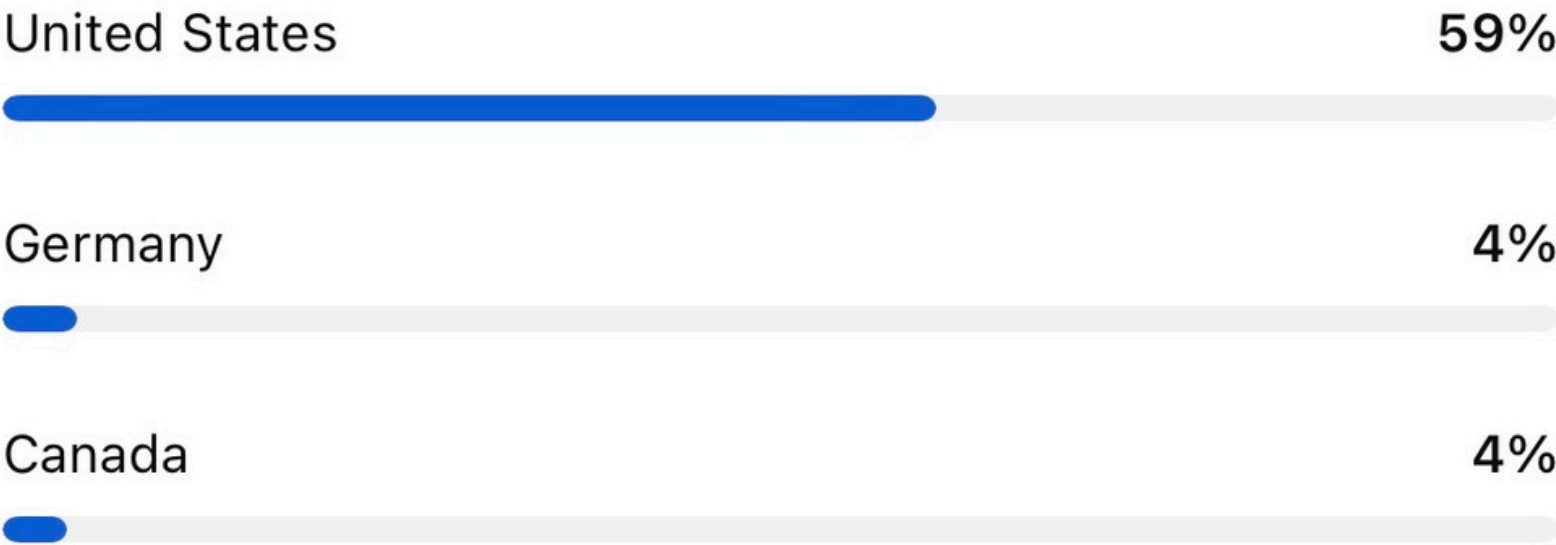
Audience

Top ages



Audience

Top locations

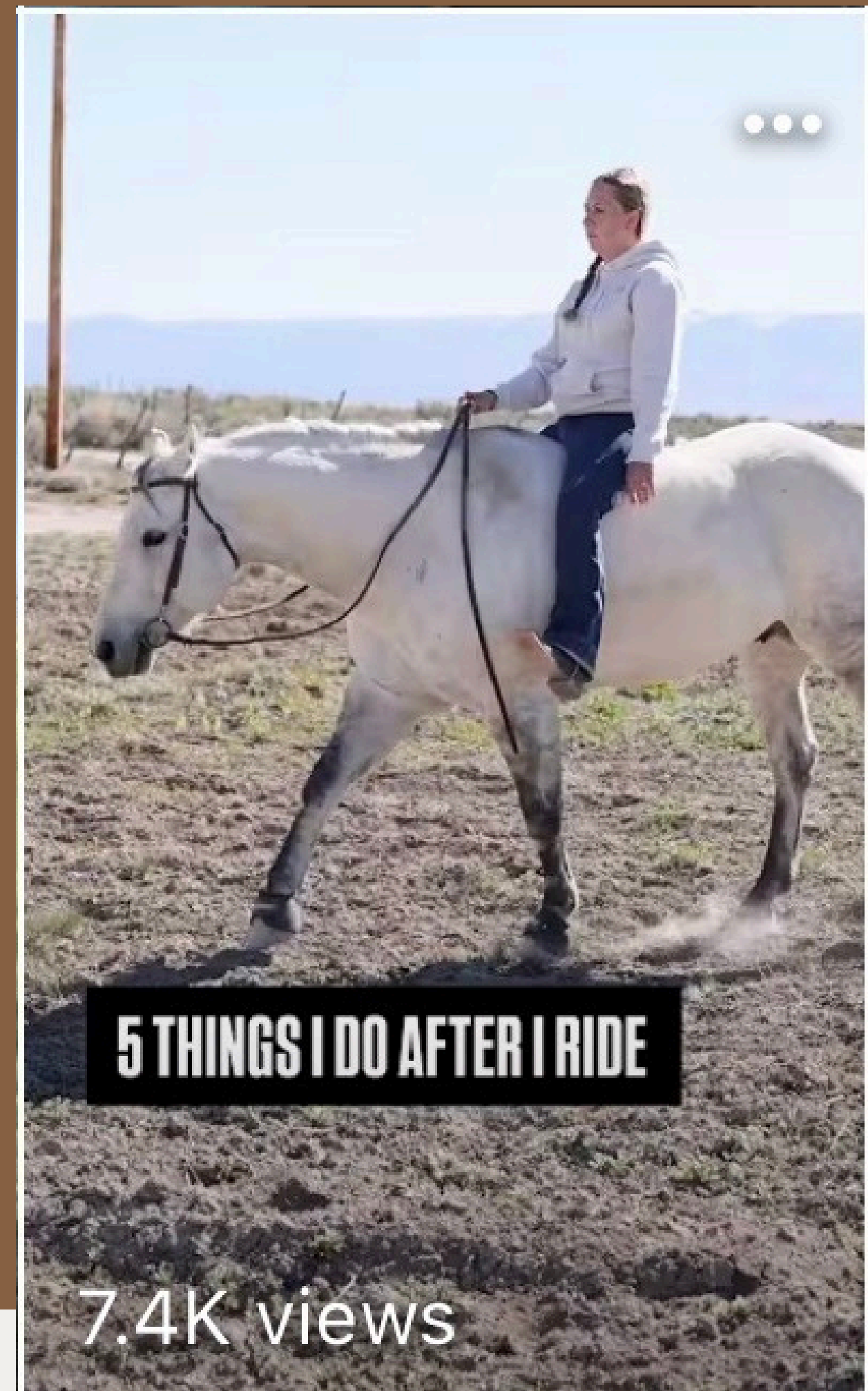


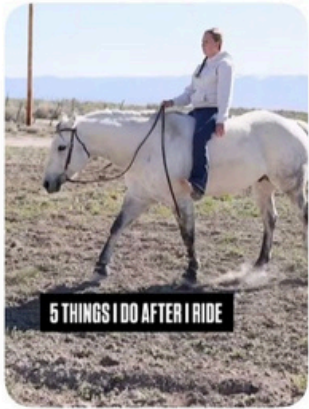
Audience

Genders



**YouTube
video #2 is
linked with
photo:)**





My after ride routine using the @smartpak...

3 weeks ago • Public

7,414

+23 Last 48 hours

Views



342

Likes



2

Comments



+6

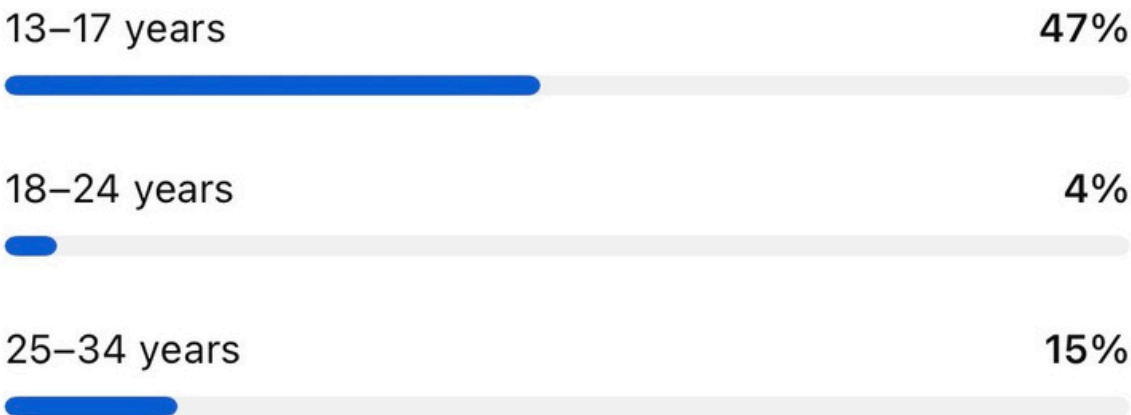
Subscribers



This Short got 2.0K more views than usual. Nice!

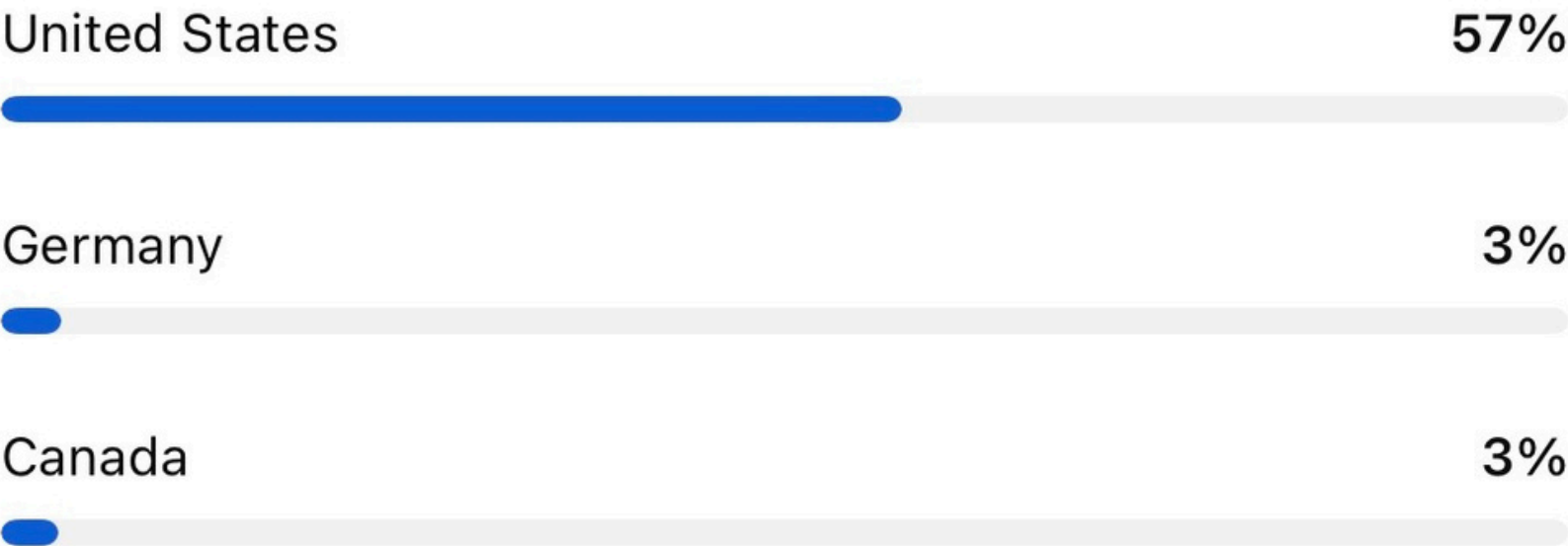
Audience

Top ages



Audience

Top locations



Audience

Genders



**TikTok
video #1 is
linked with
photo:)**



<

Video analysis

TikTok Studio

5 SUMMER TIPS
(Every horse owner should know)

34.00s

Posted on Apr 18, 2026, 9:24 AM

▶

♥

💬

➦

🔖

12K

895

7

31

197

Inspiration

Overview

Viewers

Engagement

Key metrics ⓘ

Updated on 5/26/2026.

Video views

12167

Total play time

50h:49m:16s

Average watch time

15.0s

Watched full video

16.26%

New followers

18

<

Video analysis

TikTok Studio

Inspiration

Overview

Viewers

Engagement

Total viewers ⓘ

10.9K

⬆️ +95 (vs 1d ago)

Viewer types ⓘ

19%81%

New viewersReturning viewers

70%30%

Non-followersFollowers

Gender

● Male13%

● Female86%

● Other1% >

Traffic sources ⓘ

For You84.5%

Personal profile9.5%

Search3.6%

Other1.7%

Following0.7%

Sound0.0%

Search queries ⓘ

smartpak4.4%

Horse tips2.8%

Horse hacks1.4%

keeping horses cool during summer1.4%

first horse necessities1.2%

Age

18 - 2432%

25 - 3426%

35 - 4426%

45 - 5411%

55+5%

Locations ⓘ

United States78.1% >

Canada6.5% >

**TikTok
video #2 is
linked with
photo:)**



Video analysis

TikTok Studio

5 THINGS I DO AFTER I RIDE

46.30s

Posted on May 4, 2026, 3:47 PM

9,126

725

6

8

72

Inspiration

Overview

Viewers

Engagement

Key metrics

Updated on 5/26/2026.

Video views

9126

Total play time

42h:34m:54s

Average watch time

17.0s

Watched full video

12.08%

New followers

7

Video analysis

TikTok Studio

Inspiration

Overview

Viewers

Engagement

Total viewers

8.3K

+182 (vs 1d ago)

Viewer types

14%

86%

New viewers

Returning viewers

59%

41%

Non-followers

Followers

Gender

Male

17%

Female

82%

Other

1% >

Video analysis

TikTok Studio

Inspiration

Overview

Viewers

Engagement

Traffic sources

For You

78.7%

Following

10.8%

Personal profile

6.8%

Search

2.6%

Other

1.1%

Sound

0.0%

Search queries

mares correcting foals

1.3%

horses back riding

1.3%

glow up horse

1.3%

horse leg wraps

1.3%

western horse

0.9%

Video analysis

TikTok Studio

Inspiration

Overview

Viewers

Engagement

Age

18 - 24

32%

25 - 34

28%

35 - 44

21%

45 - 54

12%

55+

7%

Locations

United States

71.9% >

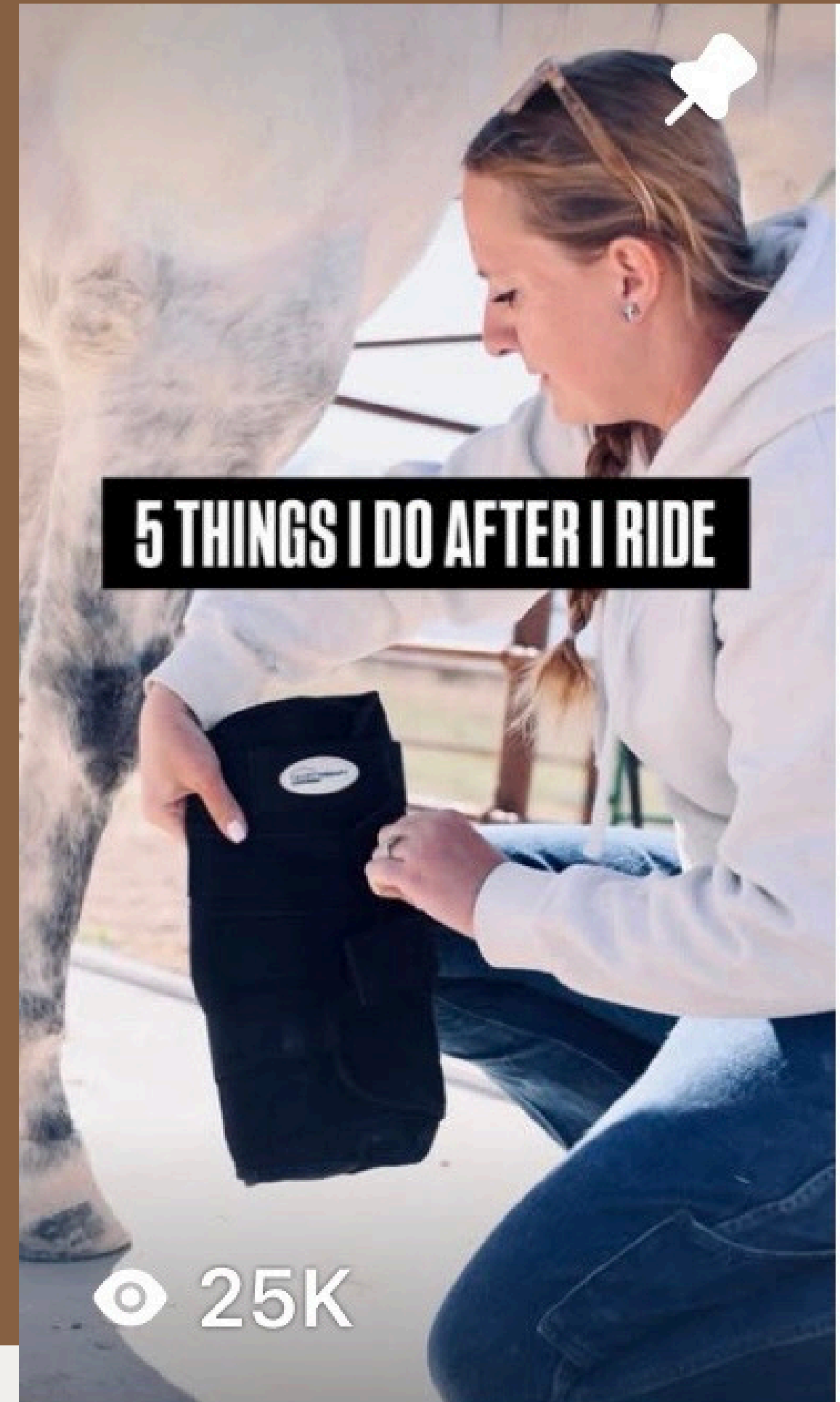
Canada

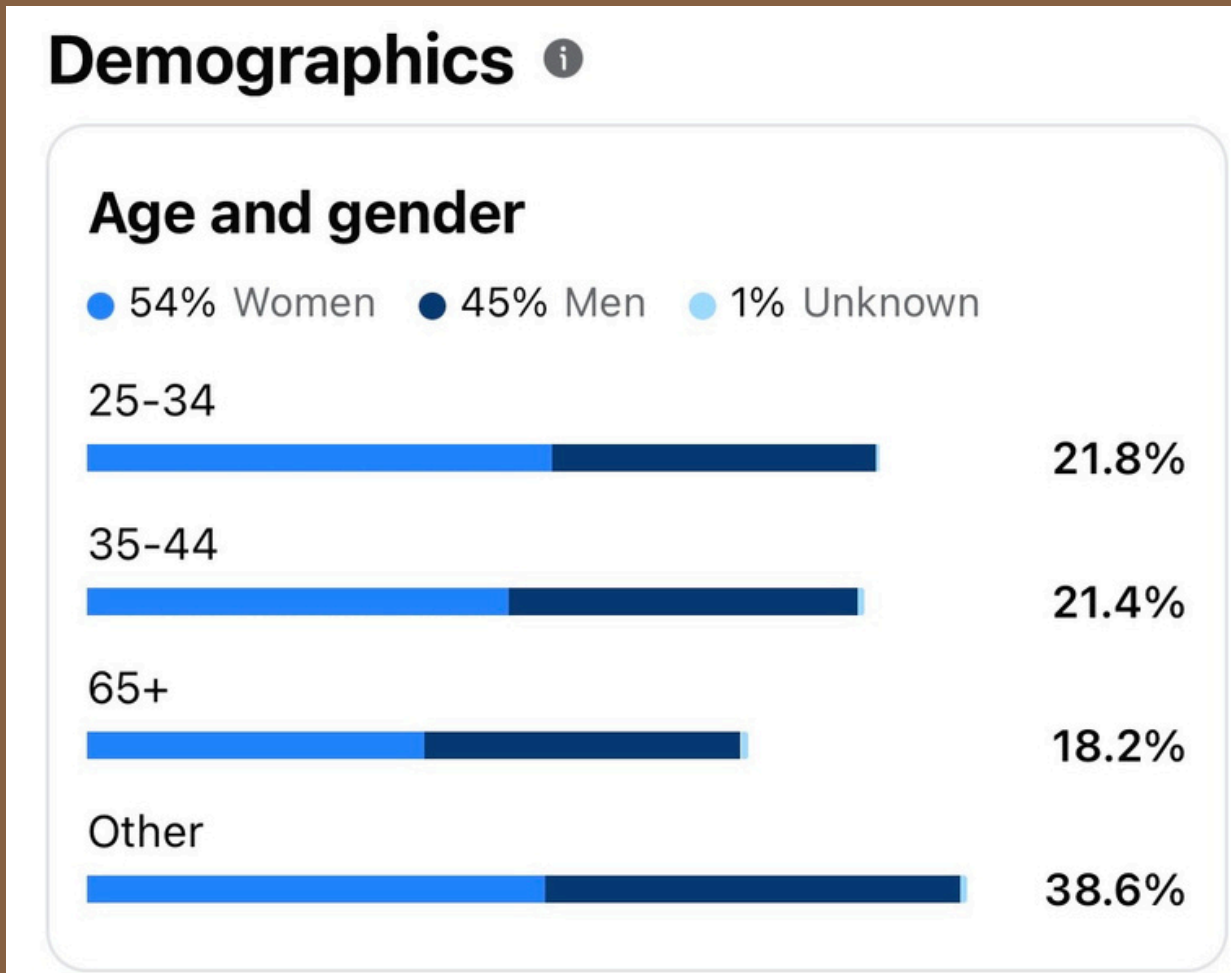
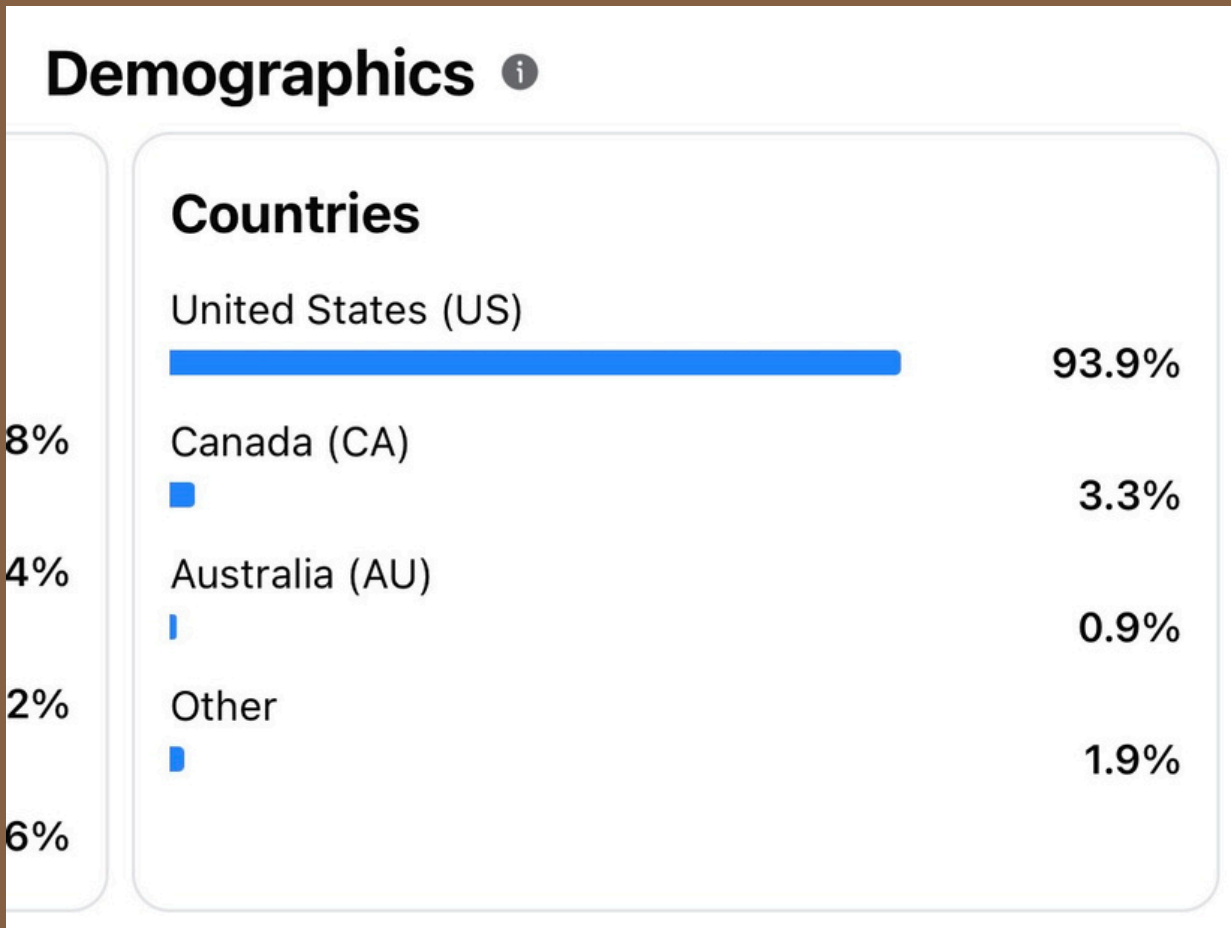
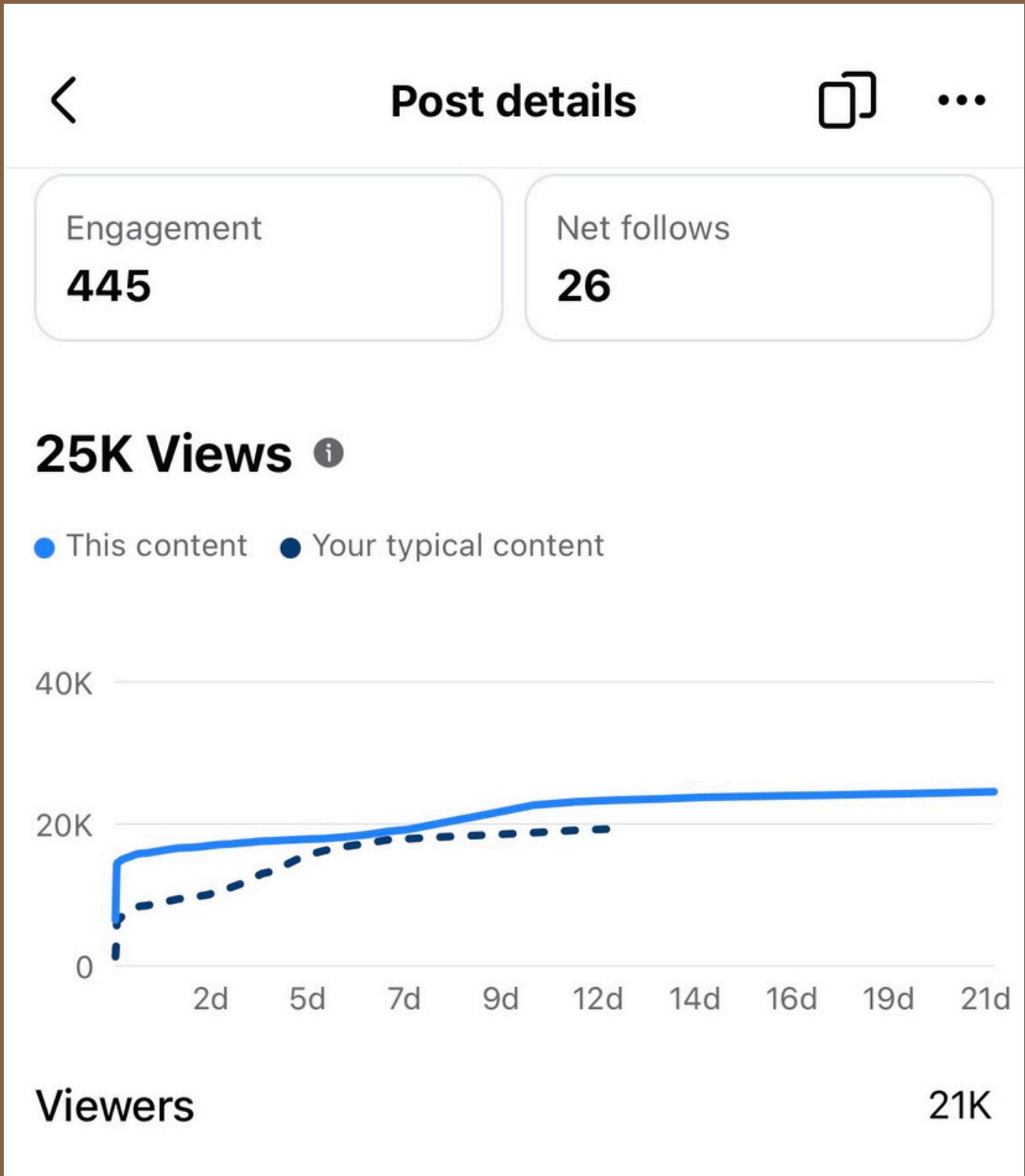
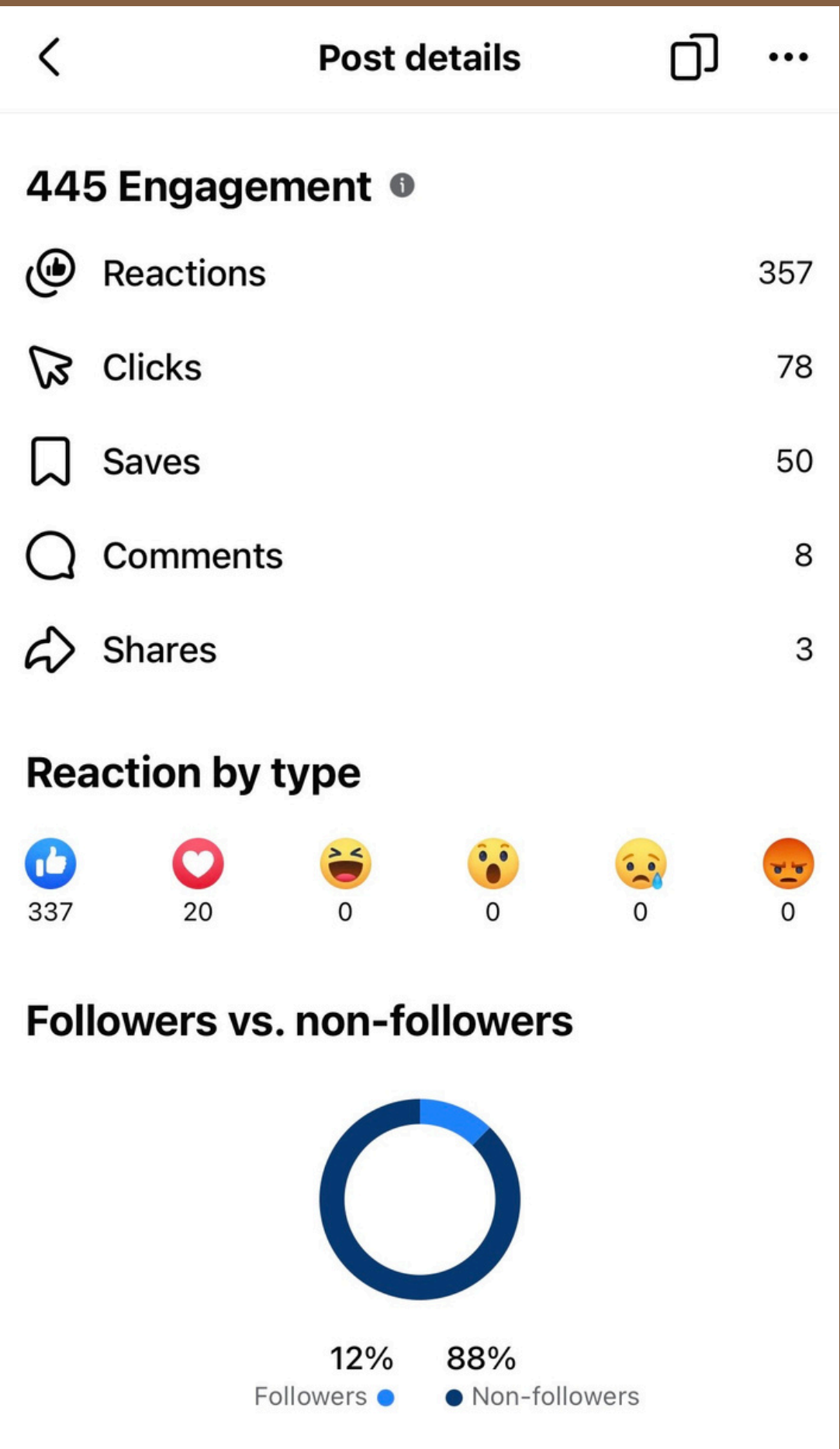
7.7% >

South Africa

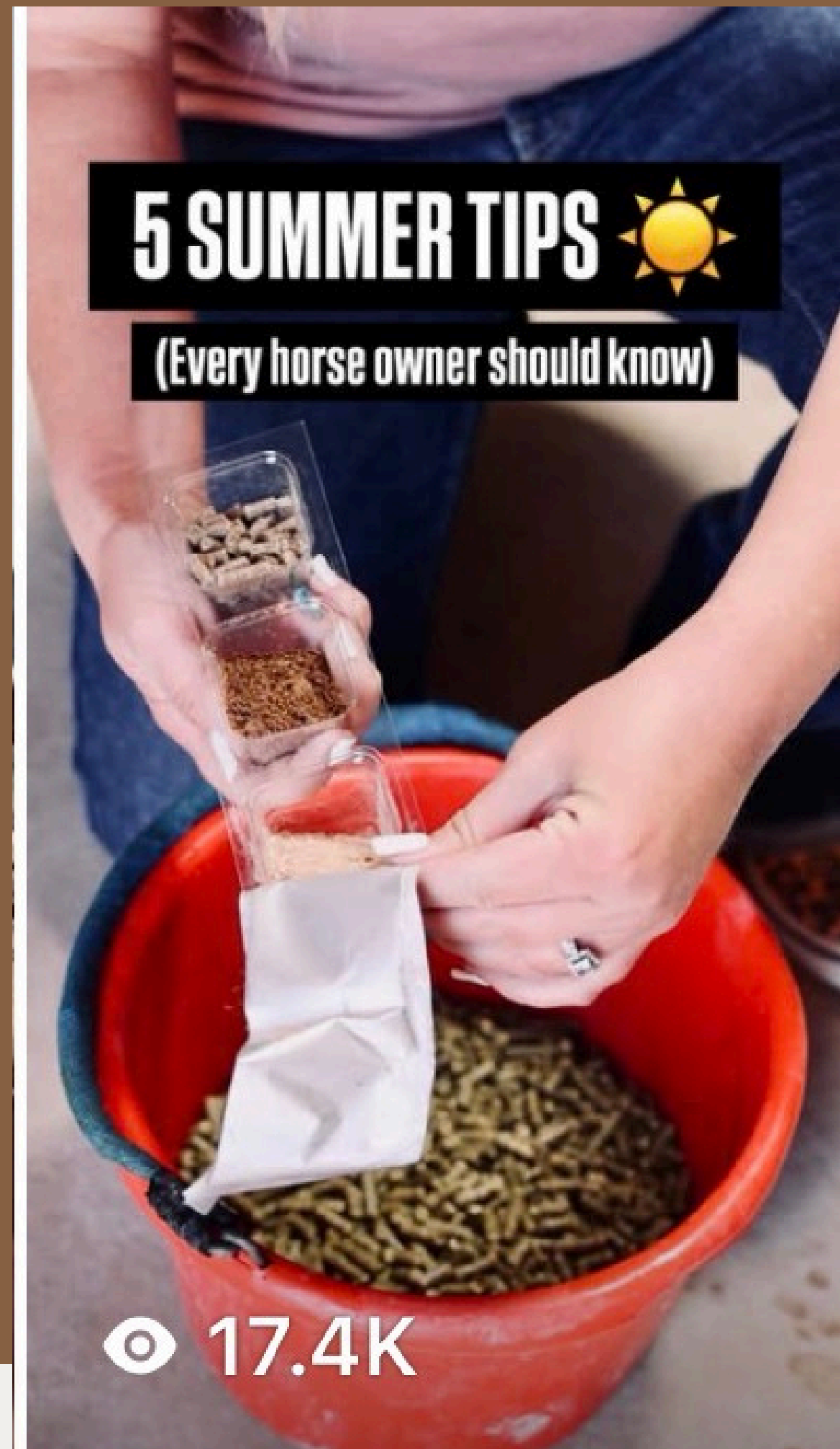
7.5% >

**Facebook
video #1 is
linked with
photo:)**





**Facebook
video #2 is
linked with
photo:)**



344 Engagement i

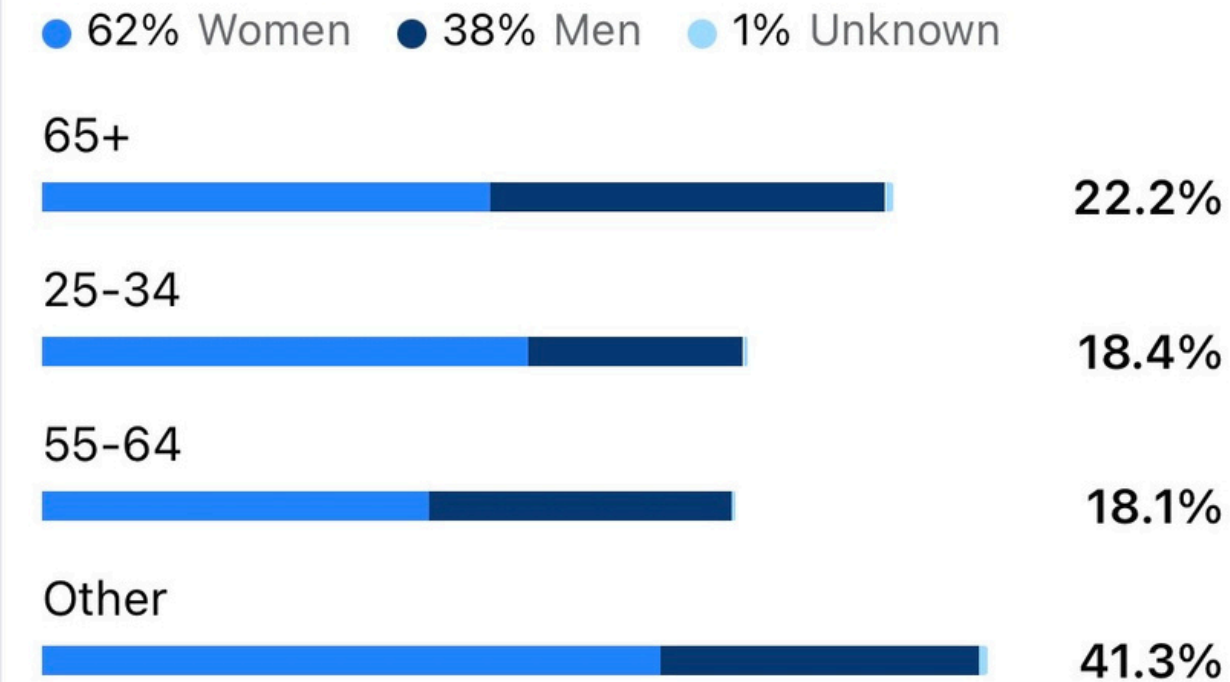
	Reactions	302
	Saves	55
	Clicks	29
	Shares	8
	Comments	5

Reaction by type

					
290	12	0	0	0	0

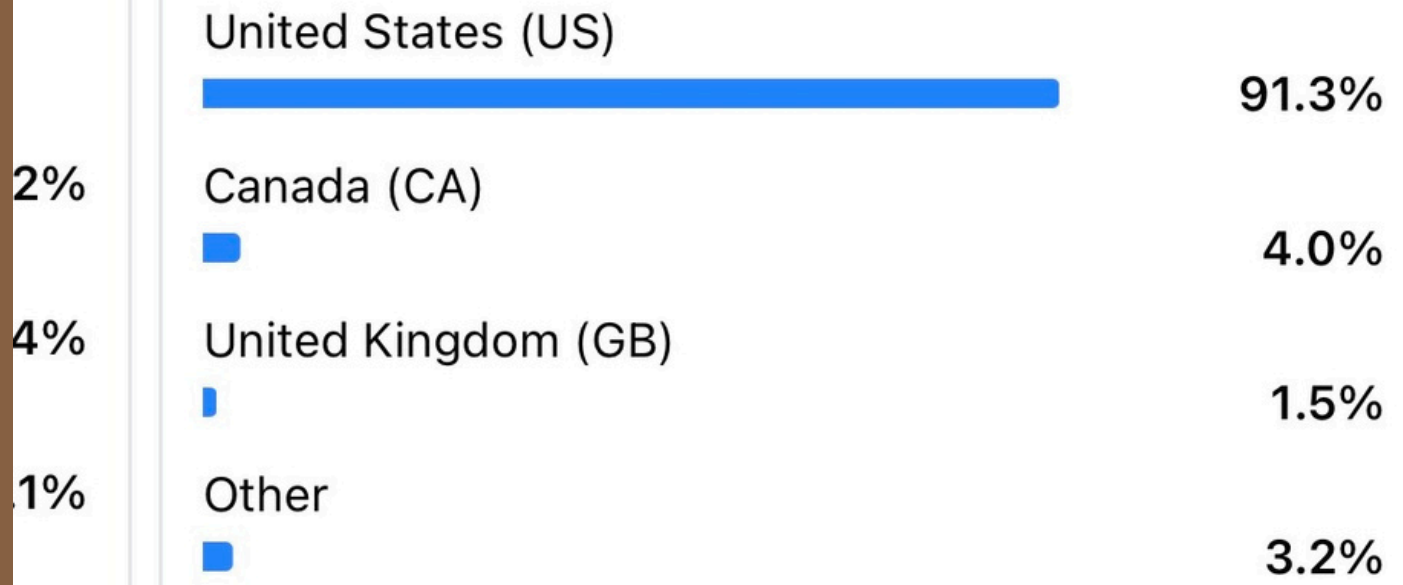
Demographics i

Age and gender



Demographics i

Countries



[Edit](#)[Open](#)[Copy](#)[Details](#)

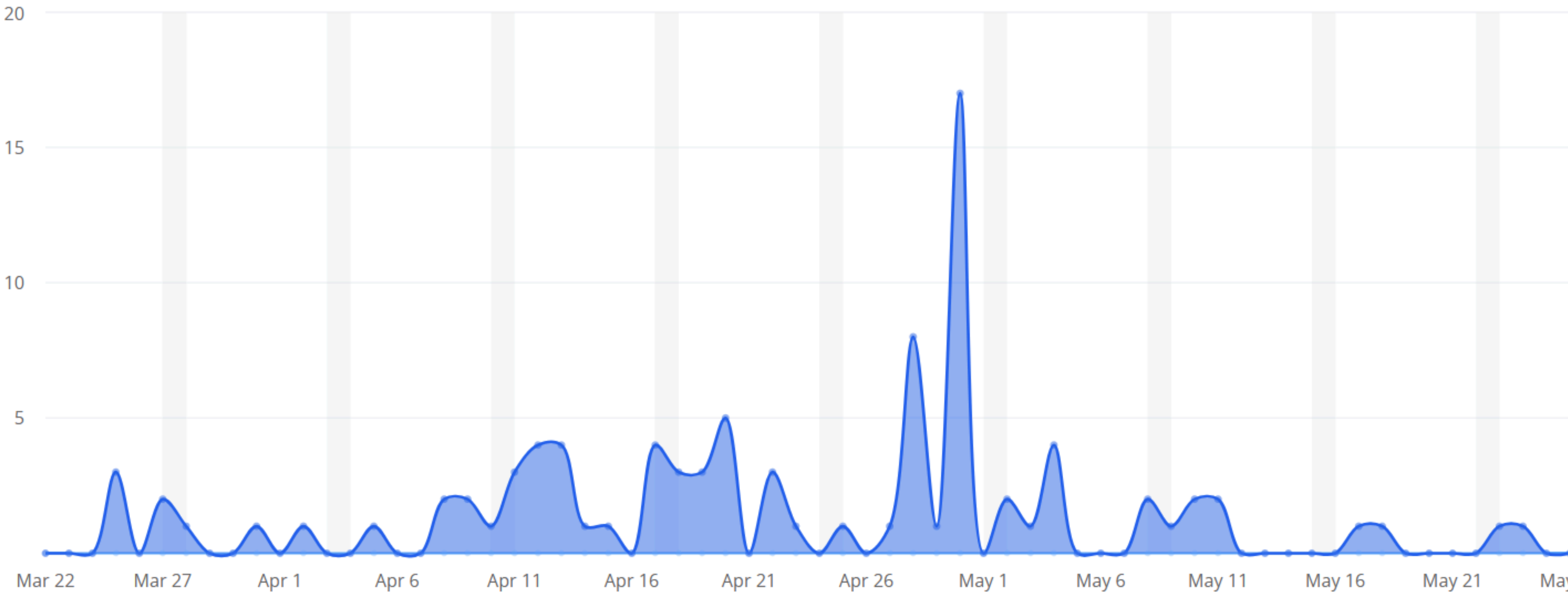
[Mountain Time](#)

[Mar 23, 2026 - May 27, 2026](#)

[Hourly](#)[Filter robots](#)[Unique](#)[Export Data](#)

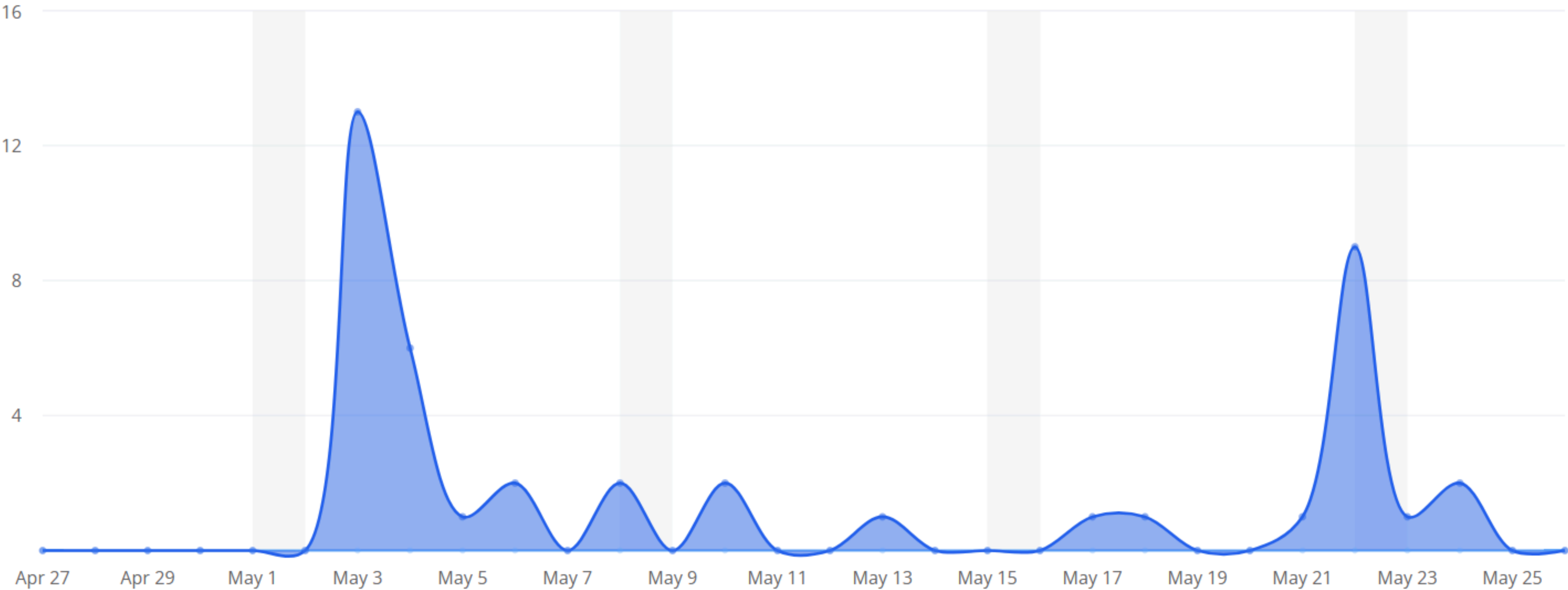
92
Total clicks

■ Present Period ■ Previous Period



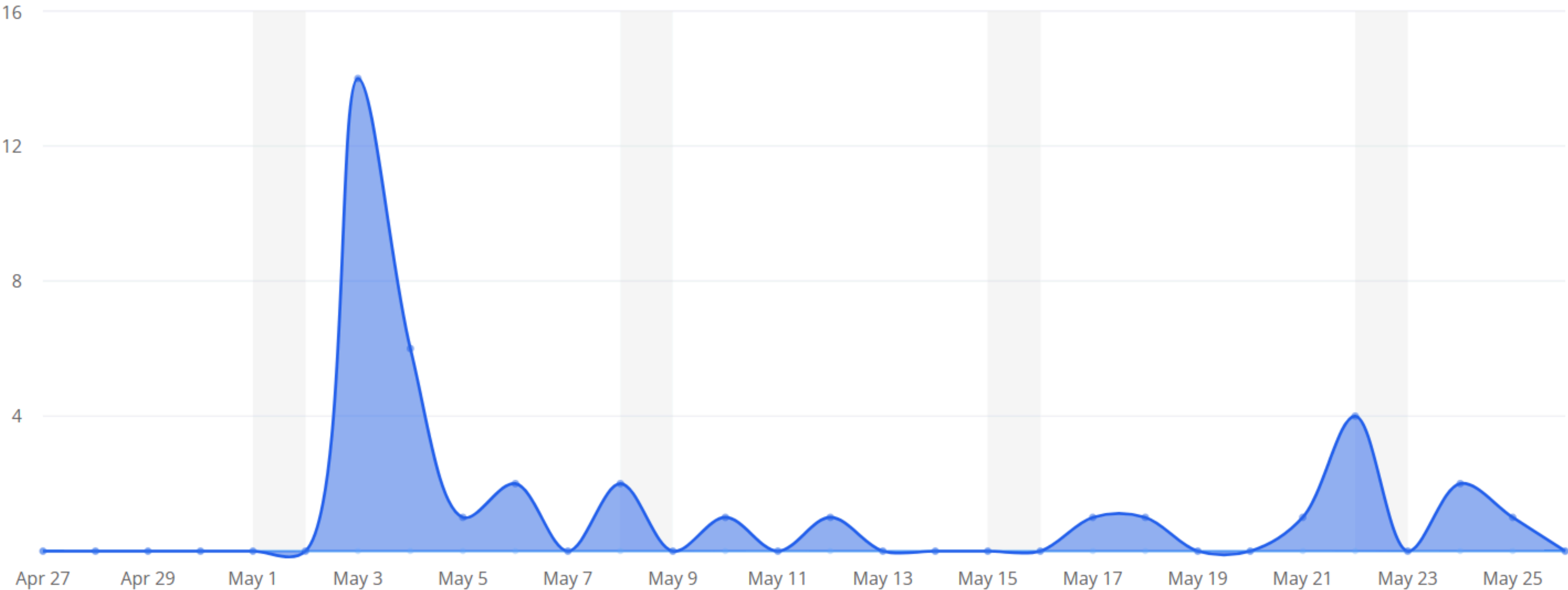
42
Total clicks

■ Present Period ■ Previous Period



37
Total clicks

■ Present Period ■ Previous Period



Engagement overview of all content:

Views: 139,719

Likes: 4,211

Shares: 124

Saves: 568

Comments: 63

Watch Time: 244+ hours

Link Clicks: 171

Everything you see in my videos is linked below + how I use it:)



Standlee Treats & Forage! (Bales, pellets, cubes)

My horses absolutely love Standlee forage. They clean up every last bit and look amazing on it. I trust the quality, and the guaranteed analysis gives me peace of mind knowing exactly what's going into their diet.

They love it all, the bales, pellets, and cubes, and go just as crazy for the grain-free treats too. We love the alfalfa and grass options they offer, and it's something I feel good giving every single day because it's healthy, high-quality, and something they genuinely get excited about.

[Shop here](#)



SmartEquine Supplements (AKA SmartPaks)

I've been using SmartPak for years, and it's made managing my horses' supplements so much easier. I love having all the supplement and mineral options I need in one place, plus their shipping is always fast.

The pre-portioned SmartPaks are so convenient, I can just grab and feed without thinking twice. Their customer service has also helped me more times than I can count when it comes to figuring out exactly what my horses need, which I really appreciate.

[Shop here](#)

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

A few comments for you to see the interest and questions on your product by viewers



It's_ivoryyy

What fly spray do u recommend?! I feel like they all suck

4-19 Reply



theequineeducator · Creator

I'd highly recommend checking out the natural ones that @SmartEquine has! I'm going to be doing a video on them soon but I'd be happy to send you the link to them if you'd like 💕💕

4-20 Reply



W00psie_Daisy>_<

Thank you for the recommendations I will defend be using this:)

First comment

4-18 Reply



jessicamariahutchison 3w · ❤️ by author

Do you put ice packs on all legs or only joints thy have trouble with?



2

Reply Reply with a reel Hide



theequineeducator 3w · Author

@jessicamariahutchison After a ride or a workout I like to make sure all legs are taken care of since they were all working hard. On those areas where they maybe already have some issues, I will tend to those more by stretching double the time and letting the ice boots sit for 10 minutes longer:) Hope that helps ❤️



2

This campaign helped introduce SmartEquine and your products to more everyday horse owners in the western world through educational, relatable content focused on real-life horse care and riding routines. The content was built around the average rider and showed practical ways SmartPaks supplements and products fit into everyday barn life. This helped reinforce SmartEquine as a trusted brand horse owners can rely on while also increasing overall product awareness.

Across multiple platforms, the campaign generated over 139,000 views along with strong engagement through saves, shares, comments, conversations, and link clicks, showing genuine interest from viewers. The educational approach also helped build trust with the audience because the content focused on helping horse owners first while naturally incorporating the products into daily routines. Long-term website placement and continued audience questions about the products also helped keep visibility going beyond the initial campaign.