

Tumblr's Early Adopters: How Top Brands Are Using the Network

A Study of the Interbrand Top 100 Brands on Tumblr

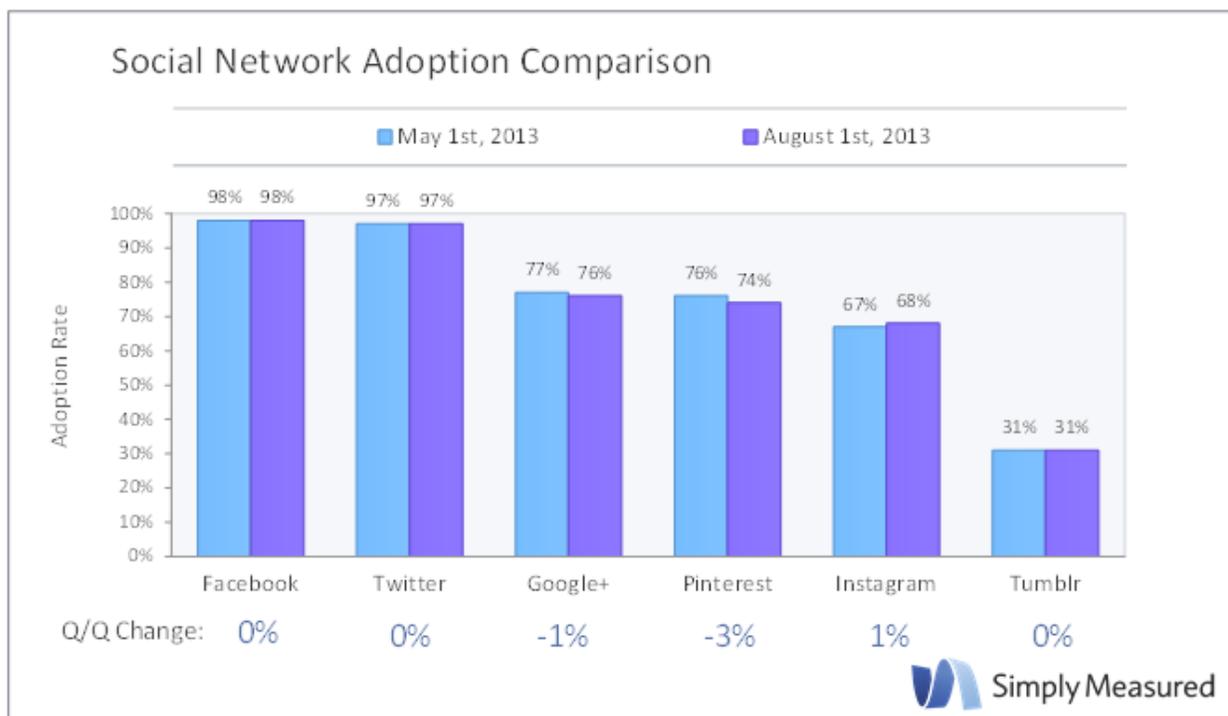
Tumblr has been a social media playground for years. And yes, even big brands are getting in on the action

Since the Yahoo! purchase, all eyes have been on the social network and how large companies will adopt & use the service now that advertising opportunities are becoming more prominent.

This study looks at the Top 100 Brands on Tumblr from July 5th through August 4th 2013*. The analysis focuses on brand adoption of the social network, how they are using Tumblr to drive engagement with fans, and overall network trends that large brands see with fans, and the way they distribute their content across the network.

The data and analysis come from Simply Measured's industry-leading social media analytics and reporting platform. Simply Measured helps digital marketers report on their own social media analytics and put engagement in context with competition across all their social channels.

Brand Adoption and Activity on Tumblr:



While Facebook and Twitter remain the dominant forces in social media, Tumblr and other networks are now turning the heads of major brands.

31% of the Interbrand Top 100 Brands have created Tumblr accounts. This number seems to have held steady since our first sample in May, but as ad offerings become more prominent and

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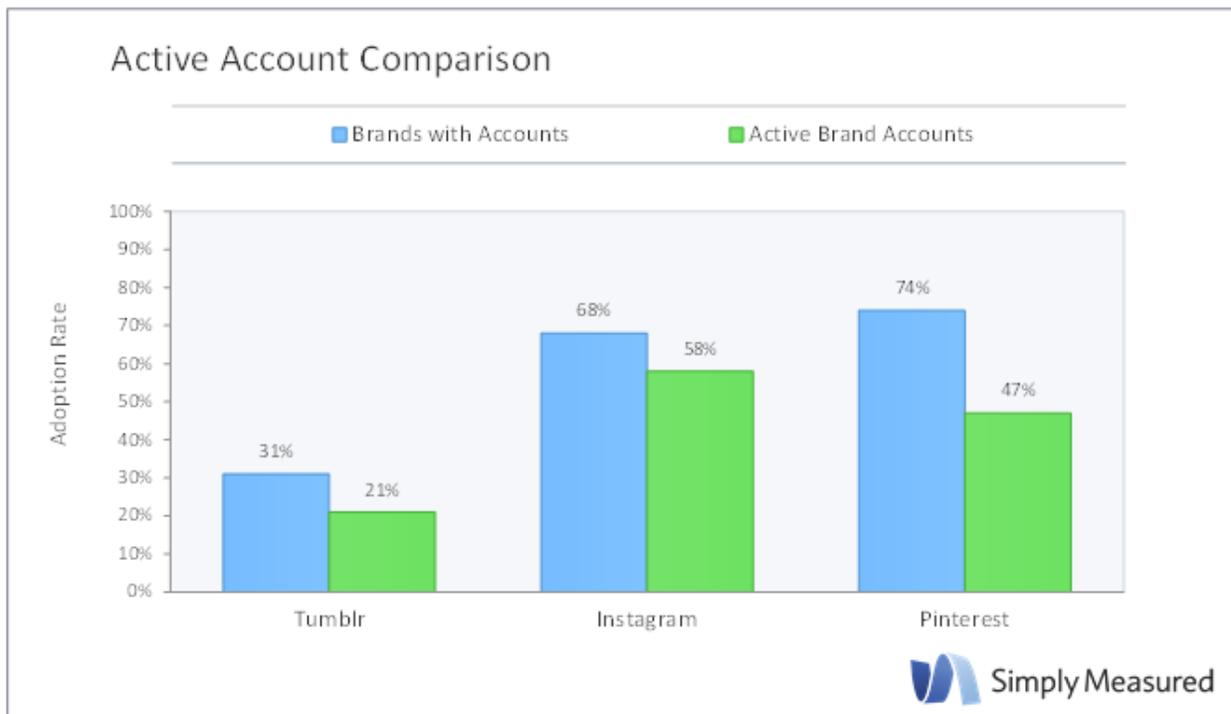
brands begin to understand the power of Tumblr's content distribution, we anticipate adoption to grow.

Of those 31 brands, 27 also have Pinterest or Instagram accounts. This suggests that many brands are using Tumblr complimentary to other networks, or at the very least that they are experimenting with each of these networks to share visual content.

This diversification is a new phenomenon among brands; in the past, large brands have focused on pouring resources into a specific network or two.

These are using Tumblr in conjunction with a variety of other networks, including their well-established presences on Facebook and Twitter.

Visual Network Comparison:



21 of the 31 Interbrand companies we tracked have posted during the 30 day report period.

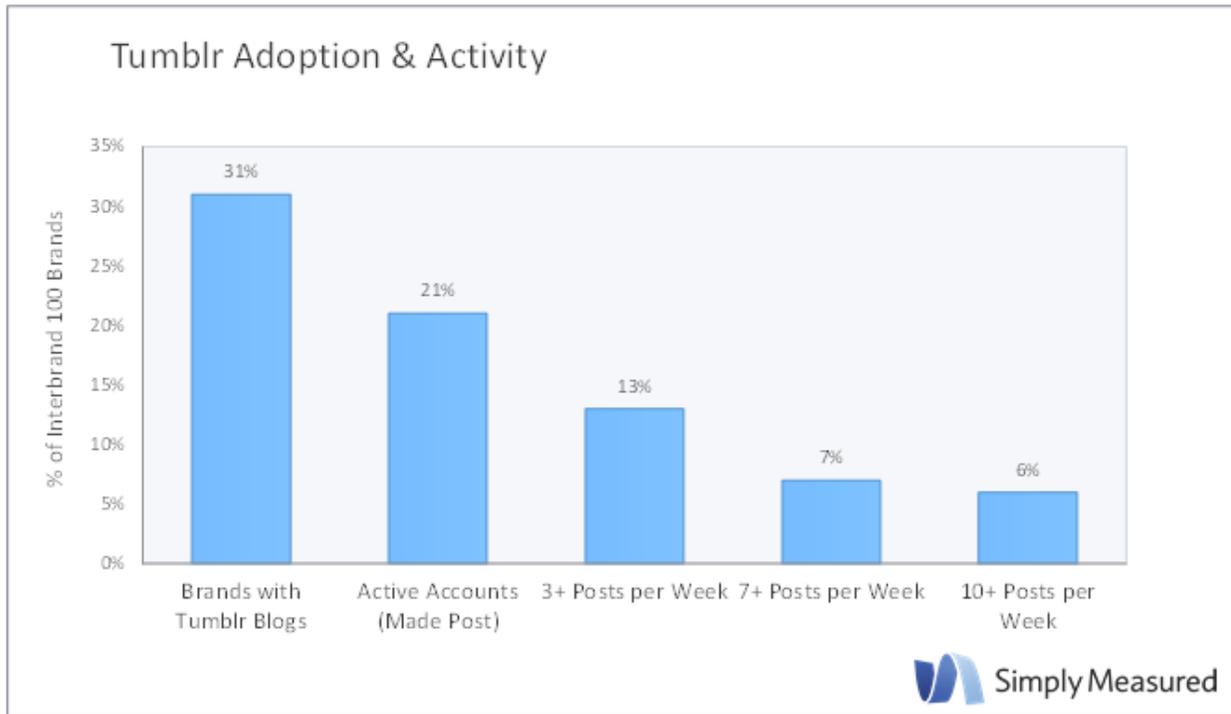
“Active Accounts” are defined as those who posted to a given network during our 30 day report period.

While Pinterest has a higher adoption rate than either Tumblr or even Instagram, there is a large disparity between the number of active and established Pinterest accounts.

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Brand Activity Breakdown:



While Tumblr hasn't attracted the number of brands that Facebook, Twitter, or even Instagram has, of the 31 top brands who have taken to the network, most are posting regularly.

While 21% of brands have posted at least once during the month-long period, a more impressive figure is that 13% average 3+ posts a week.

Six brands are taking their efforts a step further, posting more than ten times a week. This demonstrated dedication to a network has a long-term effect.

Early adopters on Instagram have seen continued success from their established audiences, even as more and more brands flock to the network. These brands who are already active on Tumblr are establishing that same presence, and their content is reaching an active and engaged user base.

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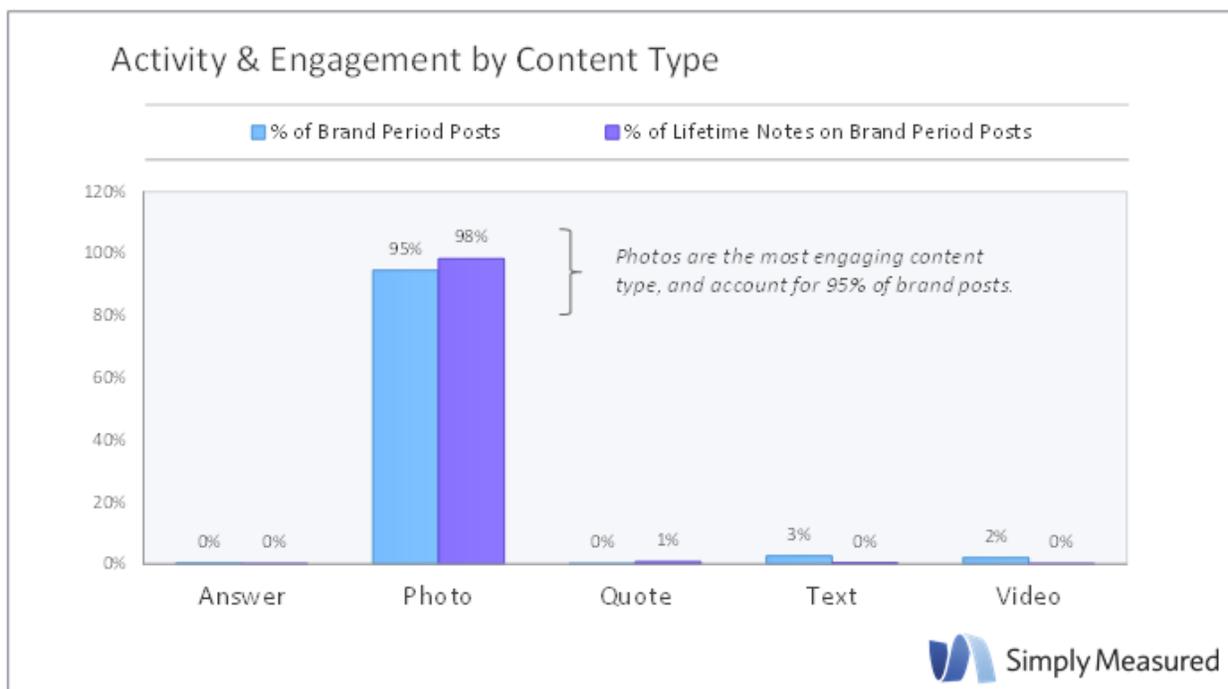
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ACTIVITY	ENGAGEMENT	REBLOGS
Brand Tumblr Posts	Notes on Posts (7/4 - 8/5)	Total Reblogs (All Brand Posts)
675	987k	107k
Average Brand Posts Per Day	Average Notes Per Post (7/5 - 8/4)	Direct Reblogs (On Brand Blogs)
0.7	1,462	40%
Highest Average Daily Posts	Reblogs as % of Notes (On Posts 7/5 - 8/4)	Amplification (From Other Blogs)
3.0	6%	60%

Overall, brands average less than one post per day on Tumblr. By comparison, Interbrand companies on Facebook average 1.5 posts per day.

Of the 31 brands with accounts, there is an average of 1,462 notes per post.

“Notes” on Tumblr are any engagement with a post: Likes, comments & reblogs (shares).



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Tumblr is a network built for images. 95% of all brands posts are photos, and photos received 98% of all reblogs on brand posts during the 30 day period.

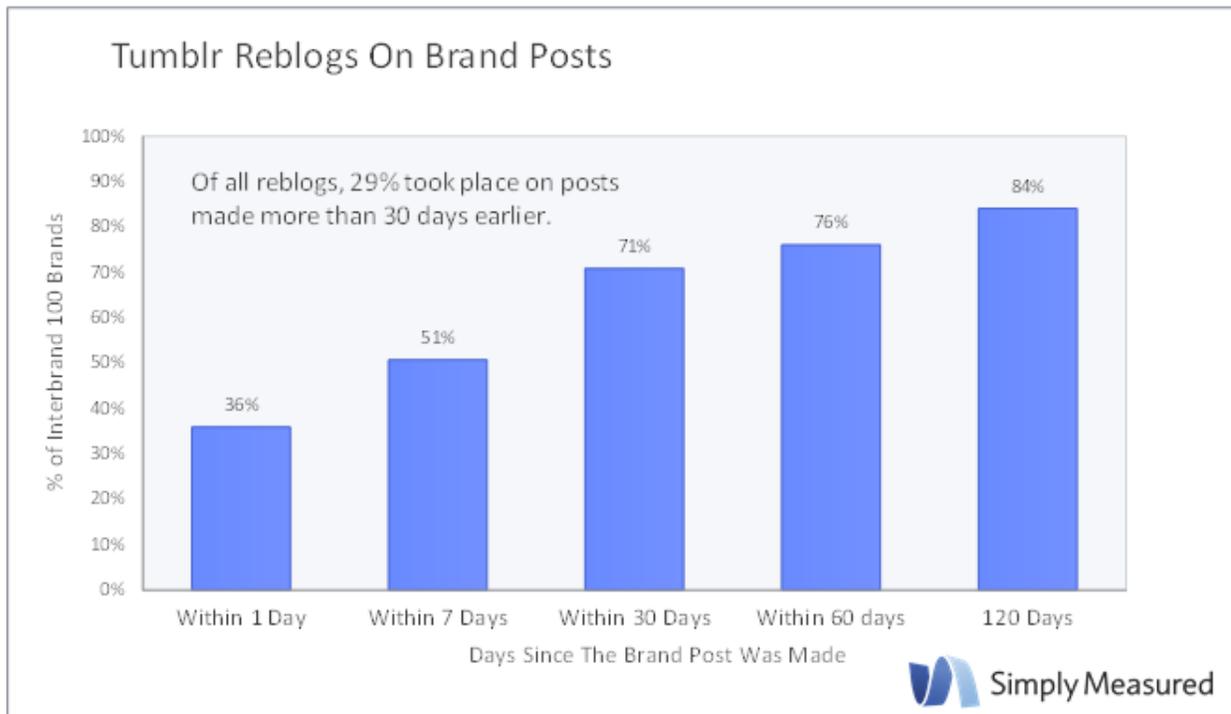
The Impact of Reblogs:

While reblogs only account for 6% of initial notes, popular brand posts are able to drive prolonged engagement as they continue to be amplified by other users.

“Reblogs” are blog posts shared on a page that were originally created by another user and posted on another page.

The reblog process works the same way retweets do on Twitter, allowing content to reach a much larger audience. Unlike Twitter or Facebook, however, engagement on Tumblr has a much longer shelf-life. 60% of reblogs on brand posts take place because a user saw the content on another blog.

MTV provides a good example of this post longevity: The media giant blogs an average of 3 times a day on Tumblr. During our 30 day sample, MTV received over 62,000 reblogs, but almost half of those reblogs were on Tumblr blogs posted prior to the report period.

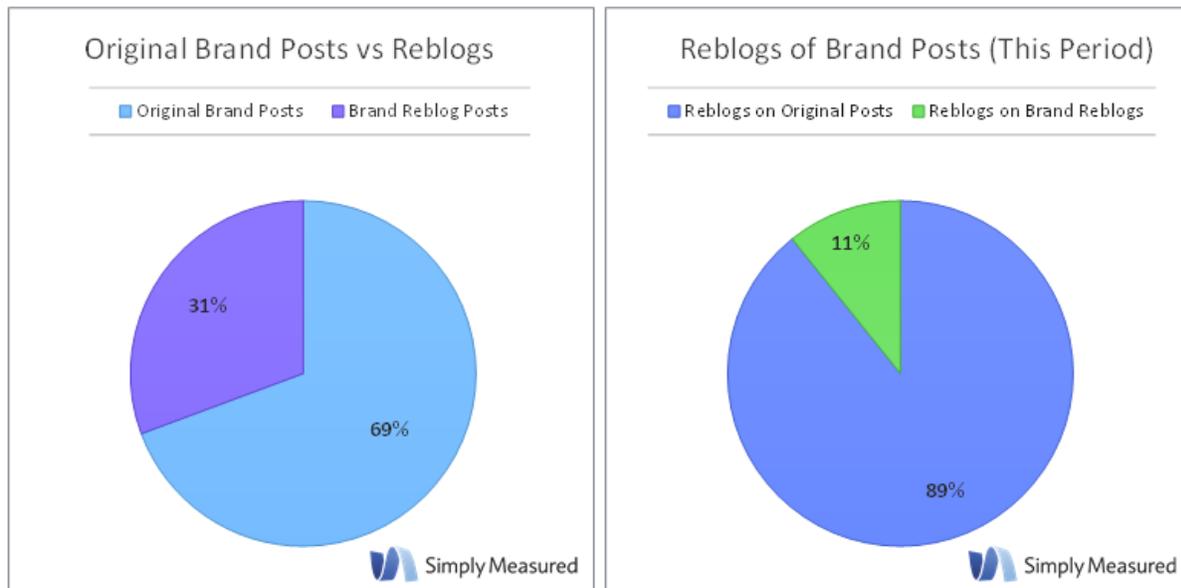


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Almost 1/3 of all reblogs take place more than 30 days after the initial post. This longevity is something we haven't seen on other social networks, and is one of the most powerful and attractive features of Tumblr's platform.

This is due mainly to reblogs from influential users who use Tumblr as a discovery platform and are willing to explore content that isn't as timely as what they would find in their Twitter or Facebook feed.



Reblogs take place in a variety of ways. 69% of brand posts are original content, meaning that they're being posted to Tumblr for the first time by the brand. The remaining 31% of brand posts are reblogs of other user posts on Tumblr.

Even though brands are reblogging other content, our data shows that original posts receive 89% of the total engagement that can be attributed back to the brand. On other networks, re-sharing content can help a brand grow their audience. On Tumblr, 60% of reblogs occur downstream from the brand's direct audience. Brands should be placing more emphasis on creating original shareable content on Tumblr rather than building their primary audience.

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Top Brands:

Top Brands on Tumblr by Reblogs 					
Brand	Total Reblogs	Posts This Period	Notes on Posts This Period	Reblogs on Posts This Period	% of Direct Reblogs
Sprite	85,541	3	68	37	0.3%
MTV	62,421	114	790,014	33,034	36.0%
Disney	17,074	43	23,289	12,221	42.8%
Tiffany & Co.	6,739	39	8,470	4,049	54.1%
Ralph Lauren	6,356	66	6,209	3,178	40.6%
Adidas Originals	4,343	14	3,556	2,566	12.3%
Gap	1,858	27	40,923	1,473	87.7%
Coca-Cola	1,589	11	42,534	1,021	69.9%
Hermes	1,339	15	202	69	22.3%
American Express	1,053	45	2,500	1,008	66.4%

During our 30 day study, Sprite, MTV and Disney dominated the top spots on Tumblr.

MTV and Disney posted more frequently than many other brands – although Ralph Lauren and American Express were both more active than Disney – and earned a large number of reblogs both on posts this period and on older posts.

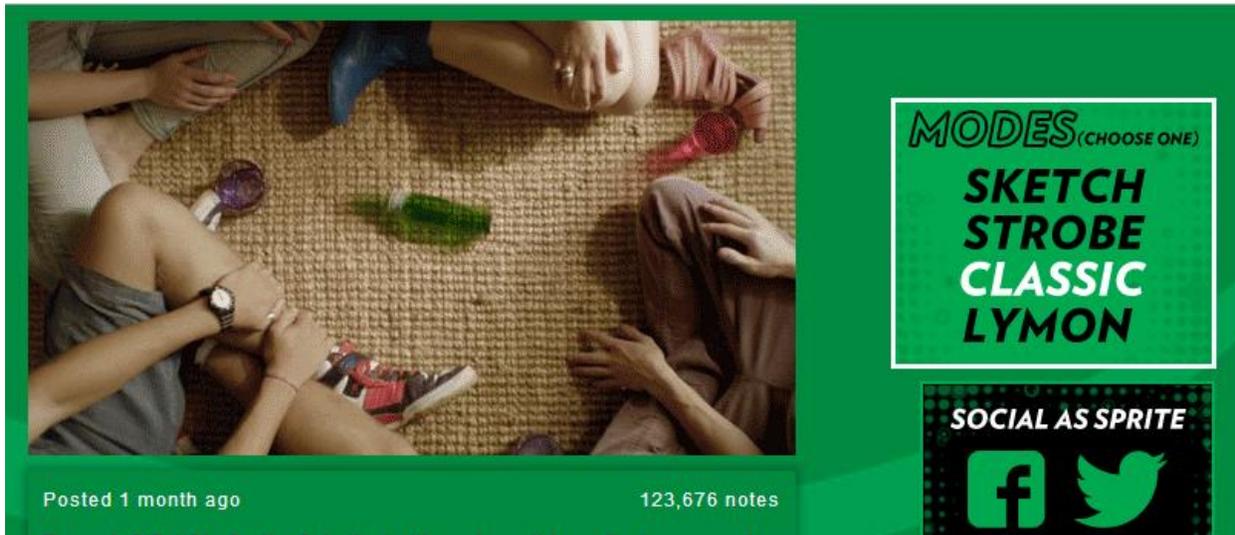
Direct reblogs accounted for only about 40% of total reblogs, meaning that both brands benefit substantially from downstream amplification of their content.

No brand benefited more from the amplification of its content than Sprite. Sprite claimed the top spot for the most reblogs, however nearly all of its 85k reblogs were owed to a single post made prior to the study period.

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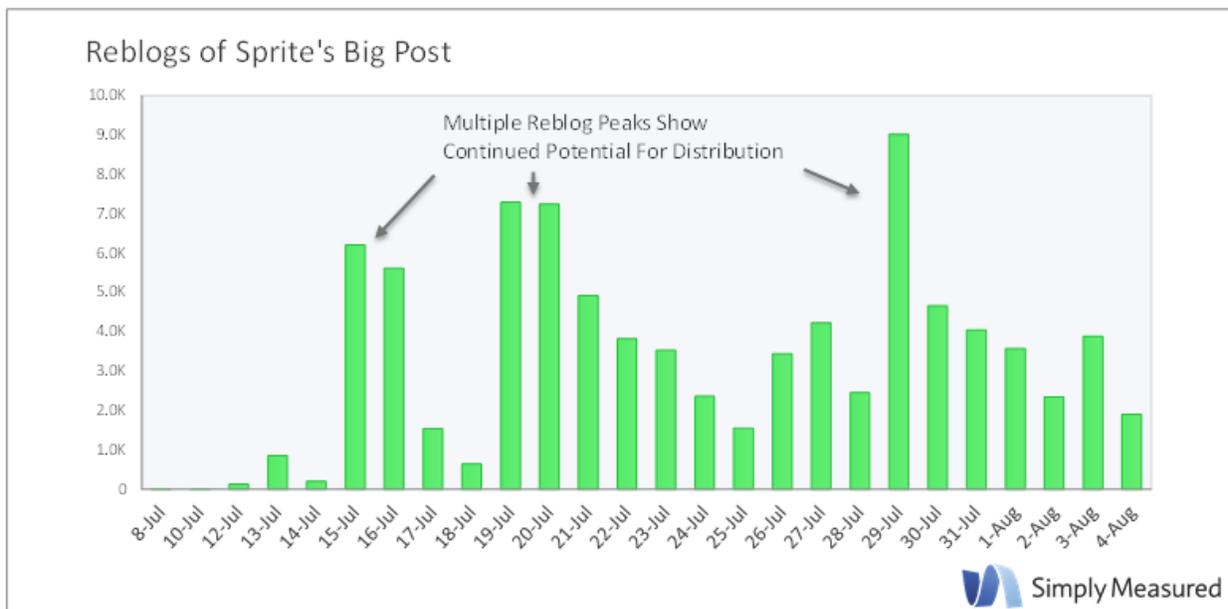
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Brand Highlight: Sprite



This single post was removed from our study averages as an outlier in an effort to normalize the data. With more than 85k reblogs, Sprite's big post nearly matched the number of reblogs for all other brand posts combined. Although it would have skewed study findings, it is a testament to how brands can realize success on Tumblr.

Sprite has created an interactive, animation-heavy experience for users with their Tumblr page; a concept that isn't possible on other networks. This particular post is an animated gif of a game of spin the bottle. Not very complex, but it captured the imagination of Sprite's audience.



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Sprite's big post was initially made on June 19th, prior to our study, however throughout the study period, reblogs of the post actually picked up steam. During that time, direct reblogs on Sprite's page accounted for less 1% of total reblogs; nearly all reblogs of the post were amplified from other users' blogs.

Multiple reblog peaks demonstrate the potential for content to continue to be distributed on Tumblr long after the initial brand post, and amplification outside of the Sprite blog underscores the importance of focusing on engaging content over brand audience size.

Rather than mega influencers, Sprite's post was shared by a large number of users and was reblogged from nearly 32k unique Tumblr blogs: the top blog accounted for nearly 600 reblogs, and the top 100 blogs were responsible for just 11,500 reblogs.

Conclusion:

Tumblr is being used by many of the largest brands in the world, but has yet to find the same widespread adoption as some the other major networks.

As brands begin to understand the long-term impact their efforts can have on Tumblr, we expect to see the number of brands using the network to grow.

To analyze your own Tumblr activity, take a tour of our four certified [Tumblr reporting options](#).

**Excludes one outlying Sprite post that accounted for 85,000 reblogs. This was done to find more meaningful benchmarks and take-aways around specific metrics, but Sprite's full metrics are included in the Top Brand's table, and a the post data is broken down in the brand highlight section.*