



Facebook Performance Analysis

Data Period: January 1, 2025 – May 2026

WORLD ARCHERY EUROPE

Executive Summary

Key performance indicators and audience growth

Overview



2.4M+

Total Cumulative Views
(Jan 2025 - May 2026)



100,199

Single Day Record
(Feb 18, 2026)



+145%

Q1 Peak Growth
(YoY Comparison)

The data shows extreme viral surges during major championships, particularly in Plovdiv 2026.



2025 Observations

Consistent baseline performance throughout Q1-Q2. The massive surge in **October** corresponds to the European Club Teams Cup, demonstrating the strong audience interest in competitive archery formats.

Historical Record Reached

DAILY PEAK

100,199

VIEWS PER DAY

February 18, 2026

On this day, World Archery Europe achieved its highest single-day reach in history. This spike coincided with the peak competition days of the **European Indoor Championships** in Plovdiv.

Audience engagement increased by over **1,000%** compared to non-event periods.

Spotlight: Plovdiv 2026

The Power of Indoor Championships

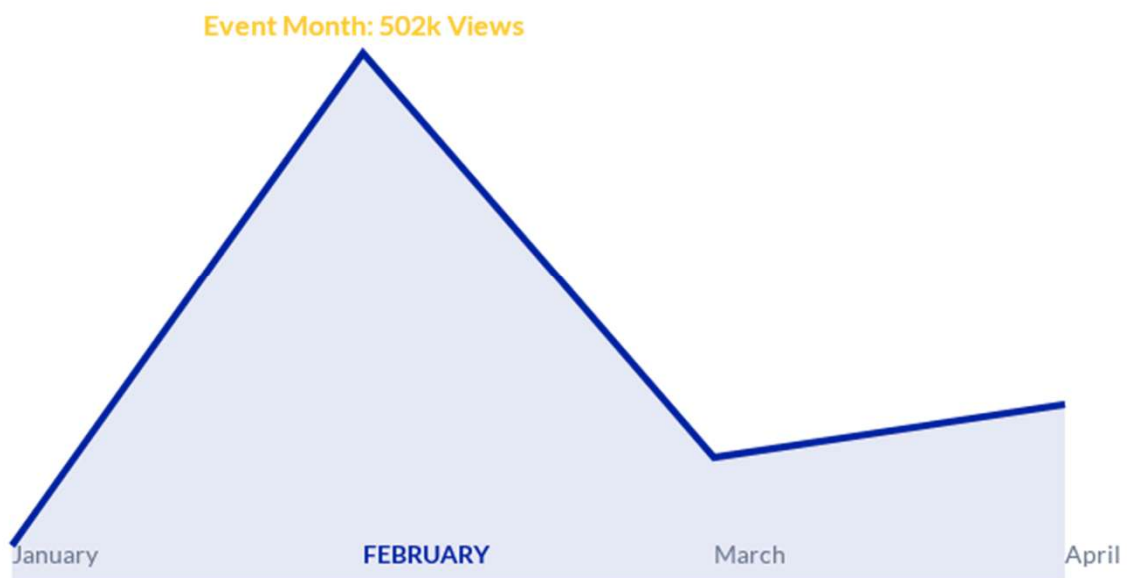
The 2026 European Indoor Archery Championships in Bulgaria drove unprecedented traffic. Facebook users engaged heavily with live updates, medalist celebrations, and competition highlights.

Impact Highlights:

- ✓ 500k+ total views in one week.
- ✓ High engagement from Italy and Turkey.
- ✓ Viral reach of medal ceremony posts.



2026 Performance Surge



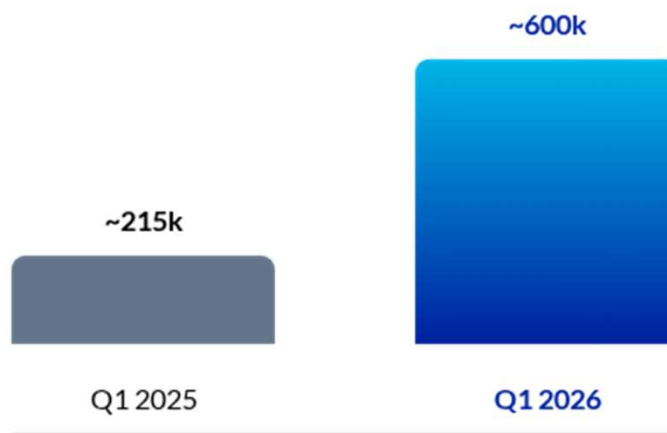
The 2026 trajectory shows a significantly higher baseline compared to 2025, with April showing strong growth due to European Grand Prix interest.

Top Performance Days

Date	Event Context	Daily Views
Feb 18, 2026	Indoor Championships Plovdiv (Finals Day 1)	100,199
Oct 03, 2025	European Club Team Cup Peaks	97,818
Oct 02, 2025	European Club Team Cup Start	93,997
Feb 17, 2026	Indoor Championships Plovdiv (Eliminations)	86,886
Feb 19, 2026	Indoor Championships Plovdiv (Finals Day 2)	74,240

*Data extracted from the provided WAE Facebook insights period.

YoY Growth: Q1 Comparison



+179% Increase in Q1 Engagement

Drivers of Engagement



Championships

Primary driver of 70% of total traffic.
Visual content (videos/reels) from finals performs best.



Clubs & Teams

Specific interest in local club events (October) creates a secondary peak for the platform.



Youth Interest

Late April spikes show growing engagement from youth categories and upcoming Grand Prix bidding.

Strategic Takeaways

- ★ **Photo Quality:** Improve the quality of event photos
- ★ **Restyling archeryeurope.org website:** Modernize the WAE website by implementing speed, artificial intelligence, immersive design, and accessibility.
- ★ **Instagram and Tik Tok profile:** Create social media content and manage community profiles by hiring a content creator.
- ★ **Pre-Event Hype:** Increase activity 10 days before events to build algorithm momentum.



YouTube Channel Analytics

Performance Report: 2025 - 2026






World Archery Europe

Channel Performance Overview

223K

Total Video Views

Key Growth Metrics

-  43,389 Watch Time Hours
-  1,501 New Subscribers
-  1.77M Impressions Generated

Top 5 Videos by Views



The 2026 Indoor Championships dominated channel viewership across all categories.

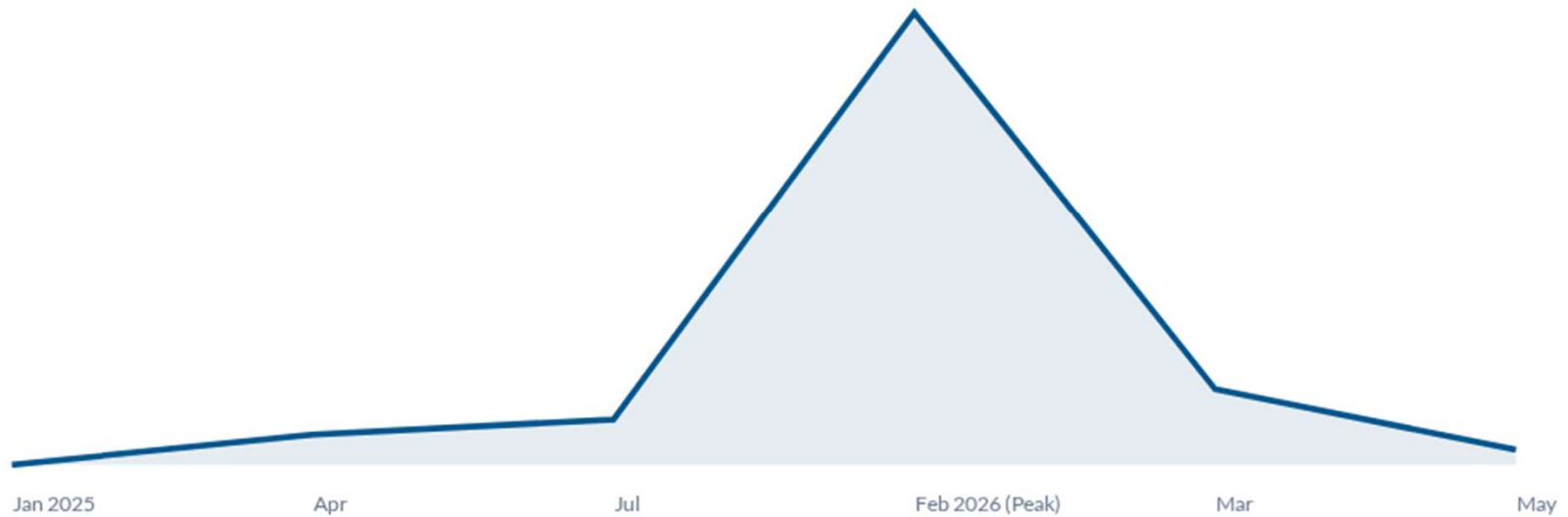
Audience Engagement

CTR and View Quality

- Average Impression CTR: **6.34%**
- Top CTR Performance: **13.97%** (3D Streličarstvo)
- High retention observed during final match broadcasts.
- Live event coverage remains the primary driver for subscriber growth.



Monthly Viewership Trend



Massive peak in February 2026 corresponding to the Indoor Championships.

| 2026 Indoor Championships Impact

Competition Category	Views	Watch Time (Hrs)	Impressions
Team and Mixed Team Finals	15,512	3,464.5	80,285
Individual Finals	10,927	3,160.6	67,803
U21 Team Finals	9,581	1,804.0	43,101
U21 Individual Finals	8,544	1,474.8	41,534

European Youth Cup Highlights

Catez 2025

Teams Finals generated 12.2K views and over 3.2K hours of watch time, showing strong interest in youth team formats.

Sofia 2025

Cumulative views across sessions exceeded 15K, with Mixed Team Finals being the most viewed segment.

Retention

Youth events show a high subscriber-to-view ratio, suggesting these events are key for community building.

Field & 3D Archery Reach

Targeting Specialized Audiences

The European Field Championships 2025 in Ksiaz-Walbrzych attracted a highly consistent audience, with major sessions each crossing 5K-8K views.

The 3D Championships in Serbia achieved the highest CTR (13.97%), indicating very effective thumbnail and title engagement for this niche.



Para and Run Archery Stats

Para Archery

2026 Championships gold medal matches already showing strong early traction with nearly 5K views and 754 watch hours.

Run Archery

European Run Archery Cup session generated 5.5K views. Educational content like "Introduction to Run-Archery" provides long-term evergreen value.

Average Watch Time per Event



| Analytics-Driven Conclusions

- ✓ **Event Priority:** Focus live streaming resources on Indoor and Field finals for maximum reach.
- ✓ **Format Optimization:** Team finals consistently outperform individual finals in watch time.
- ✓ **Evergreen Content:** Disciplinary introductions (Run-Archery) provide stable year-round traffic.
- ✓ **Subscriber Conversion:** High-impact finals sessions are the #1 driver for new channel members.



Any Questions?

World Archery Europe Facebook Insights

 www.archeryeurope.org

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