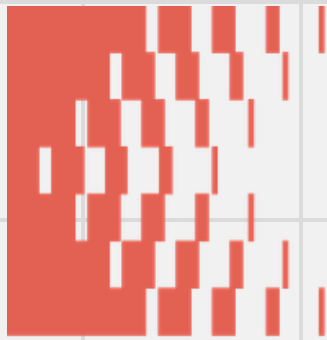
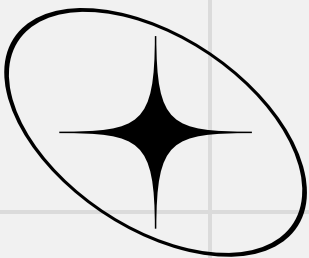


@SASHA-KATSMAN



KATSMAN

PODCAST



REAL STORIES. REAL LESSONS. REAL IMPACT.

THE VOICE OF GEORGIA'S BUSINESS LEADERS.

GEORGIA'S MOST INSPIRING BUSINESS PODCAST



Across YouTube, TikTok and Meta, the campaign generated approximately **4.03 million** combined video views during the reporting period.

YOUTUBE

YOUTUBE PODCAST SINCE
PUBLISHING

197,4K

@SASHA-KATSMAN



YouTube Video

Main Metrics

Performance period:
First 24 days after
publishing

Views	197.4K
Watch time	121.3K hours
Impressions	2.1M
Likes	3 187
Dislikes	149
Likes ratio	95.5%

New viewers	41.6%
Casual viewers	39.0%
Regular viewers	19.4%
Browse features	33.8%
Suggested videos	32.6%
YouTube Search	15.5%

Audience

Performance period: First 24 days after publishing

Age

13-17	0.1%
18-25	10.8%
25-34	46.6%
35-44	29.6%
45-54	9.2%
55-64	2.8%
65+	0.9%

Gender

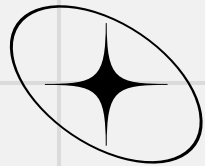
Female	25.2%
Male	74.8%

YouTube search terms

კაცმანის პოდკასტი	79.2%
დავით ნატროშვილი	20.8%

Top geographies

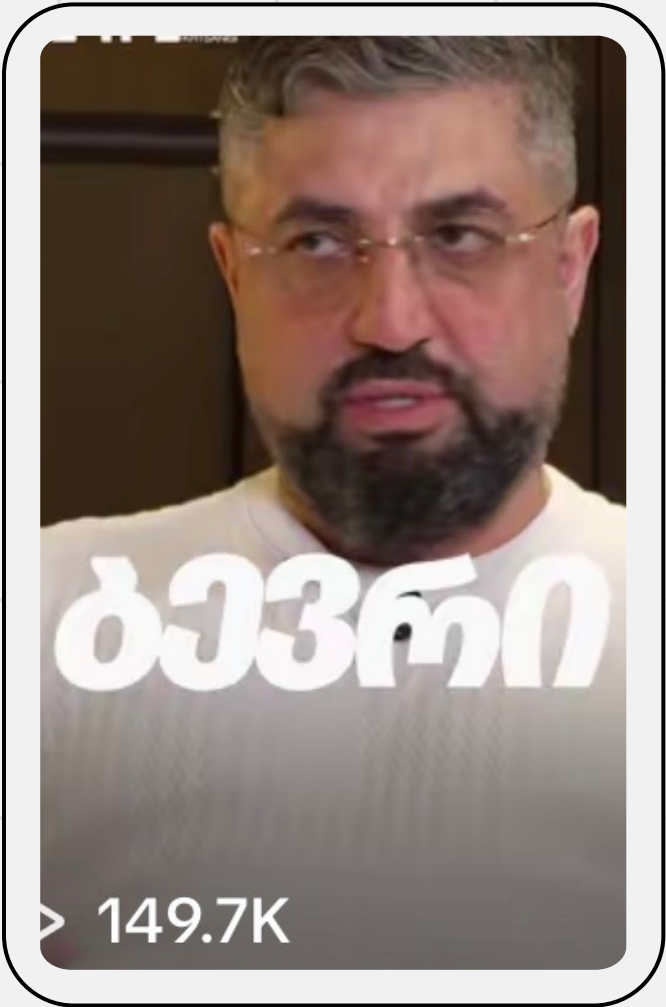
Georgia	81.3%
United States	5.7%
Germany	2.1%
Spain	0.9%
Italy	0.8%
France	0.8%
United Kingdom	0.6%



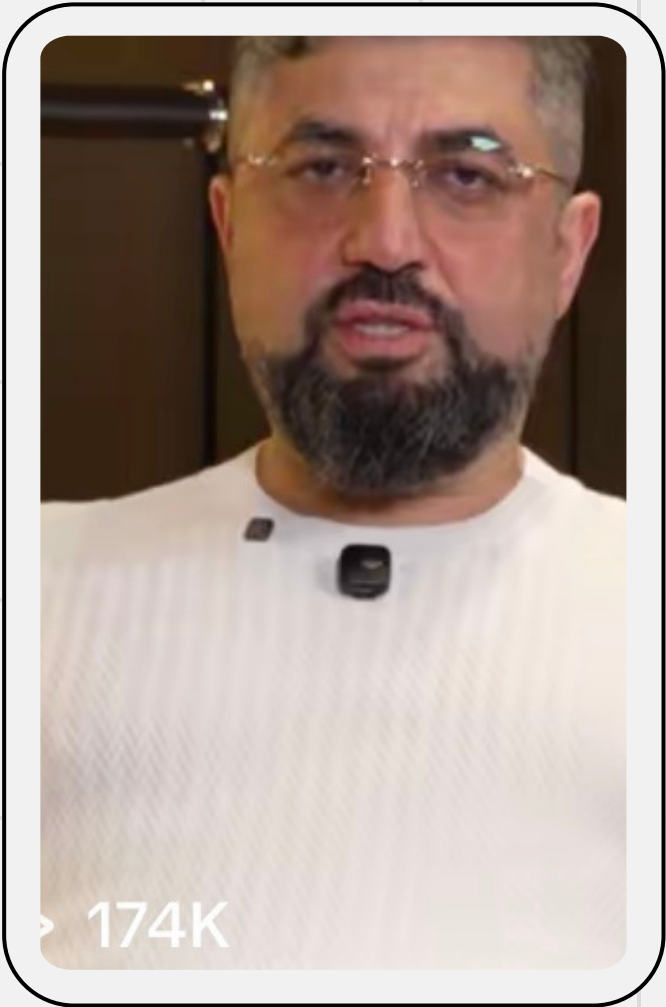
TIKTOK REELS

JUN 19 - SEPT 9

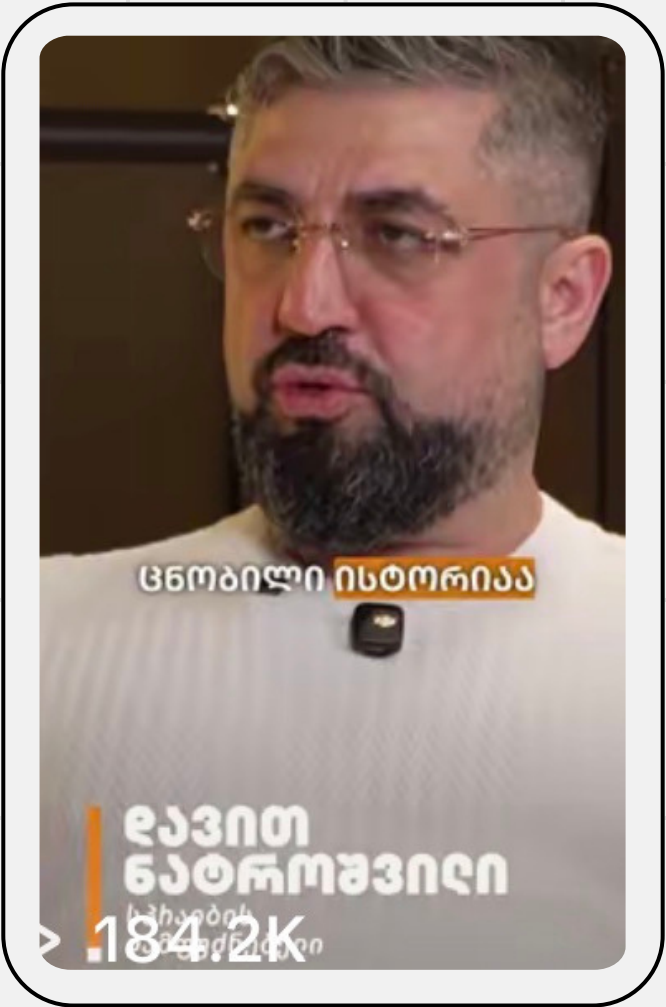
ANNOUNCE



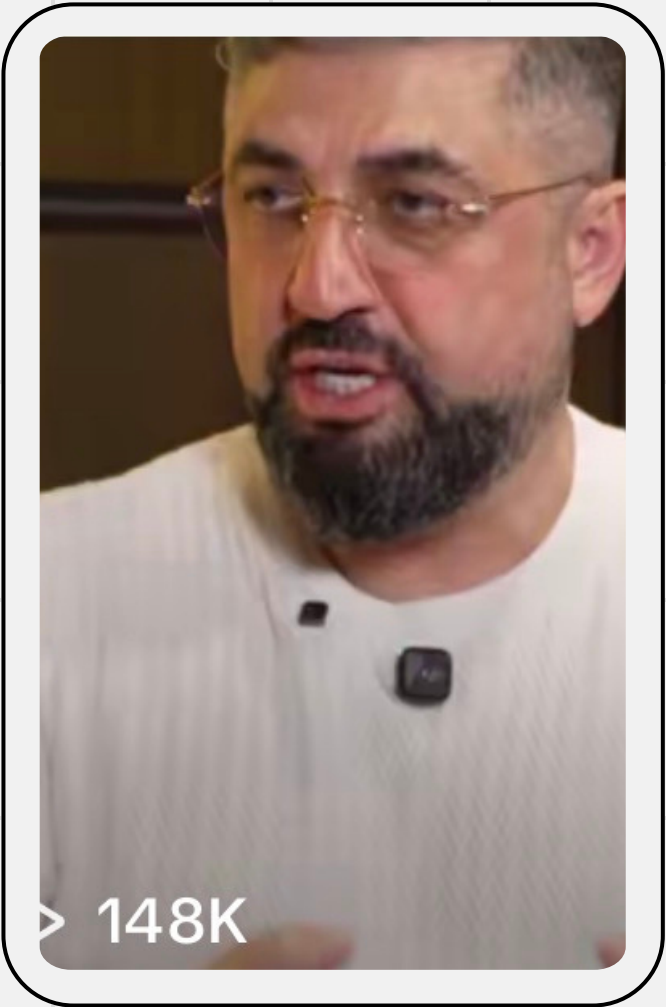
Views	149k
Likes	4433
Save	944
Budget	0



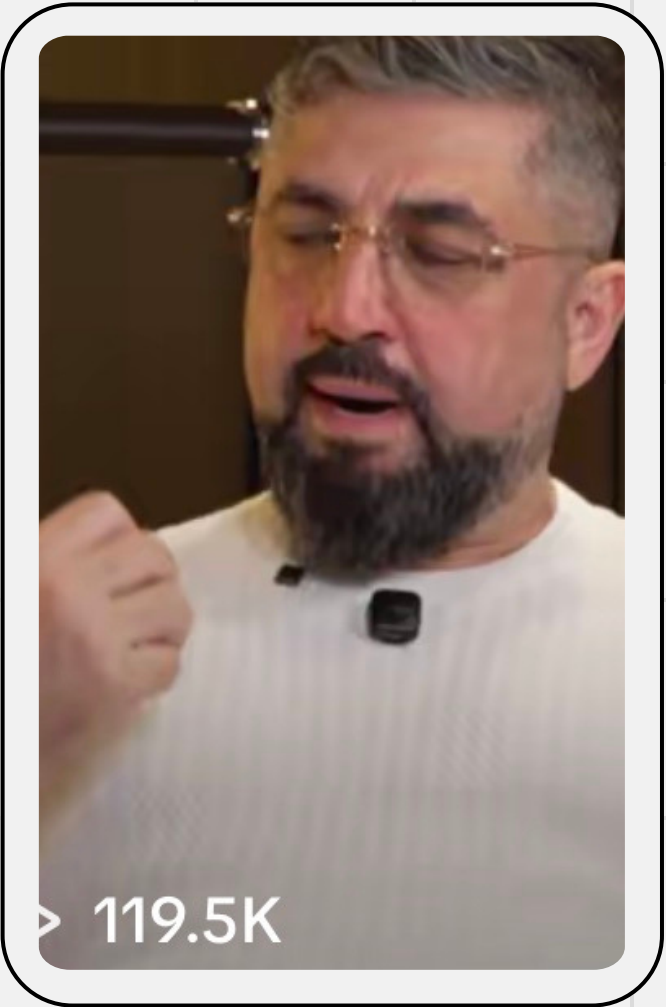
Views	174K
Likes	5857
Save	1026
Budget	0



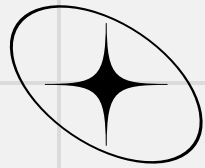
Views	184.2K
Likes	4214
Shares	527
Budget	0



Views	148K
Likes	3366
Shares	322
Budget	9

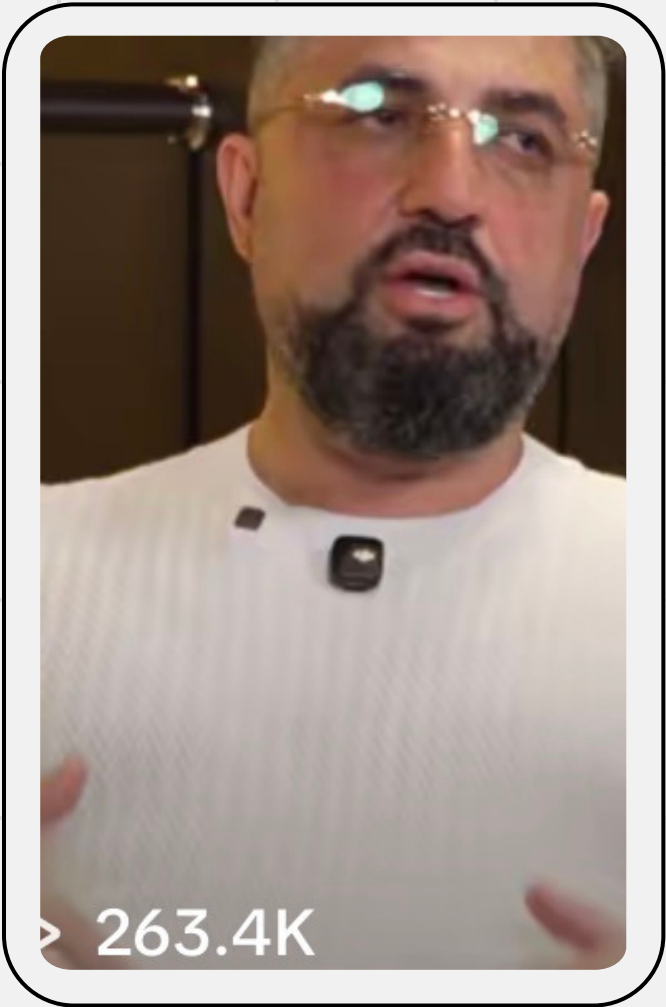


Views	119.5K
Likes	3135
Shares	430
Budget	0

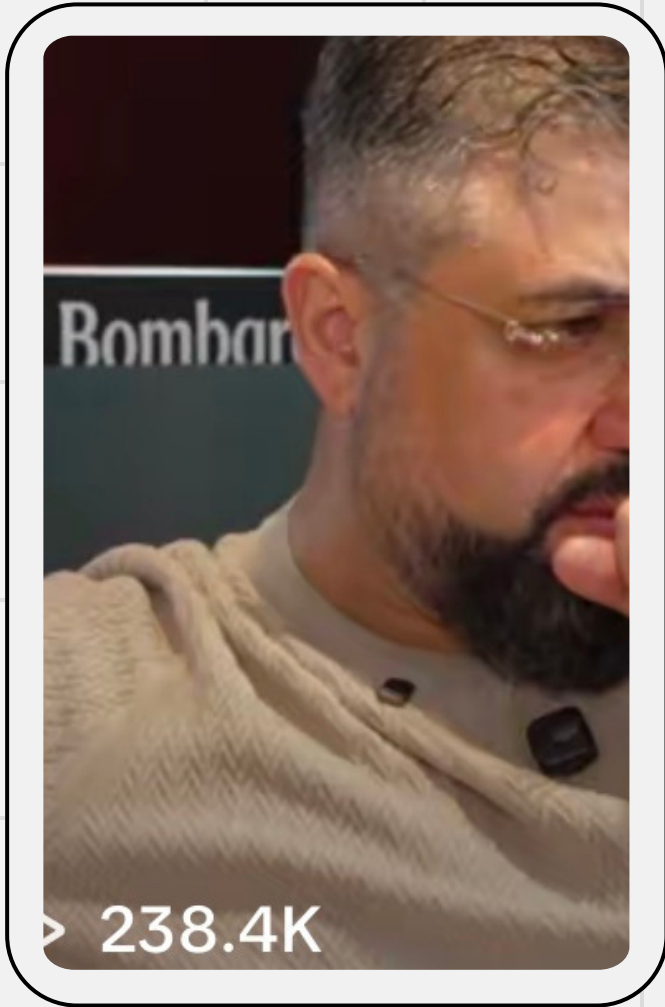


TIKTOK REELS

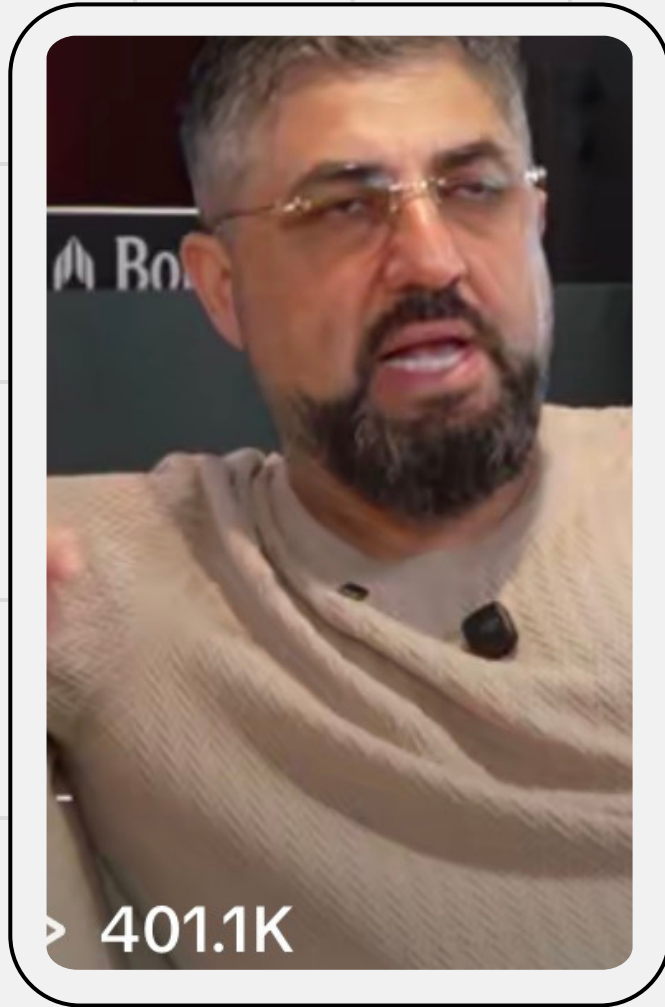
JUN 19 - SEPT 9



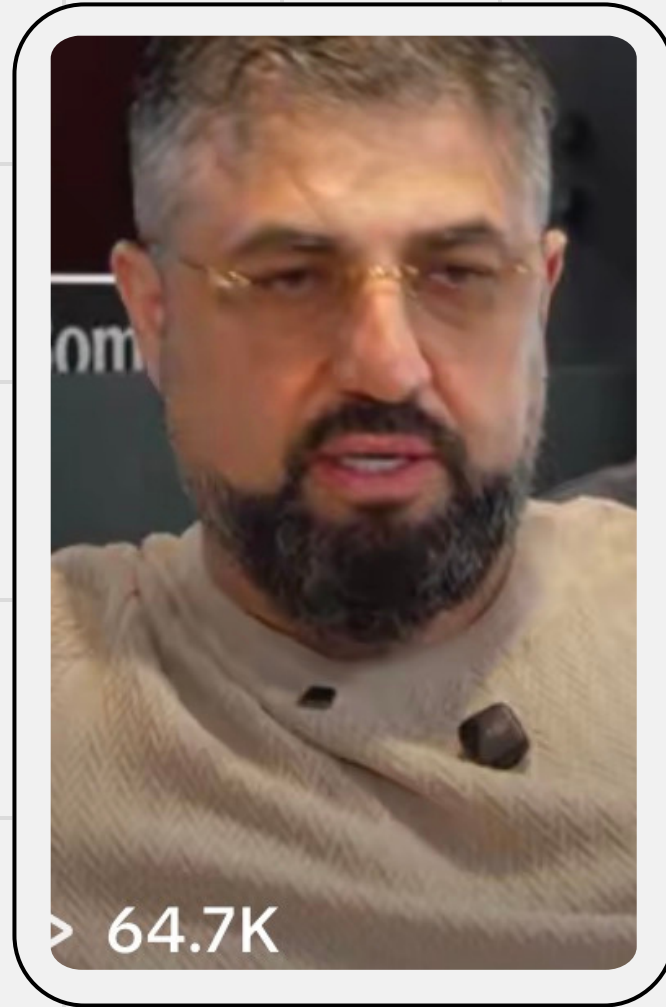
Views	263.4k
Likes	11.7K
Shares	1036
Budget	0



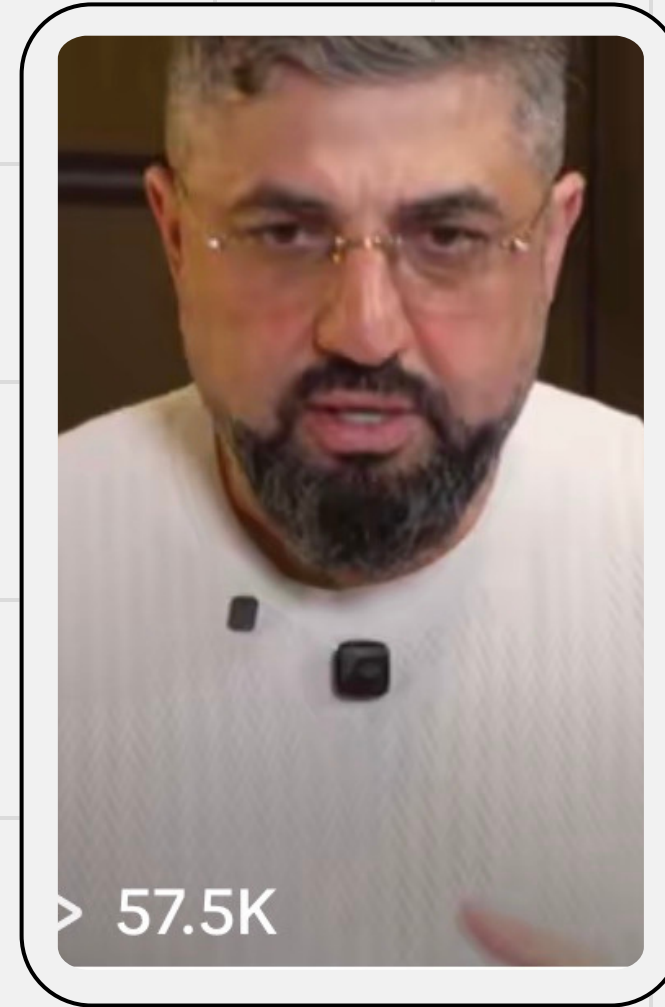
Views	238.4K
Likes	7925
Shares	1556
Budget	0



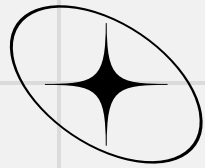
Views	401.1K
Likes	12.5K
Shares	2907
Budget	0



Views	64.7K
Likes	2268
Shares	252
Budget	0

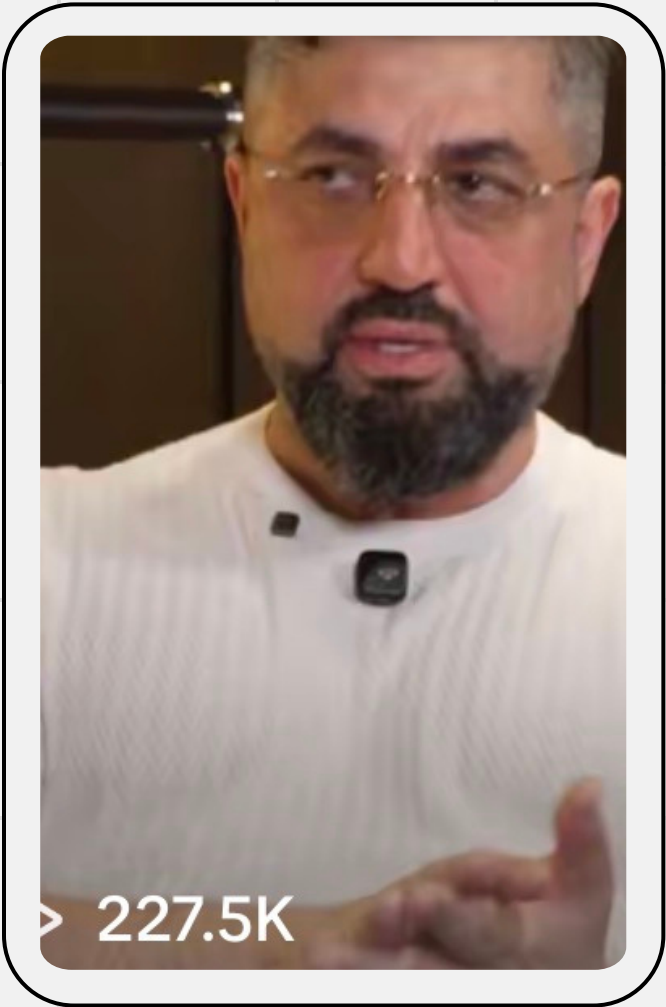


Views	57.5K
Likes	1515
Shares	162
Budget	0

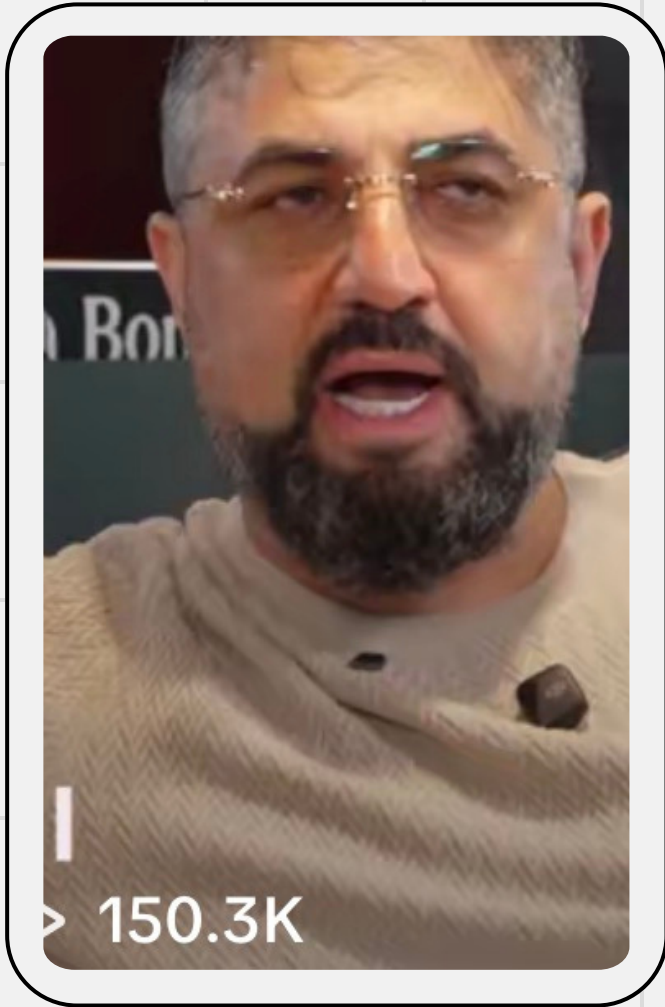


TIKTOK REELS

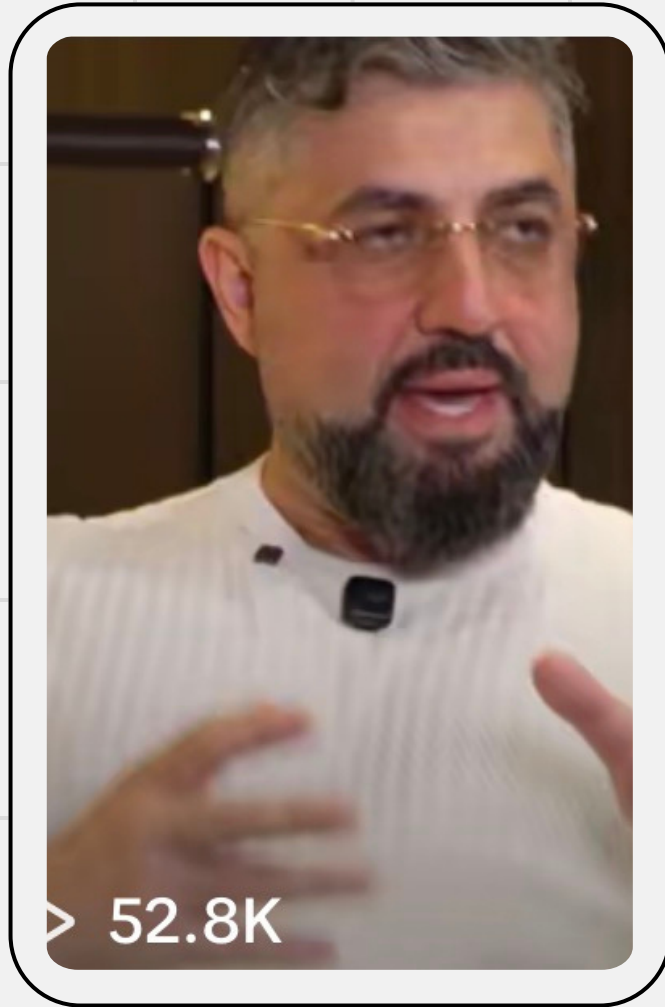
JUN 19 - SEPT 9



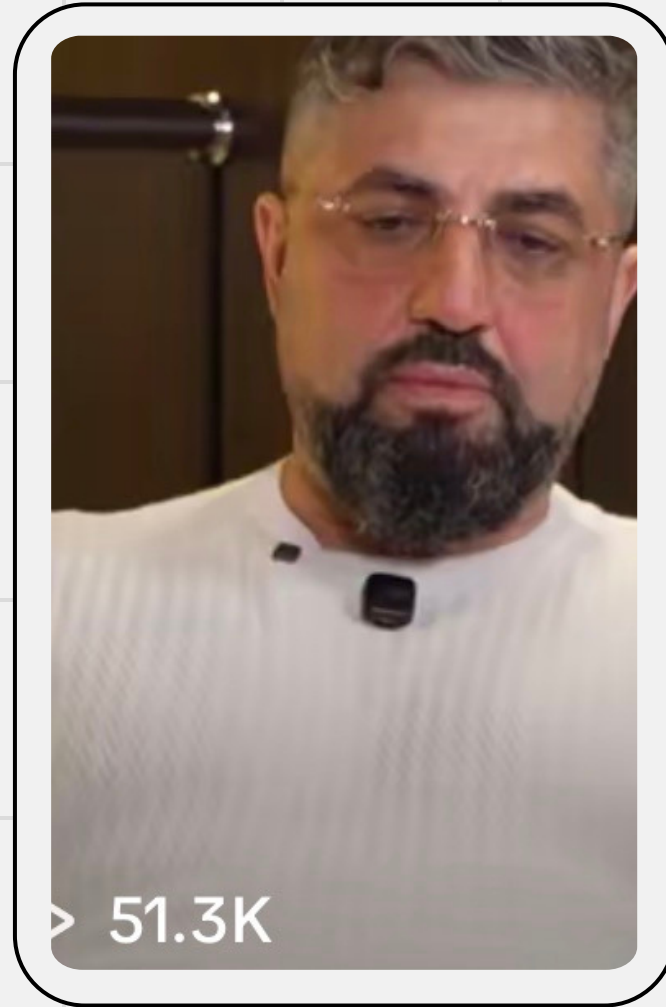
Views	227.5k
Likes	5983
Shares	1067
Budget	0



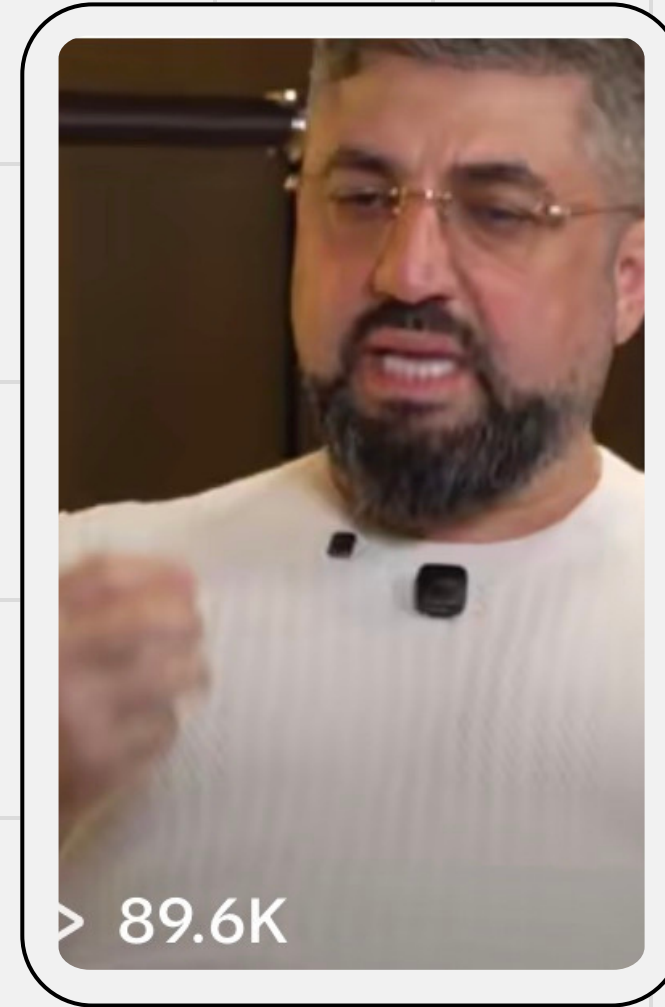
Views	150.3K
Likes	5885
Shares	967
Budget	0



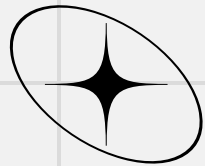
Views	52.8K
Likes	1681
Shares	203
Budget	0



Views	51.3K
Likes	1736
Shares	243
Budget	0

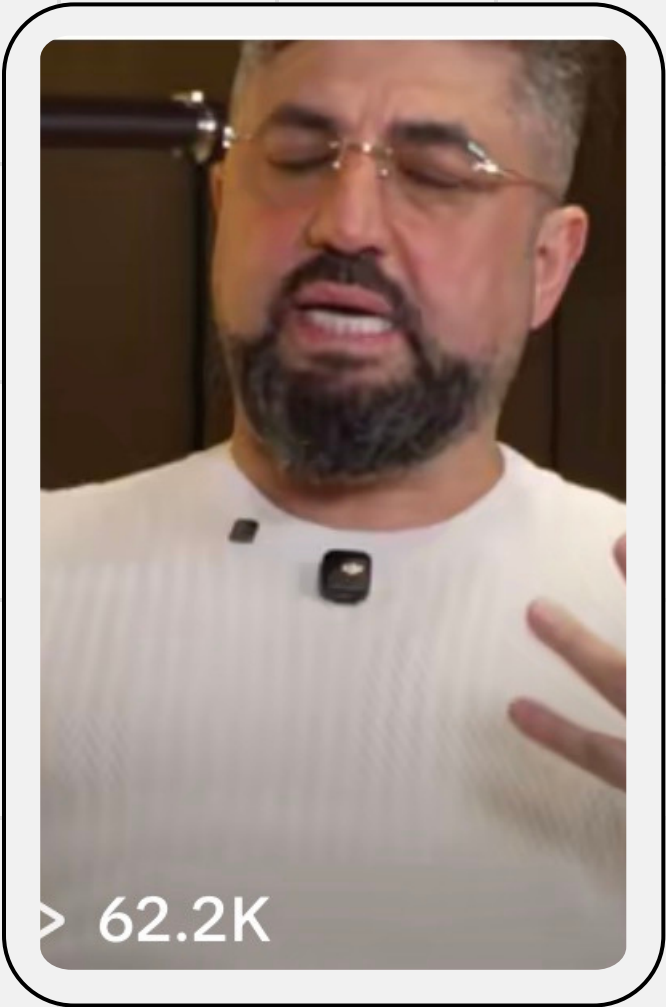


Views	89.6K
Likes	2762
Shares	392
Budget	0

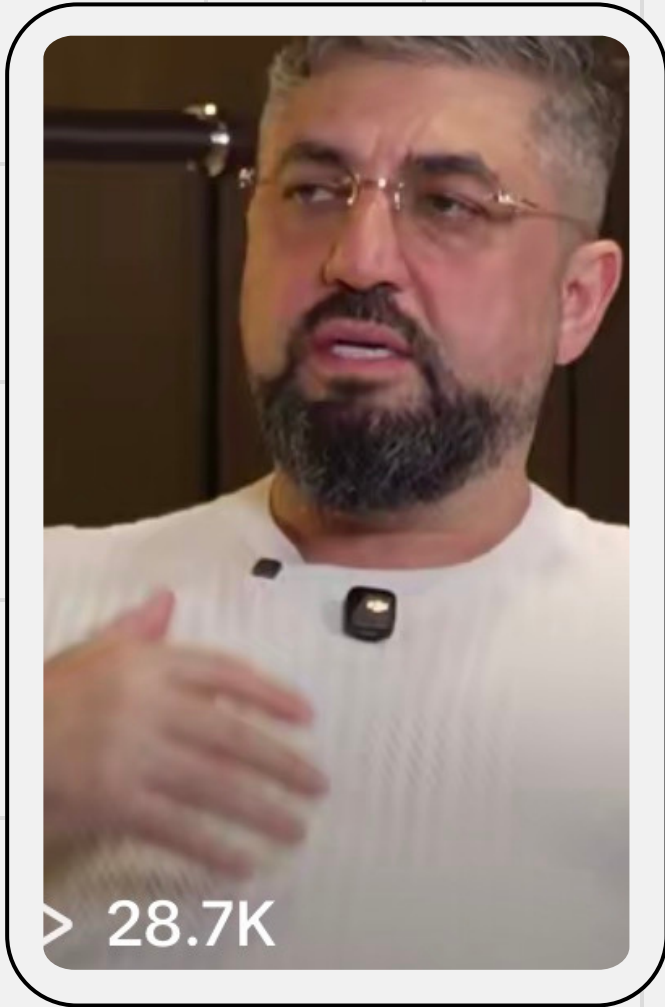


TIKTOK REELS

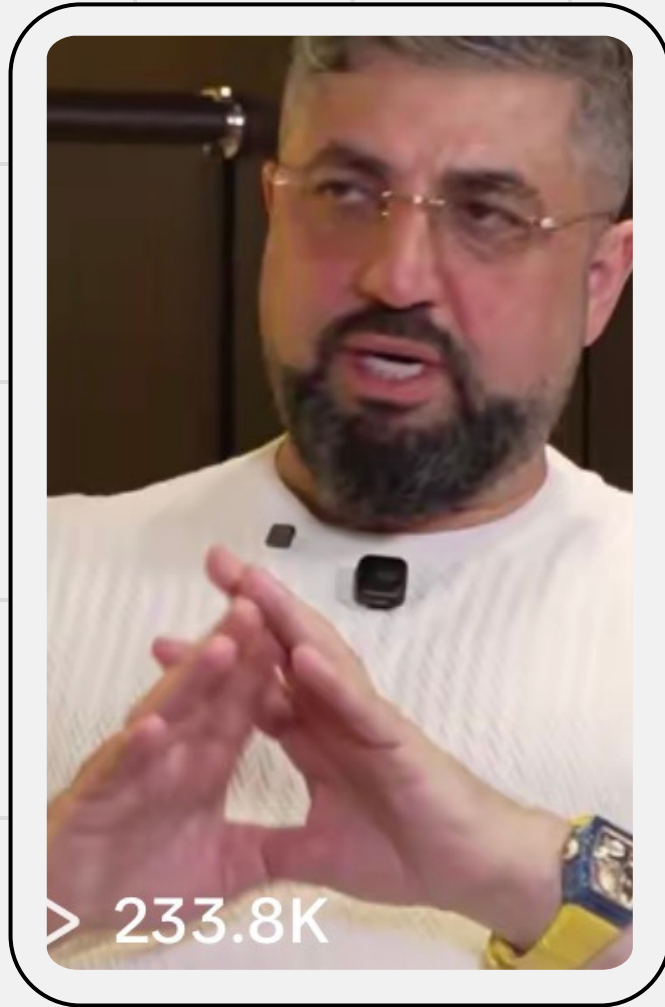
JUN 19 - SEPT 9



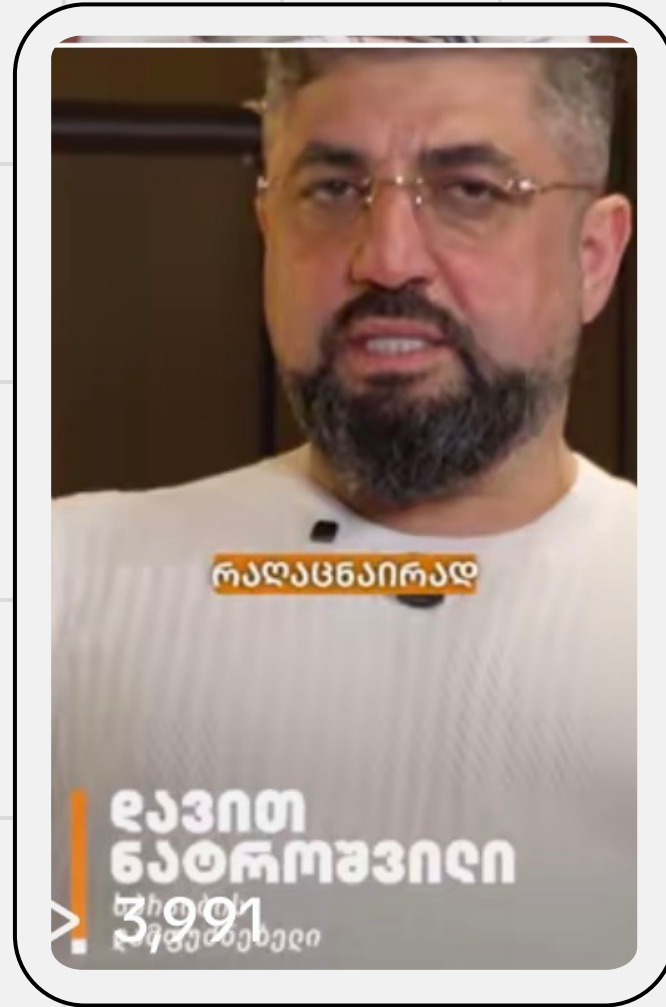
Views	62.2k
Likes	2047
Shares	264
Budget	0



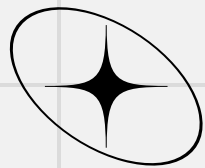
Views	28.7K
Likes	1015
Shares	125
Budget	0



Views	233.9K
Likes	3860
Shares	4840
Budget	



Views	3991
Likes	122
Shares	21
Budget	0



META (INSTAGRAM + FACEBOOK)

JUN 19 - SEPT 9

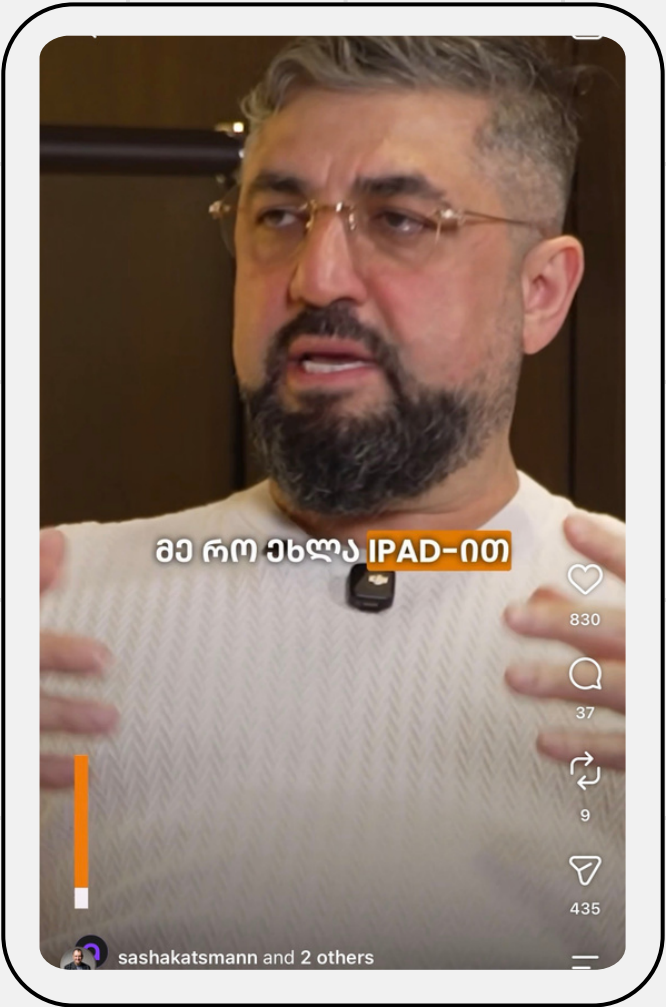
ANNOUNCE



Views	708k
Likes	3420
Shares	3131
Budget	420\$



Views	439K
Likes	3752
Shares	1422
Budget	400\$



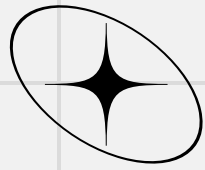
Views	178.5K
Likes	2232
Shares	571
Budget	250\$



Views	66K
Likes	824
Shares	191
Budget	200\$



Views	209K
Likes	1028
Shares	173
Budget	400\$



META (INSTAGRAM + FACEBOOK)

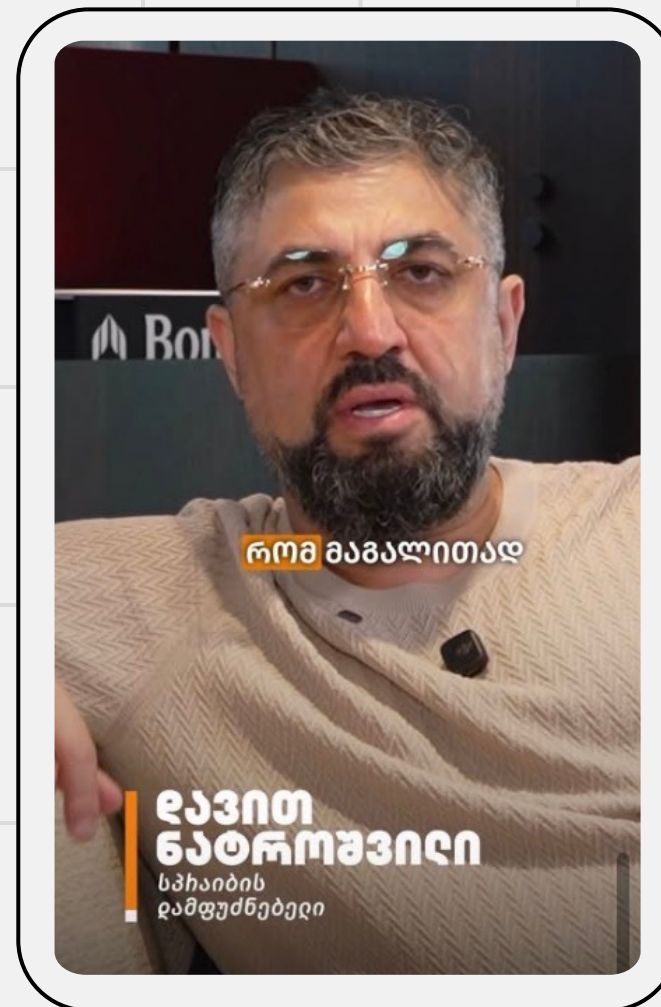
JUN 19 - SEPT 9



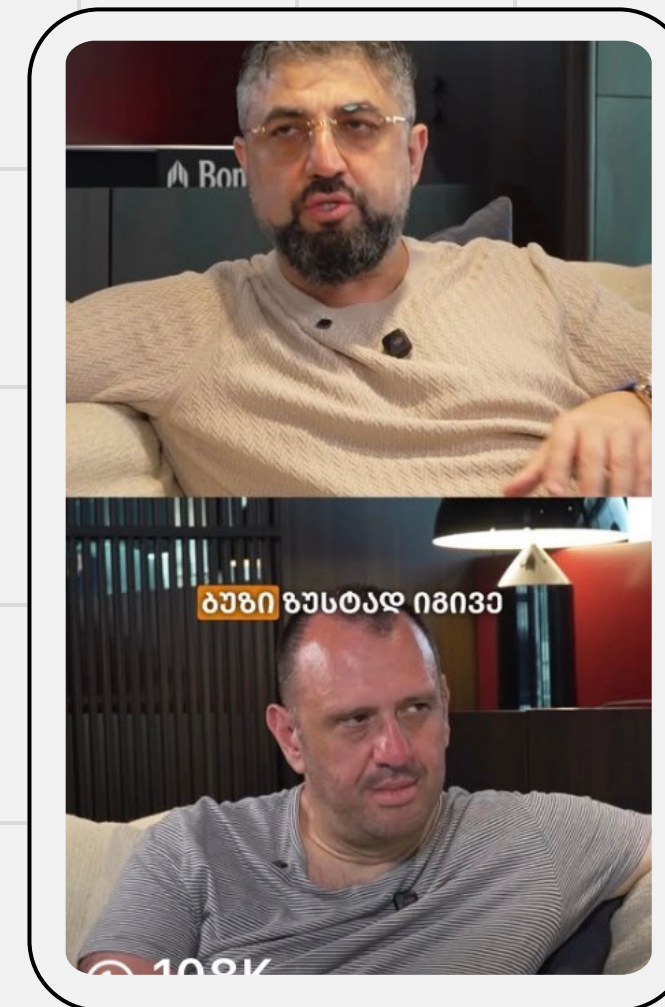
Views	488K
Likes	11.2K
Shares	1267
Budget	400\$



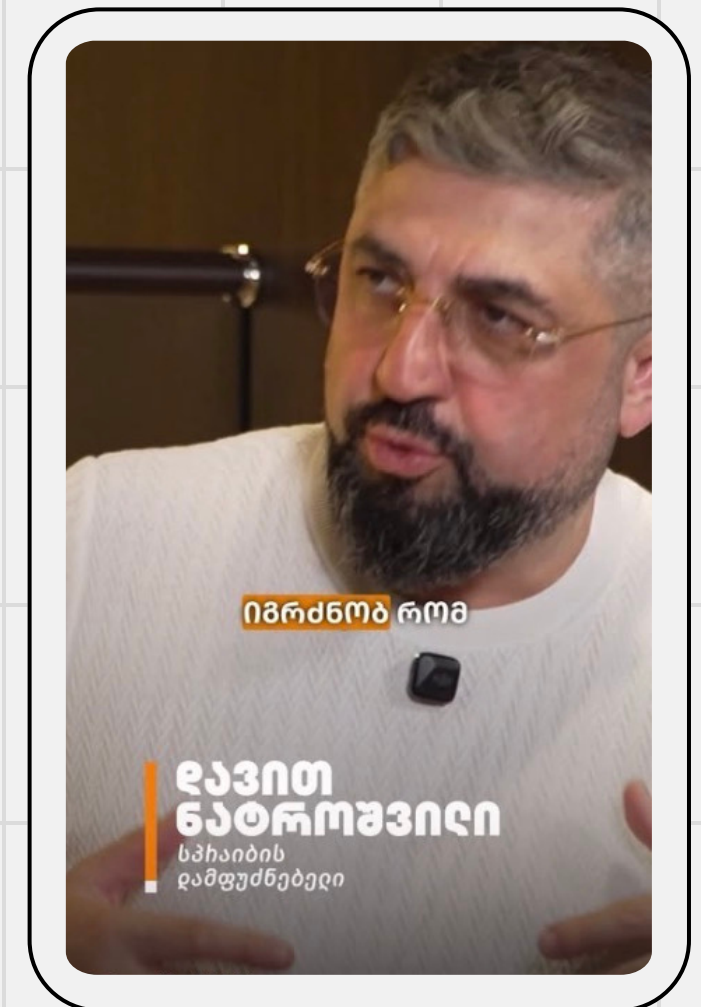
Views	462K
Likes	4063
Shares	1164
Budget	450\$



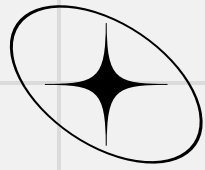
Views	261K
Likes	3254
Shares	553
Budget	400\$



Views	160K
Likes	1438
Shares	241
Budget	400\$



Views	301K
Likes	4143
Shares	824
Budget	400\$



META (INSTAGRAM + FACEBOOK)

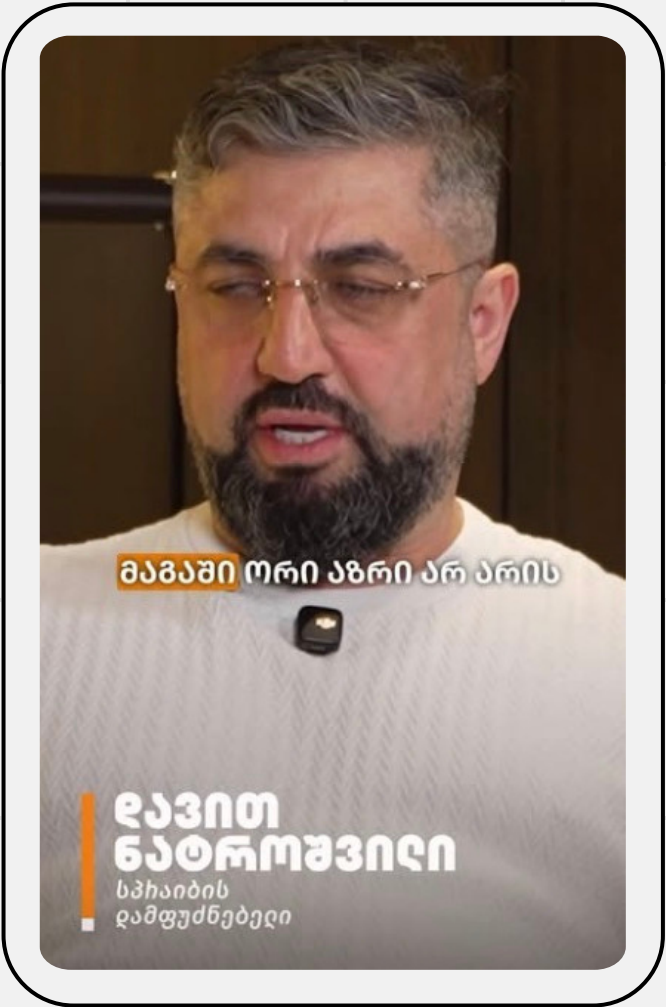
JUN 19 - SEPT 9



Views	82.1K
Likes	1208
Shares	291
Budget	450\$



Views	230K
Likes	5207
Shares	1162
Budget	450\$



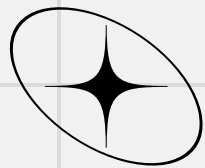
Views	166.4K
Likes	815
Shares	789
Budget	300\$



Views	128.8K
Likes	1444
Shares	155
Budget	250\$



Views	201K
Likes	669
Shares	115
Budget	410\$



META (INSTAGRAM + FACEBOOK)

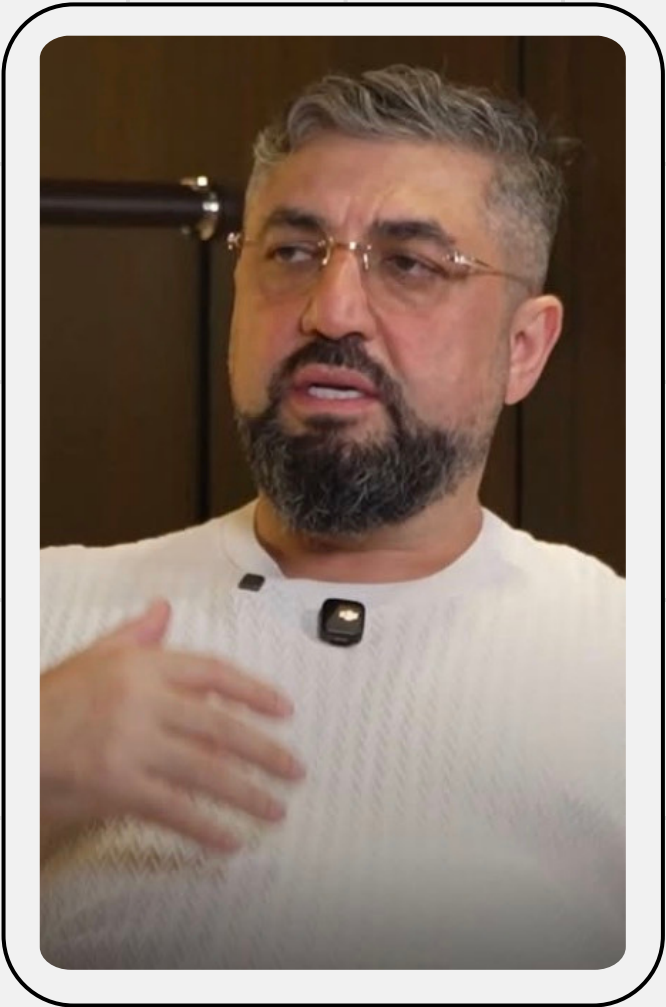
JUN 19 - SEPT 9



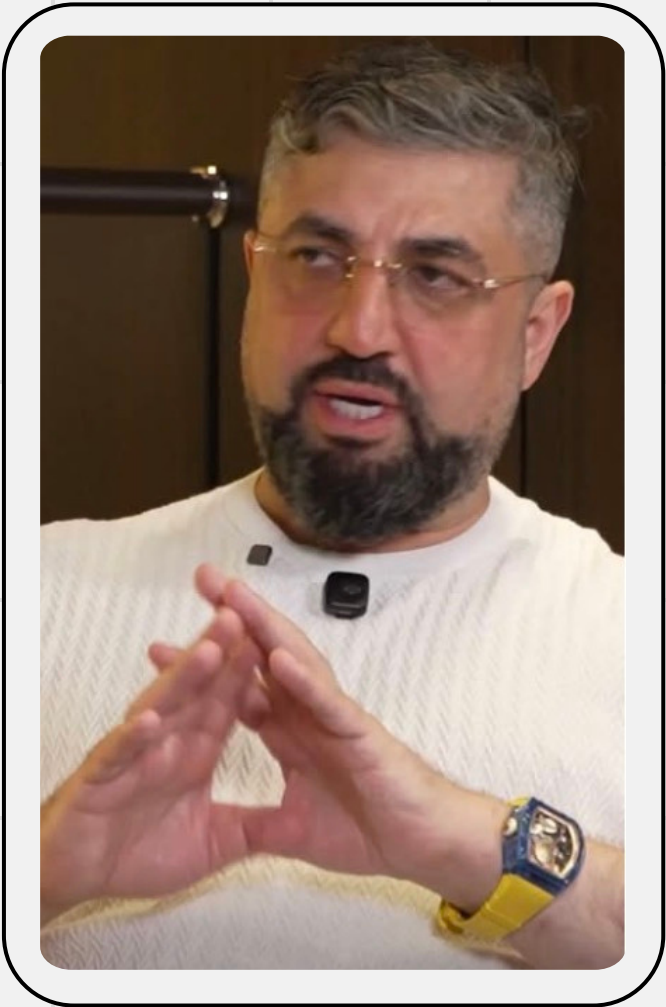
Views	44.8K
Likes	711
Shares	98
Budget	130\$



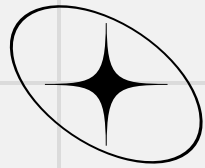
Views	181.3K
Likes	740
Shares	99
Budget	180\$



Views	67.9K
Likes	475
Shares	56
Budget	85\$



Views	234K
Likes	736
Shares	135
Budget	450\$



YOTUBE SHORTS

JUN 19 - SEPT 9

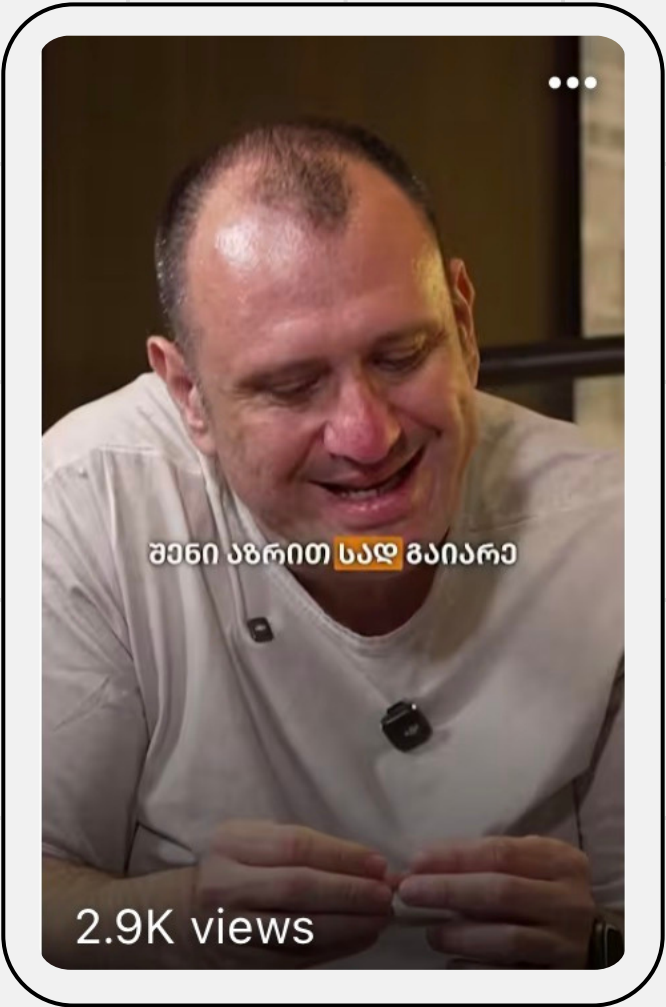
ANNOUNCE



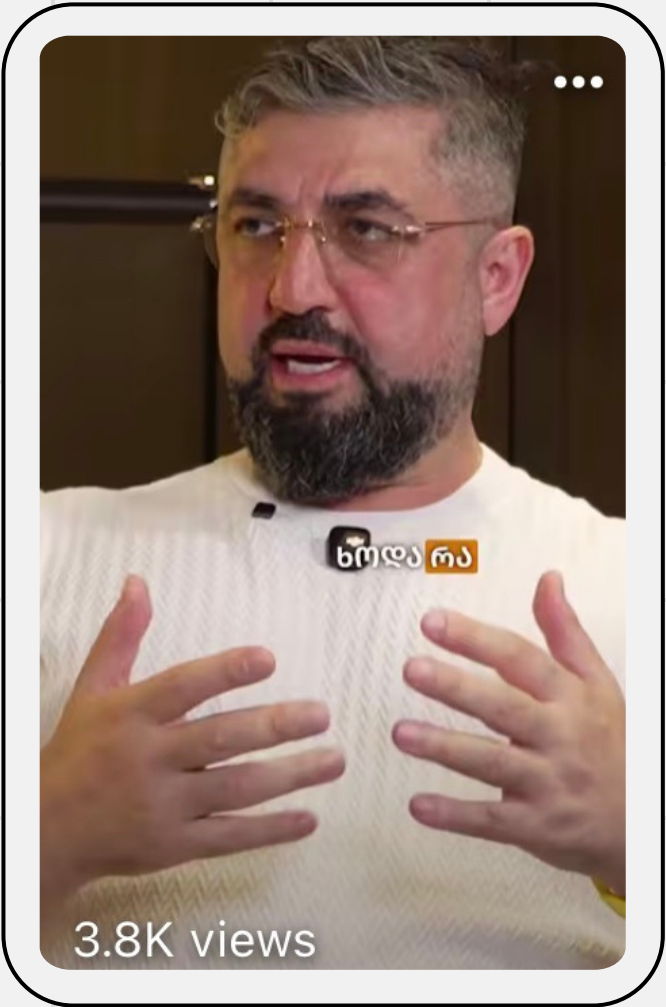
Views	9,1K
Likes	132
Shares	110
Budget	0



Views	3K
Likes	63
Shares	25
Budget	0



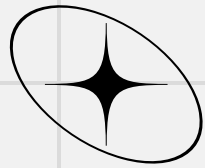
Views	2,9K
Likes	70
Shares	35
Budget	0



Views	3.8K
Likes	62
Shares	22
Budget	0

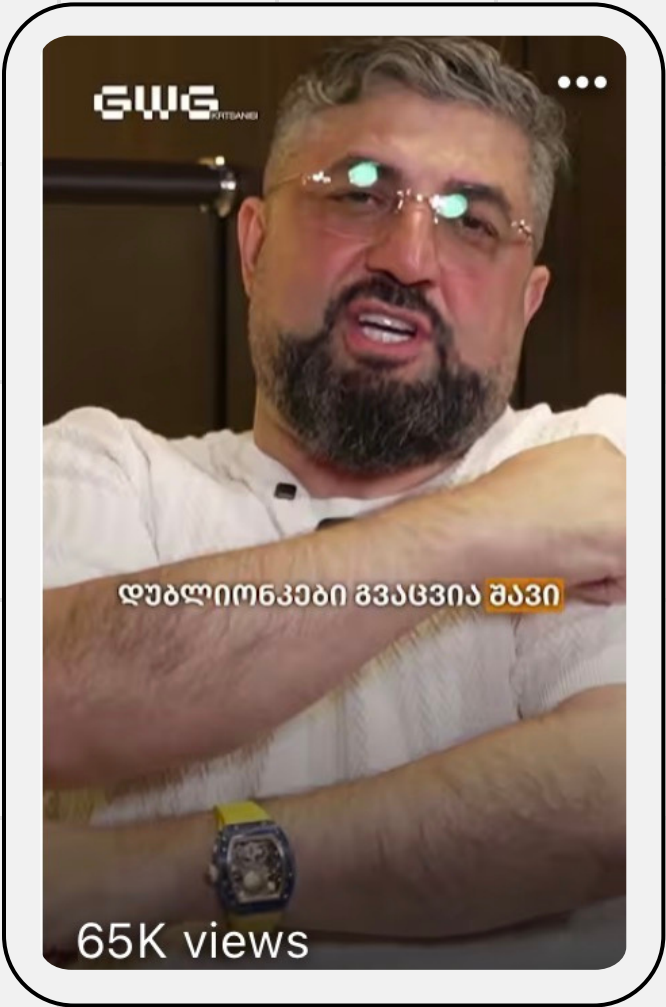


Views	3.6K
Likes	88
Shares	40
Budget	0



YOTUBE SHORTS

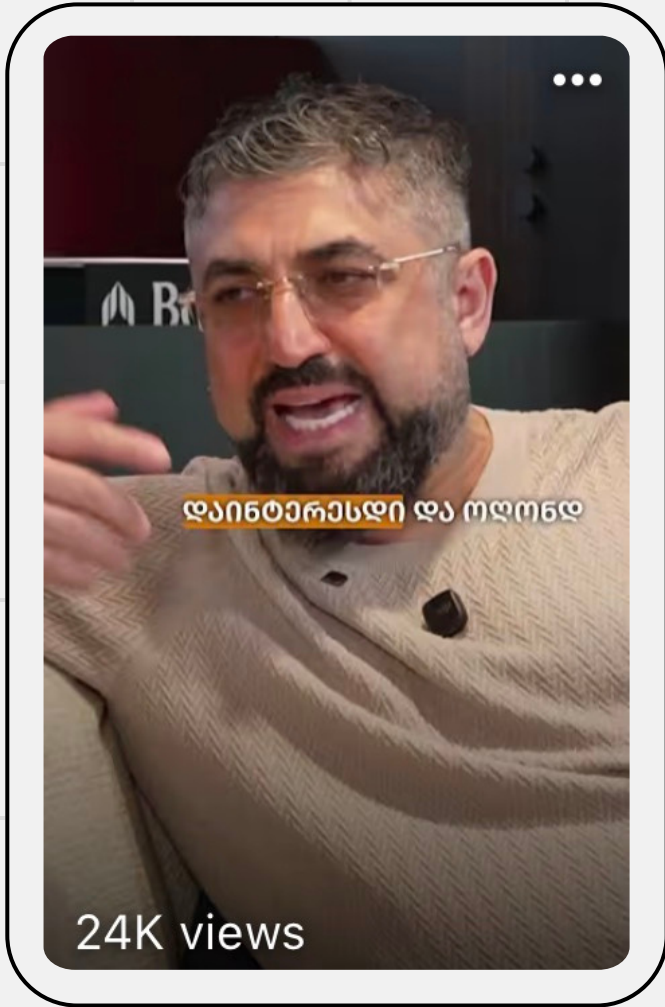
JUN 19 - SEPT 9



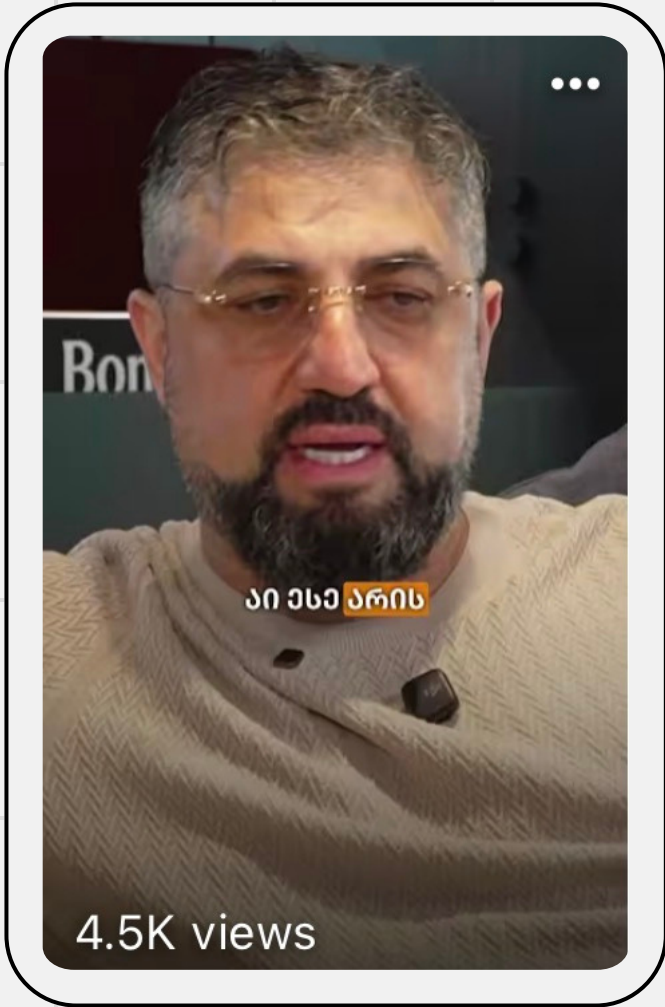
Views	56K
Likes	1700
Shares	345
Budget	0



Views	15K
Likes	361
Shares	195
Budget	0



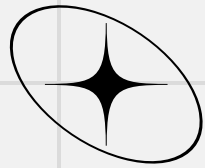
Views	24K
Likes	411
Shares	53
Budget	0



Views	4.5K
Likes	137
Shares	54
Budget	0

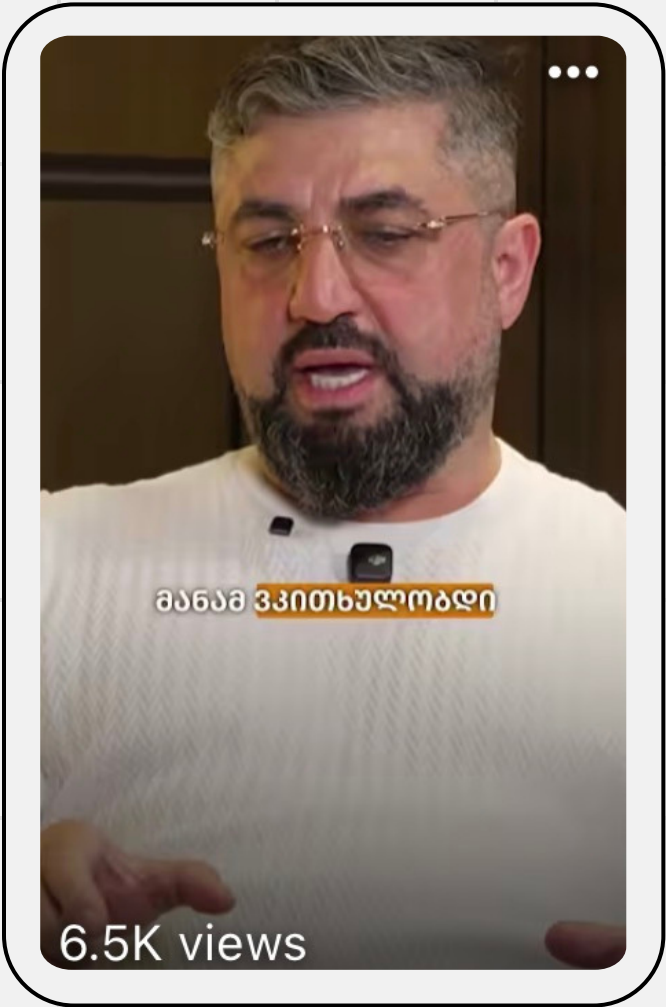


Views	3.2K
Likes	71
Shares	45
Budget	0

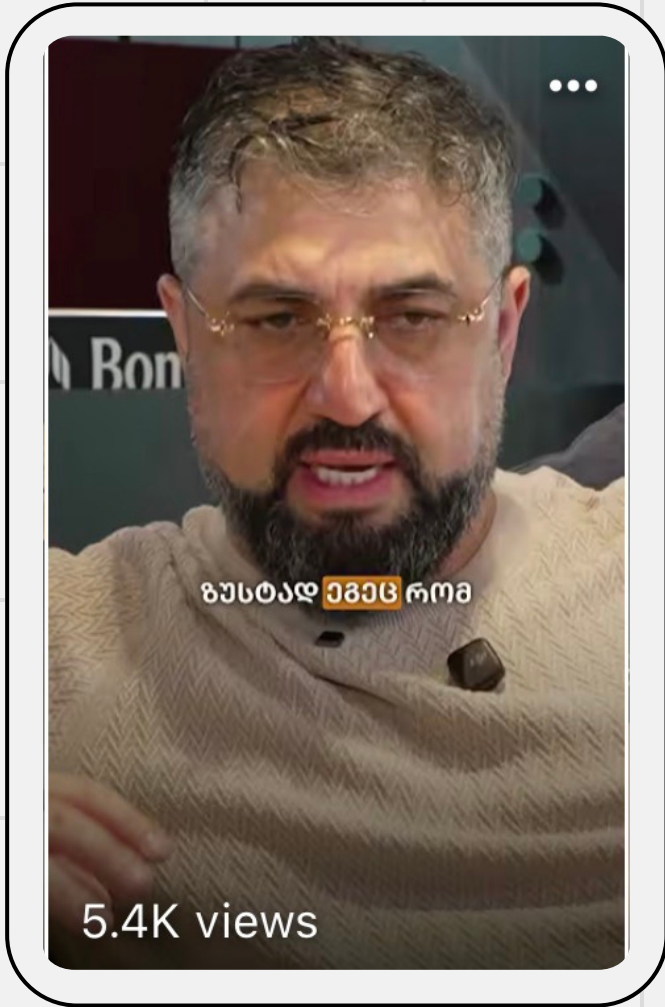


YOTUBE SHORTS

JUN 19 - SEPT 9



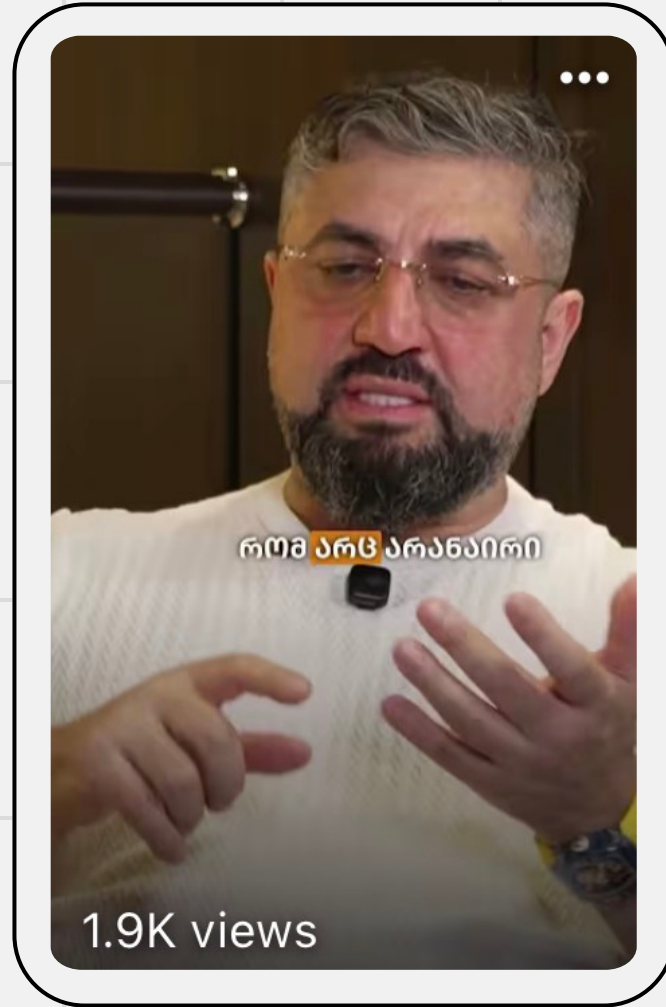
Views	6.5K
Likes	124
Shares	45
Budget	0



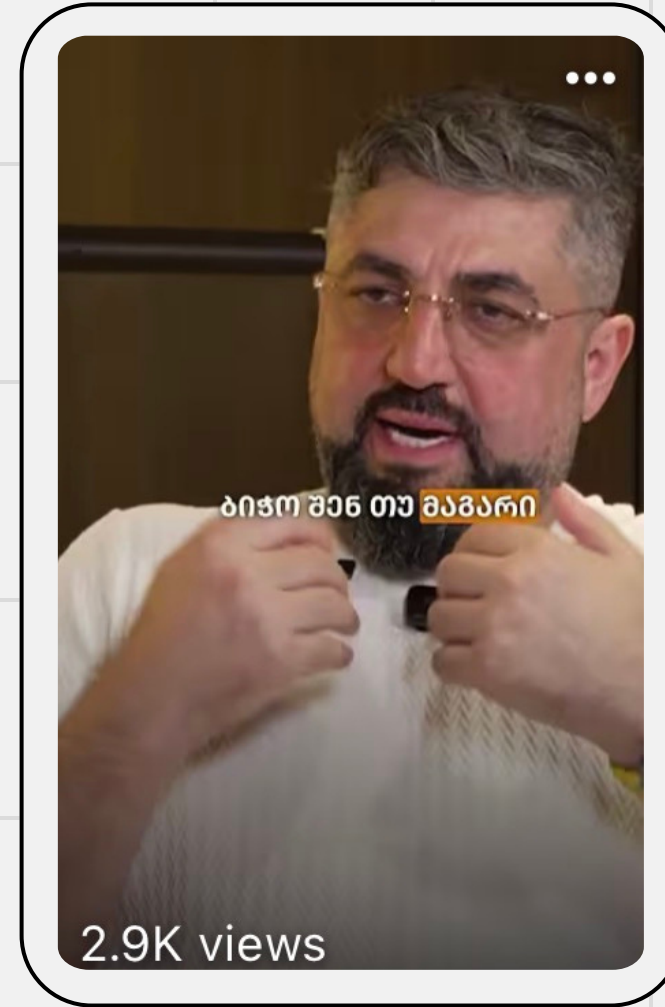
Views	4.5K
Likes	192
Shares	34
Budget	0



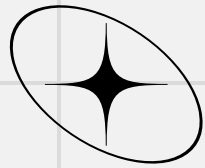
Views	2.2K
Likes	38
Shares	10
Budget	0



Views	1.9K
Likes	38
Shares	12
Budget	0

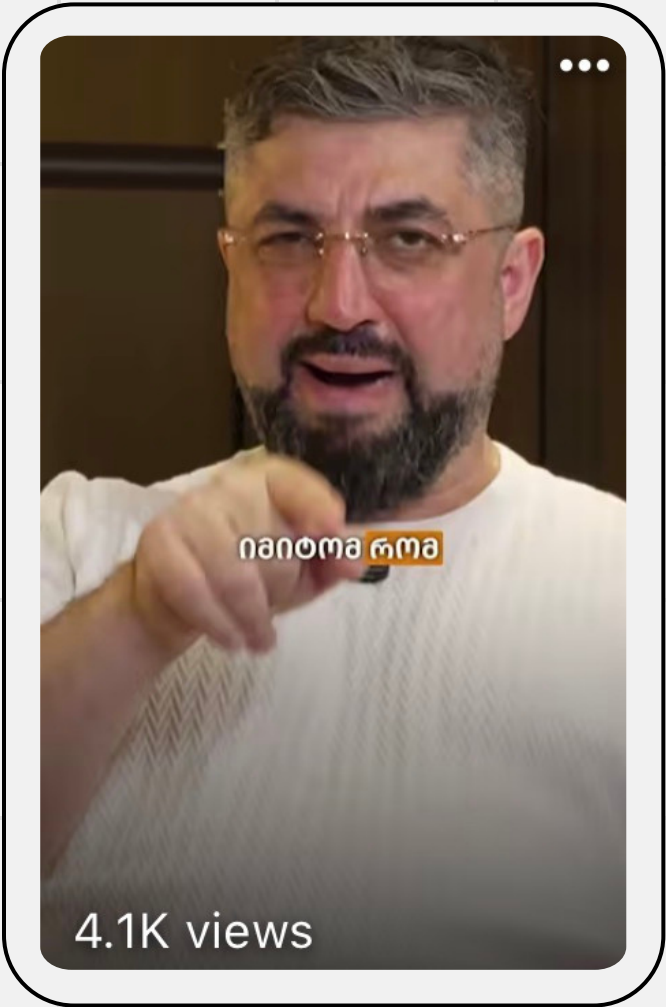


Views	2.9K
Likes	58
Shares	12
Budget	0

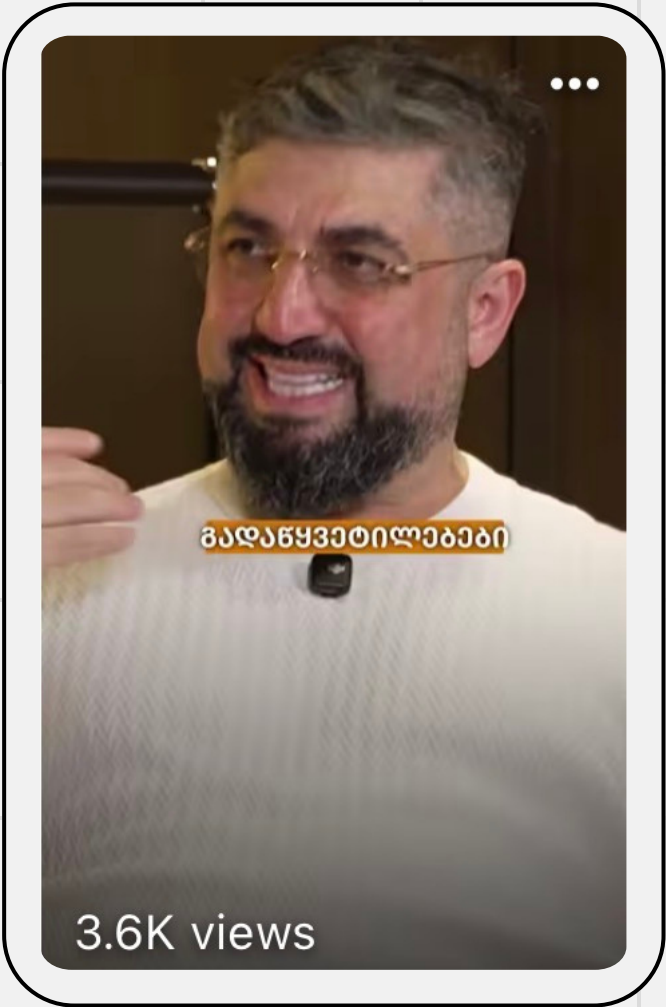


YOTUBE SHORTS

JUN 19 - SEPT 9



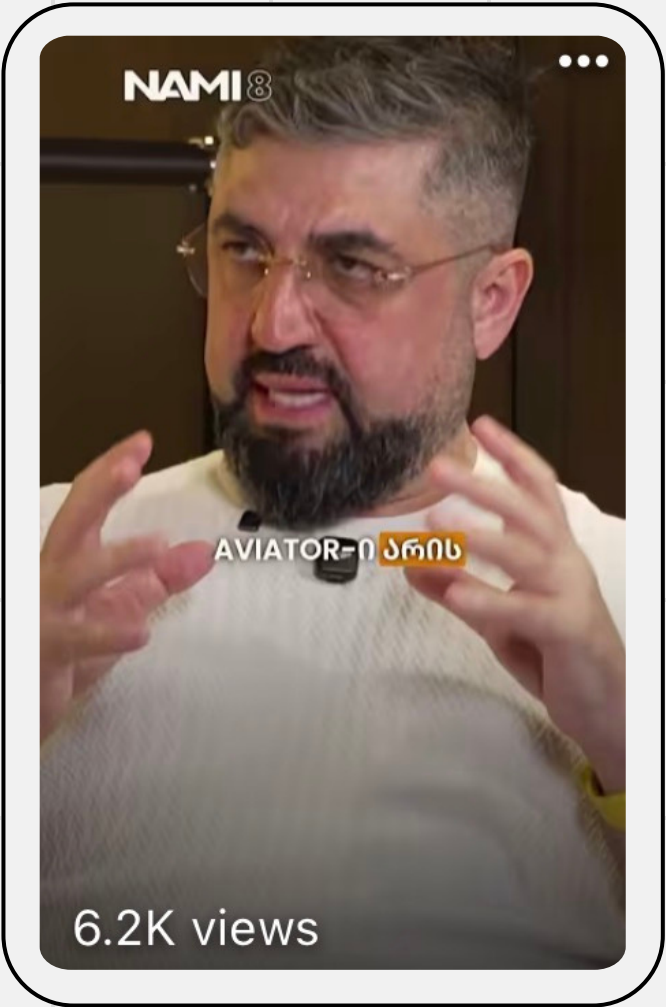
Views	4.1K
Likes	72
Shares	23
Budget	0



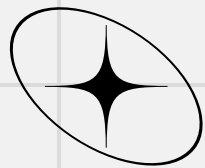
Views	3.6K
Likes	72
Shares	38
Budget	0



Views	1.8K
Likes	41
Shares	10
Budget	0



Views	6.2K
Likes	54
Shares	12
Budget	0



META POSTS

AUG 1 - AUG 31



Views
Likes
Shares
Budget

65.5K
333
73
130\$



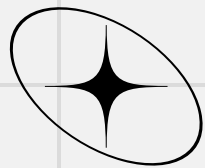
Views
Likes
Shares
Budget

54K
254
58
100\$



Views
Likes
Shares
Budget

73.2K
454
58
110\$



META POSTS

AUG 1 - AUG 31

ANNOUNCE



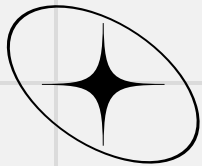
Views	93.5K
Likes	642
Shares	437
Budget	50\$



Views	22.6K
Likes	151
Shares	18
Budget	35\$



Views	70K
Likes	342
Shares	115
Budget	130\$



META POSTS

AUG 1 - AUG 31

ANNOUNCE

აპოთეგენ
სსპაპეპელა
მასტაბული
მიანები?



→

ყოველდღე
სწავლობე

რომ მეს
მენე,
რეა
საჩაკობე

აშენებენ
უზოთიურობას
და არა მხოლოდ
კონსტრუქციას

ეძებენ პა
და არა უკ
+4

Views	44.8K
Likes	199
Shares	18
Budget	50\$

TOTAL **BUDGET** SPEND

AUG 1 - SEPT 9

Meta advertising budget: \$2.410

The paid promotion generated approximately 2.65 million views across Instagram and Facebook, resulting in an estimated cost of \$1.74 per 1,000 views.

TikTok, YouTube Shorts and the main YouTube episode were organic and are not included in this advertising budget.

DAVID NATROSHVILI PODCAST

The strongest short-form reach came from Meta and TikTok, which together generated approximately 3.79 million views. Meta delivered the highest overall reach and strong shareability, while TikTok generated consistently high engagement.

The full YouTube episode added depth to the campaign, reaching 111.7K views, 57.4K watch hours and gaining 769 subscribers.

Overall, the campaign successfully combined large-scale awareness, strong engagement, long-form viewing and measurable audience growth across YouTube, TikTok, Instagram and Facebook.

@SASHA-KATSMAN

THANK

YOU!!

