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CONTENT STRATEGY OF THE ELECTRONICS RETAILER COMFY ON INSTAGRAM: ANALYSIS OF AUDIENCE ENGAGEMENT FACTORS AND EFFECTIVENESS OF VISUAL-TEXTUAL CONTENT ELEMENTS

Abstract

This article presents the results of a comprehensive empirical study of the content strategy employed by Comfy, one of the leading Ukrainian retailers of household appliances and electronics, on Instagram. The research applies a combined methodology integrating descriptive statistics, Pareto concentration analysis, and multimodal visual content analysis. For each post, the Engagement Rate (ER%) was calculated, content was segmented by type, and additional caption attributes were identified. Based on the findings, a set of practical recommendations is formulated to optimize the brand's content strategy.

Keywords: content marketing, Instagram marketing, Engagement Rate, Comfy, electronics retail, digital marketing, Pareto analysis, visual content analysis, marketing metrics, consumer behaviour.

JEL Classification: M31, M37, L81, D83

КОНТЕНТ СТРАТЕГІЯ РИТЕЙЛЕРА ЕЛЕКТРОНІКИ COMFY В INSTAGRAM: АНАЛІЗ ФАКТОРІВ ЗАЛУЧЕНОСТІ АУДИТОРІЇ ТА ЕФЕКТИВНОСТІ ВІЗУАЛЬНО- ТЕКСТОВИХ ЕЛЕМЕНТІВ КОНТЕНТУ

Анотація

У статті представлено результати комплексного емпіричного

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дослідження контент-стратегії одного з провідних українських ритейлерів побутової техніки та електроніки - компанії Comfy - у соціальній мережі Instagram. Дослідження базується на аналізі публікацій бренду із застосуванням комбінованого підходу, що поєднує методи описової статистики, Парето-аналізу концентрації залученості, а також мультимодального аналізу візуальних атрибутів контенту. Для кожної публікації обчислено коефіцієнт залученості (Engagement Rate, ER%), проведено сегментацію публікацій за типом, виокремлено додаткові атрибути змісту та проаналізовано їхній вплив на показники залученості. За результатами дослідження сформульовано комплекс практичних рекомендацій з оптимізації контент-стратегії бренду.

Ключові слова: контент-маркетинг, Instagram-маркетинг, рівень залученості, Comfy, ритейл електроніки, цифровий маркетинг, Парето-аналіз, візуальний аналіз контенту, маркетингові метрики, поведінка споживачів.

JEL Classification: M31, M37, L81, D83.

Introduction

In the contemporary context of digital economic transformation, social media platforms, particularly Instagram, have become one of the key venues for brand promotion in the retail segment. The visually oriented nature of the platform, the availability of advanced analytics tools, and the integration of e-commerce functionality have turned Instagram into a strategically important channel for consumer communication, especially for retailers whose products have a distinct visual component, such as household appliances, electronics, and home goods [1, p. 287]. For companies like Comfy, one of the leading players in the Ukrainian electronics retail market, the effectiveness of Instagram communication directly influences brand awareness, consumer loyalty formation, and sales volumes.

Despite the significant number of general recommendations for managing corporate Instagram accounts, each specific brand requires an individual, empirically grounded approach to the development and optimization of its content strategy [2, p. 312]. This is because audience behaviour, its response to various content types, effective colour palettes, and compositional decisions substantially depend on the brand's specificity, its positioning, product category, as well as the sociocultural and geopolitical context. In the case of the Ukrainian market, this context is further complicated by the ongoing armed conflict, economic challenges, and shifts in consumer priorities.

Of particular relevance is a quantitative, data-driven approach to evaluating the effectiveness of a content strategy. Unlike intuitive or template-based content planning, an analytical approach allows for objective measurement of the contribution of each publication element to audience engagement formation. The application of this approach to Comfy's Instagram account constitutes the subject of this study, since the quality of Instagram content has ceased to be an auxiliary indicator of marketing success and has become directly linked to the company's revenue structure.

Literature review

The issues of social media marketing are extensively covered in both international and domestic academic literature. The conceptual foundations of marketing in the digital era have been developed in the seminal works of P. Kotler, H. Kartajaya, and I. Setiawan [1], who substantiate the necessity of integrating

technologies, data, and the human factor into contemporary marketing strategies. The issues of social media as a specific communication environment have been examined in detail by T. Tuten and M. Solomon [2], who propose a system of effectiveness metrics and strategic frameworks for building communication on platforms such as Instagram, Facebook, and TikTok.

The specifics of Instagram as a commercial platform have been investigated in the works of M. R. Bonilla Quijada et al. [3], which analyse the algorithmic features of the feed, the influence of visual attributes on engagement, and the role of user-generated content in trust formation. Of particular interest are the empirical studies by R. Dolan et al. [4, p. 265], which demonstrate that user engagement is formed at the intersection of cognitive interest, emotional resonance, and the social significance of content.

In the field of retail marketing and communication for household electronics brands, the work of Z. Shen [5] merits attention, showing that, unlike niche brands, electronics retailers achieve the highest returns from utilitarian-functional content: product reviews, selection guides, and promotional campaigns with clear price propositions. At the same time, the effectiveness of giveaways as an account development tool in the electronics segment is considerably higher, since audiences perceive electronics as a functional prize with clear consumer value.

Particular attention in recent publications has been devoted to the application of machine learning methods for the analysis of visual content in social media. H. Son and Y. E. Park [6, p. 3612] substantiate a methodology for multimodal post analysis that includes the simultaneous assessment of textual and visual attributes. Research on colour psychology in digital advertising, notably the work of J. Yu and R. Egger [7], demonstrates the relationship between the colour characteristics of images and audience engagement levels.

In the domestic academic literature, the issues of content marketing and social media marketing have been addressed in the works of I. V. Ponomarenko and K. Yu. Yahelska [8], N. L. Savytska [9], and T. Yankovets [10]. However, as the analysis of existing publications reveals, there is a notable lack of empirical studies of specific Ukrainian brands employing contemporary methods of quantitative and multimodal analysis. It is precisely this methodological gap that the present study seeks to address.

The aim of the study is to identify the factors that determine the effectiveness of the Comfy brand's content strategy on Instagram, as well as to formulate scientifically grounded recommendations for optimizing the company's marketing activities in this digital channel.

The object of the study is the marketing communication of the Comfy brand on Instagram.

The subject of the study encompasses the relative indicators of publication effectiveness (Engagement Rate, relative uplift coefficient, relative colour effectiveness index, Pareto concentration coefficient) and the patterns of their formation depending on the type, visual, and textual characteristics of content.

Aims and Objectives

This study aims to identify the factors determining the effectiveness of Comfy's Instagram content strategy and to formulate evidence-based recommendations for optimizing the brand's digital marketing activities.

The objectives are:

- 1) to conduct a quantitative analysis of brand publications from December 2025 to April 2026;
- 2) to calculate key performance indicators, including mean and median ER%, coefficients of variation, and uplift coefficients;
- 3) to assess the impact of caption elements on audience engagement;
- 4) to construct a Pareto concentration curve of engagement distribution;
- 5) to perform a multimodal visual content analysis with radar profiling by performance groups;
- 6) to formulate practical content strategy optimization recommendations.

Methods

The methodological foundation of the study comprises an integrated quantitative-qualitative approach combining methods of descriptive statistics, Pareto analysis, and multimodal visual content analysis. The

sample includes publications by the Comfy brand on Instagram for the period from December 2025 to April 2026.

The primary indicator of content effectiveness is the Engagement Rate (ER%), calculated using the formula:

$$ER = \left(\frac{L+C}{N} \right) \times 100\% \quad (1)$$

where L is the total number of likes,

C is the total number of comments,

N is the total number of followers at the time of measurement.

In addition to the primary indicator, a number of derived metrics were calculated, including median ER%, the coefficient of variation (CV), and relative indicators such as uplift coefficients and relative effectiveness indices [11; 12].

For visual content analysis, the following attributes were used: brightness, contrast, colour saturation, colour warmth, aesthetic score, and image entropy as an indicator of visual complexity. These attributes were extracted from publication images using computer vision algorithms and subsequently aggregated by groups to construct a radar profile of visual content [6, p. 3614]. For textual element analysis, binary codification was applied based on the following features: presence of a call to action, interrogative sentence, sale-related information, war-related themes, and publication type.

Results

Comfy is one of the largest Ukrainian retail chains specializing in household appliances and electronics, founded in 2005. As of 2026, the chain operates over 100 physical stores, while its e-commerce division accounts for more than 55% of the company's total revenue. The brand's positioning is built upon three key narratives: accessible quality (a wide assortment across various price segments), expert assistance (consultations, comparisons, reviews), and orientation towards the Ukrainian consumer.

The brand's target audience is diverse, encompassing young active users (aged 25-35), family-oriented consumers (aged 30-45), and technology enthusiasts (aged 18-40). This audience heterogeneity necessitates the diversification of content across formats and themes. The brand's Instagram channel fulfils informational (announcing new products and promotions), communicative (building emotional connections with the audience), and traffic-generating (driving users to the website) functions [13], the effectiveness of which is the subject of further analysis.

A general overview of the key performance indicators for the Comfy account is based on the sample of publications for the period from December 2025 to April 2026 (Figure 1).

The analysis yields a number of important generalizations. First, the average ER% of the account is 2.89%, which represents a high value for a large corporate retail account. According to industry reports [11; 12; 14], the average ER% for major brands in the retail segment ranges between 0.5% and 1.5%, whereas values of 2-3% are considered high.

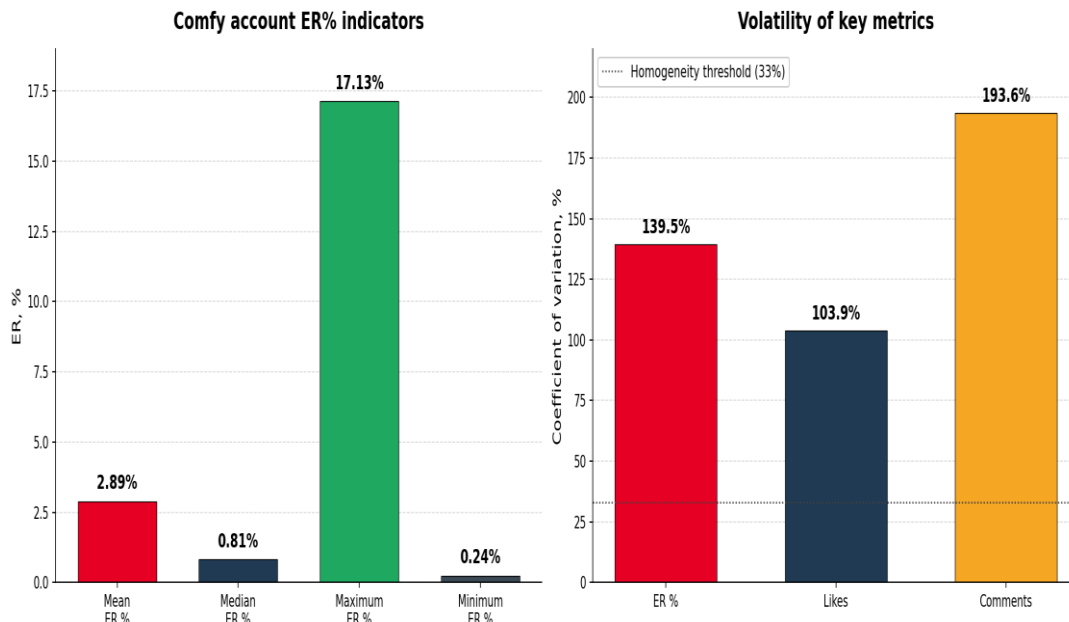


Figure 1. Key Performance Indicators (KPI) of the Comfy Instagram Account

Source: based on author calculated data.

Second, the maximum ER% reaches 17.13%, which is 5.9 times higher than the mean and over 20 times the median (0.81%). This considerable disparity indicates strong distributional asymmetry: individual top-performing publications account for a significant share of total engagement. Third, the coefficient of variation for ER% is 139.5%, for likes it is 103.9%, and for comments it is 193.6%, indicating considerable heterogeneity in content effectiveness. The median ER% (0.81%) is substantially lower than the mean (2.89%), confirming the right-skewed distribution.

Table 1 – Summary of Key Performance Indicators for the Comfy Instagram Account

Indicator	Value	Interpretation
Number of publications in the sample	865	December 2025 - April 2026
Mean ER%	2,89%	Above the industry benchmark (0,5-1,5%)
Median ER%	0,81%	Typical level
Максимальний ER%	17,13%	Top-performing publication
Minimum ER%	0,24%	Lowest-performing publication
CV (ER%)	139,5%	High variability
CV (Comments)	193,6%	Greatest variation

Source: based on author calculated data.

A separate area of analysis concerns the evaluation of giveaway effectiveness. In the sample, 285 publications (33.3%) are giveaways (Figure 2). The relative uplift coefficient for ER% is x8.74, meaning that the average effectiveness of a giveaway exceeds that of a regular publication by more than 8 times. The mean ER% for giveaways is 7.06%, compared to only 0.81% for regular publications. The greatest disparity is observed in comments (x344), which is explained by the specific mechanics of giveaway participation [15].

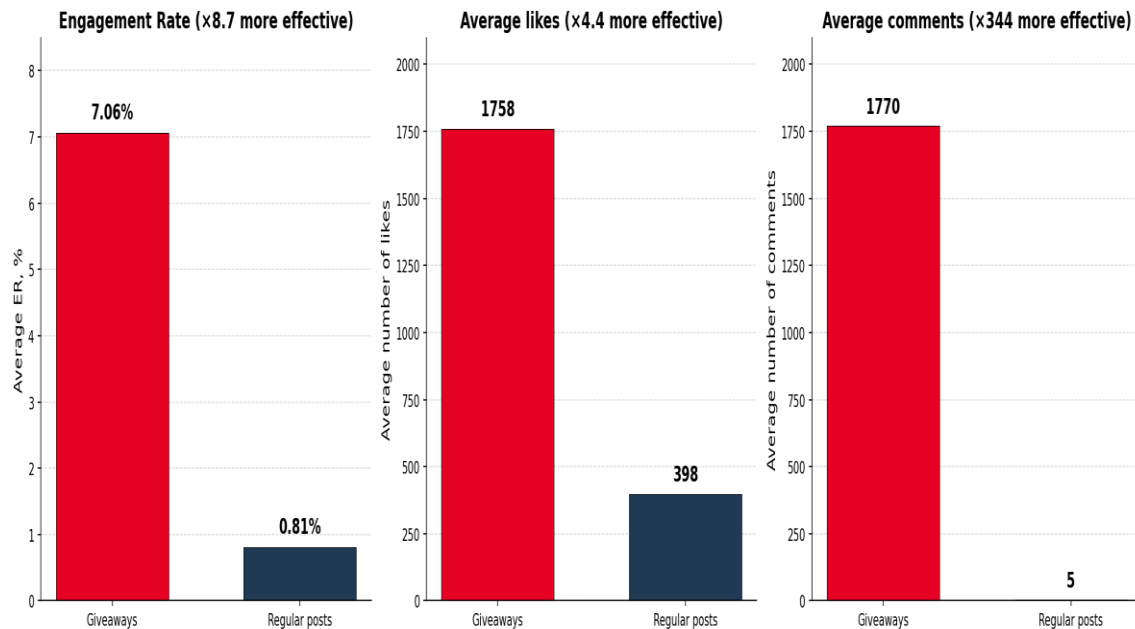


Figure 2. Comparative Analysis of Giveaway and Regular Publication Effectiveness

Source: based on author calculated data.

However, the interpretation of these results requires caution. Giveaways are inherently a short-term stimulus: audiences attracted solely by the prospect of winning are characterized by an increased propensity to unfollow and low conversion rates. At the current giveaway share of 33.3%, the Comfy account is at the boundary of optimal use of this tool.

Table 2 – Impact of Caption Textual Elements on Engagement Indicators

Element	ER% with element	ER% without element	Effect (uplift)
CTA (call to action)	5,55%	0,86%	x6,45
Question in text	3,76%	2,45%	x1,53
Sale theme	0,64%	3,45%	x0,19 ↓
War-related theme	1,47%	2,99%	x0,49 ↓

Source: based on author calculated data.

An important factor of effectiveness is the presence of certain linguistic elements in the publication text (Figure 3). The strongest positive effect is demonstrated by the call to action (CTA): publications with a CTA have a mean ER% of 5.55% (x6.45 compared to publications without a CTA). Publications with a question have an ER% of 3.76% (x1.5), as demonstrated in Table 2. Conversely, publications related to sales show an ER% of only 0.64%, which is 5.4 times lower than publications without a sale reference. This may be attributed to the effect of banner blindness and the algorithmic suppression of promotional content [5].

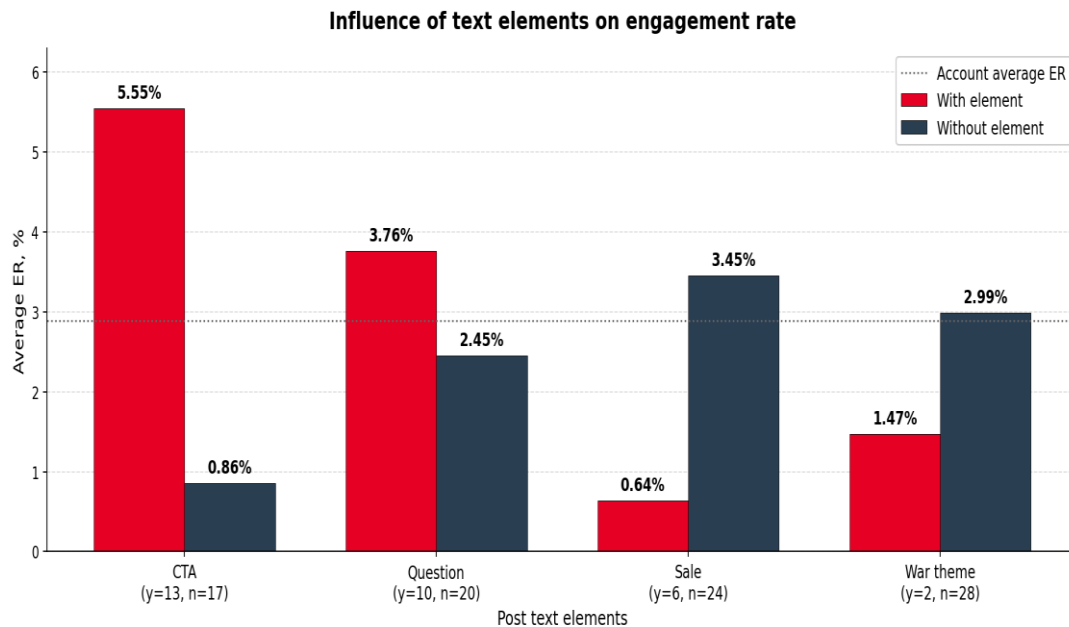


Figure 3. Impact of Caption Textual Elements on the Engagement Rate

Source: based on author calculated data.

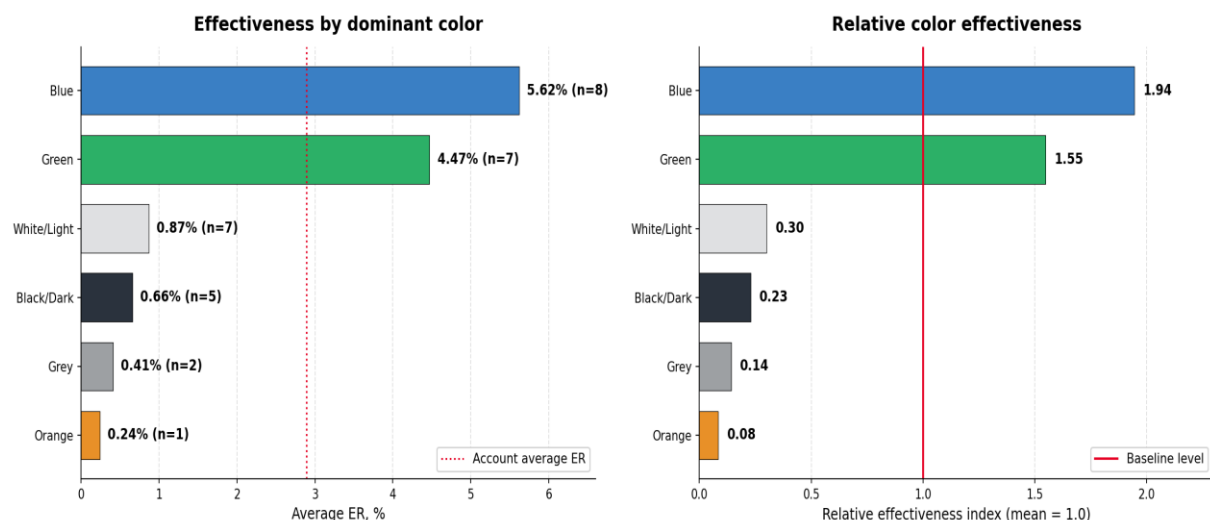


Figure 4. Publication Effectiveness by Dominant Colour.

Source: based on author calculated data.

The analysis of the dominant colour's impact (Figure 4) reveals significant differences in content effectiveness. The highest mean ER% is demonstrated by publications with a blue dominant colour at 5.62% (relative effectiveness index of 1.94). Publications with green occupy second place, with an ER% of 4.47% and a relative effectiveness index (rel_eff) of 1.55. In the lower segment are publications with white (0.87%), black (0.66%), grey (0.41%), and orange (0.24%) colours (Table 3). The effectiveness of blue aligns with the psychology of perception, as blue is the colour of trust and reliability, which corresponds well to the positioning of an electronics retailer [7, p. 8].

Table 3 – Publication Effectiveness by Dominant Colour

Colour	Mean ER%	Relative eff. index	Conclusion
Blue	5,62%	1,94	Most effective

Green	4,47%	1,55	Highly effective
White/Light	0,87%	0,30	Low effectiveness
Black/Dark	0,66%	0,23	Low effectiveness
Grey	0,41%	0,14	Marginal effectiveness
Orange	0,24%	0,08	Marginal effectiveness

Source: based on author calculated data.

The analysis of temporal dynamics (Figure 5) demonstrates a consistent increase in content strategy effectiveness: from an ER% of 0.54% in December 2025 to 8.79% in April 2026. The most notable surge occurred in February 2026 (+310.5%), coinciding with the intensification of the content schedule and the use of giveaways. It should be noted that the data for December and April are based on a single publication (n=1), which limits their representativeness. At the same time, a positive aspect is that the growth in ER% was accompanied not only by a quantitative increase but also by qualitative content optimization: in March, despite a reduction in the number of publications, the ER% continued to rise (+16.7%).

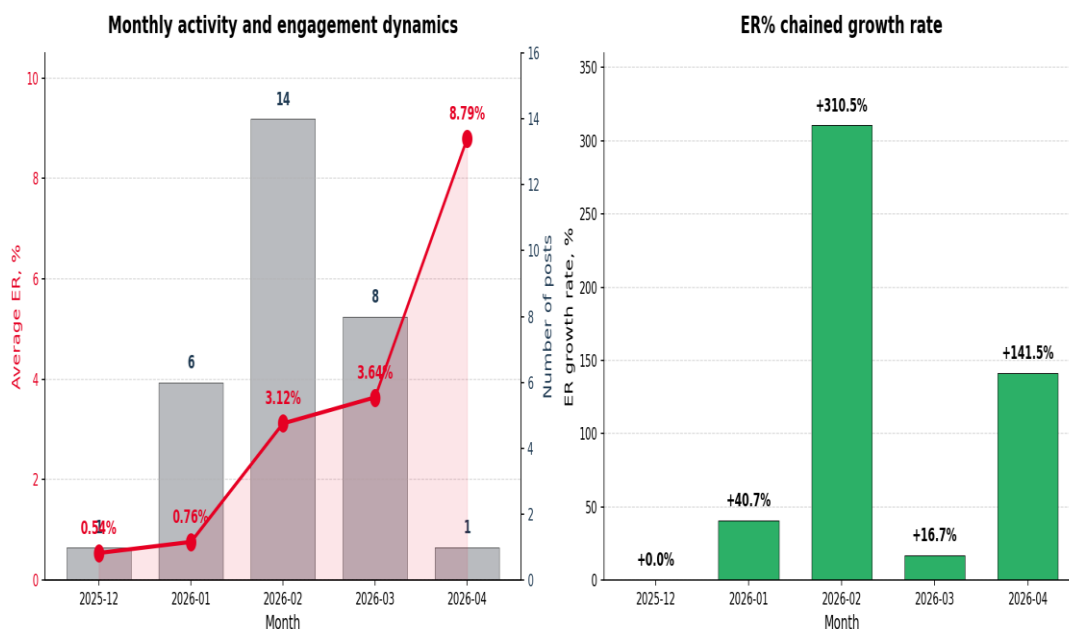


Figure 5. Monthly Dynamics of ER% and Chain Growth Rates

Source: based on author calculated data.

The results of the Pareto analysis (Figure 6) demonstrate significant unevenness in the distribution of content effectiveness. The top 10% of publications have a mean ER% of 12.20% and generate 42.2% of total engagement. The bottom 50% of publications show an ER% of only 0.51%. This pattern is consistent with the widely observed "hero content" effect in digital marketing [5]. All three publications in the top 10% are giveaways, which confirms the dominant role of this tool in generating engagement peaks. If giveaways are excluded, the mean ER% of regular content is only 0.81%, which defines the strategic task of improving the effectiveness of the core content mass (Table 4).

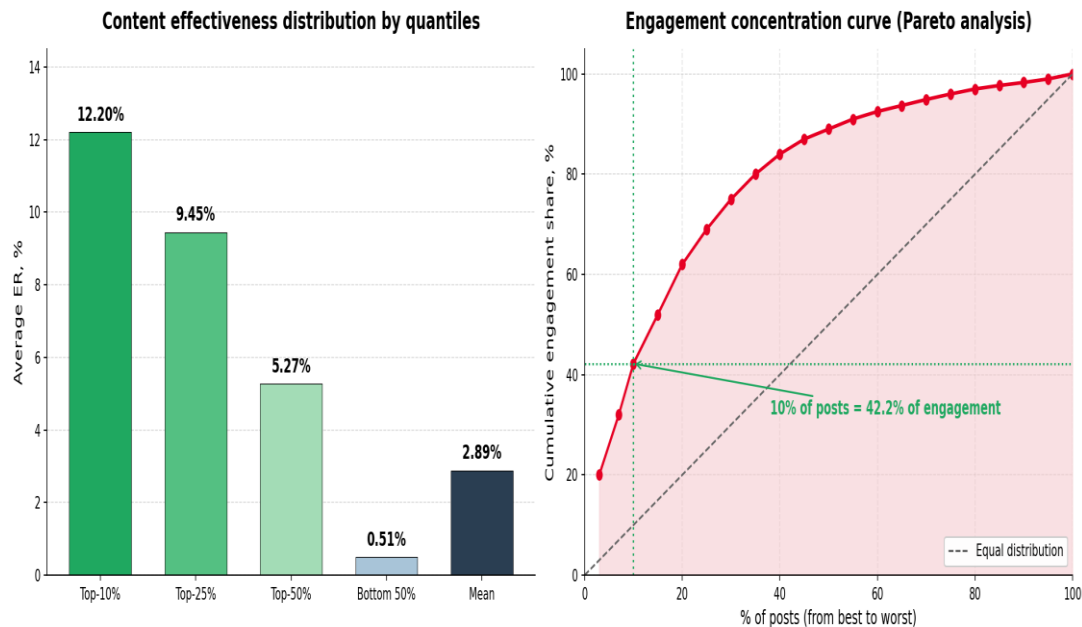


Figure 6. Pareto Analysis of Comfy Content Engagement Concentration

Source: based on author calculated data.

Table 4 – Distribution of Publication Effectiveness by Quantiles (Pareto Structure)

Segment	Share of sample	Mean ER%	Engagement share
Топ-10%	10,0%	12,20%	42,2%
Топ-25%	23,3%	9,45%	71,3%
Топ-50%	50,0%	5,27%	94,8%
Нижні 50%	50,0%	0,51%	5,2%

Source: based on author calculated data.

The multimodal analysis of visual content (Figure 7) reveals that successful publications are characterized by higher values of contrast, saturation, aesthetics, and visual complexity. The key differentiating attributes are aesthetics and saturation. The profile of giveaways nearly coincides with that of the top 50%, except on the warmth axis, as giveaways tend towards a cooler palette, which is consistent with the results of the dominant colour analysis. Brightness is the only attribute where less effective publications demonstrate higher values, which may be explained by the fact that excessively bright images activate the banner blindness effect [6, p. 3616].

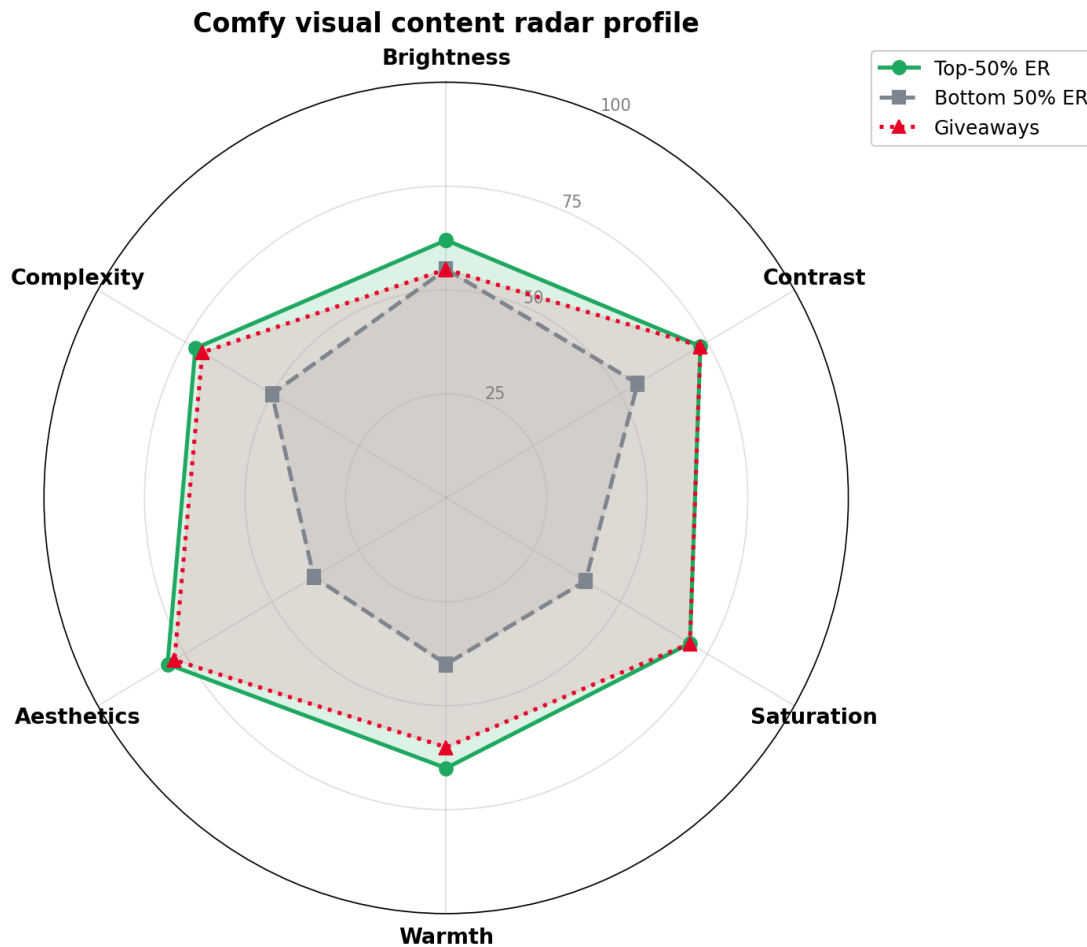


Figure 7. Radar Profile of Comfy Visual Content by Effectiveness Groups.

Source: based on author calculated data.

Based on the comprehensive analysis of the Comfy brand's content strategy on Instagram, a number of generalizations have been formulated. The account operates at a level that exceeds industry benchmarks (ER% of 2.89% versus the typical 0.5-1.5%), yet exhibits significant distributional asymmetry (median ER% of only 0.81%). The key drivers of engagement are giveaways (relative uplift coefficient of x8.7) and calls to action (x6.5), while sale-related content demonstrates a lower ER% (x0.19). Visual analysis confirmed the differential effectiveness of colours: blue ($rel_eff=1.94$) and green ($rel_eff=1.55$) are the most effective. The Pareto analysis revealed that 10% of publications generate 42.2% of total interaction.

Based on the identified patterns, a set of recommendations for content strategy optimization has been formulated across four areas.

In the domain of content type optimization, it is advisable to reduce the share of giveaways from the current 33.3% to 20-25%, as further expansion may lead to a saturation effect and a decrease in the perceived uniqueness of each individual activity [15]. At the same time, the share of publications with a call to action should be increased from 43% to 60-70%, given the observed uplift coefficient of 6.5 times. The format of sale-related content requires rethinking: the recorded low ER% of 0.64% indicates the need to transition from straightforward promotional messages to content that integrates commercial propositions within product usage scenarios or consumer testimonials.

Regarding visual strategy, the results of the colour palette analysis substantiate the advisability of increasing the share of publications with blue and green dominant colours, which demonstrate relative effectiveness indices of 1.94 and 1.55, respectively [7, p. 10]. Minimizing neutral monochromatic backgrounds, which are characterized by indices below 0.30 of the average, would contribute to improving

overall content performance. Additionally, it is recommended to implement A/B testing of visual solutions to build an empirically grounded knowledge base of effective visual patterns for the specific brand audience. Within the textual component, the systematic use of interrogative sentences is recommended (observed relative uplift coefficient of 1.5), specifically employing specific, subject-related questions rather than general ones [4, p. 270]. An important factor in enhancing organic reach is the promptness of response to comments within the first hours following publication, which reinforces the algorithmic assessment of discussion activity [2, p. 345].

To ensure the sustainability of content strategy development, it is necessary to implement a system of regular monitoring of key performance indicators with decomposition by content type, colour attributes, and temporal patterns [14]. Integration of Instagram analytics with a web analytics system through the addition of UTM tags, parameters appended to product page links, would enable the assessment of the commercial conversion of engagement into website visits and purchases, which is a prerequisite for calculating the financial return on content.

Discussion

The study results should be interpreted with due consideration of certain limitations. First, the ER% formula does not account for saves, shares, and Reels views, which are of growing importance as content quality indicators. Second, the absence of external analytics data (website visits, conversions) renders the assessment of commercial ROI indirect. Third, the lack of comparative analysis with competitors (Foxtrot, Allo, Epicentr) limits the assessment of competitive positioning.

Prospects for further research are associated with expanding the sample, introducing a composite engagement indicator, integrating with web analytics systems, conducting cross-platform analysis of brand presence (Instagram, TikTok, YouTube), and performing comparative analysis with competitors.

Conclusions

The conducted study of the Comfy brand's content strategy on Instagram has enabled the formulation of a number of generalizations that possess both scientific-theoretical and practical significance.

First, it has been established that the average ER% of the Comfy account is 2.89%, which exceeds the typical industry benchmarks for the retail segment (0.5-1.5%) [11; 12]. At the same time, significant distributional asymmetry has been identified: the median ER% is only 0.81%. Second, the dominant role of giveaways (relative uplift coefficient of x8.74) and calls to action (x6.45) as the primary drivers of engagement has been quantitatively demonstrated. Concurrently, the atypically low effectiveness of sale-related content has been revealed (rel_eff of 0.19), indicating the need to reconsider the approach to promotional communications.

Furthermore, multimodal analysis has revealed the differential effectiveness of colours: the highest performance is demonstrated by publications with blue (rel_eff=1.94) and green (rel_eff=1.55) dominant colours [7]. The key differentiating attribute between successful and unsuccessful publications is the aesthetic score.

Third, Pareto analysis has confirmed that the top 10% of publications generate 42.2% of all interaction, which characterizes a pronounced hero content effect.

Fourth, the temporal dynamics demonstrate a sustained increase in ER% from 0.54% to 8.79% over the study period.

The formulated set of recommendations encompasses the optimization of content types, visual strategy, textual components, and the effectiveness monitoring system. The obtained results possess both practical value for the Comfy brand and methodological significance, demonstrating the productivity of an integrated approach to social media marketing analysis.

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ADDITIONAL INFORMATION

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