

Hello team,

Please see below the launch recap for *The One That Got Away + Chloe* + season 3, episode 6 of *The Boys*.

### **The One That Got Away Conversation:**

- With all-star host [Betty Who](#) leading the charge, *The One That Got Away* [launched](#) with viewer eyes [locked on](#) to their screens [eating up](#) every second of the [drama](#)!
- Viewers picked up on the show's [format](#) quickly and [binged](#) the episodes, with callouts to [diversity](#) as well as [Betty Who](#)'s ability to [stir the pot](#).
- Any negativity [surrounding](#) the title [stemmed](#) from the [contestants](#) themselves versus the format or premise of the show, specifically [Alyssa and Ashley](#).

### **The One That Got Away Reviews:**

[By Ed Russo](#) funny, messy, love it

just started watching ep 1 and I'm already hooked. can't wait for some sweet, sweet portal drama.

[By Jake H](#) Incredible

I'm not really a reality show fan, but this show got me hooked. Super innovative concept, isn't trashy like many of its counterparts. Betty Who is an incredible host who is genuine and seemingly actually cares for the contestants rather than manipulating their emotions.

[By MONIE VEE](#) Series depicts reunions between past loves who revisit unfinished business

I loved everything about this show! There was diversity in culture, personality, & relationships!

You can learn a lot about the cast and their favorite people and problem solving capabilities! It's a must see

### **The One That Got Away Content Performance:**

#### **Key Takeaways**

- Almost all content for this title underperformed across platforms with the exception of TikTok.
- The Instagram Reel featuring Betty Who explaining the unscripted show performed close to median benchmarks and is still seeing an increase in viewership. It is notable that this was a Collab with [Betty Who](#) (172K followers).

#### **Content Recommendation**

- Test content featuring Betty Who as she is the lead / most well-known talent and continue to prioritize Collabs on this title if feasible.

#### **Top Posts by Channel**

**IG Reels:** [Betty Who Explains TOTGA](#) (120K Views / 3.1K Engagements vs 133K YTD Median Views / 4.8K YTD Median Engagements)

**TW:** [Talent Polaroids](#) (0.27% vs 0.98% YTD Avg. ER)

**YT:** [The One That Got Away - Official Trailer](#) (173.5K Hrs Watchtime / 6M Views vs 287K Hrs Watchtime / 204K Views Benchmark)

**TT:** [I can't look away](#) (51.1K Engagements vs 7.8K Benchmark)

**FB:** [Summer Solstice Event Recap Video](#) (0.12% vs 0.71% YTD Avg. ER)

### **Amazon Studios Top Posts**

**IG:** N/A

**TW:** N/A

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### **Chloe Conversation:**

- [Right](#) from the [start](#), viewers felt [captivated](#) and [swept](#) straight into the whirlwind thriller, many calling it “[twisty](#).”
- With a [strong](#) and [unexpected](#) storyline, viewers stayed [enthralled](#) by the series, [binging](#) until the [end](#).

### **Chloe Reviews:**

[By Tashi](#) it was soooooooooo good! slow burn great payoff!

[By JW](#) Exceptional

This is the best show I have watched in several years (since Normal People and Little Fires Everywhere, which were very good). Chloe is absolutely exceptional - well written, well acted, complex. Highly recommend.

### **Chloe Content Performance:**

#### **Key Takeaways**

- With the exception of TikTok, content from this title underperformed across other platforms.
- There was one post on Instagram, the poster, which received 5.0% ER with paid boosting. There were three posts on Twitter, all of which generated less than the channel ER goal of 0.60%. The under performance is likely due to lack of title awareness.

### **Content Recommendation**

- Test clips or stills that can be universally understood without context to draw engagements.

### **Top Posts by Channel**

IG: [Poster](#) (5.0% vs 7.74% YTD Avg. ER)

TW: [Poster](#) (0.48% vs 0.98% YTD Avg. ER)

YT: [How to Become a Successful Con Artist | Chloe](#) (556.8 Hrs Watchtime / 52K Views vs 20K Hrs Watchtime / 10K Views)

TT: [About Chloe](#) (43.3K Engagements vs 7.8K Benchmark)

FB: [Poster](#) (0.22% vs 0.71% YTD Avg. ER)

### **Amazon Studios Top Posts**

IG: [Teaser](#) (4.35% vs 4.87% YTD Avg. ER)

TW: [Trailer](#) (0.66% vs 0.86% YTD Avg. ER)

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### **The Boys S3E6 Conversation:**

- Herogasm lived up to fan expectations by the plethora of [viral memes](#), [fan art](#), [jokes](#), [shock](#), and [appreciation](#) reactions over the weekend alone—translating into a huge [round of applause](#) across online [conversation](#).
- Along with our usual [outrageous antics](#) making a [splash](#), the highly [anticipated fight](#) between Homelander, Soldier Boy, Butcher, and Hughie [was extremely well-received and celebrated](#).
- In just two of [several](#) viral tweet [examples](#), once again [Antony Starr](#) and [Laz Alonso](#) [received](#) critical acclaim for their talent in this week's episode.

### **The Boys S3E6 Content Performance:**

#### **Key Takeaways**

- Most content for this week's episode overperformed across platforms.
- On Instagram, there was [one Reel](#) and one [grid post](#) both of which overperformed in terms of median benchmarks and channel goals. The Reel received 1.2M organic views and featured Jensen Ackles talking about the episode. Fans love Jensen Ackles and content featuring him has performed well on the platform historically.
- On Twitter, top content included images, text-only tweets, a video and an album. *The Boys* continues to have an avid and engaging fanbase.

### **Content Recommendation**

- Continue with scheduled posting.

### **Top Posts by Channel**

**IG:** [Talent Herogasm Reactions Grid](#) (14.9% vs 7.74% YTD Avg. ER)

**IG Reels:** [Jensen Ackles Herogasm Warning](#) (1.2M Views / 119K Engagements vs 133K YTD Median Views / 4.8K YTD Median Engagements)

**TW:** [Jack Quaid BTS Image](#) (2.79% vs 0.98% YTD Avg. ER)

**YT:** [The Boys Season 3 Episode 4 Breakdown | Kimiko's Vibrating Vendetta](#) (60.5 Hrs Watchtime / 4.8K Views vs 20K Hrs Watchtime / 10K Views)

**TT:** [Terrifying. @Cameron Kozak](#) (1.4K Engagements vs 7.8K Benchmark)

**FB:** N/A

### **Amazon Studios Top Posts**

**IG:** [Episode Stills Carousel](#) (24.7% vs 4.87% YTD Avg. ER)

**TW:** [Episode Stills Album](#) (2.48% vs 0.86% YTD Avg. ER)