

# mbusa

Instagram account report  
Jan 01, 2016 - May 28, 2016

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Total Followers Count

1,116,679

▲ 25.37%

Followers Change

+245,517

Max. Followers Change

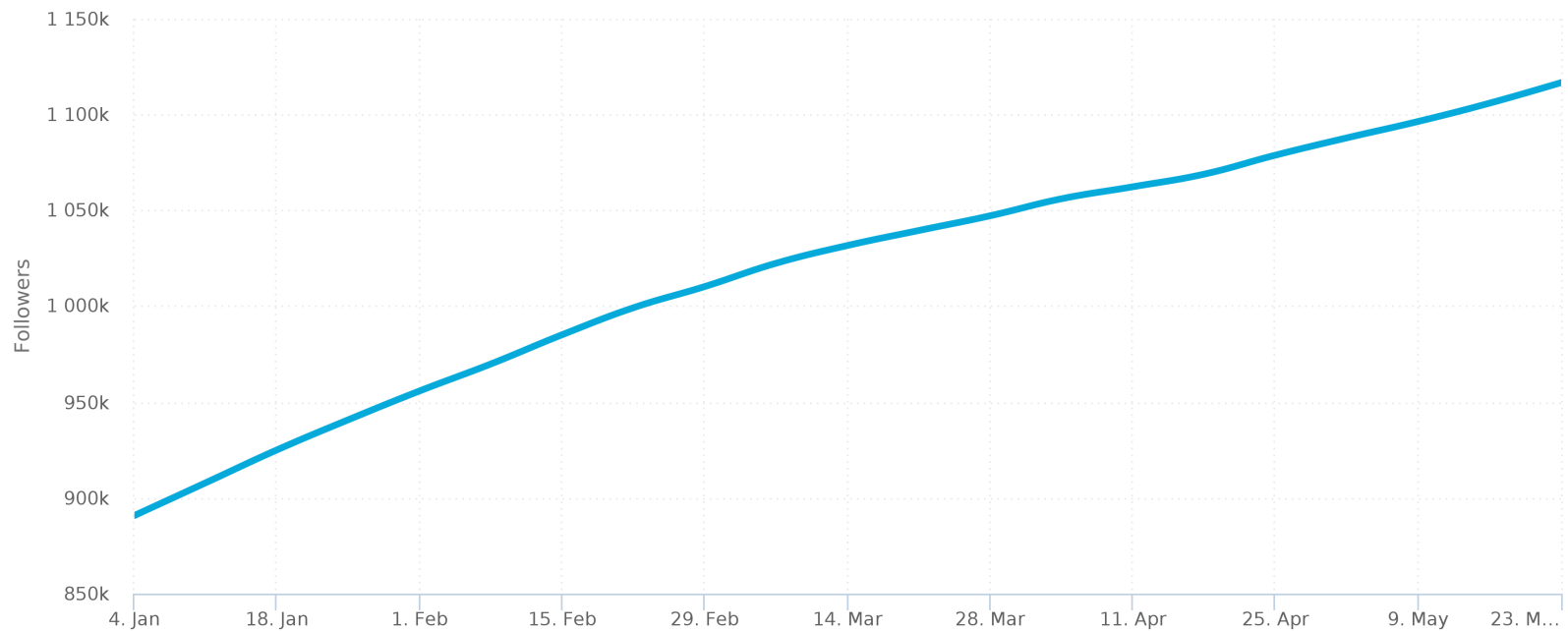
19,132

Jan 04

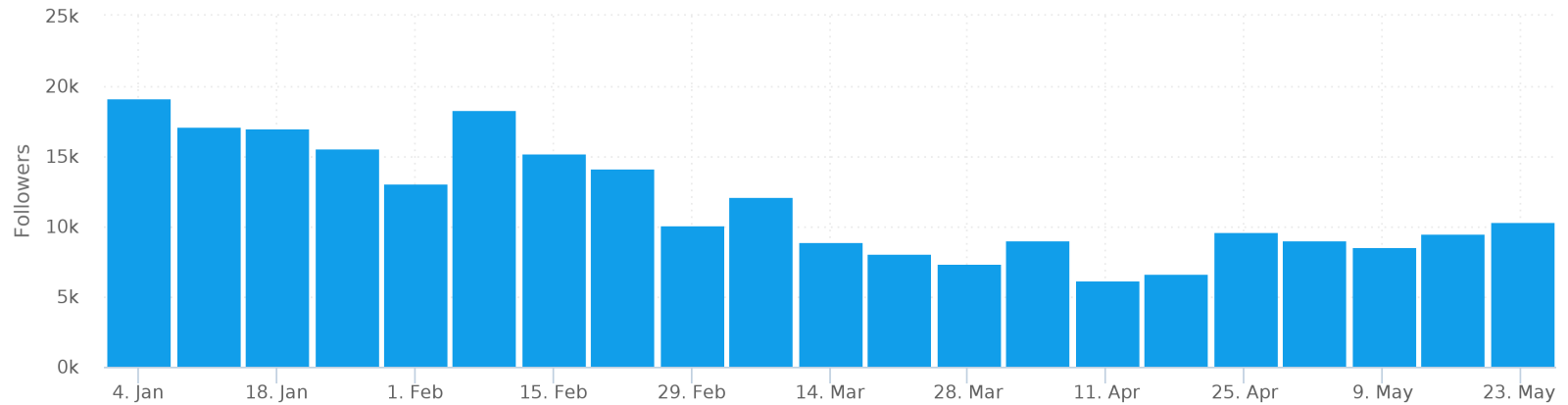
Avg. Followers Change

+11,691.29

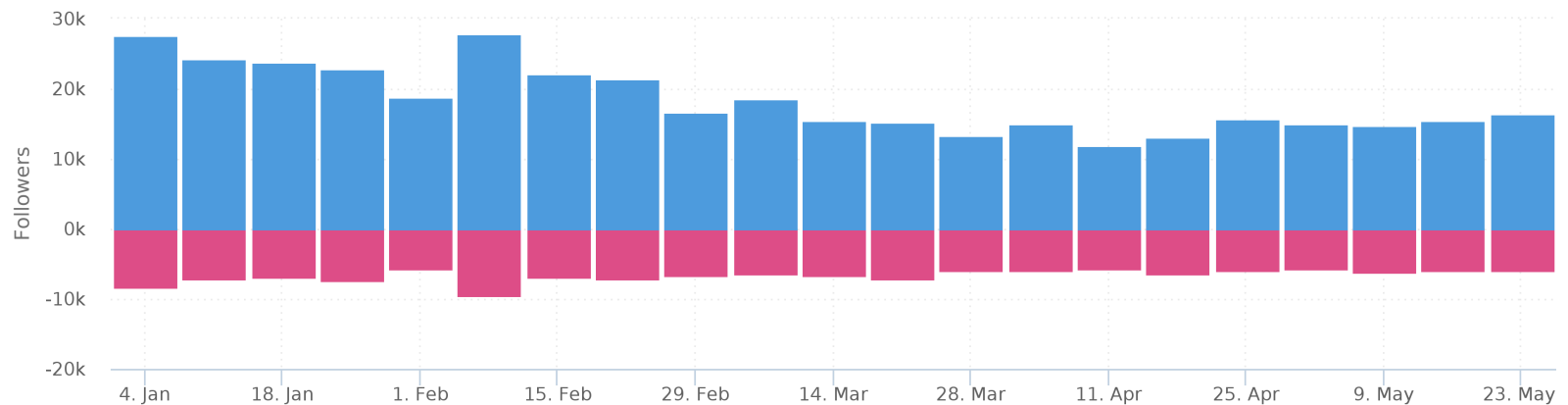
## Total Followers



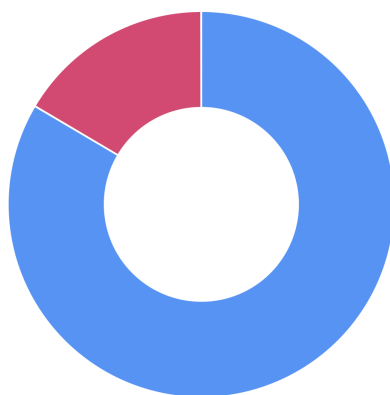
## Growth of Total Followers



## Gained and Lost Followers

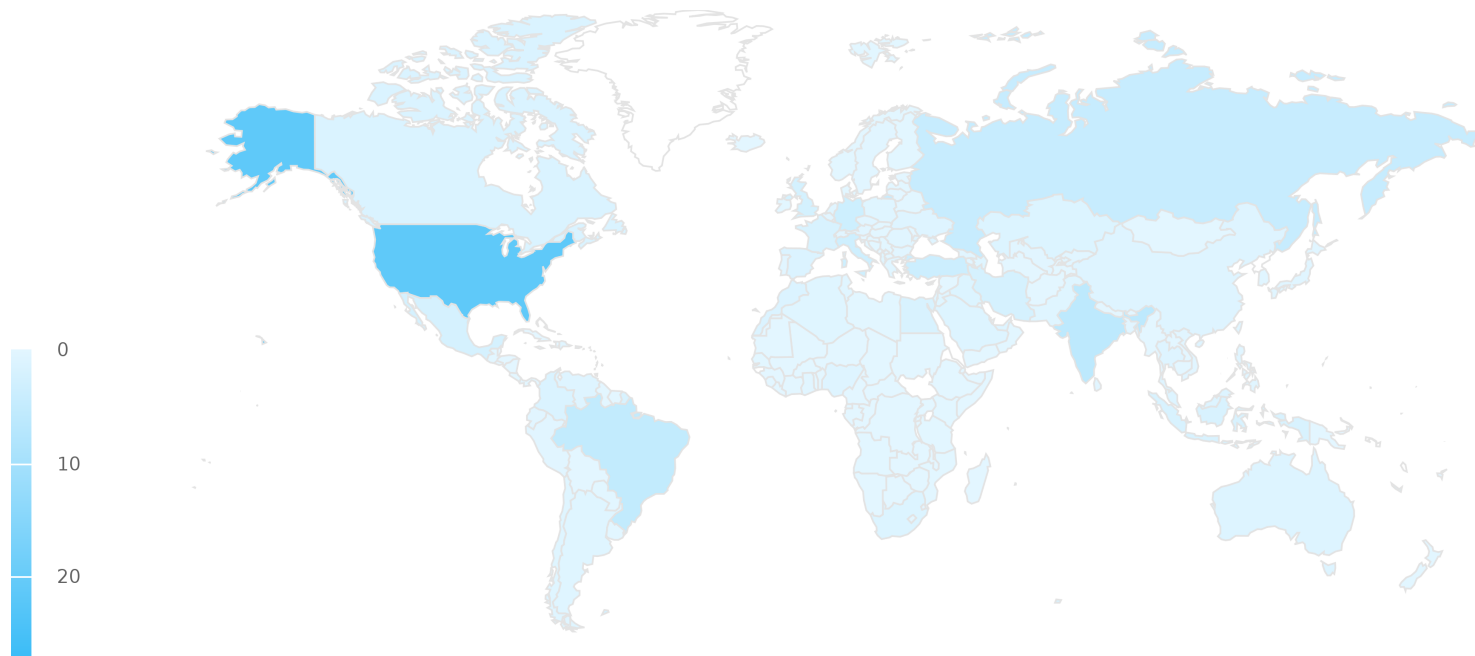


## Gender of Followers

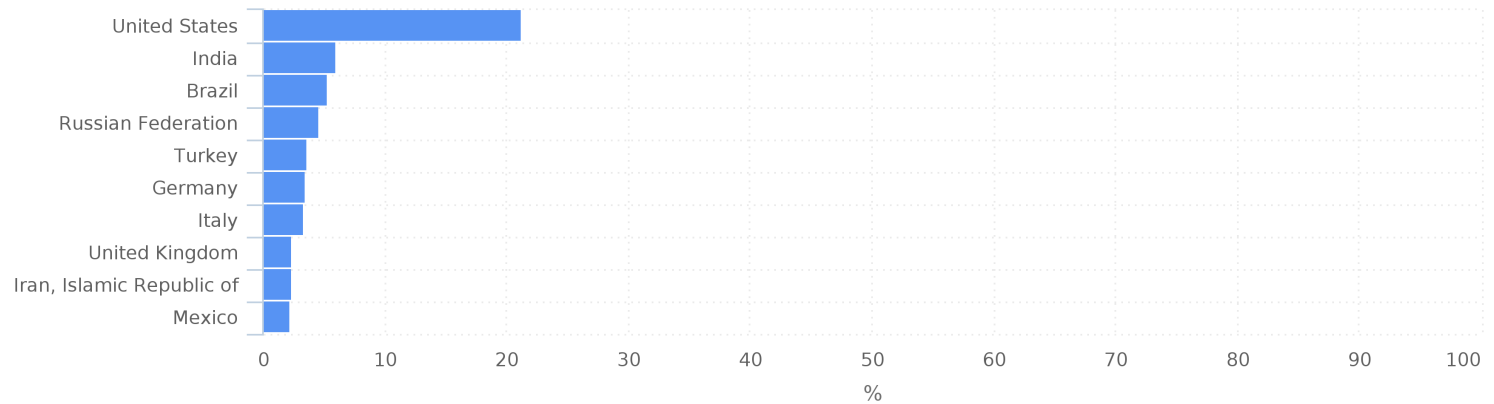


Male 83.51%  
Female 16.49%

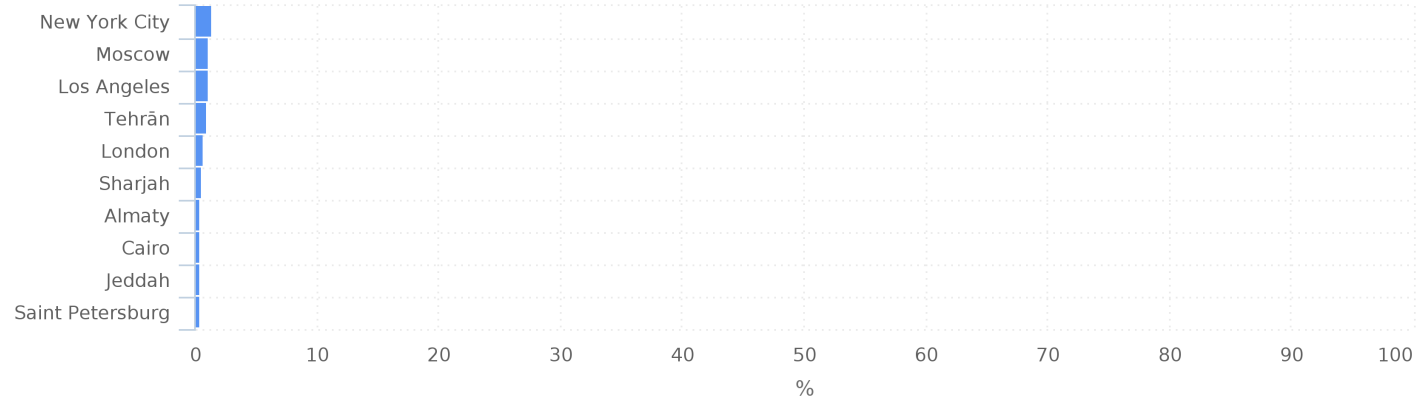
## Countries of Followers (Map)



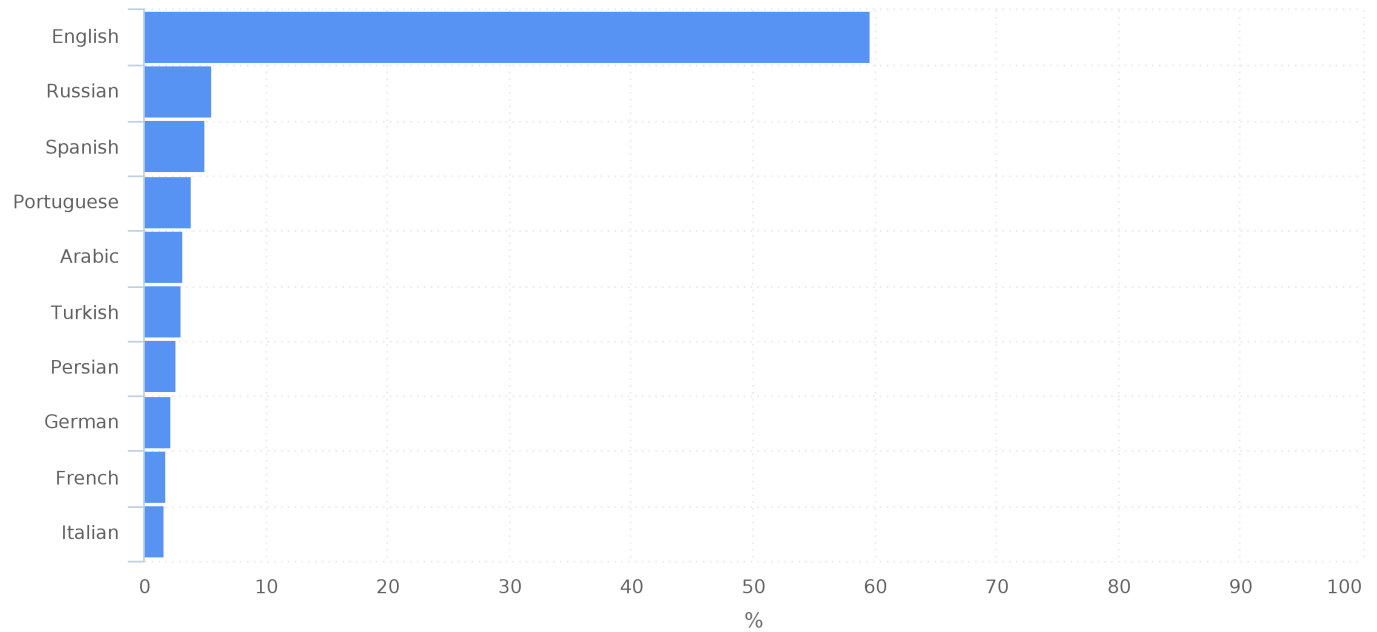
## Countries of Followers



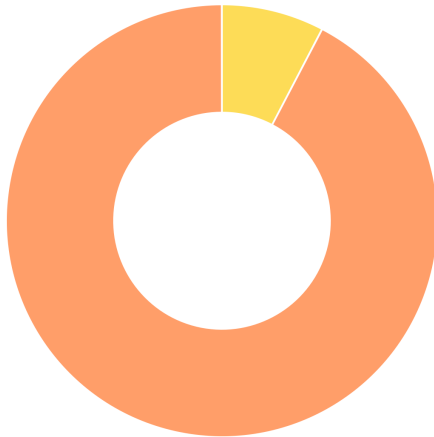
## Cities of Followers



## Language of Followers



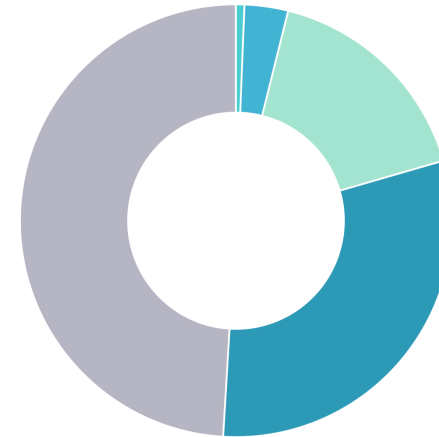
Privacy of Followers



Public 7.68%

Private 92.32%

Follower Activity



10+ posts/day 0.64%

2-10 posts/day 3.26%

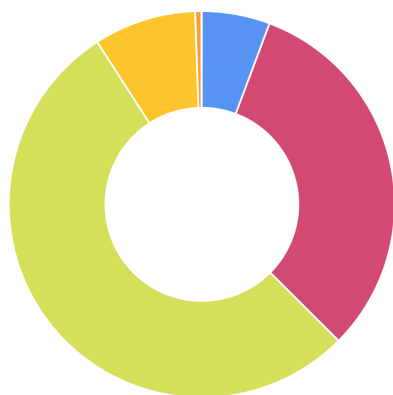
1-2 posts/2 days 16.63%

1 post/week 30.44%

<1 post/week 49.04%

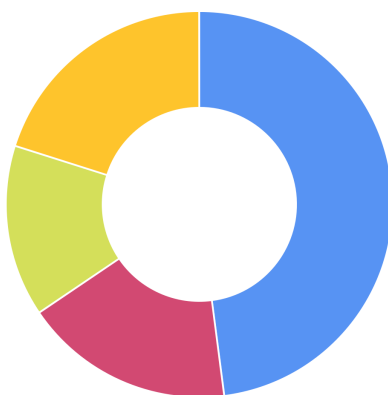


Distribution by Follower Count



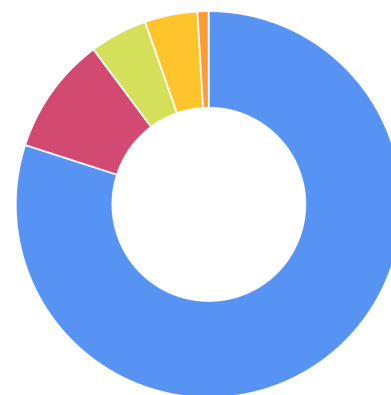
- 0-10 5.71%
- 10-100 31.76%
- 100-1k 53.42%
- 1k-10k 8.57%
- 10k-100k 0.51%
- 100k-1M 0.03%
- 1M+ 0.00%

Distribution by Following Count



- Easily Reachable (<500) 47.94%
- Reachable (500-1k) 17.59%
- Hardly reachable (1k-2k) 14.37%
- Unreachable (2k+) 20.09%

Follower/Following Ratio



- Mass Follower (<0.5) 79.97%
- Potentially normal (0.5-1) 9.84%
- Normal (1-2) 4.83%
- Popular (2-10) 4.41%
- Influencer (10+) 0.95%

Total Posts  
**685**

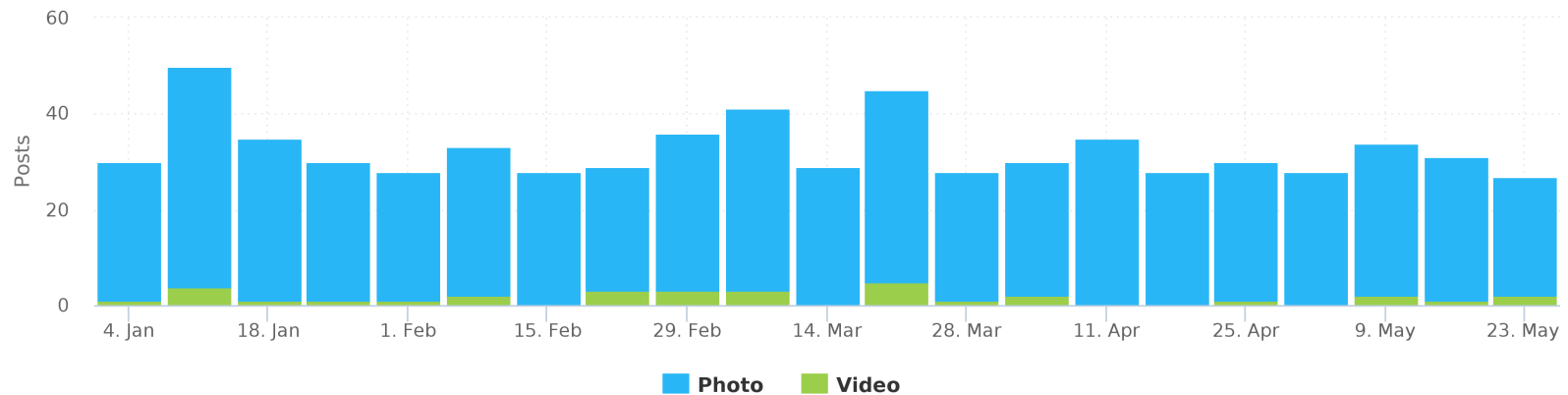
Total Likes  
**7,705,776**

Total Comment  
**40,818**

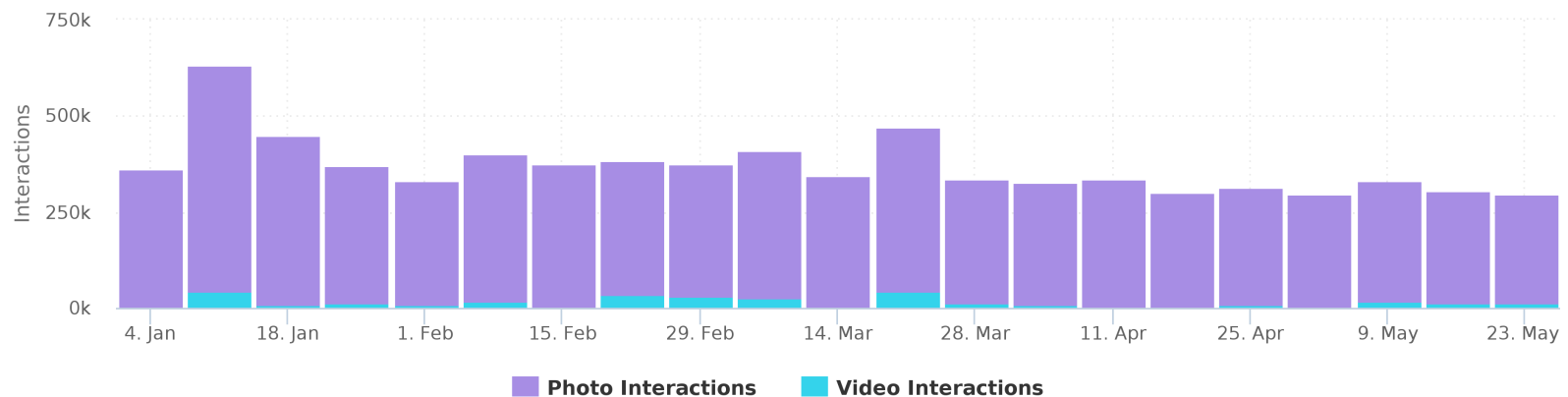
Avg. Likes per Post  
**11,249.31**

Avg. Comments per Post  
**59.59**

## Number of Posts



## Interactions



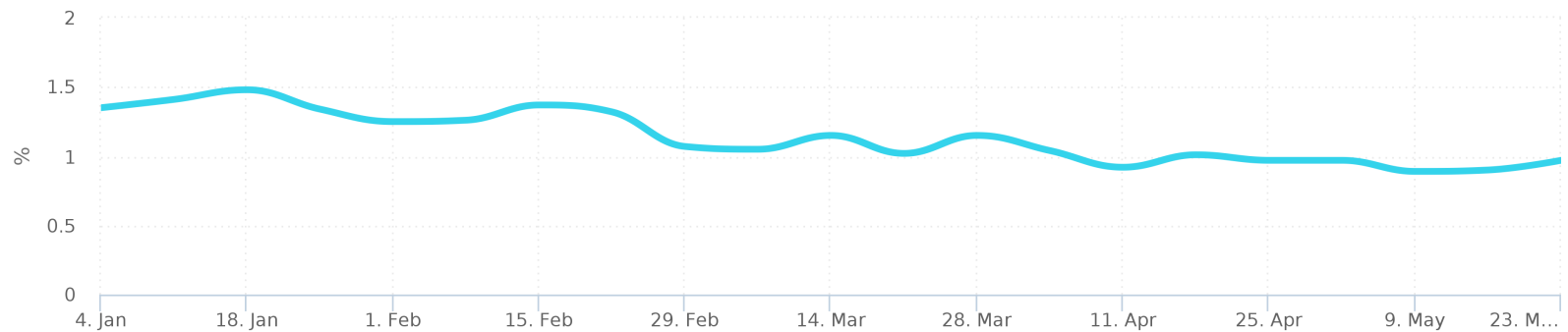
Avg. Post Eng. Rate  
**1.14%**

Max. Post Eng. Rate  
**1.48%**  
Jan 18

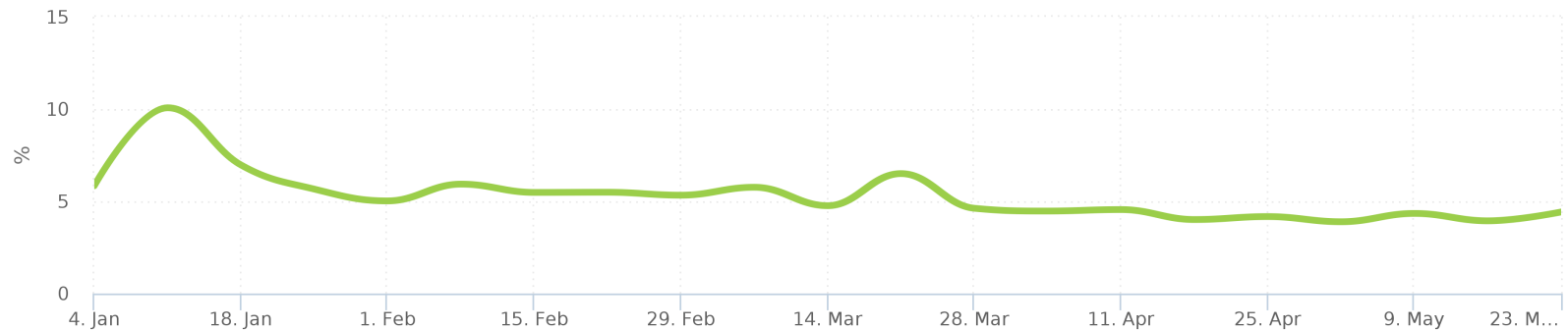
Avg. Profile Eng. Rate  
**5.3%**

Max. Profile Eng. Rate  
**10.07%**  
Jan 11

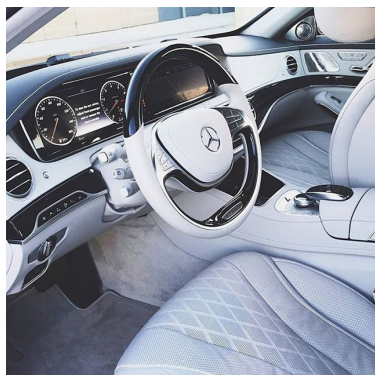
## Post Engagement Rate



## Profile Engagement Rate



## Top Posts by Engagement Rate



🔥 2.6% ❤️ 23k 💬 214



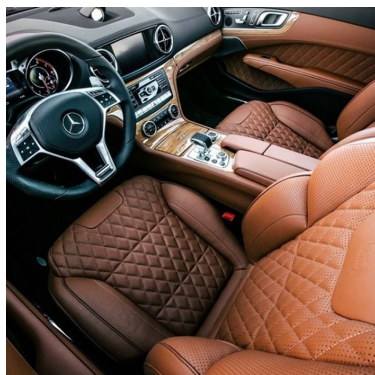
🔥 2.6% ❤️ 26k 💬 198



🔥 2.5% ❤️ 22k 💬 242



🔥 2.4% ❤️ 20k 💬 625



🔥 2.2% ❤️ 21k 💬 297



🔥 2.1% ❤️ 20k 💬 202

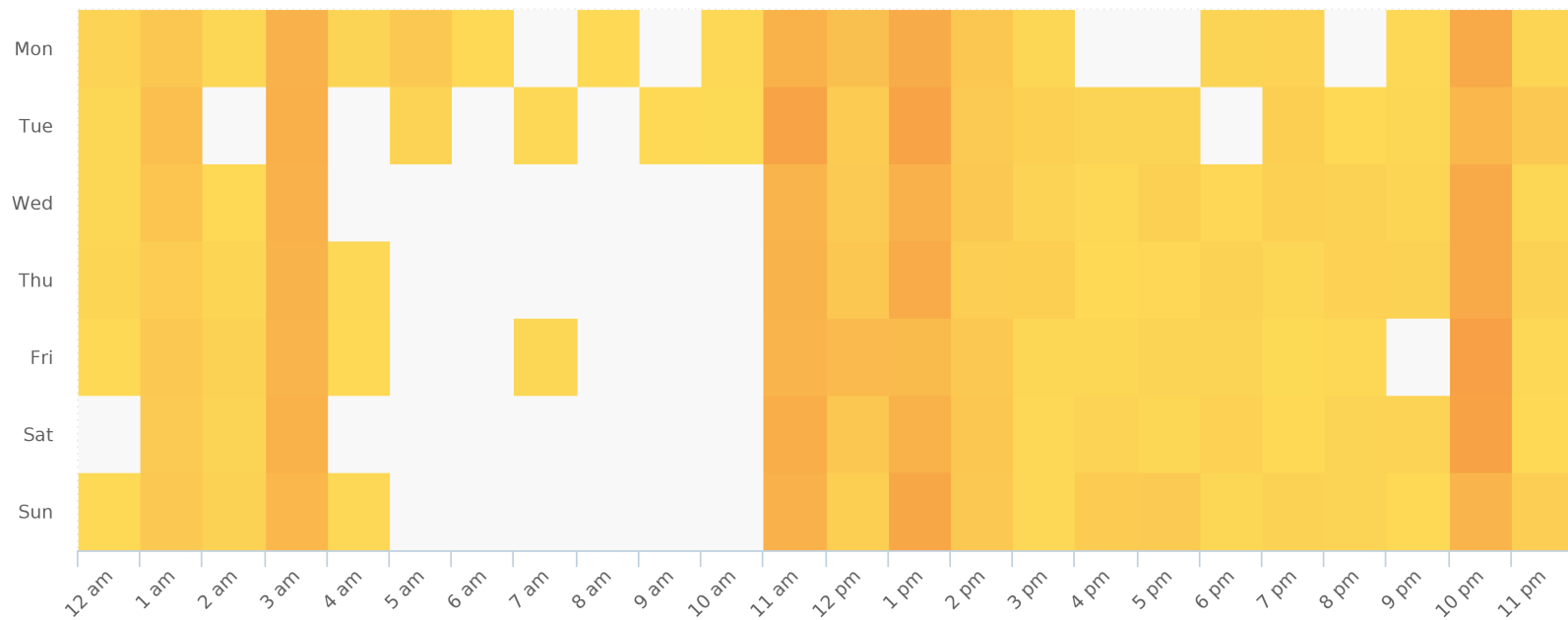


🔥 2.1% ❤️ 19k 💬 186

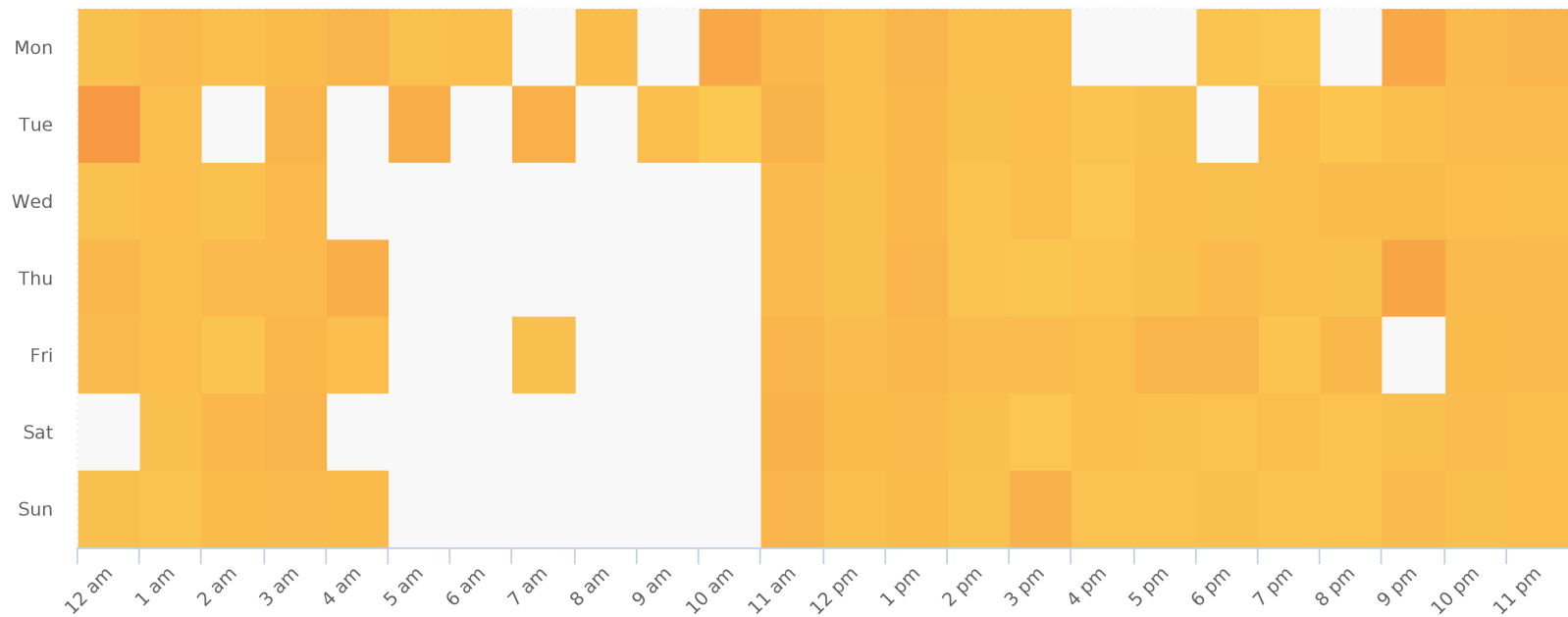


🔥 2.0% ❤️ 19k 💬 582

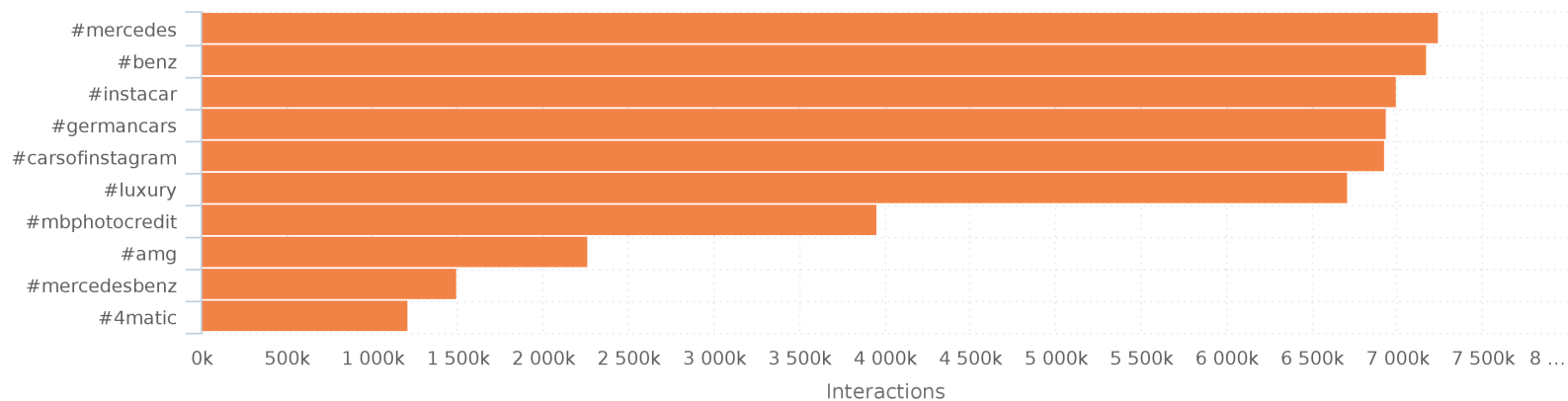
## Best Time to Post



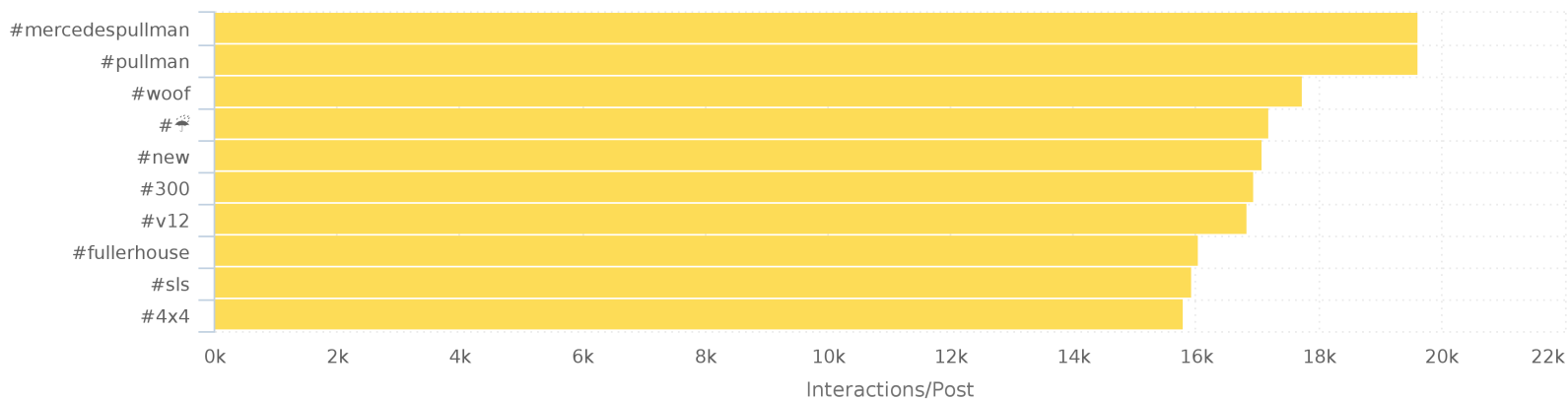
## Best Time to Post, Engagement



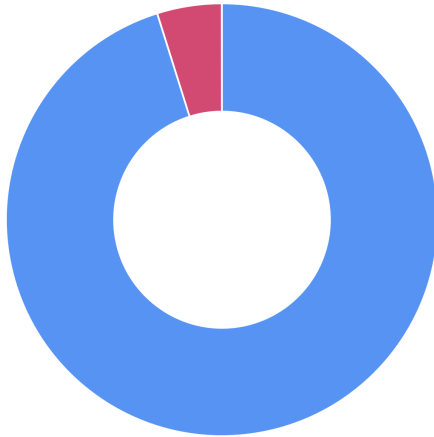
## Top Tags by Interactions



## Most Effective Tags

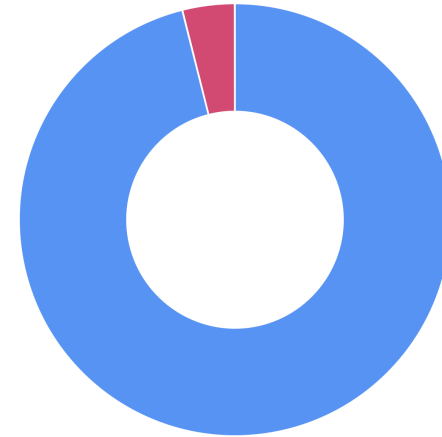


Post Types



**Photo** 95.16% 787 Posts  
**Video** 4.84% 40 Posts

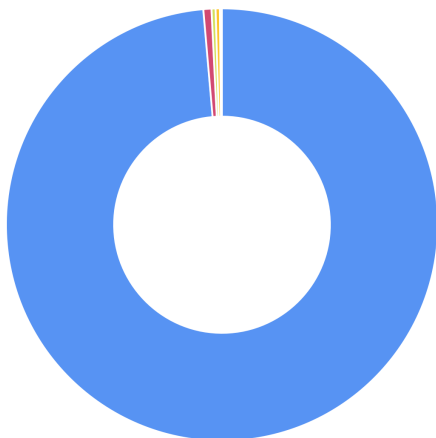
Most Engaging Post Types



**Photo** 96.08% 7442718 Interactions  
**Video** 3.92% 303876 Interactions

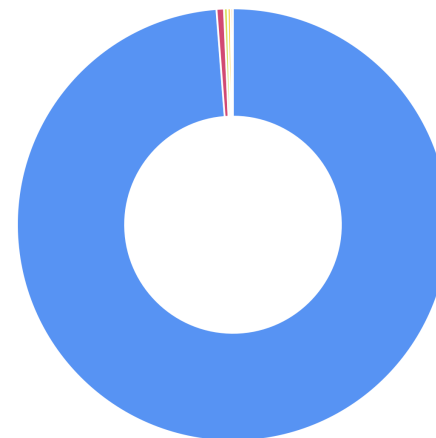


Top Photo Filters



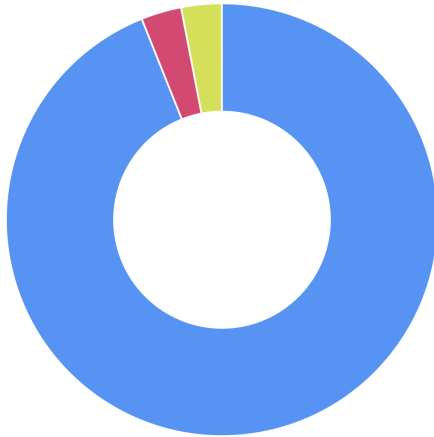
Normal	98.62%	643 Posts
Ludwig	0.61%	4 Posts
Rise	0.31%	2 Posts
Mayfair	0.31%	2 Posts
Lark	0.15%	1 Posts

Most Engaging Photo Filters



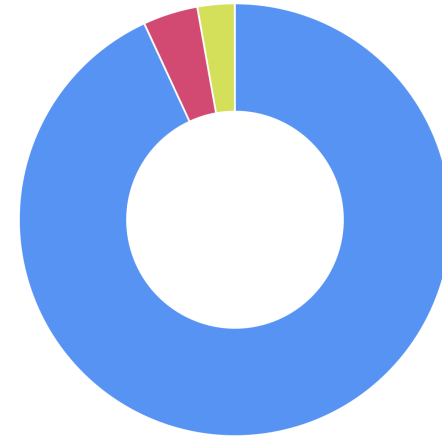
Normal	98.78%	7352105 Interactions
Ludwig	0.55%	41050 Interactions
Mayfair	0.27%	20449 Interactions
Rise	0.23%	16925 Interactions
Lark	0.16%	12189 Interactions

Top Video Filters



Normal	93.94%	31 Posts
Ludwig	3.03%	1 Posts
Hudson	3.03%	1 Posts

Most Engaging Video Filters



Normal	93.10%	282910 Interactions
Hudson	4.10%	12470 Interactions
Ludwig	2.80%	8496 Interactions

# Instagram Metrics

## Total Followers

The number of profile's Followers during a selected time range.

## Growth of Total Followers

The absolute increase or decrease in Followers during a selected time range.

## Gained and Lost Followers

The number of Followers gained and lost during a selected time range.

## Gender of Followers

The distribution of gender of Followers during a selected time range.

## Countries of Followers

The distribution of countries of Followers during a selected time range.

## Cities of Followers

The distribution of cities of Followers during a selected time range.

## Language of Followers

The distribution of language of Followers during a selected time range.

## Privacy of Followers

The distribution of Followers by privacy during a selected time range.

## Follower Activity

The activity breakdown of Followers based on how often they post on Instagram. This data is useful to see how active your audience is.

## Distribution by Follower Count

Shows how many followers your audience has. This data is useful to evaluate how influential your audience is.

# Instagram Metrics

## Distribution by Following Count

Shows how many followings your audience has. It's useful to understand how reachable your followers are.

## Follower/Following Ratio

The distribution of Followers by the Follower to Following ratio. This data is useful to evaluate the quality of your audience.

## Number of Posts

The total number of Posts published during a selected time range.

## Interactions

The total number of Likes and Comments divided by their type during a selected time range.

## Post Engagement Rate

Calculated as the sum of all Likes and Comments divided by number of Posts, divided by number of Followers during a selected time range.

## Profile Engagement Rate

Calculated as the sum of all Likes and Comments divided by number of Followers during a selected time range.

## Top Posts by Engagement Rate

Top Posts sorted by Engagement Rate during a selected time range.

## Best Time to post

Shows the times of day and the days of the week when your audience has been interacting during a selected time range. The darkest red is the best time for you to post. (Timezone: Europe/London)

## Best Time to post, Engagement

Shows the times of day and the days of the week when your posts got the best Engagement rate on average during a selected time range. The darkest red is the best time for you to post. (Timezone: Europe/London)

# Instagram Metrics

## Top Tags by Interactions

Top Tags used by the number of interactions received during a selected time range.

## Most Effective Tags

Top Tags by the average number of interactions received during a selected time range.