

# Instagram Account Report



# your\_brand

01 Oct 2022 — 31 Oct 2022

Followers

**83,577**

Follower Change

**963**

↑ 1.13%

Max. Follower Change

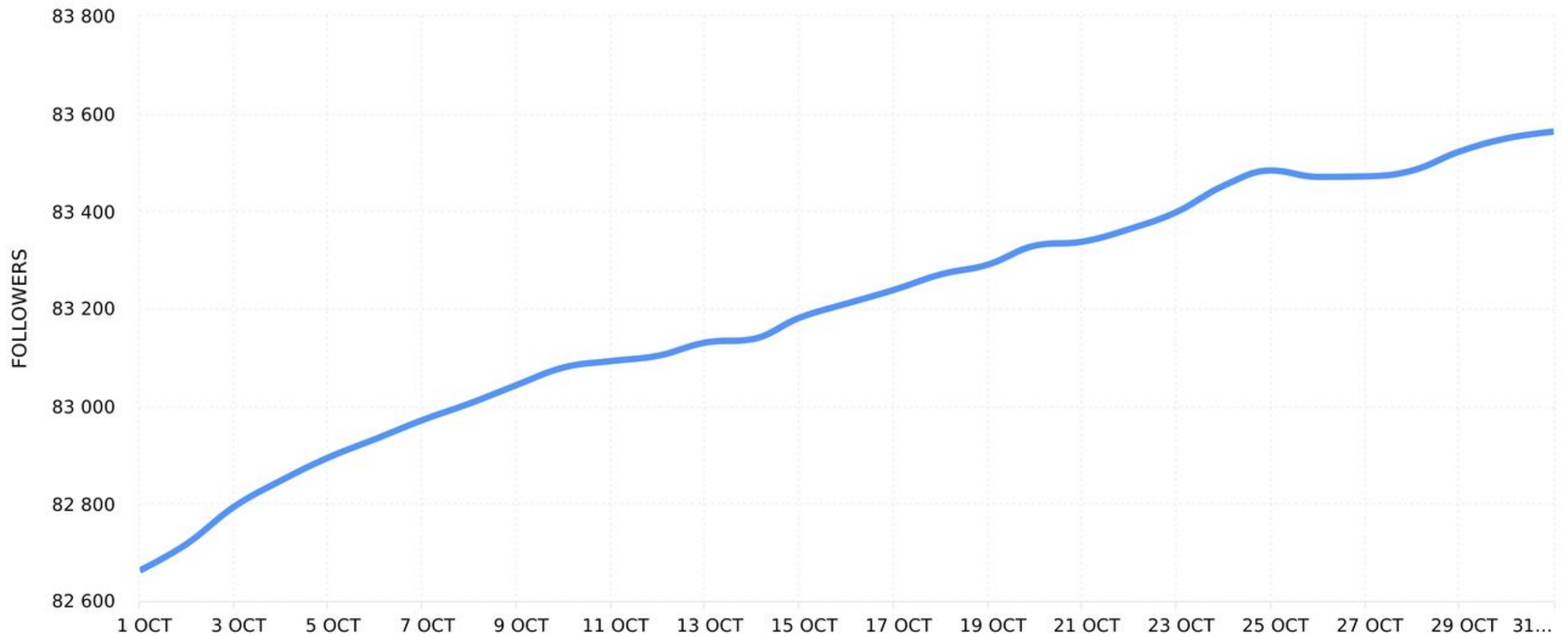
**88**

09 Oct 2022

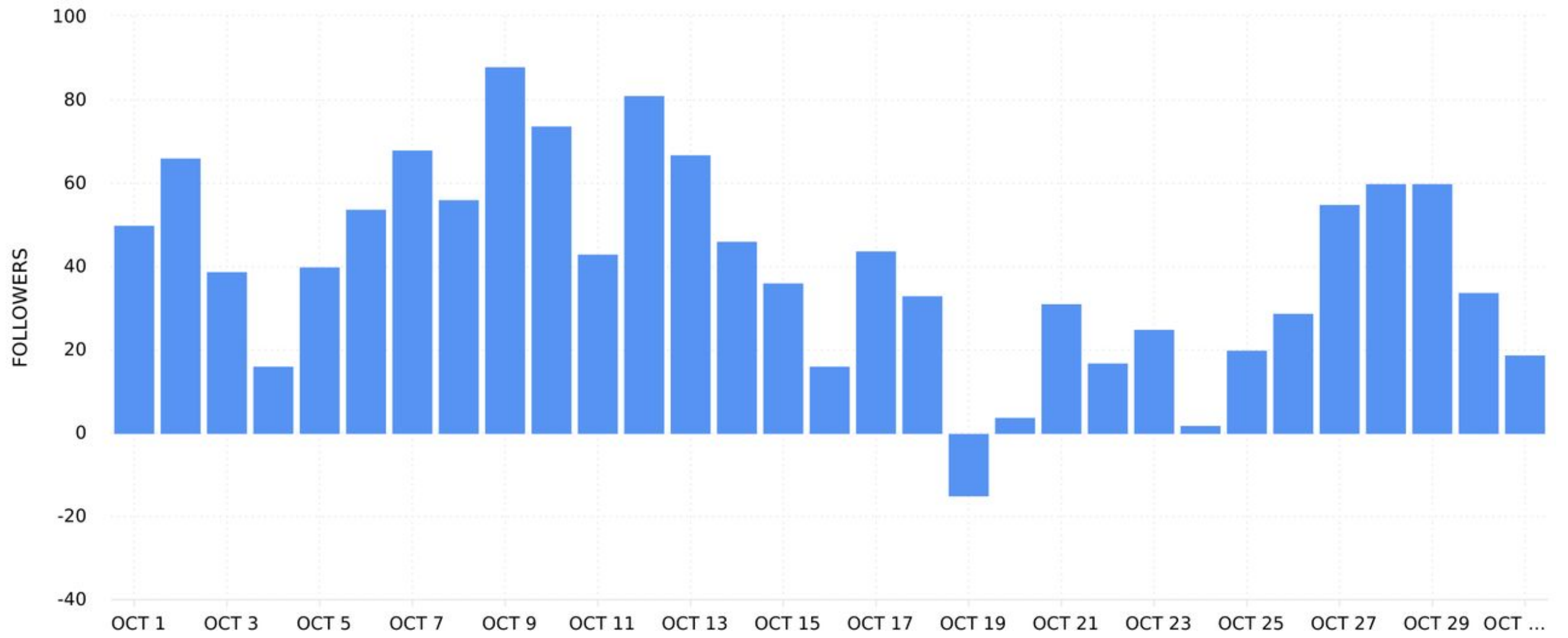
Avg. Follower Change

**+31.06**

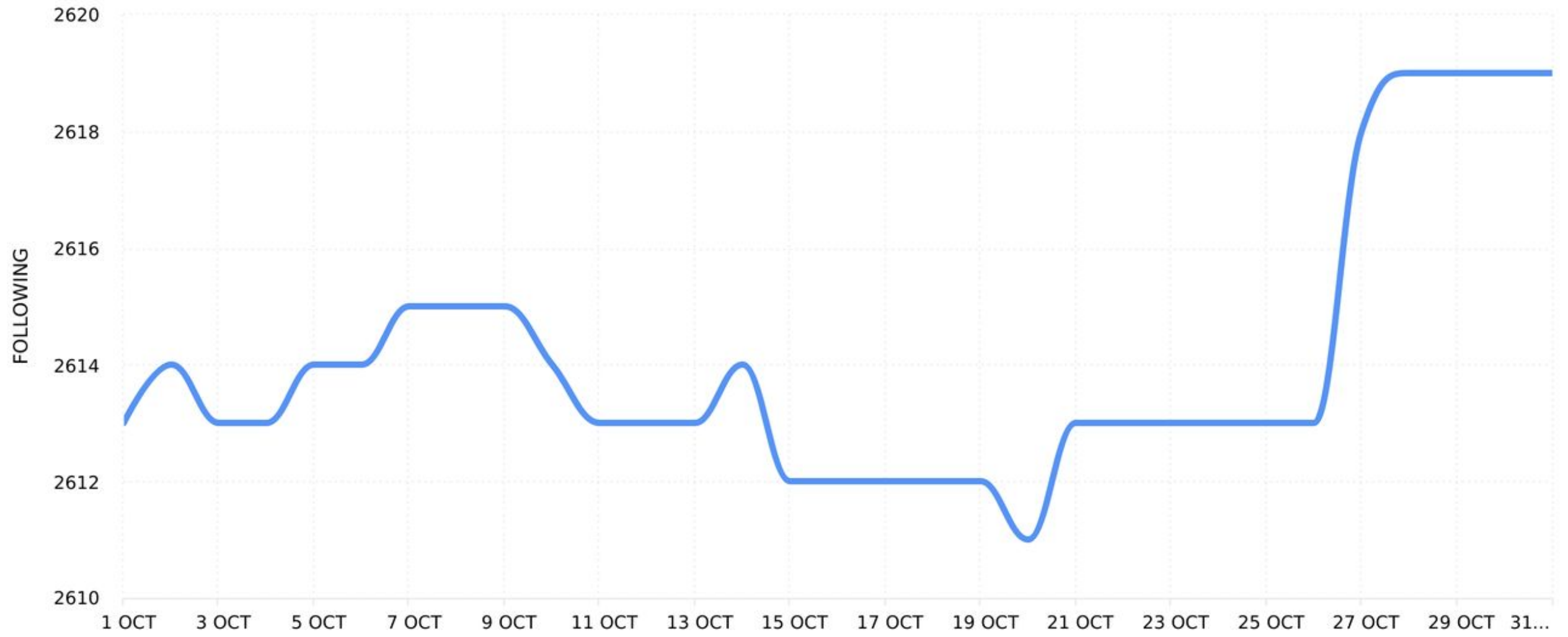
## Followers



### Follower Change



# Follows



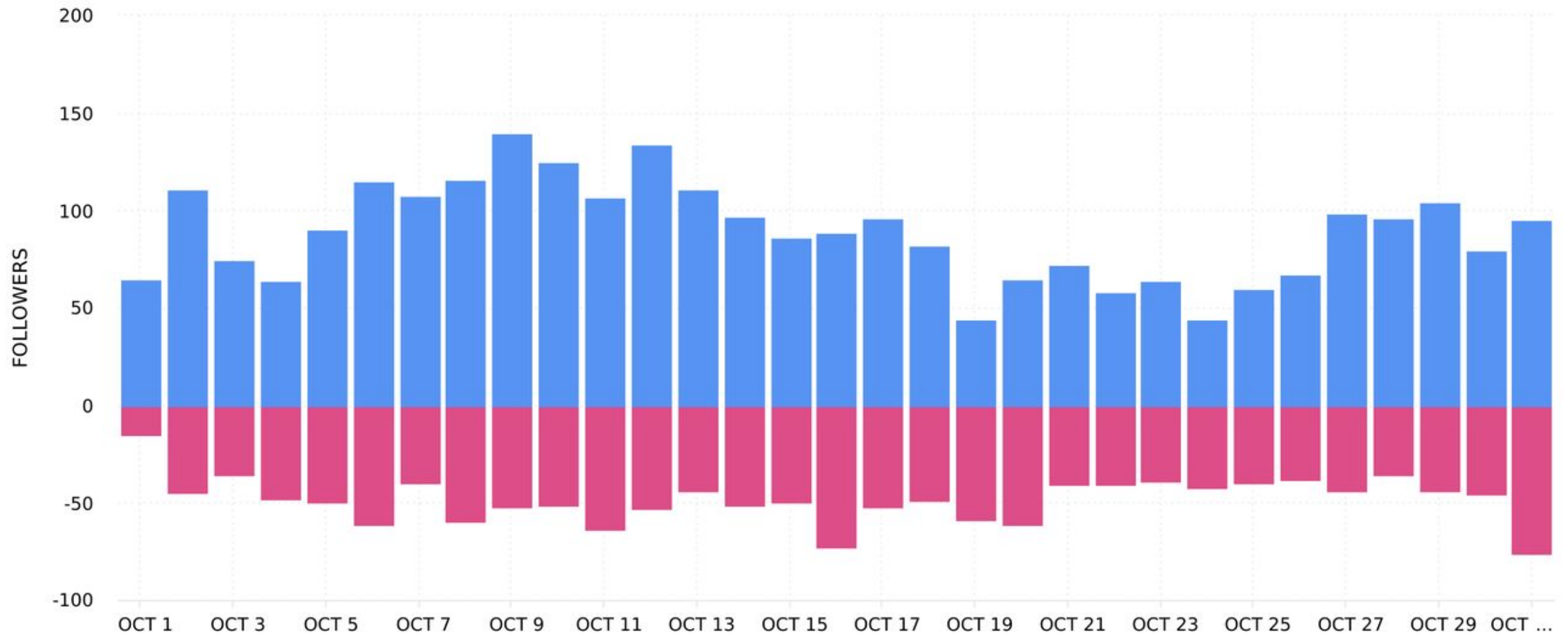
Gained Followers

**+2,311**

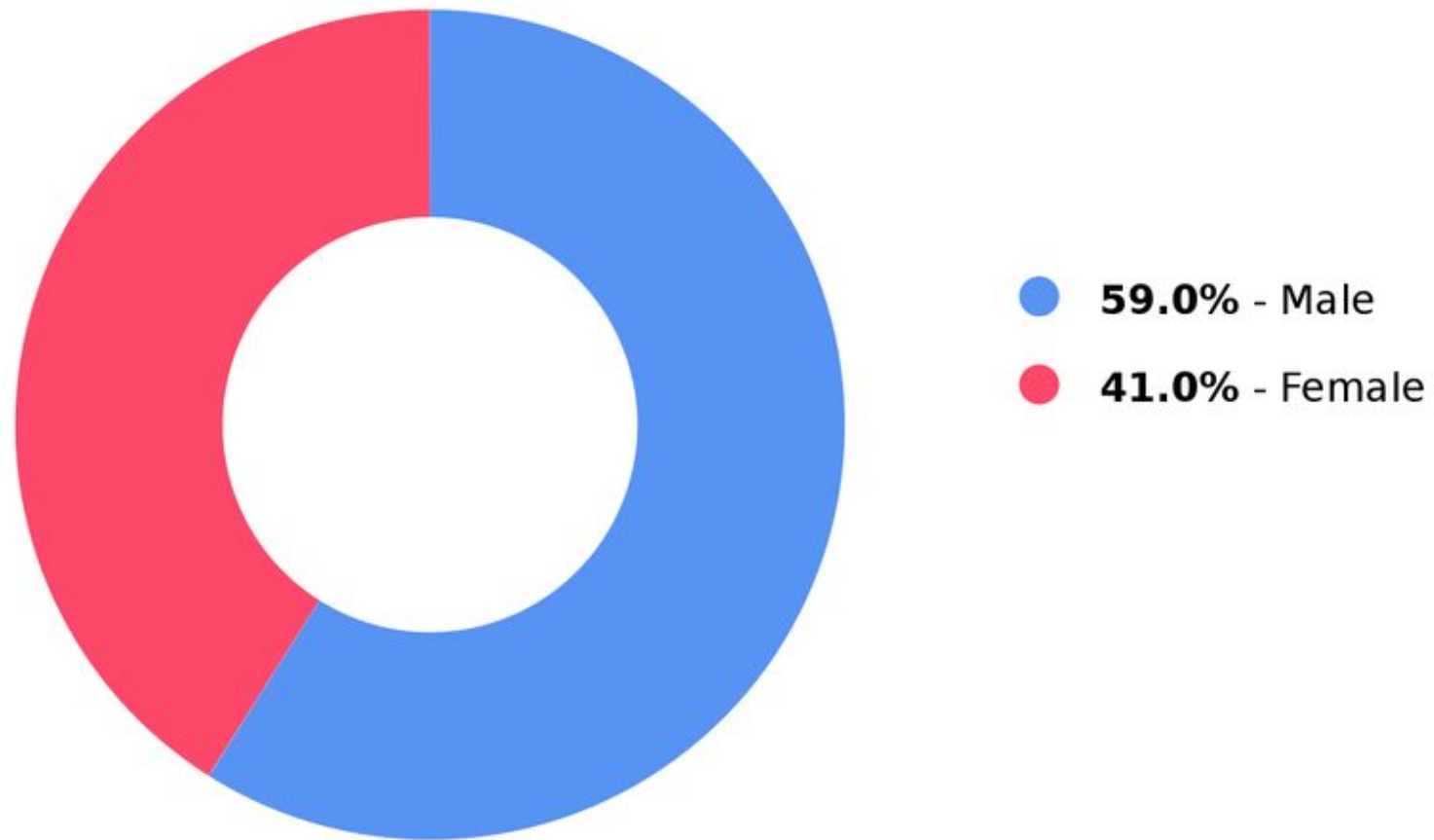
Lost Followers

**-1,348**

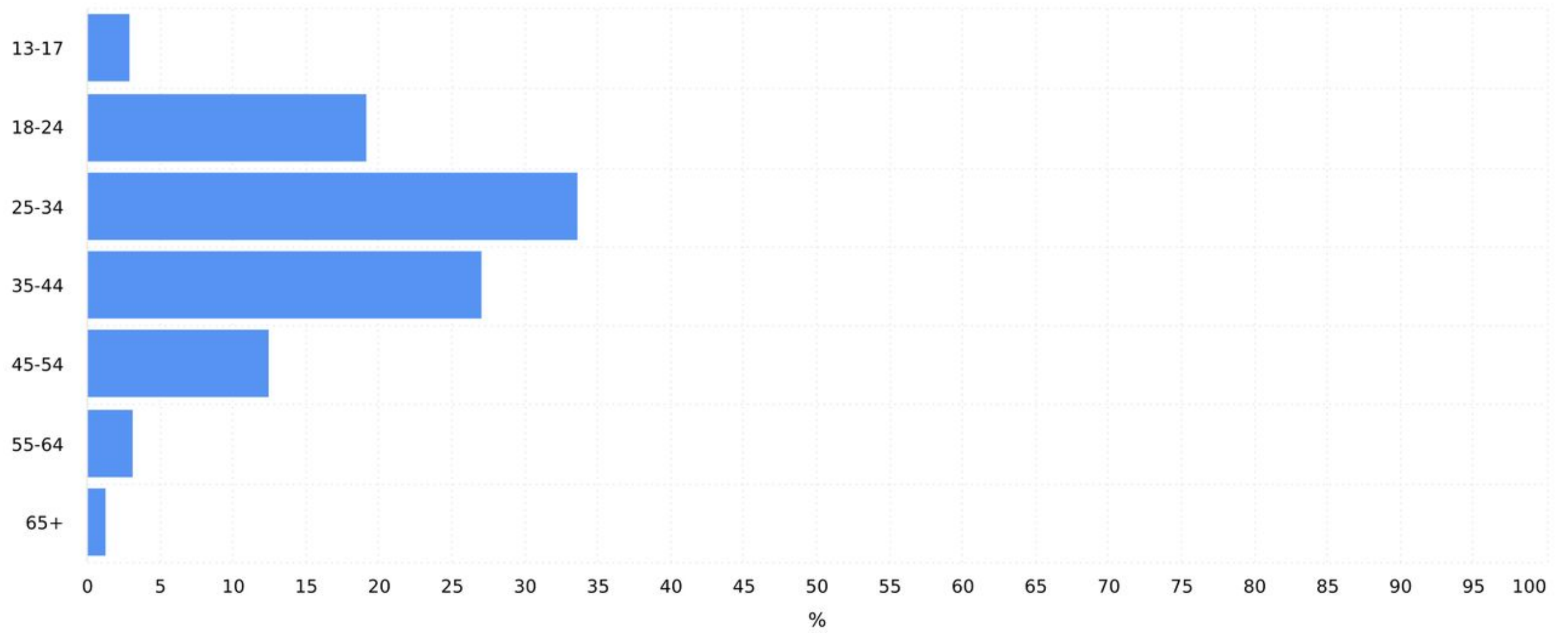
### Gained and Lost Followers



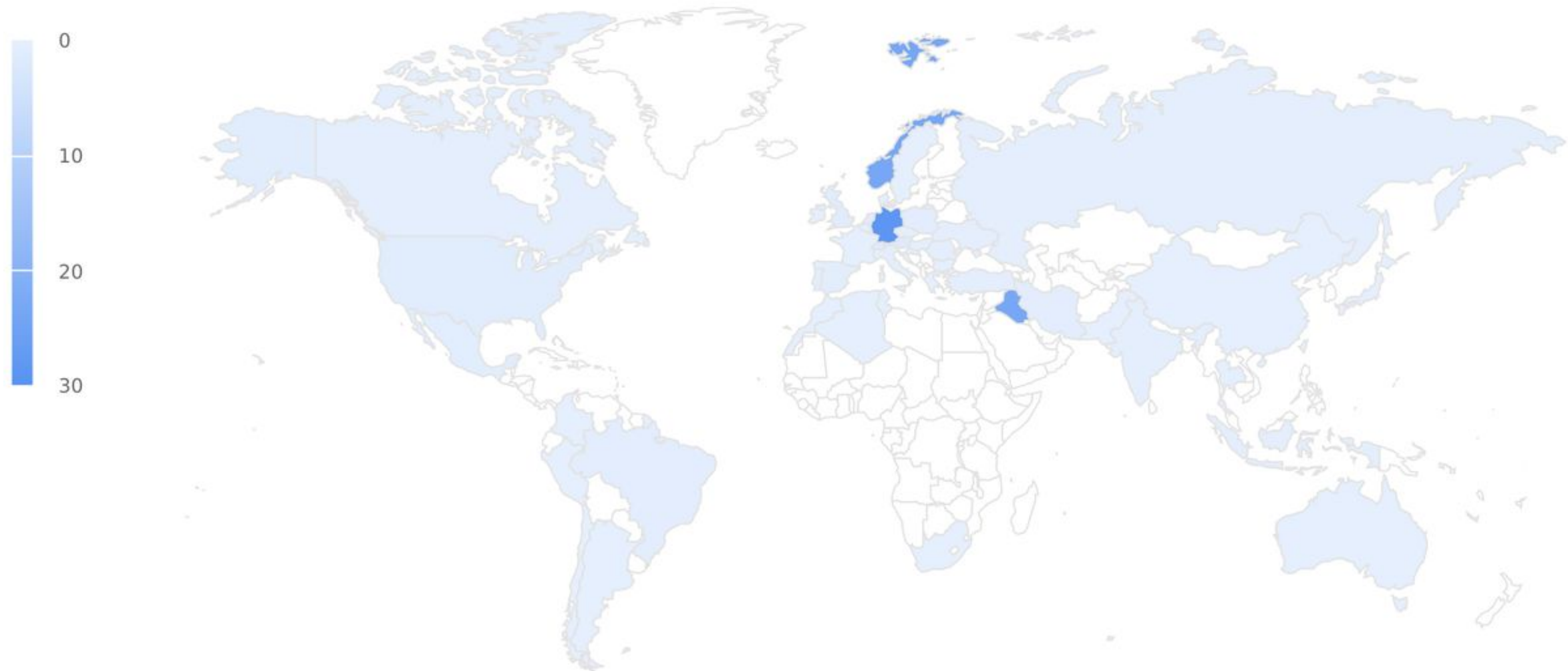
## Gender of Followers



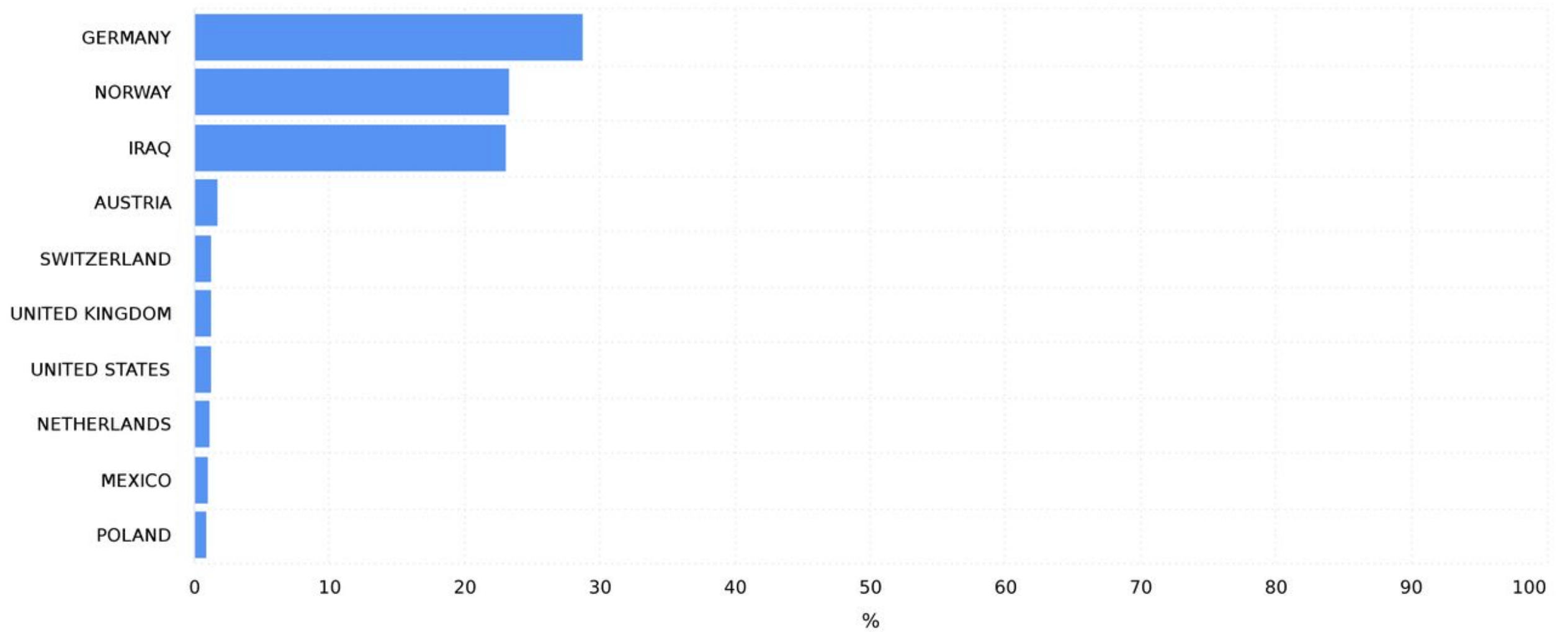
## Age of Followers



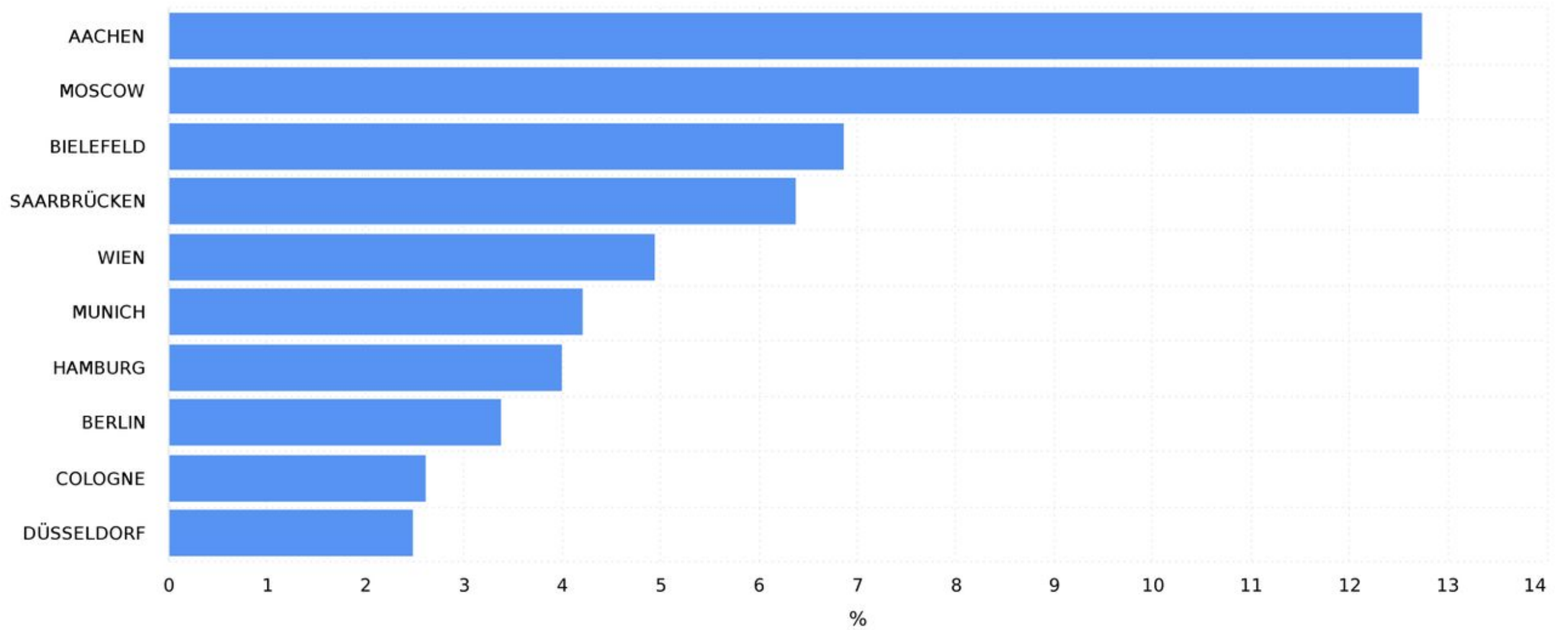
## Countries of Followers



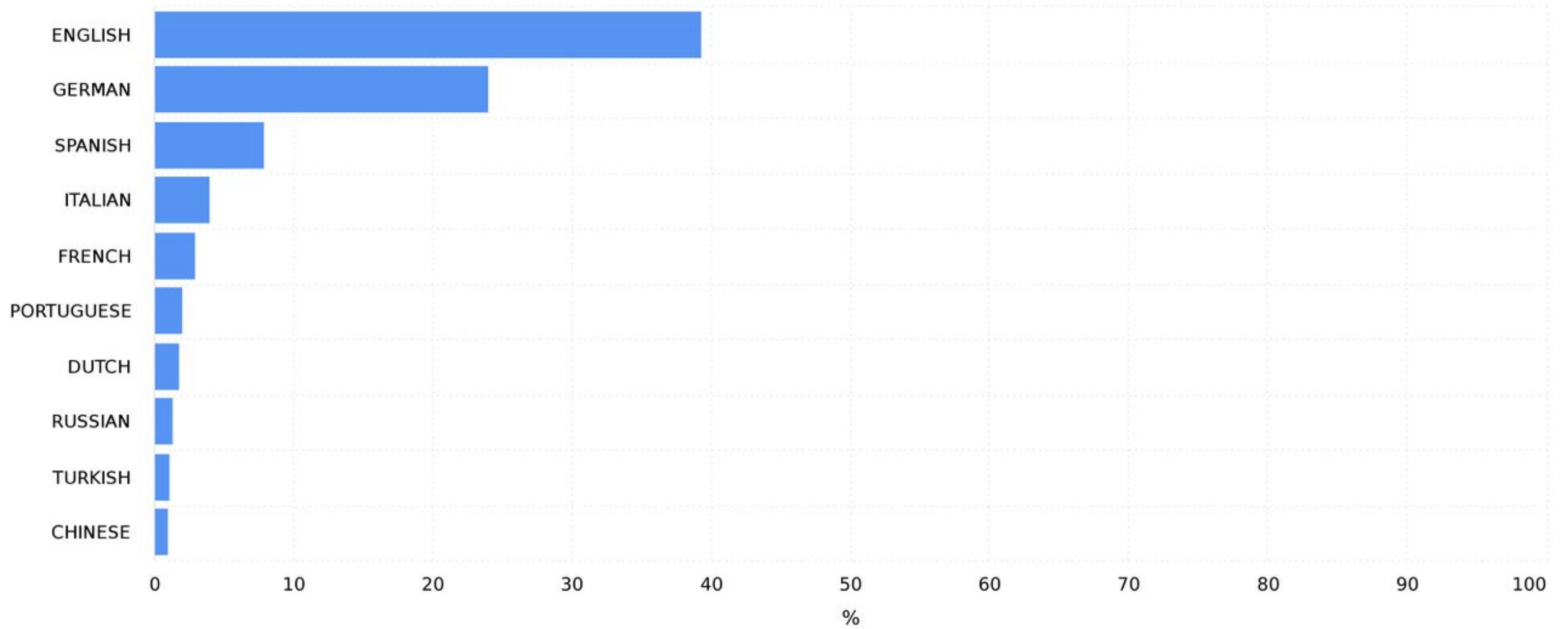
## Countries of Followers



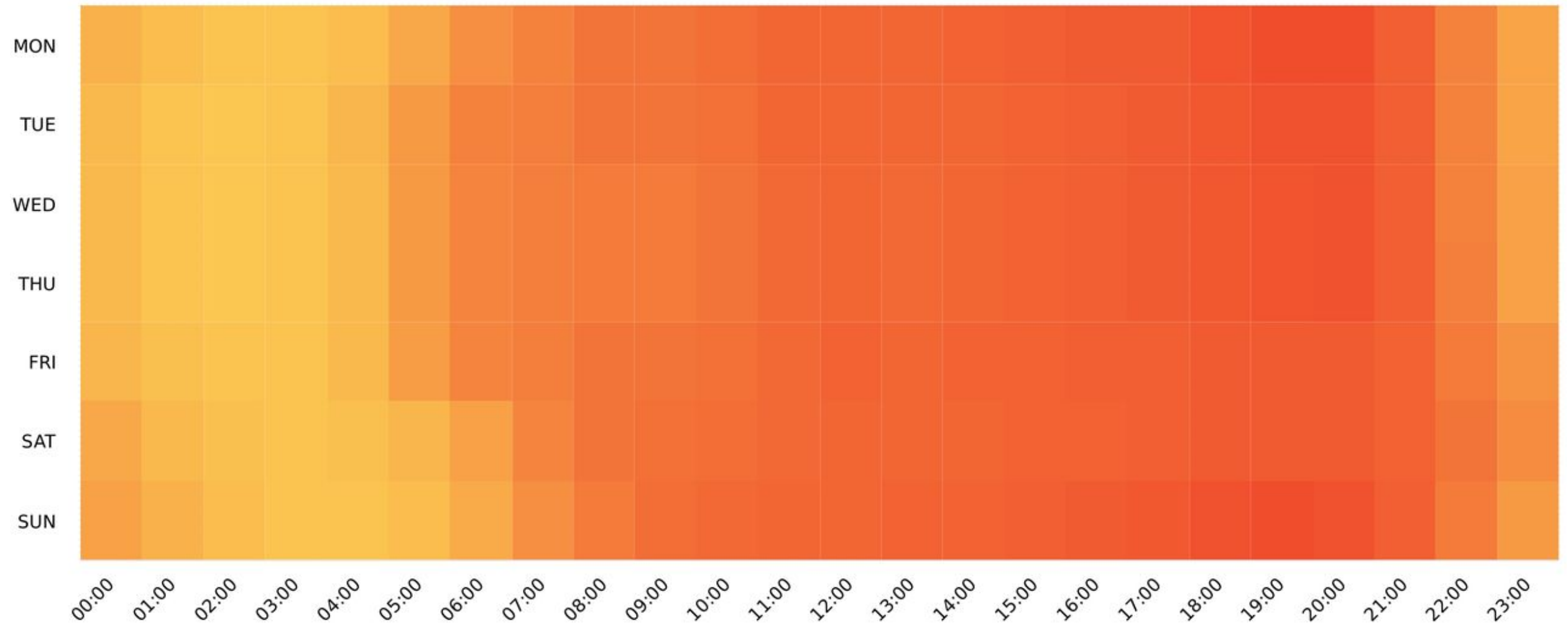
## Cities of Followers



## Language of Followers



# Followers Online



Posts

129

Photos

61

Videos

27

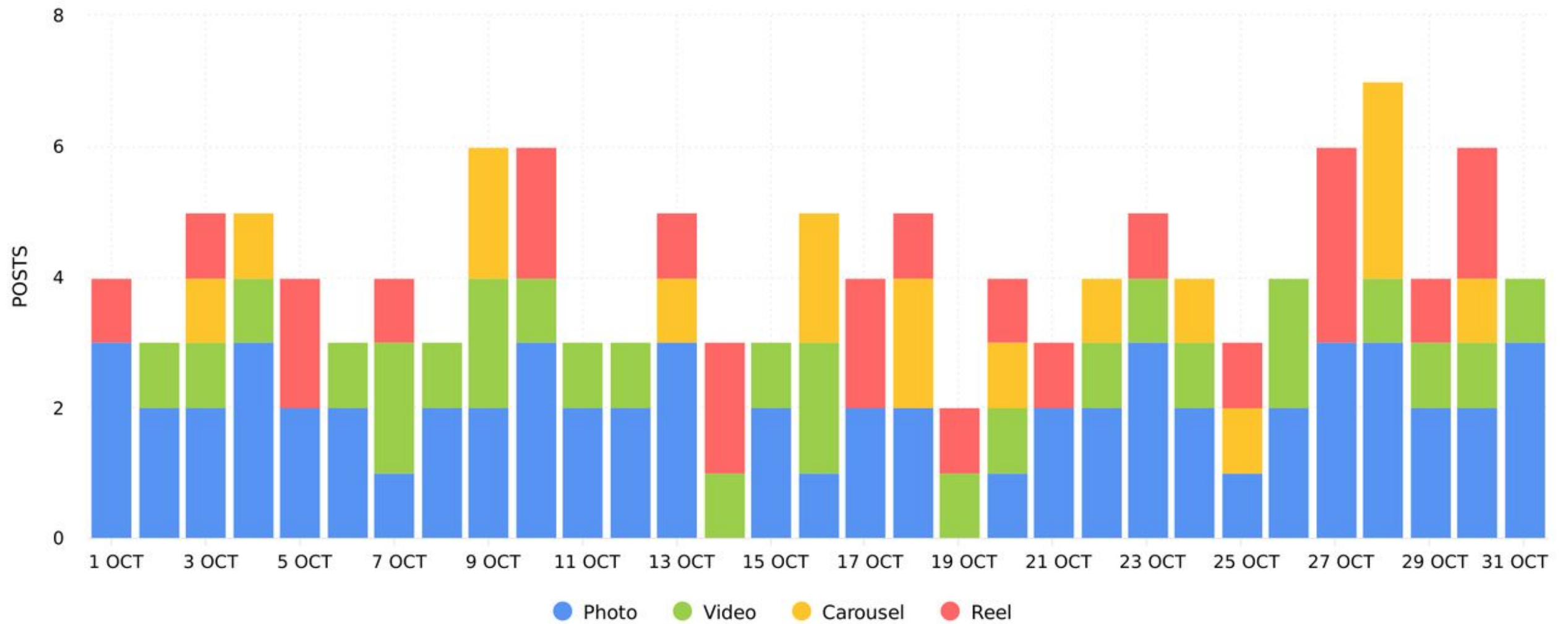
Carousels

17

Reels

24

### Number of Posts



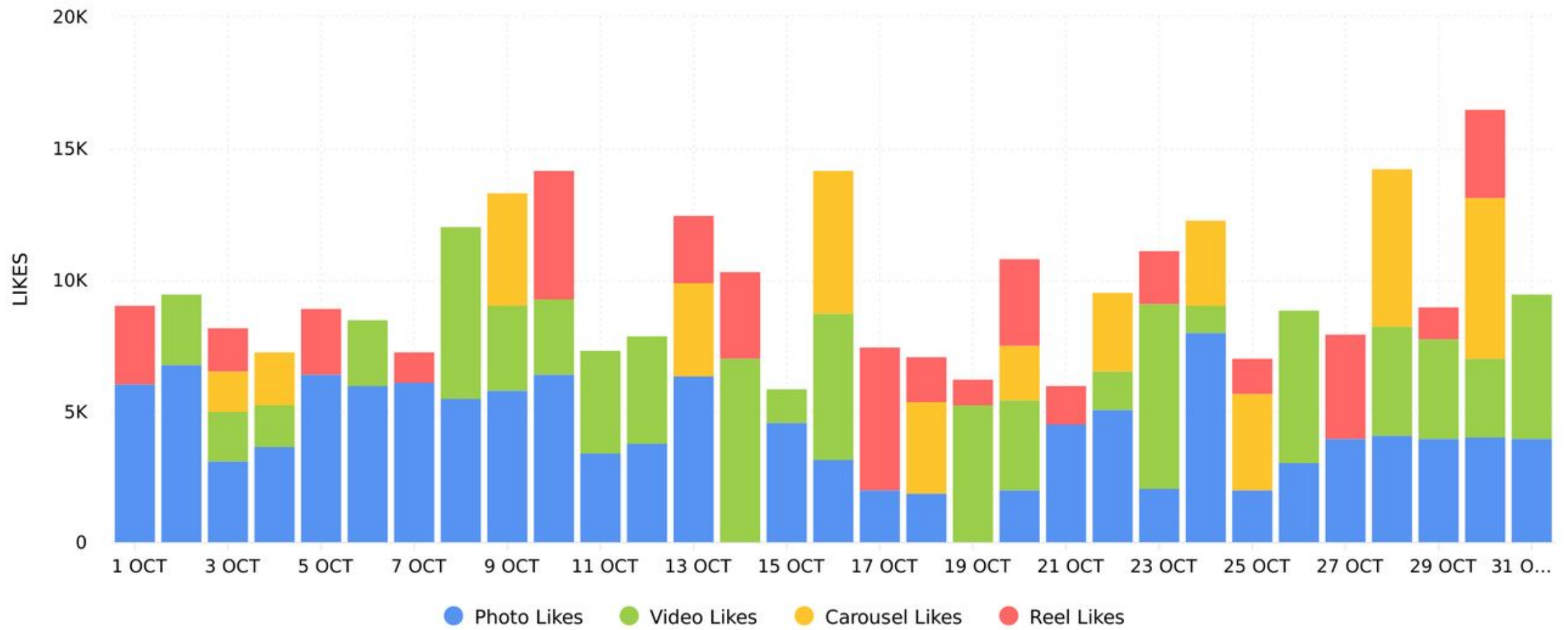
Likes

300,149

Avg. Likes

3,751.86

Likes



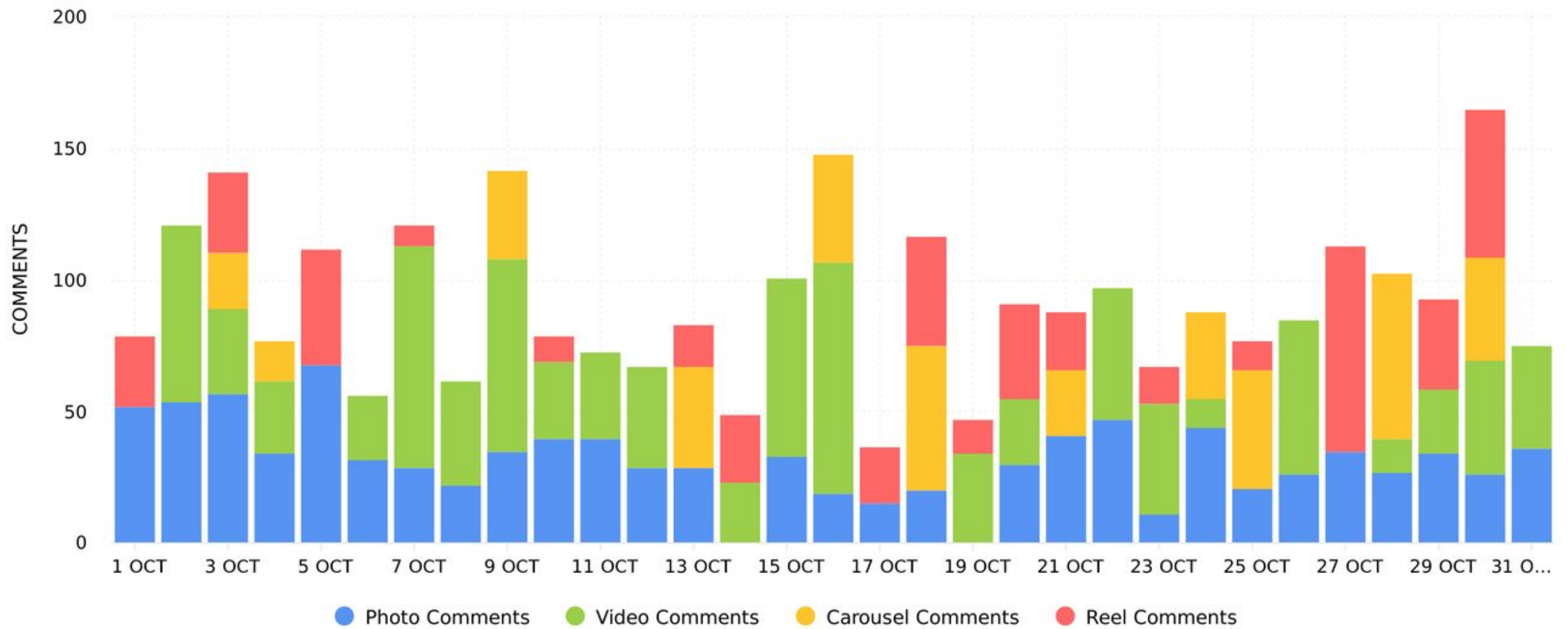
Comments

2,854

Avg. Comments

22.12

### Comments



Video Views

313,240

Avg. Views

11,601.48

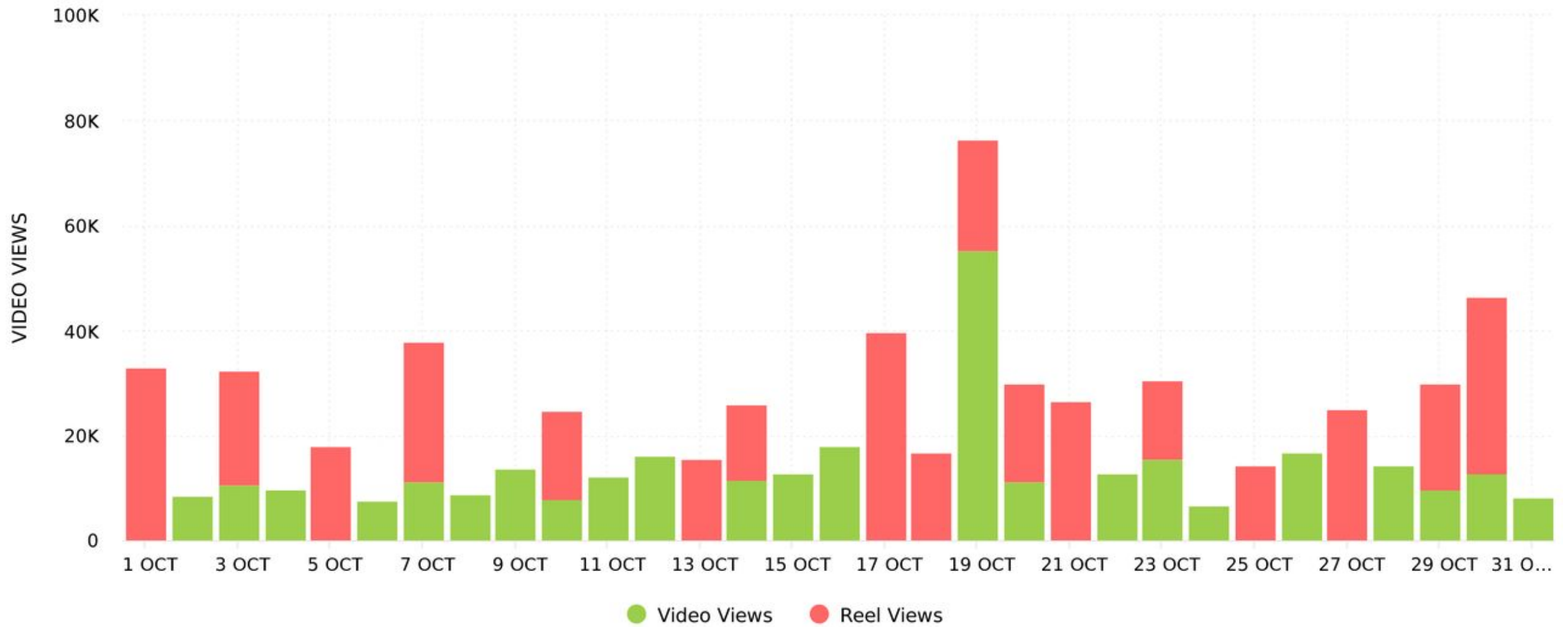
Reel Views

378,002

Avg. Reel Views

15,750.08

### Video Views



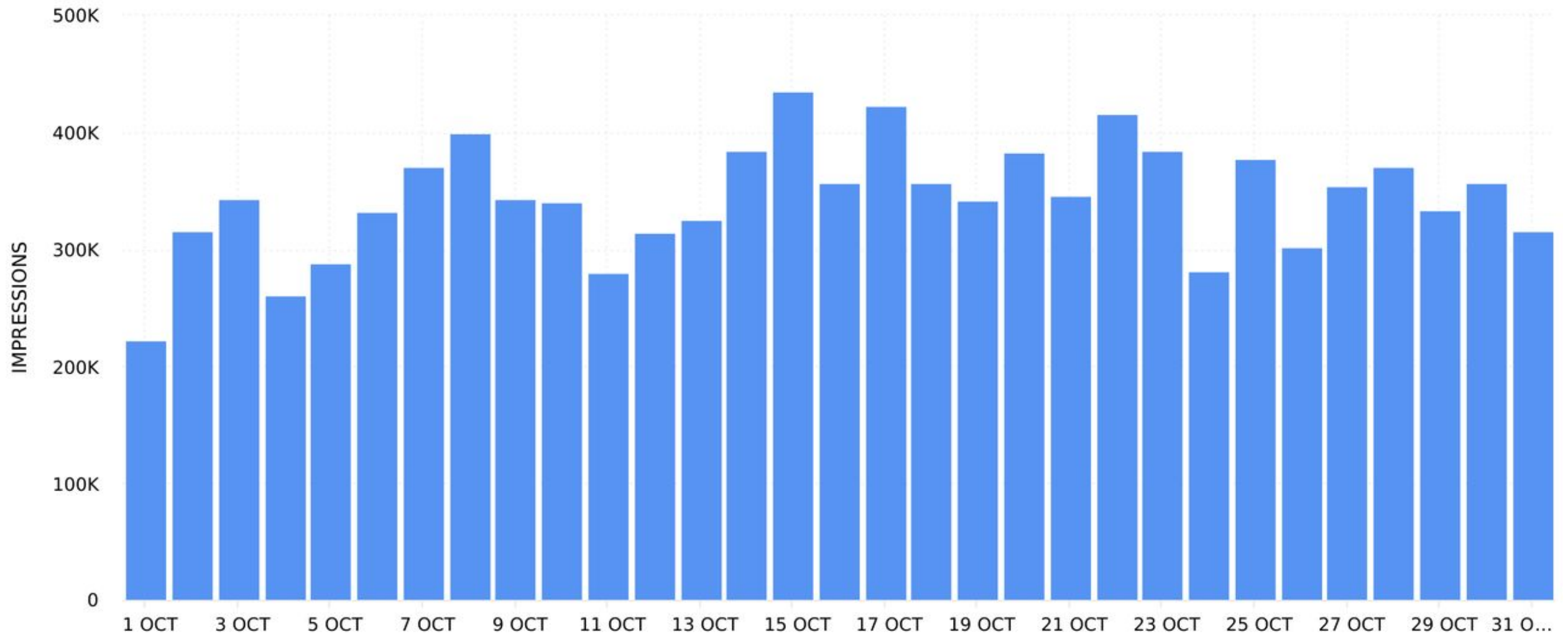
Impressions

3,929,050

Avg. Impressions per Post

30,457.75

### Impressions



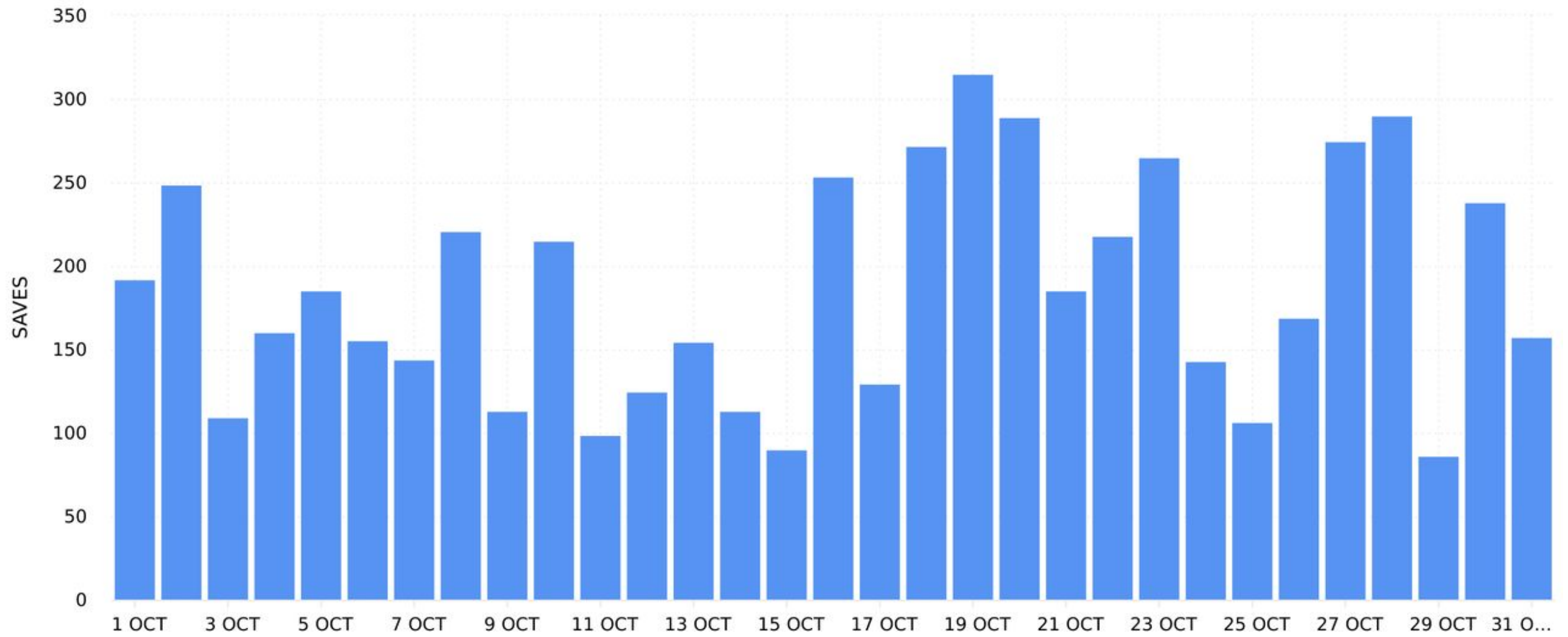
Saves

5,725

Avg. Saves

44.38

### Saves



Avg. Post ER

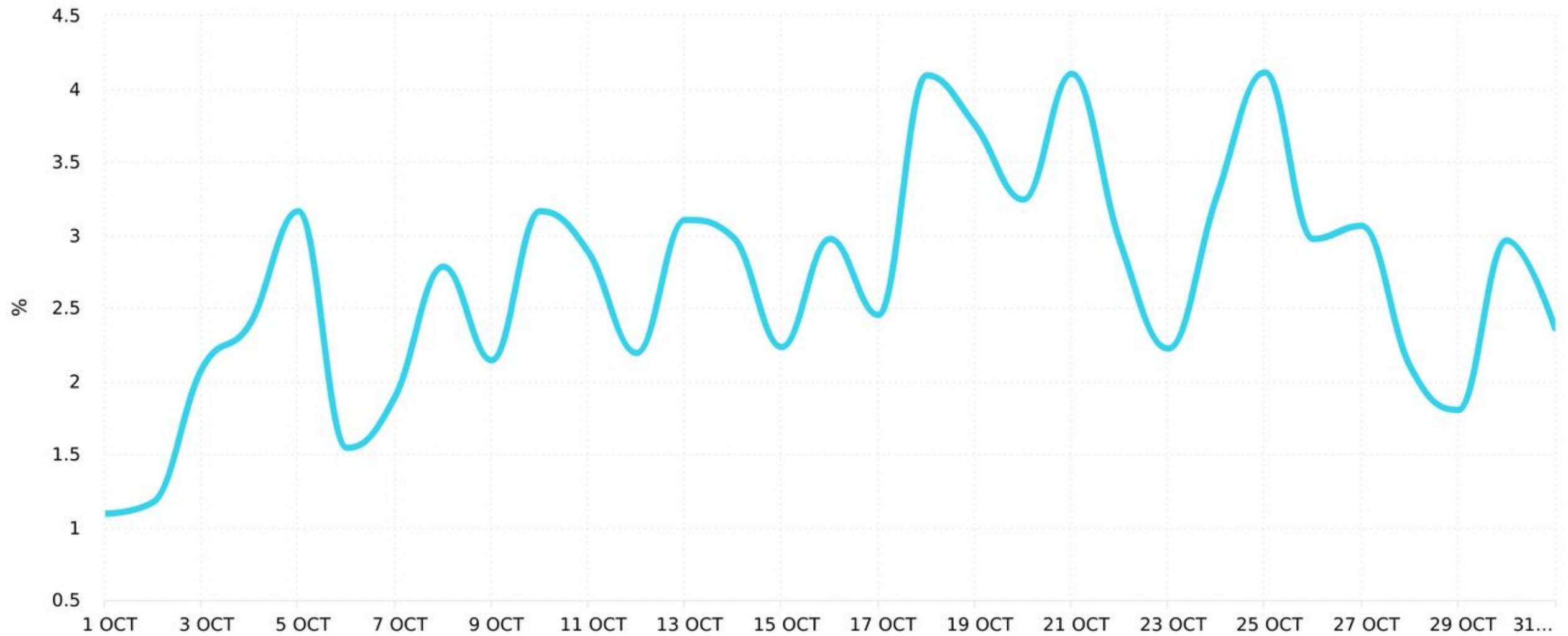
**2.67%**

Max. Post ER

**4.11%**

25 Oct 2022

## Post Engagement Rate



Avg. Profile ER

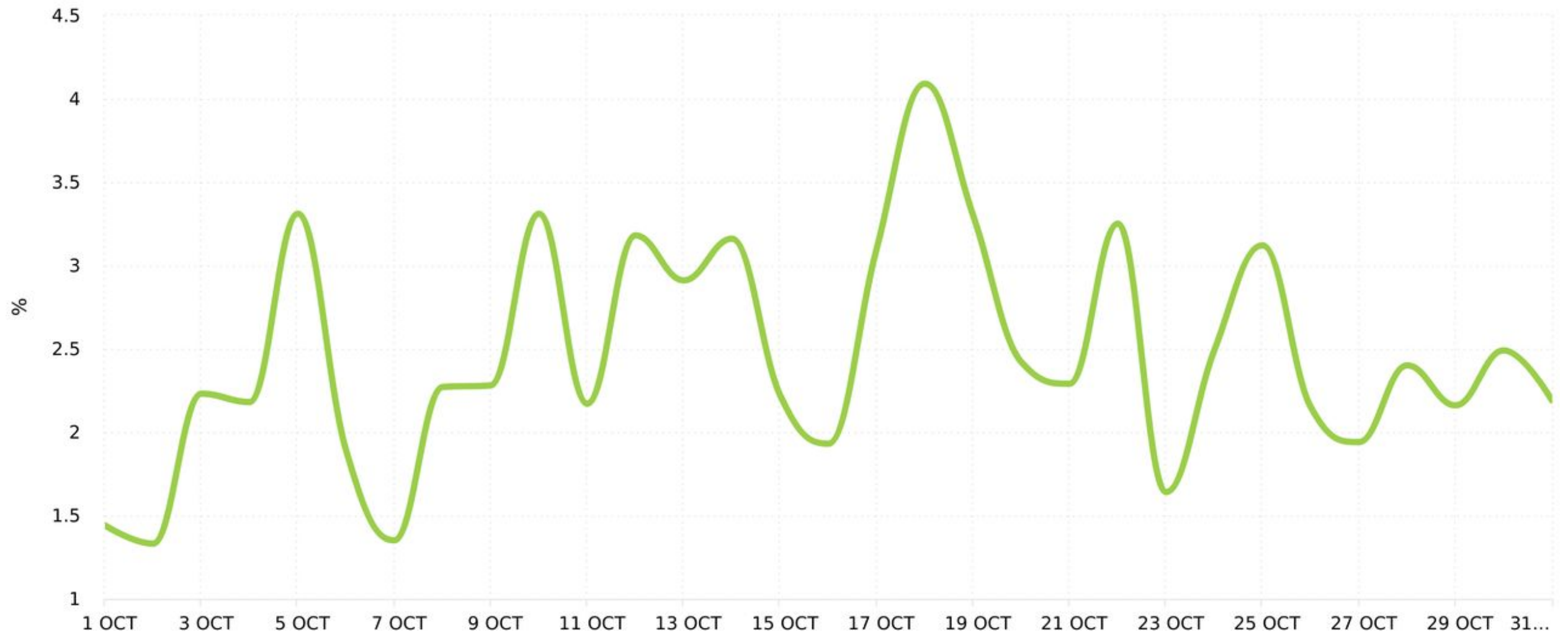
**2.45%**

Max. Profile ER

**4.09%**

18 Oct 2022

### Profile Engagement Rate



Avg. Reach Rate

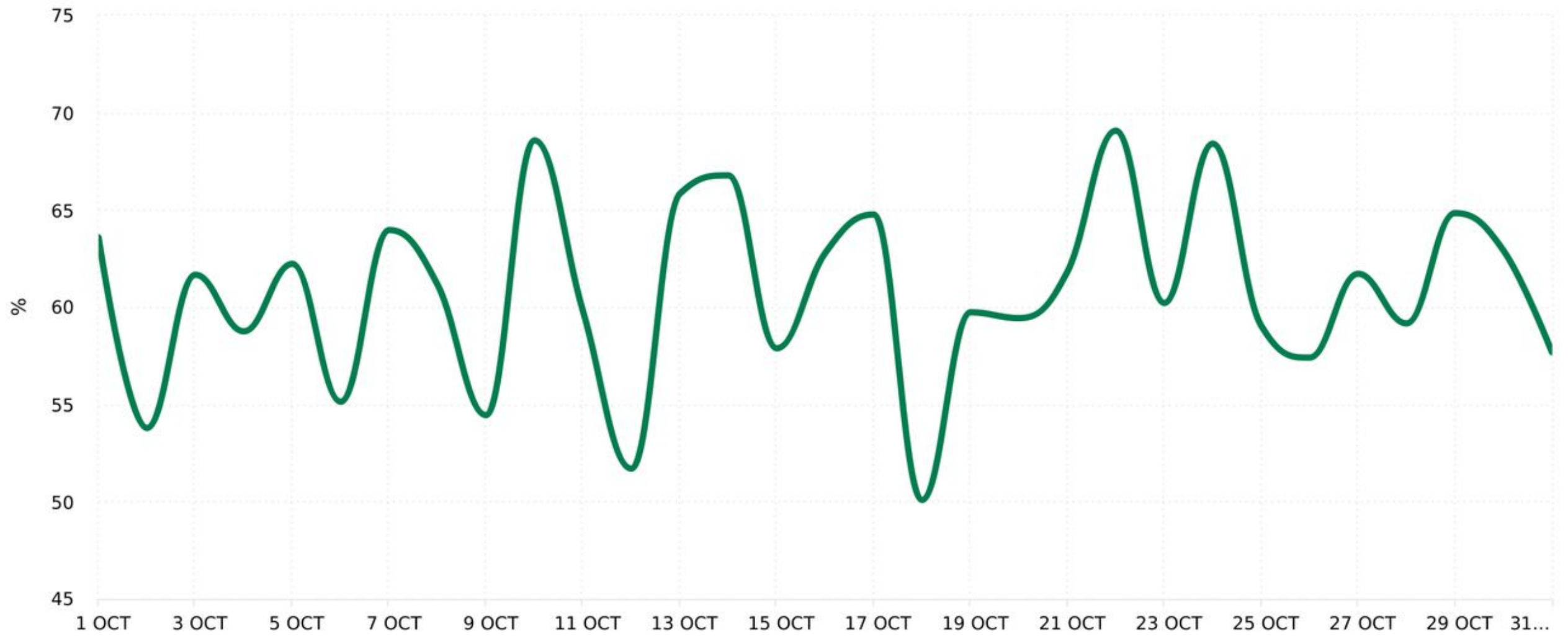
**60.78%**

Max. Reach Rate

**69.07%**

22 Oct 2022

## Reach Rate



Avg. ER by Reach

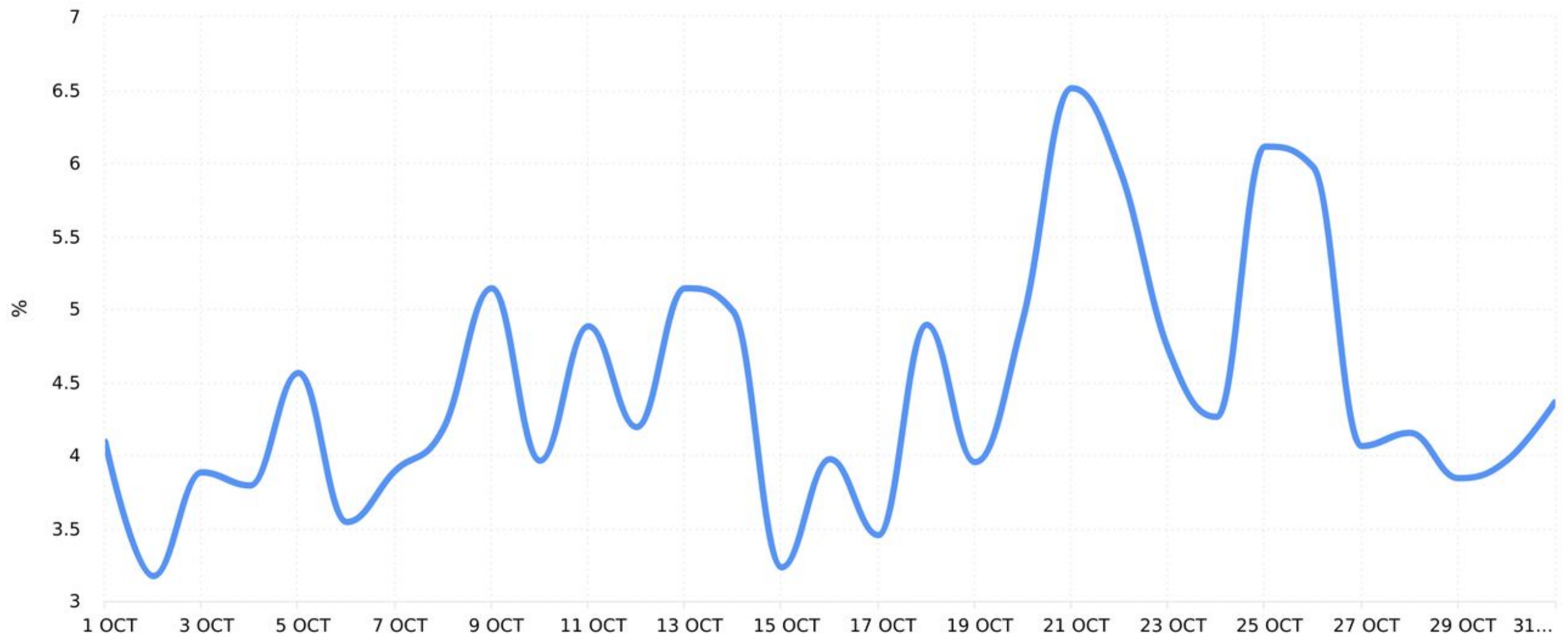
**4.44%**

Max. ER by Reach

**6.51%**

21 Oct 2022

### Engagement Rate by Reach





Eng. Rate	4.25%
Likes	5,265
Comments	67
Video Views	39,371
Saves	75
Impressions	100,664
Reach	65,246

TUE, 25 OCT 2022



Eng. Rate	3.85%
Likes	7,554
Comments	34
Video Views	37,654
Saves	91
Impressions	107,308
Reach	59,299

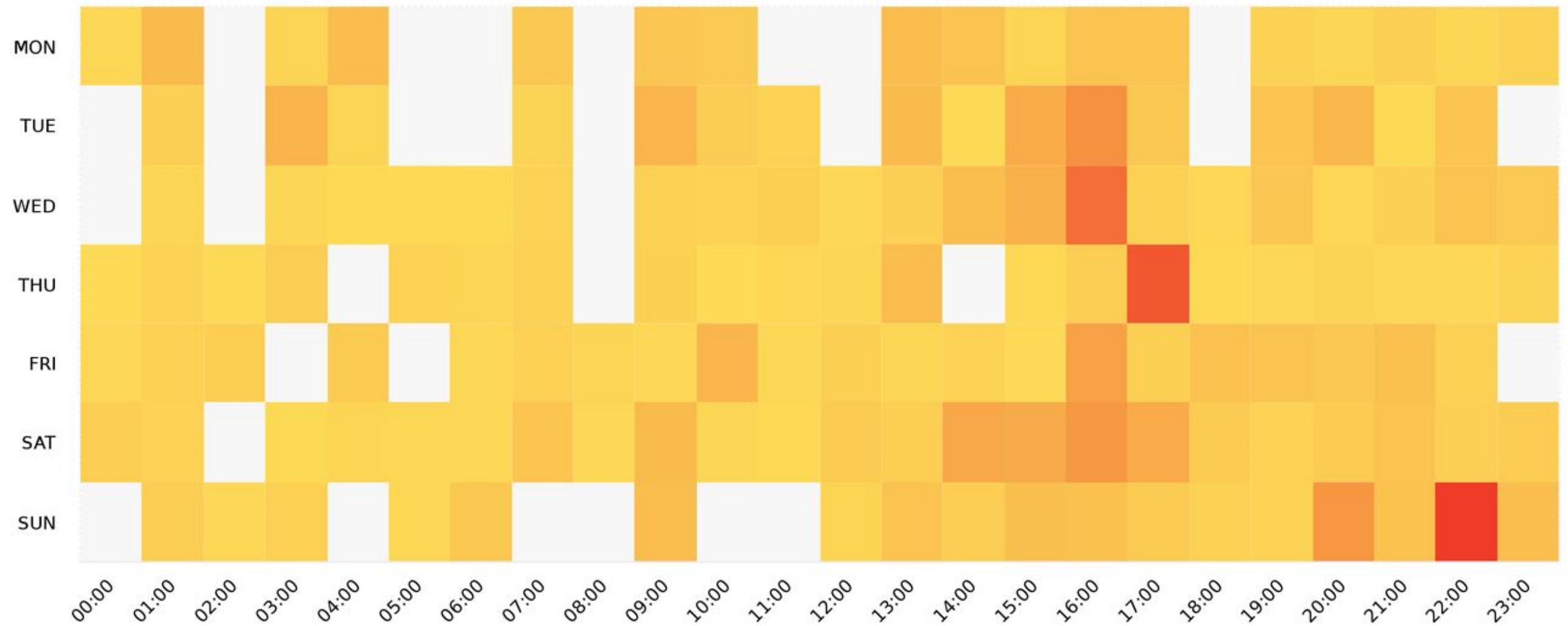
THU, 20 OCT 2022



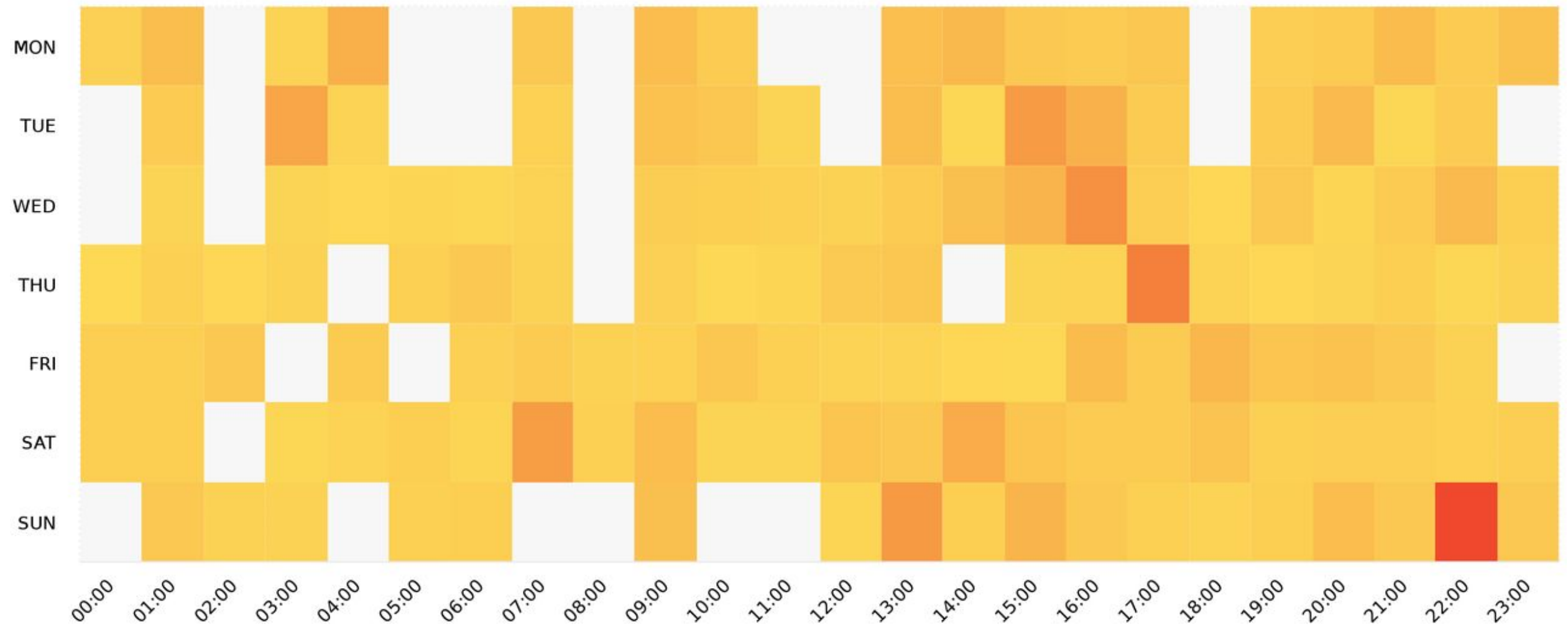
Eng. Rate	3.61%
Likes	3,336
Comments	104
Video Views	66,627
Saves	41
Impressions	83,783
Reach	64,357

SUN, 16 OCT 2022

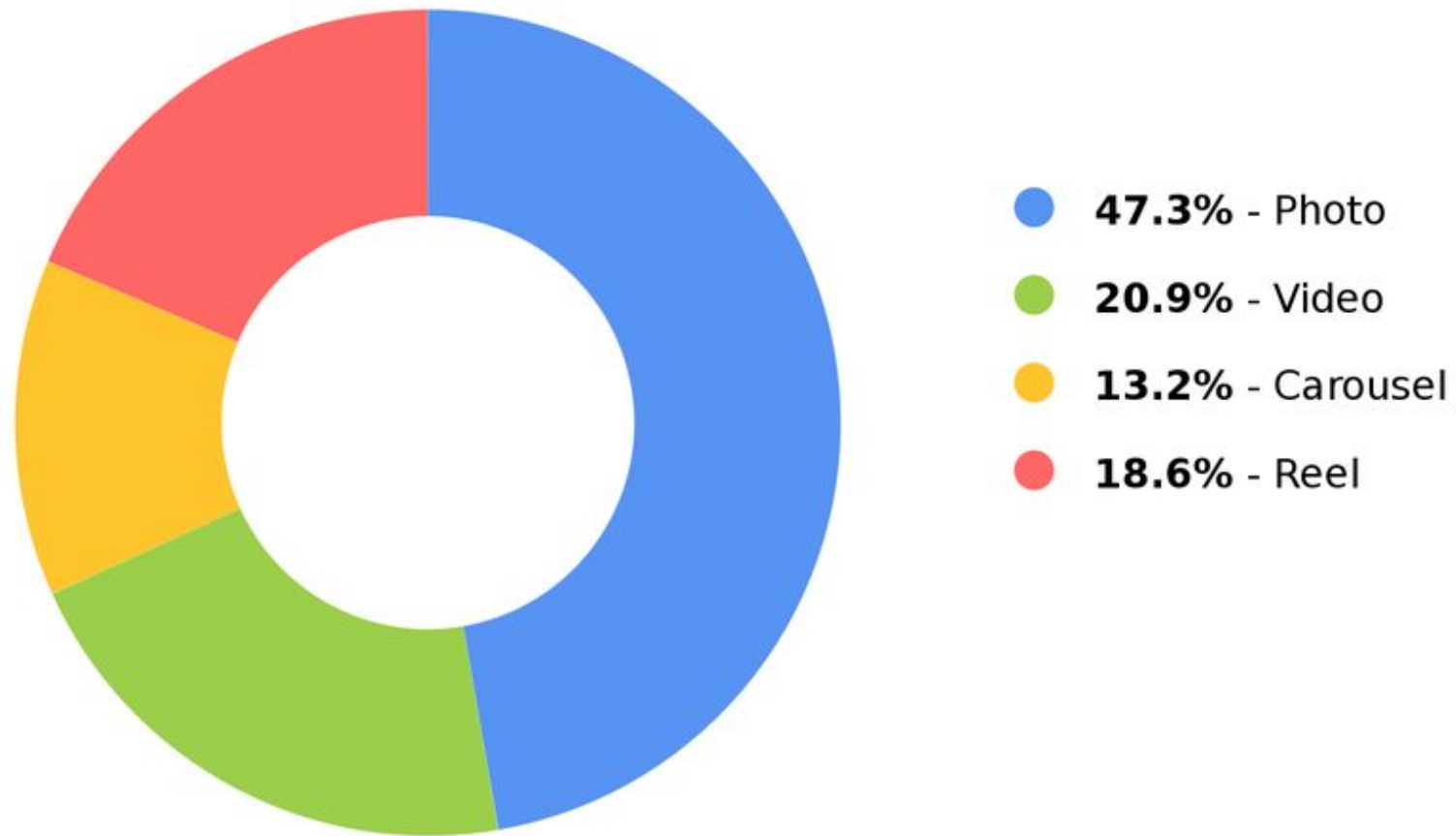
### Best Time to Post



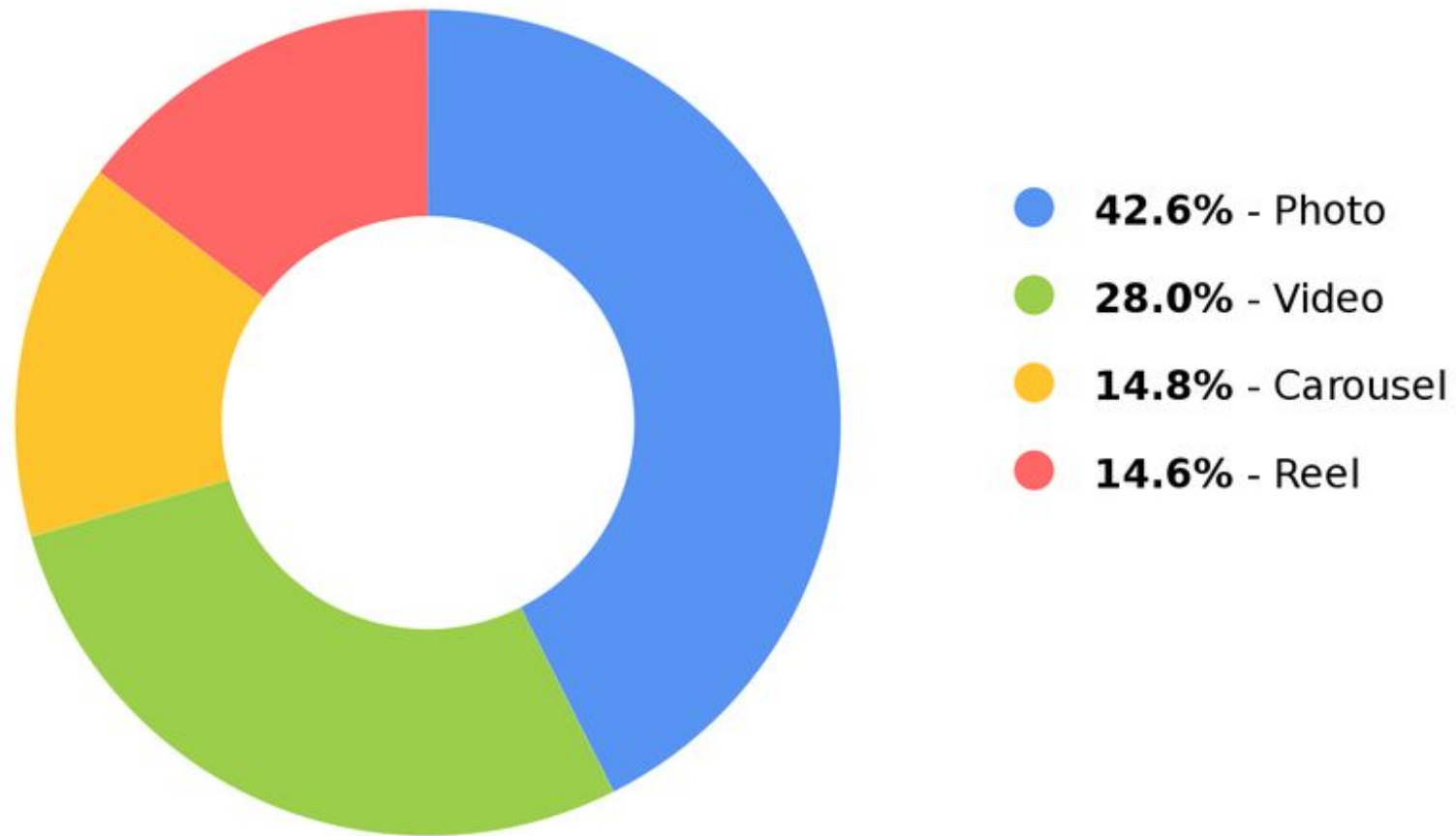
### Best Time to Post (Engagement)



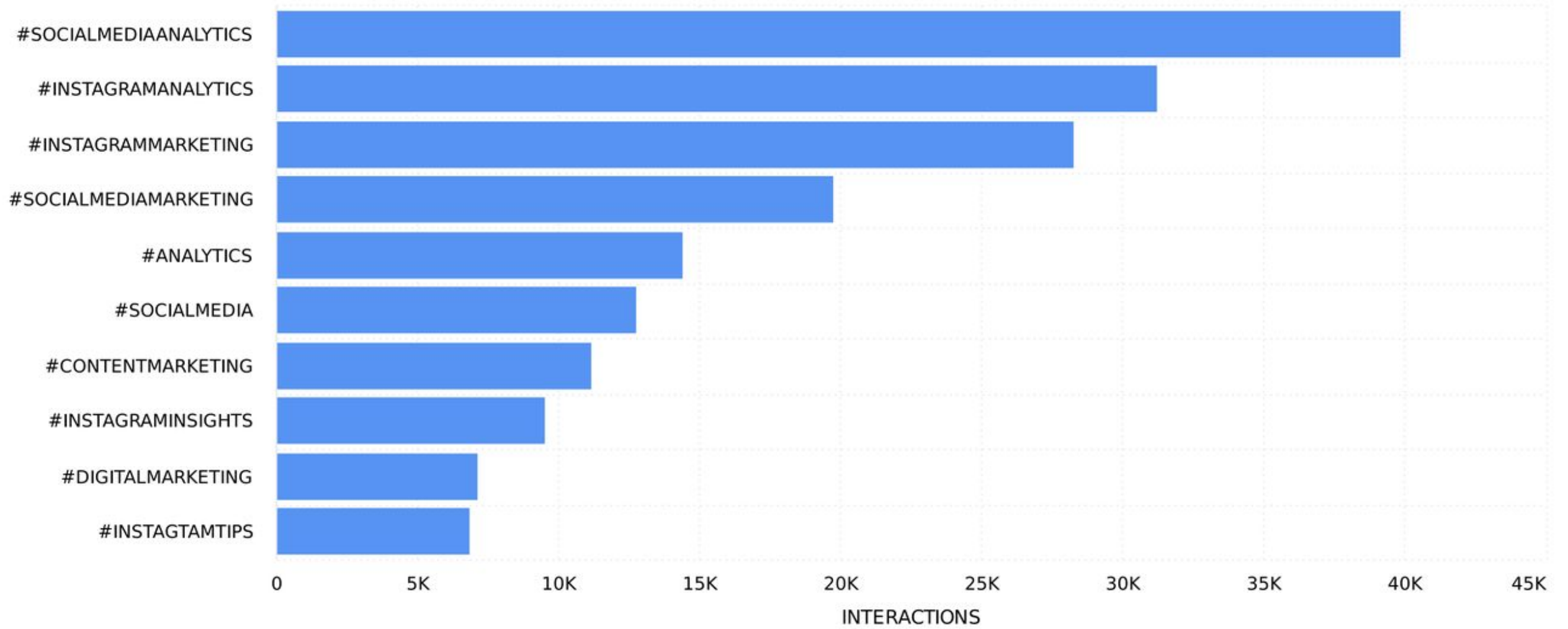
## Post Types



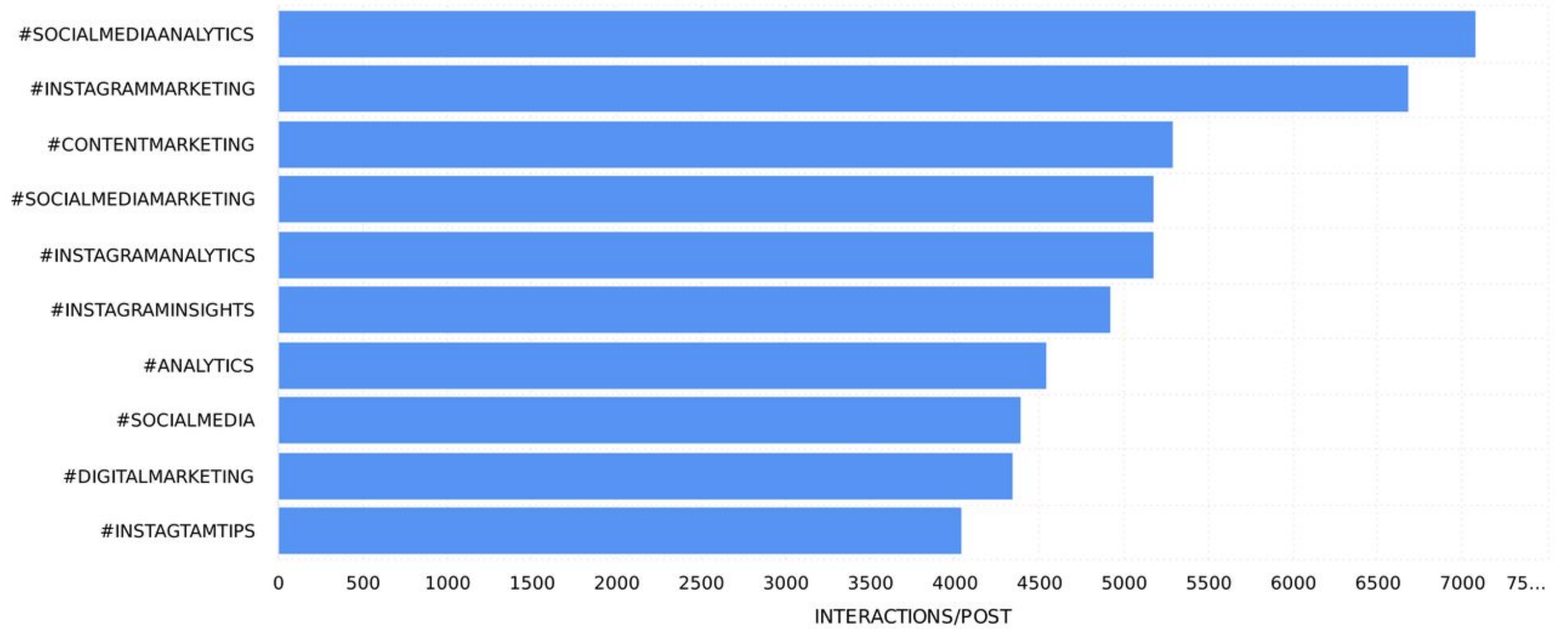
## Most Engaging Post Types



## Top Hashtags by Interactions

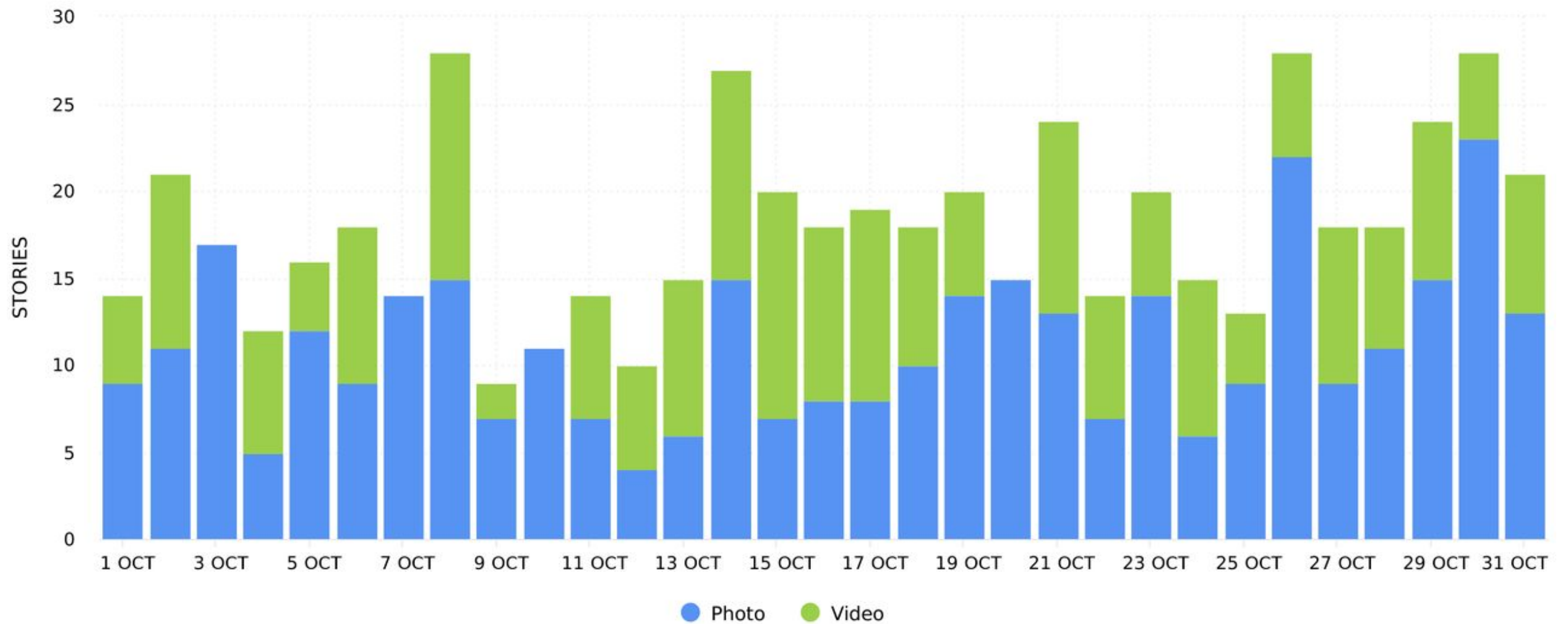


## Most Effective Hashtags



Stories **559**      Photos **346**      Videos **213**      Avg. Stories **18.03**

### Number of Stories



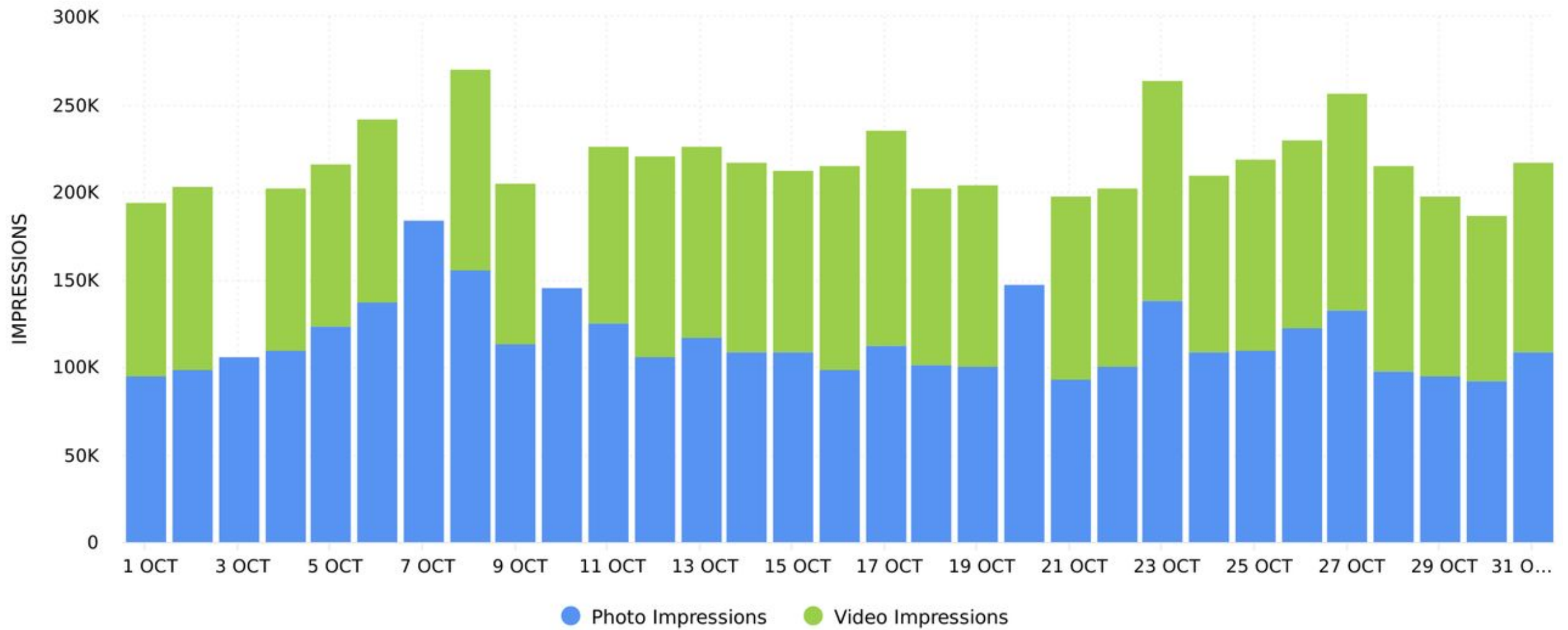
Impressions

6,483,258

Avg. Impressions

11,597.96

### Impressions



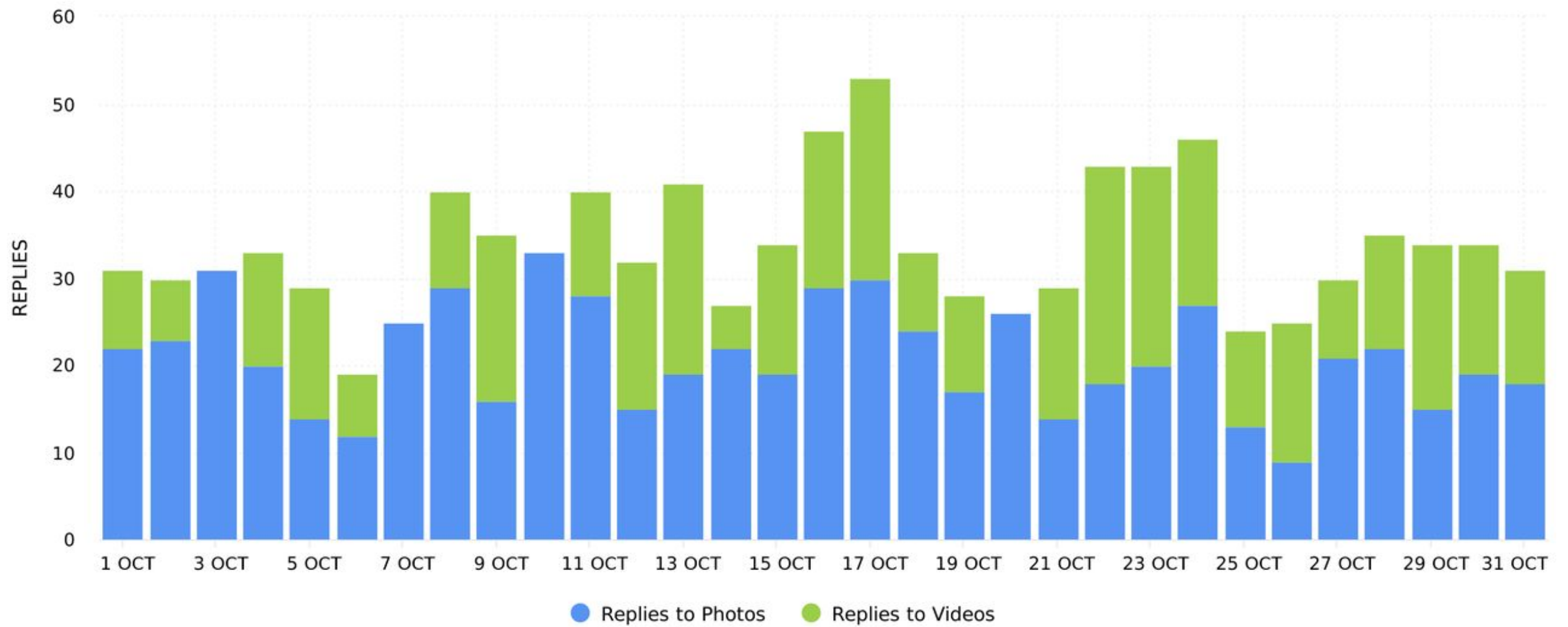
Replies

1,041

Avg. Replies

1.86

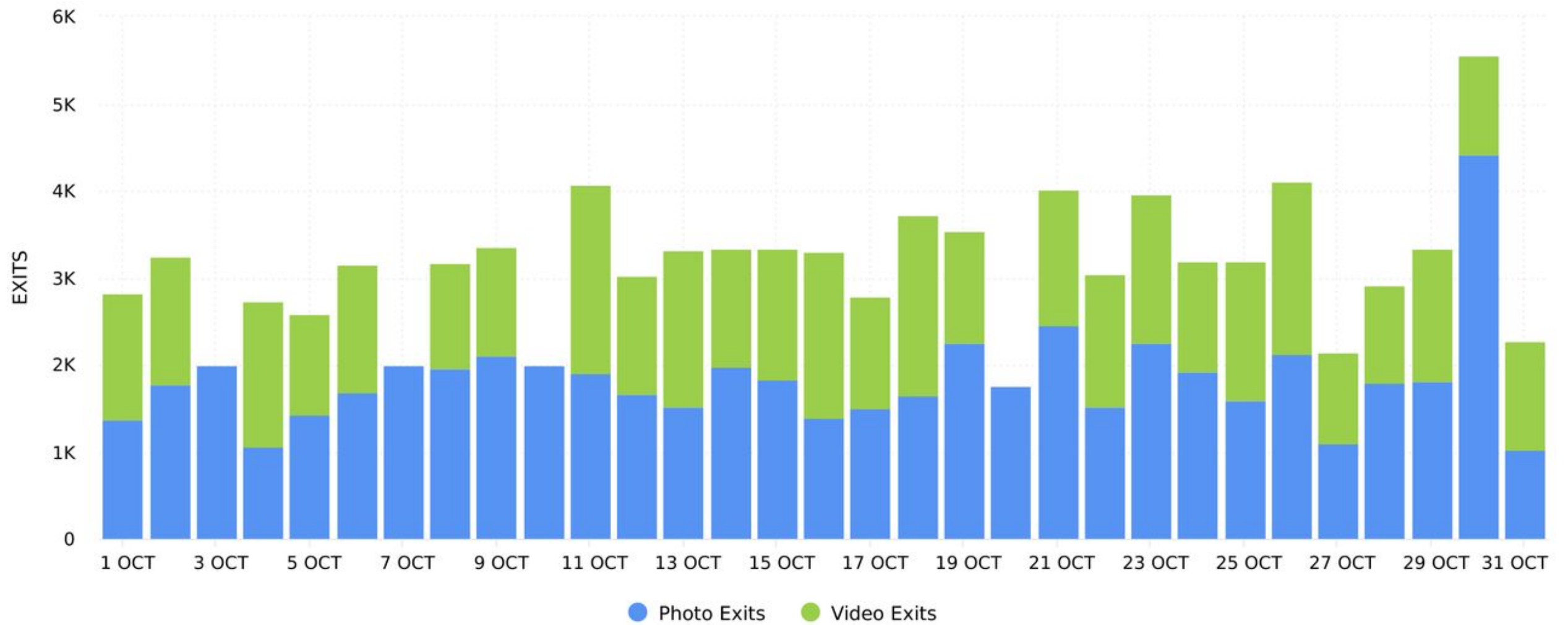
### Replies



Exits  
**97,026**

Avg. Exits  
**173.57**

### Exits



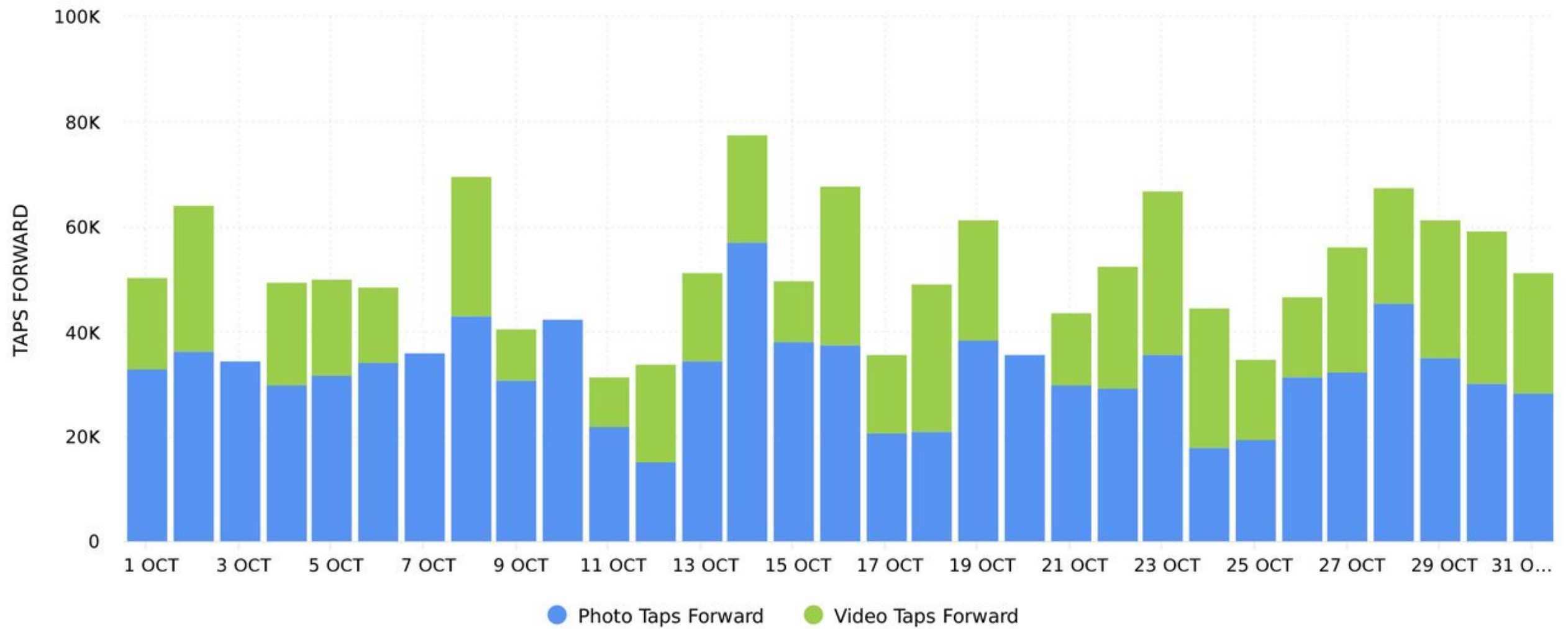
Taps Forward

1,566,969

Avg. Taps Forward

2,803.16

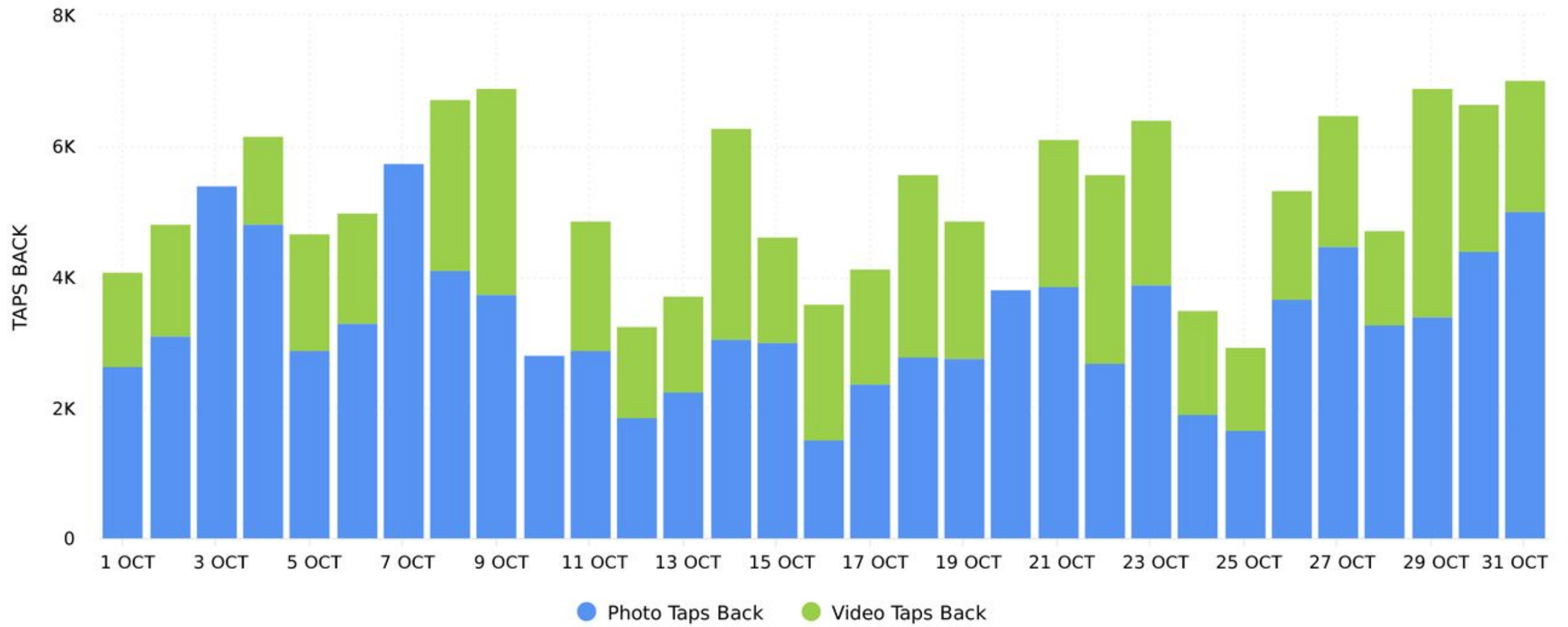
### Taps Forward



Taps Back  
**158,774**

Avg. Taps Back  
**284.03**

### Taps Back



Avg. Reach Rate

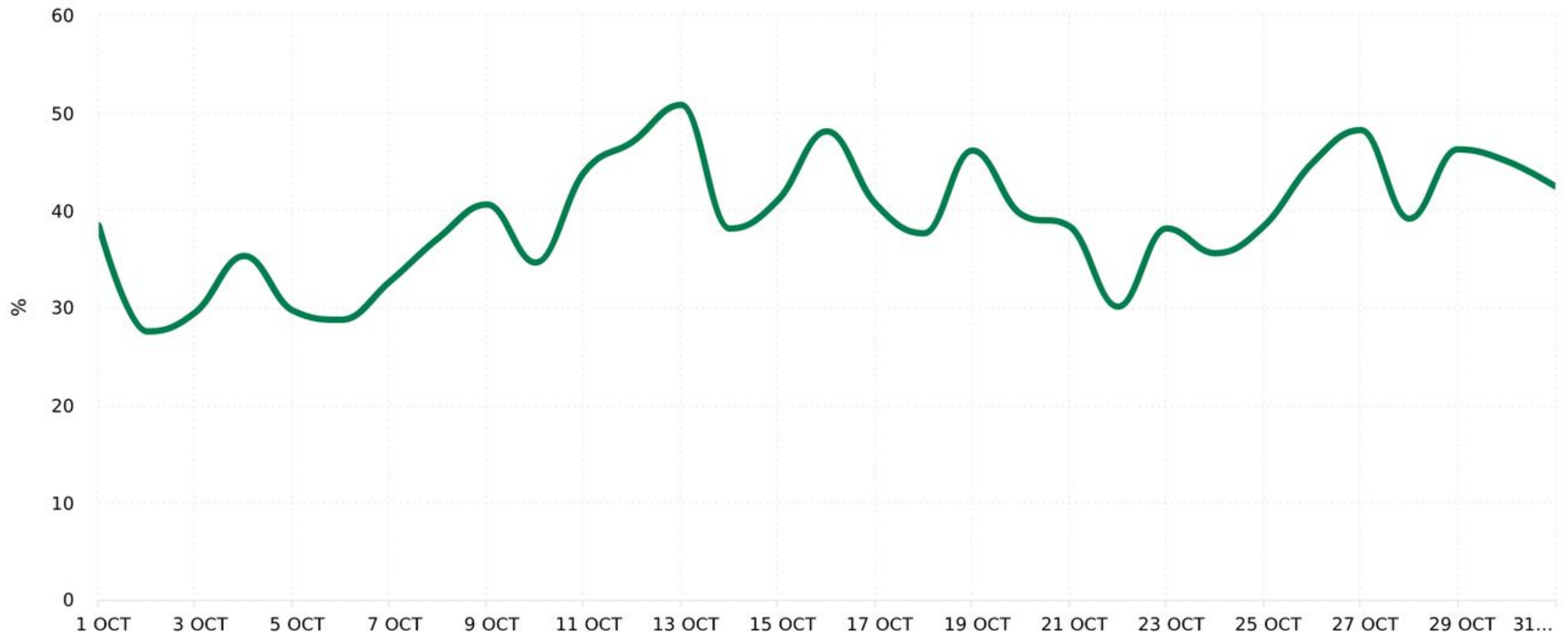
**38.8%**

Max. Reach Rate

**50.81%**

13 Oct 2022

## Reach Rate



Avg. Completion Rate

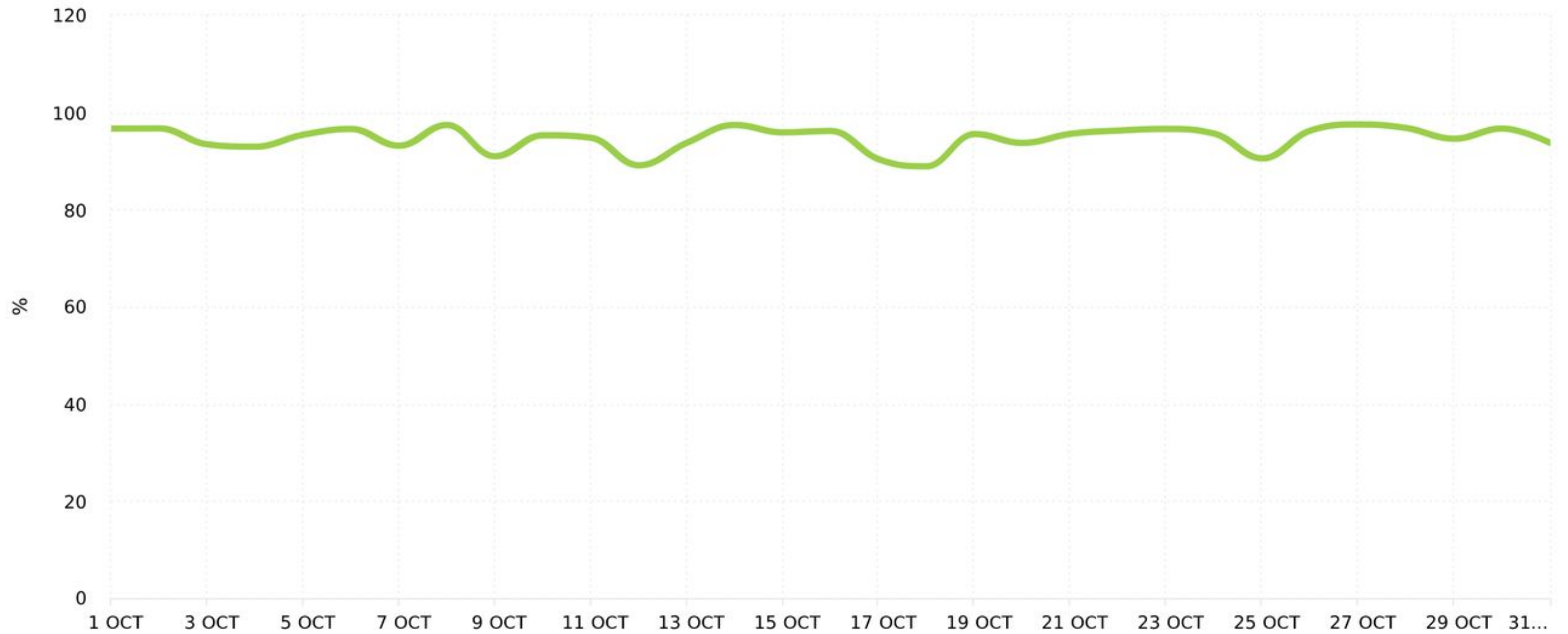
**94.67%**

Max. Completion Rate

**97.54%**

27 Oct 2022

## Completion Rate



Avg. Full View Rate

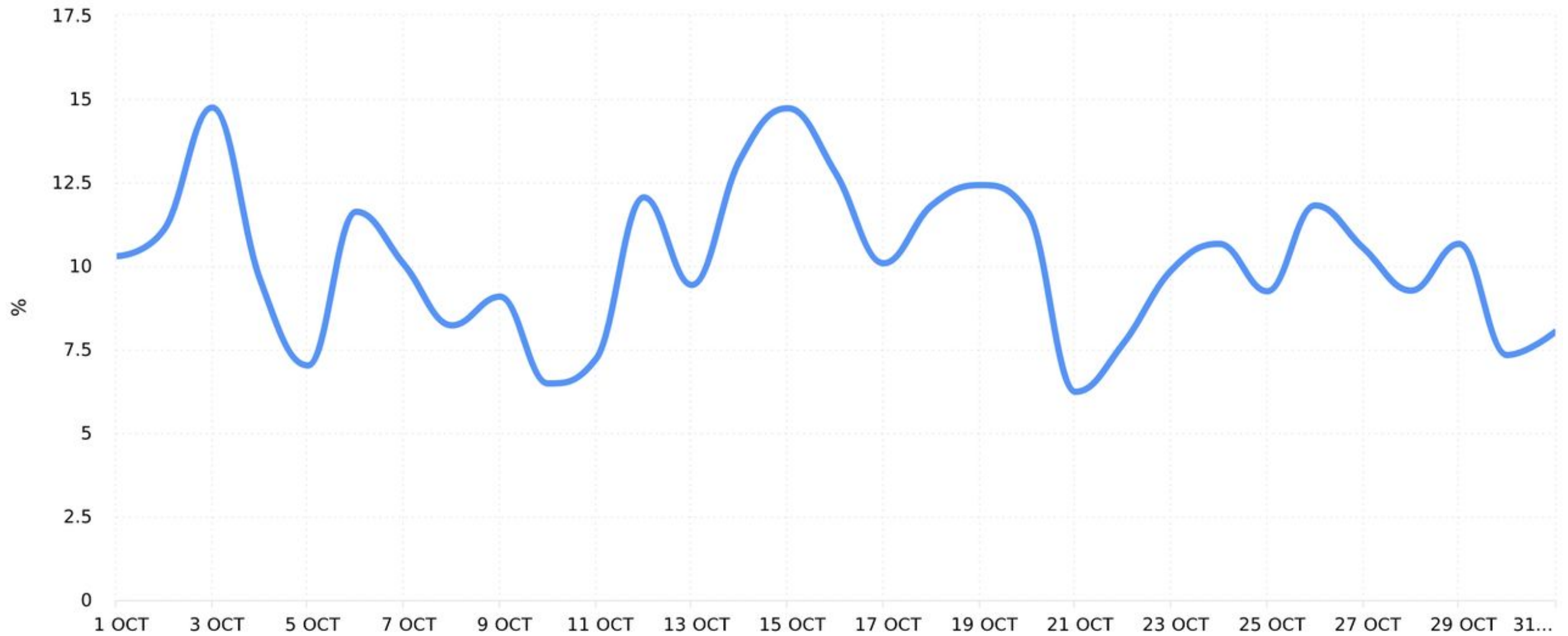
**10.15%**

Max. Full View Rate

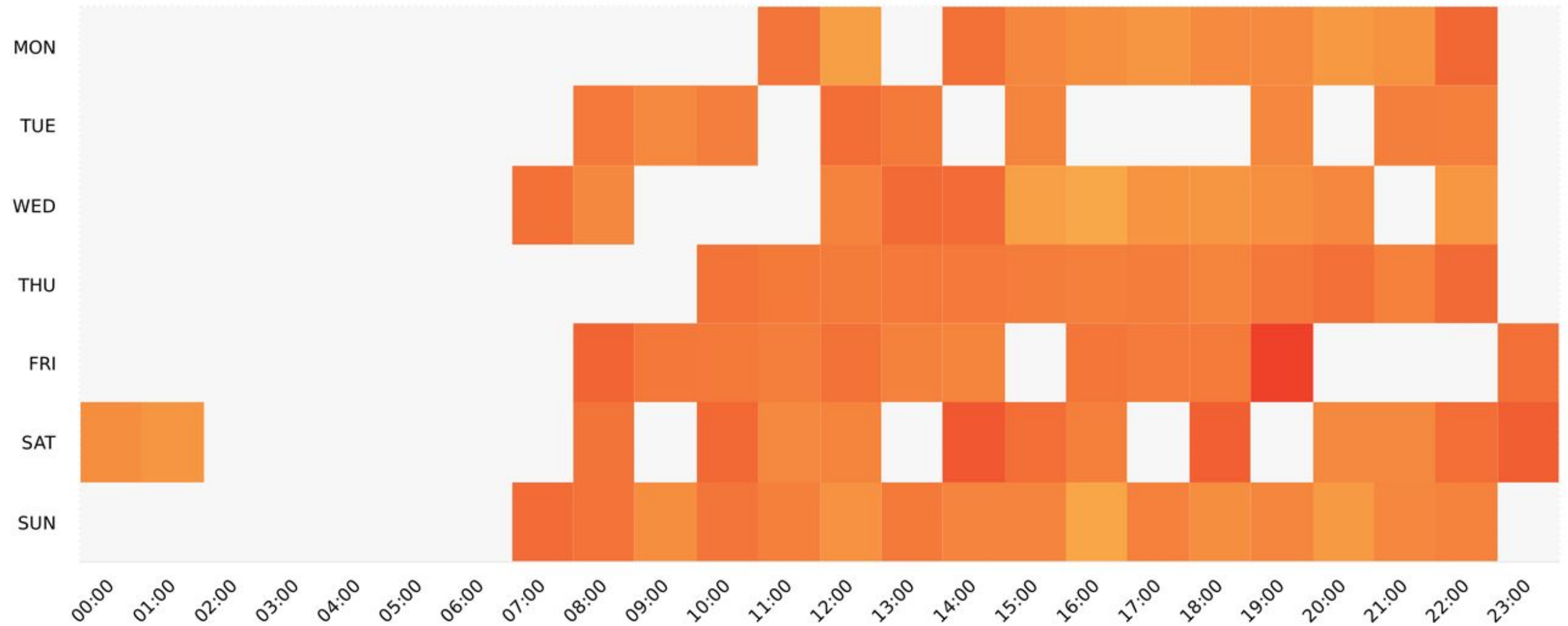
**14.74%**

03 Oct 2022

### Full View Rate



## Best Time to post Stories





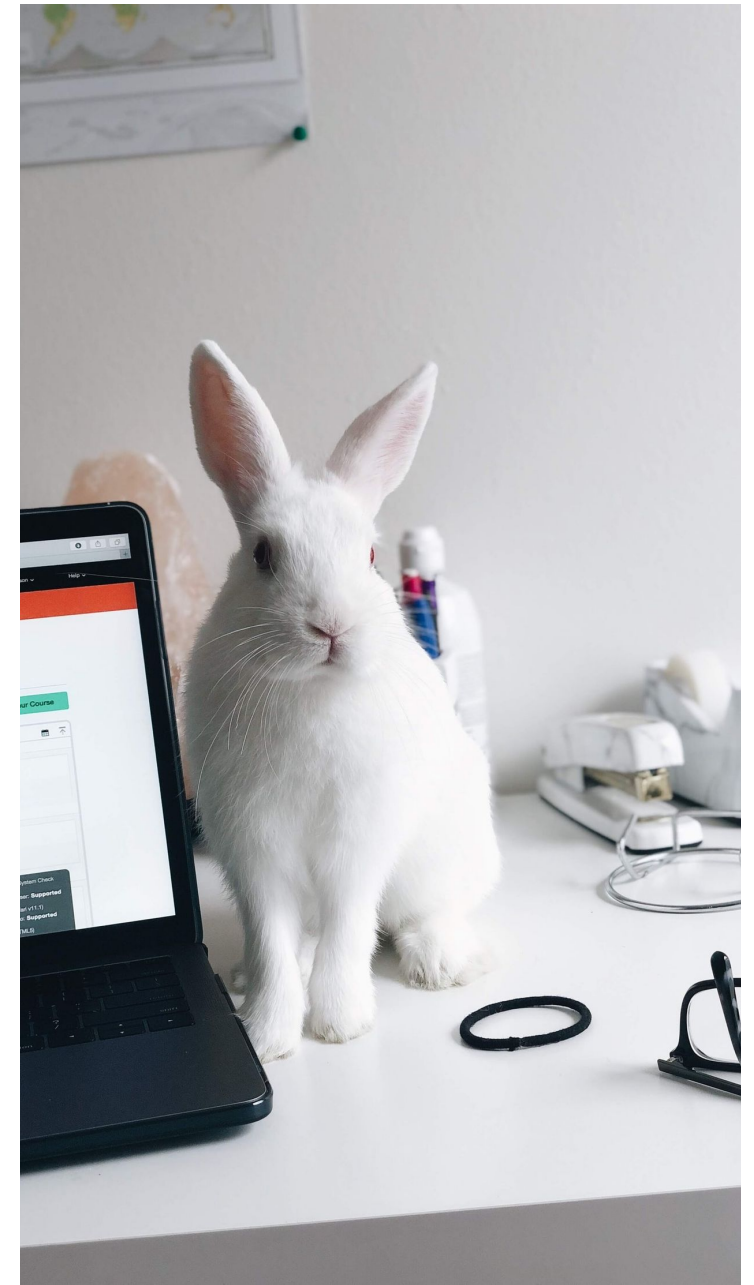
Impressions	24,994
Reach	24,593
Exits	154

MON, 3 OCT 2022



Impressions	20,476
Reach	19,476
Exits	209

WED, 05 OCT 2022



Impressions	19,251
Reach	18,257
Exits	183

WED, 26 OCT 2022

Profile Visits

**31,347**

Max. Profile Visits

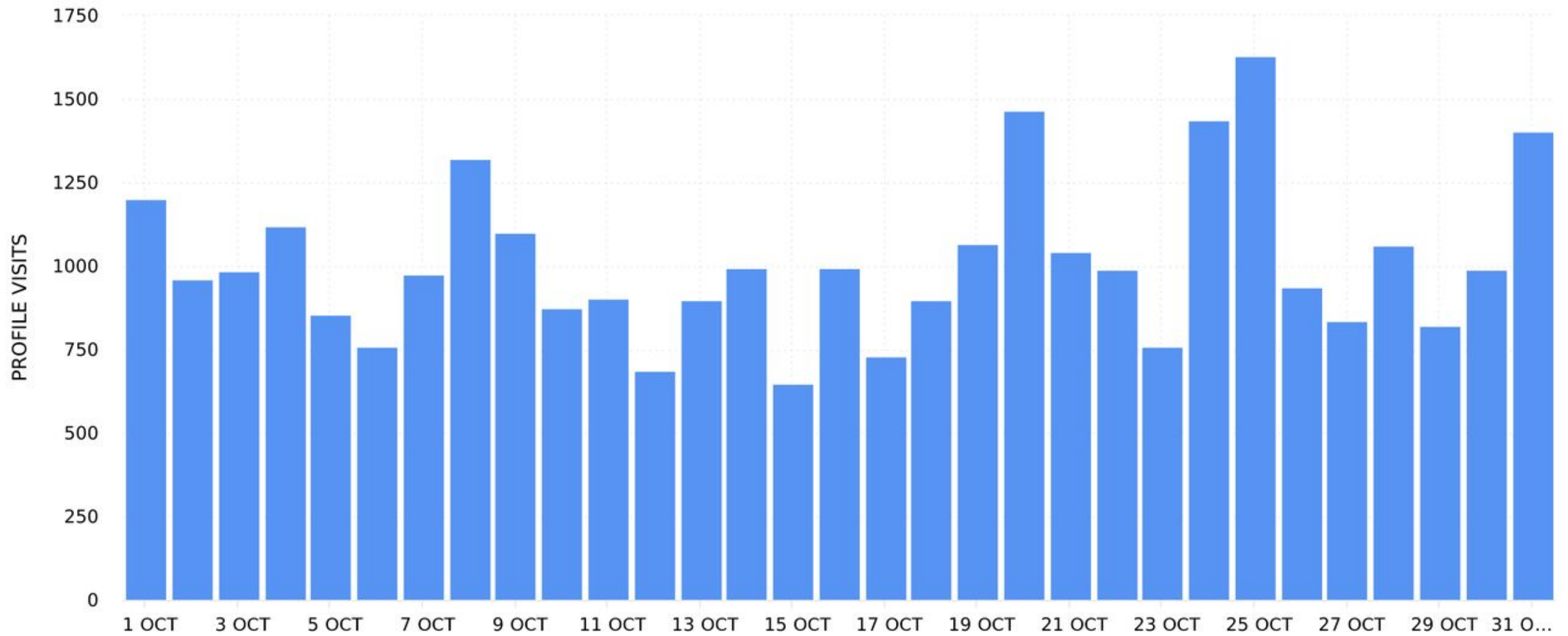
**1,631**

25 Oct 2022

Avg. Profile Visits

**1,011.19**

## Profile Visits



Impressions

**10,661,218**

Max. Impressions

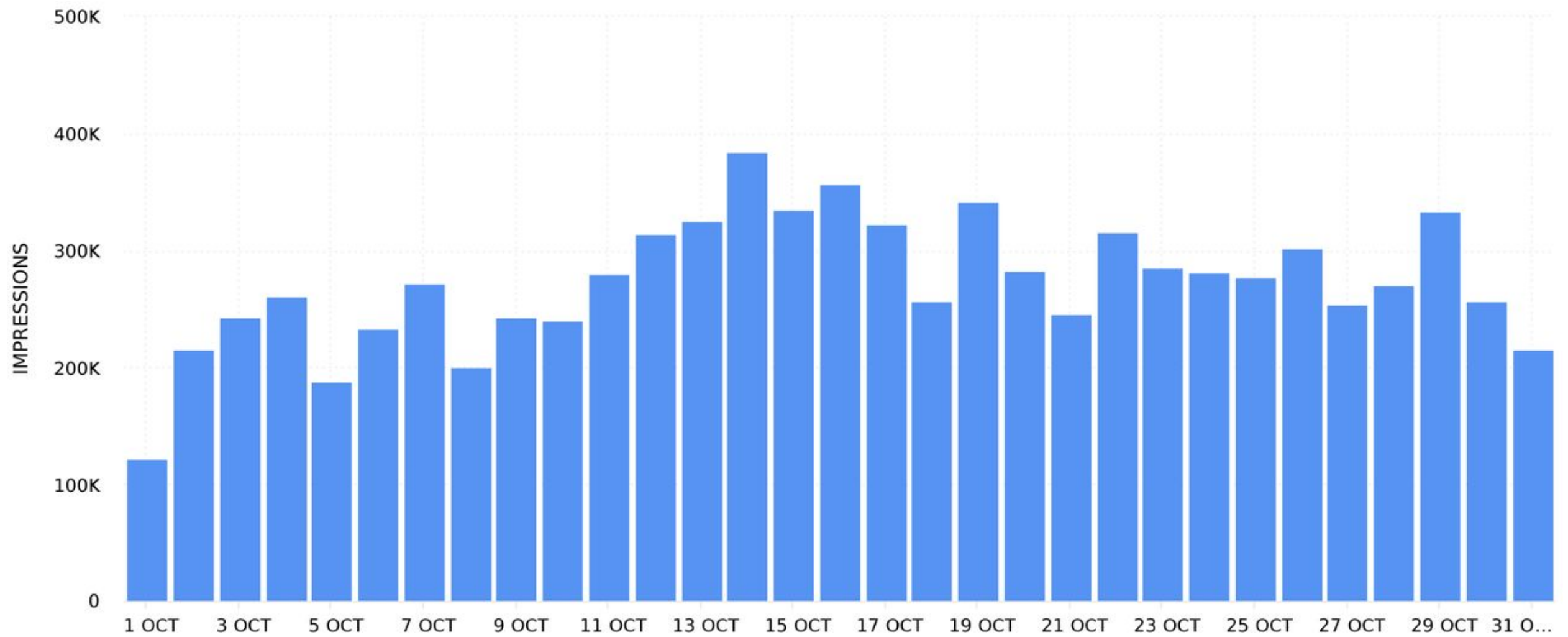
**453,819**

15 Oct 2022

Avg. Impressions

**342,910.26**

## Impressions



Max. Reach

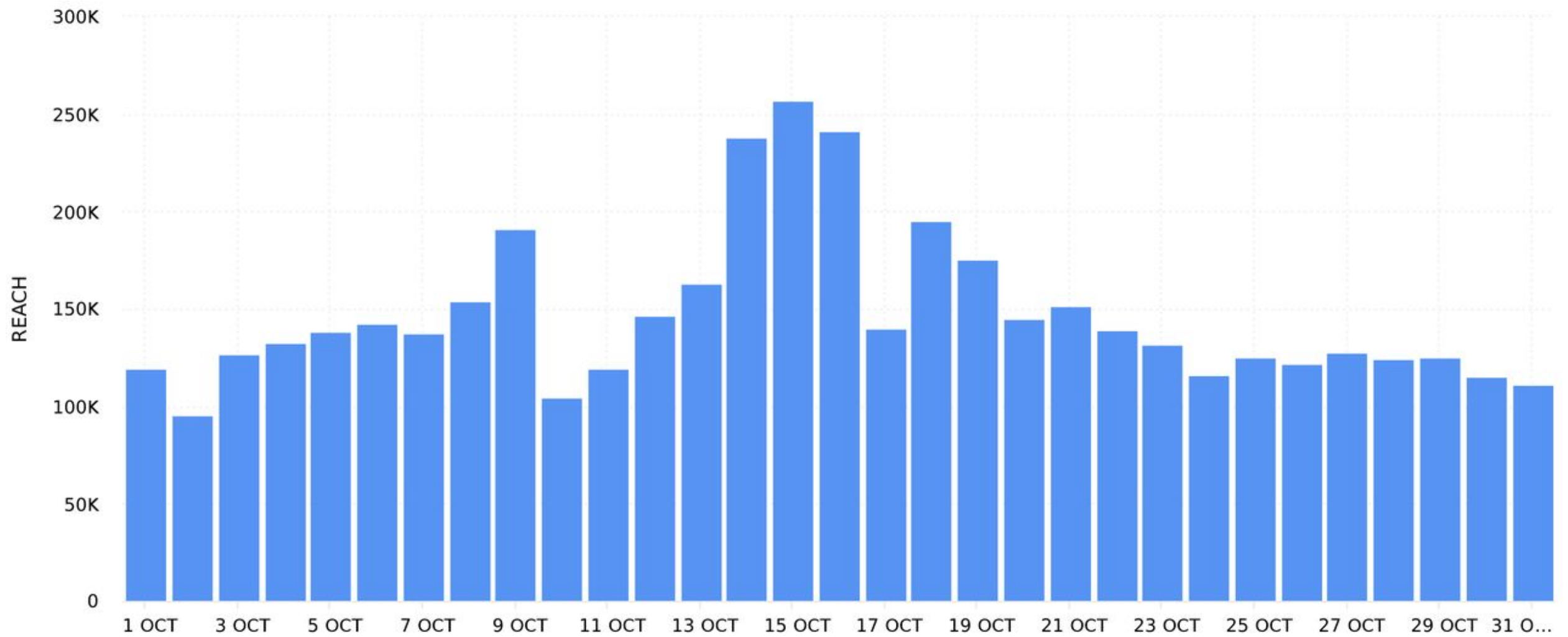
4,557,934

03 Oct 2022

Avg. Reach

147,030.13

## Reach



Website Taps

2,096

Max. Website Taps

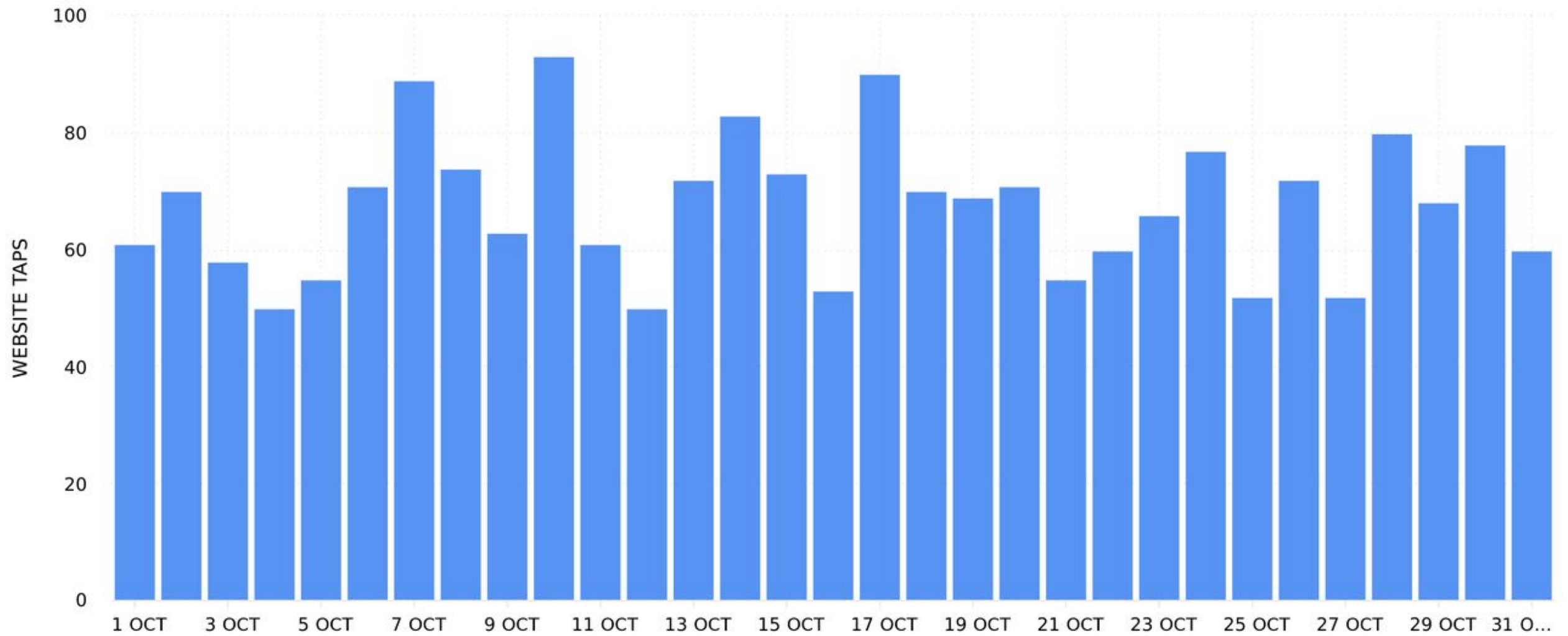
93

24 Oct 2022

Avg. Website Taps

67.61

## Website Taps



Text Button Taps

472

Max. Text Button Taps

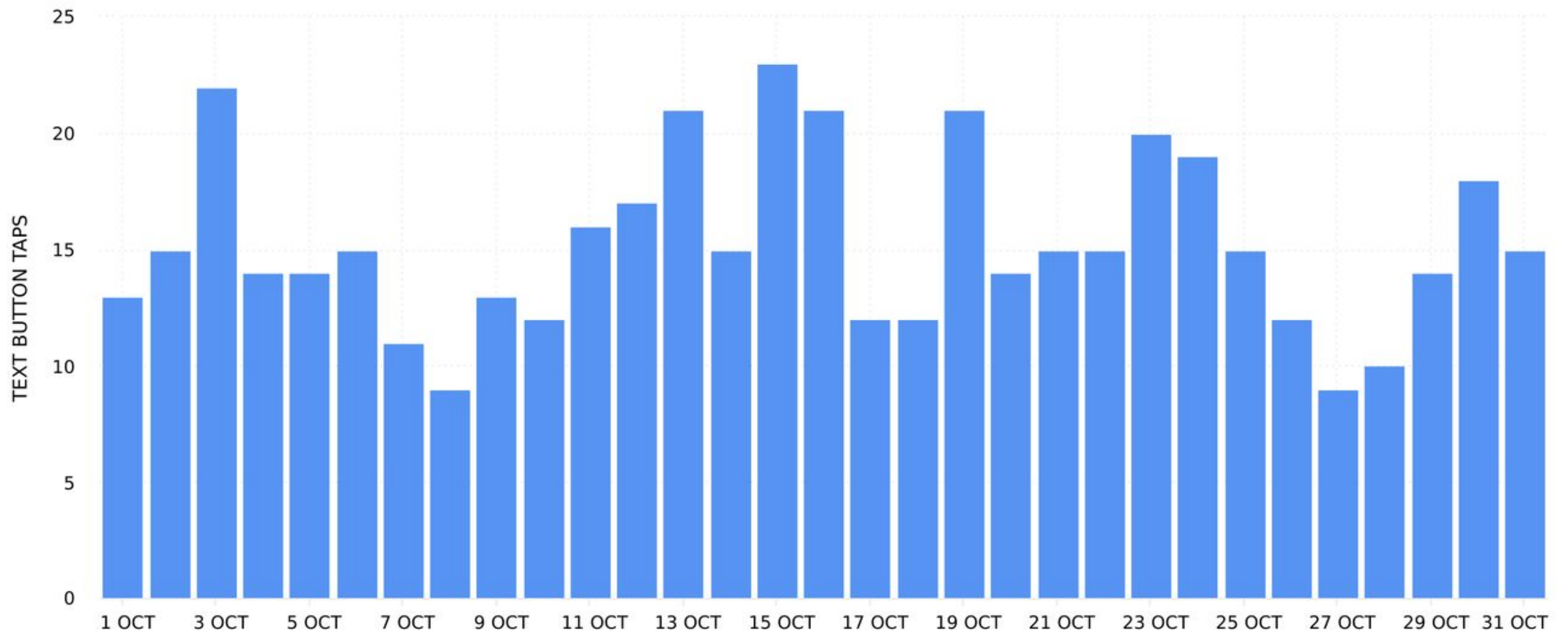
23

15 Oct 2022

Avg. Text Button Taps

15.23

### Text Button Taps



Email Button Taps

263

Max. Email Button Taps

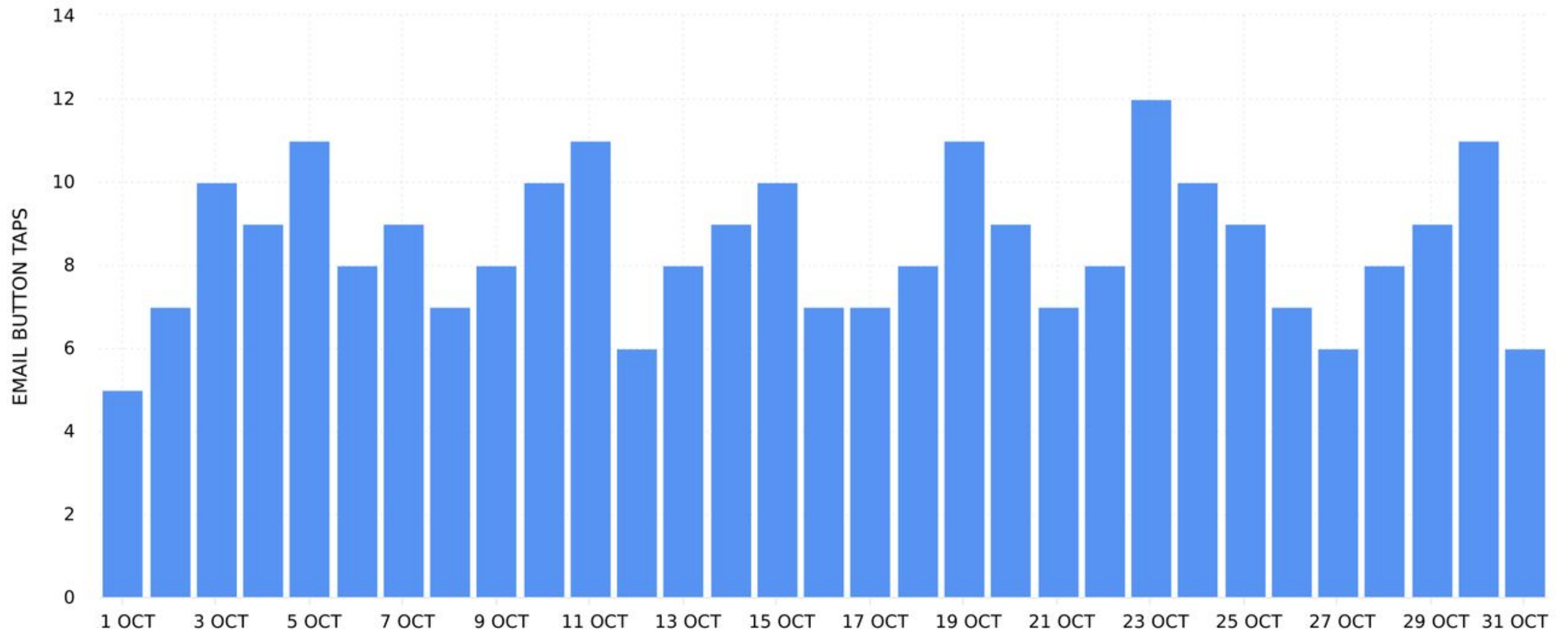
12

23 Oct 2022

Avg. Email Button Taps

8.48

### Email Button Taps



Call Button Taps

84

Max. Call Button Taps

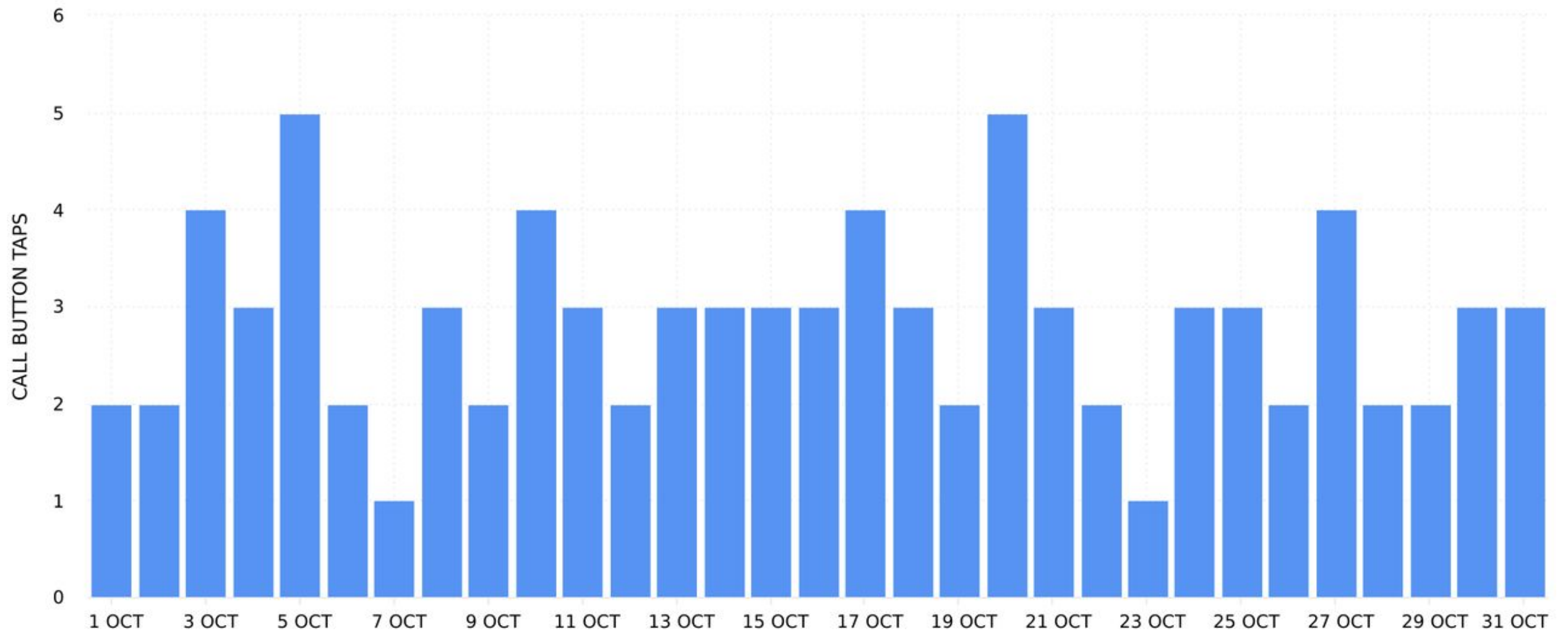
5

5 Oct 2022

Avg. Call Button Taps

2.8

### Call Button Taps



Business Address Taps

66

Max. Business Address Taps

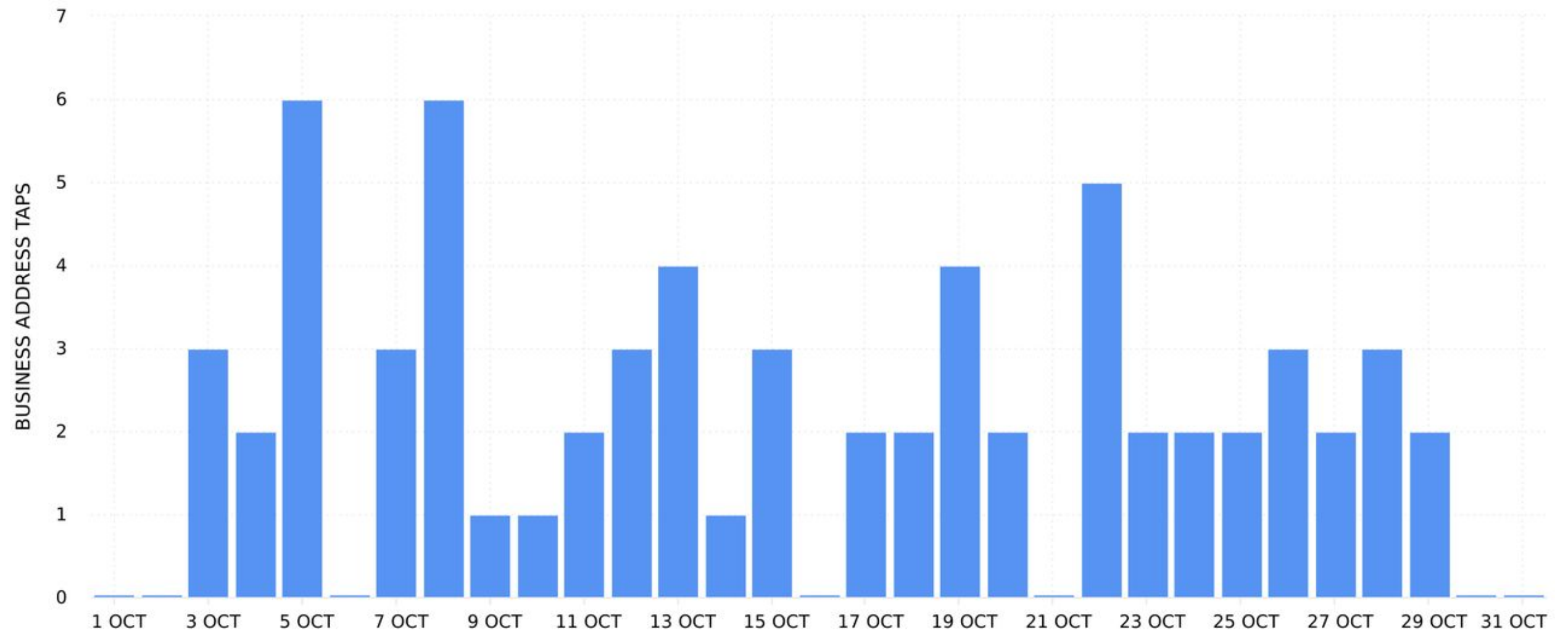
6

05 Oct 2022

Avg. Business Address Taps

2.1

## Business Address Taps



Ads

117

Photo Ads

98

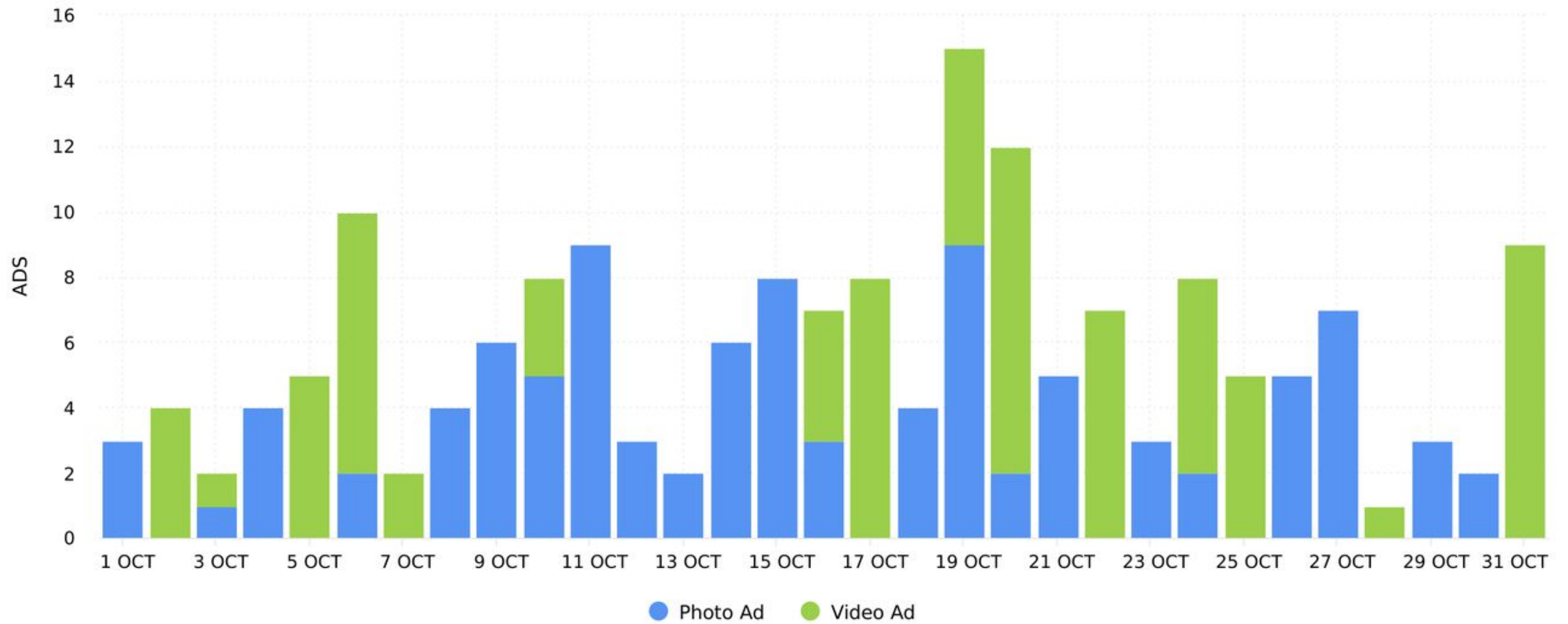
Video Ads

79

Avg. Ads

3.77

### Number of Ads



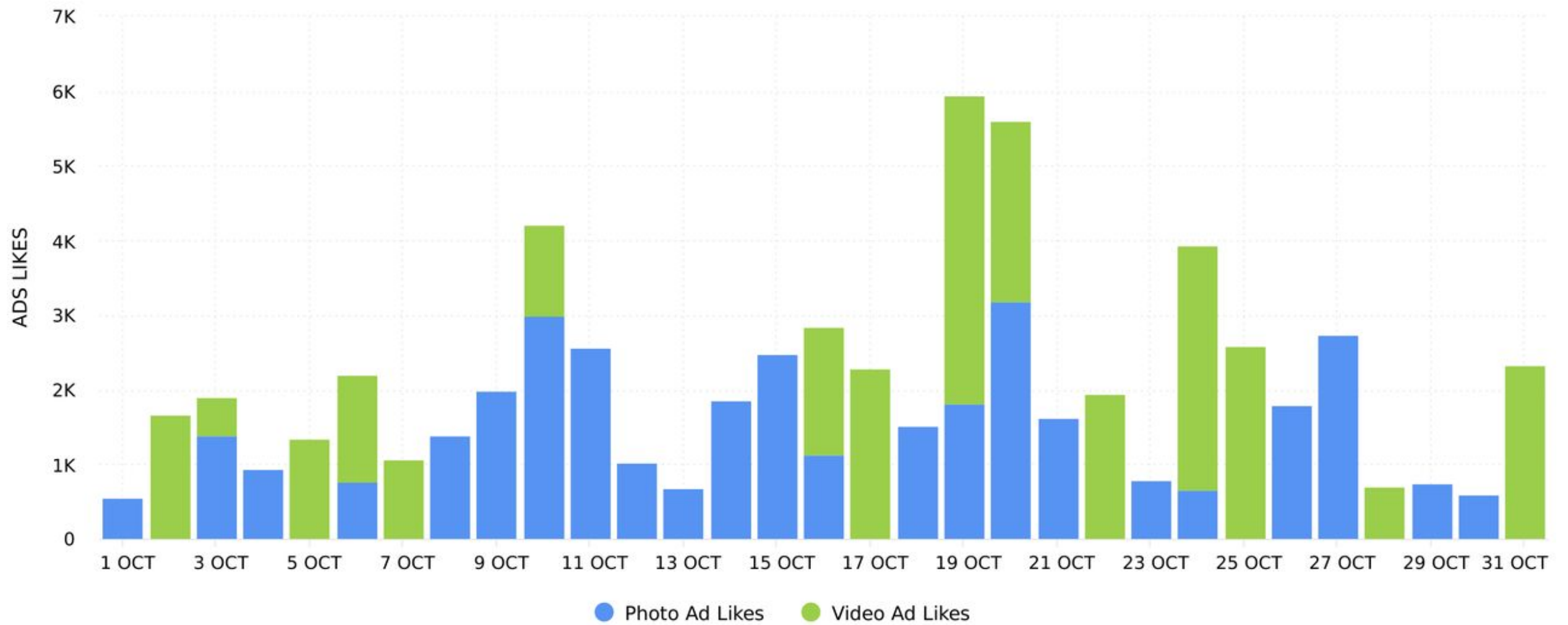
Likes

64,012

Avg. Likes

547.11

### Ad Likes



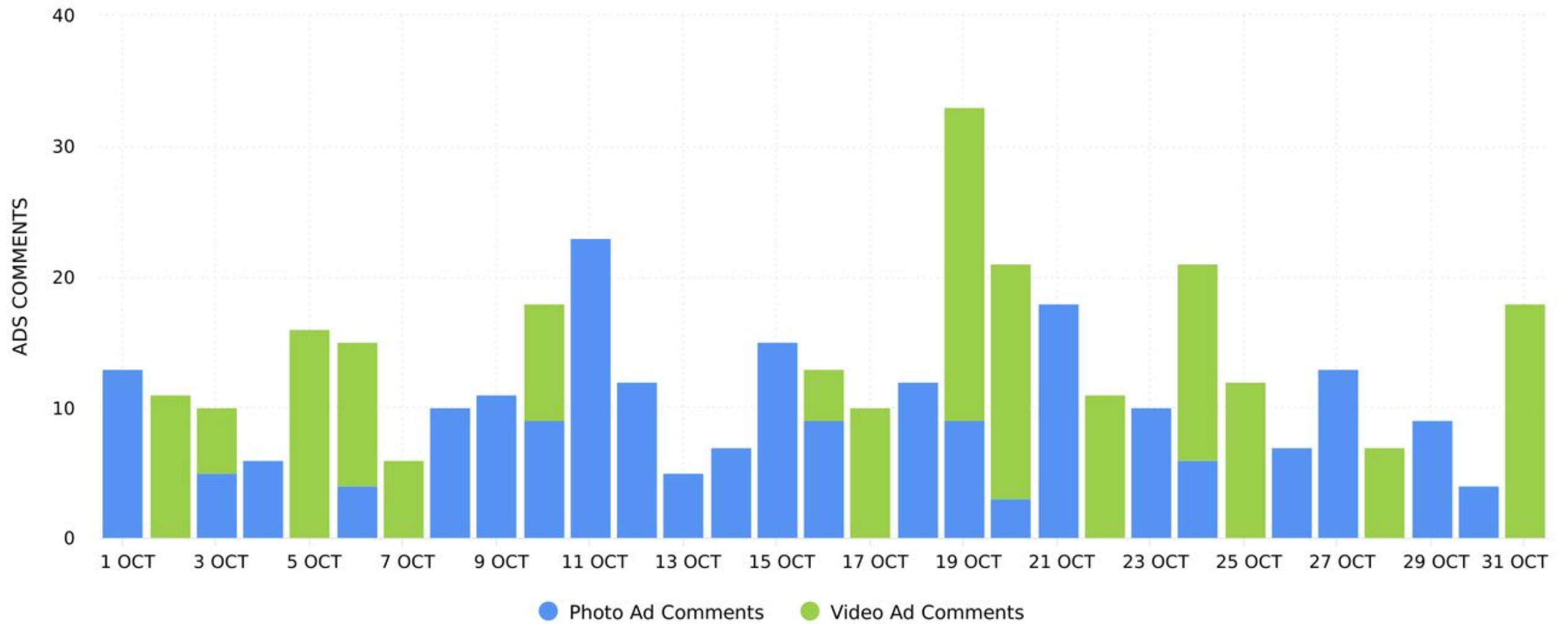
Comments

393

Avg. Comments

3.36

### Ad Comments



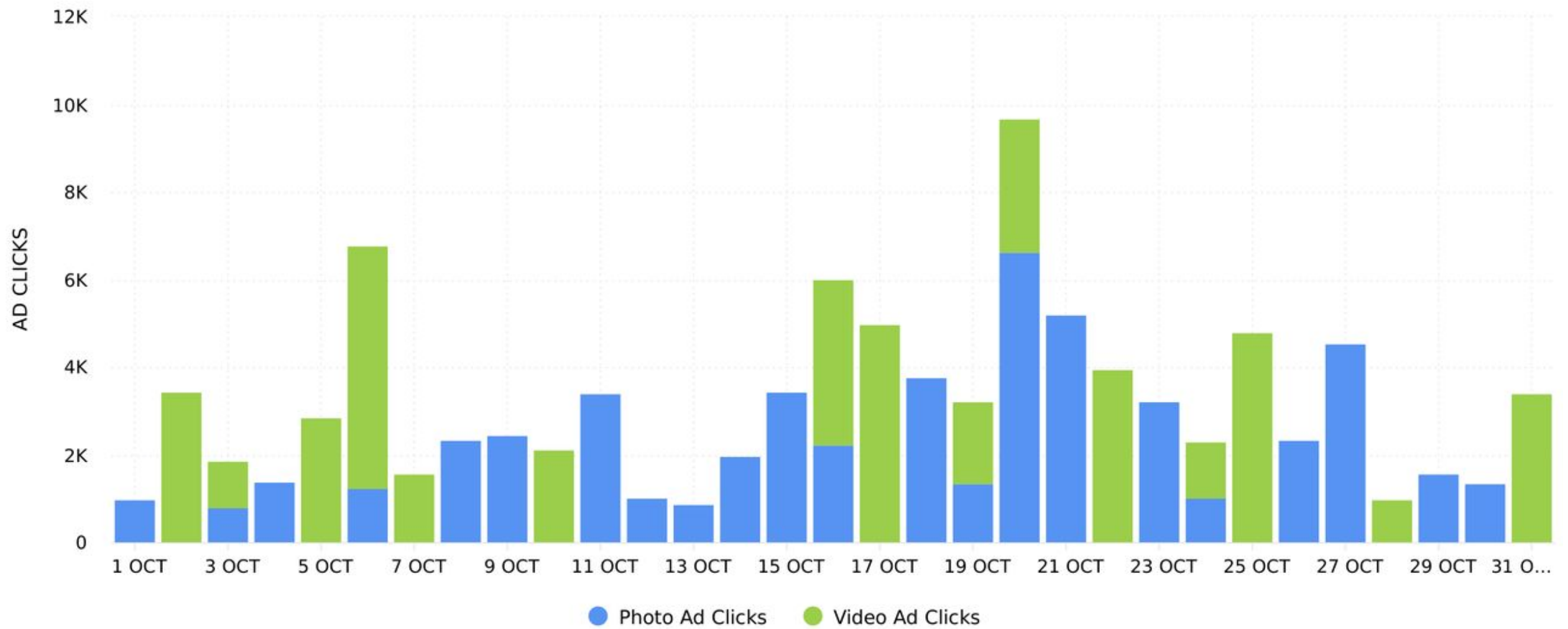
Ad Clicks

98,083

Avg. Clicks per Ad

838.31

### Ad Clicks



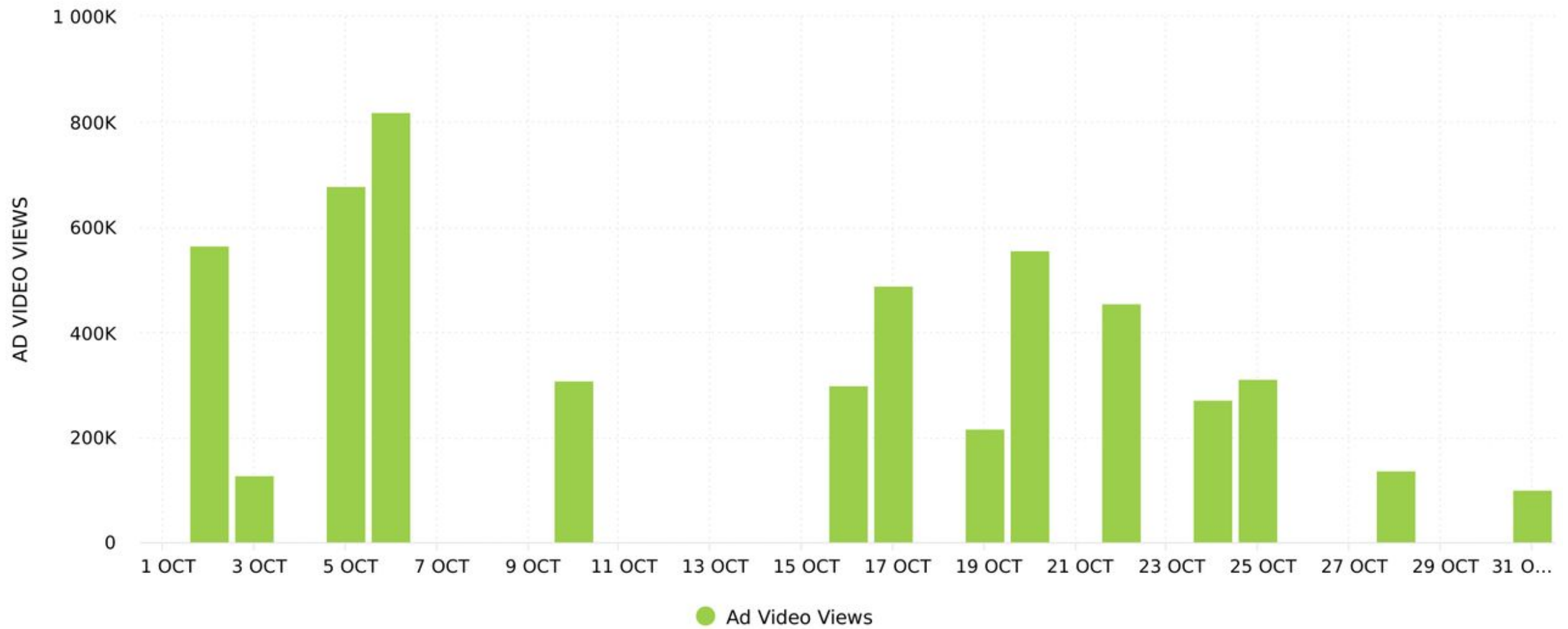
Ad Video Views

5,345,042

Avg. Video Views

45,684.12

### Ad Video Views



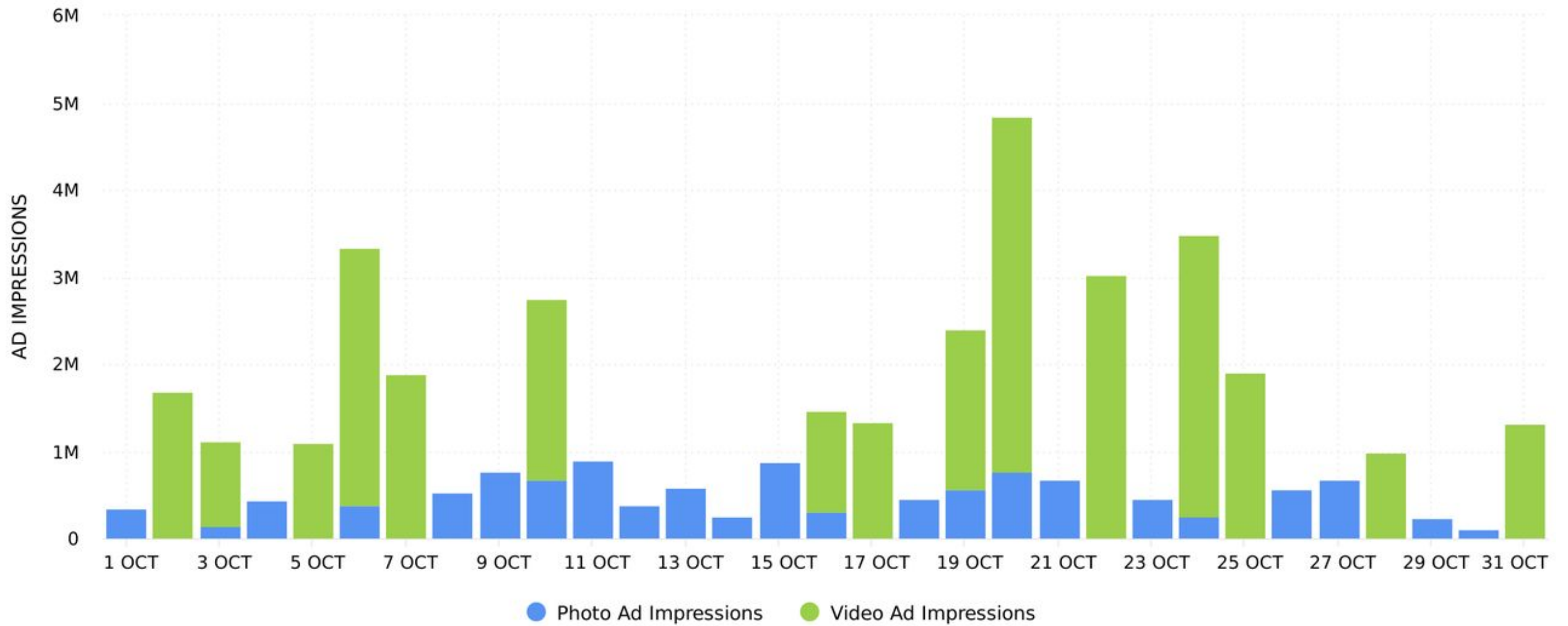
Ad Impressions

40,950,870

Avg. Impressions per Ad

350,007.44

### Ad Impressions



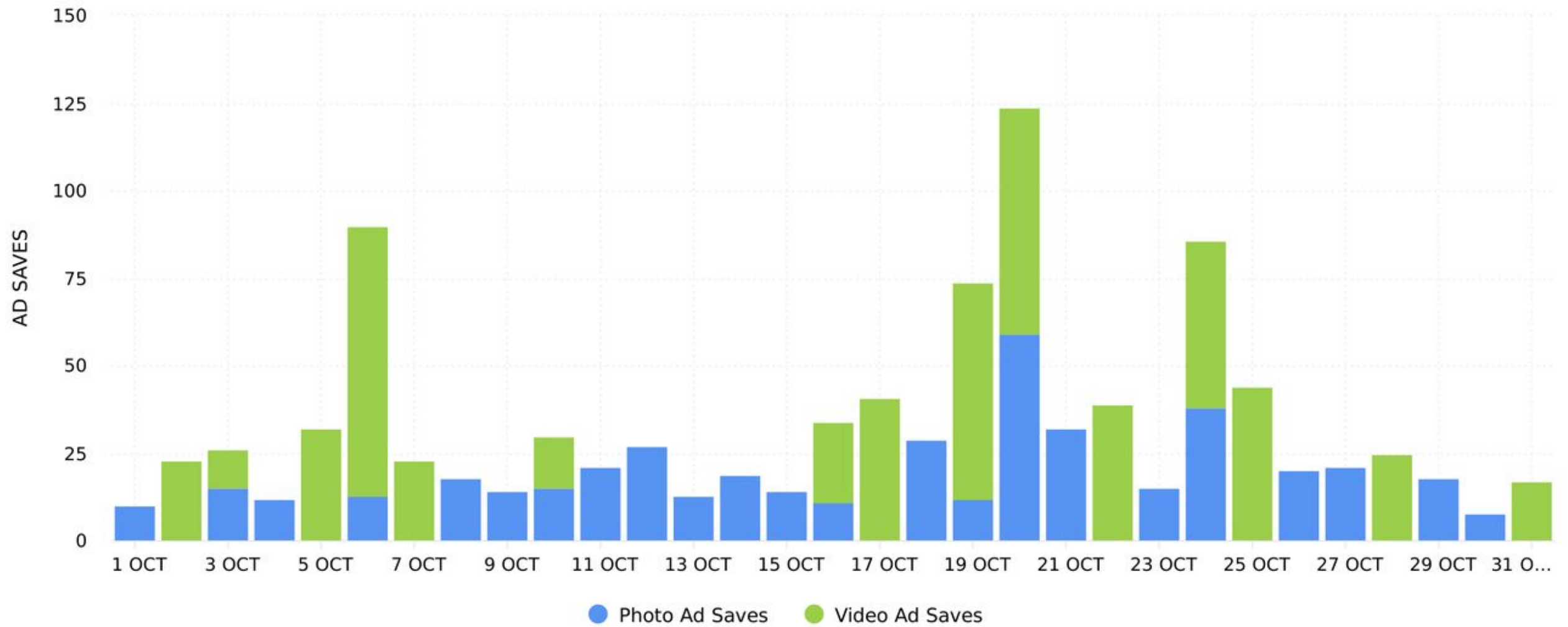
Ad Saves

999

Avg. Saves per Ad

8.54

### Ad Saves



Avg. ER by Reach

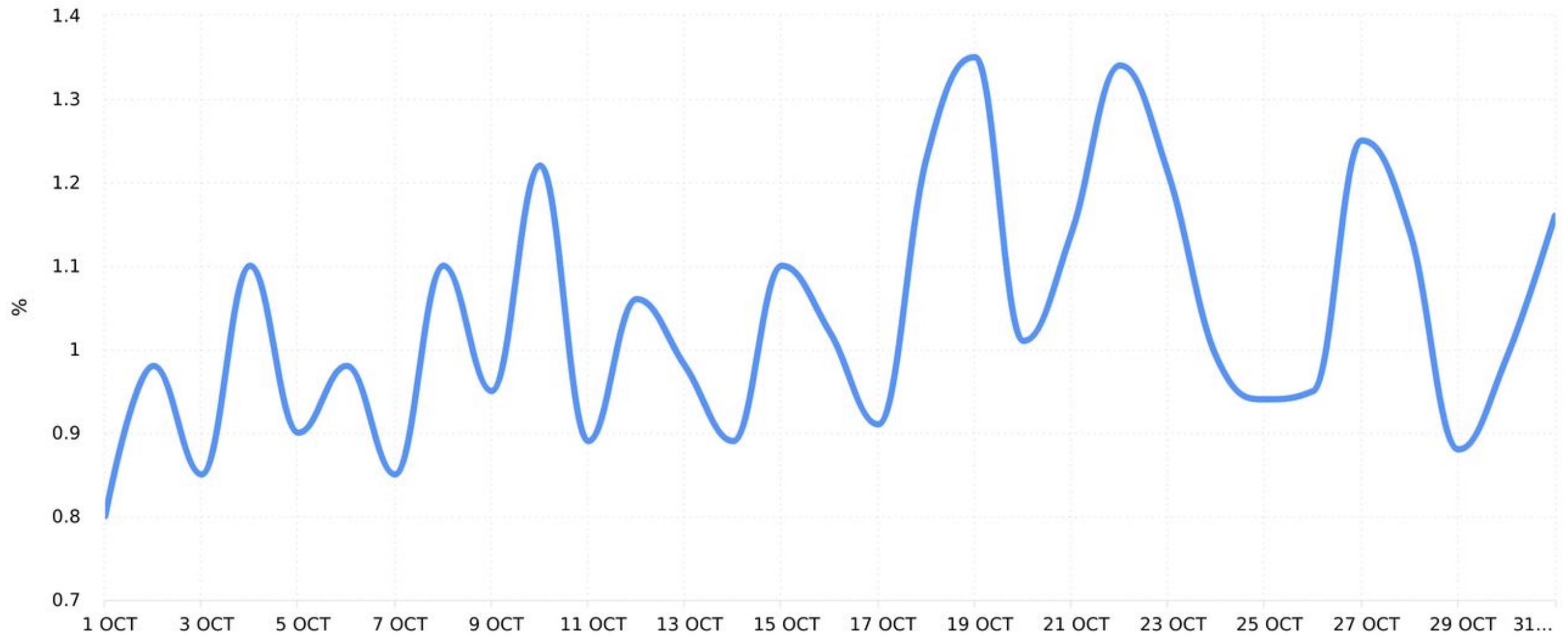
**1.04%**

Max. ER by Reach

**1.35%**

19 Oct 2022

### Engagement Rate by Reach



Ad Spend  
**\$37,321**

Avg. Spend per Ad  
**\$318.98**

### Ad Spend

