

# Instagram Report

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# BRAND NAME

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01.01.2021 – 30.01.2021

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What is awaiting you in the upcoming slides



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# 03 Quick Healthcheck

Let's see your vitals before we get started



## Exceptional Performance

### Brand Name

Quick Healthcheck	
↑	Increasing Followers
↓	Decreasing Engagement Rate
↑	Decreasing Engagement Rate on Reach
↑	Increasing Reach
↑	Increasing Impressions
—	Number of Stories Remains the same
↓	Decreasing Story Views

Increasing: +5%  
Decreasing: -5%  
Remains the same: -5% - +5%

**Overall Performance:**  
Exceptional: 80-100 points  
Highly Effective: 60 – 79 points  
Somewhat Effective: 40 – 59 points  
Not Effective: 20 – 39 points  
Negatively Affected: 0-19 points



Overview

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**BRAND NAME**

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01.01.2019 – 30.01.2019



# 05 Key Indicators

How you performed on your key indicators



TOTAL FOLLOWERS

**50K**

+6.5%

FOLLOWER GROWTH

**2500**

+20%

TOTAL ENGAGEMENT

**67K**

+25%

ENGAGEMENT RATE

**2.3%**

+1%

IMPRESSIONS

**1,3M**

+0.5%

REACH

**750K**

-5%

TOTAL POSTS

**25**

+24%

AVG REACH ON POST

**6,700**

+5%

STORIES

**67**

+75%

AVG STORY REACH

**14K**

+125%



# 06 Followers and Interactions

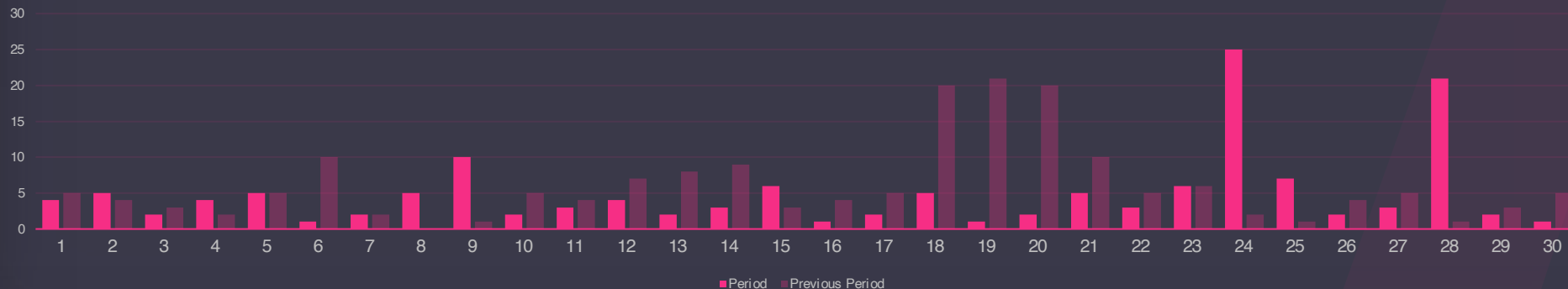


How many followers you gained this period and how much they interacted with your brand and on which day the most

## FOLLOWERS

20,000  
+35%

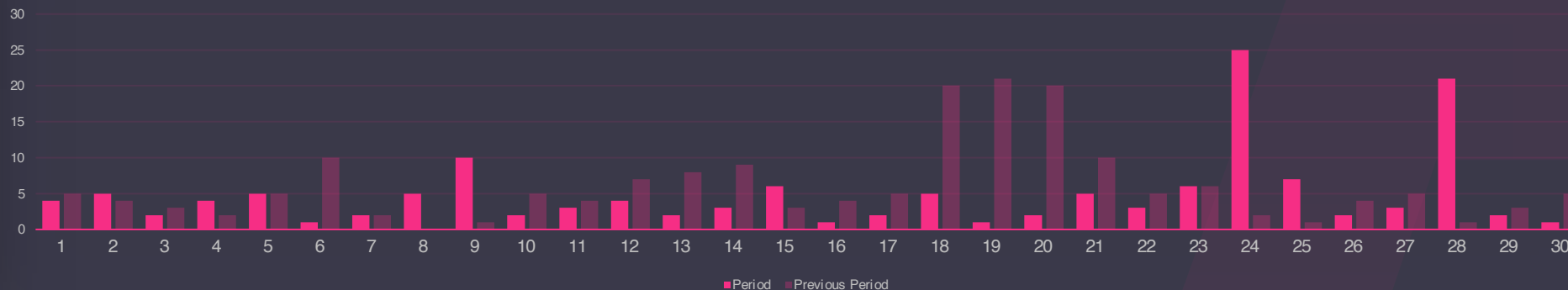
## FOLLOWERS DAILY CHART



## INTERACTIONS

20,000  
+35%

## INTERACTIONS DAILY CHART



- Click to edit
- 
- Click to edit



Followers

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**BRAND NAME**

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01.01.2019 – 30.01.2019

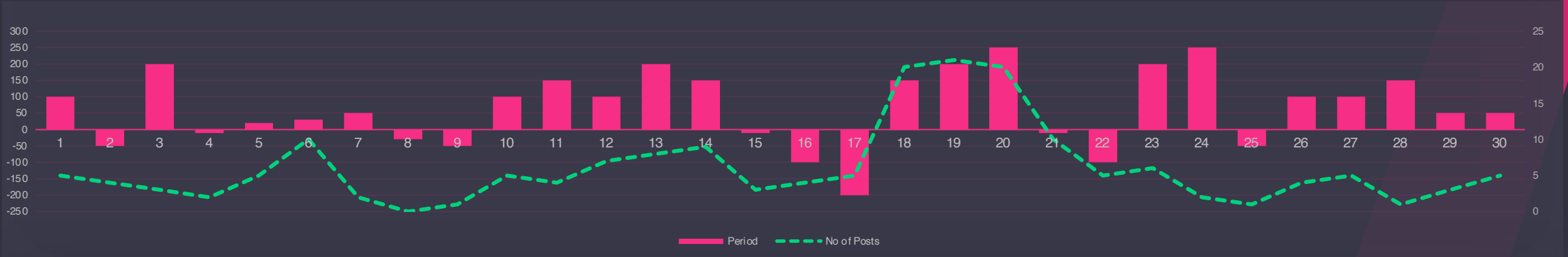


# 08 Followers Growth

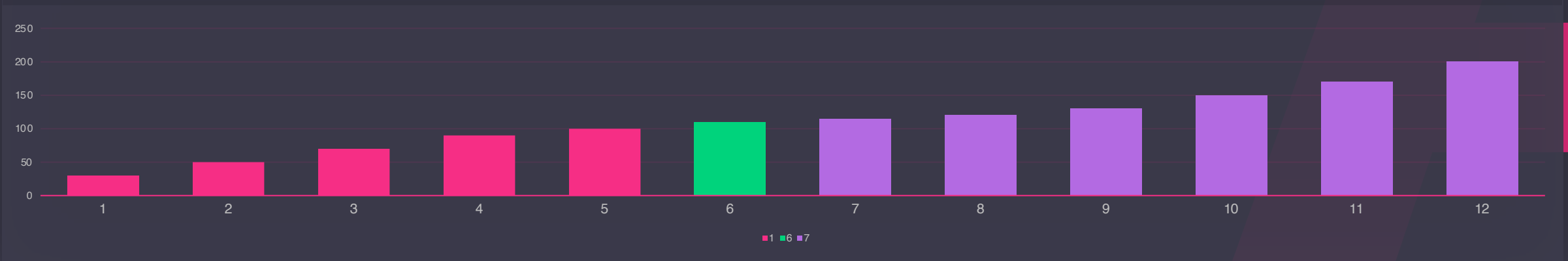


Daily growth of followers and its correlation to posts along with your growth potential for the upcoming months

## GROWTH OF TOTAL FOLLOWERS



## GROWTH PROJECTION





# 09 Followers by Demography

An overview of Demographics and Geography including, country, city, age and gender of your followers



TOP COUNTRY

**Turkey**

TOP CITY

**Istanbul**

TOP LANGUAGE

**Turkish**

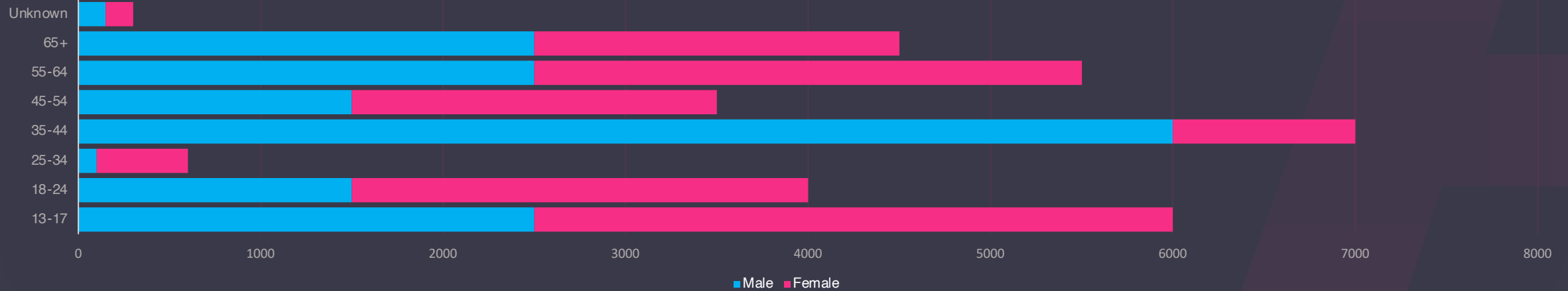
TOP AUDIENCE

**Female**  
**25-34**

TOP AGE GROUP

**25-34**

## FOLLOWERS BY DEMOGRAPHY



# 10 Followers by Geography

Top countries and cities from where your followers come from



Sorted by: Pageviews  
Order: Descending

Follower by Country	Total Followers	Percentage in Total (%)
Turkey	16,321 <i>-7%</i>	10
Turkey	16,321 <i>-7%</i>	10
Turkey	16,321 <i>-7%</i>	10
Turkey	16,321 <i>-7%</i>	10
Turkey	16,321 <i>-7%</i>	10
Turkey	16,321 <i>-7%</i>	10
Turkey	16,321 <i>-7%</i>	10
Turkey	16,321 <i>-7%</i>	10
Turkey	16,321 <i>-7%</i>	10
Turkey	16,321 <i>-7%</i>	10

Follower by City	Total Followers	Percentage in Total (%)
Istanbul	16,321 <i>-7%</i>	10
Istanbul	16,321 <i>-7%</i>	10
Istanbul	16,321 <i>-7%</i>	10
Istanbul	16,321 <i>-7%</i>	10
Istanbul	16,321 <i>-7%</i>	10
Istanbul	16,321 <i>-7%</i>	10
Istanbul	16,321 <i>-7%</i>	10
Istanbul	16,321 <i>-7%</i>	10
Istanbul	16,321 <i>-7%</i>	10
Istanbul	16,321 <i>-7%</i>	10





Impressions & Reach

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**BRAND NAME**

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01.01.2019 – 30.01.2019



# 12 Impressions & Reach Overview



Reach is the total number of people who see your content. Impressions are the number of times your content is displayed, no matter if it was clicked or not. Let's how they performed this period

TOTAL IMPRESSIONS

421K

2513

POST IMPRESSIONS

69K

25

STORIES IMPRESSIONS

14K

141

TOTAL REACH

6,345

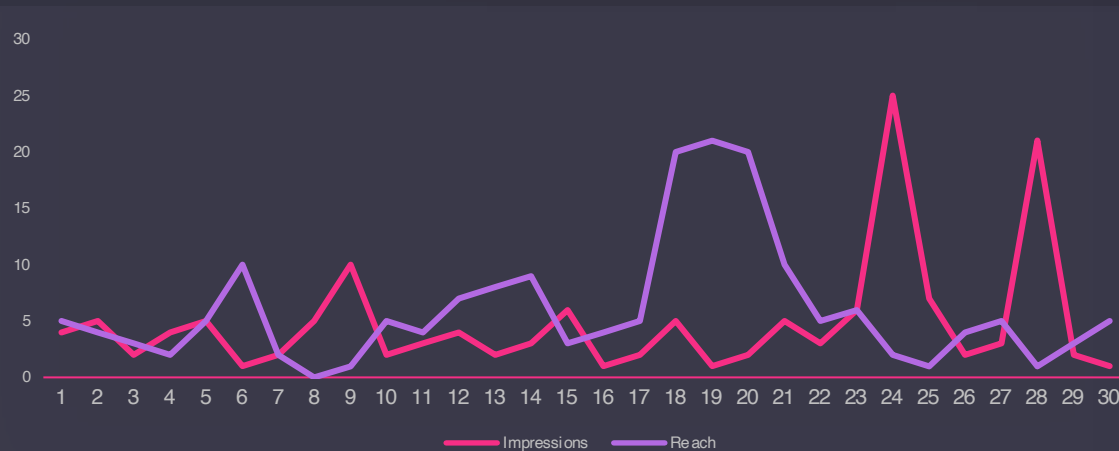
252

AVG REACH PER POST

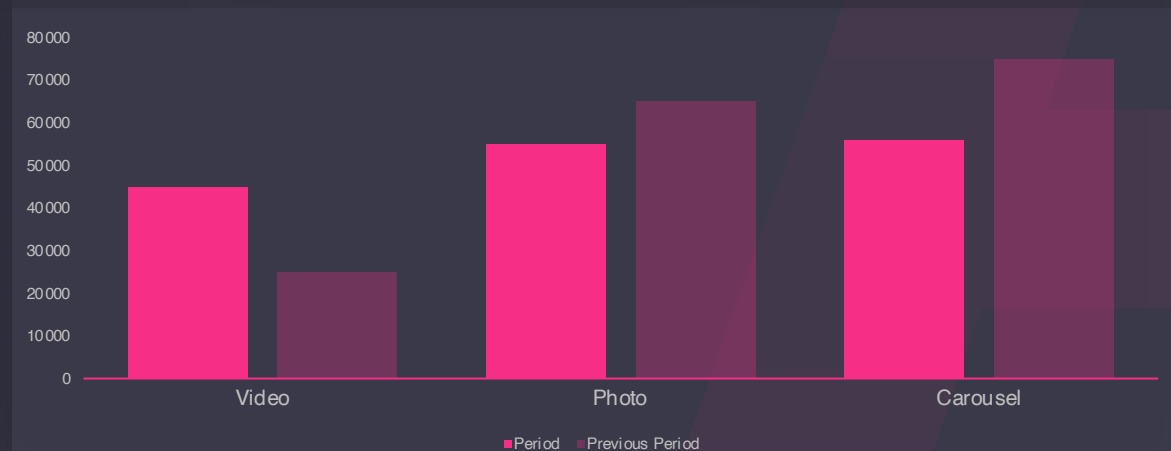
2,521

12

REACH OVER IMPRESSIONS



AVERAGE REACH BY POST TYPE



# 13 Impressions & Reach



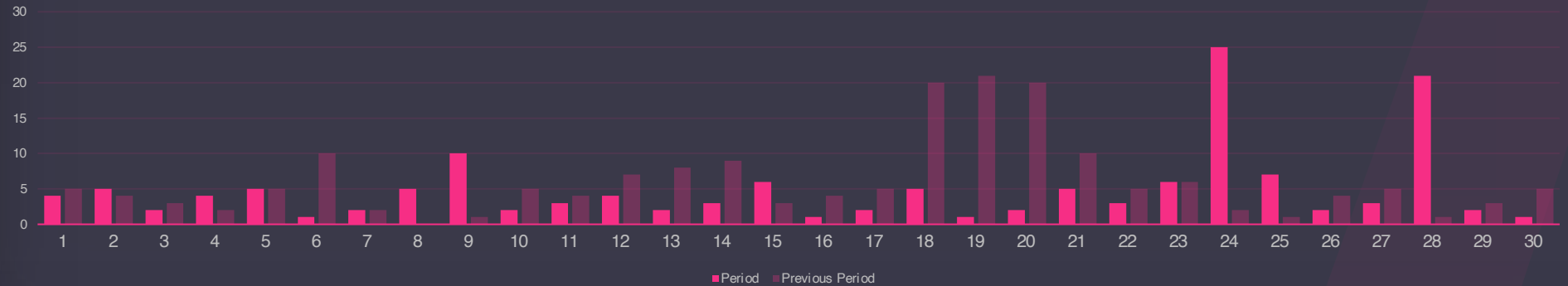
Take a look at your Daily breakdown of your total content viewed and people reached

## TOTAL IMPRESSIONS

20,000

+35%

## TOTAL IMPRESSIONS DAILY CHART

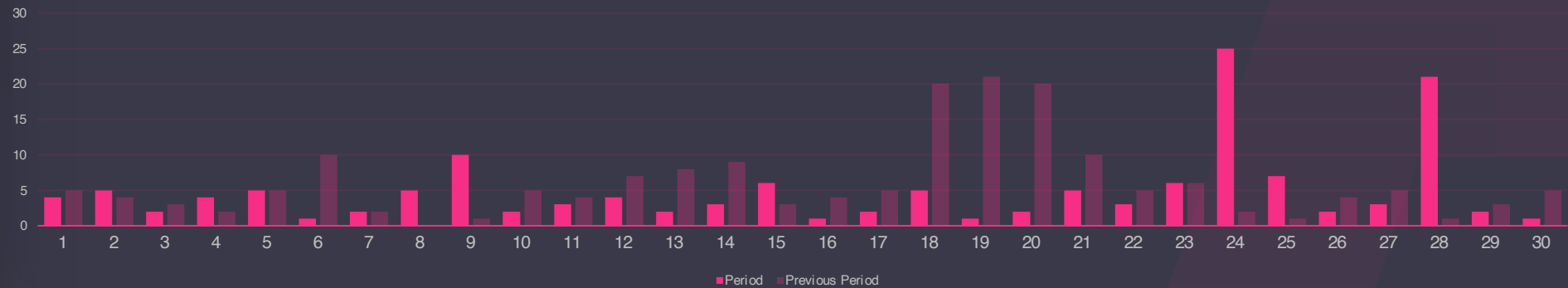


## TOTAL REACH

20,000

+35%

## TOTAL REACH DAILY CHART



● Click to edit



● Click to edit

FOLLOWERS DAILY CHART

# 14 Impressions

Break down of your organic and paid impressions and their contribution to follower growth

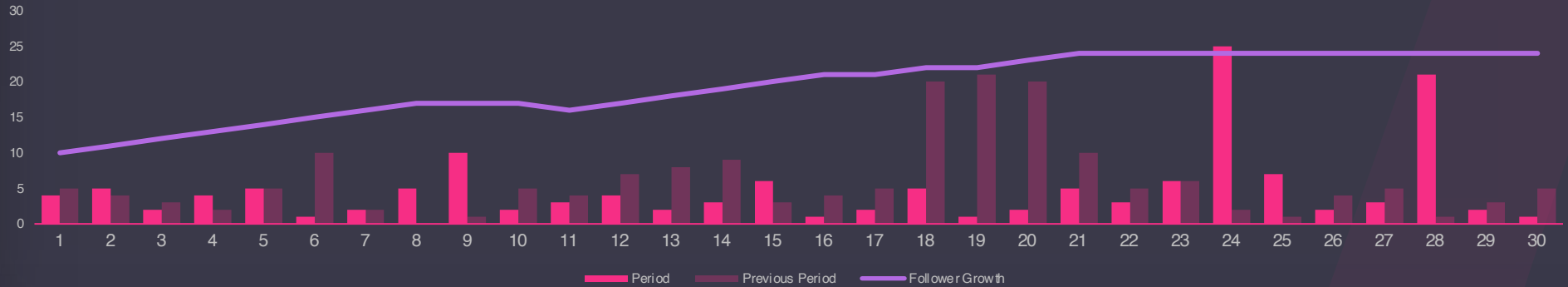


ORGANIC IMPRESSIONS

20,000

+35%

ORGANIC IMPRESSIONS DAILY CHART OVER FOLLOWER GROWTH

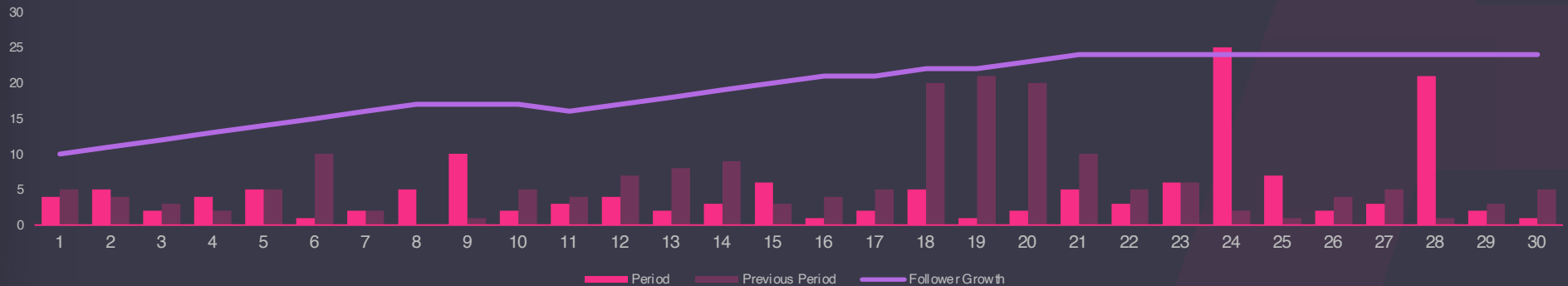


PAID IMPRESSIONS

20,000

+35%

PAID IMPRESSIONS DAILY CHART OVER FOLLOWER GROWTH



Click to edit



Click to edit

FOLLOWERS DAILY CHART

# 15 Reach

Break down of your organic and paid reach and their contribution to follower growth

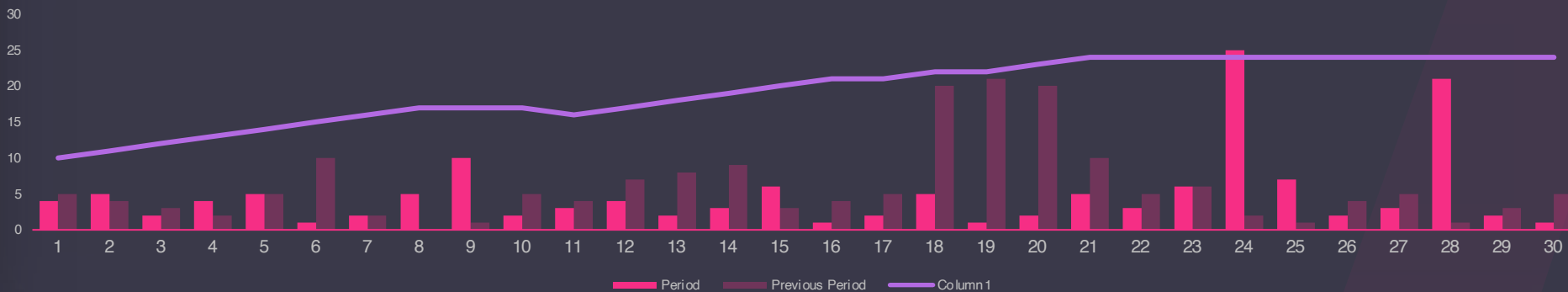


## ORGANIC REACH

20,000

+35%

## ORGANIC REACH DAILY CHART

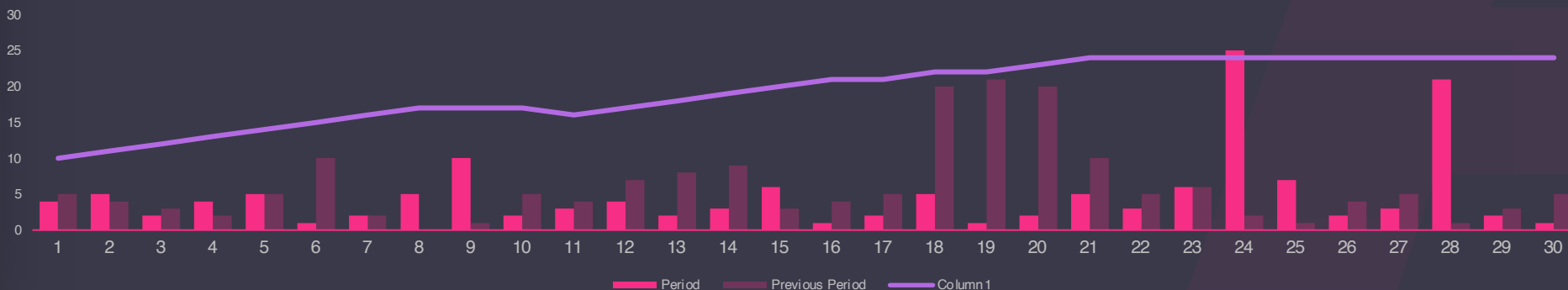


## PAID REACH

20,000

+35%

## PAID REACH DAILY CHART



● Click to edit



● Click to edit



Profile Activity

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**BRAND NAME**

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01.01.2019 – 30.01.2019



# 17 Profile Activity Overview

How users interacted with your profile page

@Noluyo | Overview | March 01 2021– March 31 2021



PROFILE VIEWS

8,932

+25%

WEBSITE CLICKS

302

+12%

EMAIL CLICKS

12

+25%

GET DIRECTION CLICKS

262

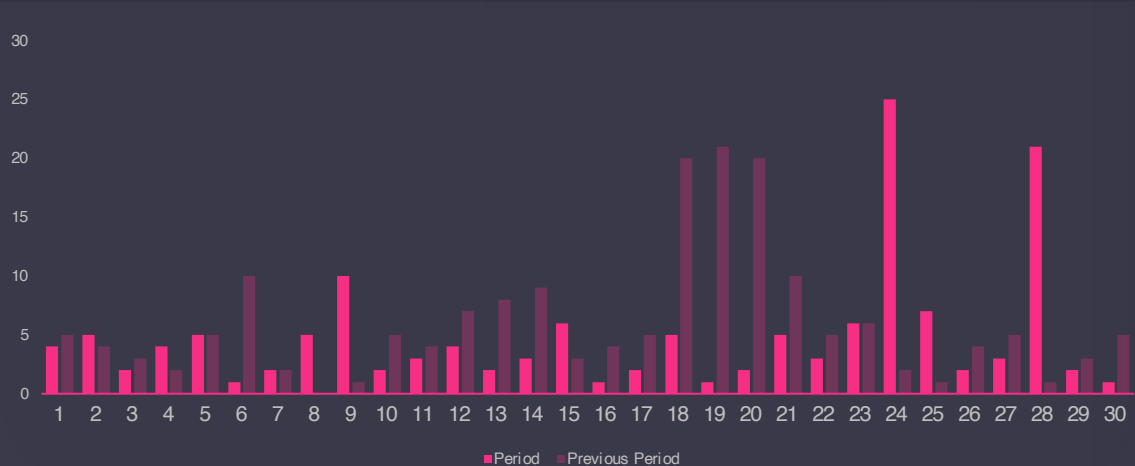
+1%

FOLLOW RATE

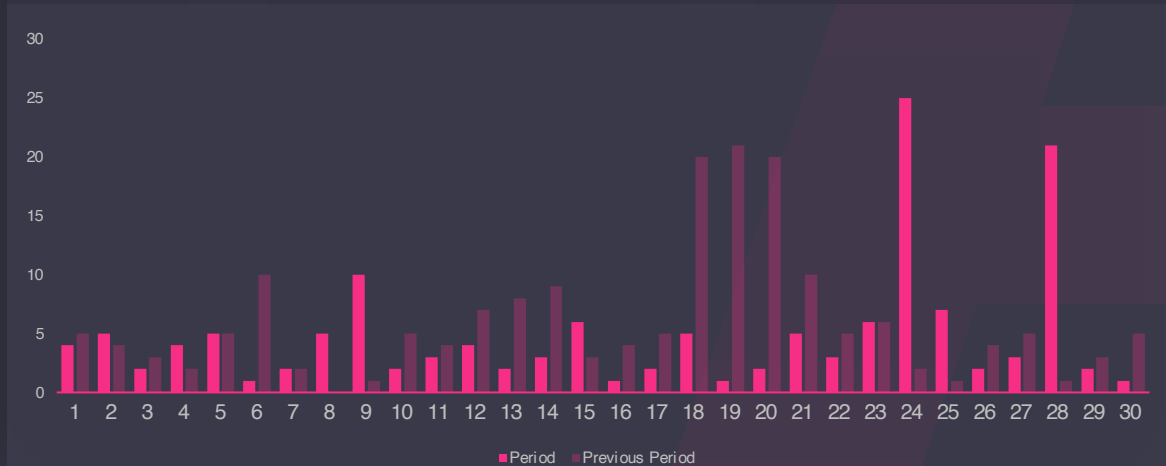
3.37%

+2%

PROFILE VIEW



WEBSITE CLICKS



# 18 Email Clicks & Directions

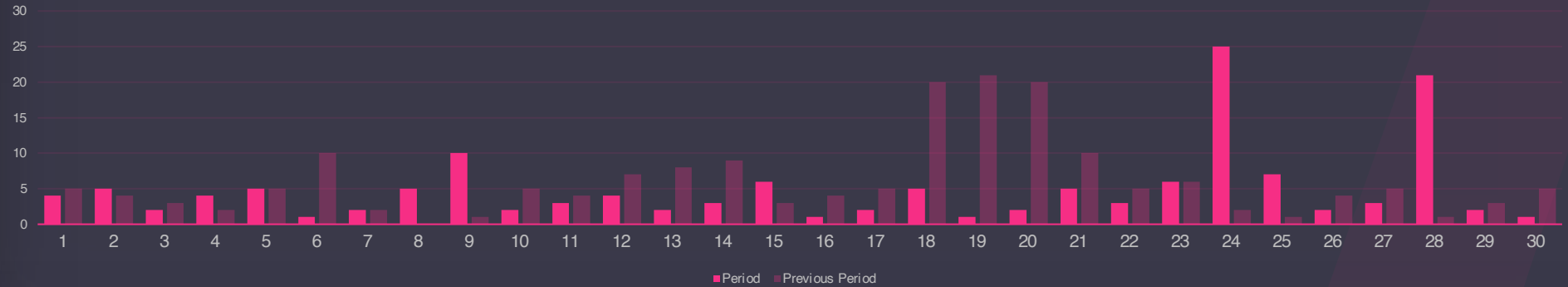
How many clicked the e-mail button and how many tried to get directions



## EMAIL CLICKS

20,000  
+35%

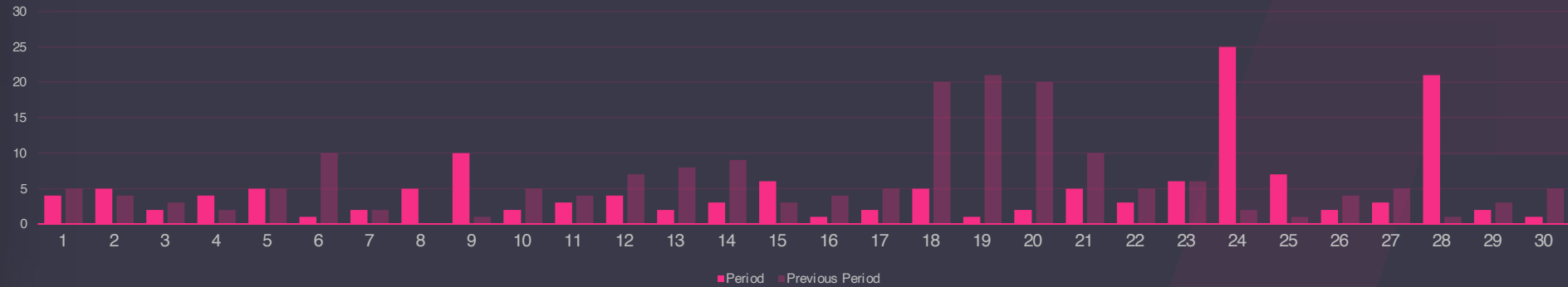
## EMAIL CLICKS DAILY CHART



## GET DIRECTION CLICKS

20,000  
+35%

## GET DIRECTION DAILY CHART



● Click to edit



● Click to edit



Engagement

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**BRAND NAME**

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01.01.2019 – 30.01.2019



# 20 Engagement Overview

How engaging was your content this period



AVG ENGAGEMENT RATE (%)

2.3%

+51%

LIKES

12K

+24%

AVG LIKE PER POST

233

+35%

COMMENTS

1,234

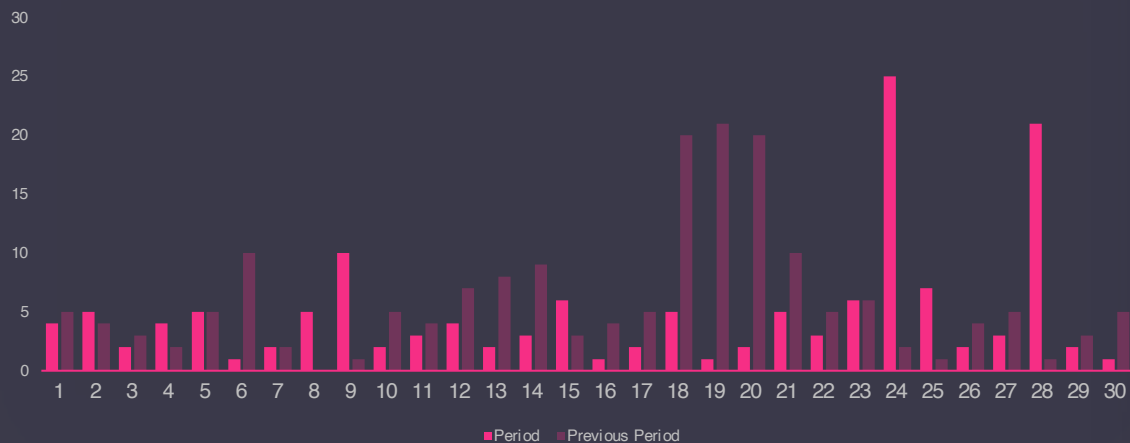
+1%

AVG COMMENT PER POST

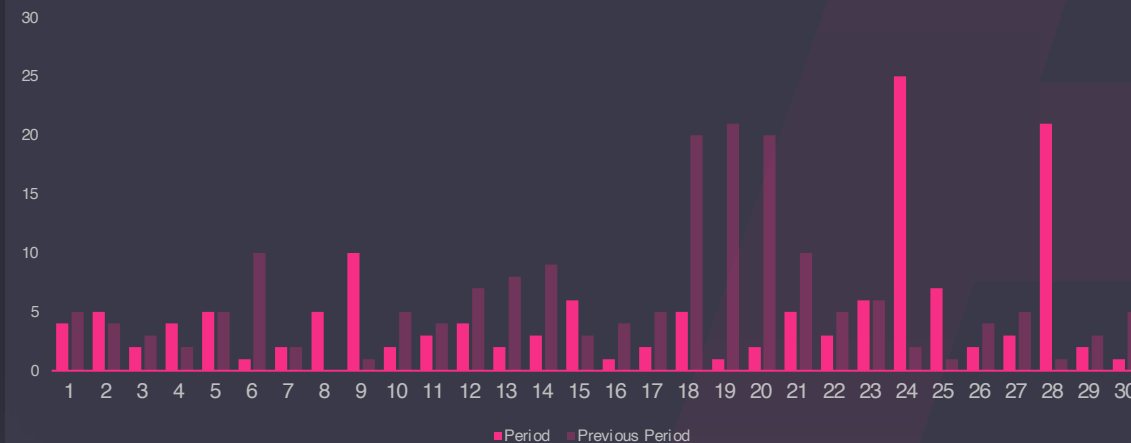
12

+252%

AVG ENGAGEMENT RATE



AVG ENGAGEMENT PER POST



# 21 Likes & Comments

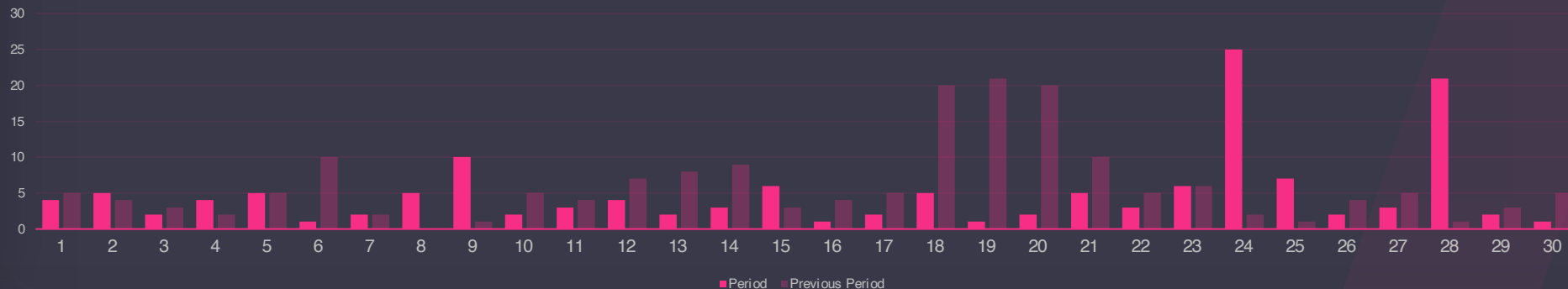
How many likes and comments you got during this period



## LIKES

20,000  
+35%

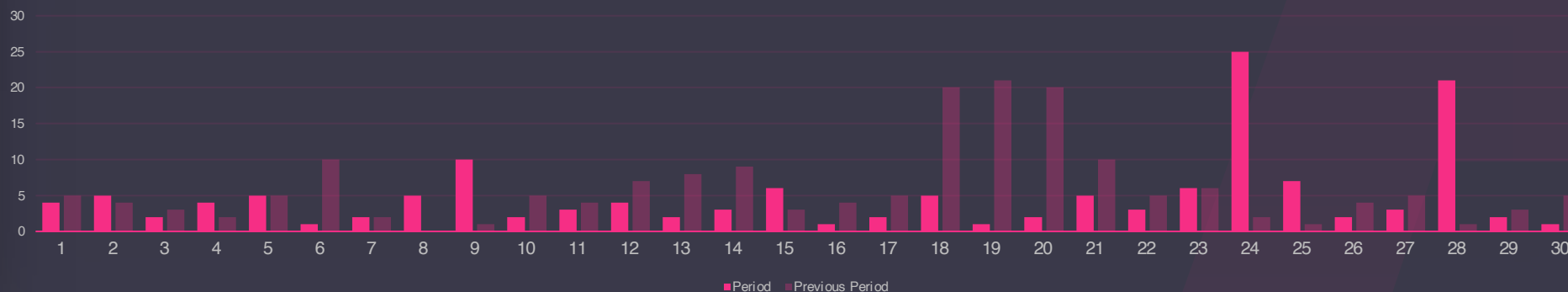
## LIKES DAILY CHART



## COMMENTS

20,000  
+35%

## COMMENTS DAILY CHART



- Click to edit
- 
- Click to edit

# 22 Videos & Saves

Other important indicators of your performance such as engagement about your videos and saves



VIDEOS

1,000

+5%

VIDEO VIEWS

5,000

+5%

AVG VIDEO VIEWS

37

+5%

SAVES

13K

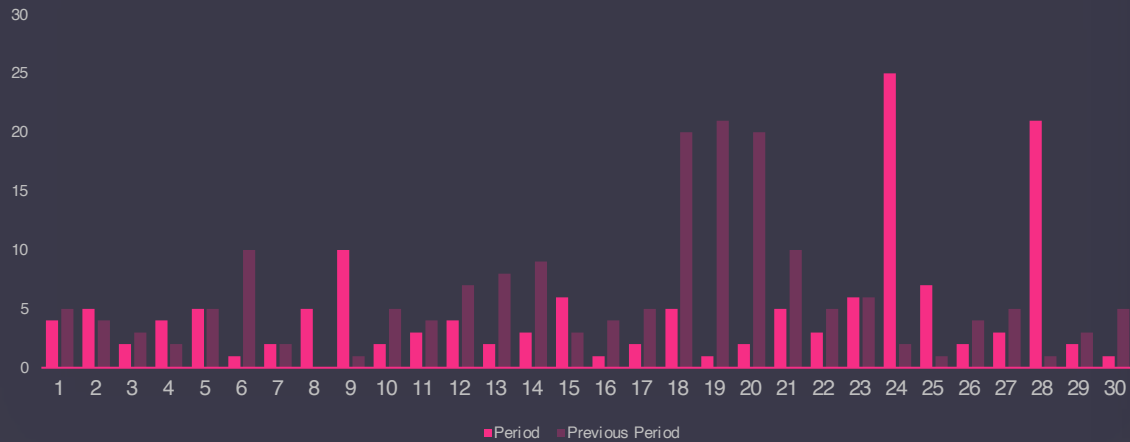
+5%

AVG SAVES

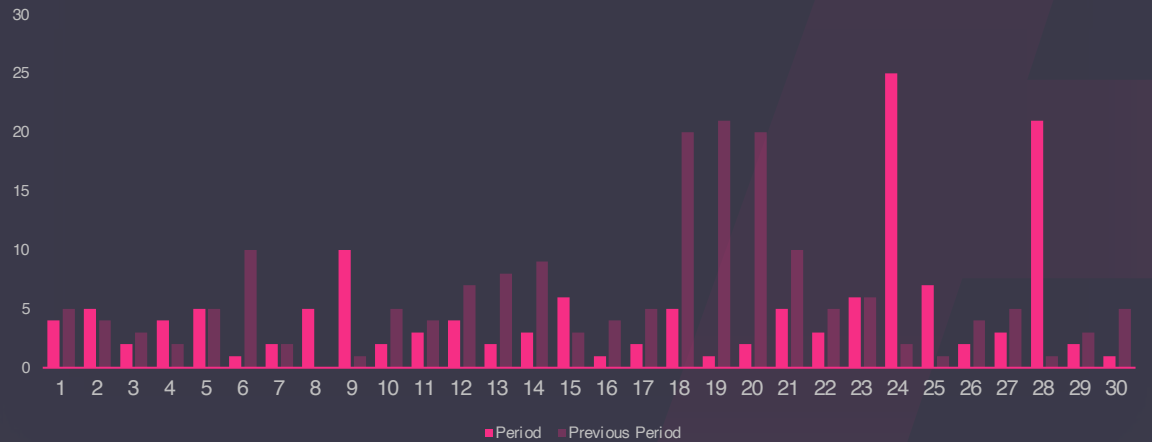
5

+5%

VIDEO VIEWS



SAVES



# 23 Top Engagers

Users that have interacted with you the most

@Noluyo | Overview | March 01 2021– March 31 2021



Sorted by: Pageviews  
Order: Descending

No	Username	Total Likes	Total Comments	Slidebeast Score
1	@Username	93	0,58	1,512
2	@Username	93	0,58	1,241
3	@Username	93	0,58	1,241
4	@Username	93	0,58	1,241
5	@Username	93	0,58	1,241
6	@Username	93	0,58	1,241
7	@Username	93	0,58	1,241
8	@Username	93	0,58	1,241
9	@Username	93	0,58	1,241
10	@Username	93	0,58	1,241





Posts

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**BRAND NAME**

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01.01.2019 – 30.01.2019





# 25 Post Performance

How your posts performed this period (Excluding profile visits)



## AVG POST ENGAGEMENT

7,000

245

## POST IMPRESSIONS

124K

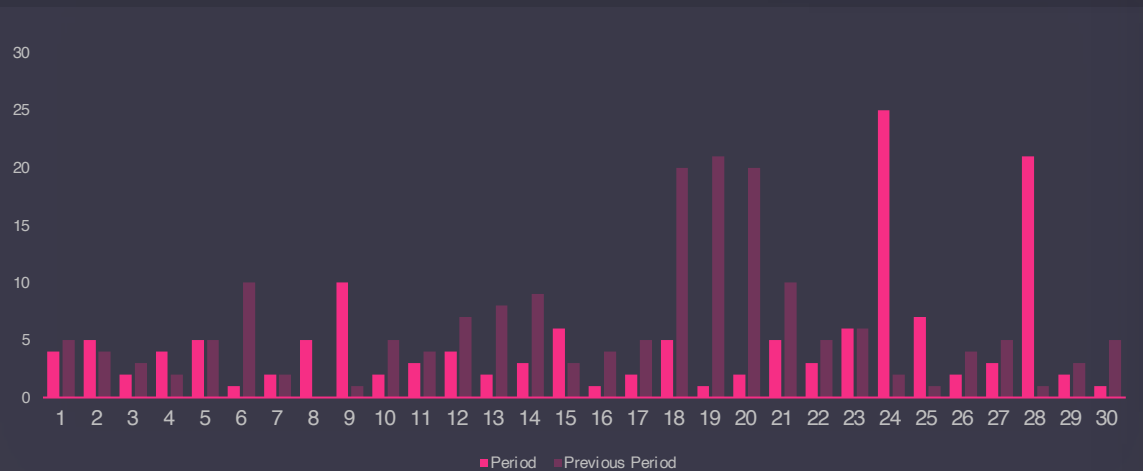
151

## AVG POST REACH

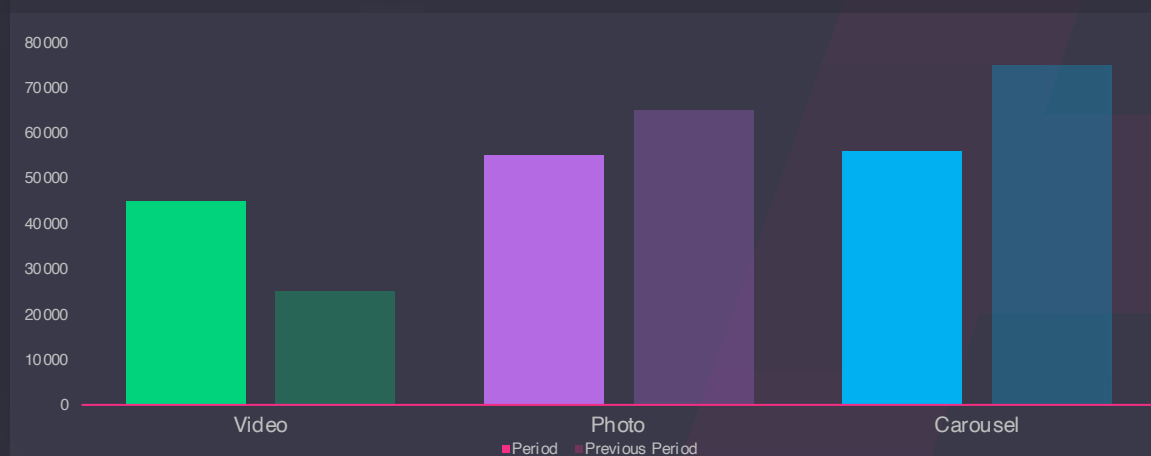
124

1501

## POST FREQUENCY



## NUMBER OF POSTS BY POST TYPE



# 26 Post Types

Check out which post type performed better this period



Sorted by: Pageviews  
Order: Descending

Post Type	Avg. Post Engagement	Avg. Post Impressions	Avg. Post Reach	Avg. Post Likes	Avg Post Comments	Avg. Post Saves
Video	1,212 +56%	1,212 +56%	1,212 +56%	1,212 +56%	1,212 +56%	1,212 +56%
Photo	1,241,241 +2,652%	1,241,241 +2,652%	1,241,241 +2,652%	1,241,241 +2,652%	1,241,241 +2,652%	1,241,241 +2,652%
Carousel	121,412 +1,252%	121,412 +1,252%	121,412 +1,252%	121,412 +1,252%	121,412 +1,252%	121,412 +1,252%

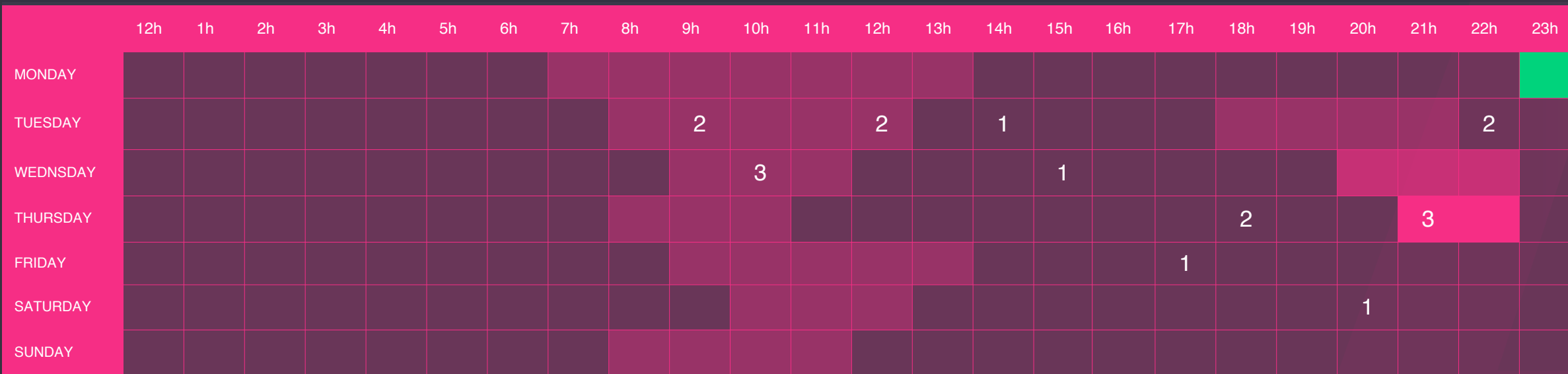


# 27 Best time to Post



Your best bet for maximum engagement is to post during your peak hours, let's see which one is yours

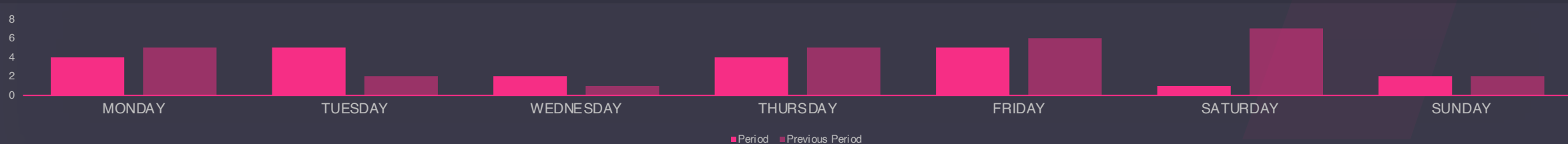
## BEST TIME TO POST



Based on 22 media posted, your best time to post is 23h on Mondays



## MEDIA POSTED



# 28 Top 5 Posts

Your top 5 posts according to total Interactions (Paid and organic included)



Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124



# 29 Top 5 Promoted Posts

Your top 5 promoted posts according to total Interactions. **Paid posts include .....**



Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124



# 30 Top 5 Photo Posts

Your top 5 photo posts according to total Interactions



Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124



# 31 Top 5 Video Posts

Your top 5 video posts to total interactions



Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124



# 32 Top 5 Carousel Posts

Your top 5 carousel posts to total interactions



Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124

Type	Video
Date	22.12.2019
Interactions	181
Likes	141,121
Likes in 24h	1,414
Comments	312
Eng Rate	3%
Eng Reach Rate	3,19%
Impressions	1,241,241
Reach	142,124,124







Stories

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**BRAND NAME**

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01.01.2019 – 30.01.2019



# 34 Stories

How your Stories performed this period



NUMBER OF STORIES

**15**  
+25%

STORY IMPRESSIONS

**235K**  
+9%

COMPLETION RATE (%)

**98%**  
+89%

EXITS

**8,988**  
+765%

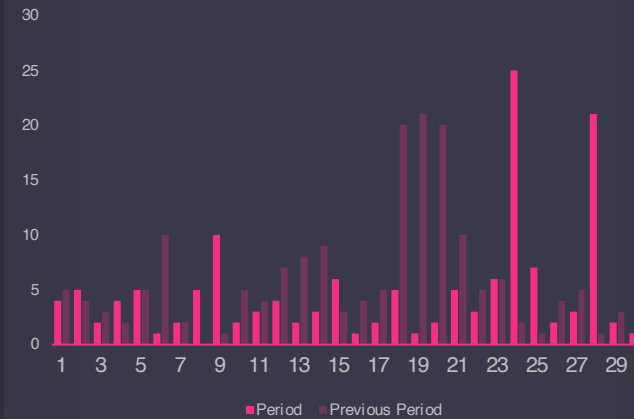
REPLIES

**2,523**  
+908%

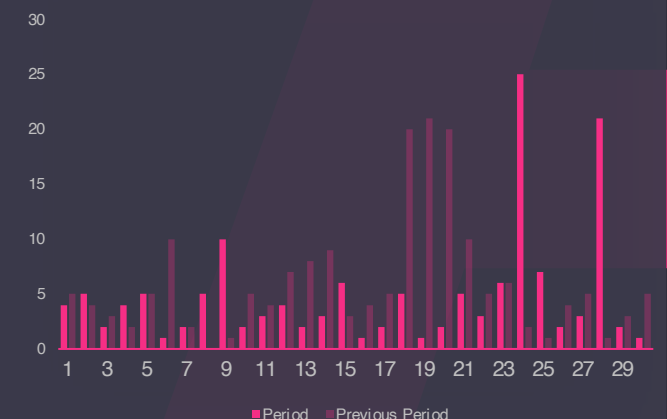
AVG STORY REACH

**13K**  
909

NUMBER OF STORIES



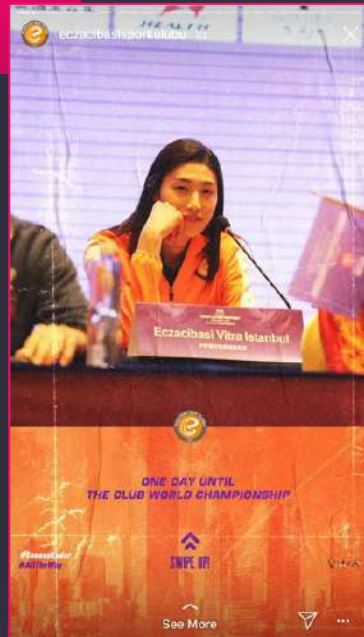
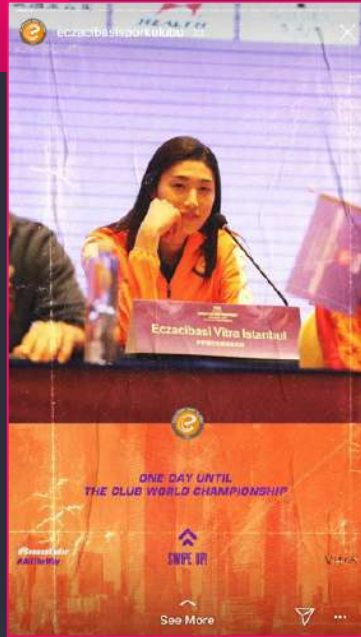
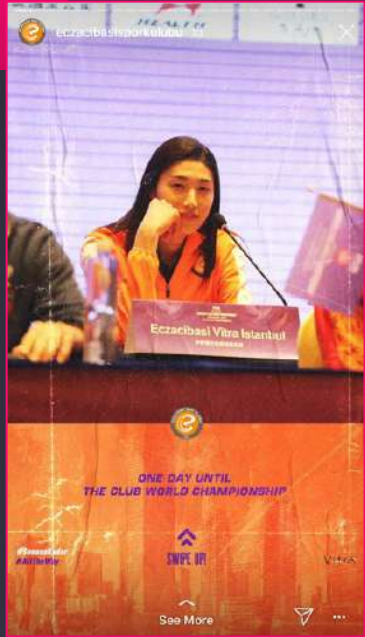
COMPLETION RATE



# 35 Top 5 Stories by Impressions

Your top 5 Stories by total impressions

@Noluyo | Overview | March 01 2021– March 31 2021



Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Impressions	141,141
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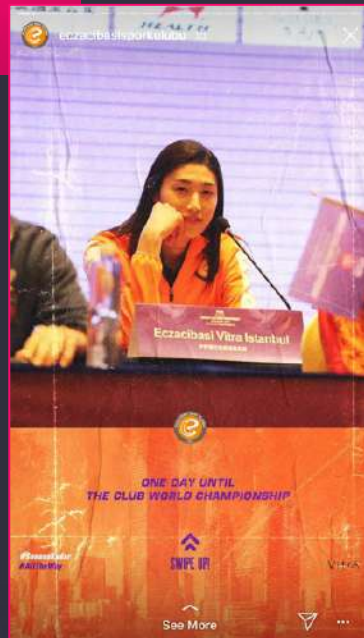
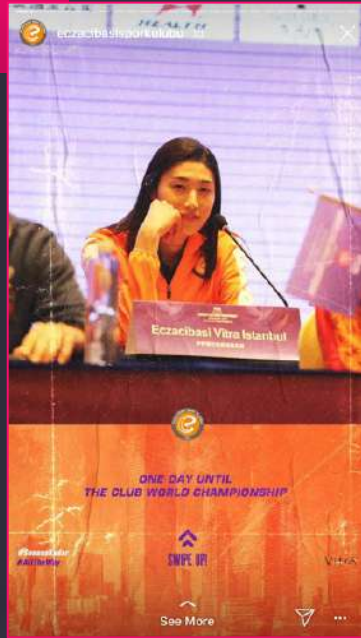
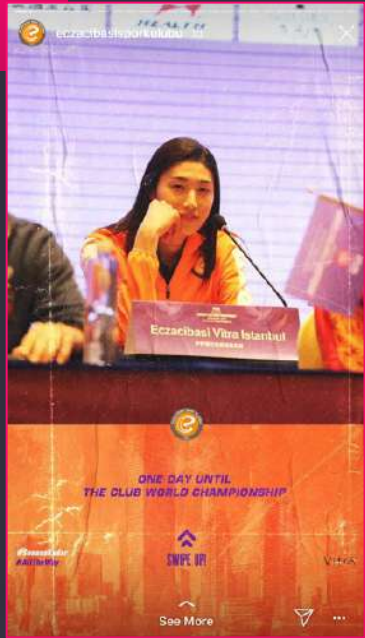
Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

# 36 Top 5 Promoted Stories by Impressions



Your Top 5 Promoted Stories by total impressions



Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Impressions	141,141
Reach	141,141
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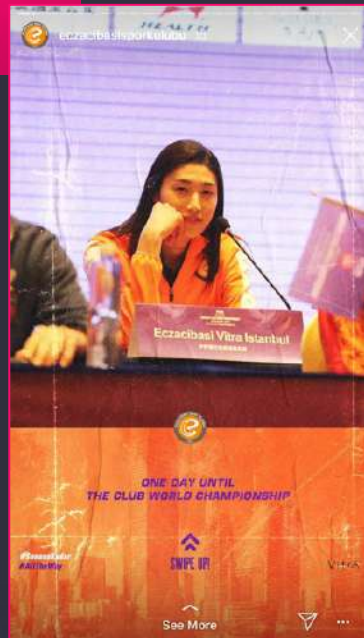
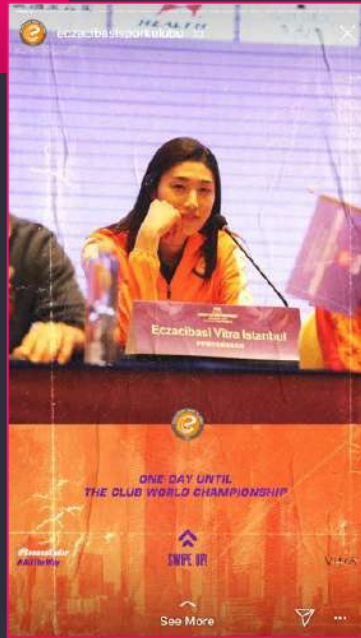
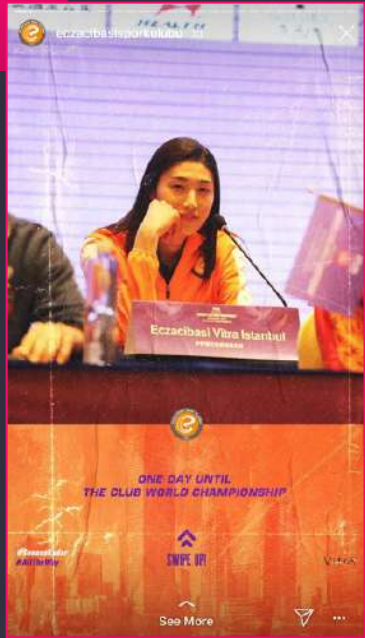
Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
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Completion (%)	31%
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Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

# 37 Top 5 Stories by Reach

Your top 5 Stories by total reach



Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
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Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

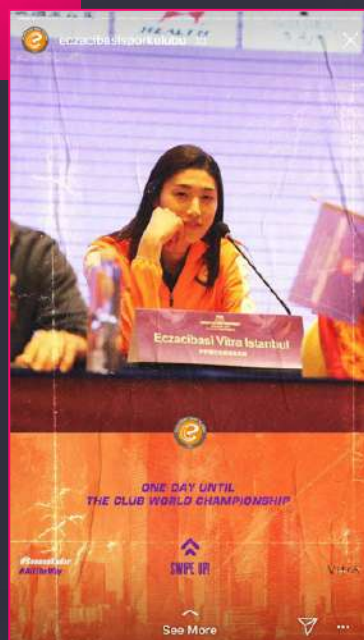
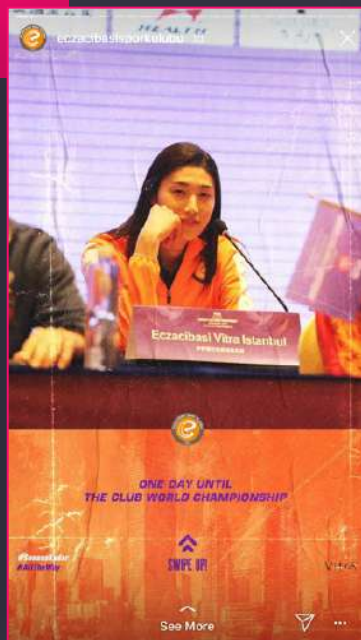
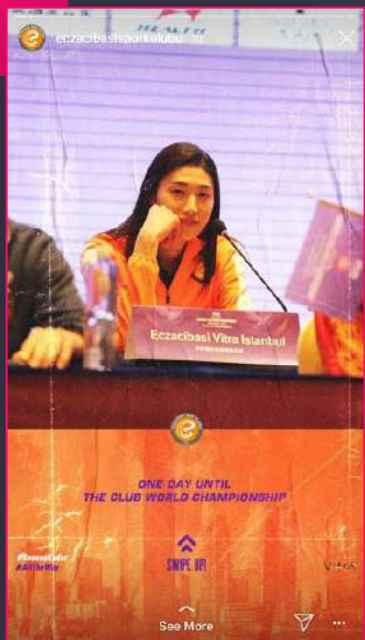
Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

# 38 Top 5 Promoted Stories by Reach



Your top 5 Promoted Stories by total reach



Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

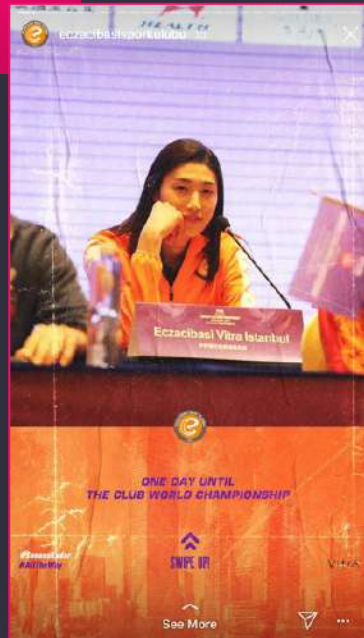
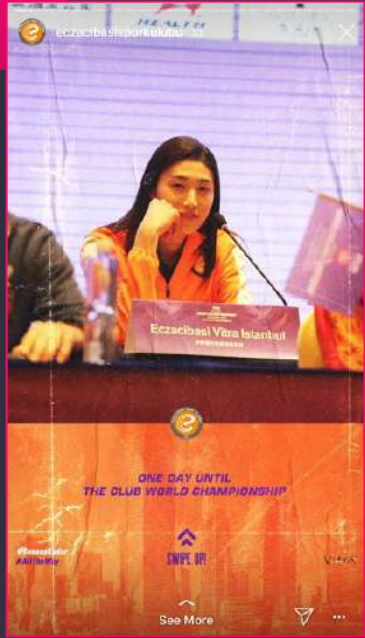
Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

# 39 Top 5 Stories by Completion Rate



## Your top 5 Promoted Stories by Story Completion Rate



Date	22.12.2020
Completion (%)	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Impressions	31%
Exits (%)	54%

Date	22.12.2020
Completion (%)	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Impressions	31%
Exits (%)	54%

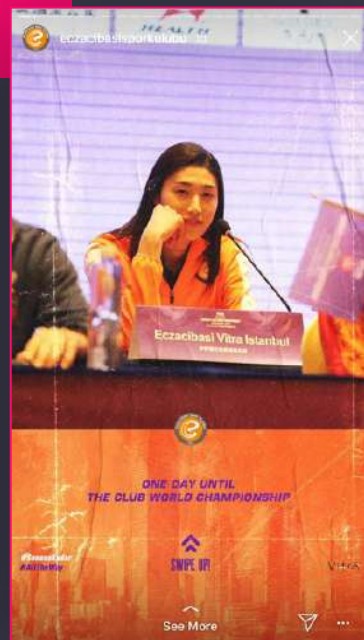
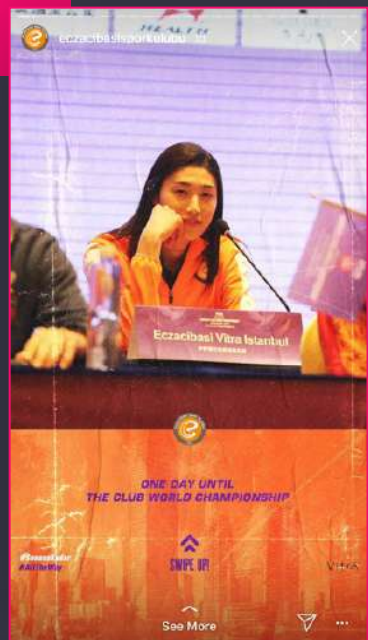
Date	22.12.2020
Completion (%)	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Impressions	31%
Exits (%)	54%

Date	22.12.2020
Completion (%)	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Impressions	31%
Exits (%)	54%

Date	22.12.2020
Completion (%)	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Impressions	31%
Exits (%)	54%

# 40 Top 5 Stories by Replies

Your top 5 Stories by replies



Date	22.12.2020
Replies	141,141
Reach	141,141
Impressions	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Replies	141,141
Reach	141,141
Impressions	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Replies	141,141
Reach	141,141
Impressions	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

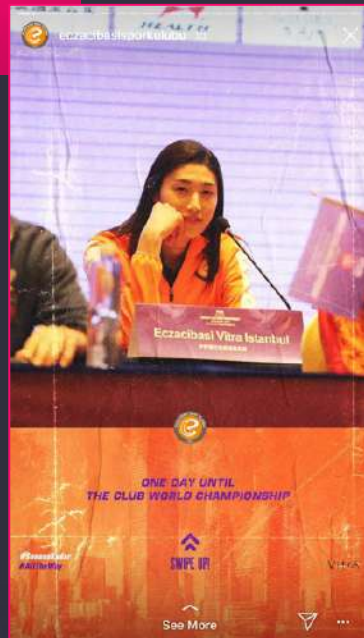
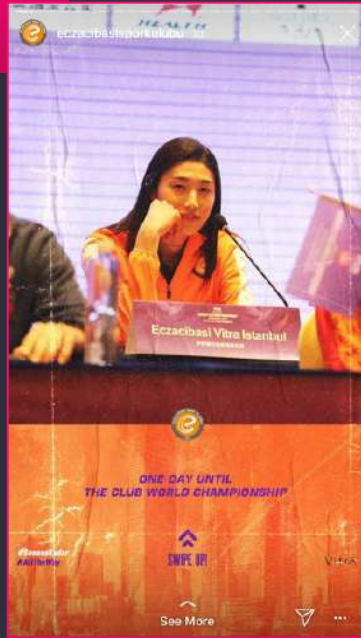
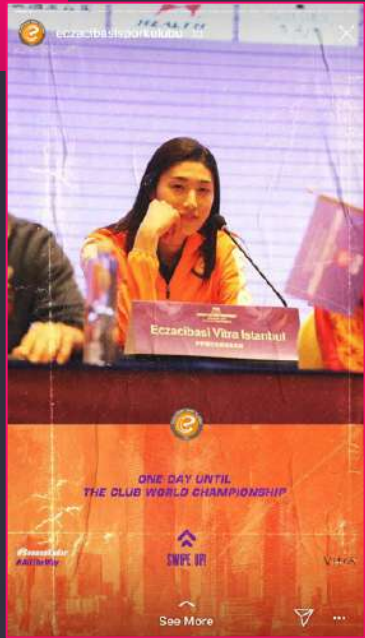
Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Impressions	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%



# 41 Top 5 Stories by Exits

Your top 5 Stories by exits



Date	22.12.2020
Exits (%)	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Impressions	54%

Date	22.12.2020
Exits (%)	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Impressions	54%

Date	22.12.2020
Exits (%)	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Impressions	54%

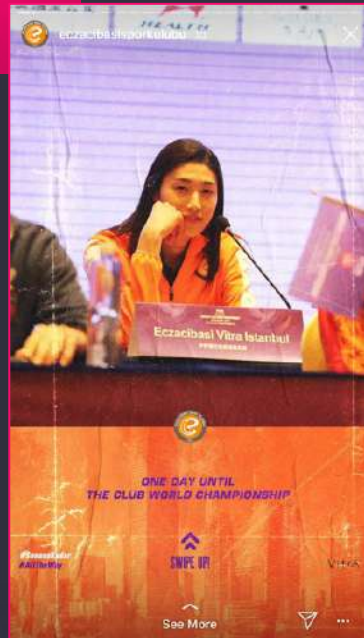
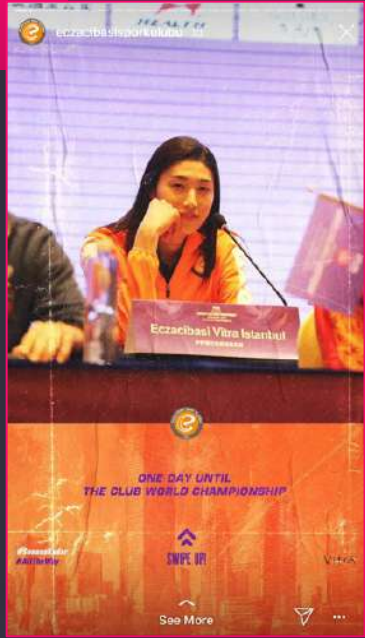
Date	22.12.2020
Exits (%)	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Impressions	54%

Date	22.12.2020
Exits (%)	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Taps Back	1,421
Completion (%)	31%
Impressions	54%

# 42 Top 5 Stories by Taps Forward

Your top 5 Stories by Taps Forward

@Noluyo | Overview | March 01 2021– March 31 2021



Date	22.12.2020
Taps Forward	141,141
Reach	141,141
Replies	1,241
Impressions	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Taps Forward	141,141
Reach	141,141
Replies	1,241
Impressions	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Taps Forward	141,141
Reach	141,141
Replies	1,241
Impressions	1,414
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Completion (%)	31%
Exits (%)	54%

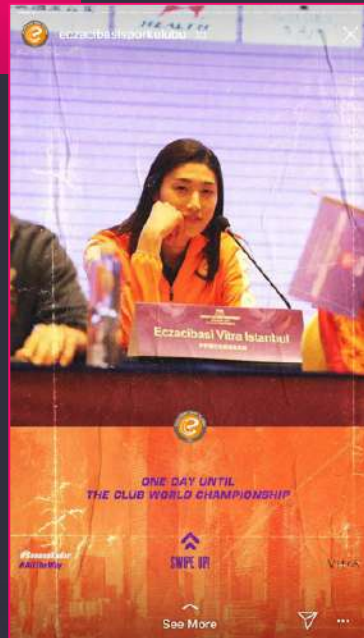
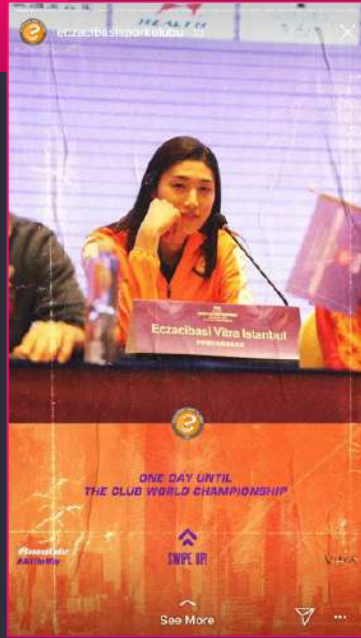
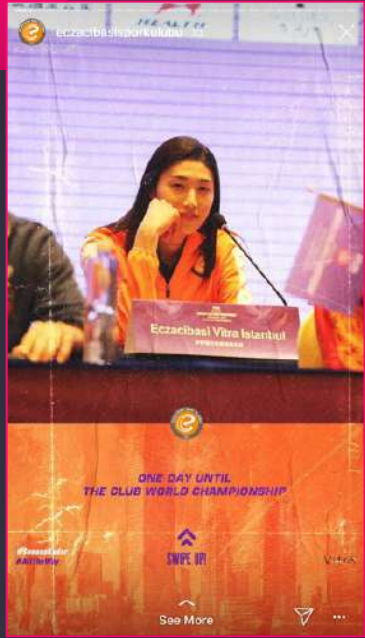
Date	22.12.2020
Taps Forward	141,141
Reach	141,141
Replies	1,241
Impressions	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Taps Forward	141,141
Reach	141,141
Replies	1,241
Impressions	1,414
Taps Back	1,421
Completion (%)	31%
Exits (%)	54%

# 43 Top 5 Stories by Taps Back

Your top 5 Stories by Taps Back

@Noluyo | Overview | March 01 2021– March 31 2021



Date	22.12.2020
Taps Back	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Impressions	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Taps Back	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Impressions	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Taps Back	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Impressions	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Taps Back	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Impressions	1,421
Completion (%)	31%
Exits (%)	54%

Date	22.12.2020
Taps Back	141,141
Reach	141,141
Replies	1,241
Taps Forward	1,414
Impressions	1,421
Completion (%)	31%
Exits (%)	54%



Competition

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**BRAND NAME**

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01.01.2019 – 30.01.2019



# 45 Competitive Outlook

Let's see how you compare to your competitors



Sorted by: Pageviews  
Order: Descending

No	Username	Total Followers	Follower Growth	Posts	Avg Post Engagement	Likes	Comments	Total Engagement	Slidebeast Score
1	Brand Name	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1500 <span>56</span>
2	Competitor Account	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1400 <span>2652</span>
3	Competitor Account	121,412 <span>+1,252%</span>	121,412 <span>+1,252%</span>	121,412 <span>+1,252%</span>	121,412 <span>+1,252%</span>	121,412 <span>+1,252%</span>	121,412 <span>+1,252%</span>	121,412 <span>+1,252%</span>	1300 <span>1252</span>
4	Competitor Account	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1,212 <span>+56%</span>	1200 <span>56</span>
5	Competitor Account	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1,241,241 <span>+2,652%</span>	1100 <span>2652</span>



Insights

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**BRAND NAME**

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01.01.2019 – 30.01.2019



# 47 Insights

Here are some insights that we have found and recommendations on how to solve them and grow your audience



Issue No	Platform	Issue	Recommendation	Priority	Section	Category	Status	Dated Issued
1	Instagram	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	Check ou the screenshot: <a href="https:xyz.url/tyn.xlm">https:xyz.url/tyn.xlm</a>	Low	Campaigns	Engage with your customer	On going	01.02.2019
2	Instagram	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Low	Traffic Quality	Behavior	On going	01.02.2019
3	Instagram	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	High	Campaigns	Campaigns	On going	01.02.2019
4	Instagram	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Mid	Traffic Quality	Engagement	On going	01.02.2019
5	Instagram	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Low	Traffic Quality	Reach	On going	01.02.2019



# 48 Data Table

A look back at your previous months' numbers

@Noluyo | Overview | March 01 2021– March 31 2021



Metrics	Jan	Feb	March	April	May	June	Change (%) in 6 months	Absolute Change
Total Followers	53,595	54,950	55,294	55,925	56,548	56,851	50%	1000
Posts	14	12	9	9	10	8	50%	1000
Likes	3,990	2,429	2,782	2,822	1,862	776	50%	1000
Comments	17	17	6	23	11	3	50%	1000
Saves	362	152	171	264	186	77	50%	1000
Video Views	14,886	13,870	4,330	4,030	10,492	13,499	50%	1000
Impressions	612,952	1,297,890	100,200	353,152	3,106,028	421,893	50%	1000
Reach	288,291	750,992	25,120	194,773	2,606,906	306,542	50%	1000
Engagement Rate	2%	2.16%	1.69%	1.71%	1.11%	0.49%	50%	1000
Stories	54	67	48	22	35	16	50%	1000
Stories Impressions	223.277	264.208	159.755	69.591	127.302	42.059	50%	1000
Avg. Story Reach	3.600	3.277	2.958	2.711	3.210	2.326	50%	1000
Stories Completion Rate	22.45%	20.85%	23.07%	31.01%	26.91%	42.99%	50%	1000





# 49 Instagram Analytics Glossary

INSTAGRAM

@Noluyo | Overview | March 01 2021– March 31 2021



Name	Description
Post	A post simply refers to an image uploaded to Instagram. A post may include a caption, a geo tag and also tags of other users.
Like	Instagram (like many other social networks) is based on receiving likes, and liking other users' media, you like an image by double tapping the image itself, or by clicking the like button to the bottom left of the image.
Username	Your username is the name of your account, which people will type to find you, and which is also the address to view your profile online at <a href="http://www.instagram.com/[username]">www.instagram.com/[username]</a> .
Follower	Much like many other social media platforms, Instagram is based on followers. A follower is a user who follows your account, and consequently sees every photo you publish on their feed.
Bio	The bio section (the area below your name on your profile) is an area designated to writing a 150-character description about yourself or your brand.
Filters	A unique combination of different elements: including exposure, color balance, and contrast. Some filters also include frames, and can be added over a photo to the degree you choose.
Manual Edits	Rather than using a filter at all – many people choose to manually edit their photos through Instagram's manual editing options instead.
Hashtag	Is the symbol '#' before a word or phrase – and will appear in blue. Hashtags allow users to connect with others, and discover images based on a common word or phrase.
Comments	Simply, a user can comment on another user's, or their own, photo.
Feed, Gallery, or Album	Many refer to a user's collection of photos (posted to their profile) as their feed, gallery or album.
Posts	This is how many photos you, or another user, have posted in total.
Newsfeed	Accessed by the home button on the Instagram app, this shows a feed of the images from those you follow as they are uploaded, and so appears in chronological order
Personal Activity Tab	Your activity tab will show you: when a user likes or comments on one of your photos; when a user mentions your username in a comment; when your photo is posted to the popular page and when you are tagged in a photo by another user.



Name	Description
Following Tab	Shows a feed of photos that people you are following have liked or commented, and also accounts they have started following
Explore Tab	This tab facilitates two important features: searching and discovering, allowing you to search by hashtag or by user.
Suggested Users	A selection of users who become recommend as suggested users to new users creating a profile. Suggested users are also followed by @Instagram for the period of which they are suggested.
Private vs. Public	The essential difference is that public profiles can be viewed and followed by any user. Private profiles, on the other hand, require acceptance after a request is sent to follow.
Direct Message	Allows you to send a photo to single user, or a group – privately. This image doesn't appear on the news feed, search results or on any users' profile. The image you send can be edited in the same way as a post.
Geotag,	The location attached to an image, which corresponds to a longitude and latitude on a map.
Sponsored Posts	Instagram ads take form of a typical Instagram photo or video. What distinguishes an Instagram ad from other photos is the "Sponsored" mark above the top right corner of the photo, the spot where the posting time is normally displayed.
IGTV	GTV video is an app that can be used alone or in tandem with Instagram. It's essentially Instagram's answer to YouTube in that it's designed for the mobile-optimized viewing of long-form videos. Any user can set up their own channel and share video content that's up to an hour long.



Name	Description
Number of Interactions	The number of interactions (comments and likes) for each Profile during a selected time range.
Number of Profile Posts	This graph shows the total number of posts made during a selected time range. The data are aggregated and can be visualized by hour of the day, per day, day of the week, week, or month during a selected time range.
Number of Content posts/stories	The number of posts and stories made by profile's administrators in a selected time range.
Profile Impressions	The number of times your posts and stories have been seen.
Profile Reach	Reach refers to the number of different people who see your profile. One person can see your post 5 times but is only counted once toward Reach.
Profile Views	The number of times your Instagram profile page was viewed over the selected time period.
Profile Clicks	The number of times a user clicked on a specific contact on your profile.
Followers by country	The number of followers by country.
Followers by city	The number of followers by city.
Followers by demography (age and sex)	The age and gender of your followers.
Post Engagement by Post Type	The number of Likes, Comments and Saves your posts received during a selected time range.
Post Interactions by Interaction Type	The number of Likes, Comments and Saves your posts received during a selected time range, broken down by the type of Interactions. The data source of this chart is different from the Post Engagement by Post Type chart. As a result, the number of interactions may vary.



Name	Description
Total Followers	Number of people who follow your Instagram Account.
Follower Growth	Evolution of followers during a selected time range.
Total Engagement	Total engagement received during a selected time range where engagement is defined as anytime a user likes or comments on one of your posts. Excluding ads.
Engagement Rate	Engagement rate is calculated by dividing the total engagement number by total followers and then multiplying by 100 during a selected time range. It is expressed as a percentage. Excluding ads.
Impressions	The total number of times your posts, stories and promotions have been viewed. Includes ad activity generated through the API, Facebook ads interfaces, and the Promote feature. Does not include profile views.
Reach	The total number of times your posts, stories and promotions have been uniquely viewed. Includes ad activity generated through the API, Facebook ads interfaces, and the Promote feature.
Total Posts	The number of total posts shared during a selected period of time.
Followers Breakdown	The number of followers per day during a selected time range.
Interactions Breakdown	The number of interactions (Likes, Comments) per day during a selected time range.
Potential Growth	An algorithm that calculates your followers potential growth for the next 6 months by looking at your past data.
Growth of Total Followers	The number of follower growth per day during a selected time range.

# Instagram Report

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## BRAND NAME

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01.01.2021 – 30.01.2021