

Aditi Bhutia Madan

@aditibhutiamadan

@aditibhutiamadan Page, Account Reach Data

25,721

Accounts reached

-19.1% vs Jun 21 - Jul 31

ACCOUNTS REACHED SPLIT

25,721 accounts were reached for this month.

FOLLOWERS

1140 followers have been reached out of 6,735 during this month.

NON FOLLOWERS

Out of 25,721 accounts, 24.5k New Accounts were reached this Month.

ACCOUNTS REACH

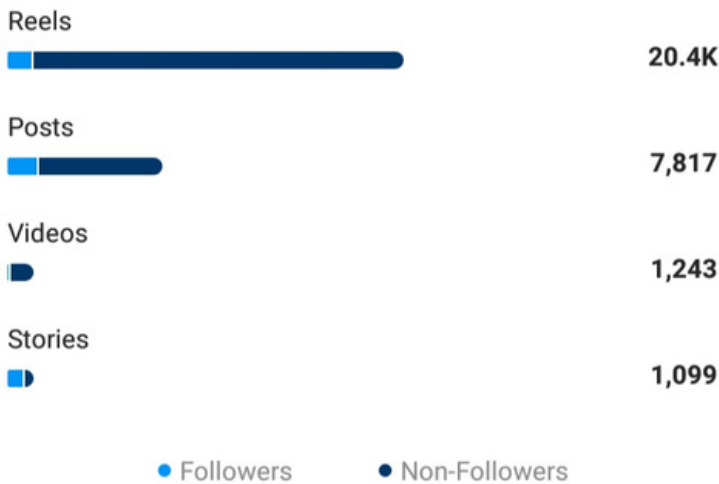
The number of unique accounts that have seen your content, at least once, including in ads. Content includes posts, stories, reels, videos, and live videos. Reach is different from impressions, which may include multiple views of your content by the same accounts. This metric is estimated and in development.



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Content reach ⓘ



CONTENT REACH

A Content Reach is the number of active people seeing and engaging with your content. These insights help you understand which content is reaching your audience and which specific content is being seen most. Top-performing content is based on the number of unique accounts that have seen your content. These metrics are estimated.

PROFILE ACTIVITY

Things like visiting your profile, following you, clicking on your website link, and other such actions users took on your profile as a reaction to watching your post form part of Profile Activities on Instagram.

STATISTICS

Reviewing all bifurcation Profile Visit numbers are considerably high in proportion to other Profile Activity.

Profile Activity ⓘ

3,144

Profile Visits

3,031
-6.7%

Website Taps

101
+2%

Email Button Taps

6
-14.3%

Business Address Taps

6
-53.9%

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@aditibhutiamadan Page, Account Engagement Data

1,121

Accounts engaged

-7.2% vs Jun 21 - Jul 31

ACCOUNTS ENGAGED

1121 accounts engaged during this month

FOLLOWERS

out of a total engagement of 1121 accounts engaged, 422 accounts were followers of this page.

NON FOLLOWERS

18% more accounts were engaged compared to last month. 699 non-followers got engaged during this month.

ACCOUNTS ENGAGED

How well your audience interacts with your account via likes, shares, comments, reactions, and so on.



You engaged **+18%** more accounts that weren't following you compared to Jun 21 - Jul 31

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Reels Interactions vs Jun 21 - Jul 31	1,359 -24.5%
Likes	1,170
Comments	38
Saves	45
Shares	106

POST INTERACTIONS

All of these activities on Instagram- likes, comments, shares, saves, direct messages, poll responses, mentions, visits to your profile page, click-throughs to other pages from your profile page and links clicked on are considered as PPost interactions on Instagram.

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@aditibhutiamadan Page, Account Followers Data

6,702
Followers

Growth

• Overall	90
• Follows	241
• Unfollows	151

STATISTICS

having an exceptional situation and fewer inputs, we still have 90 followers increase net, which is a positive sign to continue.. Organic Methods to reach will form a positive Sign Overall.

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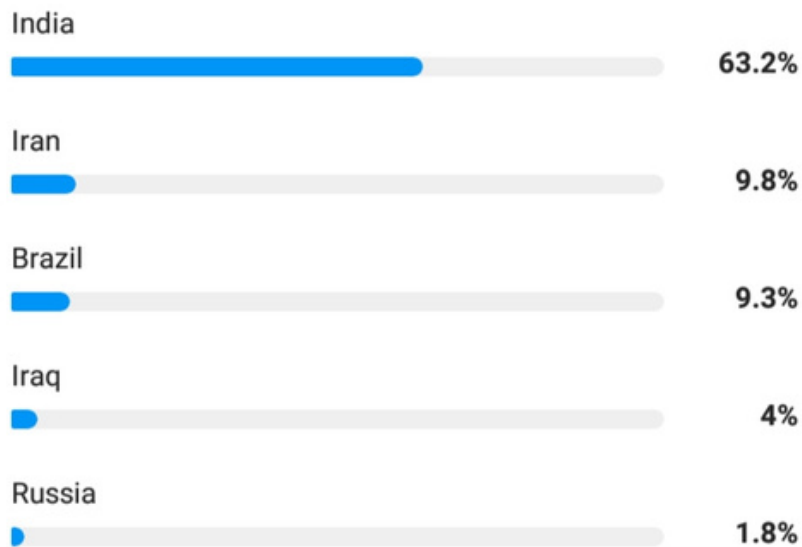
@aditibhutiamadan Page, Account Followers Data

Top Locations

of your followers

Cities

Countries



STATS OVER THE PERIOD

Being an Indian Business 63.2% of Followers are from India. However, the Business is yet to become PAN India Business but there are foreign followers. Having an entirely Local Business presence, the bifurcation is good to review for us to consider.

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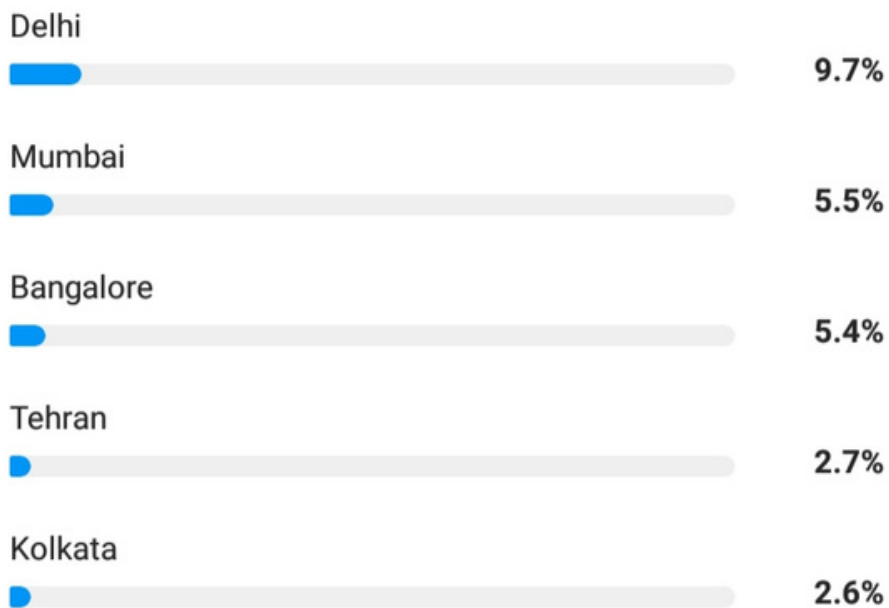
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Top Locations

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STATS OVER THE PERIOD

The Major Traffic is from Delhi. This is but obvious as our Business mainly belongs to this region. The Chronology of Other Major Regions is Metropolitan cities of India, indicating our next steps moving toward our Target Audience.

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ACTION PLAN

What we can do as an action plan for next month?

- After observing the statistics as well as other details on the page, we have listed a few pieces of information for us to make a note of.
- For future planning, you can share your personal page-related photos in advance.
- For an upcoming new event or meet, do send the event banner and other raw information Whenever you reply or make a commitment for the same. Accordingly, we can track and plan post-timings.
- The photos which do not depend on time must be preserved to be published while we have less content.
- The advanced flow of raw inputs will give us the insight to keep stable frequency and all other post-publish planning and execution.
- Once you have sent the content we will review and undertake editing work where required.
- If we see all other personal pages, our study highly suggests that your live video or recorded video where you are speaking directly will have an impact at large.
- We will be able to get ourselves involved to mention the trends and topics for you to get maximum growth.