

@yangkiez Page Account Reach Data

119,557

Accounts reached

91.1% from ads

+992% vs Jul 9 - Aug 9

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.

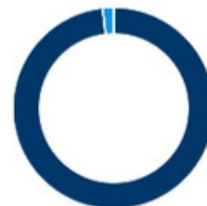
ACCOUNTS REACHED SPLIT

1097% more accounts were reached compared to last month

FOLLOWERS

Approximately, one-third of our followers are engaging actively on our content. That is, we have 6792 total followers and 2113 are actively engaged with content for this month.

2,113
Followers



117K
Non-followers

NON FOLLOWERS

117k New Accounts were reached this Month.

You reached +1,097% more accounts that weren't following you compared to Jul 9 - Aug 9.

Content reach ⓘ



CONTENT REACH

A reach is a 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.

IMPRESSIONS

Instagram impressions are the potential number of times someone could have seen the posts. To elaborate more it is the number of times your posts, stories, reels, videos, or live videos were on screen, including when your content was promoted. To be precise, reach stands for a number of people, and impressions stand for a number of times.

CALCULATION

1331% positive growth in impressions including a 101% increase in profile visits and 197% in website taps.

Impressions **385,142**
vs Jul 9 - Aug 9 **+1,331%**

Profile Activity ⓘ **3,241**

Profile Visits **2,542**
+101%

Website Taps **699**
+197%

@yangkiez Page Account Engagement Data

539

Accounts engaged

+202% vs Jul 9 - Aug 9

ACCOUNTS ENGAGED

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

ACCOUNTS ENGAGED SPLIT

305% more accounts were engaged compared to last month.

FOLLOWERS

Out of 539 accounts engaged 259 were followers. Almost followers and non followers in this parameter is 50-50 ratio.

259
Followers •



280
• Non-followers

NON FOLLOWERS

Out of 539 accounts engaged 280 were Non-followers. Since the number of Non-followers is Bigger, it is good to reach New Audiences compared to Existing Ones.

You engaged **+305%** more accounts that weren't following you compared to Jul 9 - Aug 9

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Post Interactions

vs Jul 9 - Aug 9

1,038

+351%

Likes

887

Comments

40

Saves

23

Shares

85

POST INTERACTION

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.

351% post interaction is received as compared to the Last Month.

@yangkiez Page Account Followers Data

6,792
Followers

Growth

• Overall	39
• Follows	177
• Unfollows	138

ACCOUNT FOLLOWERS DATA

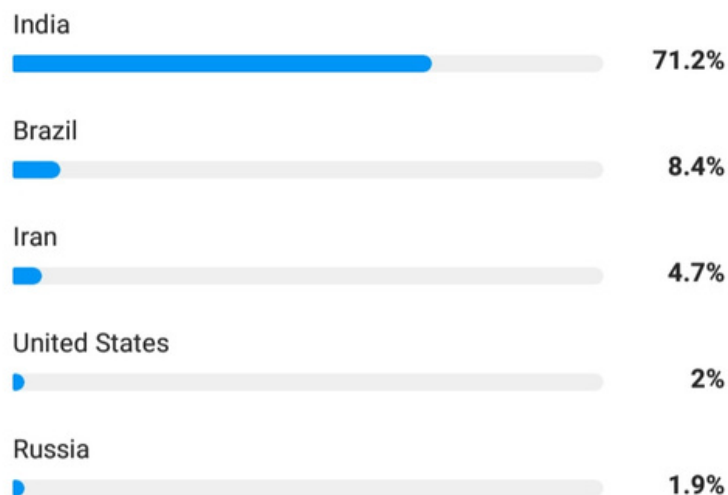
There is an overall 39 follower gain in this month.

The number of follows is greater than unfollows, which is good sign for us to begin with.

@yangkiez Page Account Followers Data

Top Locations of your followers

Cities Countries



STATS OVER THE PERIOD

Being an Indian Business 71.2% of Followers are from India. However, the Business is yet to become PAN India Business but there are foreign followers. Having entirely Local Business presence , the bifurcation is good review for us to consider.

@yangkiez Page Account Followers Data

Top Locations

of your followers

Cities

Countries



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

The overall performance of the page is going very well. However, there is always room to improve and work upon.

We can have a Photoshoot and Videography of the food preparation, servings, and unboxing of Delivered Food for potential customers to get a complete visual experience of how the product looks.

in our Future Plans, we can collaborate with Food Bloggers and influencers to incorporate Our Products.

We can also tap and target Paid Promotions after discussing the Idea & Reason to conduct Paid Campaign.