

# BluePine Foods Pvt. Ltd.

@bluepine\_foods



## @bluepine\_foods Page Account Reach Data

**13,149**

**Accounts reached**

+335% vs Aug 11 - Sep 9

### ACCOUNT 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

13,149 accounts were reached for this month.

### FOLLOWERS

840 followers have been reached out of 2,222 during this month.

### NON FOLLOWERS

Out of 13,149 accounts, 12.3k New Accounts were reached this Month.



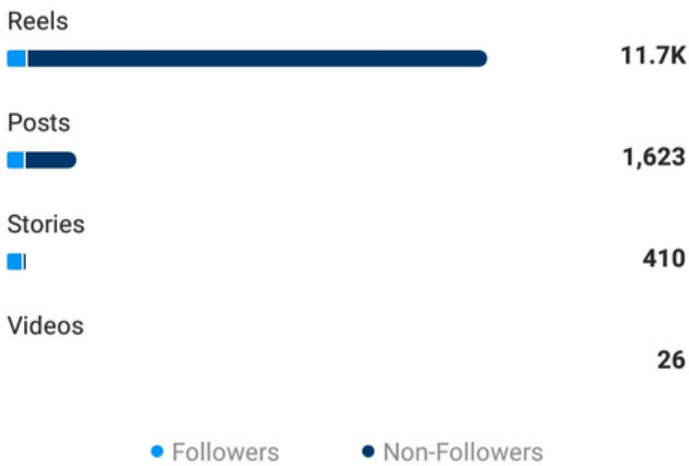
You reached +500% more accounts that weren't following you compared to Aug 11 - Sep 9.

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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 most of the numbers are considerably positive in proportion to other Profile Activity.

Profile Activity ⓘ	Count
Profile Visits	516 -13.5%
Website Taps	59 -41%
Email Button Taps	4 -20%
Business Address Taps	5 -37.5%
Call Button Taps	4 -20%

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## @bluepine\_foods Page Account Engagement Data

**346**

**Accounts engaged**

+116% vs Aug 11 - Sep 9

### ACCOUNTS ENGAGED

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

### ACCOUNTS ENGAGED

116% + accounts were engaged in this period. Total 346 accounts were engaged during this month.

### FOLLOWERS

out of a total engagement of 346 accounts engaged, 59 accounts were followers of this page.



### NON FOLLOWERS

485% more accounts were engaged compared to last month. 287 non-followers got engaged during this month.

You engaged +485% more accounts that weren't following you compared to Aug 11 - Sep 9

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## Post Interactions

vs Aug 11 - Sep 9

**110**

-72.4%

## Reels Interactions

vs Aug 11 - Sep 9

**374**

+107%

Likes

89

Likes

299

Comments

3

Comments

6

Saves

4

Saves

16

Shares

14

Shares

53

## 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 POst interactions on Instagram.

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## @bluepine\_foods Page Account Followers Data

2,221

Followers

0% vs Sep 9

### Growth

• Overall	-1
• Follows	47
• Unfollows	48

## STATISTICS

Having fewer inputs, we still have a lot of activities on a page which is a positive part of organic reach.

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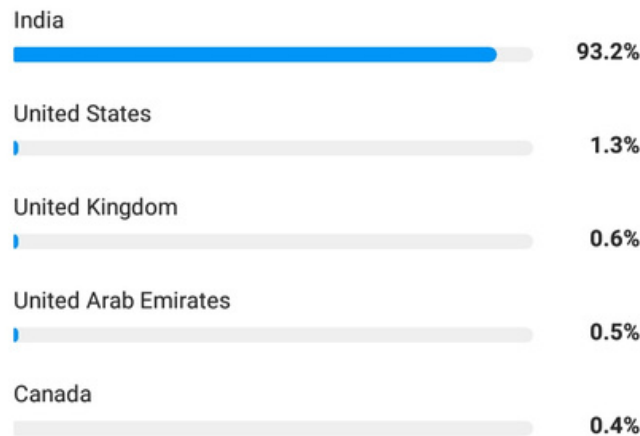


## Top Locations

of your followers

Cities

Countries



## STATS OVER THE PERIOD

Being an Indian Business 93.6 % 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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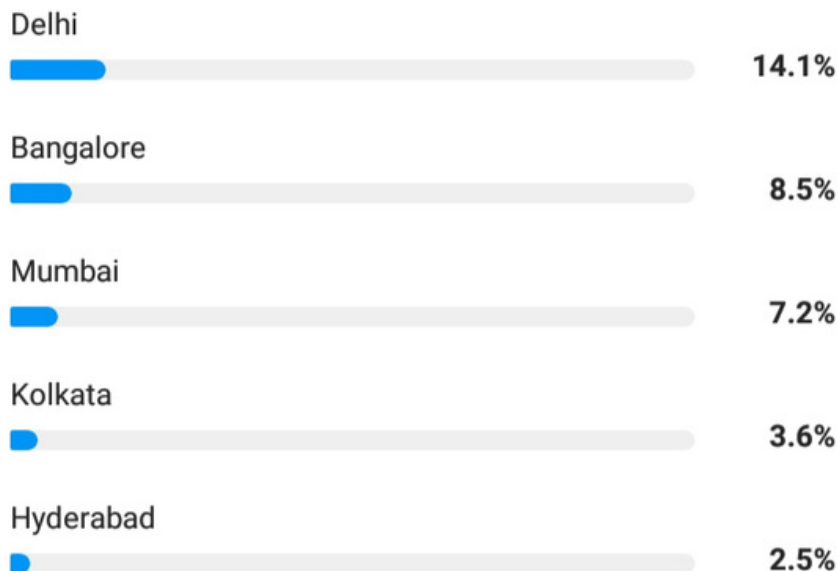


## Top Locations

of your followers

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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

- We should mention the input details that we need present on this Page.
- Clarity about the content will bring the presence of this Business. Being the primary venture & the face should occupy all information everyone is looking for after watching us on the TV Platform.
- All other discussions will make sense only after receiving intimation about the content and other inputs.