



## Instagram Analytics/Insights Guide

**In this lesson, we are going to cover the importance of Analytics/Insights and breakdown the key metrics you need to look at including:**

- ★ One and Two-Level Metrics
- ★ Level-One Metrics
  - Reach
  - Saves
  - Engagement Rate
  - Best Time to Post
- ★ Level-Two Metrics
  - Growth
  - Rate
  - Average
- ★ Instagram Stories Views
- ★ IGTV Analytics
- ★ How to act on your Instagram analytics

### Level-One and Level-Two Metrics

Most metrics are considered level-one metrics - basic forms of data. In Instagram these metrics are followers, reach, likes, impressions, clicks and comments. This information is helpful, but they show only a snapshot in time. When we are focusing on continuous improvement, optimisation and growth, we need to look at level-two metrics.

### Level-One Metrics:

#### Reach

- ★ Reach shows how many unique accounts have seen your post, and therefore how much awareness and value you're gaining. It is really important to focus on this, rather than simply on engagement, because in many countries Likes have already been removed
- ★ If your goal is to increase brand awareness and reach the highest number of users possible, you should be focusing on growing your reach on Instagram
- ★ If a post receives higher (or lower) reach than usual, you can do more of what is working or less of what isn't with future posts and stories

#### Saves

- ★ Instagram Saves are the hottest engagement metric that brands are tracking right now — especially with Instagram trialling hiding likes on the platform
- ★ If people save your content it is a key indicator for the Instagram Algorithm that your content is interesting
- ★ The more saves you get for a post, the more people Instagram will show it to



## Instagram Analytics/Insights Guide

### Engagement Rate

- ★ In the UK we still have access to Likes on Instagram BUT comments are more valuable. This demonstrates to the Algorithm that your content is useful and so Instagram will show it to more people.
- ★ It is important to work out your engagement rate rather than look at likes and comments separately
- ★ Engagement Rate= (Likes + Comments)/ Followers x100 gives you a %

**Note:** When it comes to videos, people will often watch without liking, so measure them more on the basis of views and comments and reach than likes or put a CTA which encourages them to like it as well.

### Best Time to Post

- ★ Under the Audience tab, you'll find a breakdown of when your followers are most active online broken down by day of the week and time of day
- ★ We recommend posting about 30 mins before the best time suggested, this means your post is there as soon as your audience is on Instagram

### Level-Two Metrics

- ★ Knowing the metrics associated with your account without context won't help you take action and improve growth and/or engagement.
- ★ Calculating level-two metrics is all about calculating a benchmark so you can see what your audience engages with and what they don't!
- ★ There are three types of level-two metrics:

#### #1. Growth

- ★ Instagram growth has always been important. Instagram now has the followed and unfollowed metrics and this is fantastic to understand what is happening with your account
- ★ It helps you to understand what type of content works best for your audience and this is so important and should form part of your Strategy
- ★ You can see if there are any spikes or troughs with your following and this is great for working out what this relates to (a campaign, ads, an instagram challenge etc)
- ★ Growth metrics show you the change (increase/decrease) of a particular metric. For example, follower growth shows how your follower count changes over time.
- ★  $(\text{Metric at Time 1} - \text{Metric at Time 2} / \text{Metric at Time 2}) \times 100 = \text{Growth \%}$
- ★ E.g., if you ended May (Time 1) with 950 followers and had 710 followers in June (Time 2), your follower growth rate would be 33.8%.
- ★ Other Instagram metrics to track for growth (under Level-One Metrics): impressions, reach, engagement, clicks, and replies.



## Instagram Analytics/Insights Guide

### #2. Rate

- ★ Rate metrics give you a % to help you understand a particular metric in relation to another metric. For example, interaction rate is the % of your followers that have interacted with your story, post or IGTV.
- ★ For posts and IGTV, interactions include likes, saves, comments, and shares. For Stories, interactions are replies and shares.
- ★  $(\text{Metric (e.g., number of interactions on a post)} / \text{Follower count when the post was published}) \times 100 = \text{Rate \%}$
- ★ If you have 950 followers and a post received 175 interactions, that post's interaction rate is 18.4%.
- ★ For Instagram Stories, completion rate is a useful metric if you want to see what % of people watched the entire story.
- ★  $(\text{Number of impressions on final post} / \text{Number of impressions on first post}) \times 100 = \text{Instagram Story completion rate \%}$
- ★ If 93 people viewed the first post and 59 made it to the end, your Story's completion rate would be 63%.

### #3. Average

- ★ Average metrics give you a benchmark for the general performance of your posts. For example, the metric "average likes per post" tells you generally the number of likes each of your posts received.
- ★  $\text{Sum of metric for a period (e.g., total likes on posts in March)} / \text{Number of posts in that time period} = \text{Average}$
- ★ If you shared 12 posts in March and received a total of 715 likes, your average likes per post would be 59.
- ★ The common denominator to use is the number of posts (i.e., per post). You can also use a time period if you wish (i.e., per day or per month). For example, you could calculate the average number of viewers for your Instagram Live videos on different days of the week to determine which day might be best to live stream on Instagram.



## Instagram Analytics/Insights Guide

### Instagram Stories

- ★ Each slide for Stories has its own metrics including impressions and navigation
- ★ Reach is the number of visits a unique account viewed each slide in your story, while impressions are the total number of views on each of your individual Instagram Stories.
- ★ If you notice that your reach is declining, you may want to rethink the type of content you share
- ★ You can check your completion rate for each slide including a list of metrics, including forward, back, next story, and exits
- ★ You can measure your engagement. You can see how many replies you receive for each Story. If you have a large account >10k followers you can check your Swipe Up rate which is great for working out what content works best to drive traffic to your website
- ★ You can measure your Sticker tap rate which is great to work out what is useful for your audience
- ★ You can measure Discovery. If your story gets featured in a hashtag or location story by Instagram, you can also track the number of viewers who viewed it through the Explore page!

Note: for more in depth details about Instagram Stories Analytics please see:

[https://later.com/blog/instagram-stories-analytics/?mc\\_cid=5d8eb641e3&mc\\_eid=8d283a65fa](https://later.com/blog/instagram-stories-analytics/?mc_cid=5d8eb641e3&mc_eid=8d283a65fa)

### IGTV Analytics

- ★ You can see your views, likes, comments
- ★ You can also see your audience retention rate, which is how many people watched your video all the way to the end, and you can even see a drop-off graph which shows you at what point people are swiping away from your video

### How to act on your Instagram analytics

- ★ Now you have analysed your analytics, you're ready to improve your Instagram marketing for better results.

There are many ways to do this, but here are a few ideas;

- ★ **Adjust content with insight on performance and Instagram demographics**
  - Instagram Insights shows you your top Instagram stories and posts based on impressions, reach, and engagement. Do you notice any trends?
  - For instance, If, your giveaway posts tend to generate the most comments, while user-generated landscape photos usually receive the most engagement. To drive more engagement, continue to post user-generated landscape photos from our community



## Instagram Analytics/Insights Guide

### ★ Change your posting day and/or time

- There isn't a right or wrong to post on Instagram. Each brand needs to find its own optimum time to post. The analytics will show you your ideal posting time based on your audience's habits and your past content's performance.
- With Instagram Insights you can find out the days your followers are most active and the average times they're on Instagram on a typical day.

### ★ Experiment with Instagram IGTV, Instagram Live, and Instagram Reels

- These analytics for these formats aren't great, but you should definitely test them with your audience, to see which impact your metric most positively.

### ★ Create Better Instagram Stories

- Instagram Insights provides data such as impressions, replies and exits, which you can use to create better Instagram Stories.
- Here are some ways you can improve your Instagram Stories;
  - People are most likely to exit Instagram Stories on the first or last post. Make sure you hook your audience right at the beginning
  - People tend to watch Instagram Stories outside of work hours. Stories only stay live for 24 hours, so post when your followers are most active to make the most of the lifespan of the story
  - Take a close look at which content gets higher impressions, reactions and replies. Is there a certain type of story that tends to do better than the rest? Are people dropping off your stories at a certain point? This information can help you improve your Stories over time.
  - Stories with 1–7 posts have higher completion rates. Try not to overwhelm your followers with too much content at once.
  - Some audiences might respond better to photos versus videos versus. Or perhaps they stay longer if there's text captions on your video. Test different formats and continuously check your Instagram analytics to see what gets the most engagement from your followers and adjust accordingly.

### Key Takeaways

- ★ The beauty of analytics is that they are there to help you understand what content is working for your audience
- ★ If you see an increase in activity and following, analytics are a great way for you to pinpoint what is working so you can do more of what is working and less of what is not working
- ★ Once you work out what is working well it is a case of creating more content your followers engage with, being consistent, posting at optimum times and connecting with other accounts, potential customers and existing customers