

Instagram Analytics Cheat Sheet



Metric

(Data available date range within the last 90 days)

Definition

Uses

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Accounts reached	Total number of unique Instagram accounts that have seen your content (posts, stories, reels, videos, and live videos) at least once	<ul style="list-style-type: none"> Use this metric to calculate how many unique followers engage with a post Users with more followers tend to have less reach Benchmark: Brands with less than 10K followers had an average reach of 26.6% for posts*
Accounts engaged	Number of accounts that have interacted (like, share, save, comment, and messages) with your content	<ul style="list-style-type: none"> Understand whether users are interacting with your content on a meaningful level
Total followers	Number of accounts that followed you minus the number that unfollowed you or left Instagram in a selected period	<ul style="list-style-type: none"> Use stat to calculate follower growth and understand if a campaign spurs an increase or decrease in followers
Content you shared	Summation of posts, stories, reels, videos, live videos, and active ads	<ul style="list-style-type: none"> Use to see how much and what type of content you're sharing in a given period
Growth	Number of followers and unfollowers in a period	<ul style="list-style-type: none"> Use the graph to see the days you're gaining and losing followers Look at what you posted on those days to see what did and didn't resonate with users
Top locations	Follower overview based on location, organized by percentage of followers	<ul style="list-style-type: none"> Use the data to modify location-specific campaigns Determine where content is most popular
Age range	A breakdown of followers based on age	<ul style="list-style-type: none"> Useful for campaigns directed at a specific age range
Gender	A breakdown of your followers based on gender	<ul style="list-style-type: none"> Useful for campaigns directed at a specific gender or those that equally target men and women
Most active times	The times when your followers are most active	<ul style="list-style-type: none"> Use to identify the best time to post
Profile visits	How many times viewers visited your profile after seeing a post	<ul style="list-style-type: none"> A way to gauge whether your content is making viewers curious about your brand
Impressions	The number of times (including repeat views) your post appeared on an Instagram viewer's screen	<ul style="list-style-type: none"> This metric is broken down by home, hashtags and profile, so you can see how people found the post
Follows	The number of accounts that started to follow you after engaging with a specific post	<ul style="list-style-type: none"> Provides insight into whether a post captures the attention of a viewer and converts them into a follower
Reach	The number of unique accounts that have seen a specific post at least once	<ul style="list-style-type: none"> Use this metric to calculate how many of your unique followers engage with a post
Interactions	The number of likes, comments, shares, and saves for a post	<ul style="list-style-type: none"> Provides an at-a-glance summary of basic stats Study posts with high views, likes, comments, and shares to understand what followers want to see Scrutinize comments and respond to any negative comments
Taps	Taps are actions people take when visiting your profile after viewing your content - taps include: <ul style="list-style-type: none"> Business address taps Website taps Call button taps Email button taps Text button taps 	<ul style="list-style-type: none"> Can help determine if a piece of content leads to a conversion Use to track the journey an Instagram user takes from your profile page to your business website, email, etc.
Interactions	The number of replies, shares, and link clicks	<ul style="list-style-type: none"> This data represents if users are engaged in a story
Taps Back	Taps back measure the number of taps a user made to see your previous content	<ul style="list-style-type: none"> Indicates the previous story is more entertaining or engaging than the current one Useful for internal benchmarking; compare stories that did and didn't do well to tease apart why one is more popular
Exits	The number of users that exited your story before finishing it	<ul style="list-style-type: none"> Exit rate measures the number of exits divided by the number of impressions or visits If your exits are high, try changing an element of the story Use with other metrics (post time, content type, etc.) to determine which content element to skew
Taps forward	The number of taps a user made to see your next piece of content	<ul style="list-style-type: none"> Use to measure if one story is more compelling than another and holds attention better
Interactions	The number of likes, comments, shares, and saves for video content	<ul style="list-style-type: none"> Analyze videos/reels that receive a lot of interaction and try to replicate them
Plays	How many times (including repeat views) users played a reel	<ul style="list-style-type: none"> Use this to gauge the popularity of a specific reel
Average percentage of video watched	The amount of the video that users watch on average	<ul style="list-style-type: none"> This metric lets you know if people watch your videos from start to finish Based on the length of the video, this metric can be valuable in identifying when people drop off from your content Aim for as close to 100% of the video watched as possible
Video views	Number of times a video was viewed	<ul style="list-style-type: none"> A high number of views indicates that something in the video resonated with viewers
Product page views	Total number of times people tapped on your product tag to view a product page	<ul style="list-style-type: none"> Use to measure the conversion rate and effectiveness of Instagram shopping campaign
Product button clicks	Total number of times people tapped on the purchase button on the product page	<ul style="list-style-type: none"> Use to measure the conversion rate and effectiveness of an Instagram shopping campaign

Metrics for **Overview Page**
 Metrics for **Stories**
 Metrics for **Shopping**

Metrics for **Followers Page**
 Metrics for **Reels**

Metrics for **Posts**
 Metrics for **Videos**