**How To Measure the Success of an Instagram TV Product**

With the significant growth in digital marketing, Instagram has become an excellent avenue for companies to market their products. It has proven to be a great avenue with good returns on investment.

As a data scientist at Instagram, there are a myriad of ways that I would use to measure the success of an Instagram product.

**Reach**

One of the best ways of monitoring the success of a product on Instagram is by analyzing its insights regarding the follower's reach. This includes the profile activity, content interactions, and the accounts reached. Instagram analytics is one of the metrics that can be used in accessing the product reach and can measure up to 12 months. Another point of view is impressions, which is the number of total views on the product regardless of how many times a particular follower viewed the post.

**Engagement rate**

This is a crucial indicator of how well the audience responds to the post, which can be used to determine their ability to purchase a particular product. Calculating the engagement rate entails dividing the total number of likes and comments by the number of followers and multiplying by 100 to get the percentage of the engagement rate. A higher engagement rate shows that a product is doing well.

**Instagram stories views**

One of the best ways of measuring the success of a product on Instagram is gauging the number of views a specific product gets. Watching someone's stories, especially the adverts, would mean that the followers are interested in the products, and it is even better when they respond to the story since this would also mean some progress.

**Instagram reels engagement**

Instagram reels are also another way of posting a product. Reels are short videos whose main content is selling a particular product, and they are meant in a way that can capture the attention of the viewer. While the reels are additional to the insight’s labs, the reels also contain insights on the number of unique users that watched the reel and the number of times the reel was watched. To calculate the reel's engagement rate, divide the reel interactions with the reel plays and multiply by 100.

**Traffic**

Since most companies also have a link to their websites on Instagram pages, it is also easy to measure the traffic by monitoring the number of clicks on the company website from Instagram. Similarly, Google Analytics can also measure the content that drives the traffic and what converts it into actual sales.

Having higher traffic on the website and increasing followers is a great way to ascertain that the product's sales on Instagram are doing great.