

PERFORMANCE & FINAL SUBMISSION PHASE

MODEL PERFORMANCE METRICS

TEAM ID	NM2023TMID02721
PROJECT NAME	To Create a Reel Design using Canva
DATE	03-11-2023

Measuring the performance of a design created using Canva for Instagram Reels or any other platform can help you determine the effectiveness of your content and make necessary improvements. Here are some key performance metrics to consider:

Engagement Metrics: a. Likes: The number of likes your Reels design receives. b. Comments: The number of comments on your Reels, indicating engagement and interaction. c. Shares: The number of times your Reels are shared by others, extending your reach. d. Saves: The number of times viewers save your Reels for later, signaling valuable content.

Reach and Impressions: a. Views: The total number of times your Reels have been viewed. b. Impressions: The total number of times your Reels design has been displayed on users' feeds.

Click-Through Rate (CTR): CTR measures how effectively your design encourages viewers to take action, such as visiting your profile or website. You can track the number of clicks on your profile link or external links you've included in your Reels.

Follower Growth: Monitor the number of new followers gained after posting your Reels design. A successful design should help you attract a wider audience.

Completion Rate: Analyze how many viewers watch your Reels from start to finish. A high completion rate indicates that your content is engaging and holds viewers' attention.

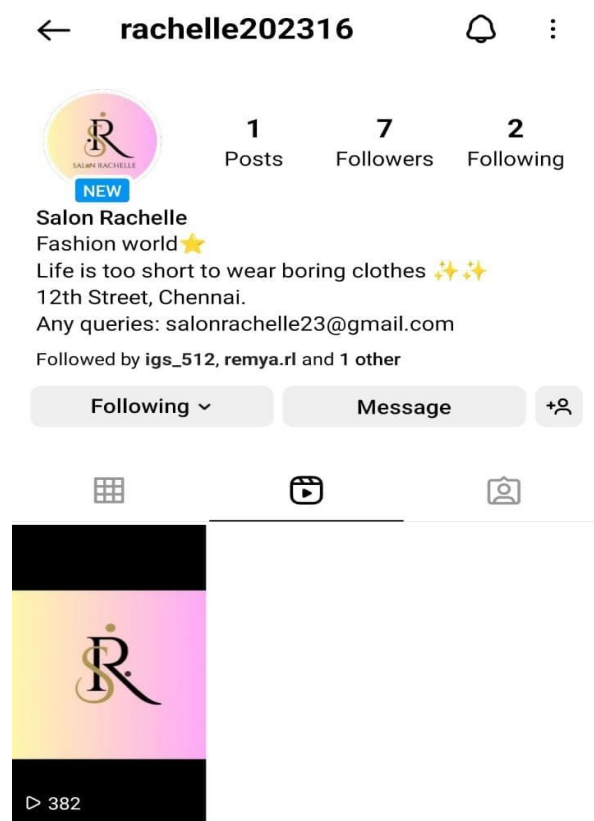
Conversion Metrics: If your Reels design has a specific call to action (CTA), track the conversion metrics related to that CTA. This could include the number of product purchases, sign-ups, or other desired actions.

Engagement Rate: Calculate the engagement rate by dividing the total number of likes, comments, shares, and saves by the total number of views. This metric provides a sense of how well your content resonates with your audience.

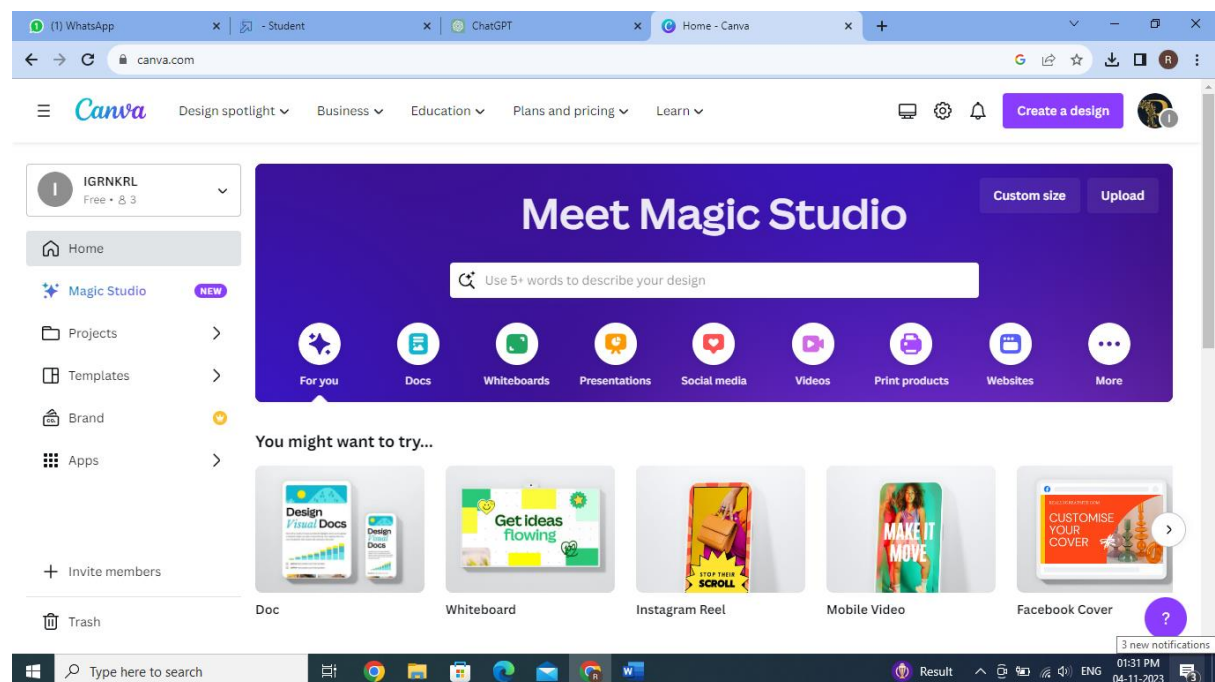
Hashtag Performance: If you use hashtags in your Reels, monitor their performance. Check how many times your Reels appear in hashtag feeds and whether they contribute to increased reach.

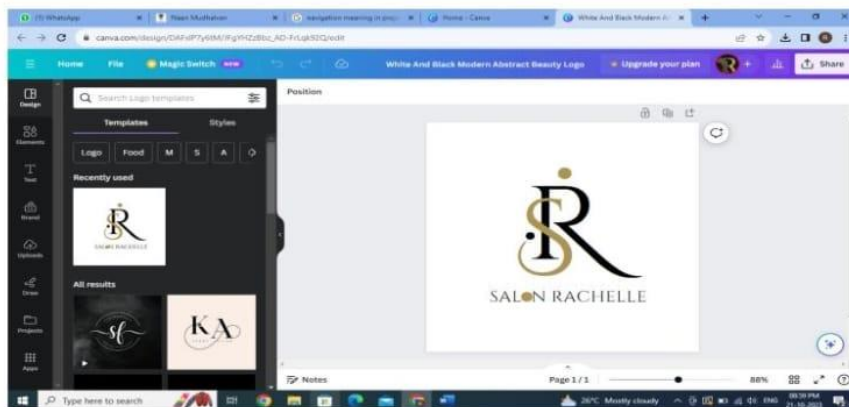
Audience Demographics: Use Instagram Insights or other analytics tools to learn more about the demographics of your Reels' viewers. This information can help you tailor your designs to better suit your target audience.

Final Output:

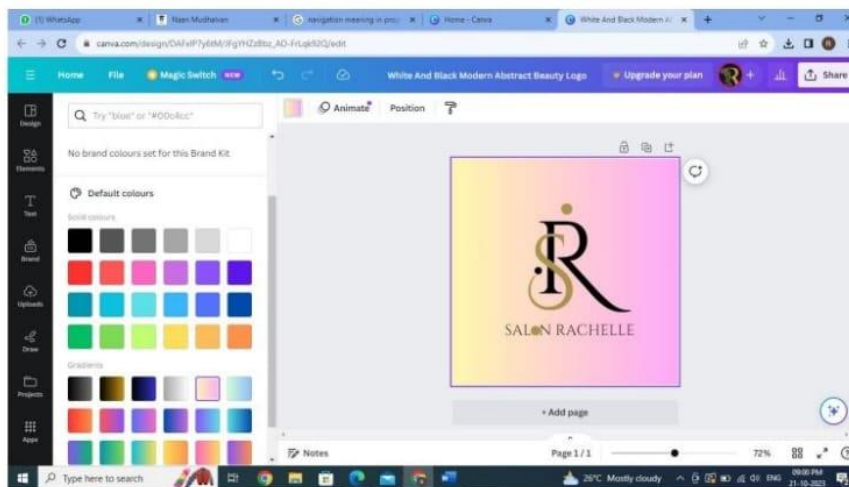


The overview of the steps we followed to achieve the final results. Some are given below,

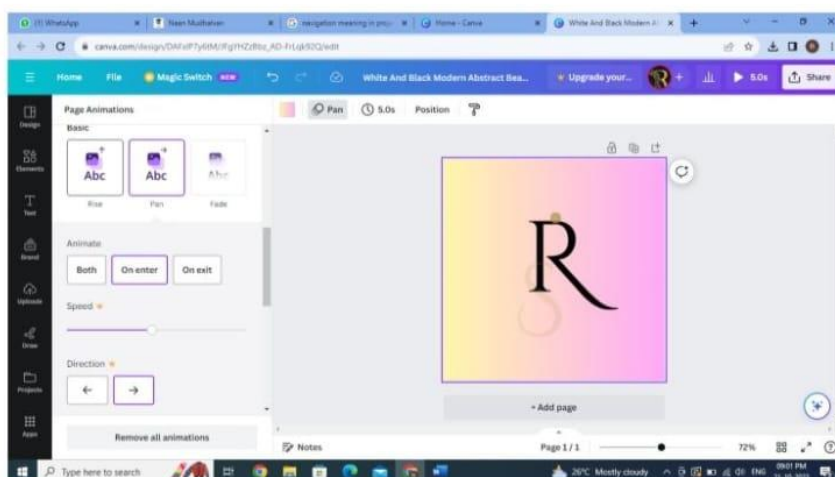


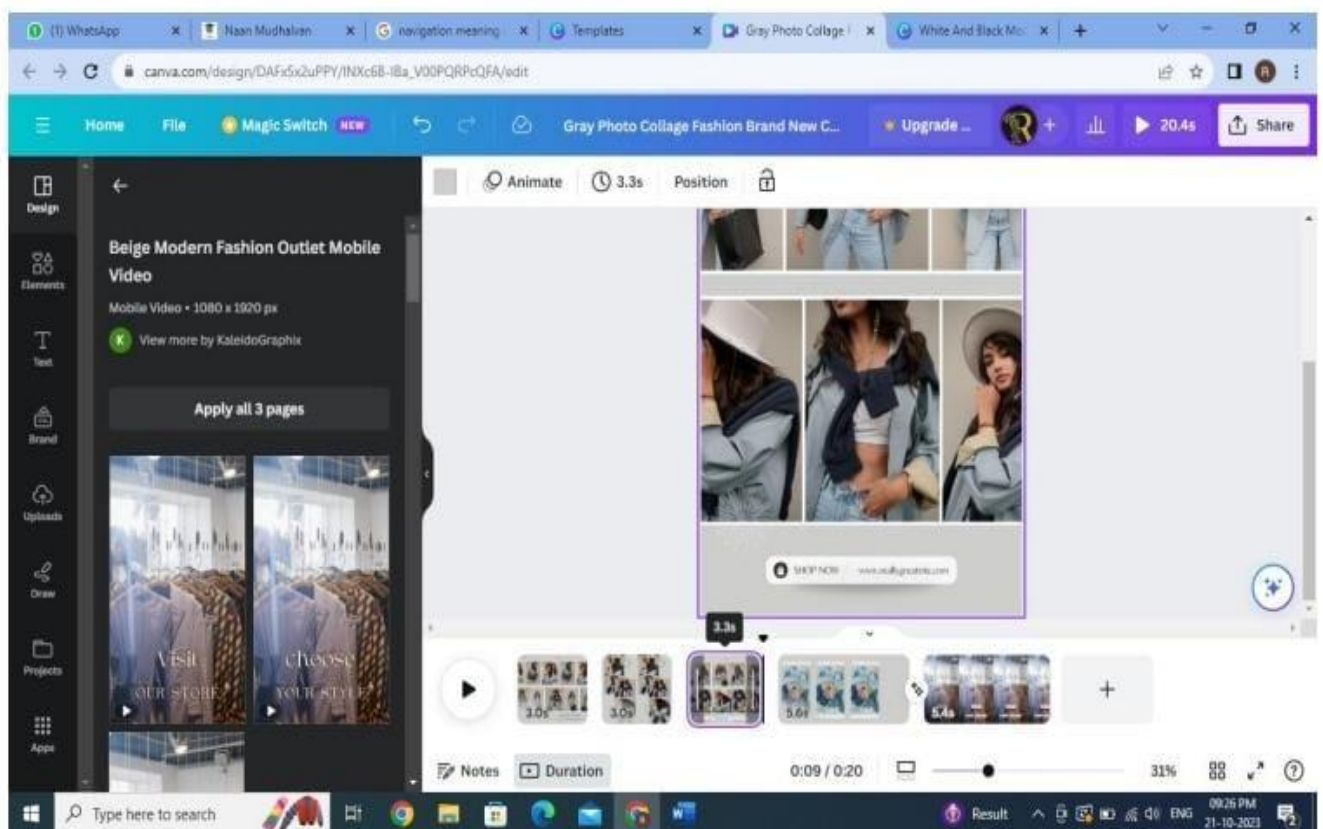
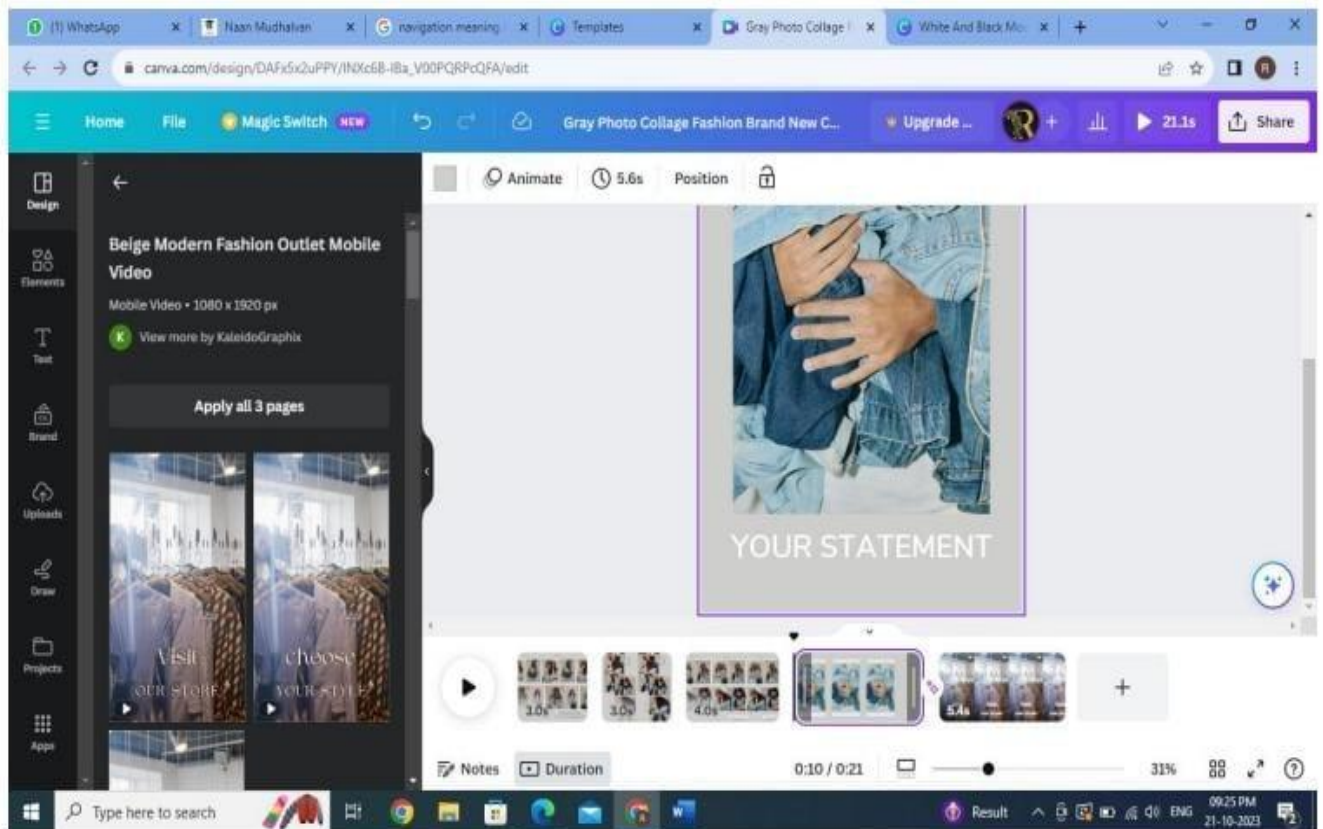


Background colour changes:



Transition Effect:





Some glimpse of our uploaded reels in Instagram,



