The Purpose

Instagram is a social network with over one billion active users. Some use the social network to connect with and make new friends and others use it to grow their business.

Reach is an Instagram Insights tool designed to help users grow their tribe and turn followers into clients.

Using insights, which indicate how well your account is performing, Reach provides the user with rank and depending on your rank either asks for or provides a tip on how to grow your account.

In this way users who are doing well can help the community with tips and enjoy the accountability of the tool. Those trying to grow their following will be motivated to increase their rank and will benefit from those tips.

The tool segments users into those who use Instagram for fun, Casual Users and those who use it for business, Pro Users. Their experience is tailored to their needs with Casual Users receiving tips and Pro Users empowered to provide tips should their account be performing well.

While Insights are available from Instagram, the key problem solved by Reach is analysis of those statistics, a rank to motivate users to perform better and guidance on how to improve the performance of your account.