# Instagram Story Insights

**Follower Insights**
Geography
Age
Gender

Aquisition
(how did they find me?
Mutual friend? Share?
Hashtag? Location?)

**Story Insights**
% followers viewed
% new followers
# click throughs
view time (till the end?)
shares
comments

New Follower data

Oct - Dec 20...  121  10.45%

Who else do they follow?
>> Competitor Insights
- post frequency
- follower insights (age
demographic)
- hashtags
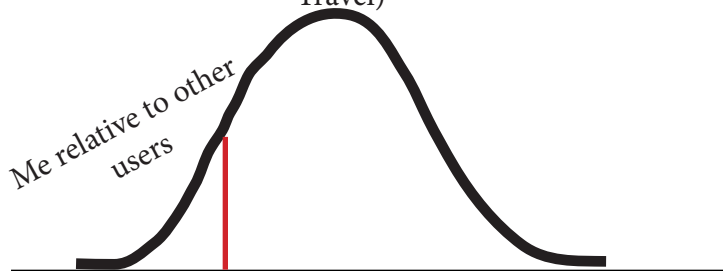- retention rate (#followers
gained - those lost)
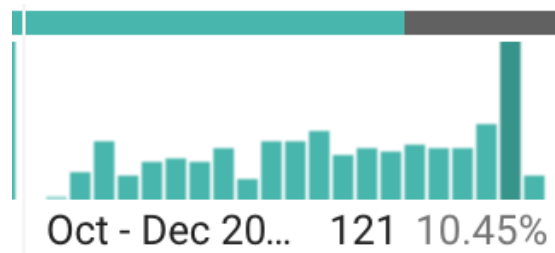
New Stories Posted per Month

Nov 2018 64 32.99%
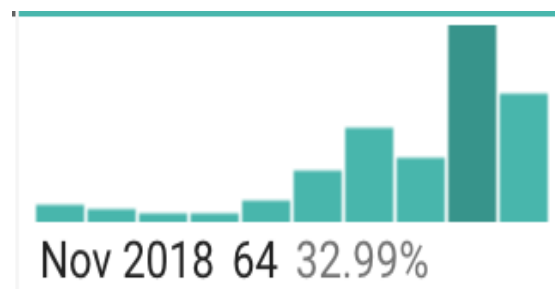
Distribution of Industry (i.e. Travel)

Me relative to other users

# New Followers / # Video Posts
Per Month