

Feed Content Performance

Content Page - Image

Content Page - Carousel

Content Page - Video

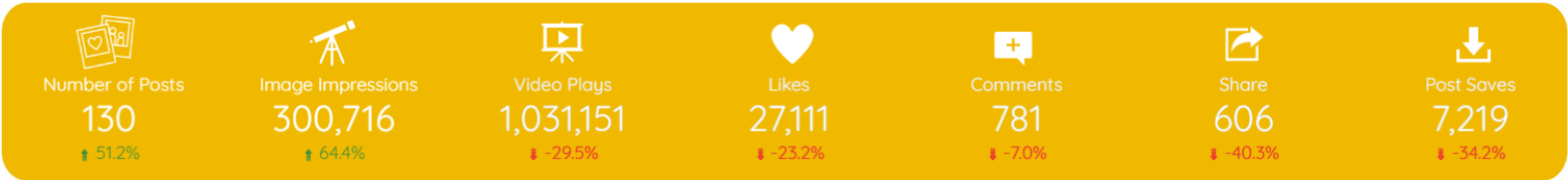
Post Comparison



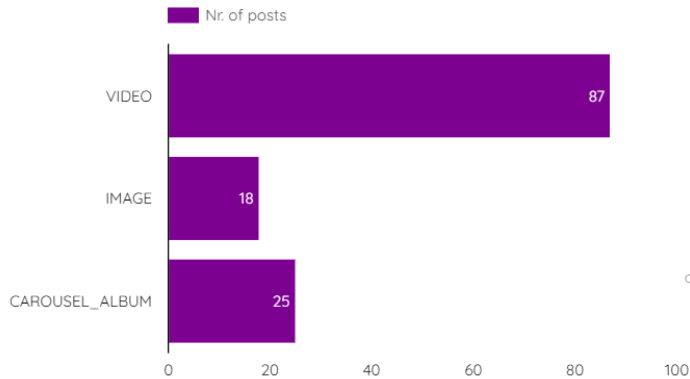
# Instagram Feed Content Performance

Date range of posting time

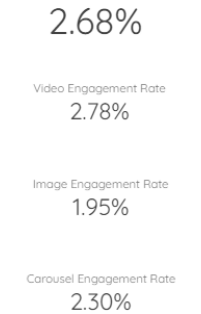
1 Jul 2022 - 31 Dec 2022



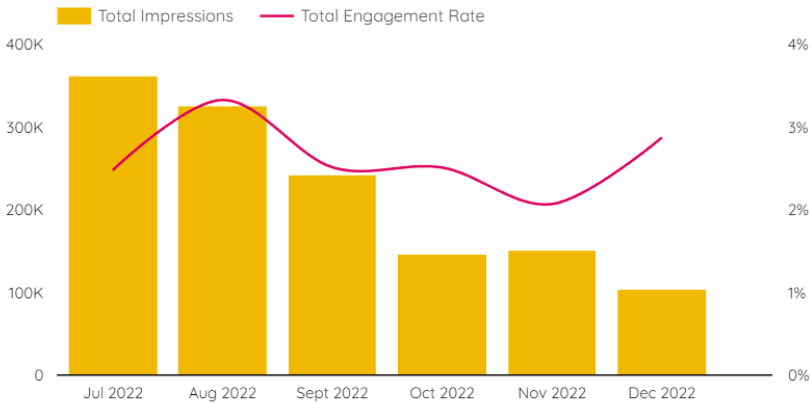
Number of Posts by Post Type & Average Engagement Rate



Total Engagement Rate



Total Impressions and Interactions by Posting Days





# Image Content Report

Date range of posting time

1 Jul 2022 - 31 Dec 2022

Post Caption	Link	Date	Time	Engagement ...	Impressions	Reach	Total Interacti...	Likes	Commen...	Share	Post Sav...
This is the ultimate pigment mixing combol Our Phi Mixer is a practical tool to ensure pigments are blended thoroughly for an evenly mixed or diluted color. There are 2 ways when how you want to have access to your pigments - mixing a microblend pigment - wearing a ring or sticking a pig container to the wall. Easy-peasy, right? pigments.  #phifamily #phishop #phiproducts #phishopproducts #phishopartist #phishopartiest	<a href="#">See Post</a>	26 Oct 2022	08:00:15	15.25%	59	57	9	8	0	-	1
We always come together, because our community means a lot. Now it's our turn to give back, so we would like to support you. With the online sale, you will get 20% off on all orders.  #phifamily #phishop #phishop #phishopproducts #luxury #beautyproducts #sale #support #onlineshopping #beautysavestheworld	<a href="#">See Post</a>	8 Sept 2022	14:40:44	2.91%	5,217	4,674	152	132	2	-	18
Did you know it's possible to boost your hair growth? With our new Hair Booster Set, you can take microneedling	<a href="#">See Post</a>	13 Oct 2022	08:50:31	2.84%	2,672	2,464	76	66	4	-	6

## Date range of posting time

1 Jul 2022 - 31 Dec 2022

Post Caption	Link	Date	Time	Engagement Rate...	Impressions	Reach	Total Interacti...	Likes	Comments	Share	Post Saves
It's a MATCH! We combined our microblading tools with pigments set and are happy to introduce the new Microblading bundles. SUPER Microblading Pigment Collection with the Disposable Tool 18 or SUPER Microblading Pigment Collection with the Disposable Tool 18 U Edge. These are would give you the best of both worlds! #phishop #microblading #phibabycrowns #phishop #microblading #phibabycrowns #phibabycrowns #phibabycrowns #phibabycrowns #phibabycrowns #phibabycrowns #phibabycrowns	<a href="#">See Post</a>	21 Oct 2022	12:07:16	3.3%	4,794	4,010	158	118	7	-	33
We have a new disposable microblading tool at PhiShop, and we are so excited to highlight the difference it makes! Check them out and see which might be the best fit to support your vision to create perfect brows! #phishop #beautifulworld #phishop #beautifulworld #phibabycrowns #beautifulworld #phibabycrowns #beautifulworld #phibabycrowns #phibabycrowns #phibabycrowns #phibabycrowns	<a href="#">See Post</a>	19 Jul 2022	14:30:56	3.27%	5,633	4,560	184	133	2	-	49



# Video Content Report

Date range of posting time

1 Jul 2022 - 31 Dec 2022

Post Caption	Link	Date	Time	Engagem...	Video Plays	Reach	Total Interacti...	Likes	Comments	Share	Post Saves
Oh, hey there beautiful! This PhilLashes Head and Eyes is great for any of you lash artists who want a bit of practice. It is multi-use with the replacement pairs of lashes available. Our tweezers are the perfect tool to apply lashes to the eyes - choose what you want a natural or dramatic set! 🥰  #philshop #beautywillsovetheworld #philshop #philshopproducts #beautyproducts #philshop #philshopproducts #productpurpose #microbladingtools #beautytreatments #beautytools #philshop #aesthetician #philshop #beautywillsovetheworld	<a href="#">See Post</a>	12 Aug 2022	07:31:49	10.72%	11,207	8,106	1,201	1,173	6	0	22
Excellence in details: with our Precision Blade printed shop, Precision Blade, and Disposable Blade. See how you can get your shop in this trio of tools. Work with perfection with Precision Blade.  Video link to Precision Blade  #philshop #beautywillsovetheworld	<a href="#">See Post</a>	1 Aug 2022	08:27:31	5.03%	31,560	30,743	1,588	889	12	34	653



# Post Comparison

Date range of posting time

1 Jul 2022 - 31 Dec 2022

Choose Caption #1: Dress to impre... (1) ▾

Thumbnail	Caption
	<p>Dress to impress in your salon with our PhiFashion range. Look professional and stylish with our elegant gowns and dresses.</p> <p>#beautysavetheworld #shopbeauty #phibrowsluxuryproducts #phibrowsmicroblading #aestheticstreatments #phishop #beautusavetheworld</p>

[See Post](#)

Media Type ▾  
VIDEO

Engagement Rate  
**1.61%**

Impressions  
**12,466**

Reach  
**11,905**

Likes  
**176**

Comments  
**0**

Share  
**2**

Post Saves  
**23**

Choose Caption #2: Filters are grea...(1) ▾

Thumbnail	Caption
	<p>Filters are great but nothing beats an incredible skincare combination. Achieve a glowing, hydrated look with our skin moisturizing favorites! Starting with our Micellar Tonic followed by our Relaxing Lips Lipgloss will leave you feeling like a queen. Find the perfect shade on Phishop or try everything in our new collection next time you're shopping for a little self-care!</p> <p>#beautysaveshop #beautusavetheworld #beautynisdefuxuryproducts #beautycareproducts #shopbeauty #phibrowsaiaments</p>

[See Post](#)

Media Type ▾  
IMAGE

Engagement Rate  
**2.09%**

Impressions  
**4,833**

Reach  
**4,283**

Likes  
**94**

Comments  
**0**

Share  
**0**

Post Saves  
**7**