

# Instagram Growth Framework (End-to-End Flow)

## 1. North Star Metric (NSM)

### DAU – Daily Active Users

The single most important metric showing how many people use Instagram every day. It represents **overall product success** – if more people open the app daily, Instagram is growing.

## 2. L1 Metrics (Top Levers that Influence DAU)

Mapped to **AAAERR** stages:

Stage	Instagram L1 Metric	In Layman Terms
Activation	Feature Usage Onboarding	Are new users starting to use Instagram features like Reels, Save, Stories?
Activity	Engagement	How much are users interacting? (scrolling, liking, commenting, sharing)
Adoption	Multi-Feature Usage	Are users using more and more features regularly (Live, Highlights, DMs)?
Engagement	Time Spent & Frequency	How often and how long are people using Instagram daily?
Retention	Returning Users	Are people coming back after a day/week/month of using Instagram?
Revenue	Reach	How many people are seeing posts → more views = more ad money for Instagram

## 3. L2 Metrics (Broken Down Team/Feature-Level Metrics)

These are **sub-metrics** that **support and feed into the L1 metrics**. They are owned by specific teams or product features.

L1 Area	Instagram L2 Metric Examples
Activation	% of new users who upload a profile photo, post a Story, or watch a Reel in first 3 days
Activity	# of Likes, Comments, Saves, Reels Watched per user per day
Adoption	% users using 3+ features weekly (e.g., Reels + Lives + DMs)
Engagement	Avg. session duration, Avg. sessions per user/day
Retention	Day 1, Day 7, Day 30 Retention rates, Notification click-through rates
Reach	Number of shares to non-users, Public profile views, Followers gained per user per week

## 4. KPIs (Key Performance Indicators)

These are **success benchmarks** for each L1/L2 metric.

KPI Category	Instagram KPI Examples
Activation	Activation Rate = % of new users using at least 2 features in 7 days
Activity	Engagement Rate = avg. # of likes/comments per post per user
Adoption	Multi-feature usage % = % users who used 3+ features in a week
Engagement	Avg. session time = total time spent on app per session
Retention	D7 Retention Rate = % users returning 7 days after signup

KPI Category	Instagram KPI Examples
Reach	Impressions per post, Stories reach rate, Share-to-non-user rate

## 5. OKRs (Objectives and Key Results)

Each product or growth team defines quarterly **Objectives** and measures them via **Key Results**, often tied to KPIs.

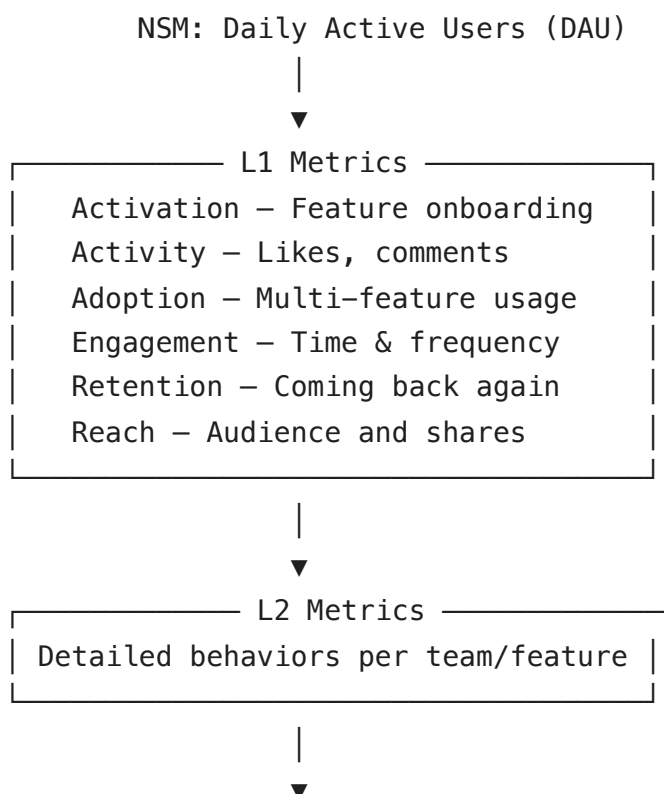
Objective	Key Result (KR)
Improve Reels Engagement	KR1: Increase avg. Reels watched per user from 5 to 8
Boost New User Activation	KR2: Increase % of new users who use Stories in first 3 days from 25% to 40%
Improve Retention in Tier 2 Cities	KR3: Improve D7 retention in Tier 2 from 32% to 42%
Grow External Reach	KR4: Increase shares to WhatsApp by 20%

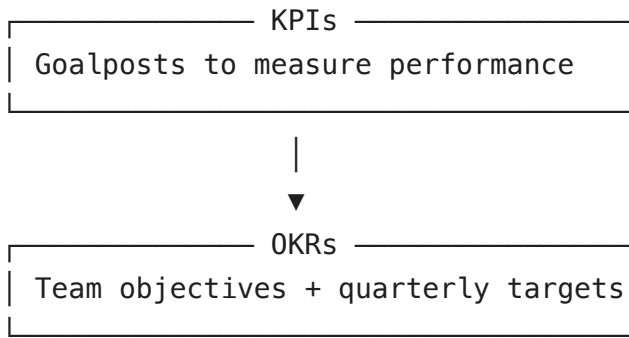
## 6. Guardrail Metrics (Parallel Monitors to Avoid Harm)

These run **alongside everything** and ensure you don't break trust, degrade user experience, or harm platform health **while chasing growth**.

Guardrail Type	Instagram Guardrail Metrics Examples
Trust & Safety	% Reported Posts, % Blocked Users, Hate Speech Reports
App Performance	Crash Rate, App Load Time, Time to upload/view Reels
Content Quality	% Low-quality content engagement, Spam posts ratio
User Experience	Ad-to-content ratio, Ad skip rate, Notification fatigue rate

## Final Flow Summary – Visual Representation





Guardrail Metrics (Always On):

- Monitor risks: spam, trust, crashes, low-quality content
- Ensure healthy, sustainable growth

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## Summary :

- **NSM:** How many people open Instagram every day (DAU).
- **L1:** What are the big levers? (Engagement, Retention, Activation, etc.)
- **L2:** What small actions matter? (likes, Reels, saves, etc.)
- **KPIs:** Are we improving? (measurable metrics)
- **OKRs:** What are our team goals this quarter?
- **Guardrails:** Are we growing safely and not breaking the app or trust?