Analytics Report For Bespoke Properties From 03-01-2021 to 02-02-2021

Introduction

This report contains a summary of all the analytic data gathered on the Bespoke Properties Instagram page for January.
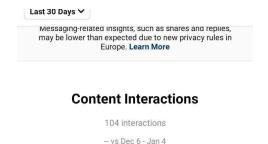
Summary of the month's posts

Engagement

Engagement is how the public interacts with a published post. It is usually measured by checking the number of likes and comments that a particular post receives.

In January, the Bespoke Properties Instagram page got an average of 10 likes per post.
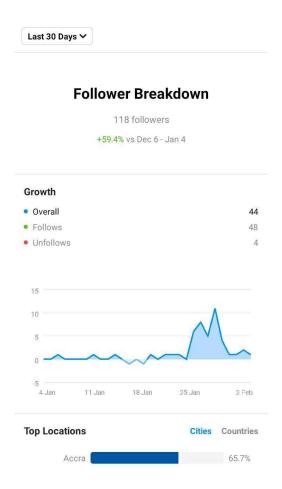
Here are a few more details.

Last 30 Days ∨

Messaging-related insights, such as shares and replies, may be lower than expected due to new privacy rules in Europe. **Learn More**

Content Interactions

104 interactions

-- vs Dec 6 - Jan 4

Post Interactions -- vs Dec 6 - Jan 4	**104**
Likes	92
Comments	7
Saves	3
Shares	2
Story Interactions 0% vs Dec 6 - Jan 4	**0**
IGTV Video Interactions	**0**

Following

Followers on the Bespoke Properties account have seen a significant rise in its followers. The table and graph below show a summary of all the following:

Net Followers Gain/Loss Summary

Last 30 Days ∨

Follower Breakdown

118 followers

+59.4% vs Dec 6 - Jan 4

Growth

● Overall	44
● Follows	48
● Unfollows	4

Top Locations   Cities   Countries

Accra   65.7%

Impressions

Impressions are the number of times content, be it a post or story, was shown to users on Instagram. Simply put, it is the total number of times a piece of content has been seen. Below is a summary of impressions that various Bespoke Properties content got during the reporting period:

Impressions Summaries

Last 30 Days ⌄

Accounts Reached

202 accounts

+20,100% vs Dec 6 - Jan 4

Accounts reached from Jan 5 - Feb 3

Impressions	944
+94,300% vs Dec 6 - Jan 4	
Account Activity	**188**
Profile Visits	188
+1,005.8% vs Dec 6 - Jan 4	
Email Button Taps	0
0% vs Dec 6 - Jan 4	

Conclusion

Bespoke Properties' Instagram page has performed well. In the next month, we look to further increase following and engagement. Reaching our goals will bring the page a step closer to converting more prospective customers on Instagram into actual customers of Bespoke Properties.