

Analytics Report For Aspire Destinations From 01-01-2021 to 22-01-2021

Introduction

This report contains a summary of all the analytic data gathered on Aspire Destinations Instagram page for January.

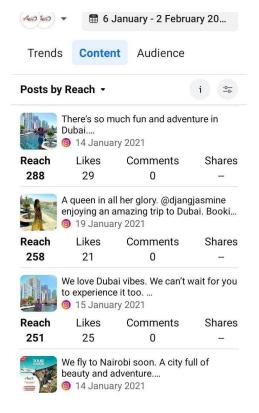
Summary of the month's posts

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.

During January, Aspire Destinations Instagram page got an average of 25 likes per post.

Here are a few more details.



Following

Followers on the Aspire Destinations 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



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 Aspire Destination content got during the reporting period:

Impressions Summaries



Conclusion

Aspire Destinations' 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 Aspire Destination.