



## **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.

		6 January - 2 February 20...	
Trends	Content	Audience	
Posts by Reach ▾		i	0=0
	There's so much fun and adventure in Dubai.... 14 January 2021		
Reach 288	Likes 29	Comments 0	Shares --
	A queen in all her glory. @djangasmine enjoying an amazing trip to Dubai. Booki... 19 January 2021		
Reach 258	Likes 21	Comments 0	Shares --
	We love Dubai vibes. We can't wait for you to experience it too. ... 15 January 2021		
Reach 251	Likes 25	Comments 0	Shares --
	We fly to Nairobi soon. A city full of beauty and adventure.... 14 January 2021		

# 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.