

# Instagram - Overview

Dec 1, 2025 - Dec 17, 2025

Data refreshes every 12 hours

Filter by Post(s)

Followers  
**103,288**  
↑2.9%

Owned views  
**2,633,765**  
↑22.8%

Total Engagements  
**92,109**  
↑29.2%

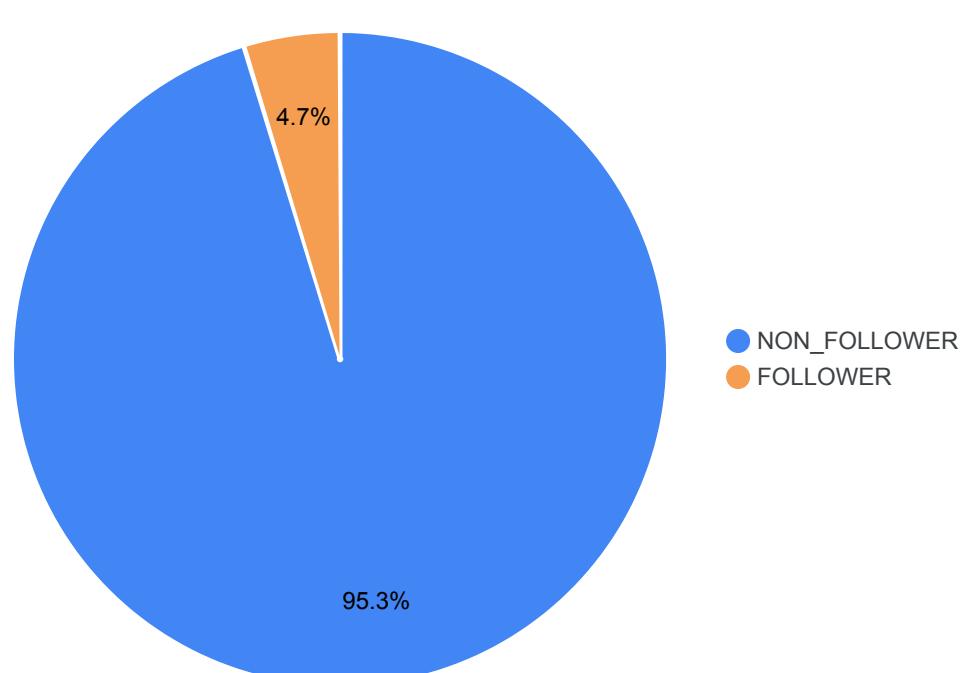
Engagement rate  
**5.63%**  
↑47.8%

Percentage change compares the selected date range to the previous equivalent period.

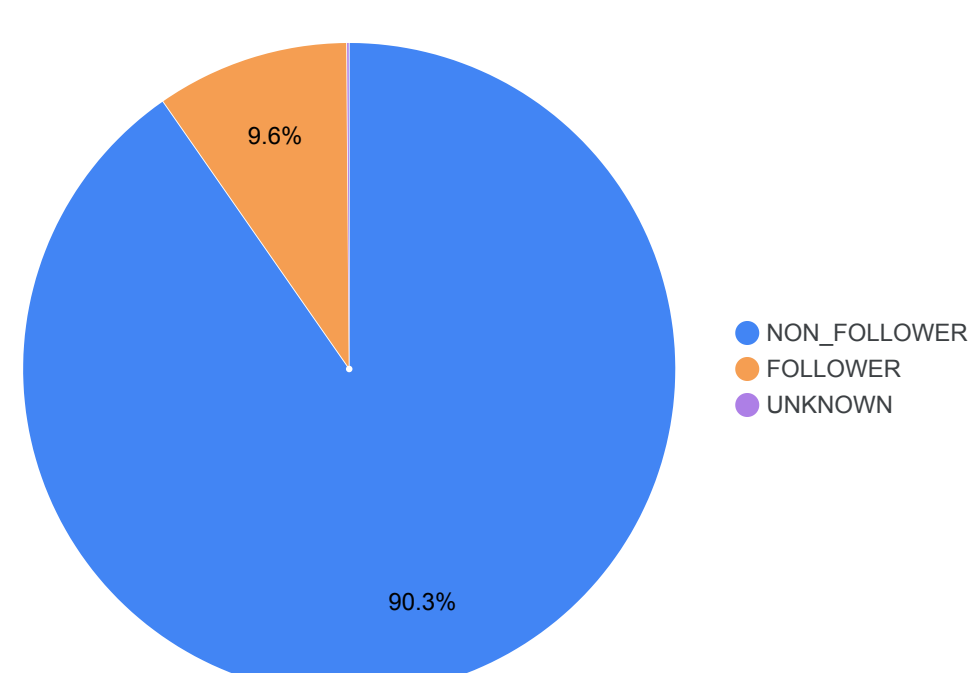
Total Views  
**2,690,884**  
↑6.8%

Number of posts (excl. Stories)  
**8**  
↑14.3%

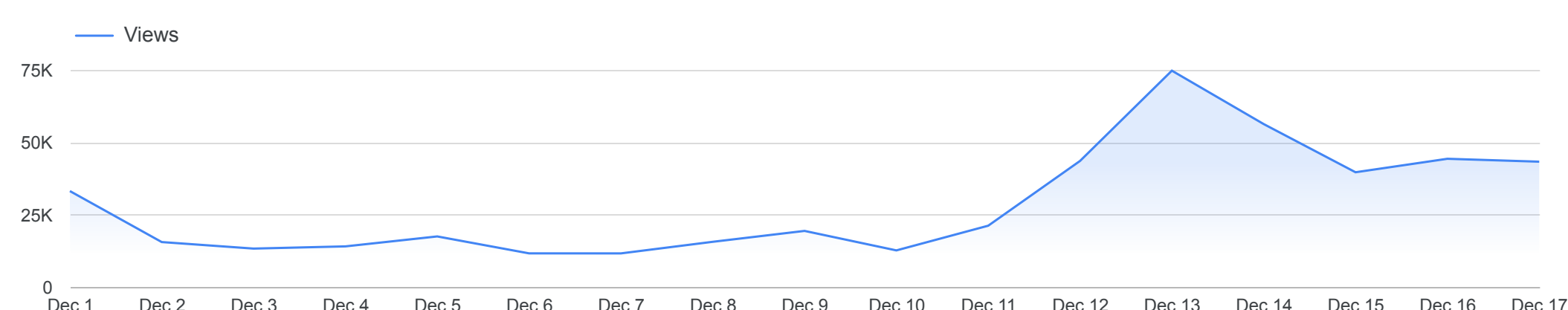
## Reach by follower type



## Views by follower type



## Owned views



# Instagram - Engagement

Total Engagements  
**92,109**  
↑29.2%

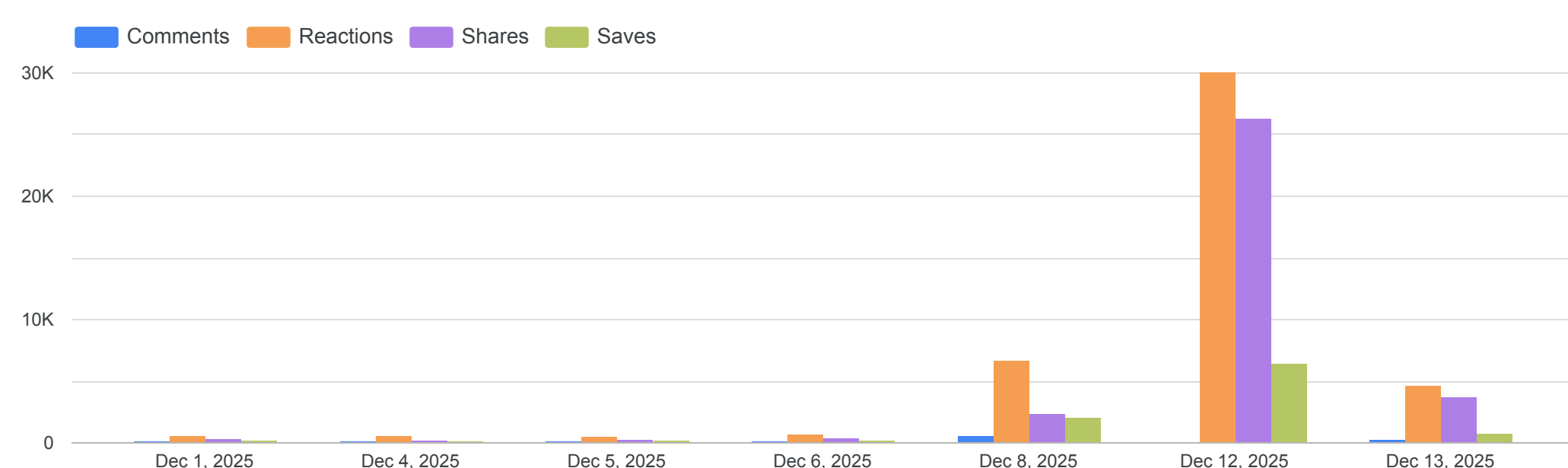
Total reactions  
**49,340**  
↑15.6%

Total comments  
**685**  
↑29.5%

Total shares  
**32,790**  
↑54.7%

Total saves  
**9,212**  
↑38.5%

## Engagement by type by post date



## Top posts by engagement

Rank	Post created	Post type	Post ID	Engagements
1.	Dec 3, 2025, 8:44:05 PM	VIDEO	178624077...	10,429
2.	Dec 17, 2025, 10:03:11 AM	VIDEO	181656859...	9,422
3.	Dec 12, 2025, 12:00:00 PM	VIDEO	180975063...	9,179
4.	Dec 15, 2025, 6:01:26 AM	VIDEO	179726044...	8,891
5.	Dec 12, 2025, 2:05:04 PM	VIDEO	180878530...	8,294
6.	Dec 3, 2025, 11:58:59 AM	VIDEO	1811528524...	8,157
7.	Dec 10, 2025, 7:06:57 AM	VIDEO	178571625...	8,022
8.	Dec 12, 2025, 4:16:11 AM	VIDEO	179276941...	7,282
9.	Dec 10, 2025, 3:45:00 AM	VIDEO	181042497...	7,104
10.	Dec 9, 2025, 11:45:36 PM	VIDEO	180446516...	7,005
11.	Dec 1, 2025, 10:49:14 AM	VIDEO	179785668...	6,853
12.	Dec 15, 2025, 4:50:29 PM	VIDEO	180812198...	6,454

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# Instagram - Videos

Owned video views  
**2,633,742**  
↑134.9%

Average watch time  
**00:01:27**  
↑79.8%

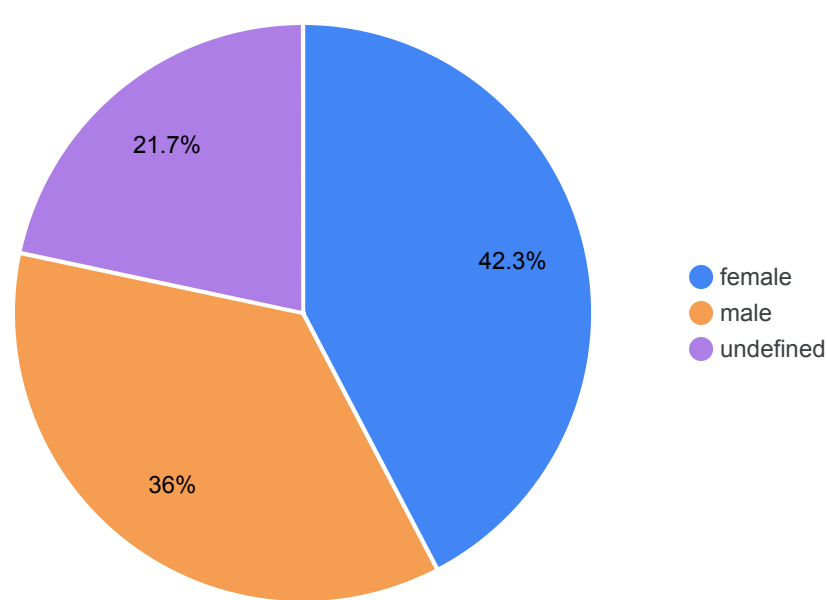
## Top videos by views

Rank	Post created	Post type	Post ID	Reels views
1.	Dec 3, 2025, 8:44:05 PM	VIDEO	1786240776...	156,379
2.	Dec 17, 2025, 10:03:11 AM	VIDEO	1816568599...	157,265
3.	Dec 3, 2025, 11:58:59 AM	VIDEO	1811528524...	137,287
4.	Dec 12, 2025, 2:05:04 PM	VIDEO	1808785302...	125,028
5.	Dec 17, 2025, 3:30:00 AM	VIDEO	1807603854...	120,849
6.	Dec 15, 2025, 6:01:26 AM	VIDEO	1797260442...	119,702
7.	Dec 12, 2025, 4:16:11 AM	VIDEO	1792769414...	117,245
8.	Dec 12, 2025, 12:00:00 PM	VIDEO	1809750636...	117,120
9.	Dec 10, 2025, 10:02:42 PM	VIDEO	1807886745...	117,106
10.	Dec 17, 2025, 11:01:06 AM	VIDEO	1799543967...	116,848
11.	Dec 14, 2025, 10:01:39 PM	VIDEO	1786269618...	116,193
12.	Dec 10, 2025, 7:06:57 AM	VIDEO	1785716252...	116,191

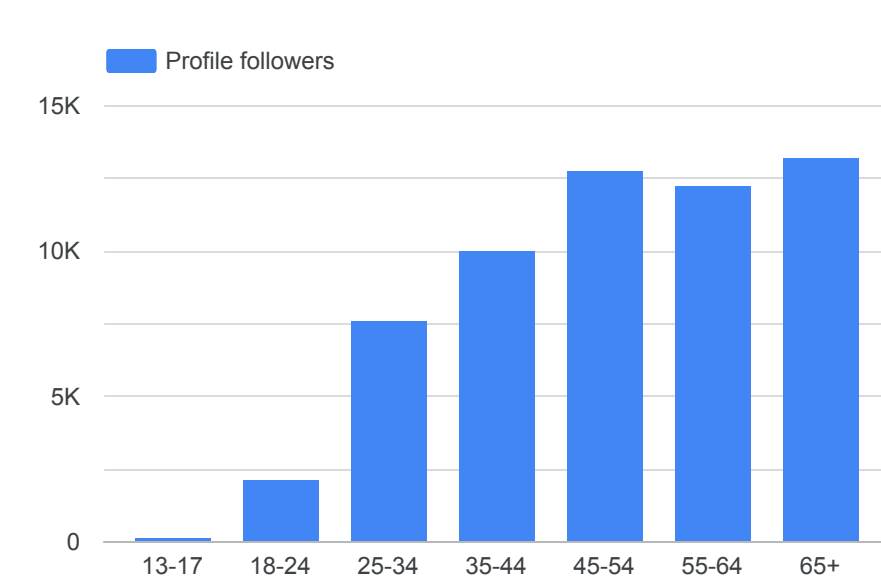
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# Instagram - Audience

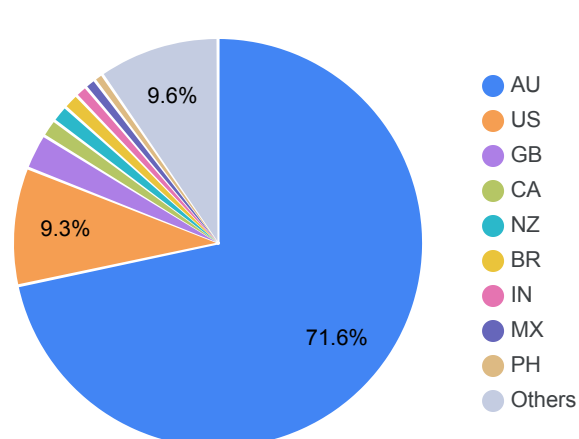
## Followers by identification



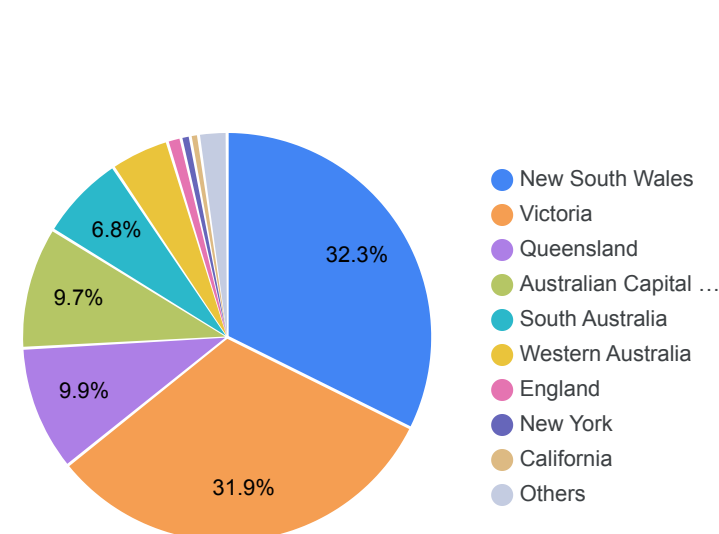
## Followers by age



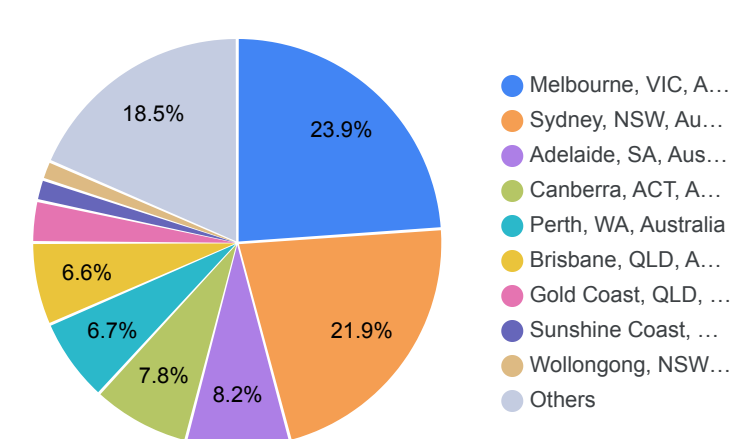
## Followers by Country



## Followers by State



## Followers by City



# Meta Ads Performance - Overview

Feb 25, 2026 - Mar 24, 2026

Data refreshes every 12 hours

Ad set name:  Campaign objective:  Publisher platform:

Amount spent: **\$523.81** ↑ 6.8%

Impressions: **222,441** ↑ 70.3%

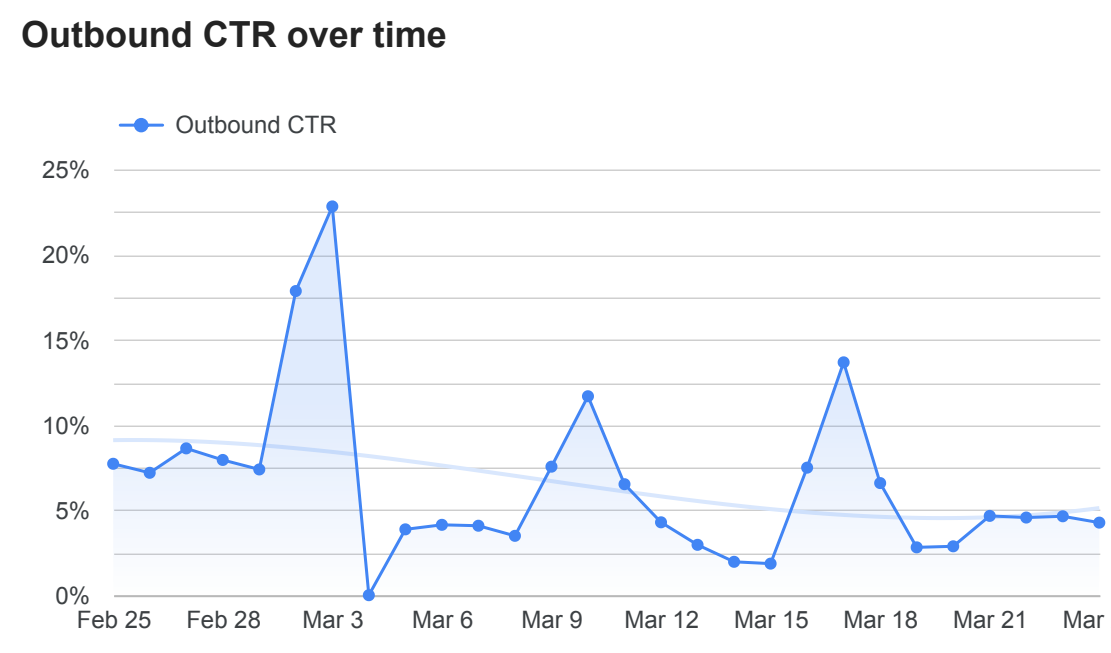
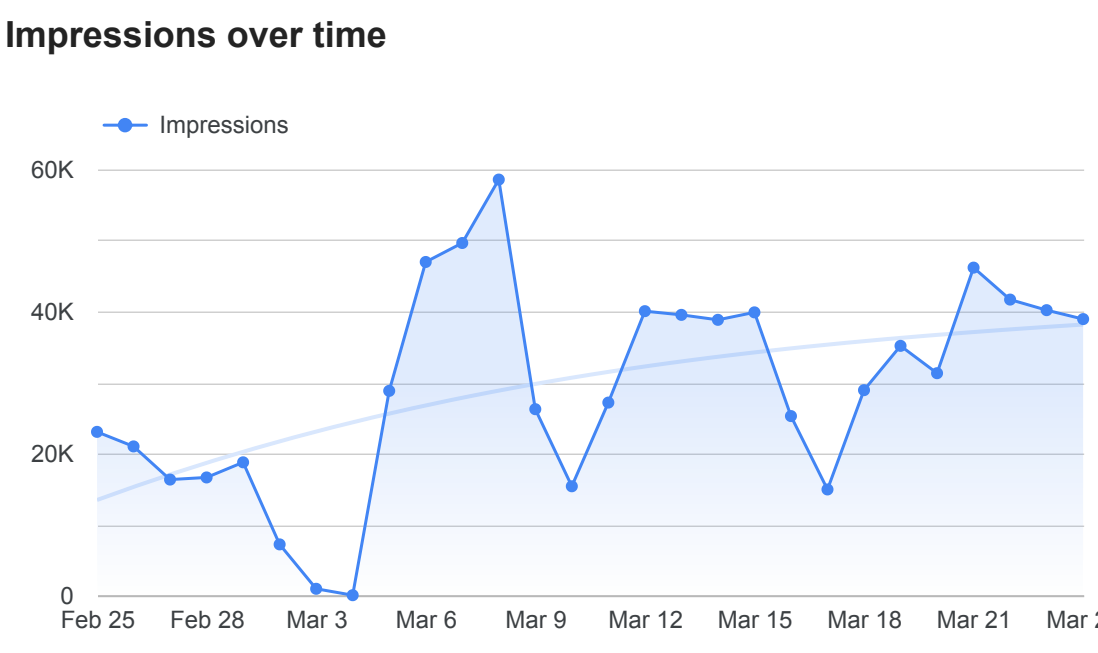
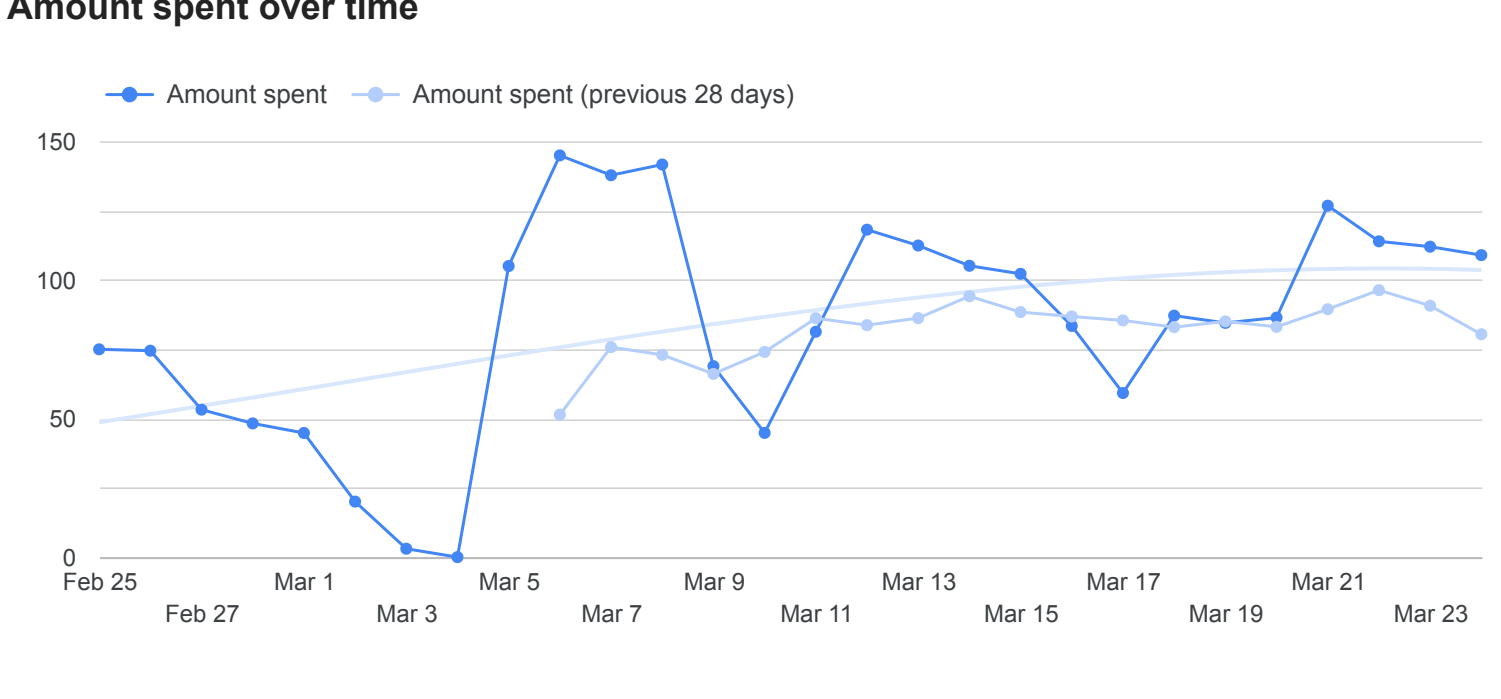
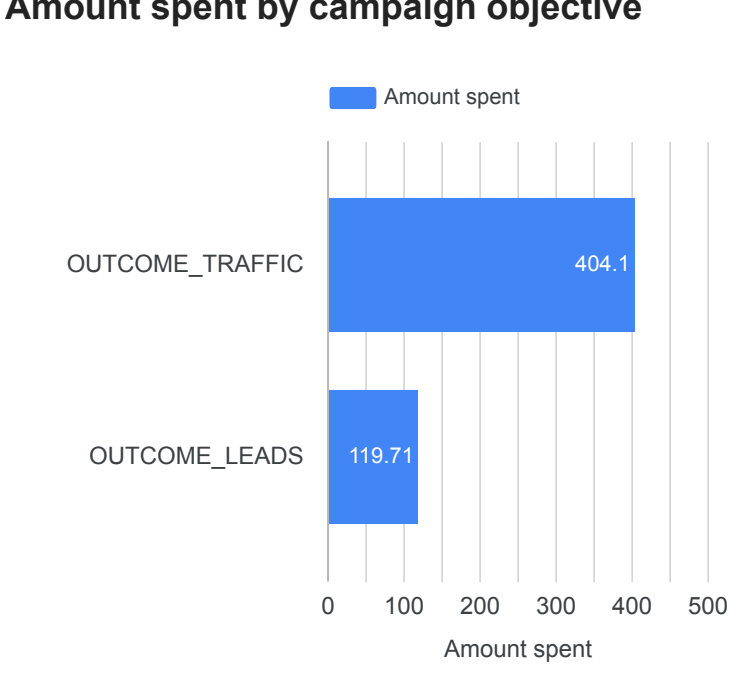
Outbound clicks: **41,148** ↑ 1,336.7%

CPM: **\$2.87** ↑ 1.5%

Reach: **151,484** ↑ 67.2%

Cost per outbound click: **\$0.06**

Outbound CTR: **5.04%**



## Meta Ads Performance - Top/Bottom of Funnel

Ad set name:  Campaign objective:  Publisher platform:

Reach: **151,484** ↑ 67.2%

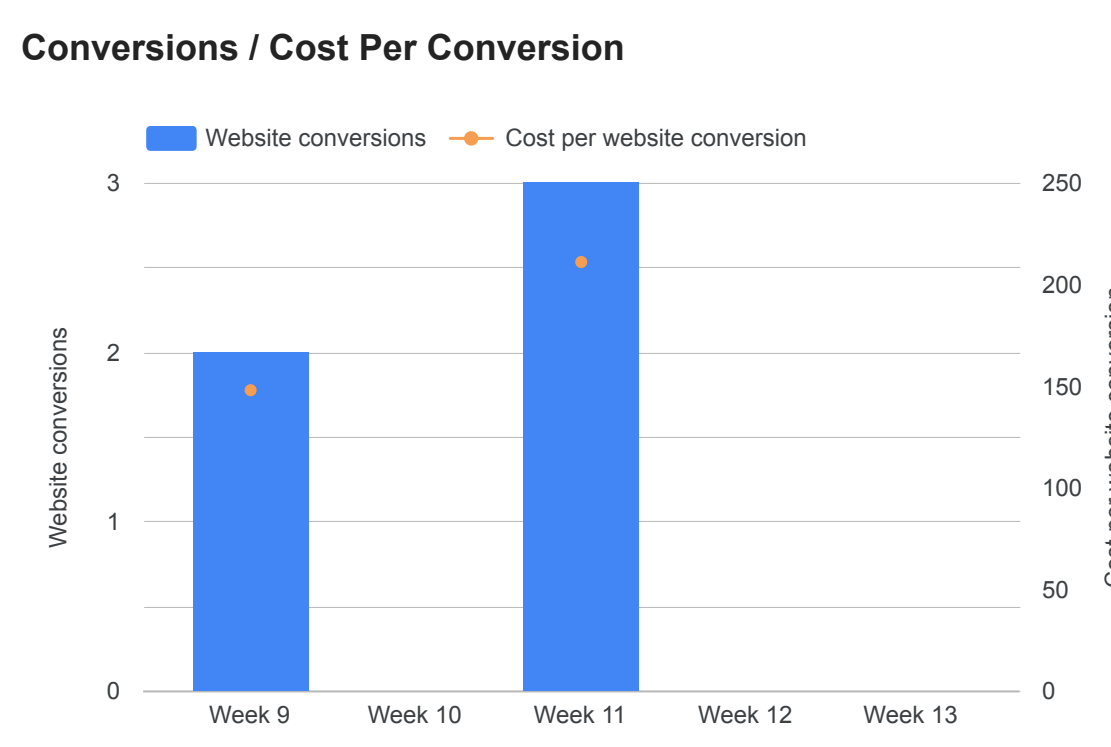
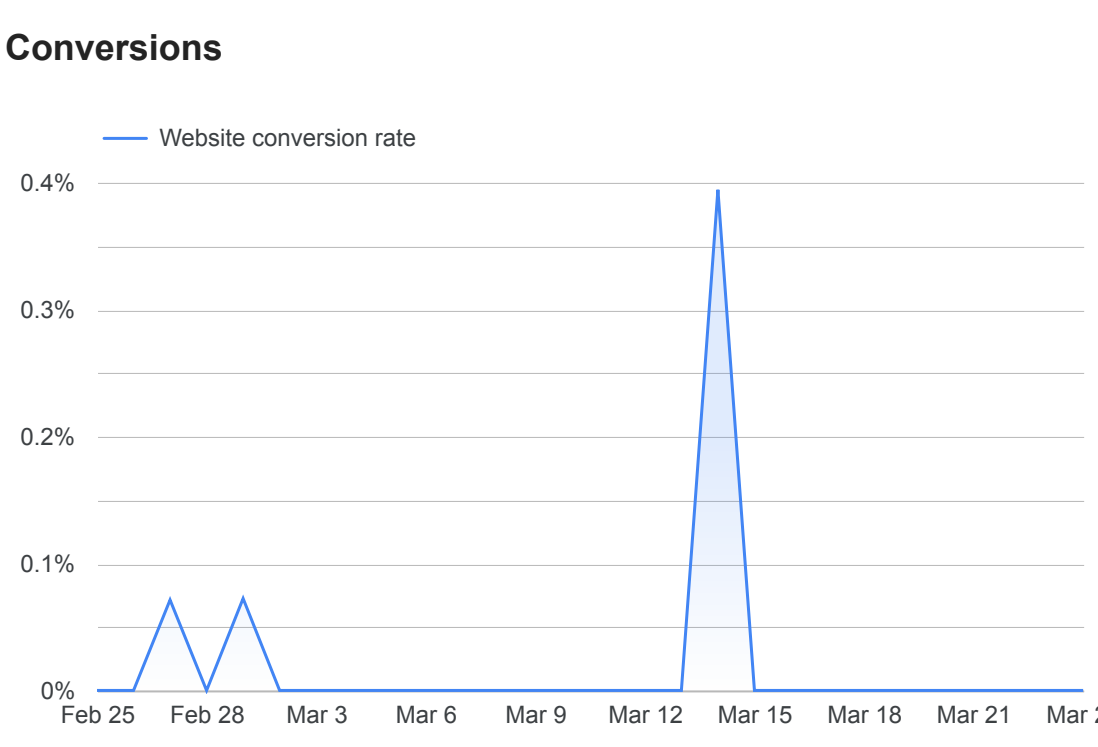
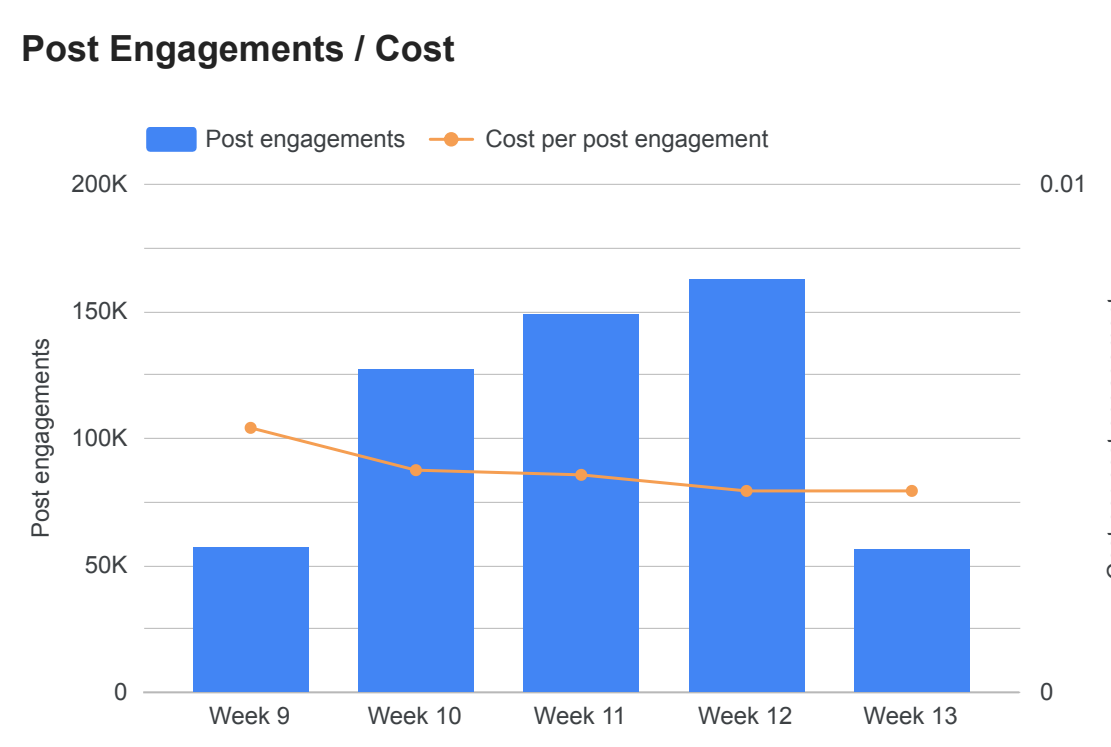
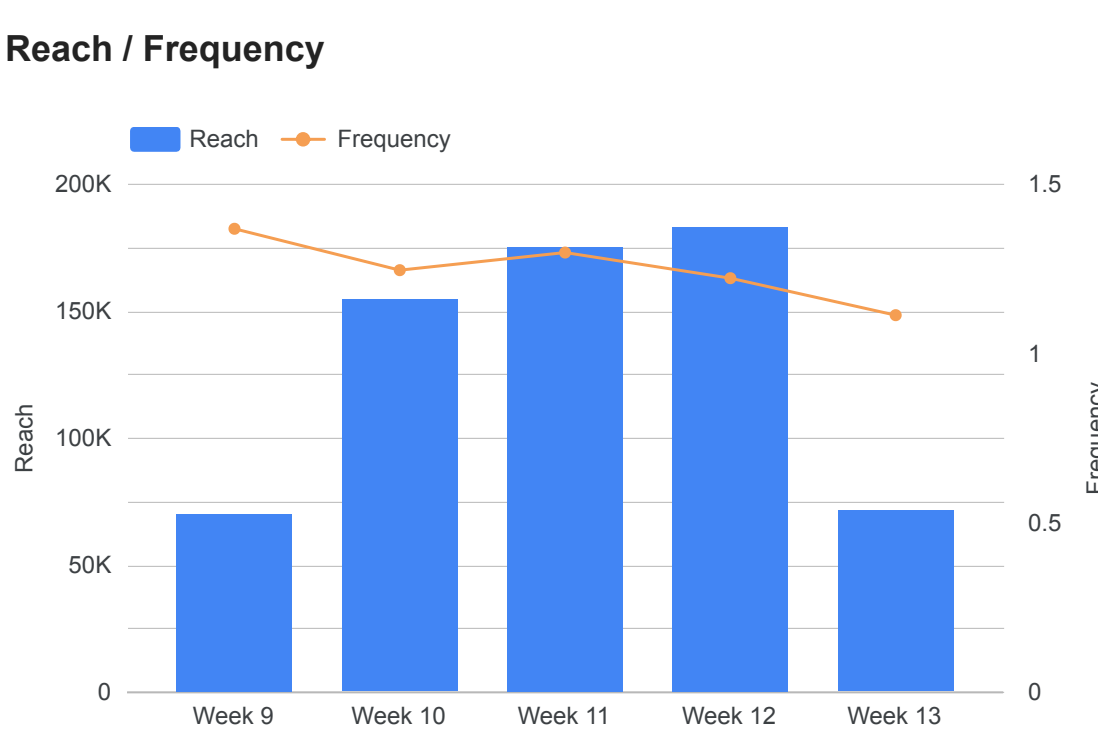
Frequency: **1.73**

Impressions: **222,441** ↑ 70.3%

Page engagements: **122,749** ↑ 66.7%

Website conversions: **47**

Landing page views: **37,523**



## Meta Ads Performance - Campaign Performance

Amount spent:  0 to 2,341.86

Outbound clicks:  0 to 41,148

Camp ID	Amount spent	Impressions	Outbound clicks	CPM	CPC (link)	CTR (link click-through rate)
1. 12034	\$29.98	6,718	888	\$4.46	\$0.03	13.22%
2. 12021	\$29.97	6,840	896	\$4.38	\$0.03	13.1%
3. 12039	\$29.98	7,098	1,056	\$4.22	\$0.03	14.88%
4. 12011	\$0.85	165	9	\$5.15	\$0.09	5.45%
5. 12001	\$0.74	215	30	\$3.44	\$0.02	13.95%
6. 12054	\$0.62	115	15	\$5.39	\$0.04	13.04%

Gran...: \$188.74, 61,695, 2,894, \$3.06, \$0.07, 4.69%, 1 - 6 / 6

### Top Campaigns by Clicks

Camp ID	Unique outbound clicks
1. 12039	1,031
2. 12034	884
3. 12021	873
4. 12001	30
5. 12054	13
6. 12011	9

### Top Campaigns by Engagement

Camp ID	Post engagements
1. 12039	5,080
2. 12034	4,964
3. 12021	4,332
4. 12001	147
5. 12054	105
6. 12011	69

### Top Campaigns by CPC

Camp ID	CPC (all)
1. 12001	\$0.02
2. 12034	\$0.03
3. 12021	\$0.03
4. 12001	\$0.03
5. 12054	\$0.03
6. 12011	\$0.03

## Meta Ads Performance - Ad Creative Performance

Ad ID	Spend	Impressions	Engagements	CPM	CPC	CTR
22456	\$29.96	7,098	4,964	\$4.22	\$0.03	14.88%
22671	\$29.97	6,840	5,080	\$4.38	\$0.03	13.1%
22555	\$29.98	6,718	4,332	\$4.46	\$0.03	13.22%
22323	\$0.74	215	147	\$3.44	\$0.02	13.95%
22264	\$0.85	165	105	\$5.15	\$0.09	5.45%
22000	\$0.62	115	69	\$5.39	\$0.04	13.04%

Grand...: \$188.74, 61,695, 40,745, \$3.06, \$0.07, 4.69%, 1 - 6 / 6

### Top Ads by Outbound Clicks

Ad ID	Unique outbound clicks
1. 22456	1,031
2. 22555	884
3. 22671	873
4. 22323	30
5. 22264	13
6. 22000	9

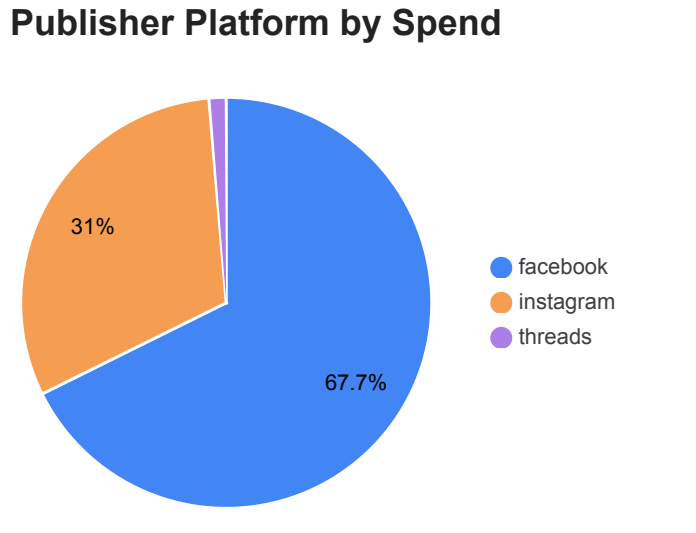
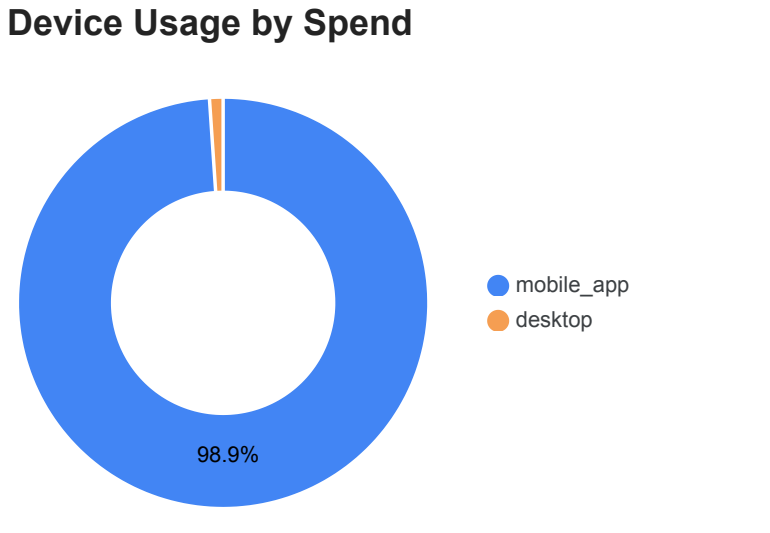
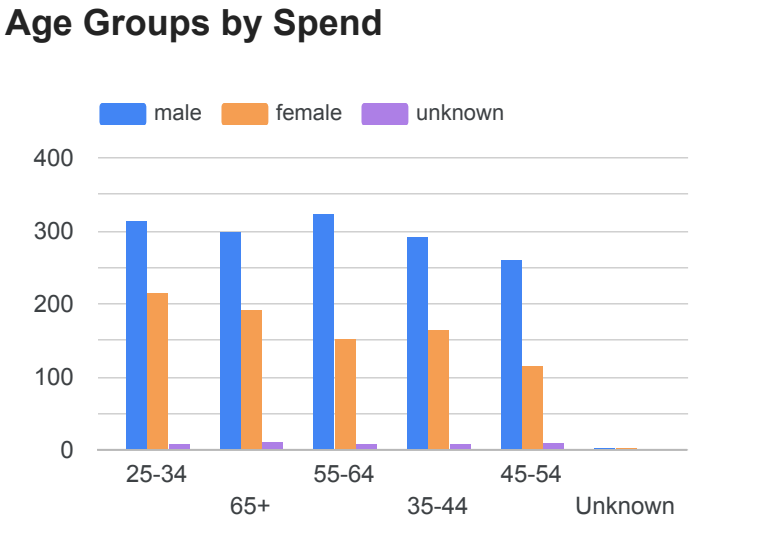
### Top Ads by Engagement

Ad ID	Ad Engagements
1. 22671	5,080
2. 22458	4,964
3. 22555	4,332
4. 22323	147
5. 22264	105
6. 22000	69

### Top Ads by CPC

Ad ID	CPC (all)
1. 22323	\$0.02
2. 22456	\$0.03
3. 22671	\$0.03
4. 22555	\$0.03
5. 22000	\$0.03
6. 22264	\$0.03

## Meta Ads Performance - Demographics



Data refreshes every 12 hours

Subscribers  
77,400

Subscribers gained  
826  
↑ 46.5%

Views  
360,507  
↑ 52.5%

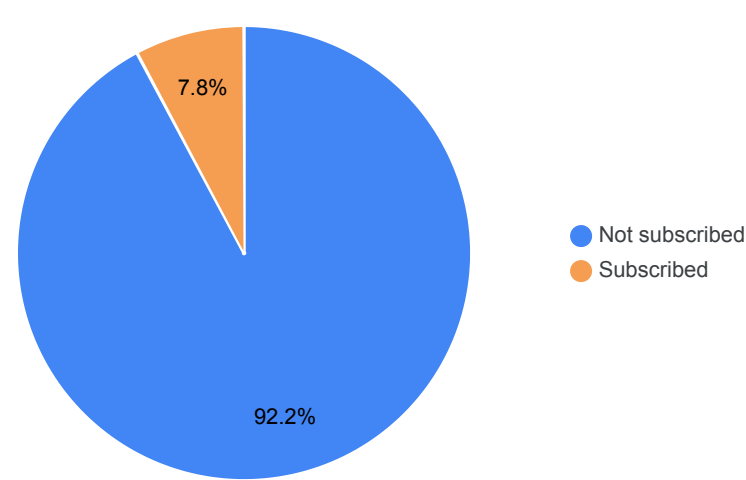
Average View Percentage  
79.95%  
↑ 1.2%

Percentage change compares the selected date range to the previous equivalent period.

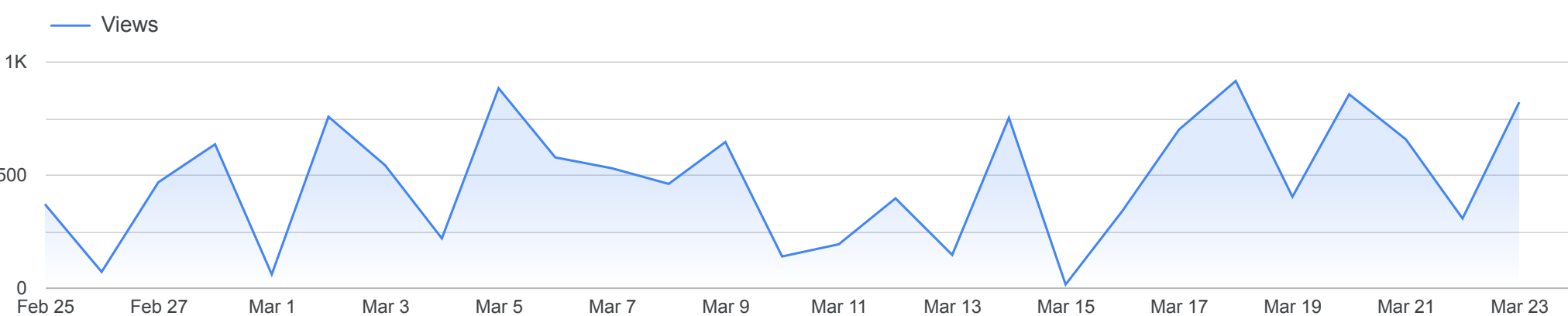
Average Watch Time  
00:05:54  
↓ -1.3%

Total Watch Time (HH:MM:SS)  
23511:41:53  
↑ 63.8%

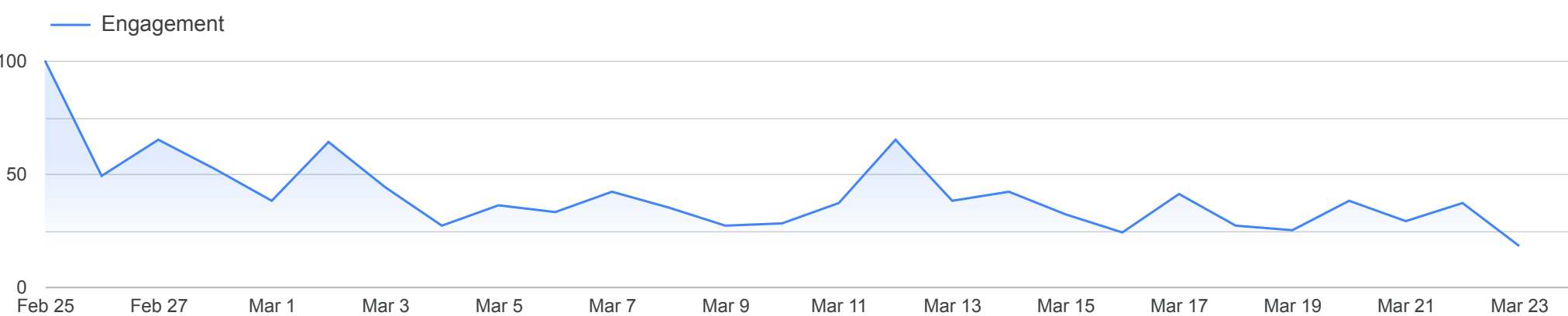
Total views by subscribers



Views



Engagements



Search by video title

Video performance

	Video ID	Video Code	Views	Watch Time	Comments	Likes	Dislikes	Shares
1.	IN	uZ548AIShpc	913	00:07:29	2	66	3	78
2.	CH	uZ548XIAhpc	881	00:07:38	2	12	22	68
3.	US	uZ548XIPhpc	854	00:00:49	1	20	11	61
4.	US	uZ548SIShpc	819	00:07:10	1	13	13	131
5.	CN	uZA48XIShpc	755	00:01:17	2	2	15	69
6.	MX	uW548XIShpe	750	00:07:41	2	3	6	14
7.	IT	uZA48XISkpc	698	00:05:27	1	31	2	94
8.	US	u9548XIShpc	655	00:01:06	1	13	6	23
9.	US	uW548XIShpc	643	00:04:27	1	24	6	15
10.	DE	uZ548XIPhpc	633	00:07:33	1	17	4	12
11.	BR	u9548XIWhpc	575	00:01:28	1	9	11	70
12.	CM	uZ548SIShpc	540	00:07:42	1	36	13	82
13.	AU	uZA48XISkpc	527	00:07:59	1	50	3	92
14.	DK	uW548XIShpc	465	00:05:01	1	15	1	30

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YouTube - Top performing videos

Top videos by views

	Video ID	Video Code	Views
1.	IN	uZ548AIShpc	913
2.	CH	uZ548XIAhpc	881
3.	US	uZ548XIPhpc	854
4.	US	uZ548SIShpc	819
5.	CN	uZA48XIShpc	755
6.	MX	uW548XIShpe	750
7.	IT	uZA48XISkpc	698
8.	US	u9548XIShpc	655
9.	US	uW548XIShpc	643
10.	DE	uZ548XIPhpc	633

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Top videos by total watch time

	Video ID	Video Code	Watch Time
1.	US	uZ548SIShpc	00:07:49
2.	CM	uZ548SIShpc	00:07:45
3.	DK	uW548XIShpc	00:07:43
4.	AR	uW548XIShpe	00:07:37
5.	US	uZA48XISkpc	00:07:33
6.	AT	uZ548AIShpc	00:07:28
7.	IL	uW548XIShpc	00:07:01
8.	DE	uZ548XIPhpc	00:06:45
9.	KR	uZ548XIAhpc	00:06:28
10.	CN	uZA48XIShpc	00:06:09

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Top Videos by Subscriptions Gained

	Video ID	Video Code	New Subscribers
1.	IN	uZ548AIShpc	3
2.	IT	uZA48XISkpc	3
3.	CH	uZ548XIAhpc	2
4.	IL	uW548XIShpc	2
5.	MX	uW548XIShpe	2
6.	CM	uZ548SIShpc	2
7.	US	uZ548SIShpc	2
8.	US	uW548XIShpc	2
9.	AT	uZ548AIShpc	2
10.	CA	uZ548XIPhpc	1

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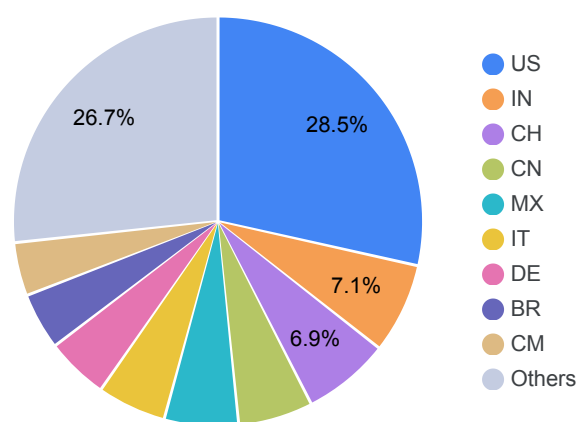
Top videos by average watch time

	Video ID	Video Code	Watch Time
1.	US	uZ548SIShpc	00:07:49
2.	CM	uZ548SIShpc	00:07:45
3.	DK	uW548XIShpc	00:07:43
4.	AR	uW548XIShpe	00:07:37
5.	US	uZA48XISkpc	00:07:33
6.	AT	uZ548AIShpc	00:07:28
7.	IL	uW548XIShpc	00:07:01
8.	DE	uZ548XIPhpc	00:06:45
9.	KR	uZ548XIAhpc	00:06:28
10.	CN	uZA48XIShpc	00:06:09

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YouTube - Audience

Views by Country



New Subscribers by Country

