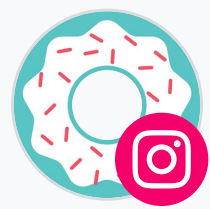


Instagram | page report

Xuxo Patisserie

01 July 2022 - 07 July 2022



Followers

2,850,314 ↗ 0,1%

compared to 2,847,987 in the previous period

Posts

21 ↘ 4,5%

compared to 22 in the previous period

Organic ER per post

0.84% ↗ 5%

compared to 0.80% in the previous period

Post engagements

29,437 ↘ 36,9%

compared to 46,662 in the previous period

Likes

22,730 ↗ 12%

compared to 20,295 in the previous period

Comments

5,562 ↗ 8,4%

compared to 5,131 in the previous period

Page reach

42,998,085 ↗ 44,2%

compared to 28,810,633 in the previous period

Stories

113 ↘ 13%

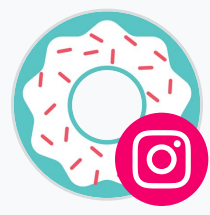
compared to 130 in the previous period

Story reach

3,254,182 ↘ 13%

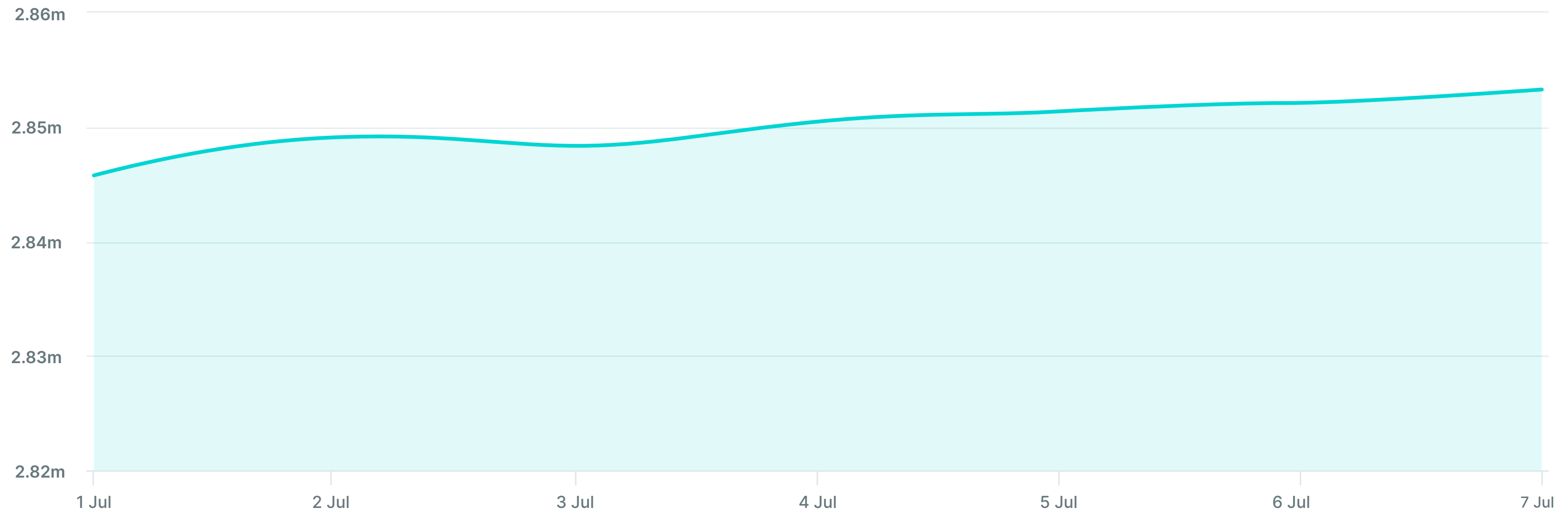
compared to 4,150,438 in the previous period

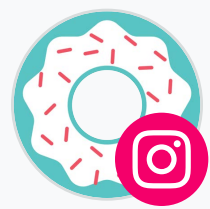
Compared to: 24.06.2022 - 30.06.2022



Followers

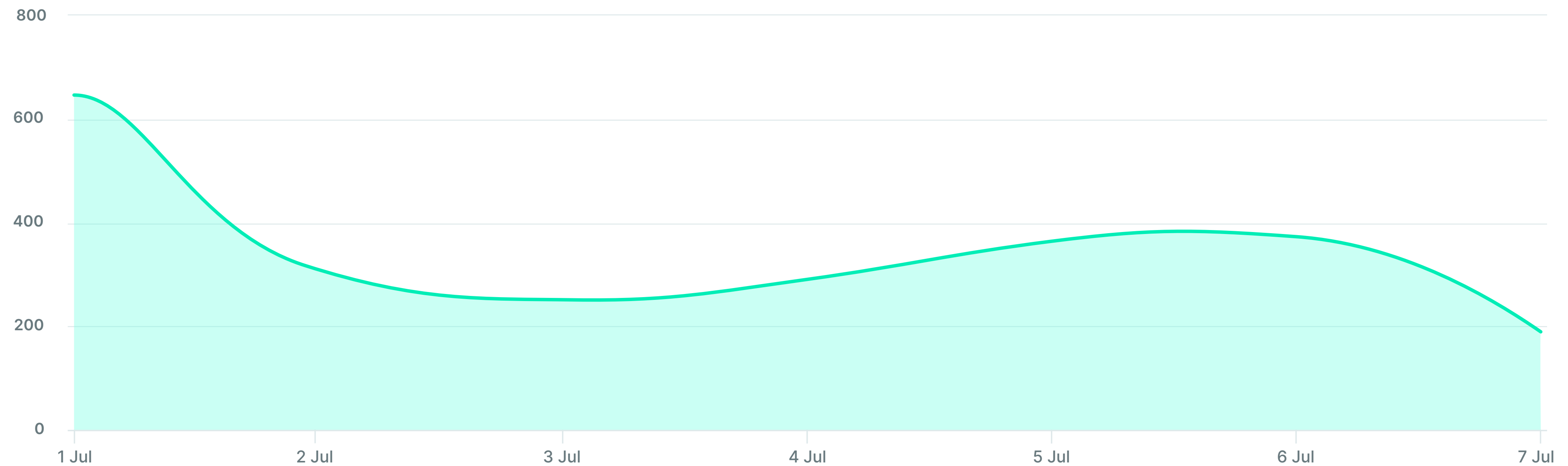
You have **2,850,314** followers by 07.07.2022





Follower growth

↗ You gained **1,706** more followers



Highest growth

621 ↗

on 01.07.2022 - Friday

Lowest growth

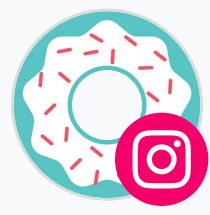
198 ↗

on 07.07.2022 - Thursday

Daily growth

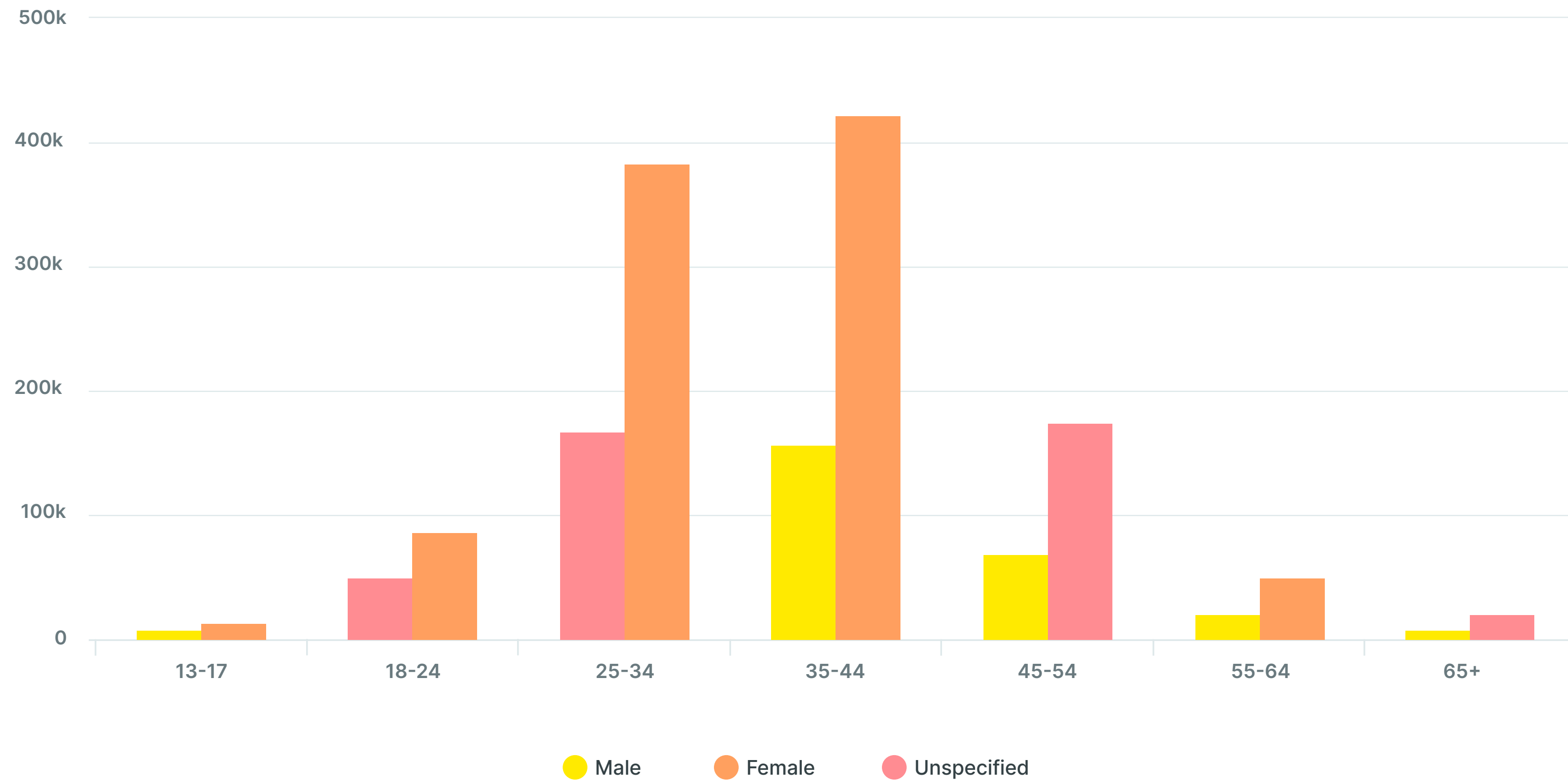
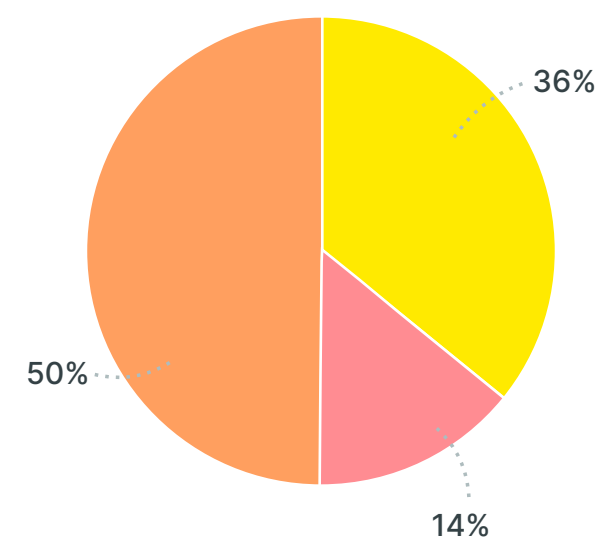
244 ↗

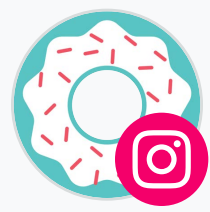
per day in the selected date range



Demographics

at 08.07.2022



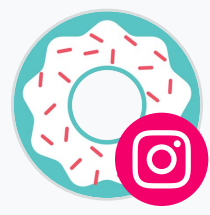


Countries

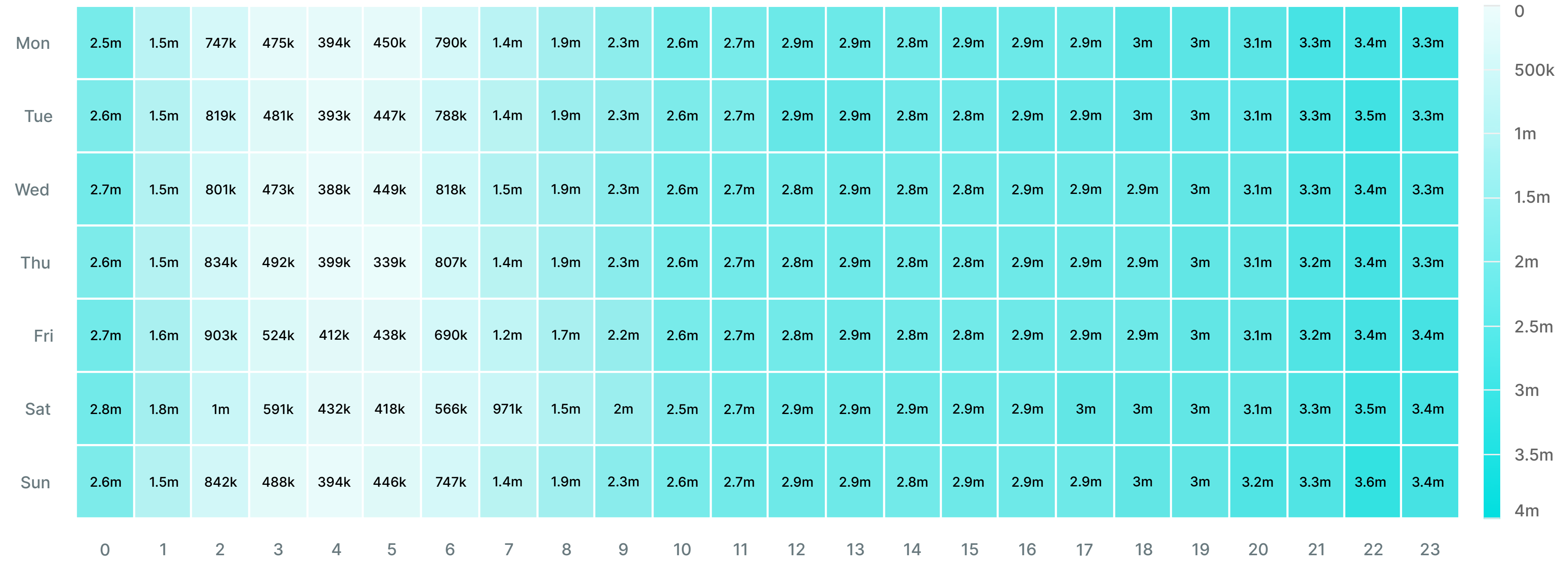
Country	Total
GB	1,789,780
US	77,985
FR	76,876
DE	32,166
IT	19,721
ES	19,600
TR	12,417

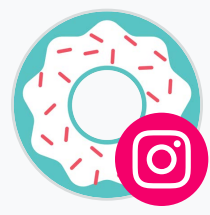
Cities

City	Total
London	444,342
Brighton	112,587
Cambridge	110,718
Bristol	79,381
Boston	59,400
Paris	56,475
Berlin	55,328

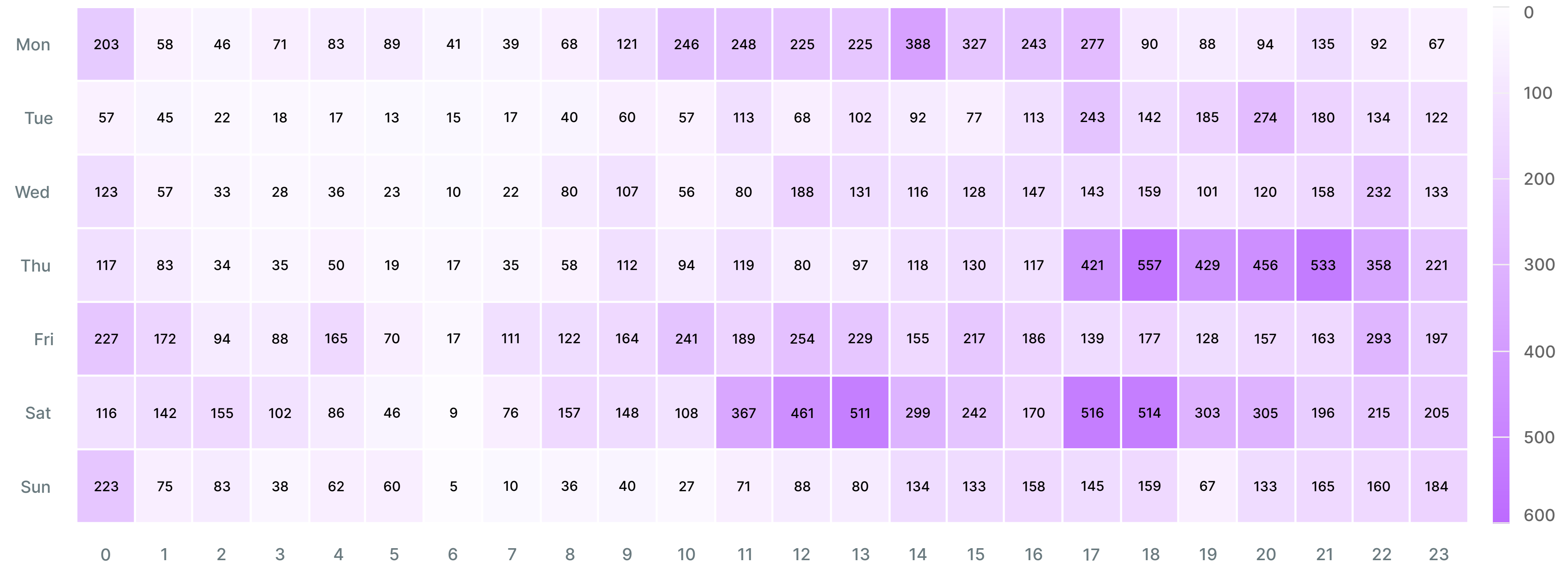


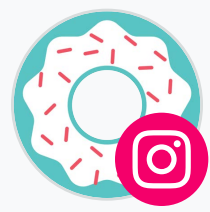
Online followers (08.06.2022 - 07.07.2022)





User activities





Most comments and messages

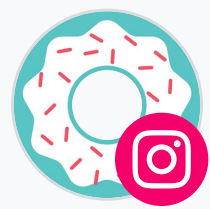
Username Messages

@yolanda.barrueco86	1,703
@akachi_va123	846
@lungelo_ngcabaaa	209
@nadine.p2000	156
@zaa.reed_rr	83
@sebastian.westergren1	64
@antoninnn_h555	59

Most liked comments

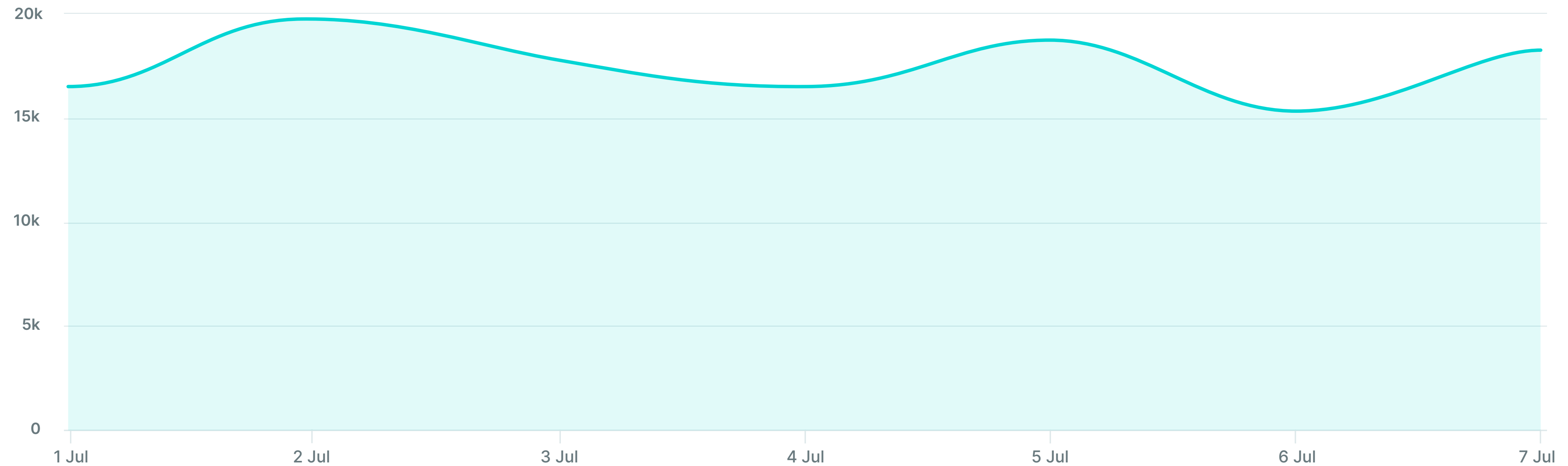
Username Likes

@rik.kann_ny	1,027
@this.heather.c	859
@sebastian.westergren1	612
@akachi_va123	544
@thoma_fulloway8	203
@alex.edwardss_uk	157
@jordanna.kkitchener	86



Profile views

Your profile has been viewed **125,375** times



Highest views

19,924

on 02.07.2022 - Saturday

Lowest views

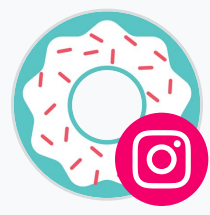
15,477

on 06.07.2022 - Wednesday

Daily views

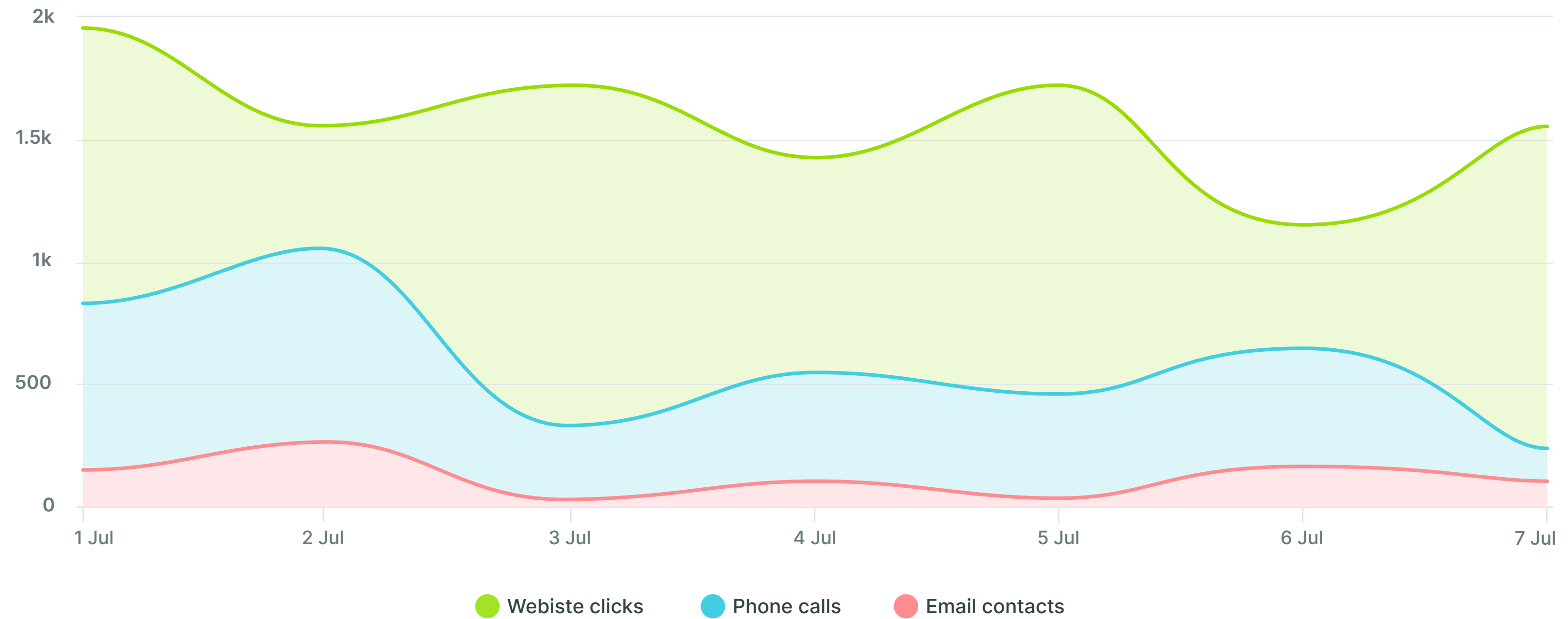
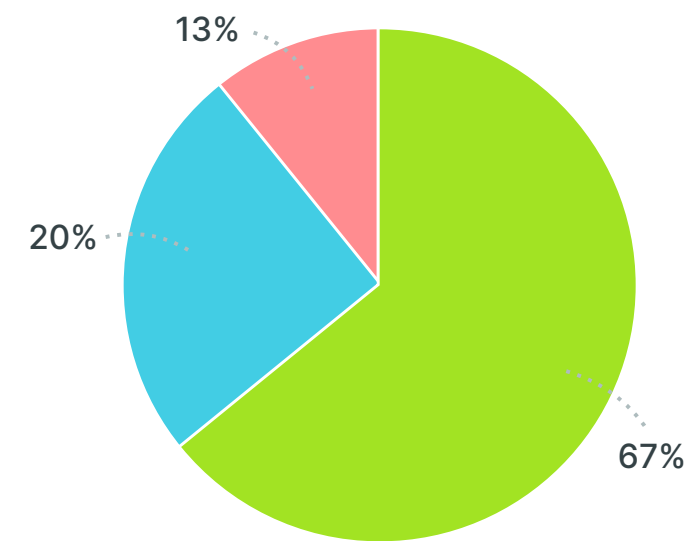
17,962

per day in the selected date range



Profile engagements

Your profile had **13,448** engagements



Highest engagement

2,391

on 01.07.2022 - Friday

Lowest engagement

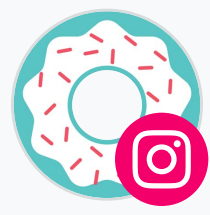
1,473

on 06.07.2022 - Wednesday

Daily engagement

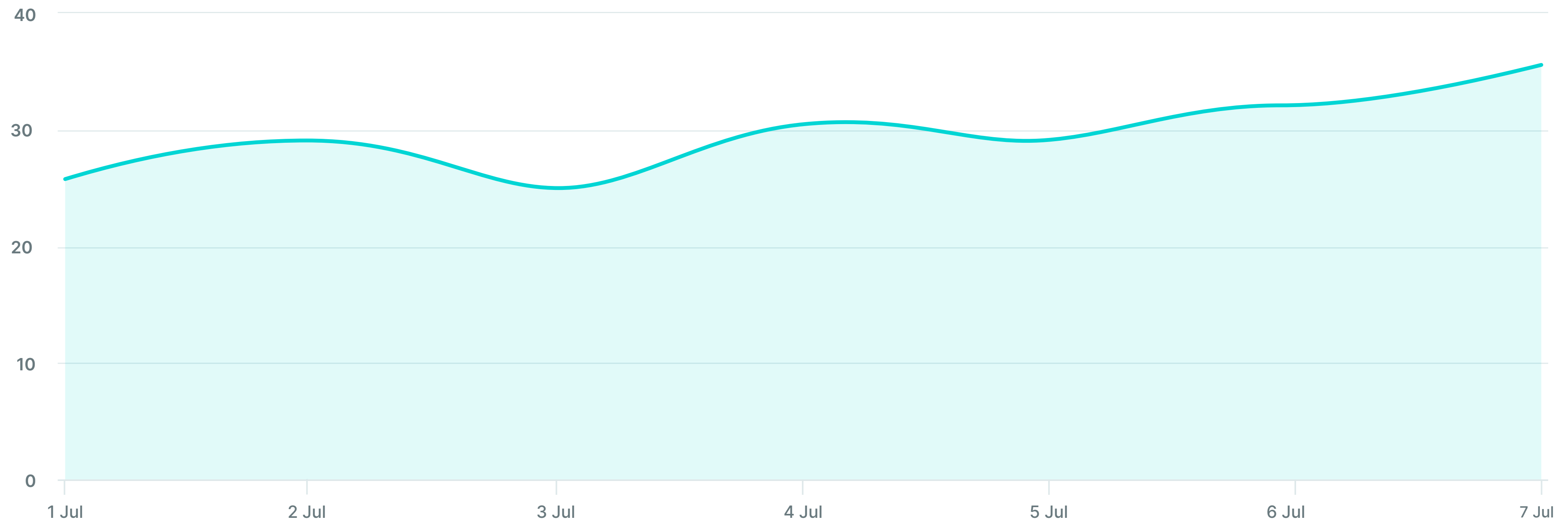
1,921

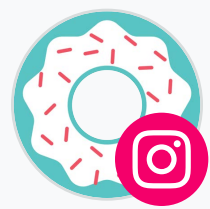
per day in the selected date range



Following

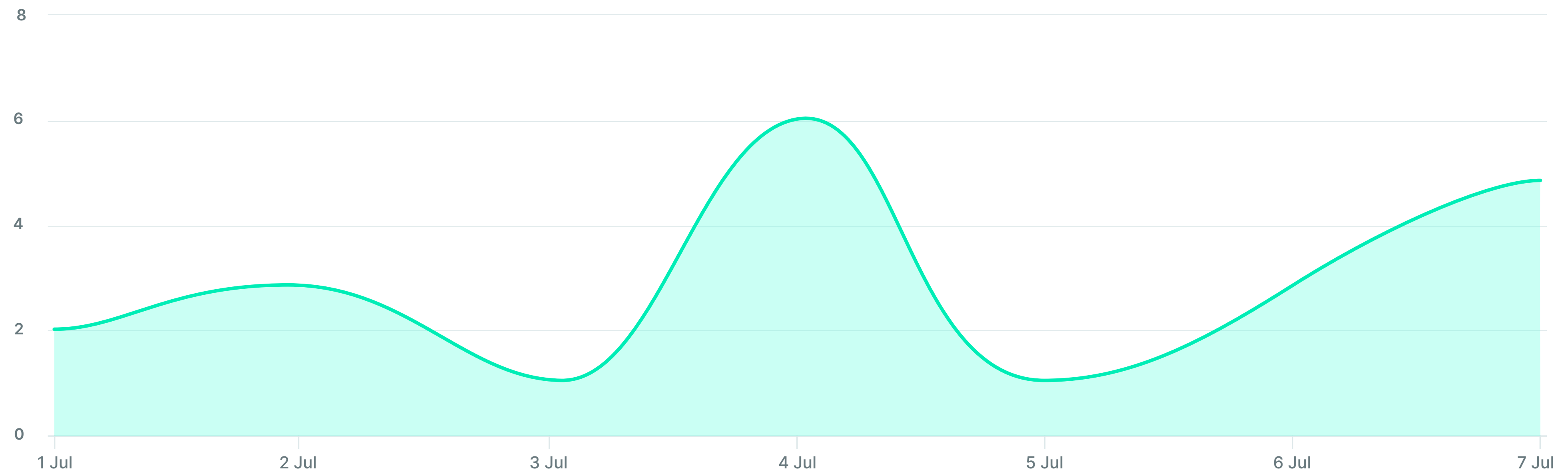
You are following **36** profiles by 07.07.2022





Following growth

↗ You are following **9** more profiles



Highest growth

6

on 04.07.2022 - Monday

Lowest growth

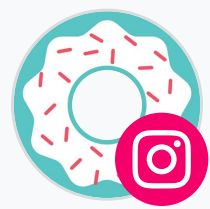
1

on 03.07.2022 - Sunday

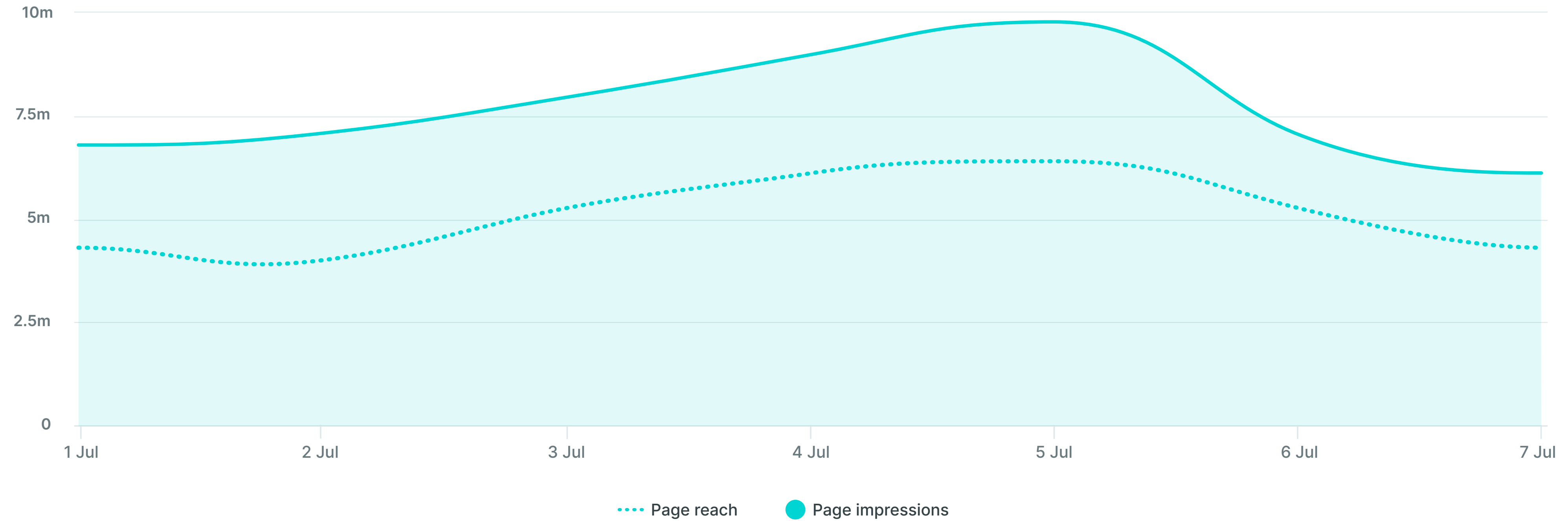
Daily growth

1.28

per day in the selected date range



Page reach and impressions



Daily impressions

9,710,678

per day in the selected date range

Daily reach

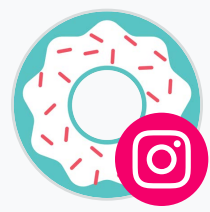
6,142,584

per day in the selected date range

Frequency

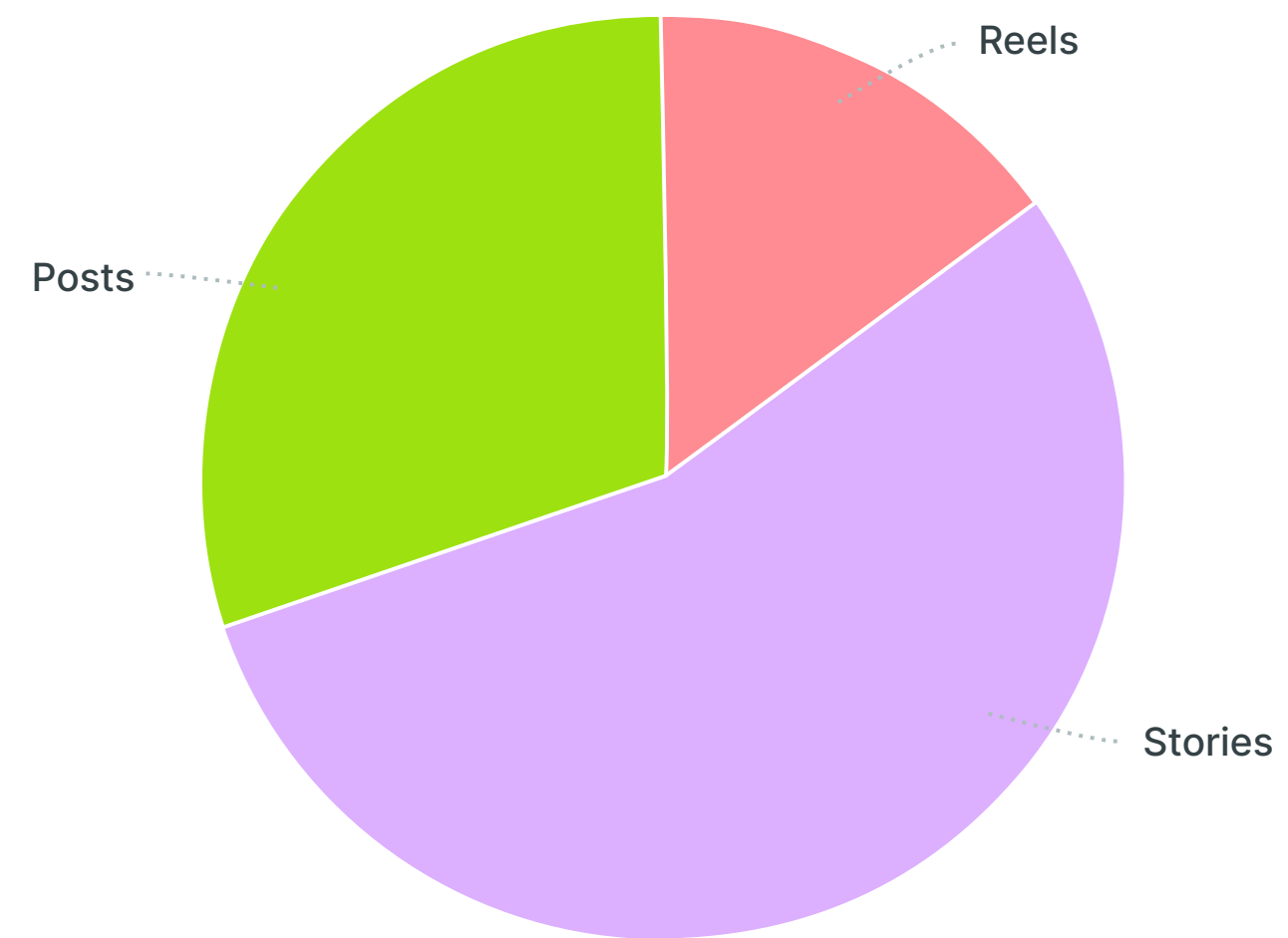
1.58

times per user



Total engagements

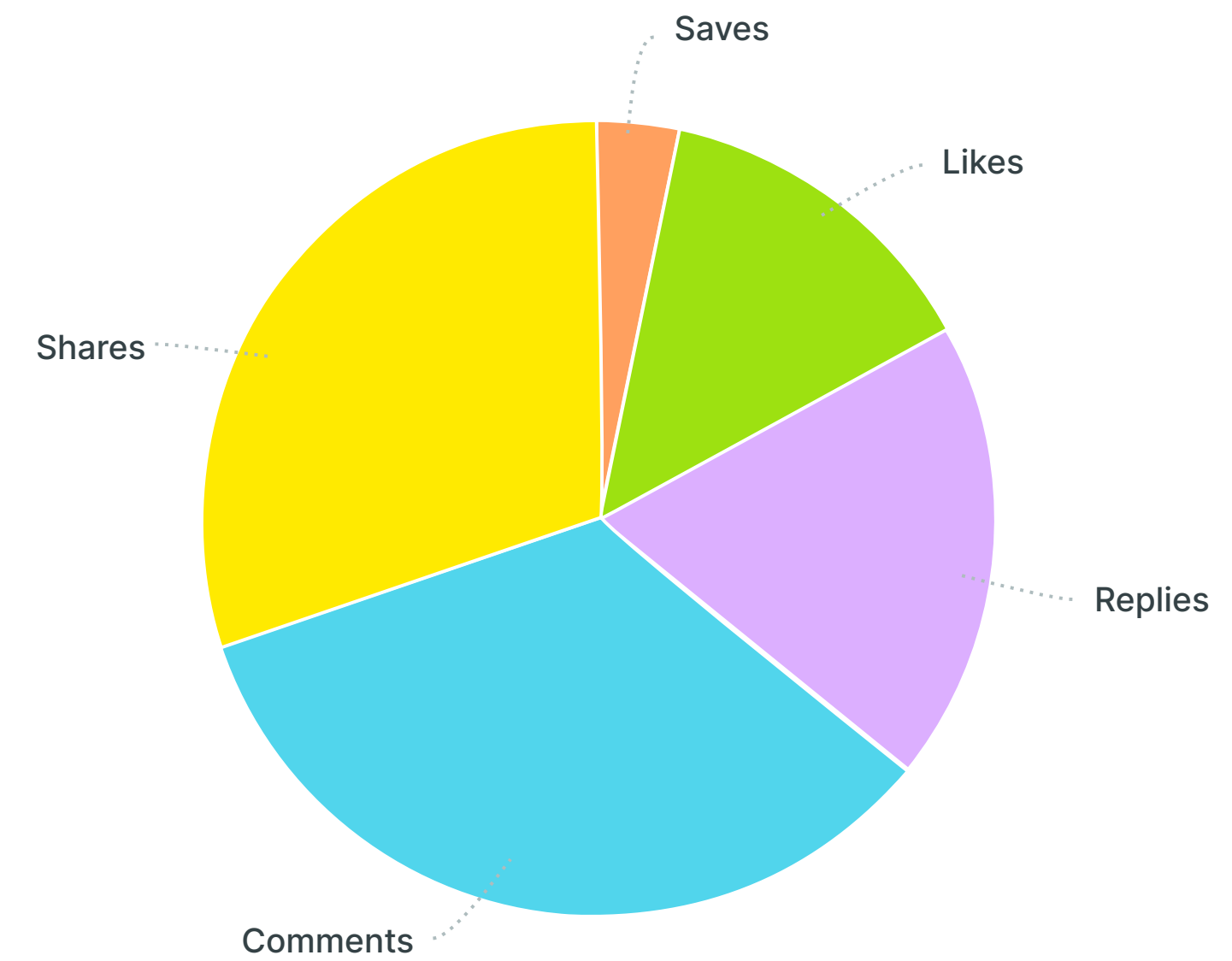
You had **152** organic and paid engagements



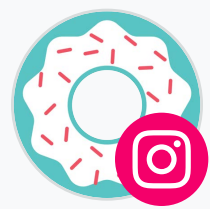
- Stories
- Posts
- Reels

Engagement types

Breakdown of total engagements grouped by types

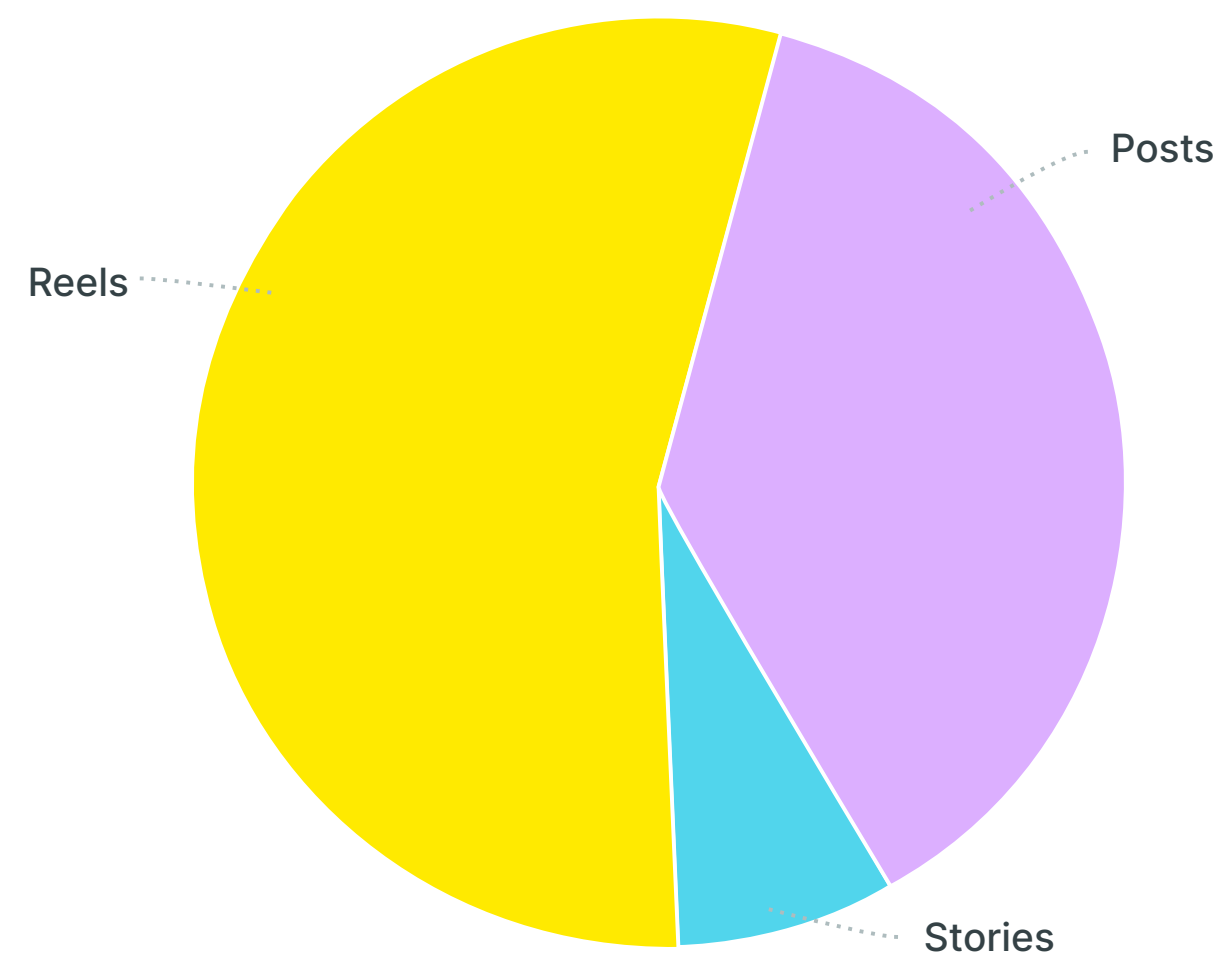


- Comments
- Shares
- Replies
- Likes
- Saves



Likes

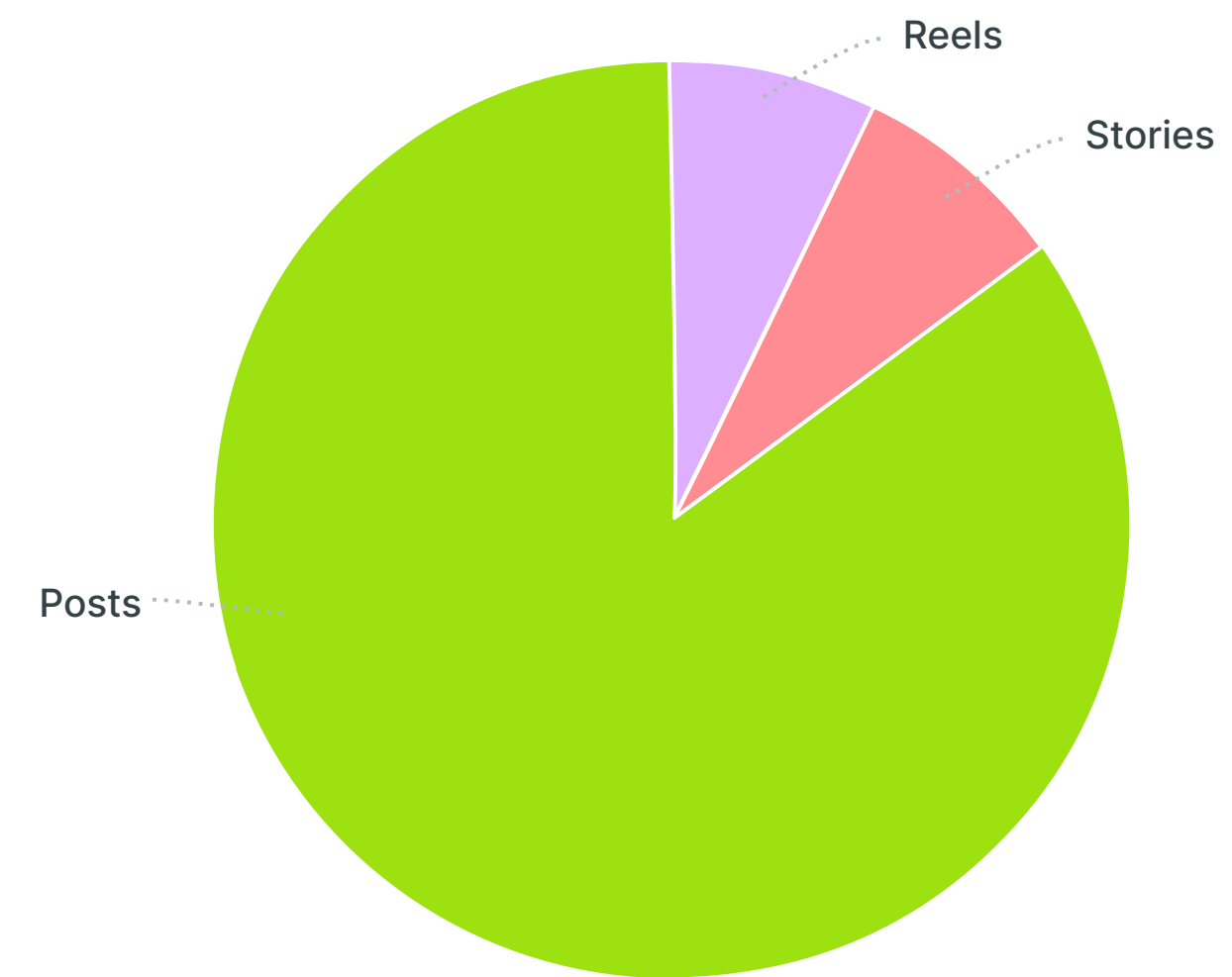
You had **31** organic and paid likes



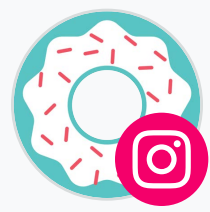
● Reels ● Posts ● Stories

Comments

You had **56** organic and paid comments

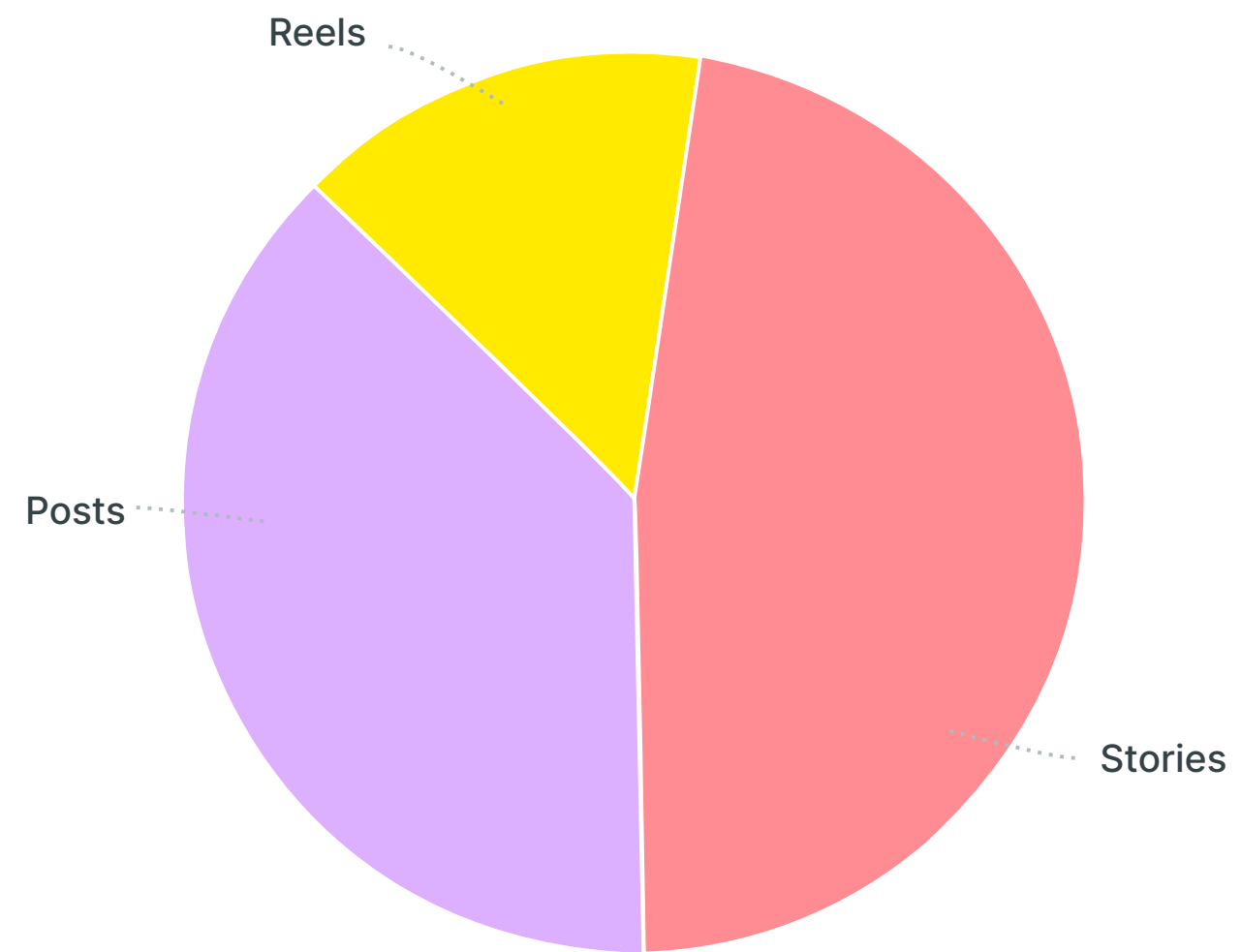


● Posts ● Reels ● Stories



Shares

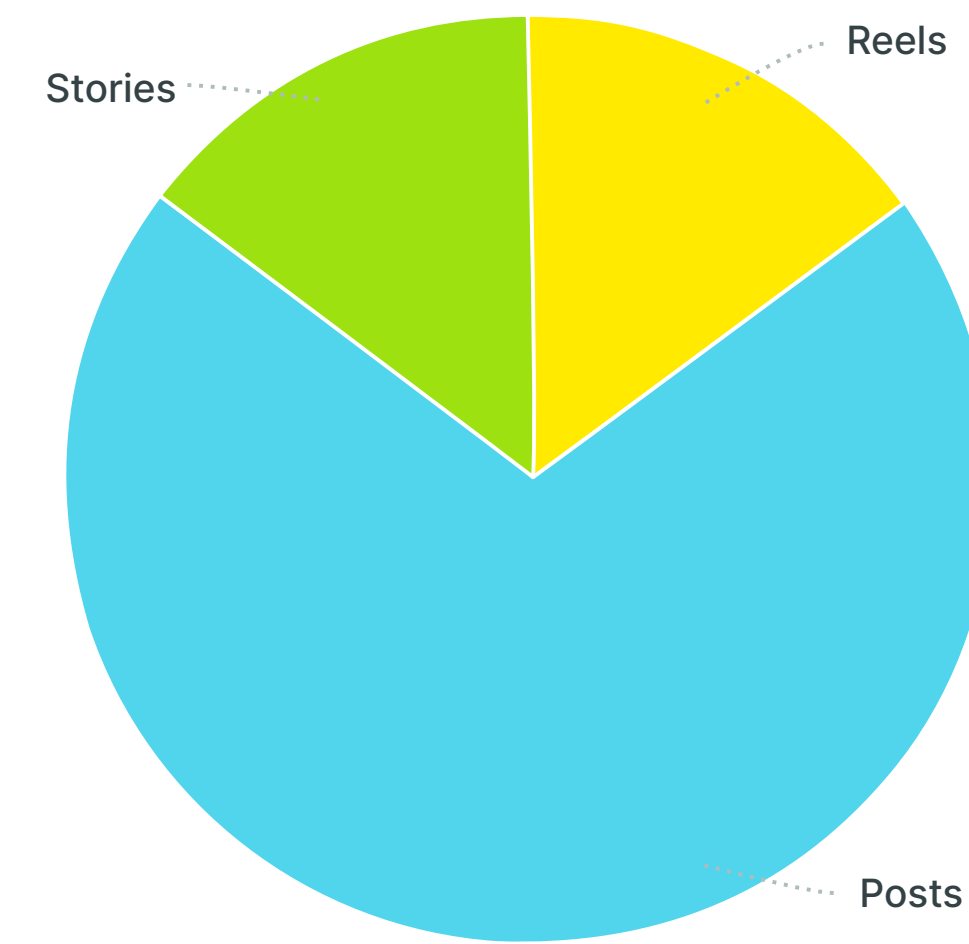
You had **41** organic and paid shares



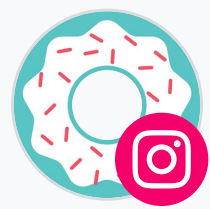
● Stories ● Posts ● Reels

Saves

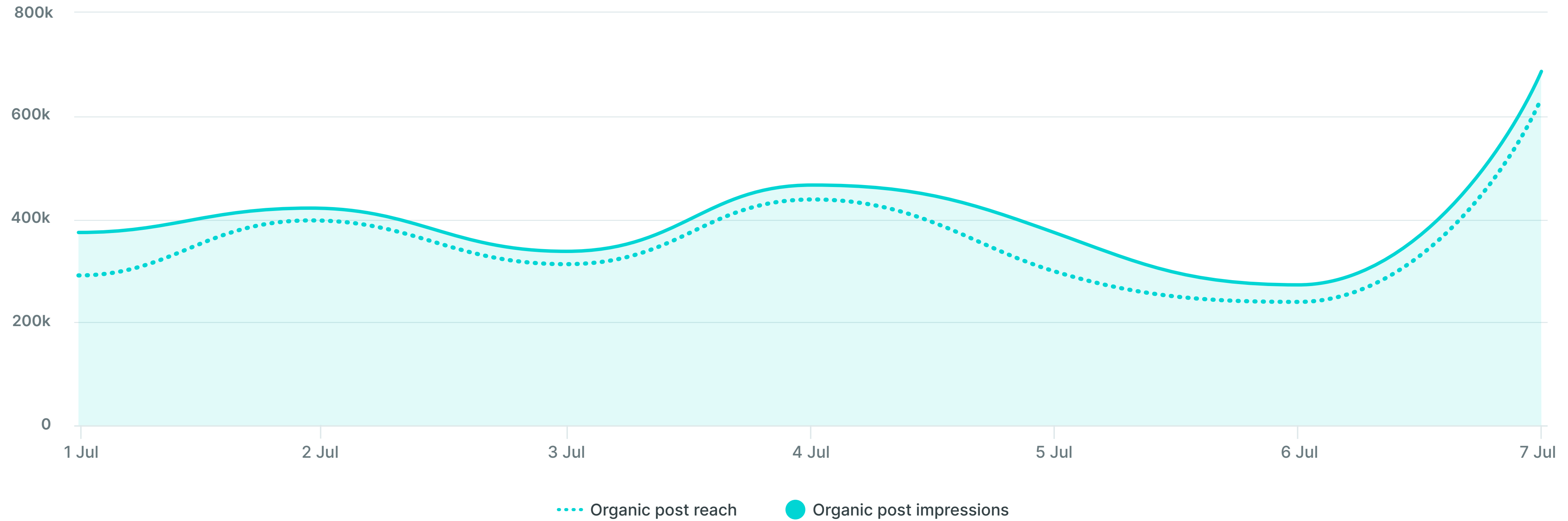
You had **24** organic and paid saves



● Posts ● Stories ● Reels



Organic post reach and impressions



Daily impressions

397,264

per day in the selected date range

Daily reach

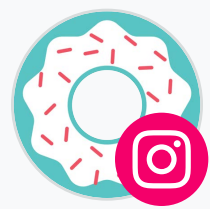
370,714

per day in the selected date range

Frequency

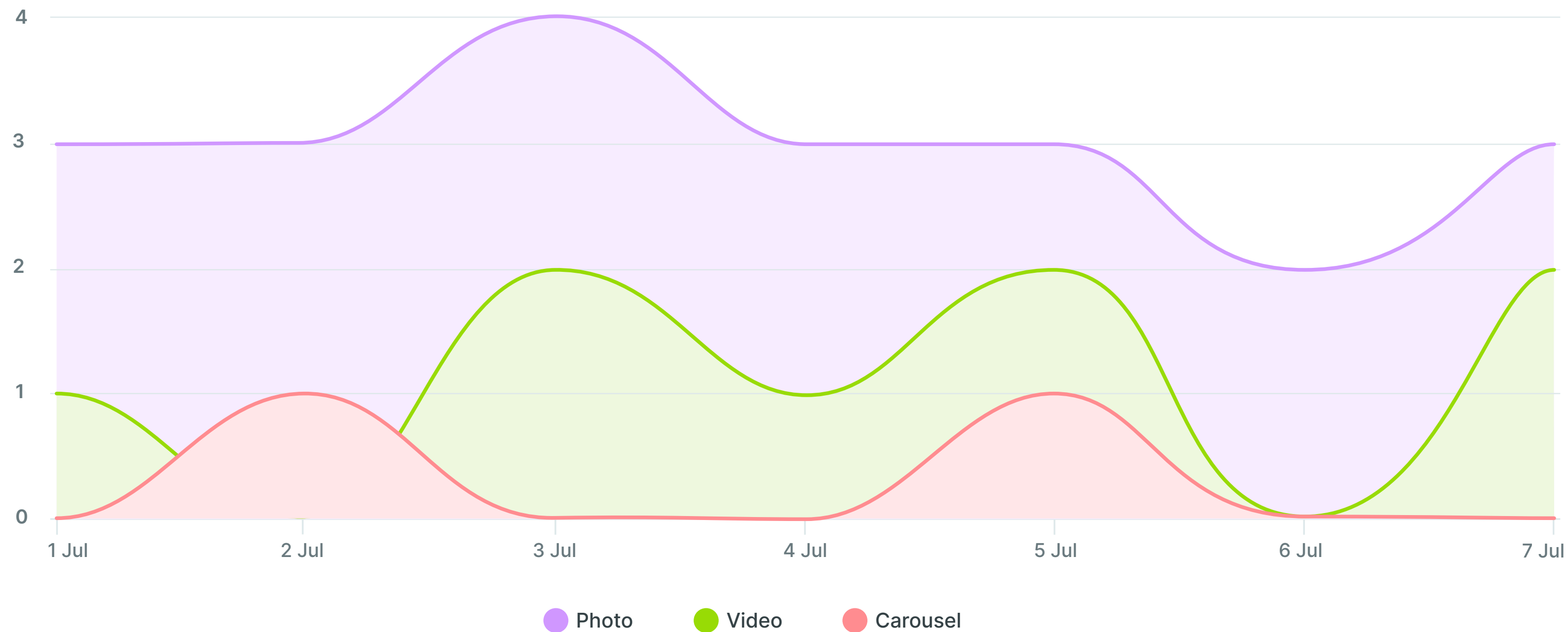
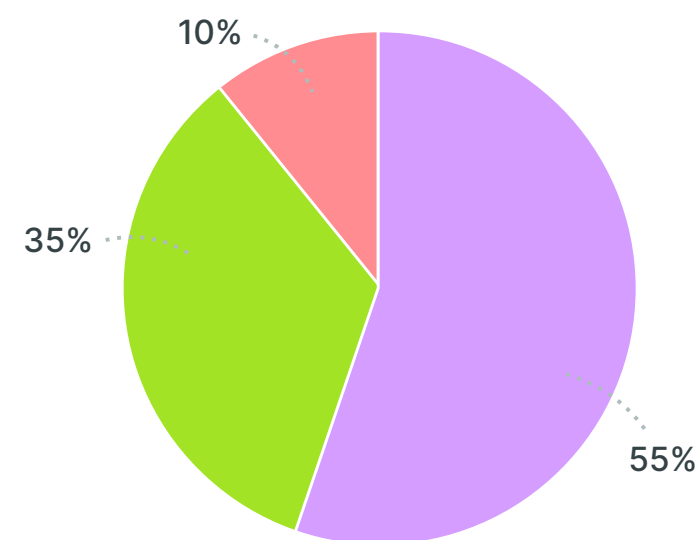
1.07

times per user



Posts

You published **21** posts



Highest posts

4

on 03.07.2022 - Sunday

Lowest posts

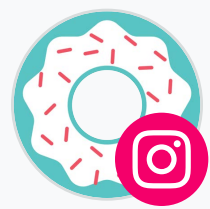
2

on 06.07.2022 - Wednesday

Daily posts

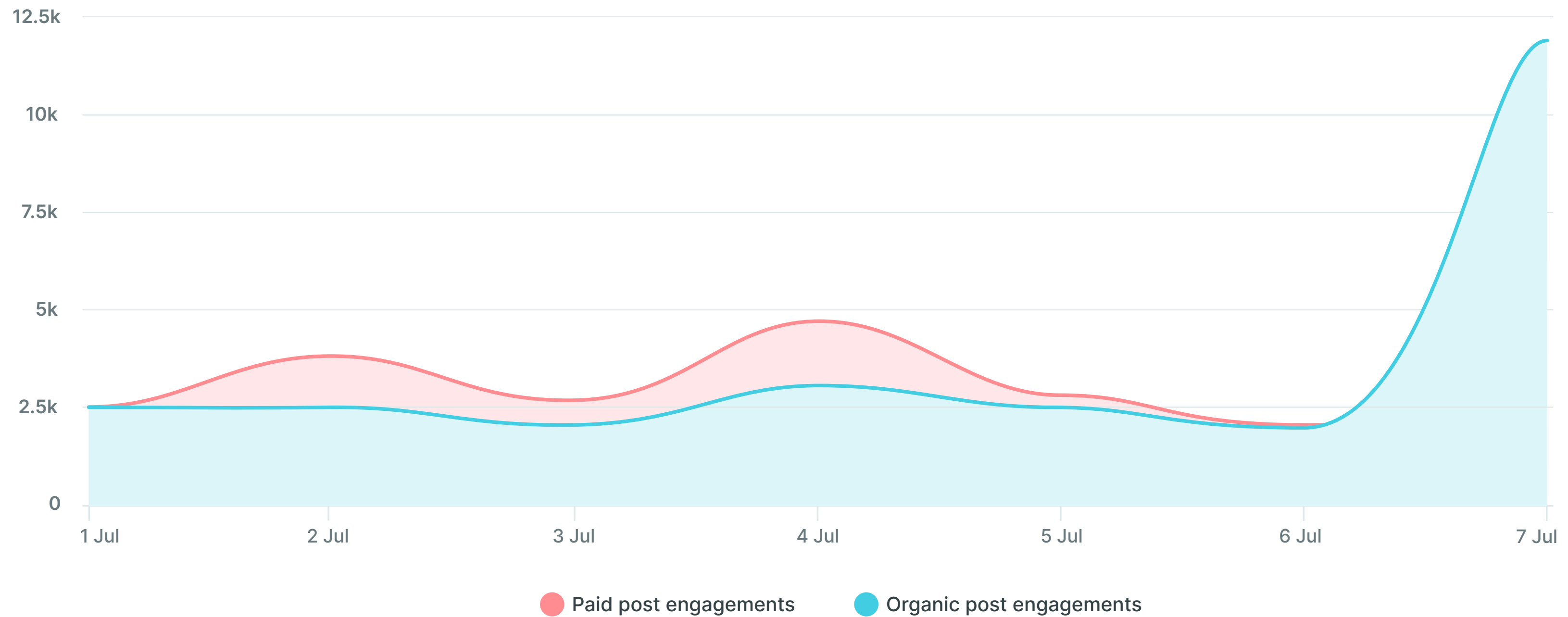
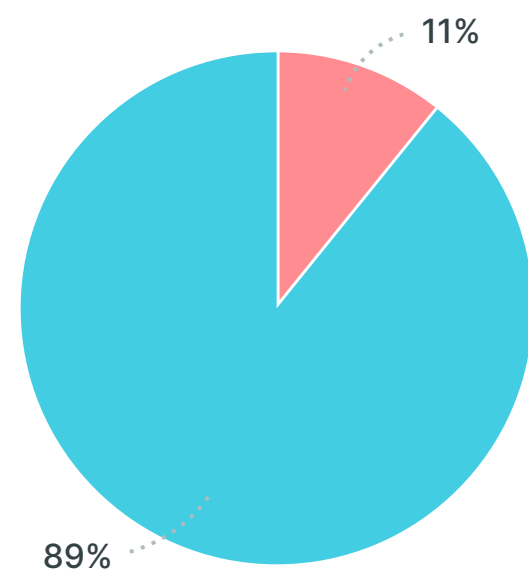
3

per day in the selected date range



Post engagements

Your posts had **29,437** engagements



Highest engagement

11,948

on 07.07.2022 - Thursday

Lowest engagement

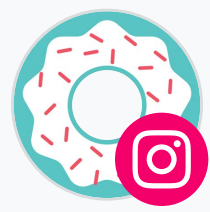
1,970

on 06.07.2022 - Wednesday

Daily engagement

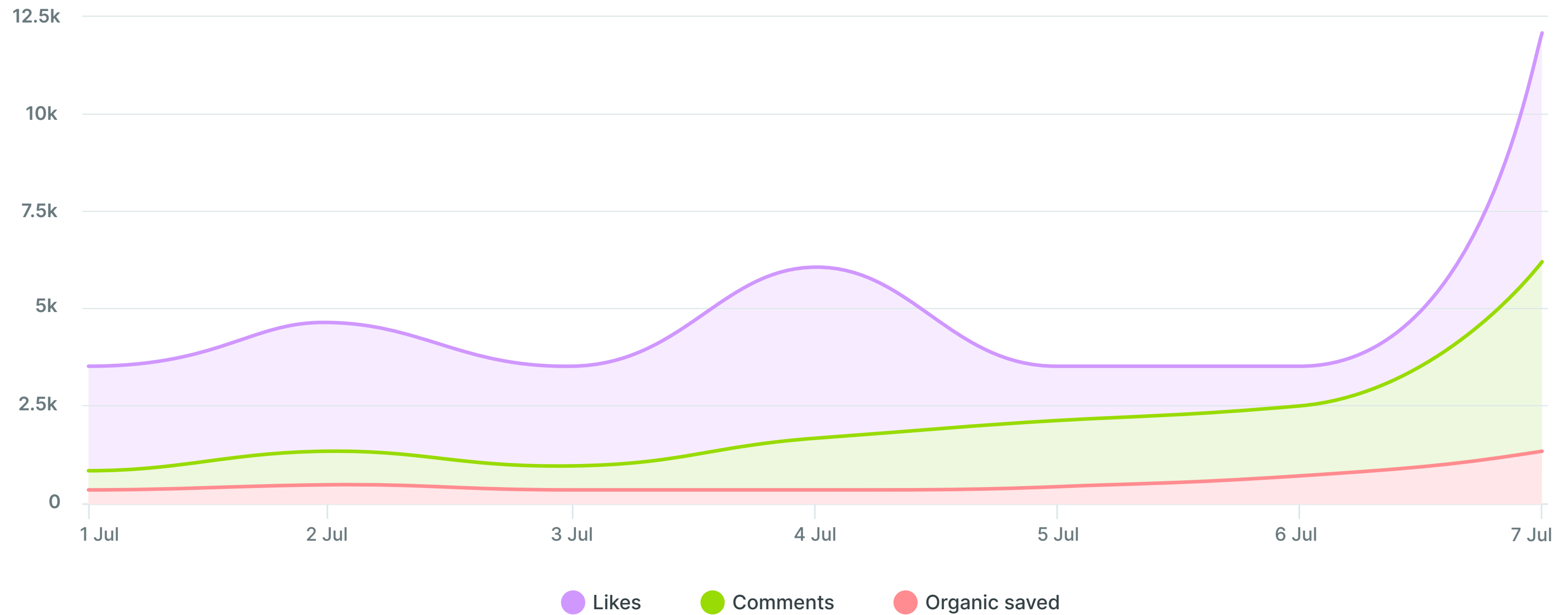
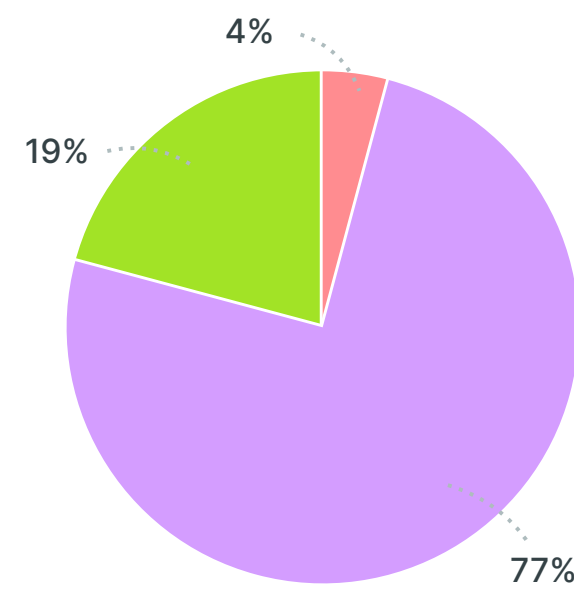
4,205

per day in the selected date range



Engagement types

Your posts had **4,205** engagements per day



Highest likes

5,954

on 07.07.2022 - Thursday

Highest comments

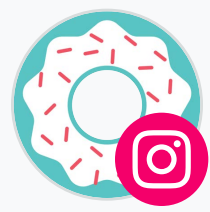
5,364

on 07.07.2022 - Thursday

Highest organic saved

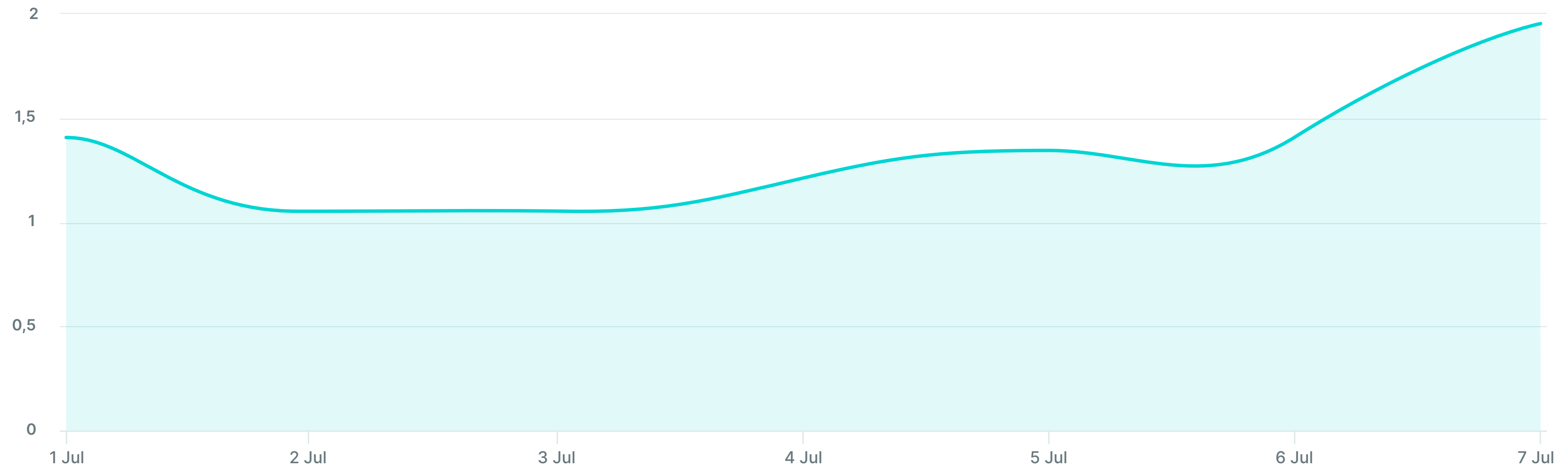
1,059

on 07.07.2022 - Thursday



Organic engagement rate

Your organic ER per post was **0.84%**



Highest organic ER

1.45%

on 07.07.2022 - Thursday

Lowest organic ER

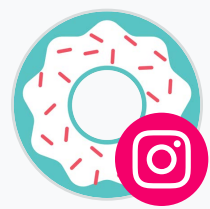
0.66%

on 03.07.2022 - Sunday

Daily organic ER

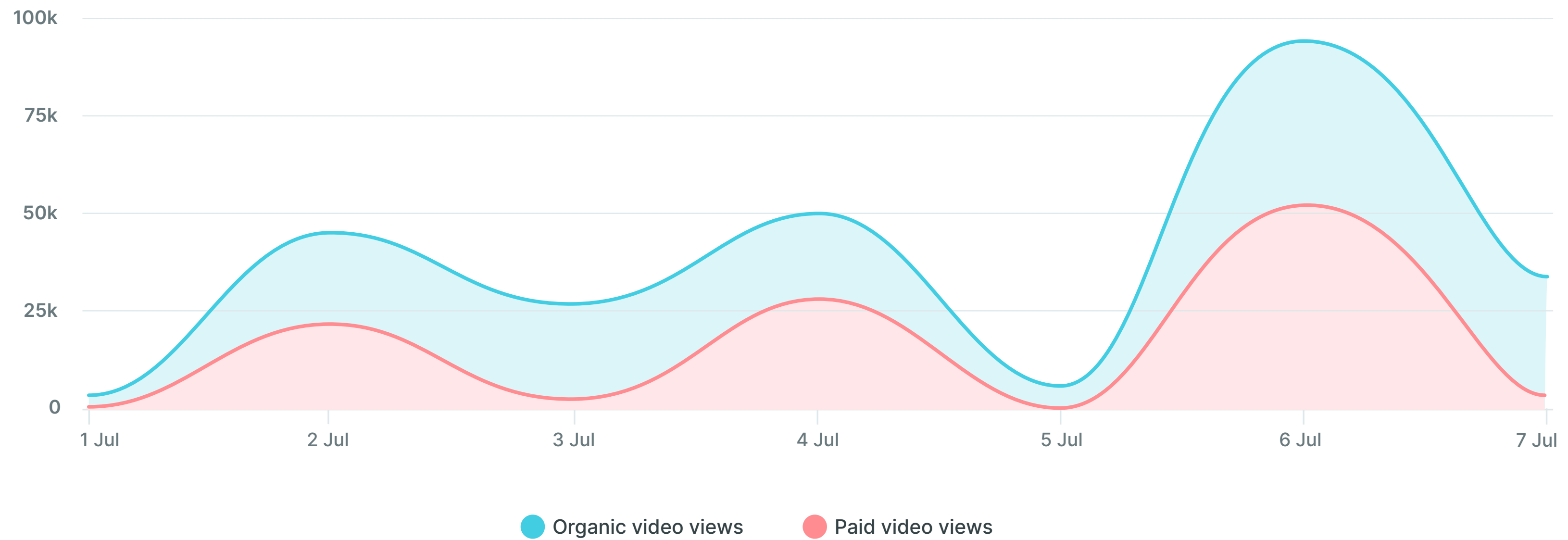
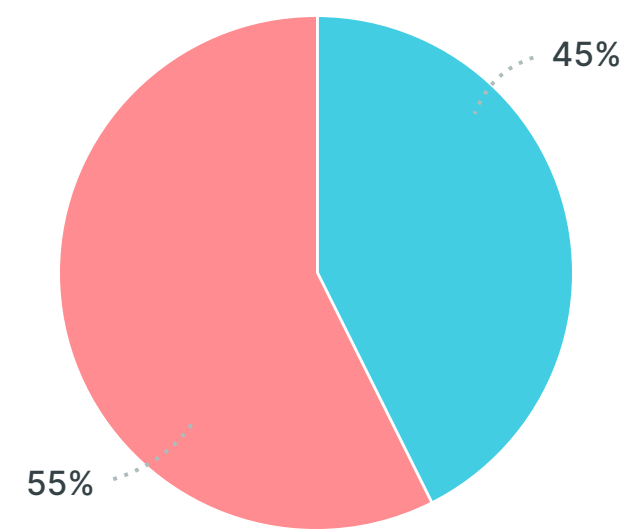
0.84%

per day in the selected date range



Video views

Your videos have been viewed **367,256** times



New videos

7

in the selected date range

Views per video

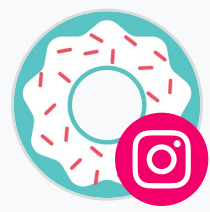
52,426

in the selected date range

Highest views

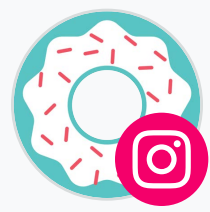
146,078

on 06.07.2022 - Wednesday



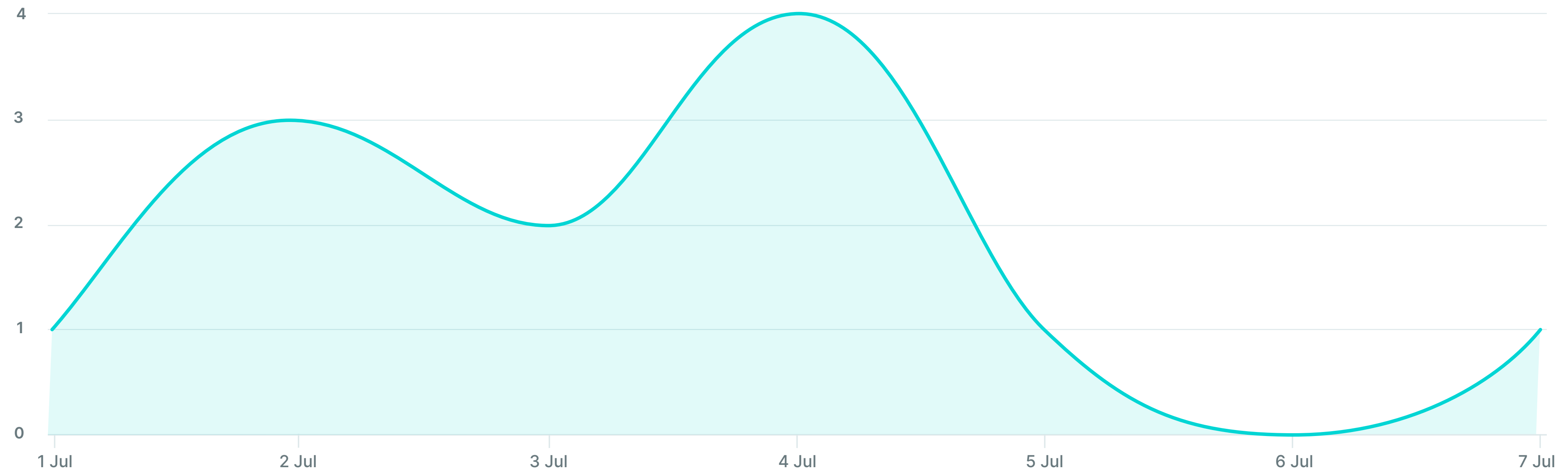
Hashtag analysis

Hashtag ↓↑	Number of posts used ↓↑	Total engagement ↓↑	Engagement per post ↓↑	Likes ↓↑	Comments ↓↑	Shares ↓↑	Saves ↓↑
#patisserie	21	29,437	1,402	22,730	5,562	2,684	1,145
#xuxopatisserie	20	19,715	986	18,851	223	106	642
#cupcake	4	4,547	1,137	4,312	58	423	177
#macaron	4	3,215	804	3,056	53	99	106
#brownie	2	1,577	789	1,502	12	128	63
#chocolate	2	3,330	1,665	3,247	28	83	55



Reels

You shared **12** reels



Highest reels

23

on 04.07.2022 - Monday

Lowest reels

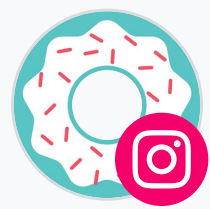
0

on 06.07.2022 - Wednesday

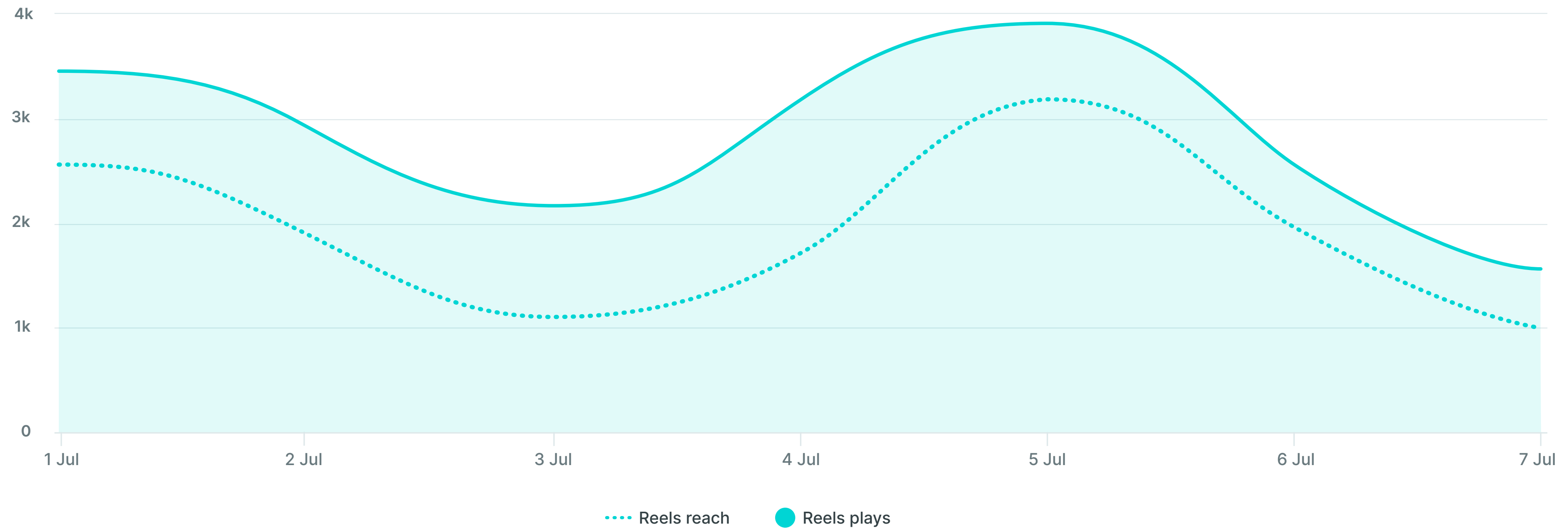
Daily reels

1.71

per day in the selected date range



Reels reach and plays



Daily reels plays

3,285,472

per day in the selected date range

Daily reels reach

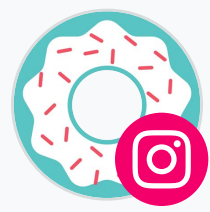
2,856,387

per day in the selected date range

Frequency

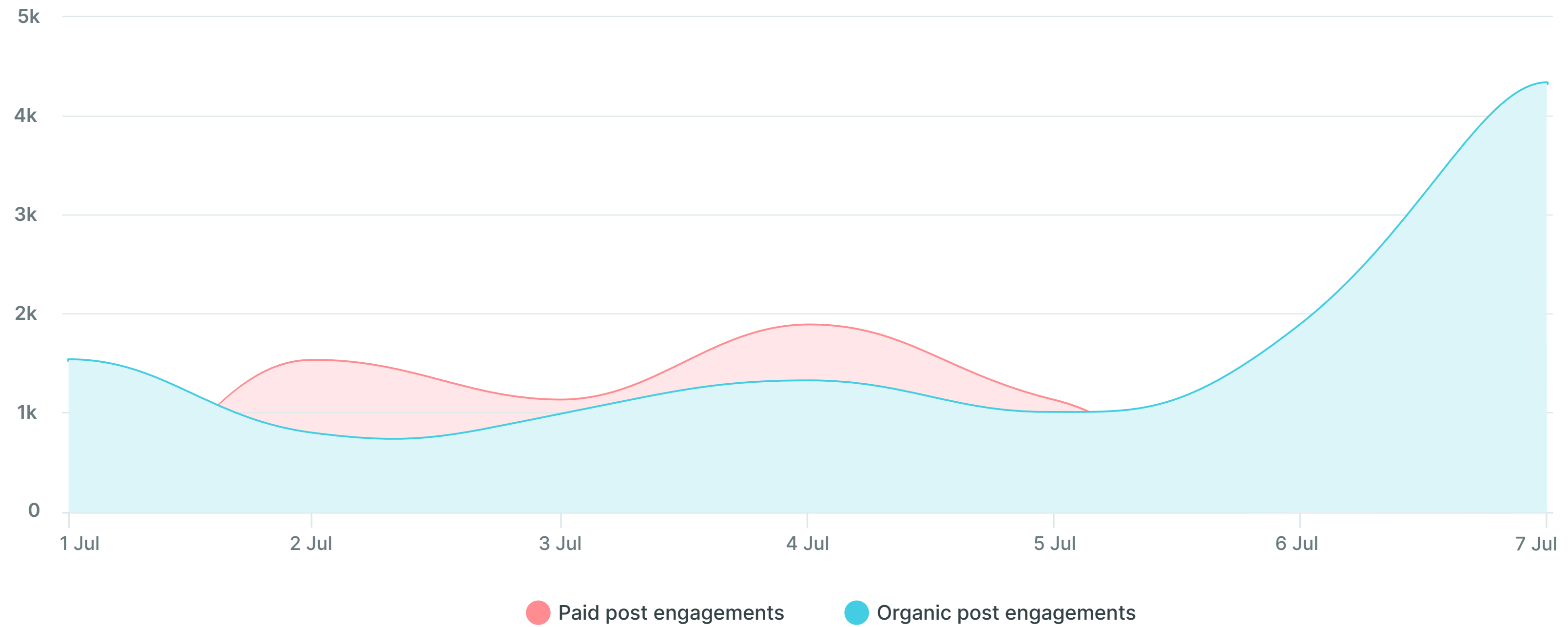
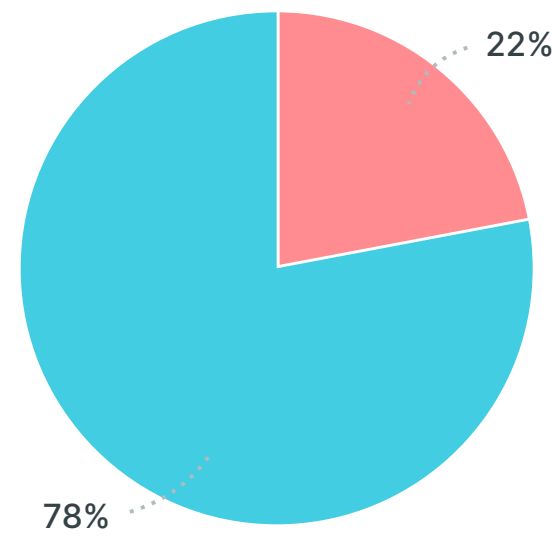
1.24

times per user



Reels engagements

Your reels had **18,835** engagements



Highest engagement

4,467

on 07.07.2022 - Thursday

Lowest engagement

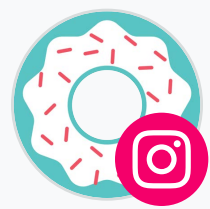
1,782

on 06.07.2022 - Wednesday

Daily engagement

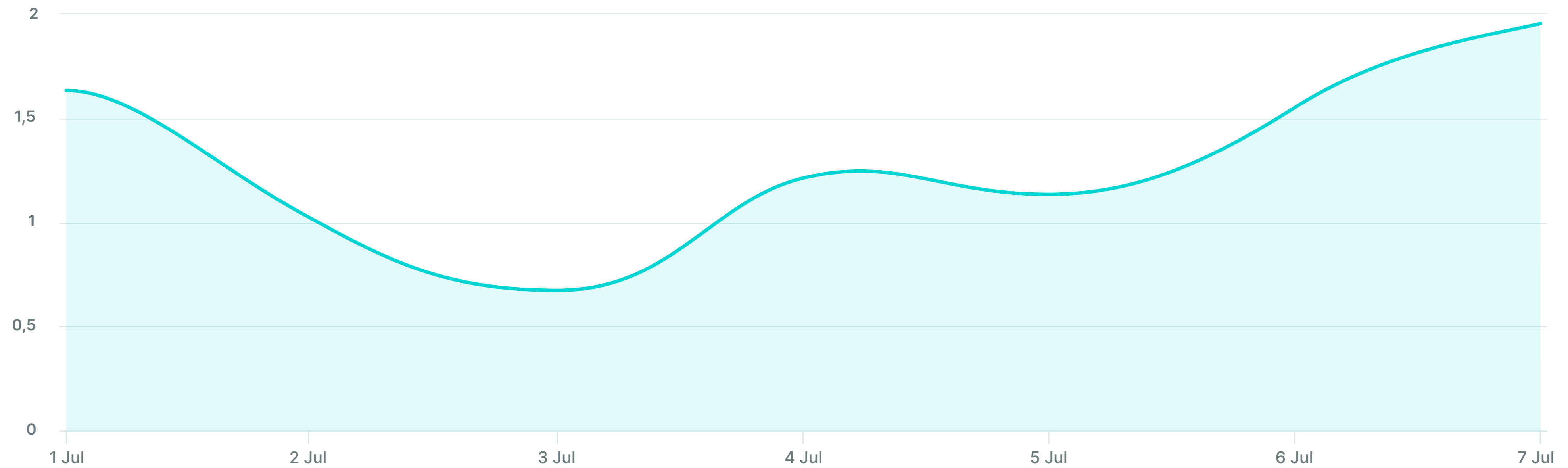
2,690

per day in the selected date range



Reels org. engagement rate

Your organic ER per reel was **0.84%**



Highest organic ER

1.45%

on 07.07.2022 - Thursday

Lowest organic ER

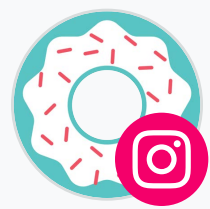
0.66%

on 03.07.2022 - Sunday

Daily organic ER

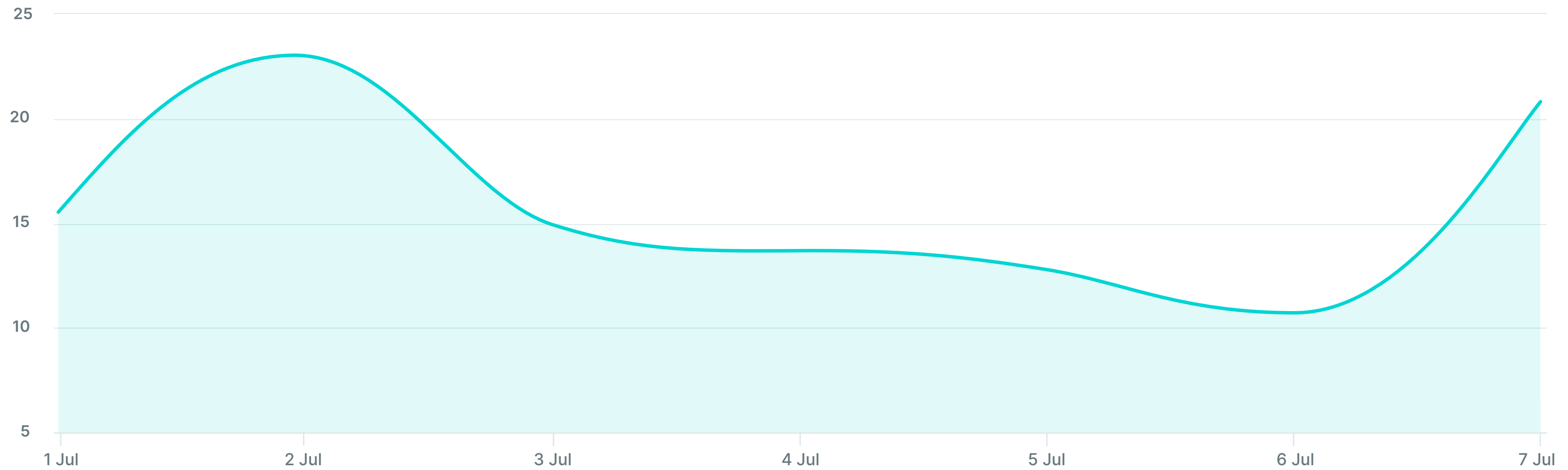
0.84%

per day in the selected date range



Stories

You shared **113** stories



Highest stories

23

on 02.07.2022 - Saturday

Lowest stories

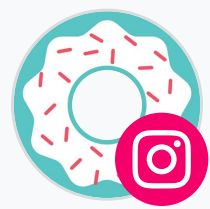
11

on 06.07.2022 - Wednesday

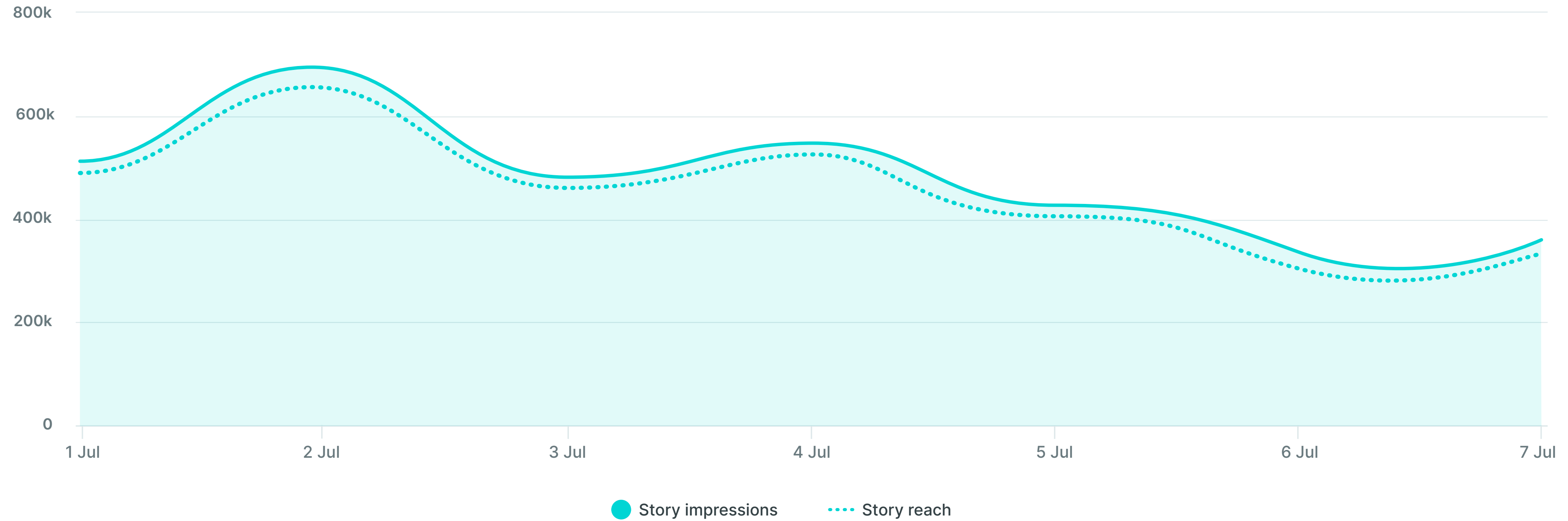
Daily stories

16.1

per day in the selected date range



Story reach and impressions



Daily story impressions

477,608

per day in the selected date range

Daily story reach

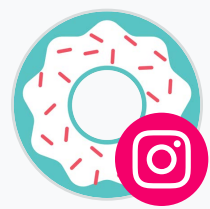
464,883

per day in the selected date range

Frequency

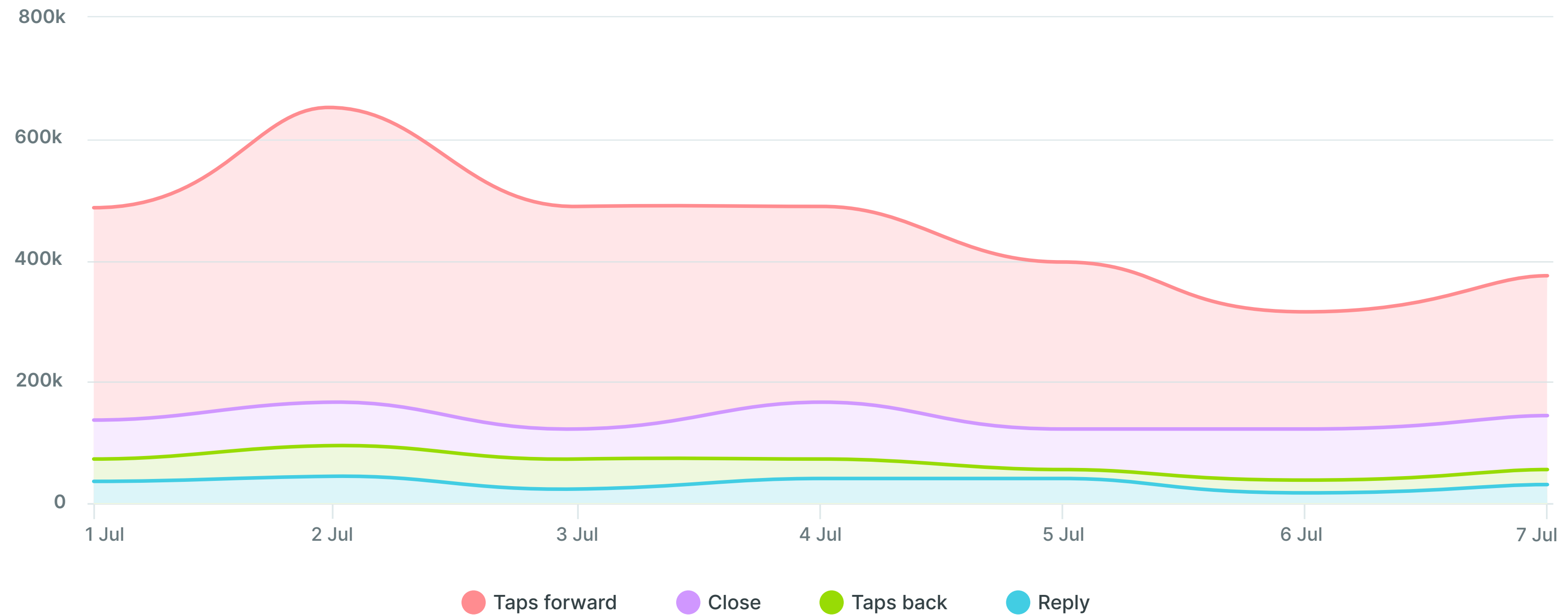
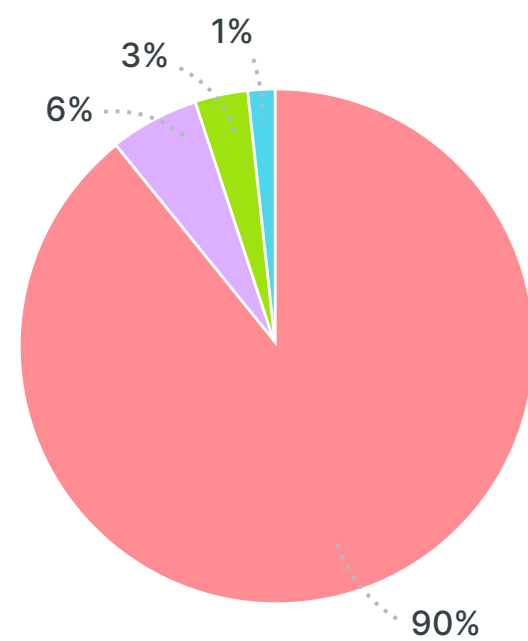
1.02

times per user



Story engagements

Your story had **3,130,335** engagements



Highest engagement

638,245

on 02.07.2022 - Saturday

Lowest engagement

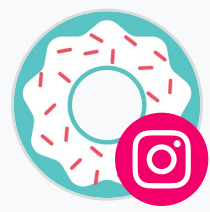
307,209

on 06.07.2022 - Wednesday

Daily engagement

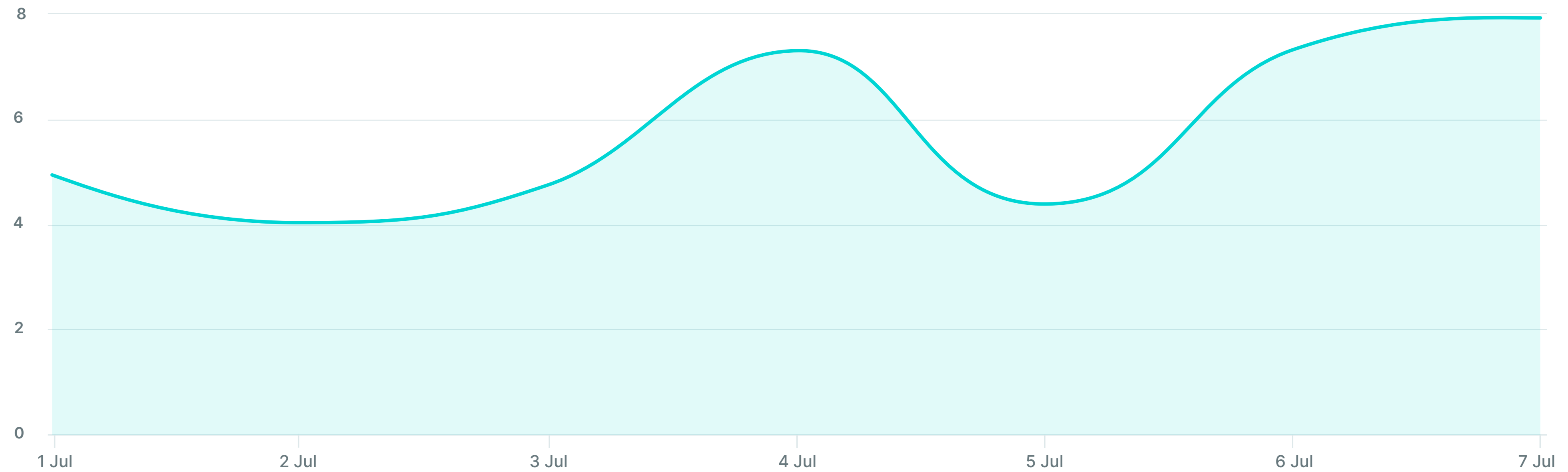
447,191

per day in the selected date range



Story completion rates

Your completion rate per story was **5.74%**



Highest completion rate

7.99%

on 07.07.2022 - Thursday

Lowest completion rate

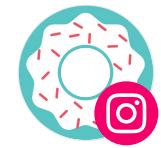
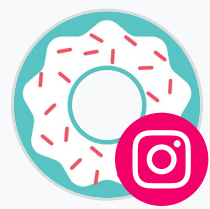
4.05%

on 02.07.2022 - Saturday

Daily completion rate

5.81%

per day in the selected date range



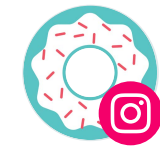
Xuxo Patisserie

1 July 2022 - 17:15

The best cakes start in our kitchen 🧑🍳



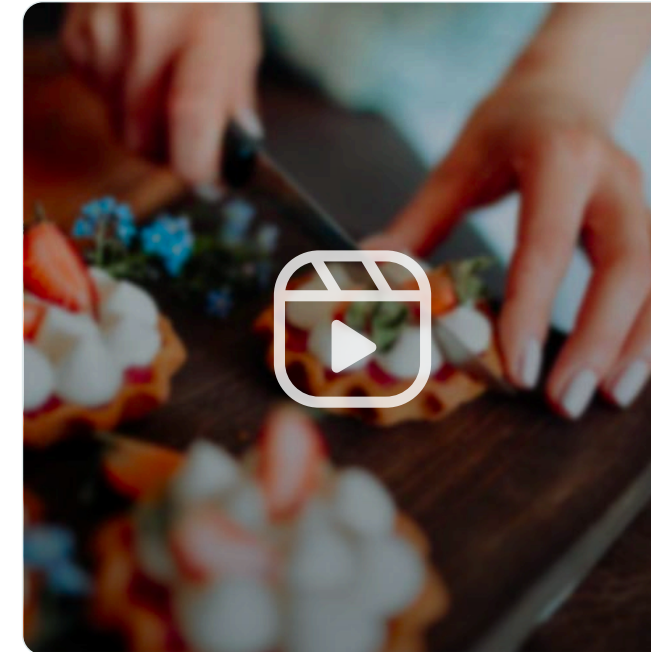
Organic reach	Org. impressions	Frequency
35,597	36,465	1.02
Replies	Shares	Follows
32,479	2	3,329
Profile visits	Navigation	Completion
28,445	703	10.9%



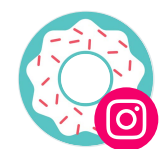
Xuxo Patisserie

5 July 2022 - 14:00

We are so proud to present our new dessert menu to all of you! 🧁 There are so many wonderful flavors to taste...



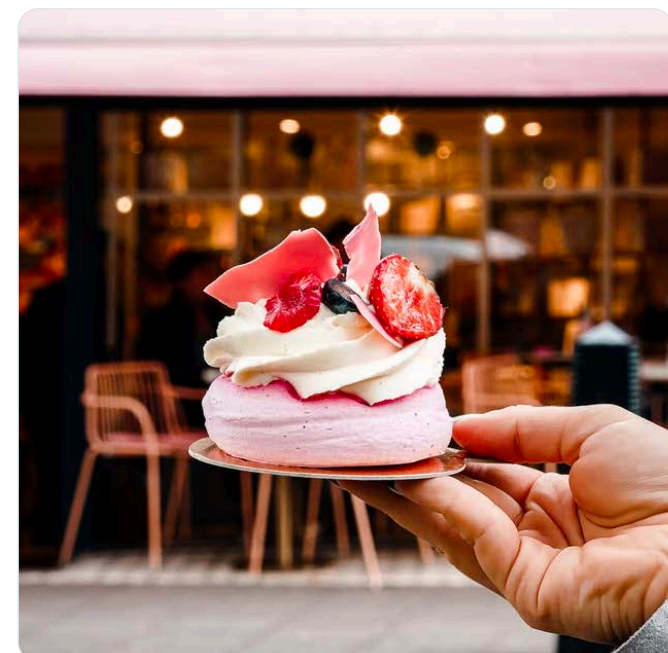
Total eng.	Likes	Comments
1,270	752	483
Shares	Organic saved	Frequency
6	198	1.02
Organic reach	Plays	Organic ER
124,073	129,015	0.63%



Xuxo Patisserie

11 July 2022 - 10:20

It's a wonderful day at @xuxopatisserie! ☀️ Come visit us and try our special edition desserts! They are full of wint...



Total Eng.	Organic likes	Paid likes
810	784	0
Org. comments	Paid comments	Organic saved
2	0	24
Organic reach	Org. impressions	Organic ER
83,589	103,730	0.97%



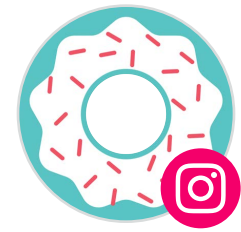
Xuxo Patisserie

18 July 2022 - 13:30

Sweet sunday afternoons 🍰



Organic reach	Org. impressions	Frequency
29,898	30,167	1.00
Replies	Shares	Follows
29,226	1	1,423
Profile visits	Navigation	Completion
26,536	1,266	3.12%



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