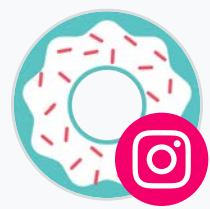


Instagram | page report

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%

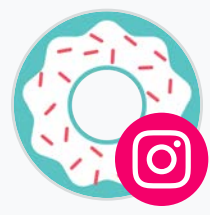
compared to 130 in the previous period

Story reach

3,254,182 ↘ 13%

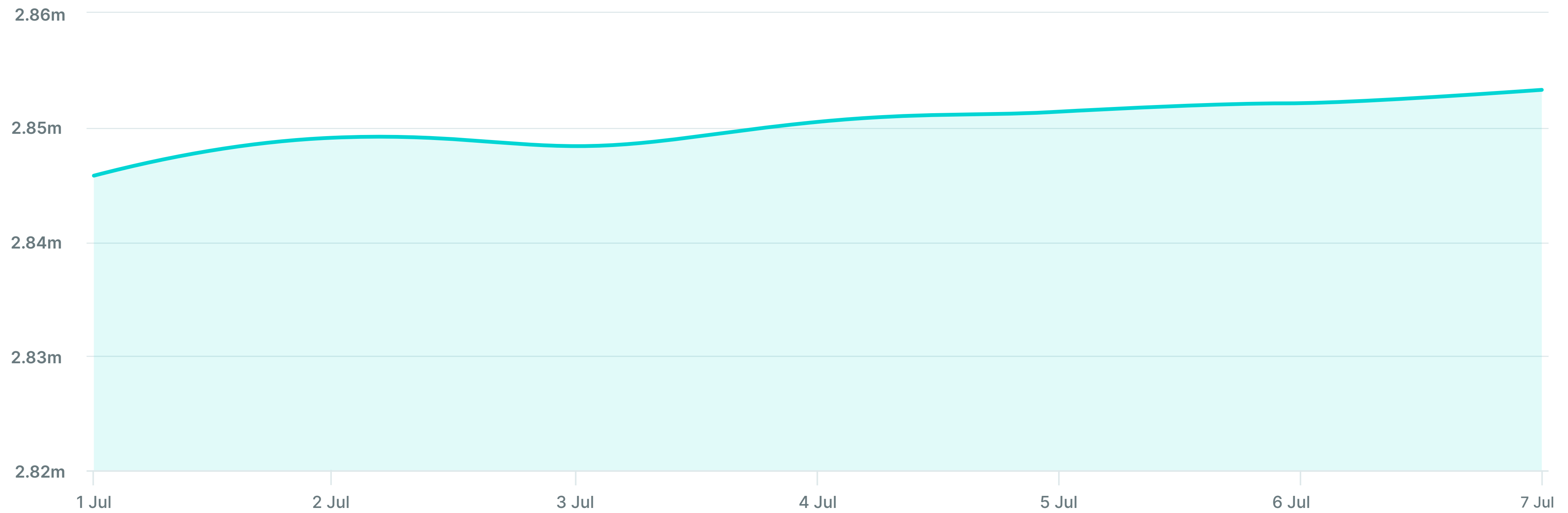
compared to 4,150,438 in the previous period

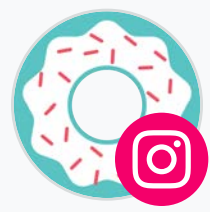
Compared to: 24.06.2022 - 30.06.2022



Followers

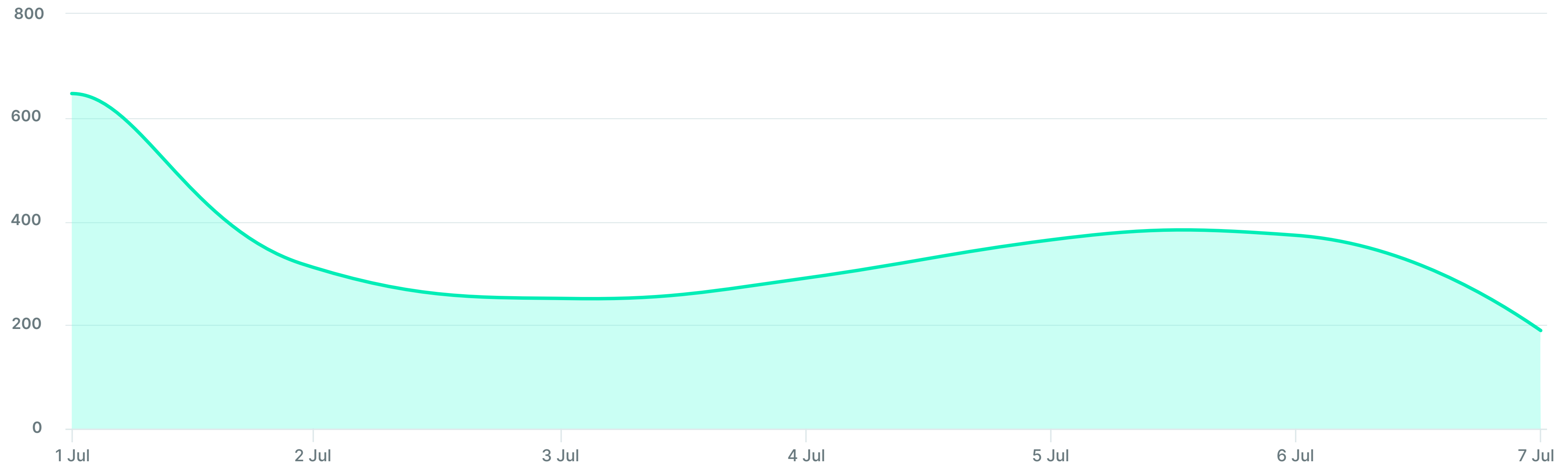
You have **2,850,314** followers by 07.07.2022





Follower growth

↗ You gained **1,706** more followers



Highest growth

621 ↗

on 01.07.2022 - Friday

Lowest growth

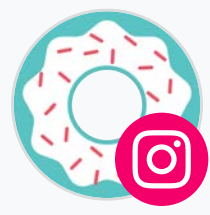
198 ↗

on 07.07.2022 - Thursday

Daily growth

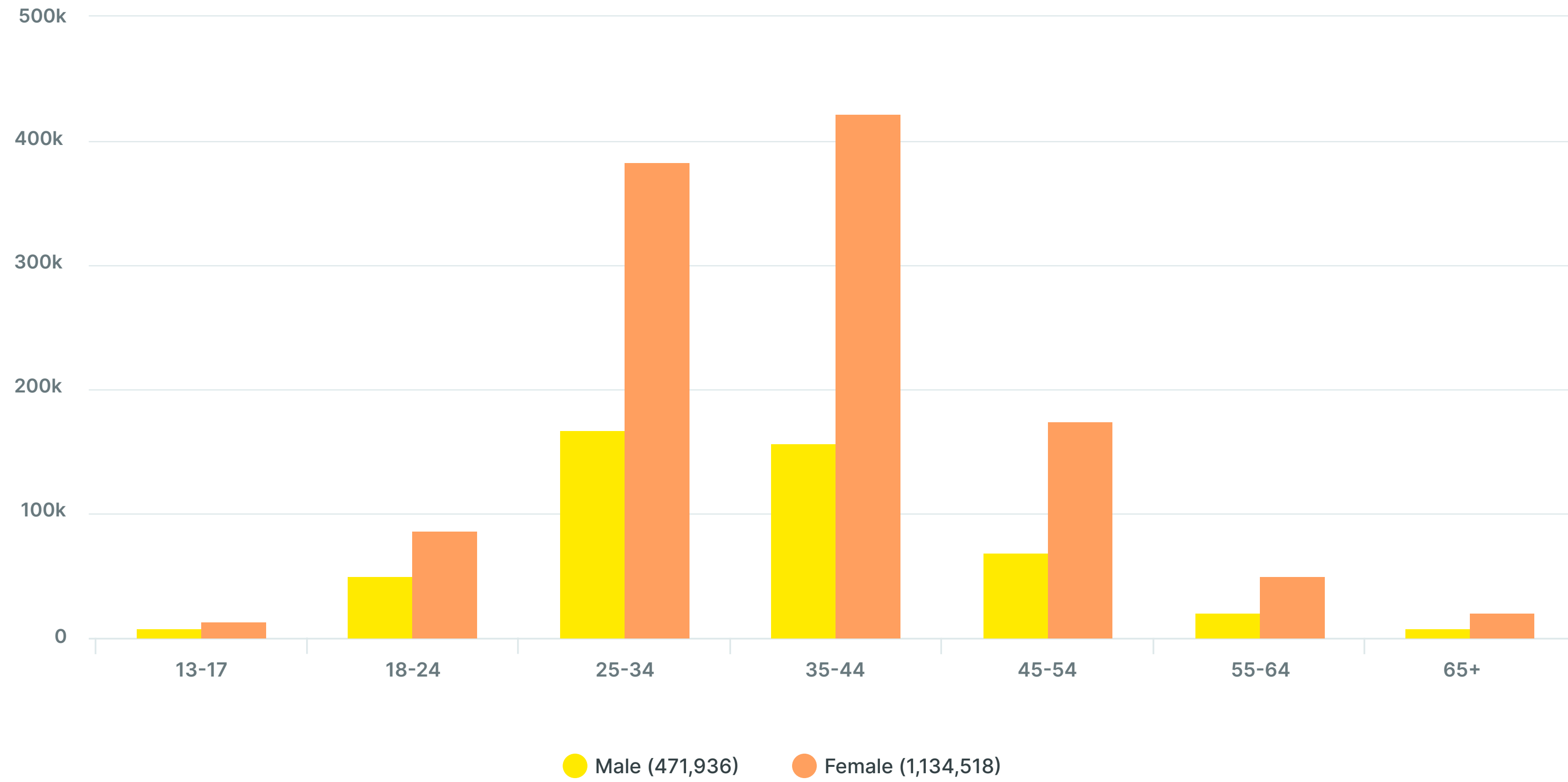
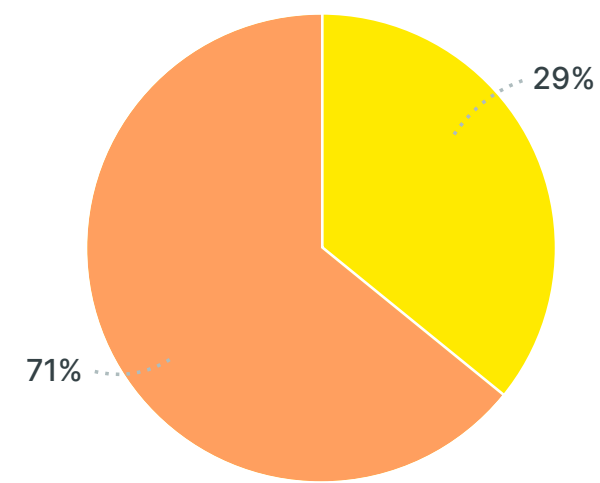
244 ↗

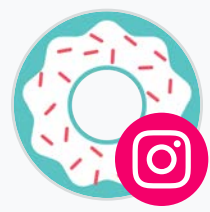
per day in the selected date range



Demographics

at 08.07.2022





Countries

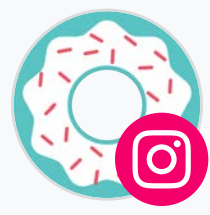
| Country | Total |
|---------|-----------|
| GB | 1,789,780 |
| US | 77,985 |
| FR | 76,876 |
| DE | 32,166 |
| IT | 19,721 |
| ES | 19,600 |
| TR | 12,417 |

Cities

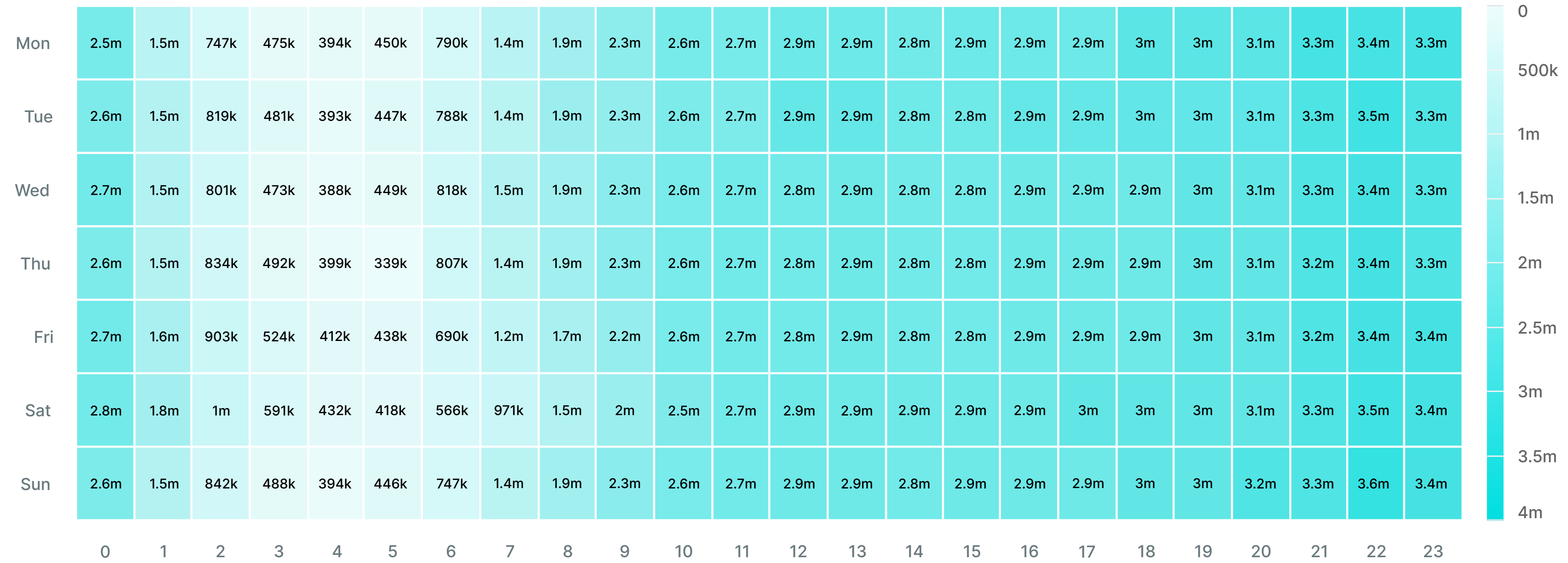
| City | Total |
|-----------|---------|
| London | 444,342 |
| Brighton | 112,587 |
| Cambridge | 110,718 |
| Bristol | 79,381 |
| Boston | 59,400 |
| Paris | 56,475 |
| Berlin | 55,328 |

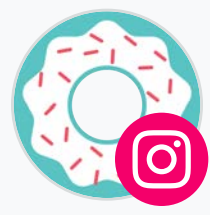
Languages

| Language | Total |
|----------|-----------|
| en_GB | 1,732,766 |
| en_US | 140,249 |
| de_DE | 122,524 |
| it_IT | 68,476 |
| tr_TR | 30,840 |
| fr_FR | 23,273 |
| es_ES | 10,042 |

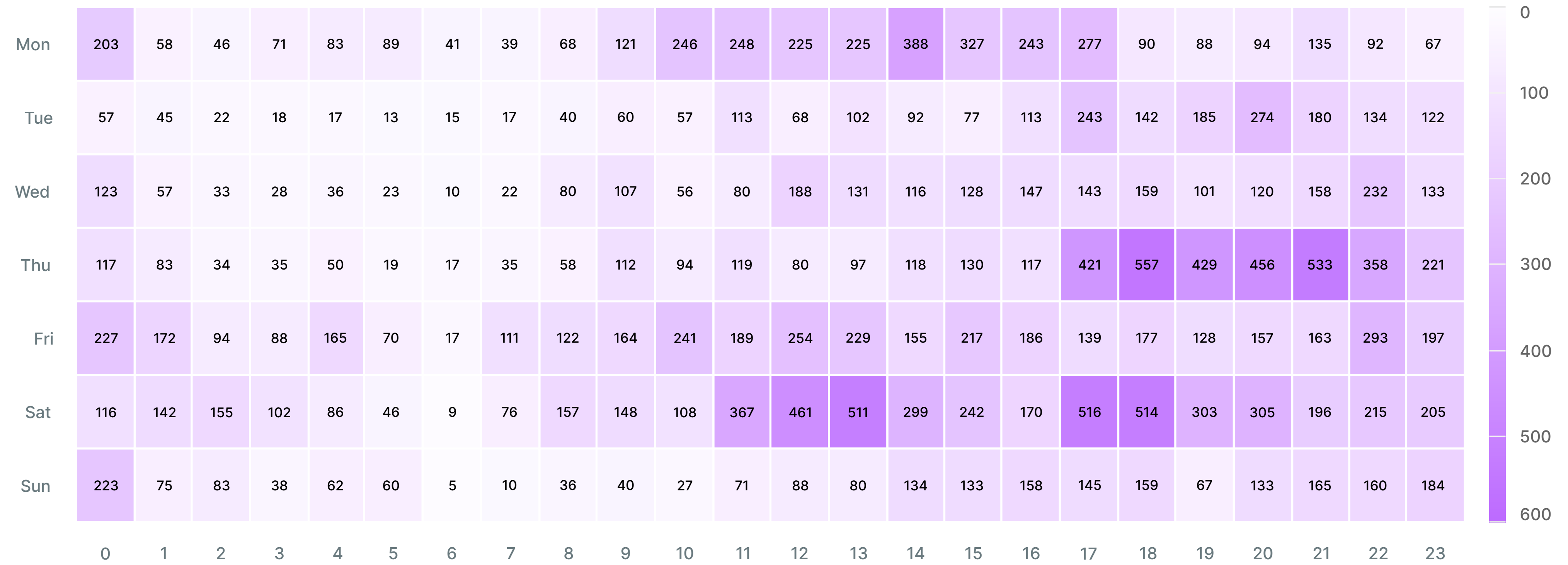


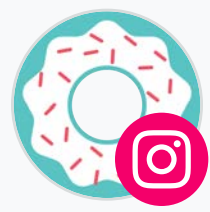
Online followers (08.06.2022 - 07.07.2022)





User activities





Most comments and messages

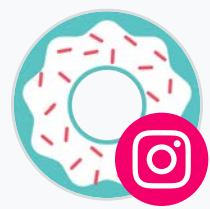
Username Messages

| | |
|------------------------|-------|
| @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

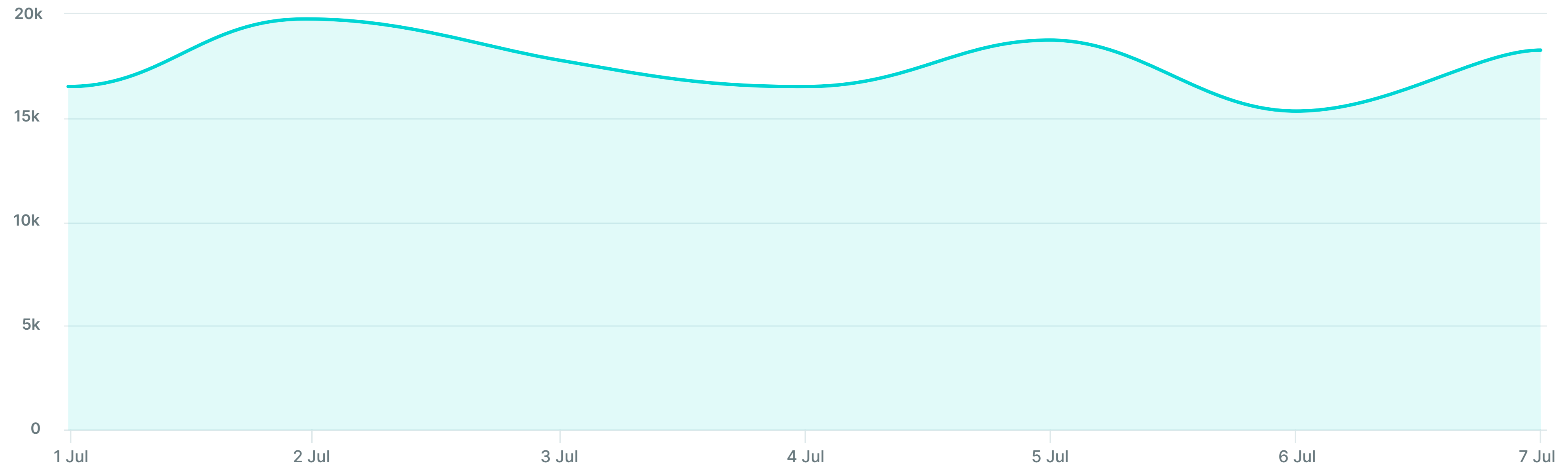
Username Likes

| | |
|------------------------|-------|
| @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

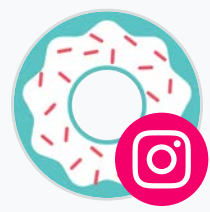
15,477

on 06.07.2022 - Wednesday

Daily views

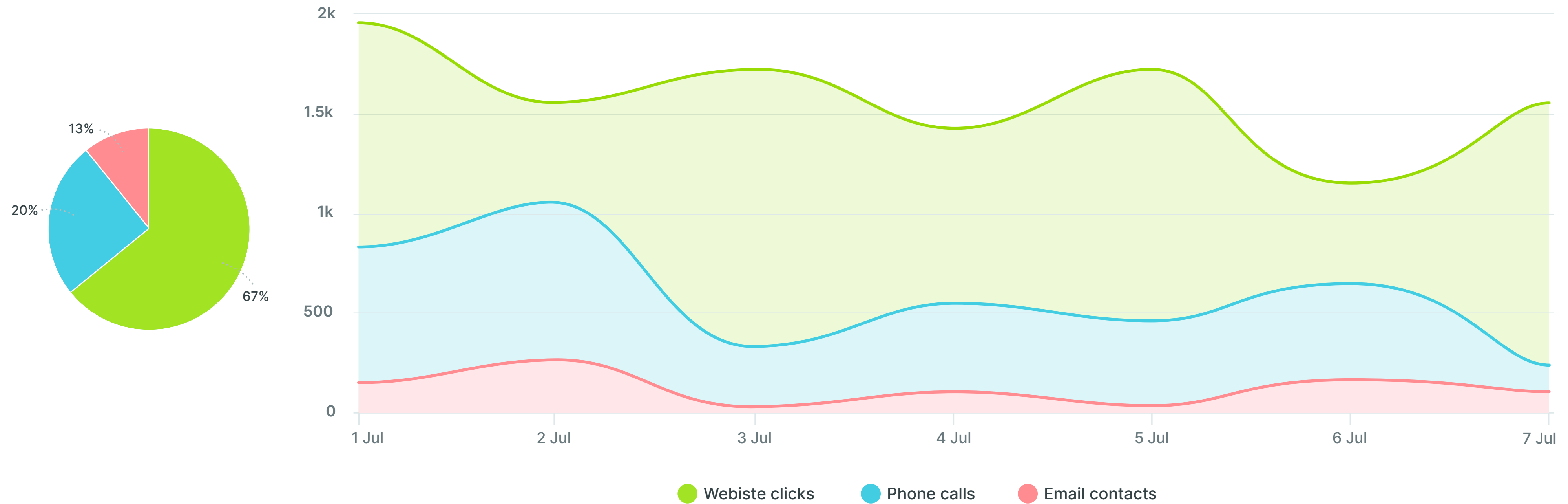
17,962

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

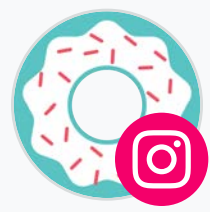
1,473

on 06.07.2022 - Wednesday

Daily engagement

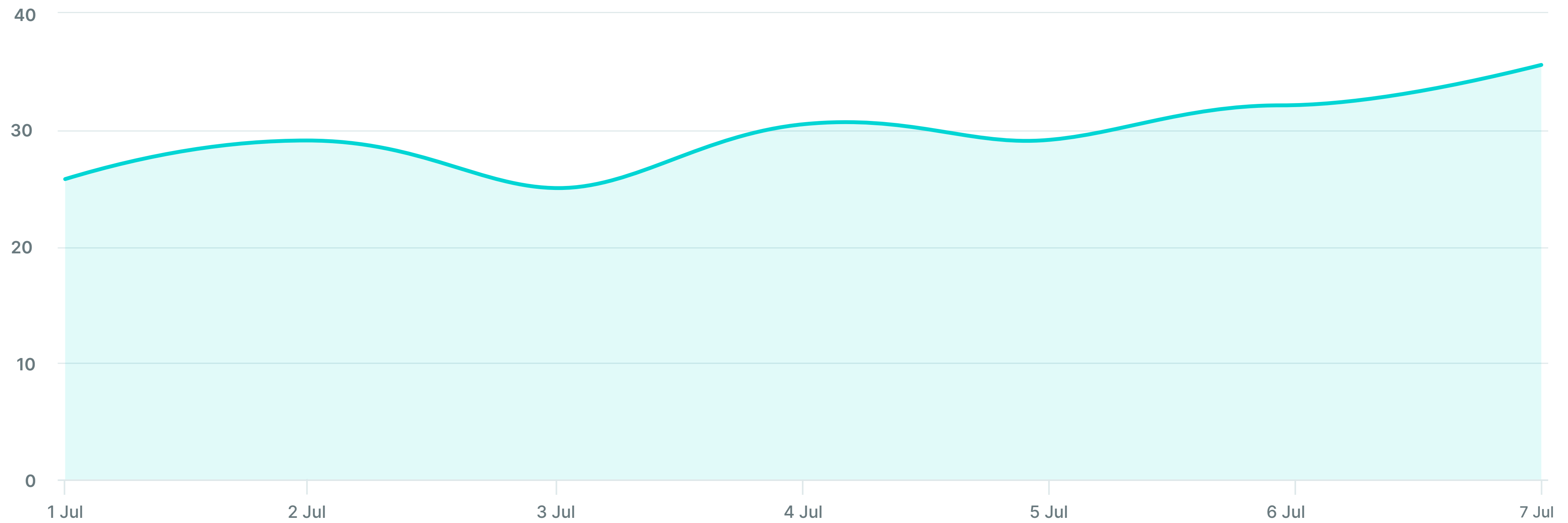
1,921

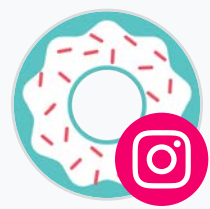
per day in the selected date range



Following

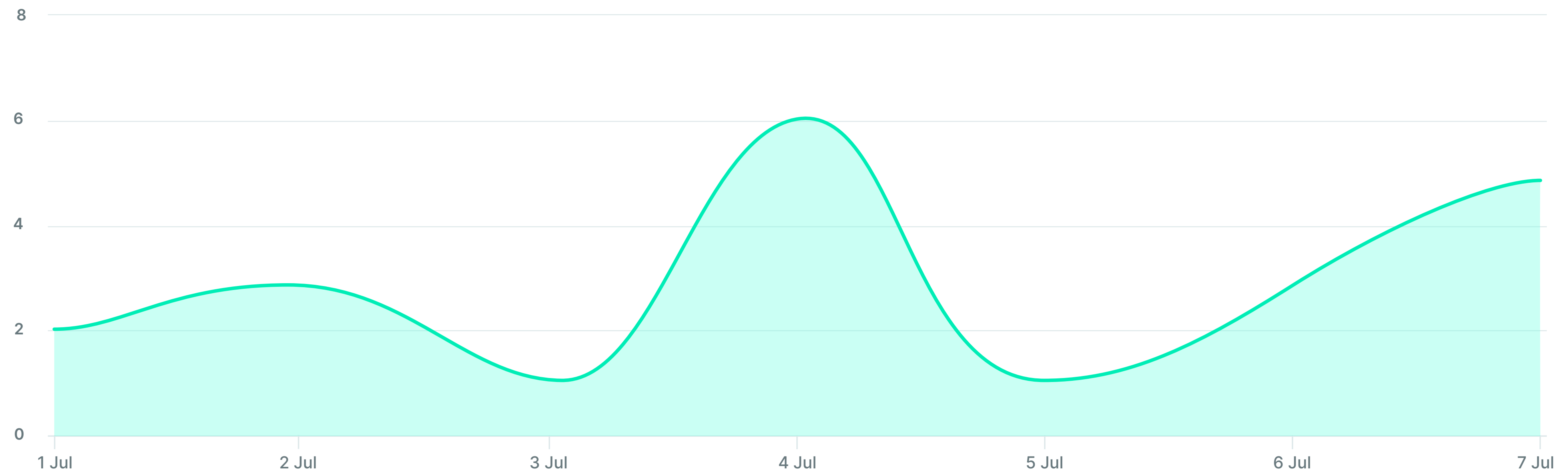
You are following **36** profiles by 07.07.2022





Following growth

➤ You are following 9 more profiles



Highest growth

6

on 04.07.2022 - Monday

Lowest growth

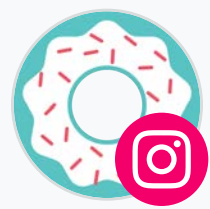
1

on 03.07.2022 - Sunday

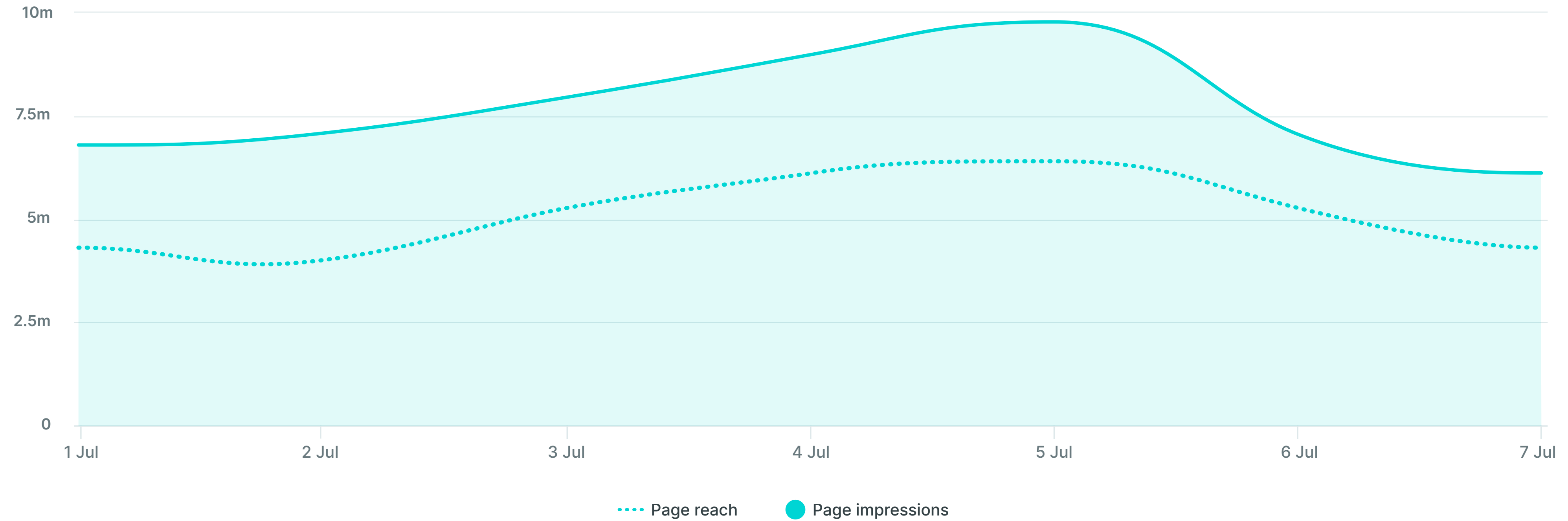
Daily growth

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

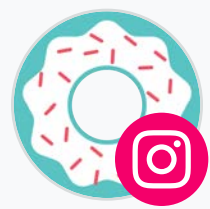
6,142,584

per day in the selected date range

Frequency

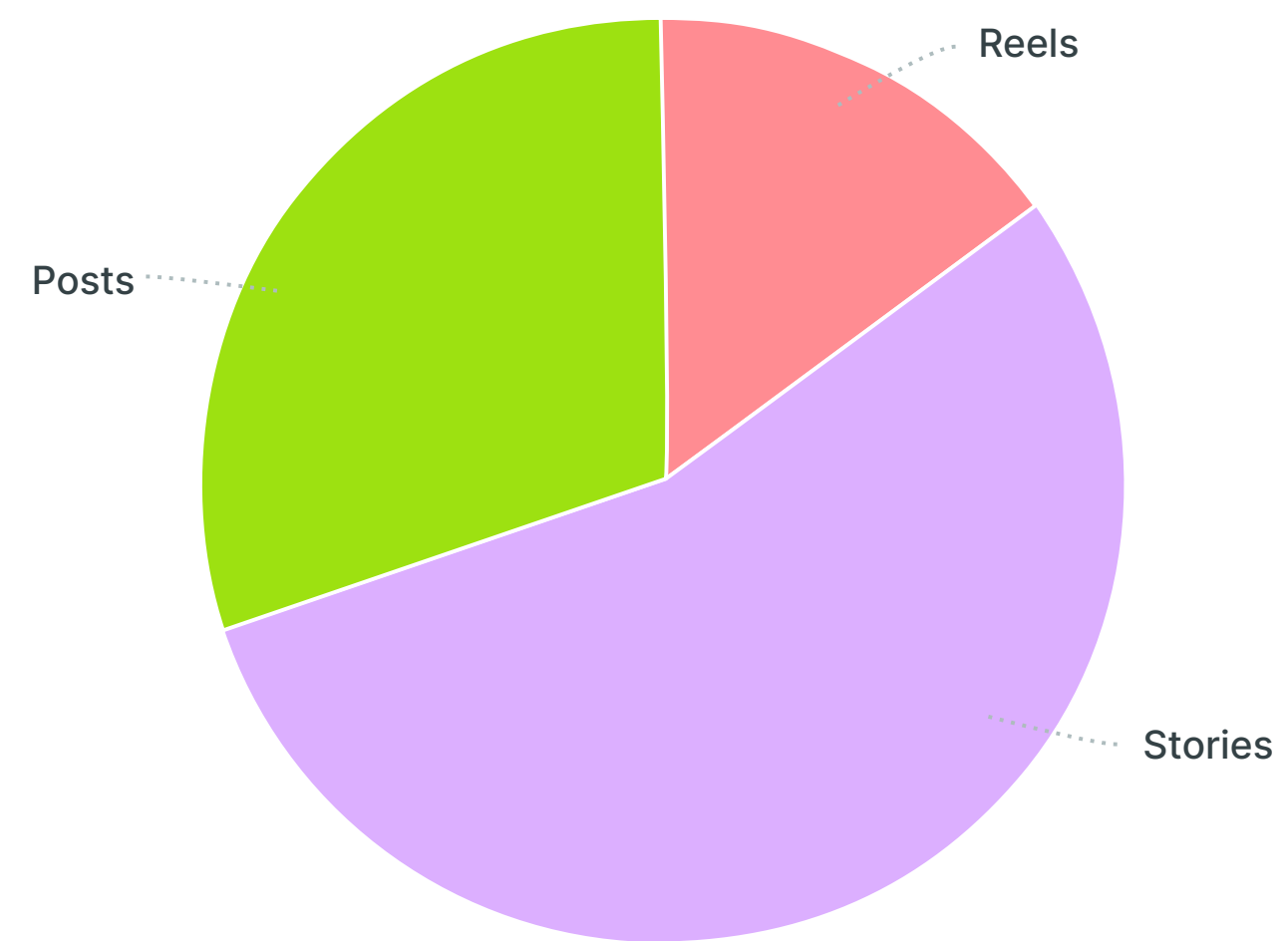
1.58

times per user



Total engagements

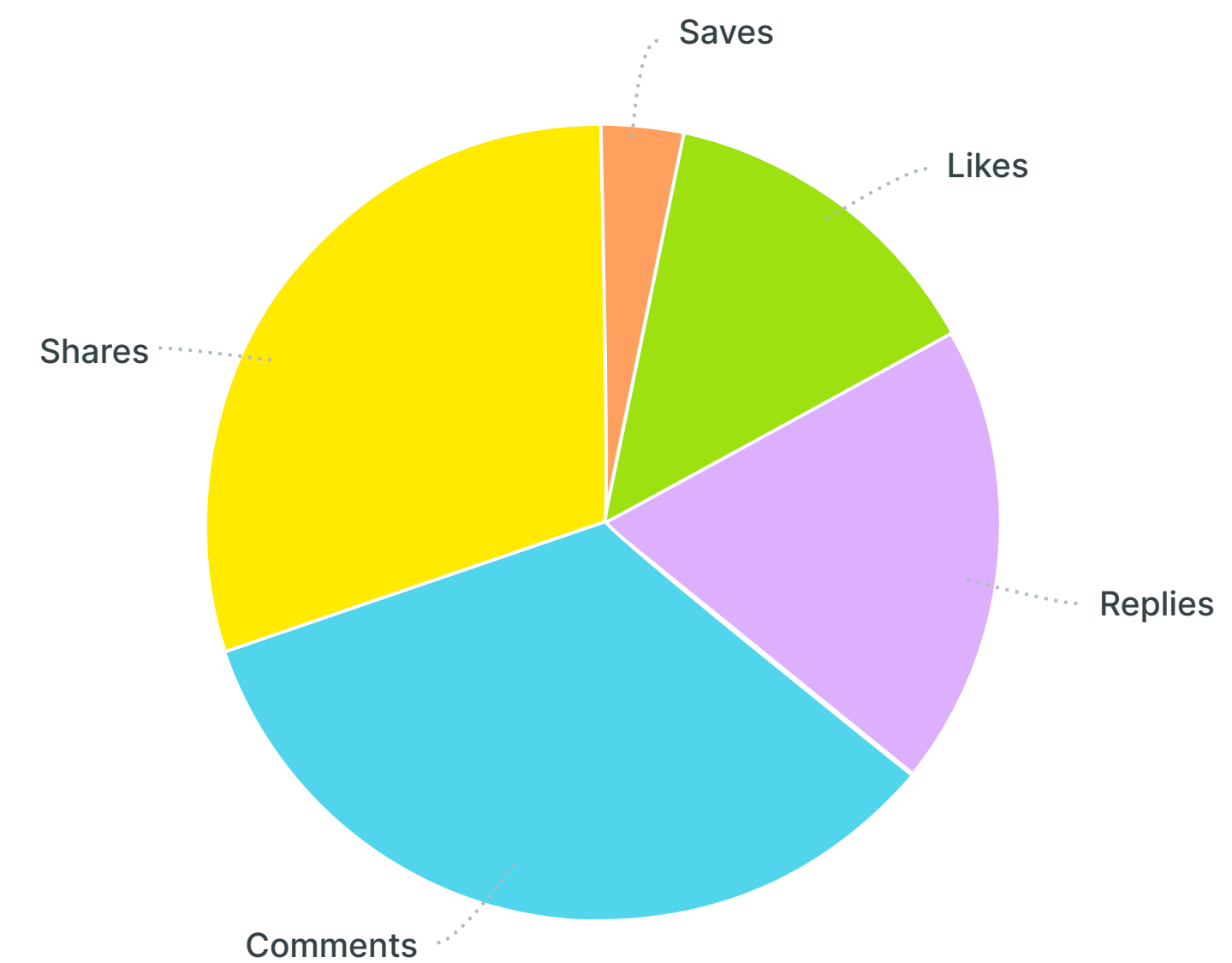
You had **152** organic and paid engagements



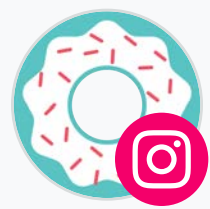
● Stories ● Posts ● Reels

Engagement types

Breakdown of total engagements grouped by types

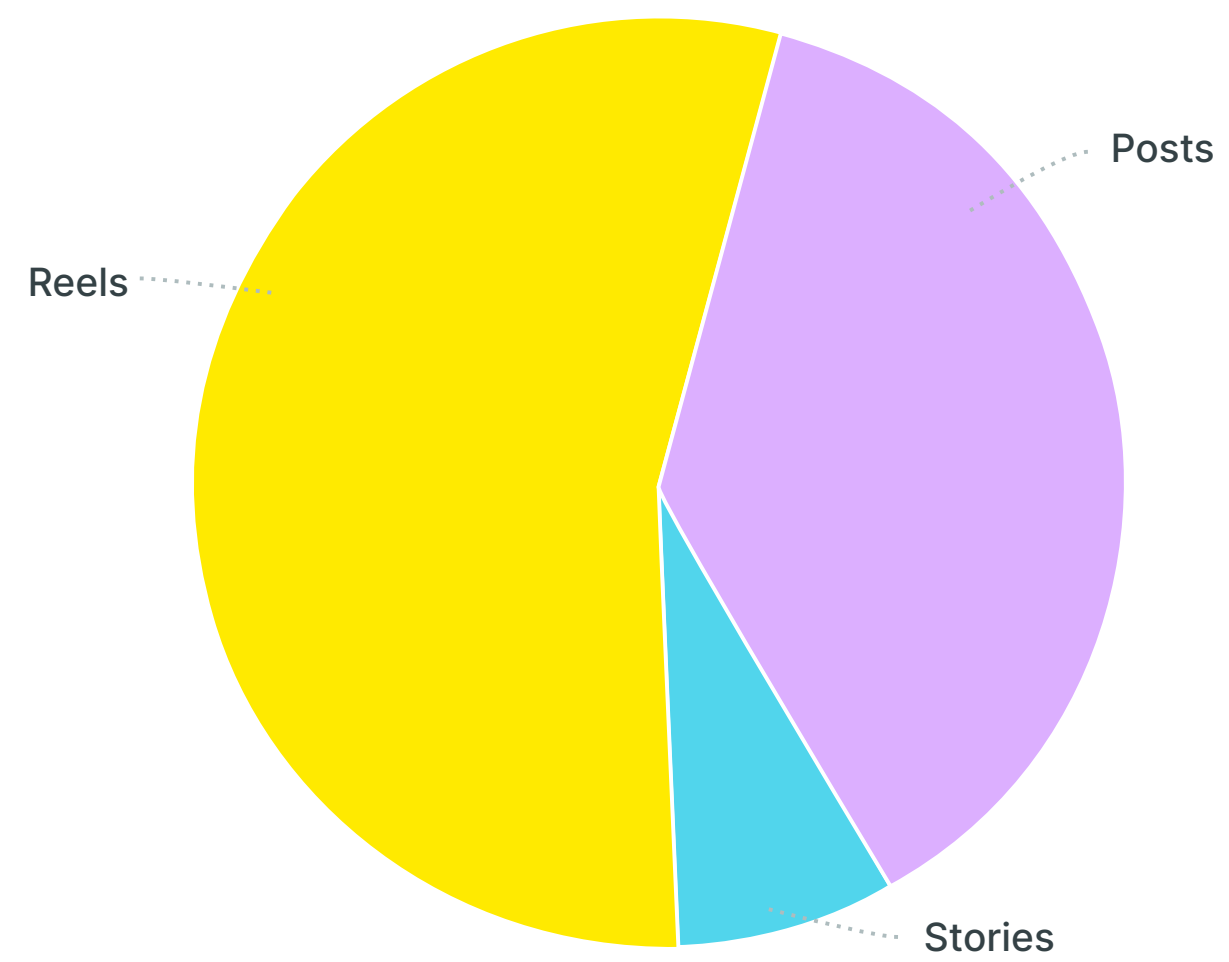


● Comments ● Shares ● Replies ● Likes ● Saves



Likes

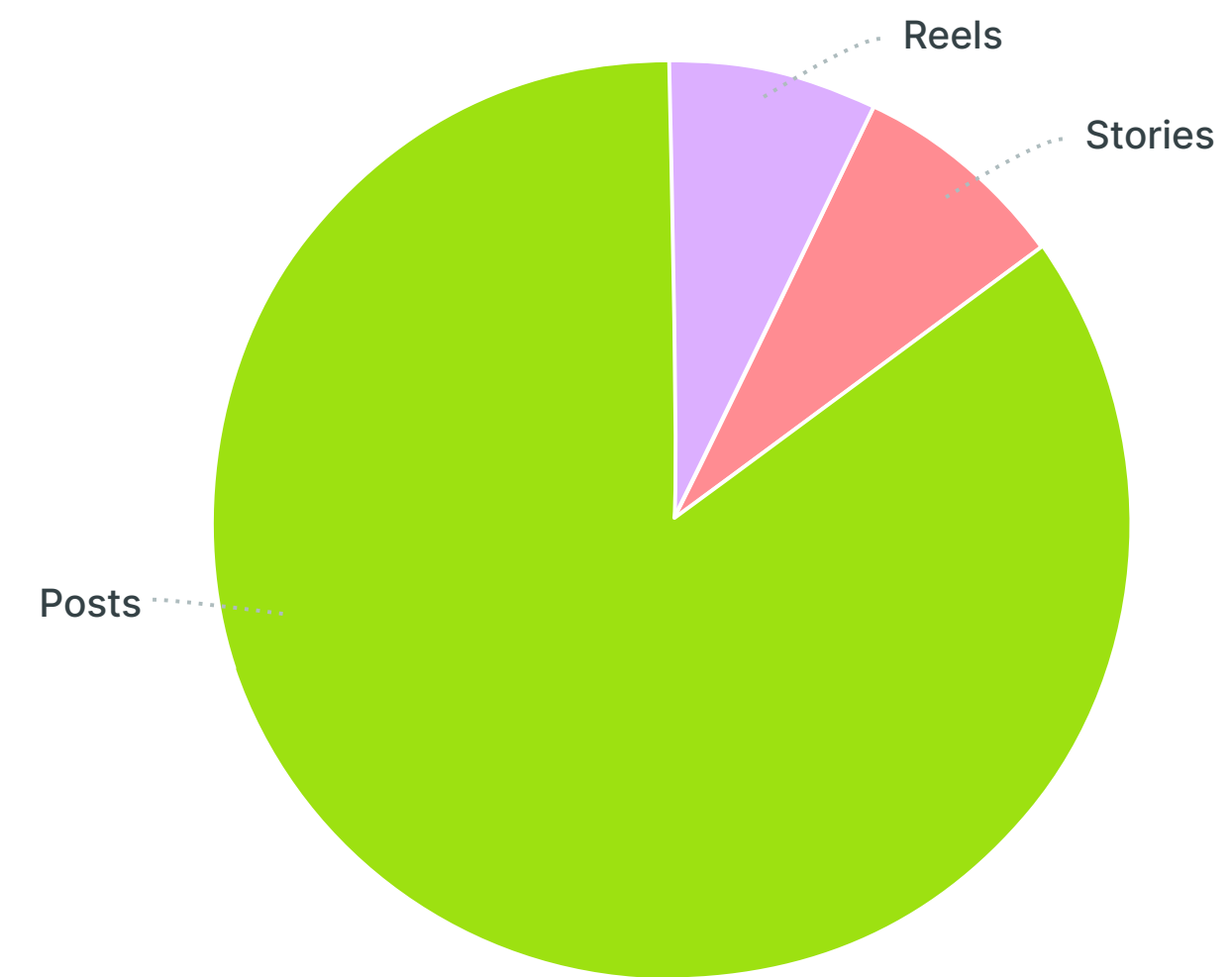
You had **31** organic and paid likes



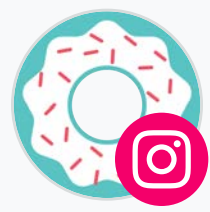
● Reels ● Posts ● Stories

Comments

You had **56** organic and paid comments

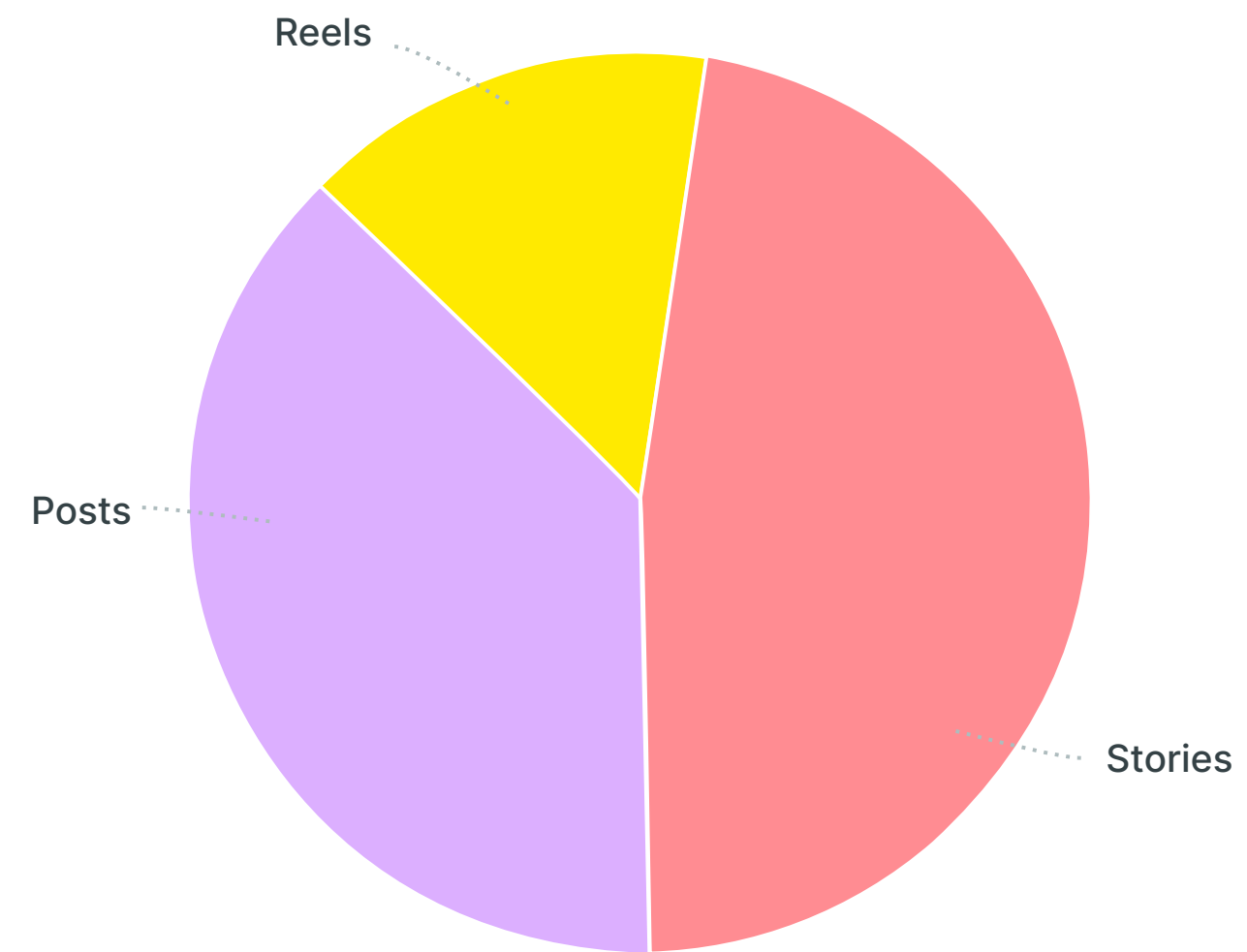


● Posts ● Reels ● Stories



Shares

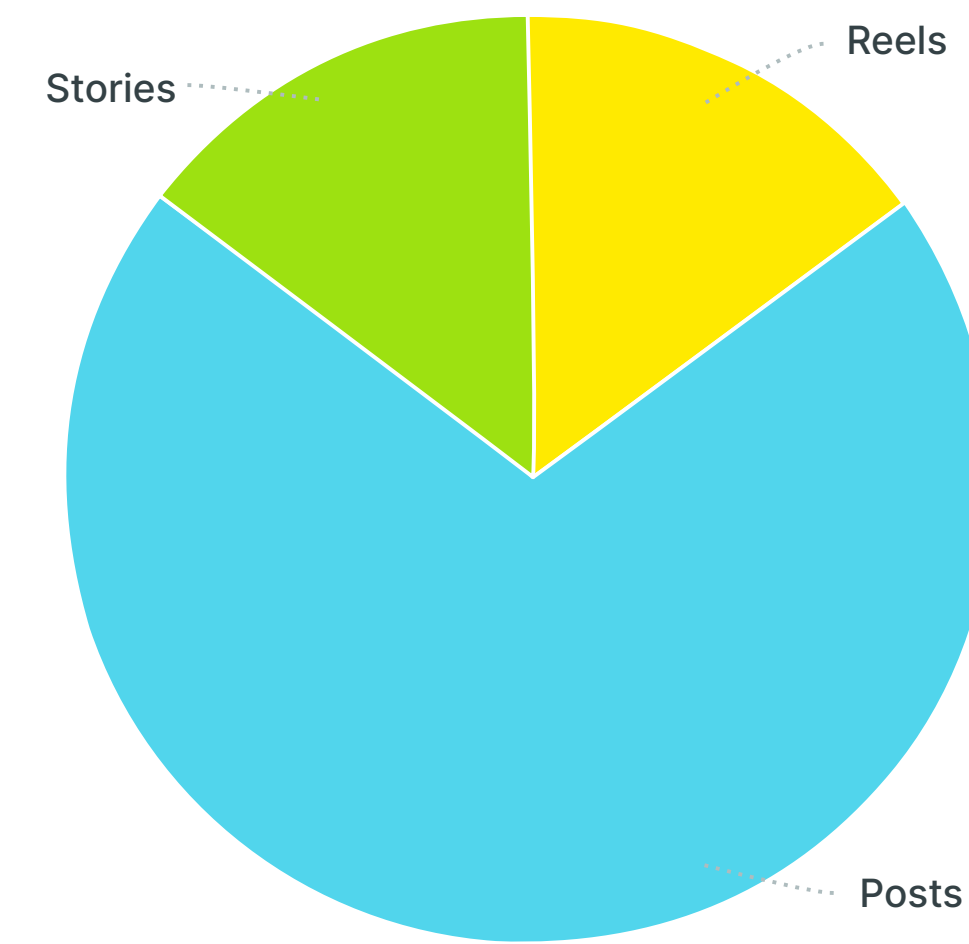
You had **41** organic and paid shares



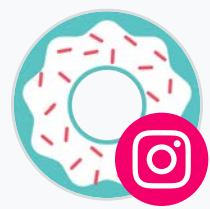
● Stories ● Posts ● Reels

Saves

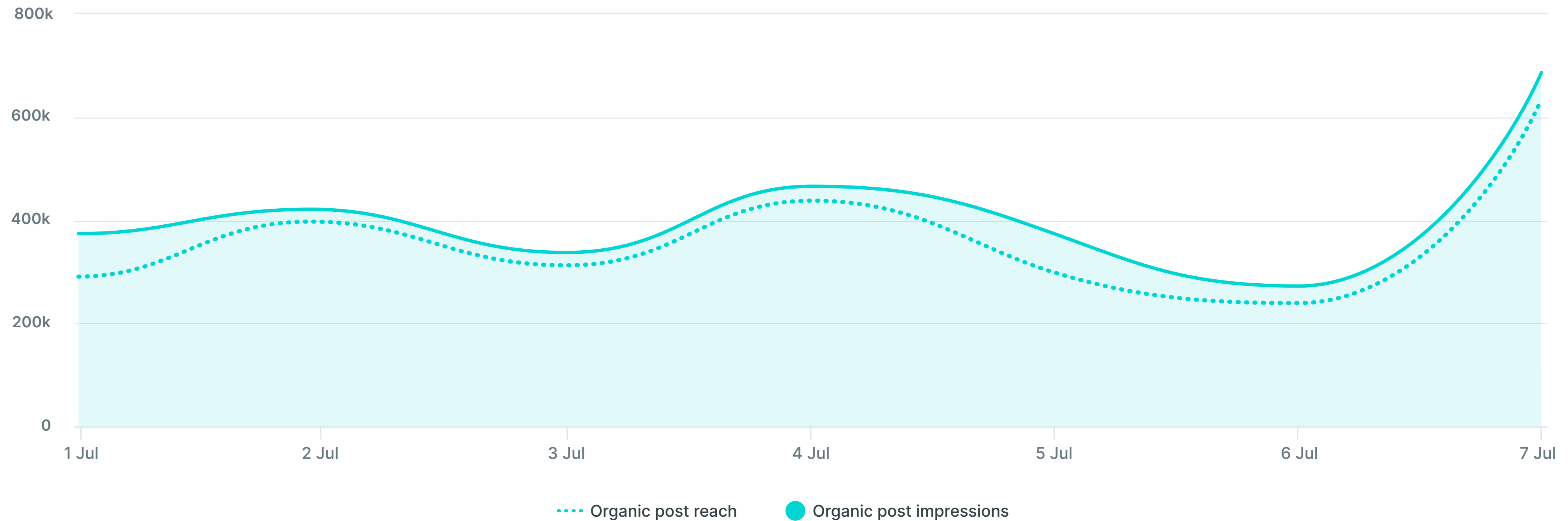
You had **24** organic and paid saves



● Posts ● Stories ● Reels



Organic post reach and impressions



Daily impressions

397,264

per day in the selected date range

Daily reach

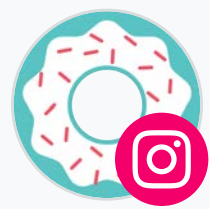
370,714

per day in the selected date range

Frequency

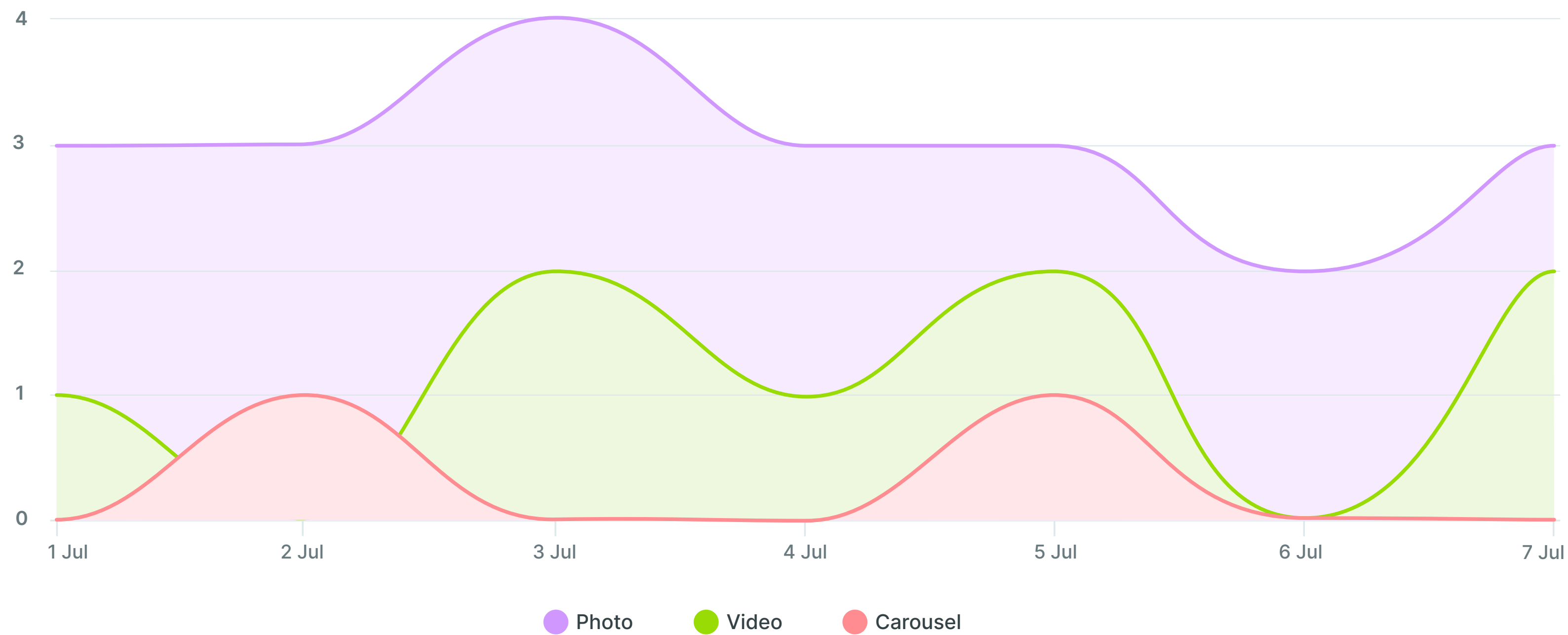
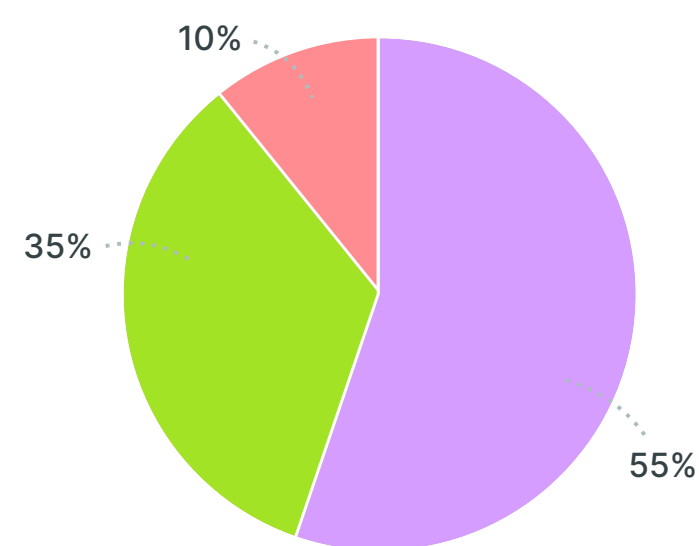
1.07

times per user



Posts

You published **21** posts



Highest posts

4

on 03.07.2022 - Sunday

Lowest posts

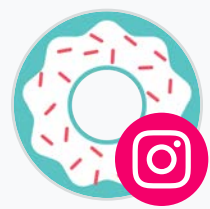
2

on 06.07.2022 - Wednesday

Daily posts

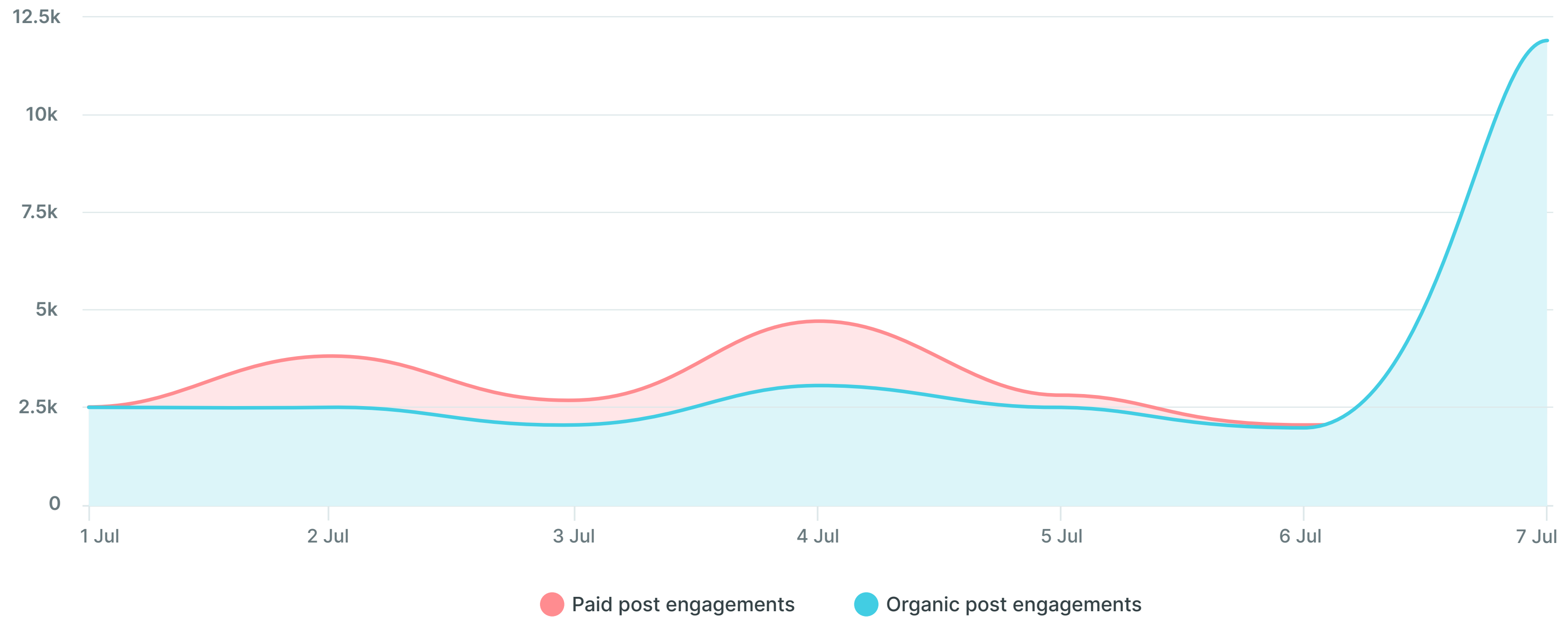
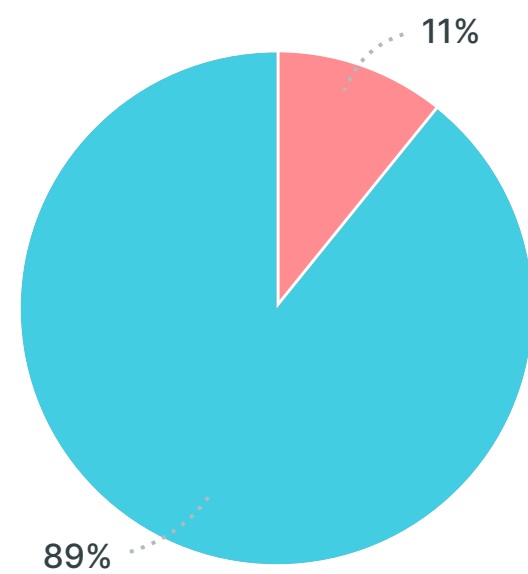
3

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

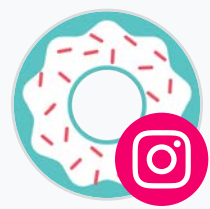
1,970

on 06.07.2022 - Wednesday

Daily engagement

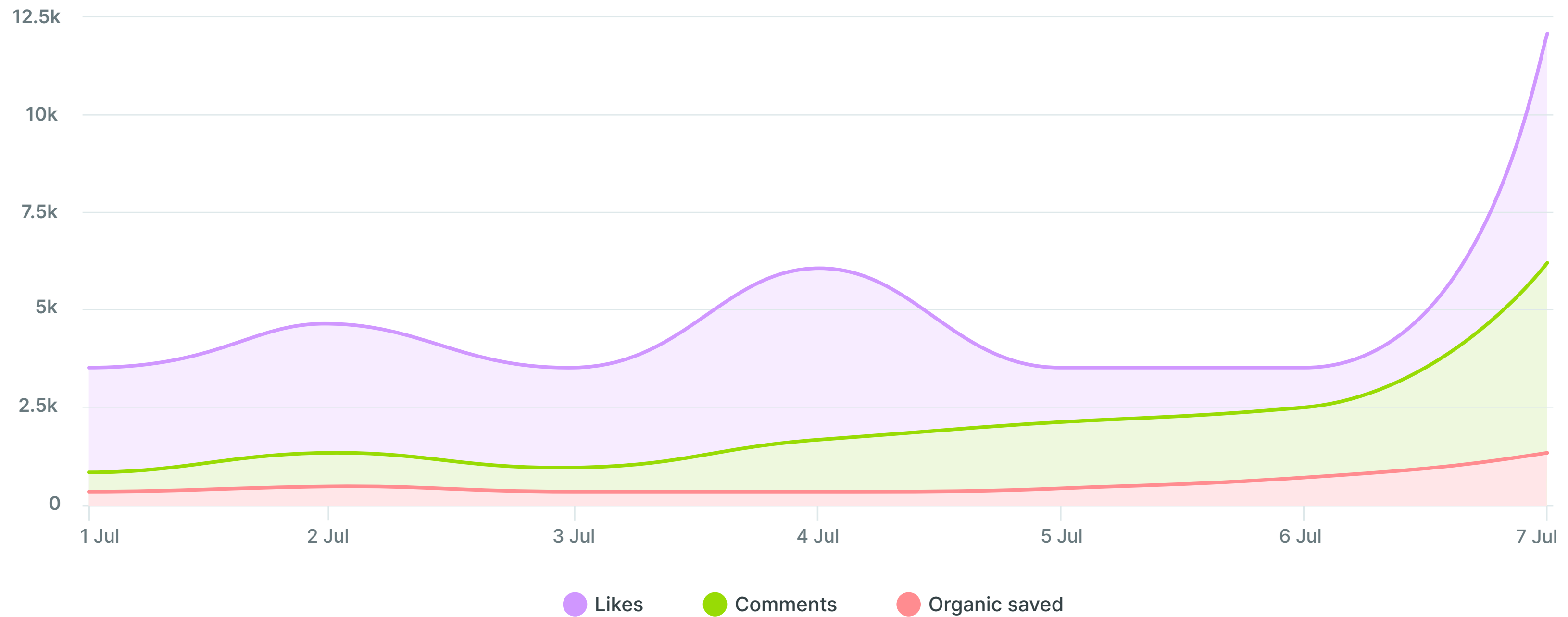
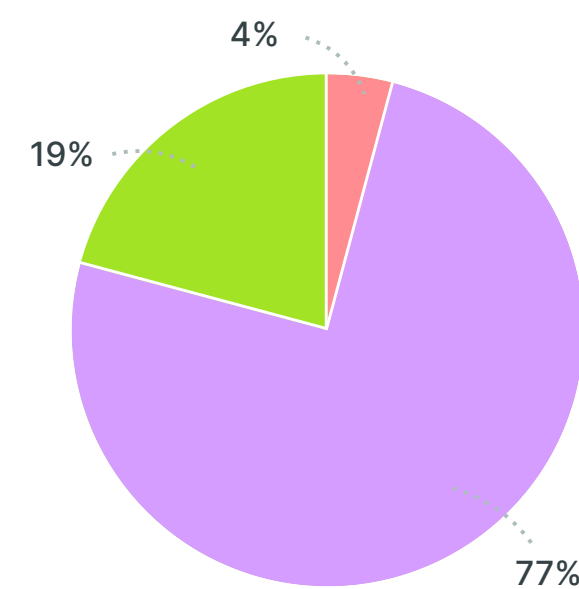
4,205

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

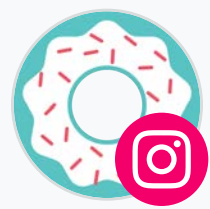
5,364

on 07.07.2022 - Thursday

Highest organic saved

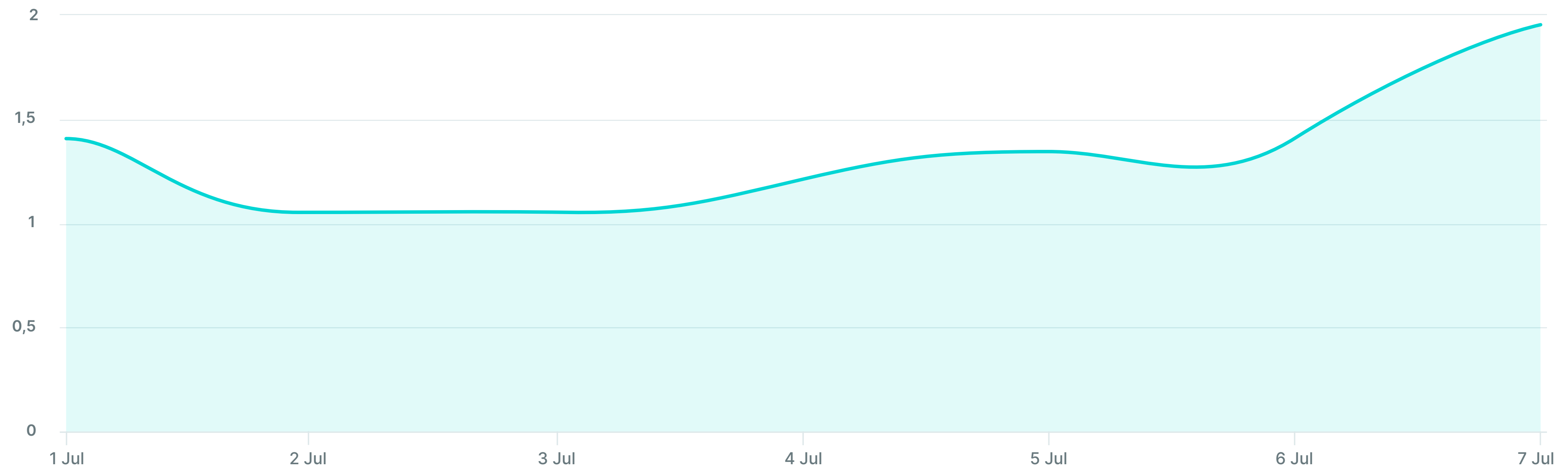
1,059

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

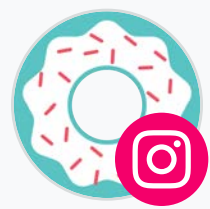
0.66%

on 03.07.2022 - Sunday

Daily organic ER

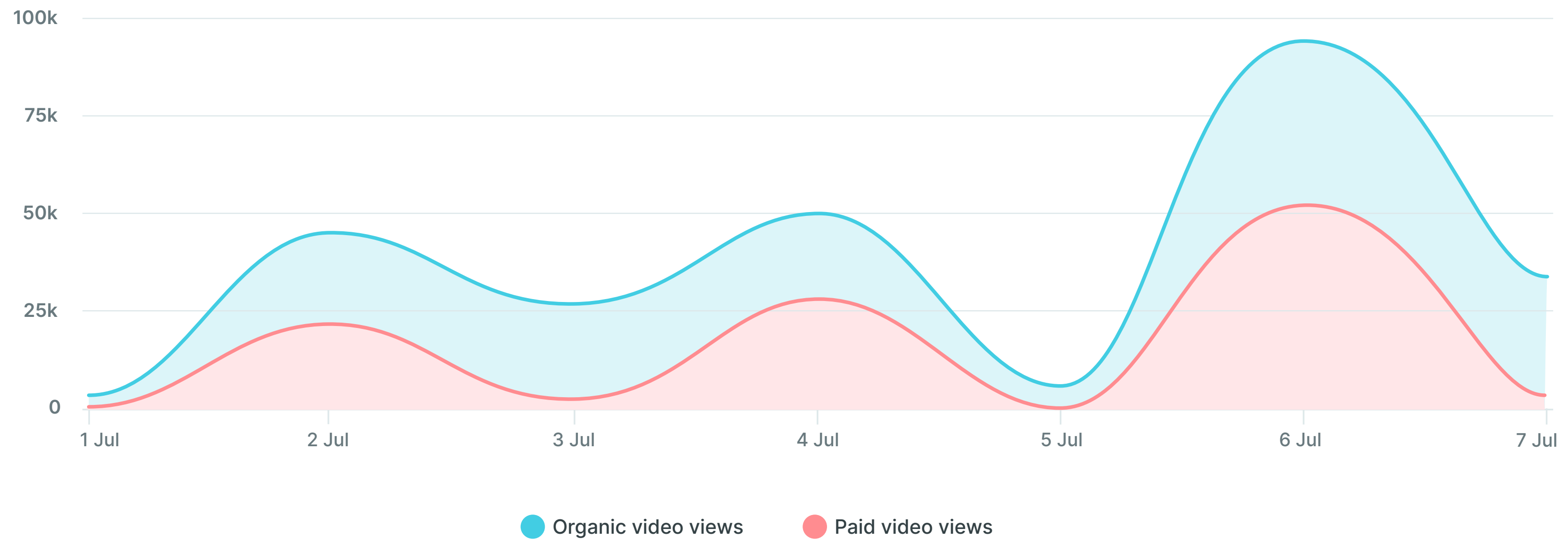
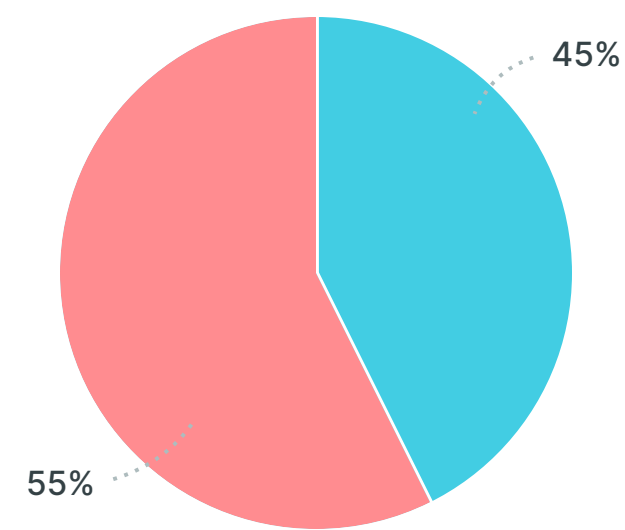
0.84%

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

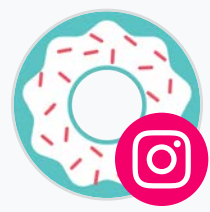
52,426

in the selected date range

Highest views

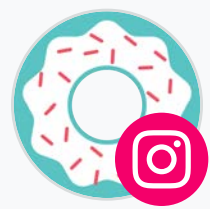
146,078

on 06.07.2022 - Wednesday



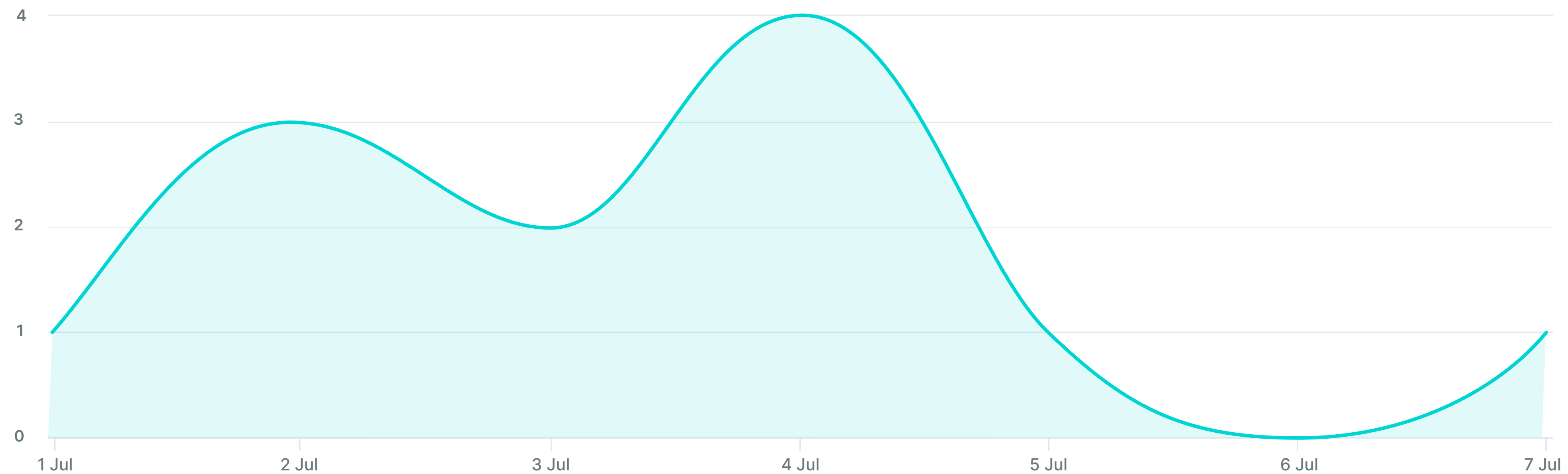
Hashtag analysis

| Hashtag ↓↑ | Number of posts used ↓↑ | Likes ↓↑ | Comments ↓↑ | Org. saved ↓↑ | Total engagement ↓↑ | Engagement per post ↓↑ | Org. ER per post ↓↑ |
|-----------------|-------------------------|----------|-------------|---------------|---------------------|------------------------|---------------------|
| #patisserie | 21 | 22,730 | 5,562 | 1,145 | 29,437 | 1,402 | 0.84% |
| #xuxopatisserie | 20 | 18,851 | 223 | 642 | 19,715 | 986 | 0.76% |
| #cupcake | 4 | 4,312 | 58 | 177 | 4,547 | 1,137 | 0.70% |
| #macaron | 4 | 3,056 | 53 | 106 | 3,215 | 804 | 0.77% |
| #brownie | 2 | 1,502 | 12 | 63 | 1,577 | 789 | 0.8% |
| #chocolate | 2 | 3,247 | 28 | 55 | 3,330 | 1,665 | 0.79% |



Reels

You shared **12** reels



Highest reels

23

on 04.07.2022 - Monday

Lowest reels

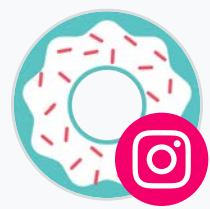
0

on 06.07.2022 - Wednesday

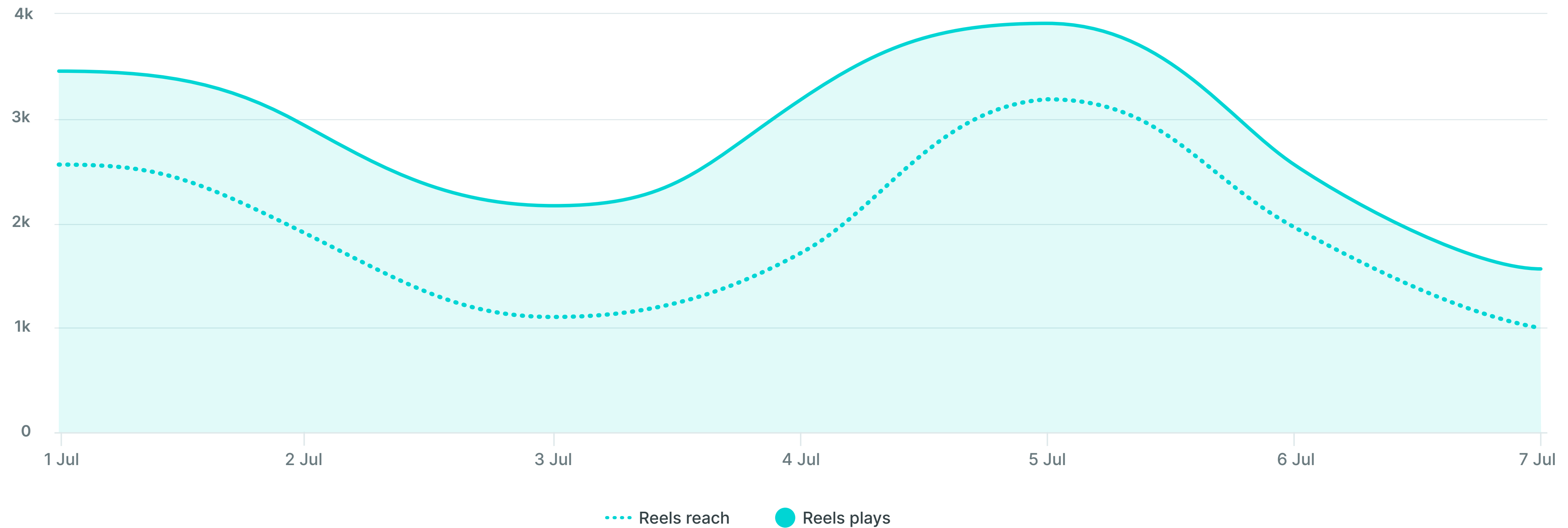
Daily reels

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

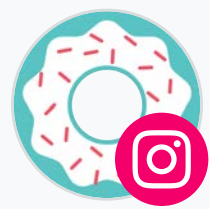
2,856,387

per day in the selected date range

Frequency

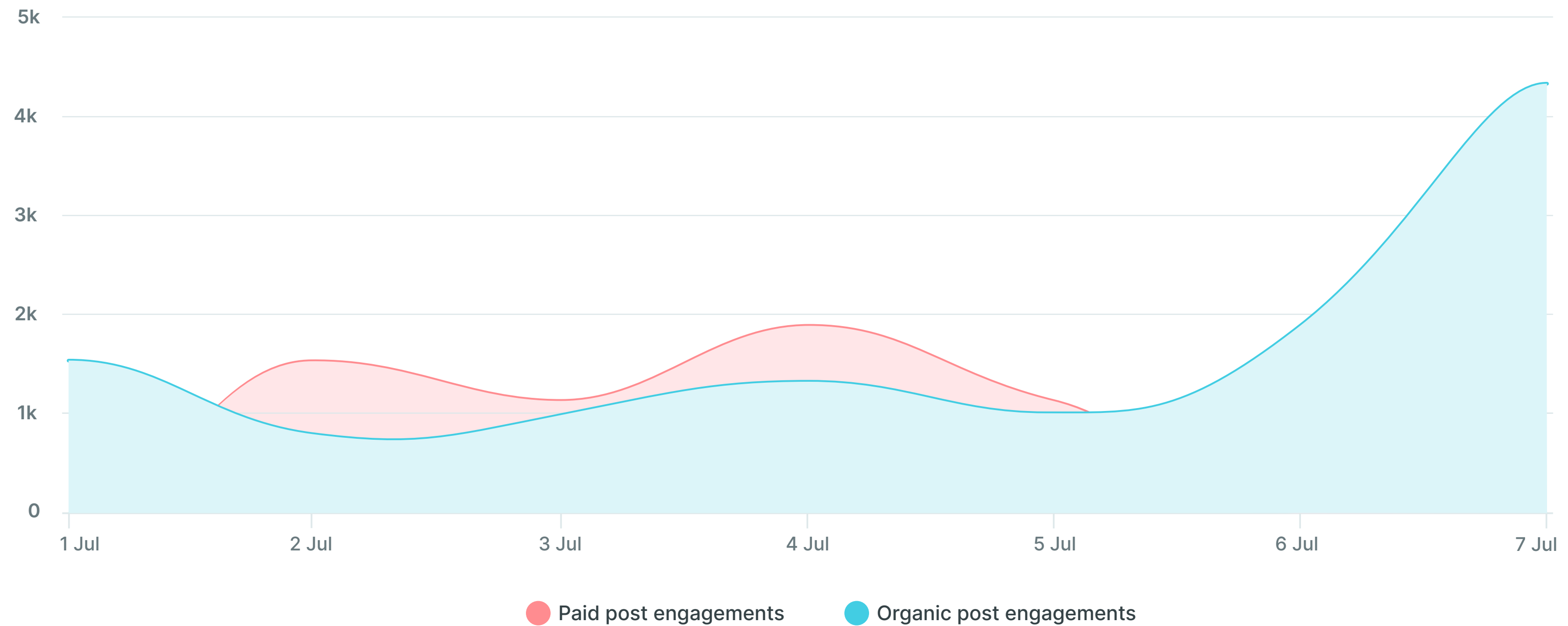
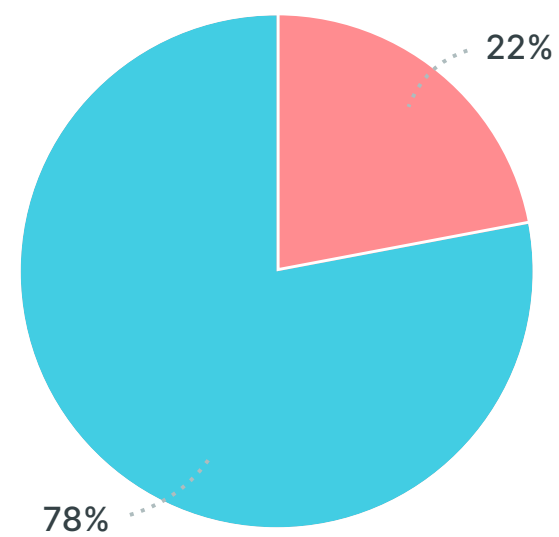
1.24

times per user



Reels engagements

Your reels had **18,835** engagements



Highest engagement

4,467

on 07.07.2022 - Thursday

Lowest engagement

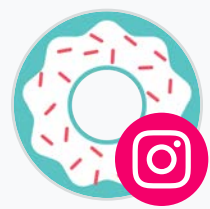
1,782

on 06.07.2022 - Wednesday

Daily engagement

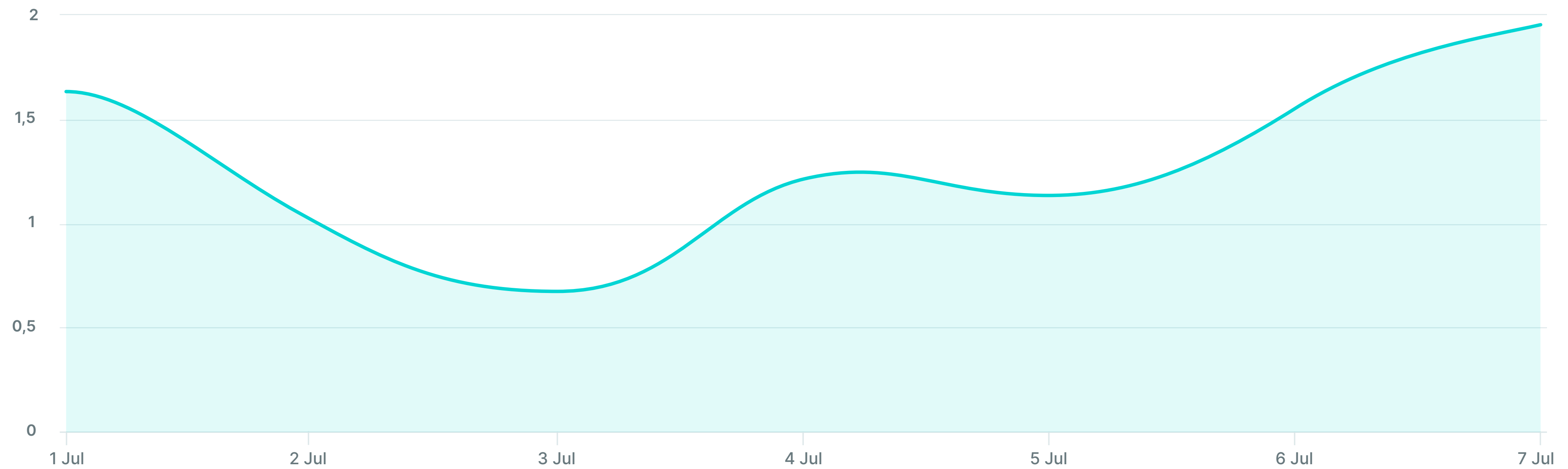
2,690

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

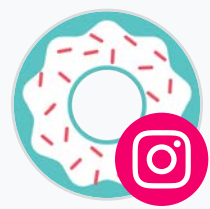
0.66%

on 03.07.2022 - Sunday

Daily organic ER

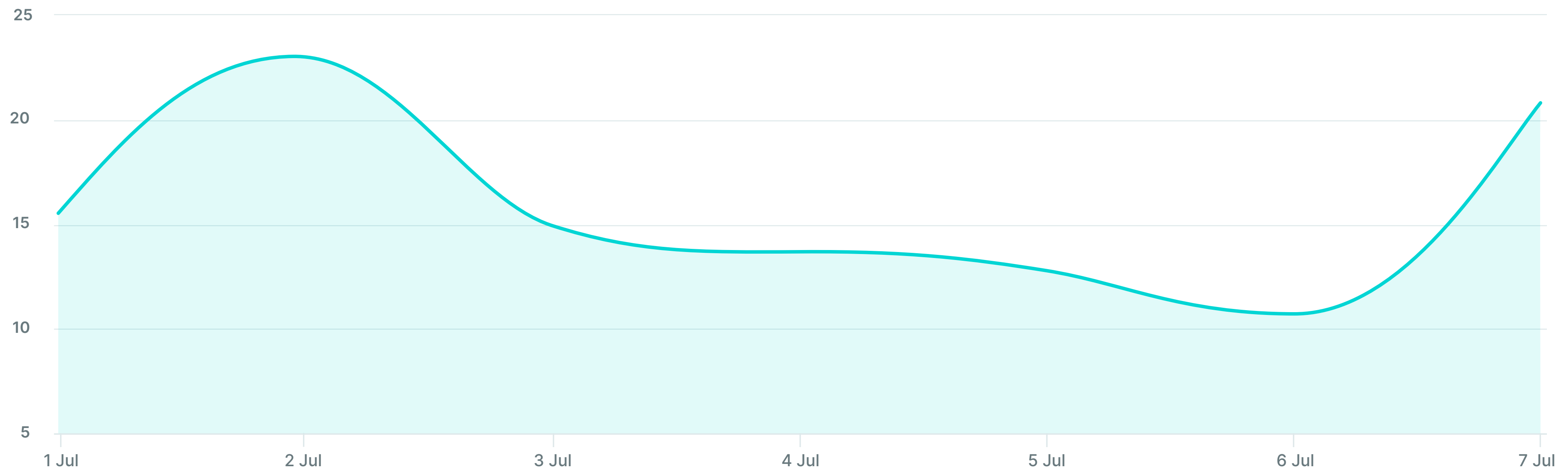
0.84%

per day in the selected date range



Stories

You shared **113** stories



Highest stories

23

on 02.07.2022 - Saturday

Lowest stories

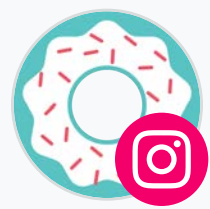
11

on 06.07.2022 - Wednesday

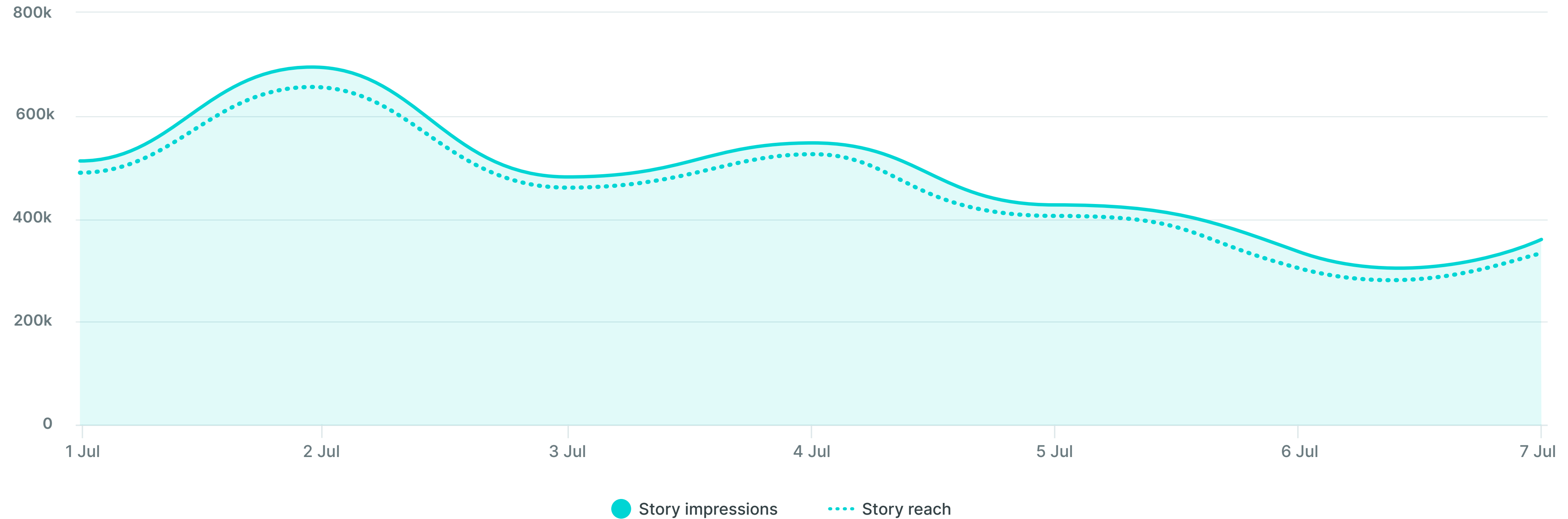
Daily stories

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

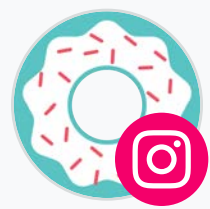
464,883

per day in the selected date range

Frequency

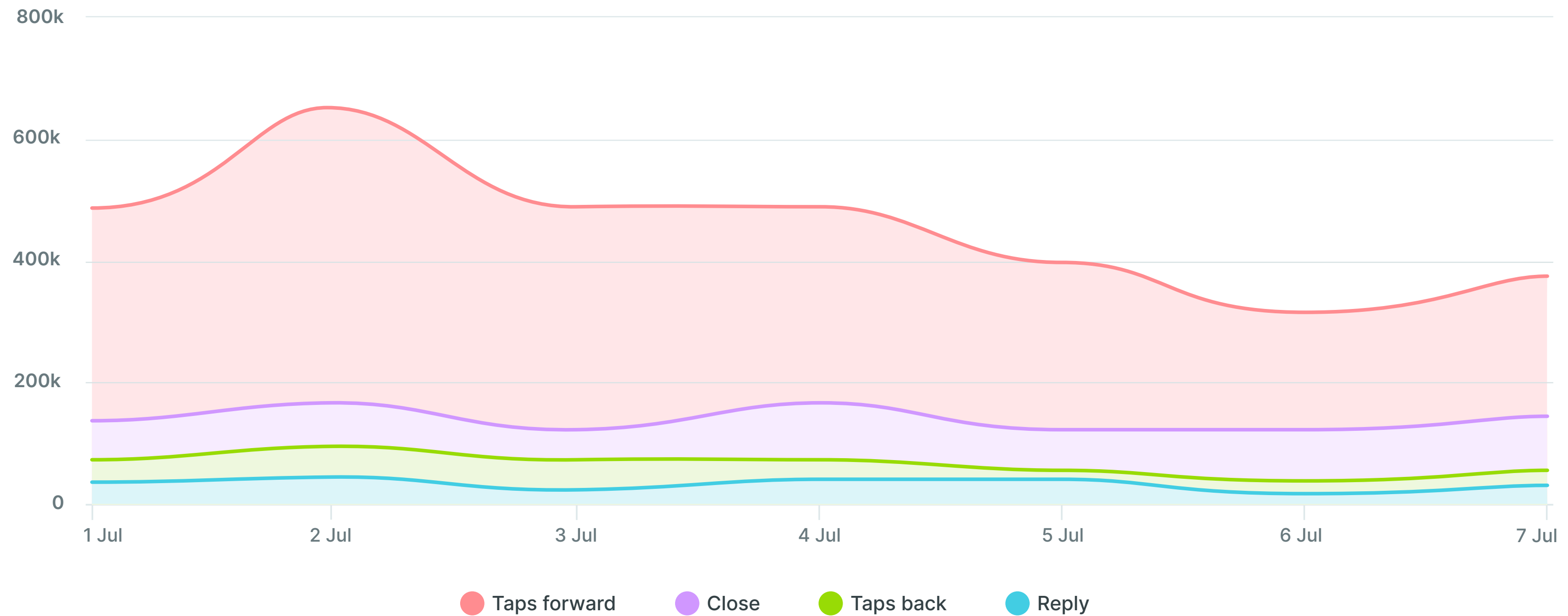
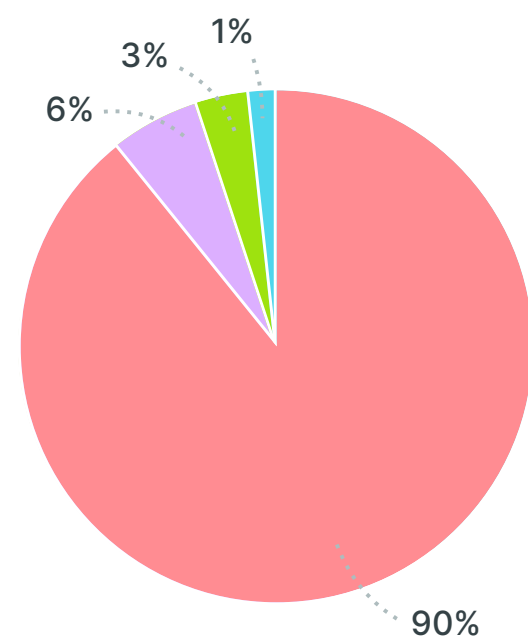
1.02

times per user



Story engagements

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



Highest engagement

638,245

on 02.07.2022 - Saturday

Lowest engagement

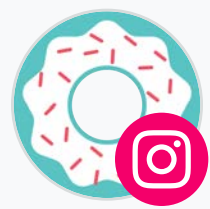
307,209

on 06.07.2022 - Wednesday

Daily engagement

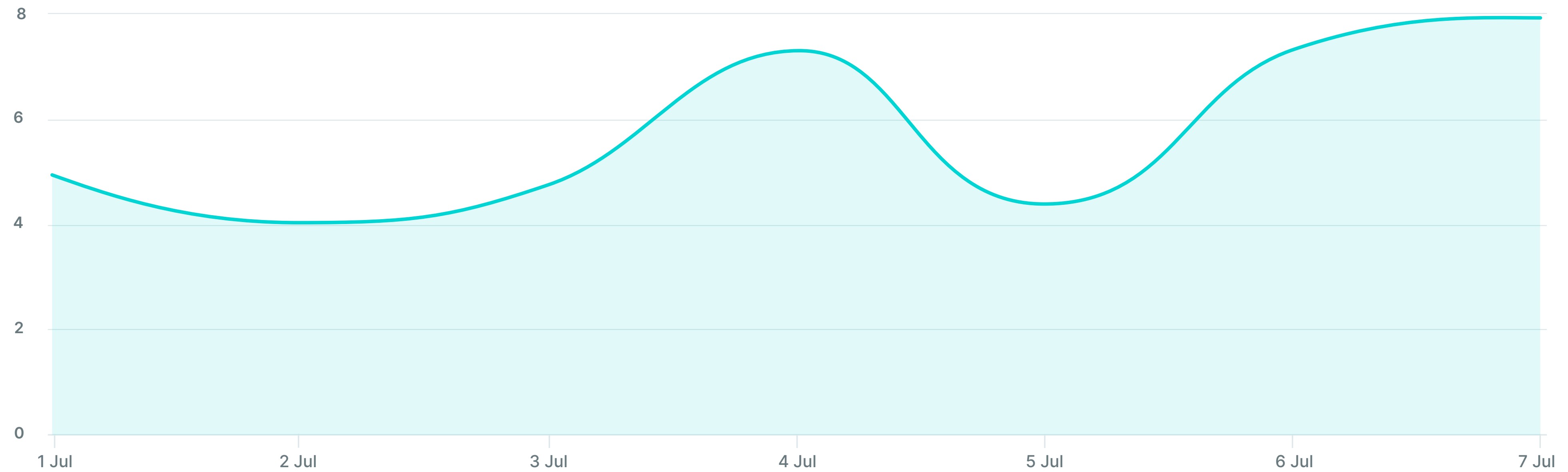
447,191

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

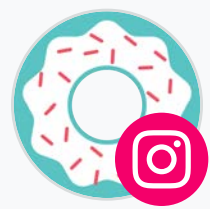
4.05%

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 🧑🍳



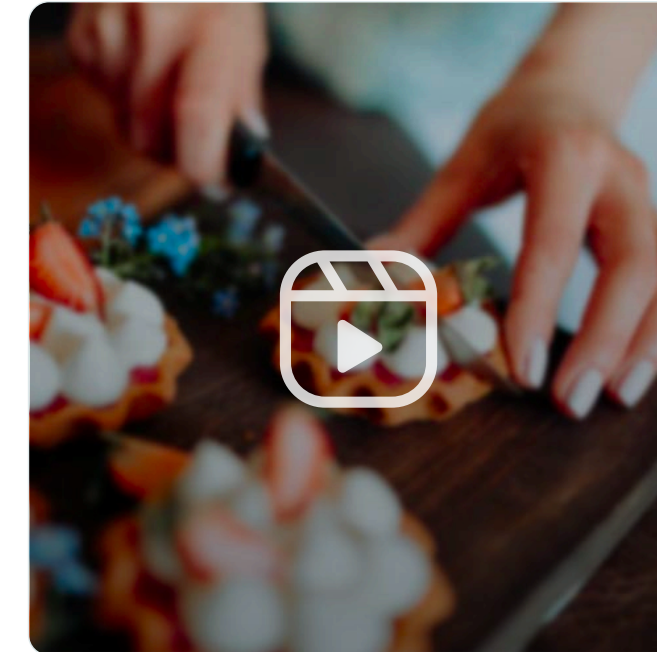
| | | |
|----------------|------------------|-------------------|
| Organic reach | Org. impressions | Frequency |
| 35,597 | 36,465 | 1.02 |
| Replies | Shares | Follows |
| 32,479 | 2 | 3,329 |
| Profile visits | Navigation | Completion |
| 28,445 | 703 | 10.9% |



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...



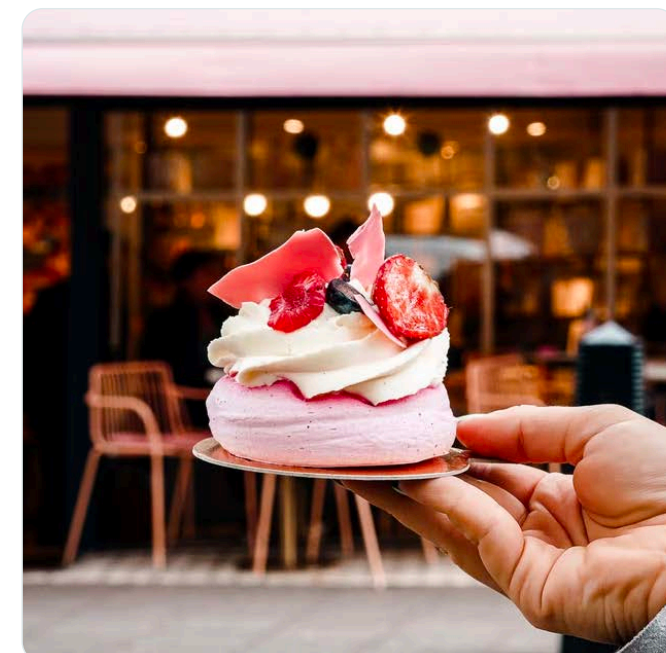
| | | |
|----------------|----------------|-------------------|
| Total eng. | Likes | Comments |
| 1,270 | 752 | 483 |
| Shares | Organic saved | Frequency |
| 6 | 198 | 1.02 |
| Organic reach | Plays | Organic ER |
| 124,073 | 129,015 | 0.63% |



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% |



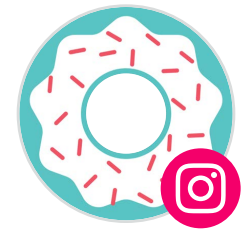
Xuxo Patisserie

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% |



Instagram | page report

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