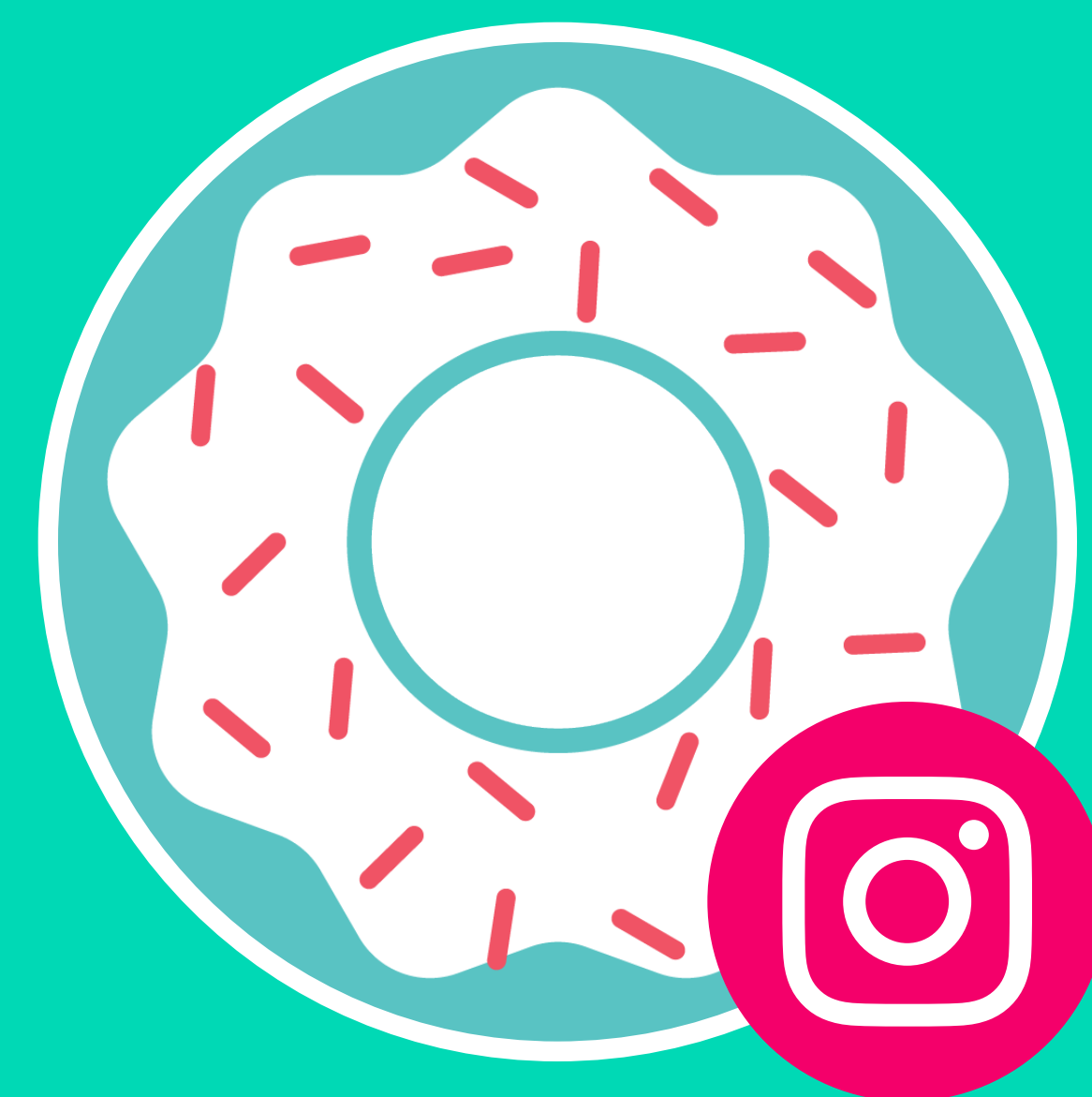




Instagram | page report

Xuxo Patisserie

01 July 2024 - 07 July 2024



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 impressions

283,719 ↗ 44,2%

compared to 28,810,633 in the previous period

Stories

113 ↘ 13%

compared to 130 in the previous period

Story reach

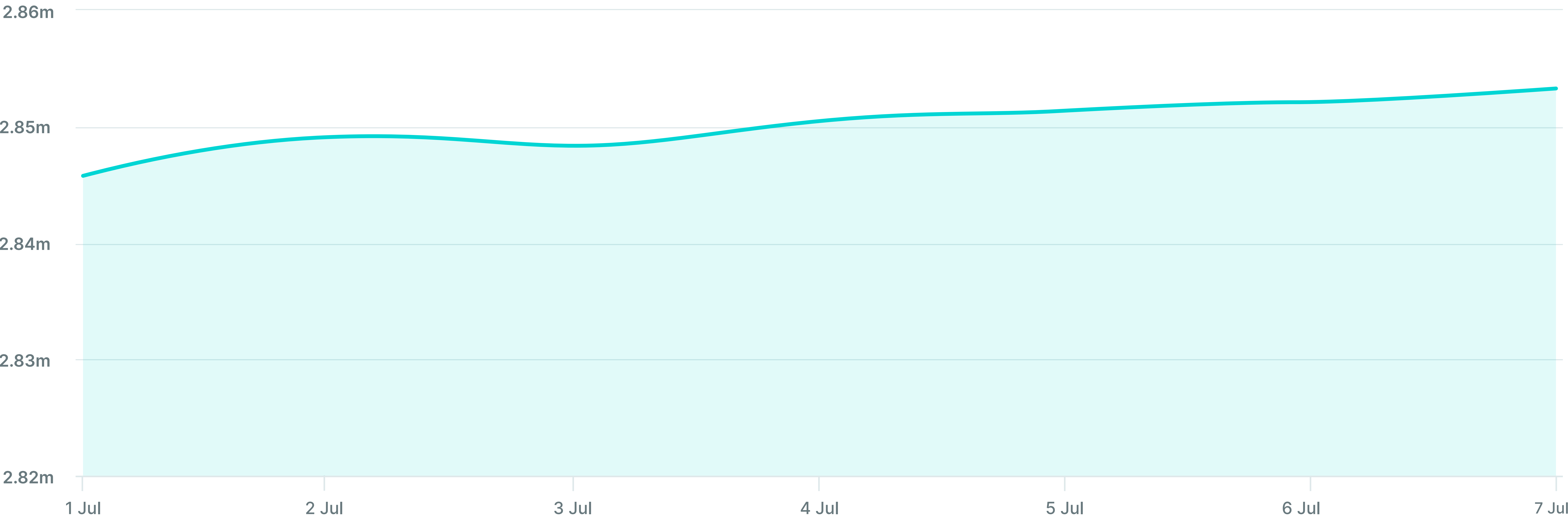
3,254,182 ↘ 13%

compared to 4,150,438 in the previous period



Followers

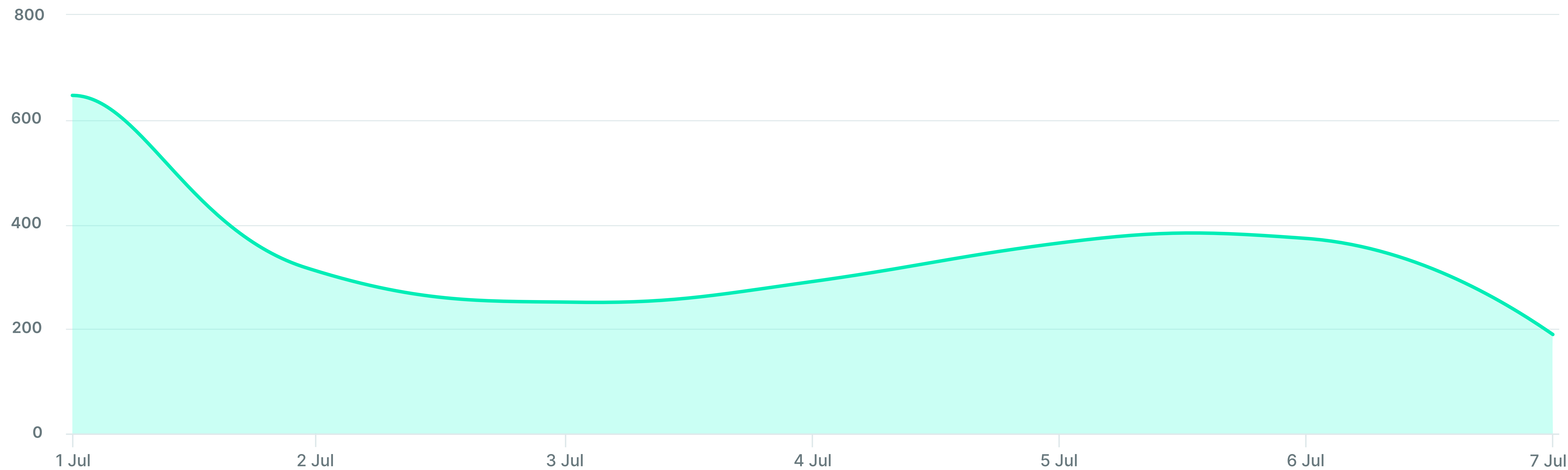
You have **2,850,314** followers by 07.07.2024





Follower growth

↗ You gained 1,706 more followers



Highest growth

621 ↗

on 01.07.2024 - Friday

Lowest growth

198 ↗

on 07.07.2024 - Thursday

Daily growth

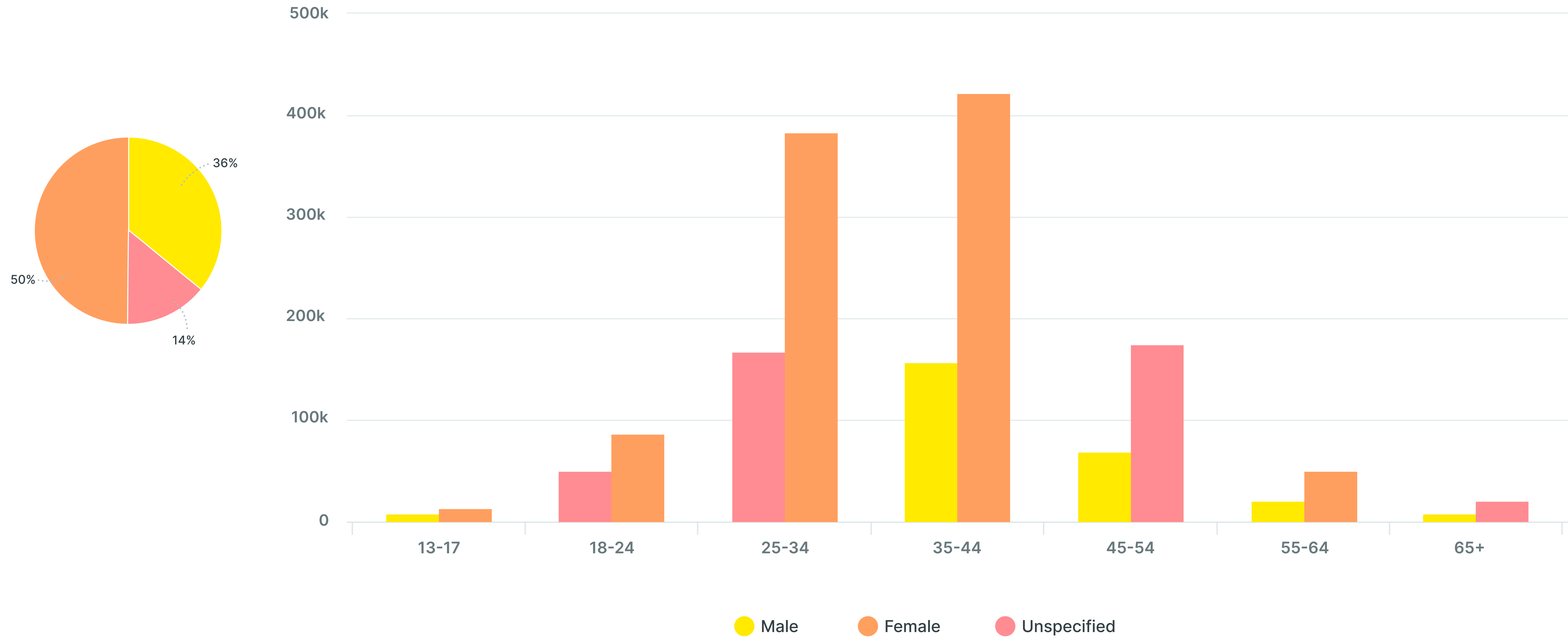
244 ↗

per day in the selected date range



Demographics

at 08.07.2024





Countries

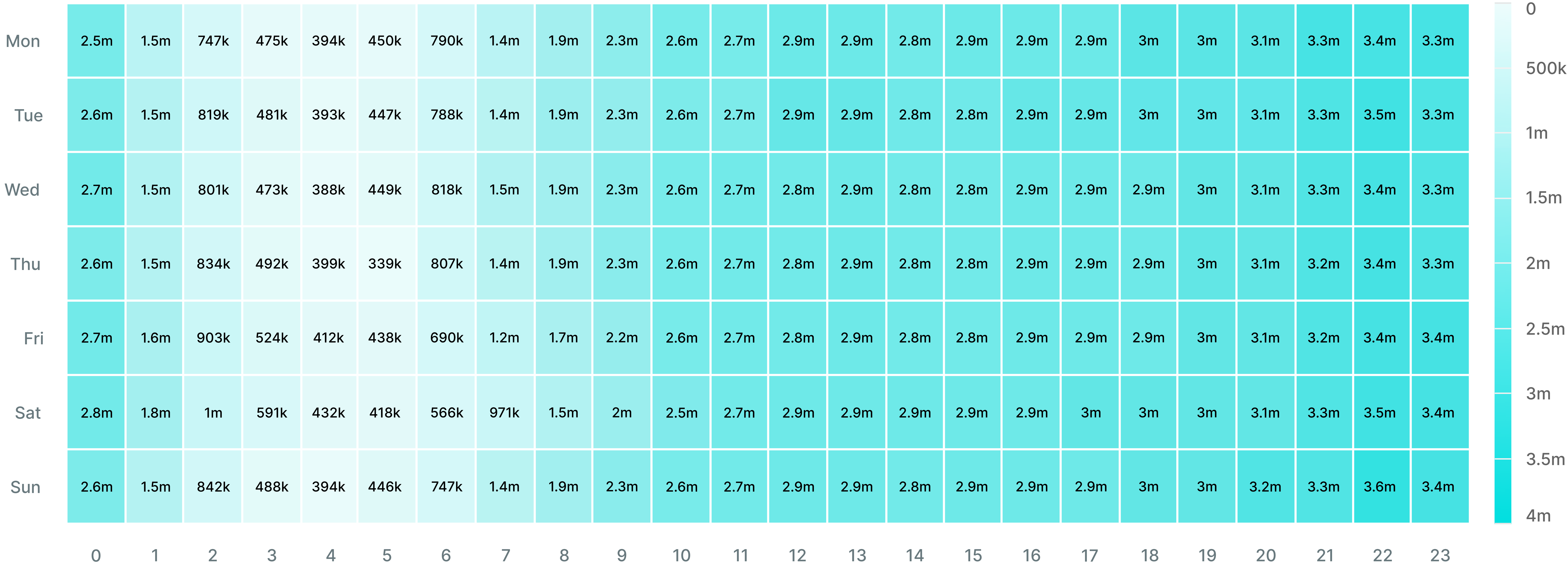
Country	Total
GB	1,789,780
US	77,985
FR	76,876
DE	32,166
IT	19,721
ES	19,600
TR	12,417

Cities

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

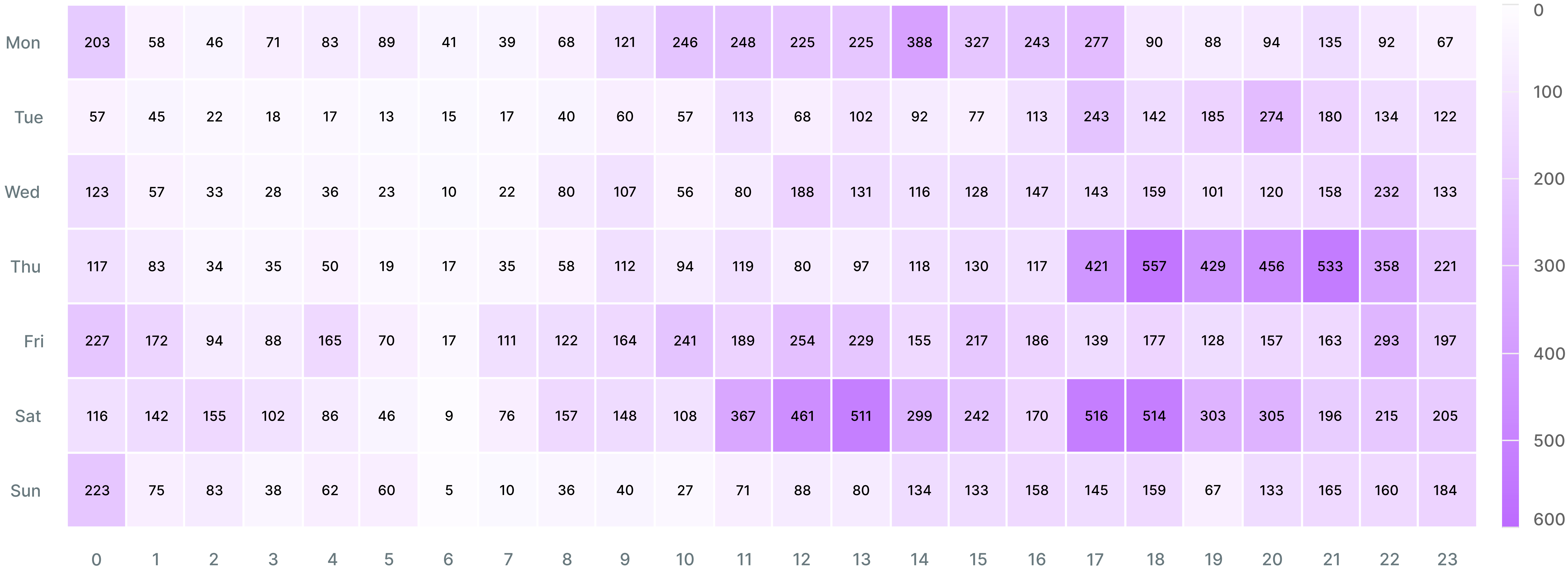


Online followers (08.06.2024 - 07.07.2024)





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

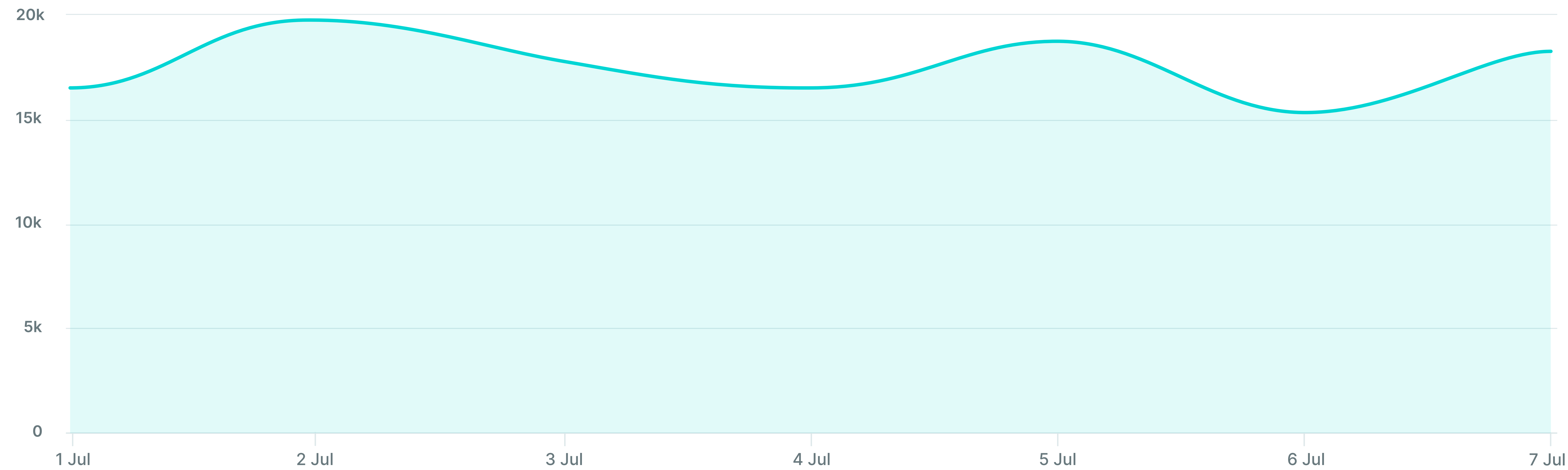
Most liked comments

Username	Likes
@rik.kann_ny	1,027
@this.heather.c	859
@sebastian.westergren1	612
@akachi_va123	544
@thoma_followay8	203
@alex.edwardss_uk	157
@jordanna.kkitchener	86



Profile views

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



Highest views

19,924

on 02.07.2024 - Saturday

Lowest views

15,477

on 06.07.2024 - Wednesday

Daily views

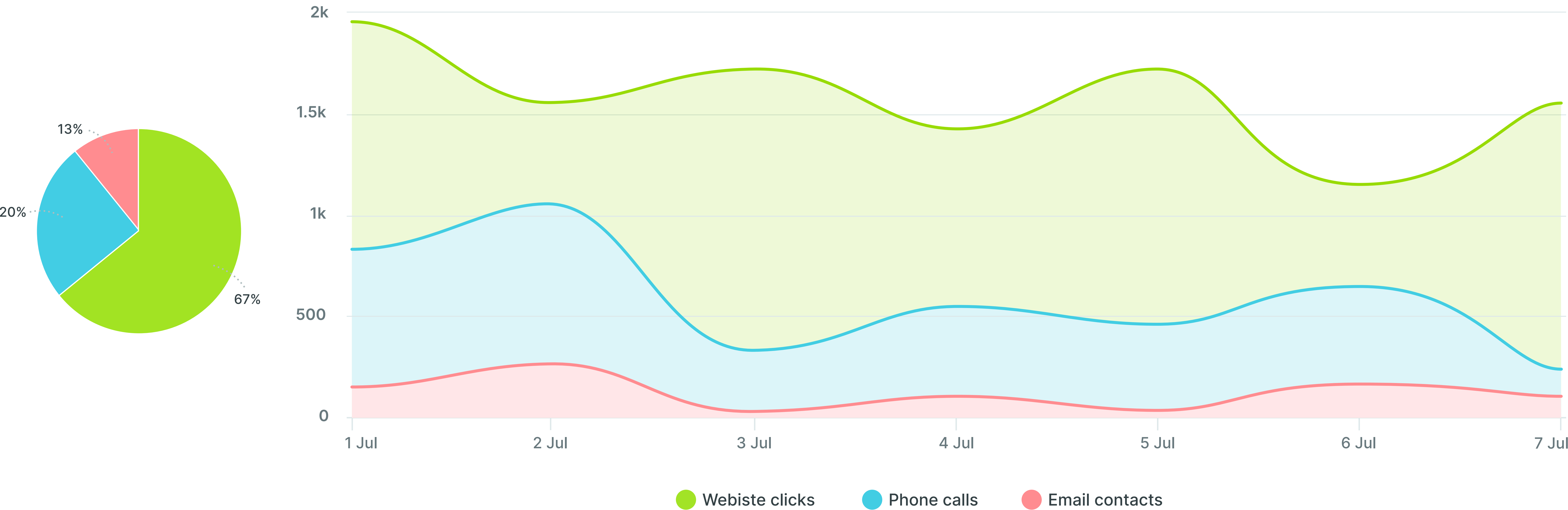
17,962

per day in the selected date range



Profile engagements

Your profile had **13,448** engagements



Highest engagement

2,391

on 01.07.2024 - Friday

Lowest engagement

1,473

on 06.07.2024 - Wednesday

Daily engagement

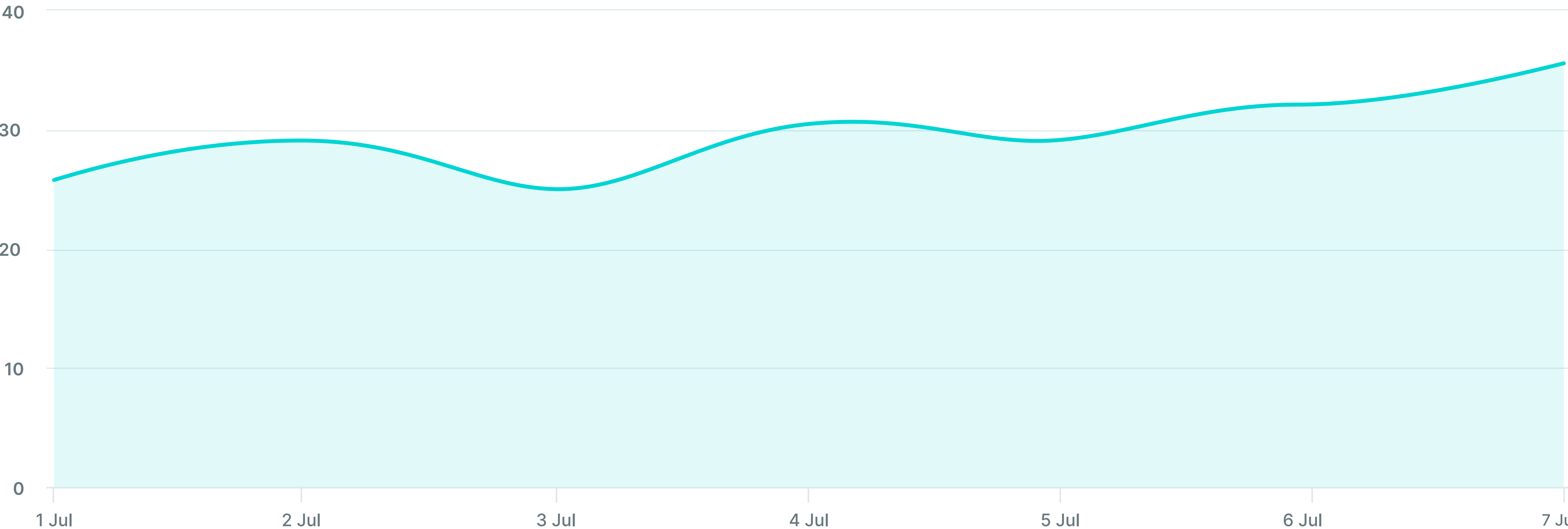
1,921

per day in the selected date range



Following

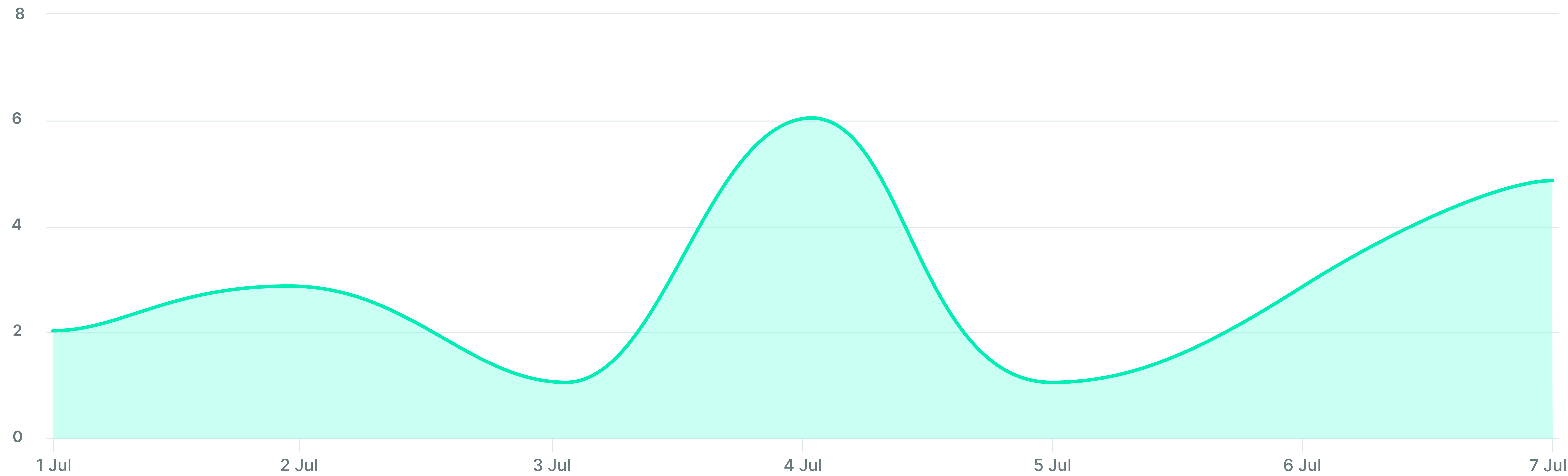
You are following **36** profiles by 07.07.2024





Following growth

↗ You are following 9 more profiles



Highest growth

6

on 04.07.2024 - Monday

Lowest growth

1

on 03.07.2024 - Sunday

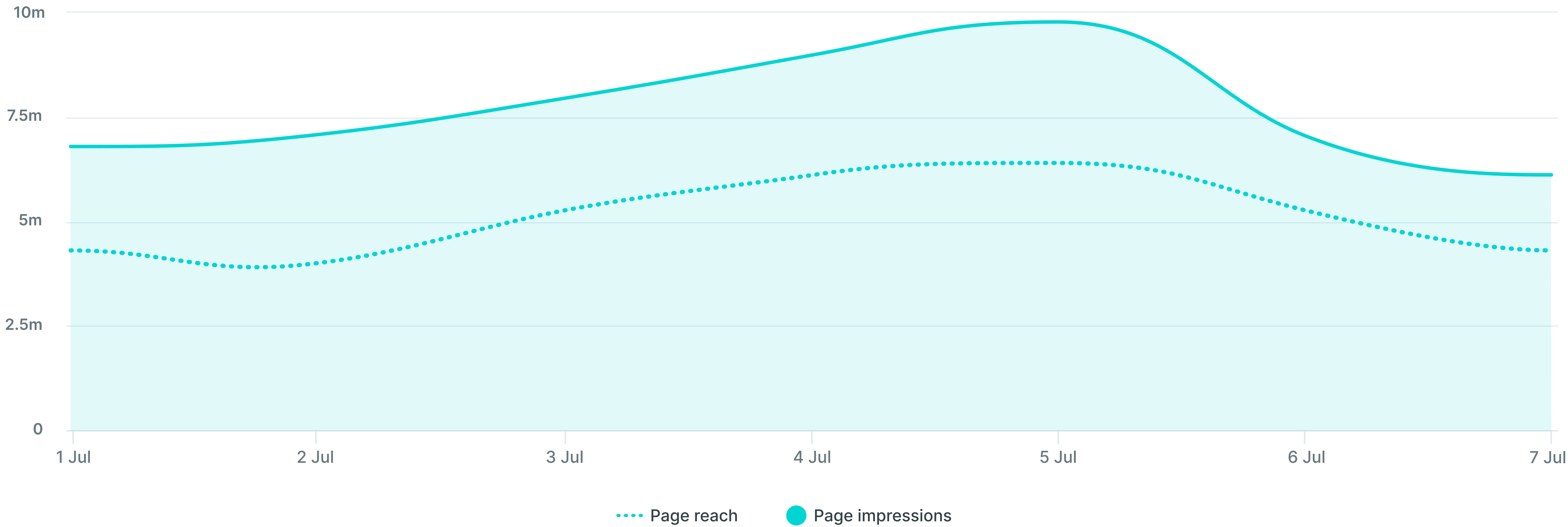
Daily growth

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

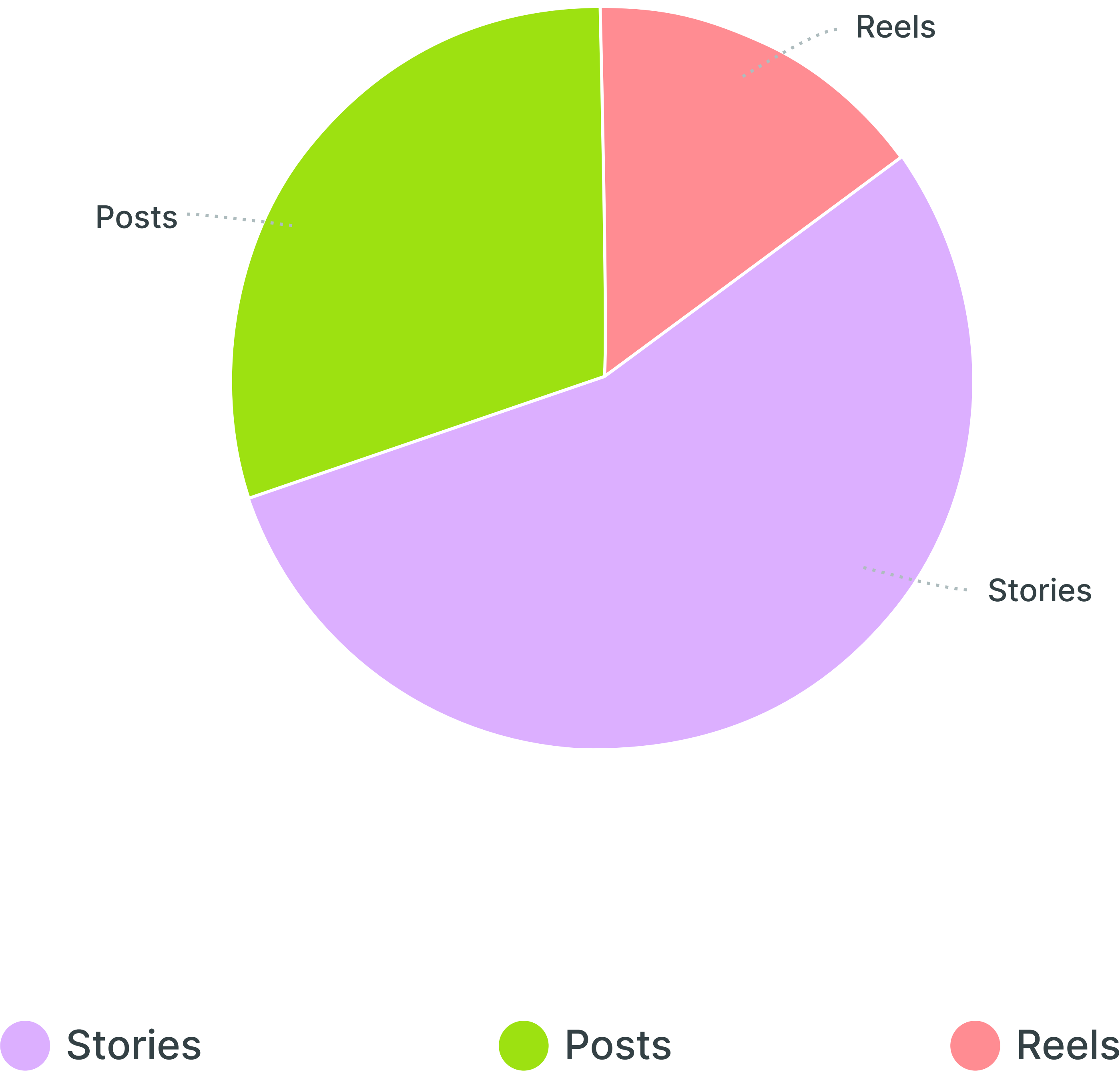
1.58

times per user



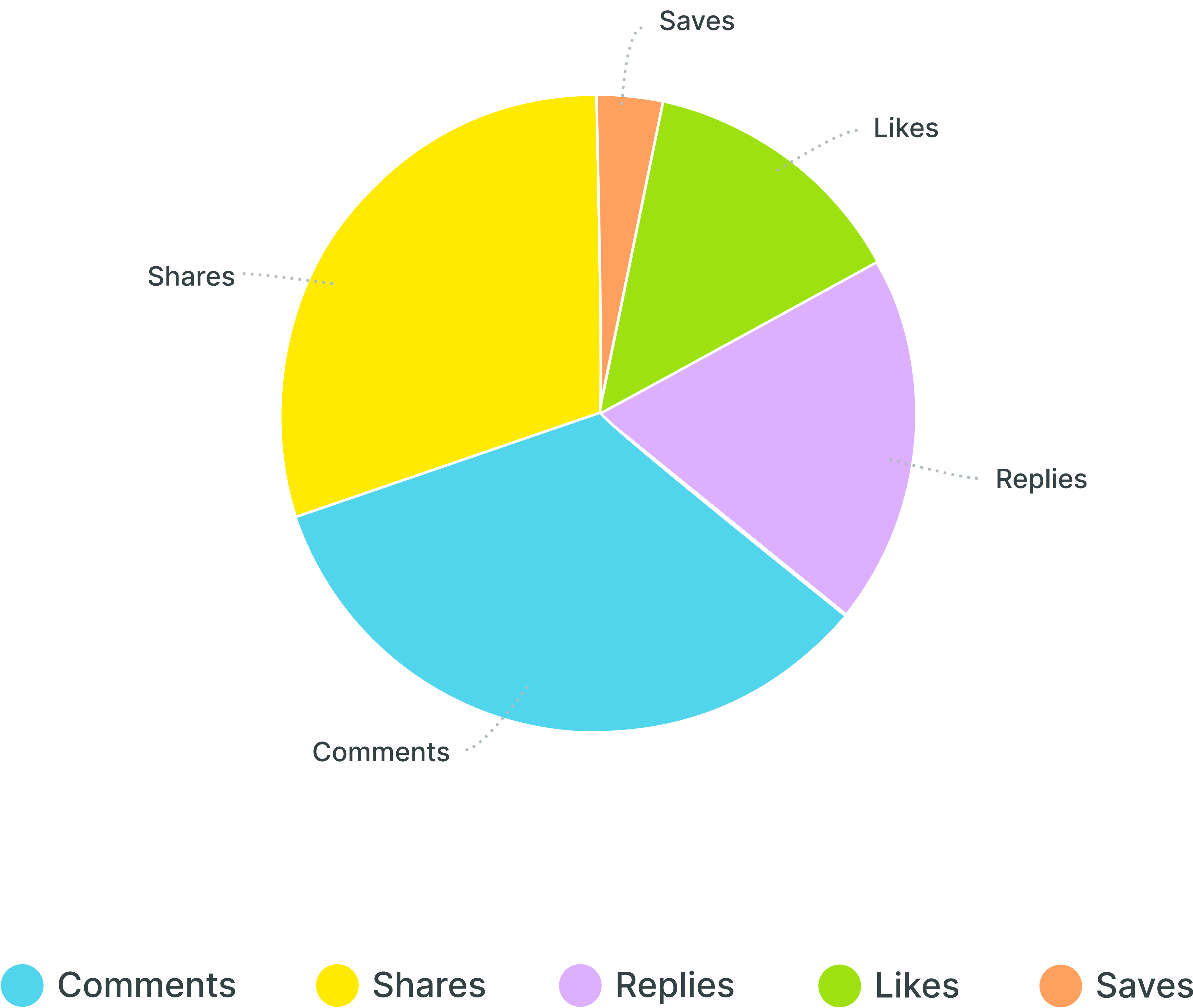
Total engagements

You had 152 organic and paid engagements



Engagement types

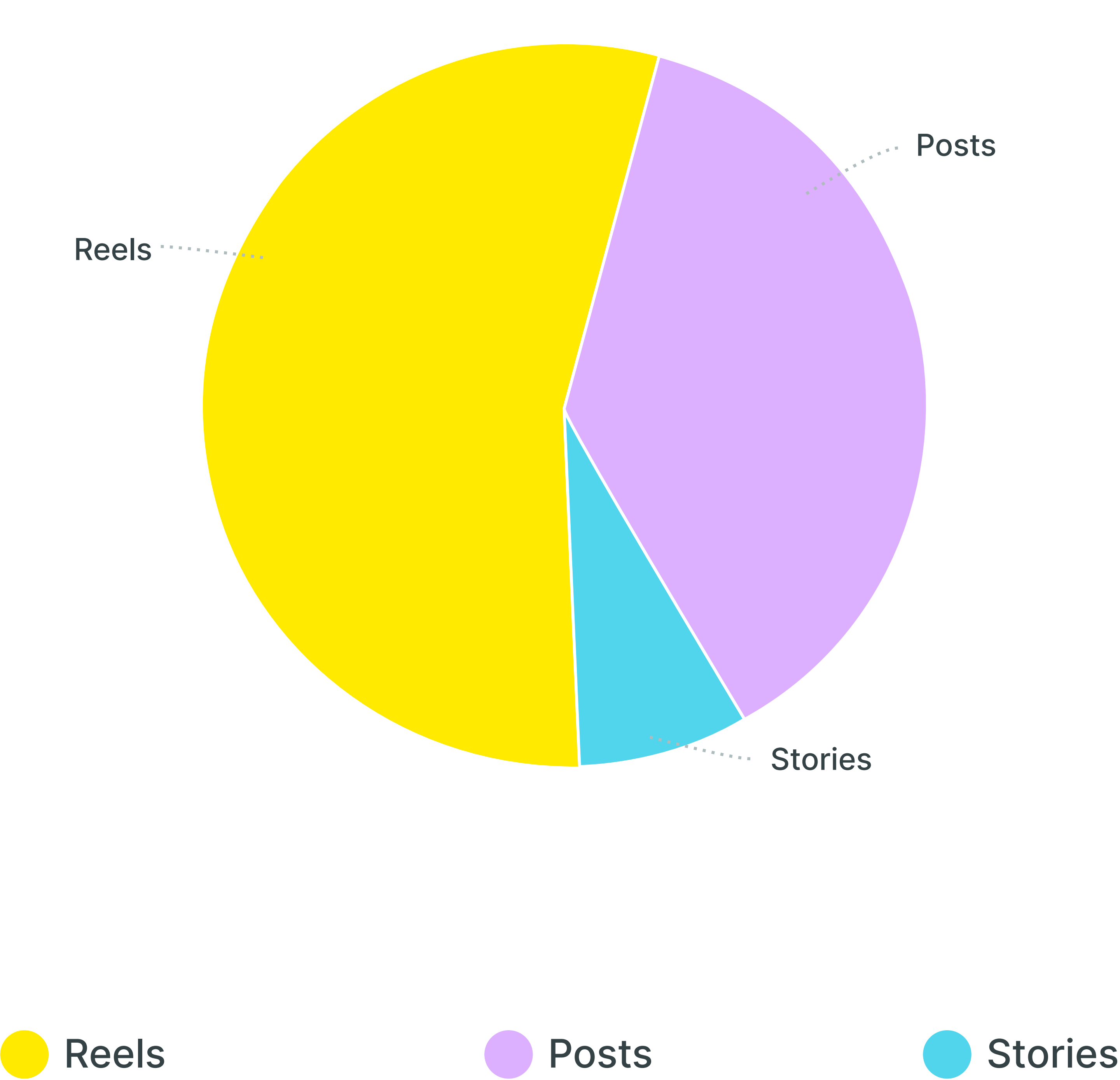
Breakdown of total engagements grouped by types





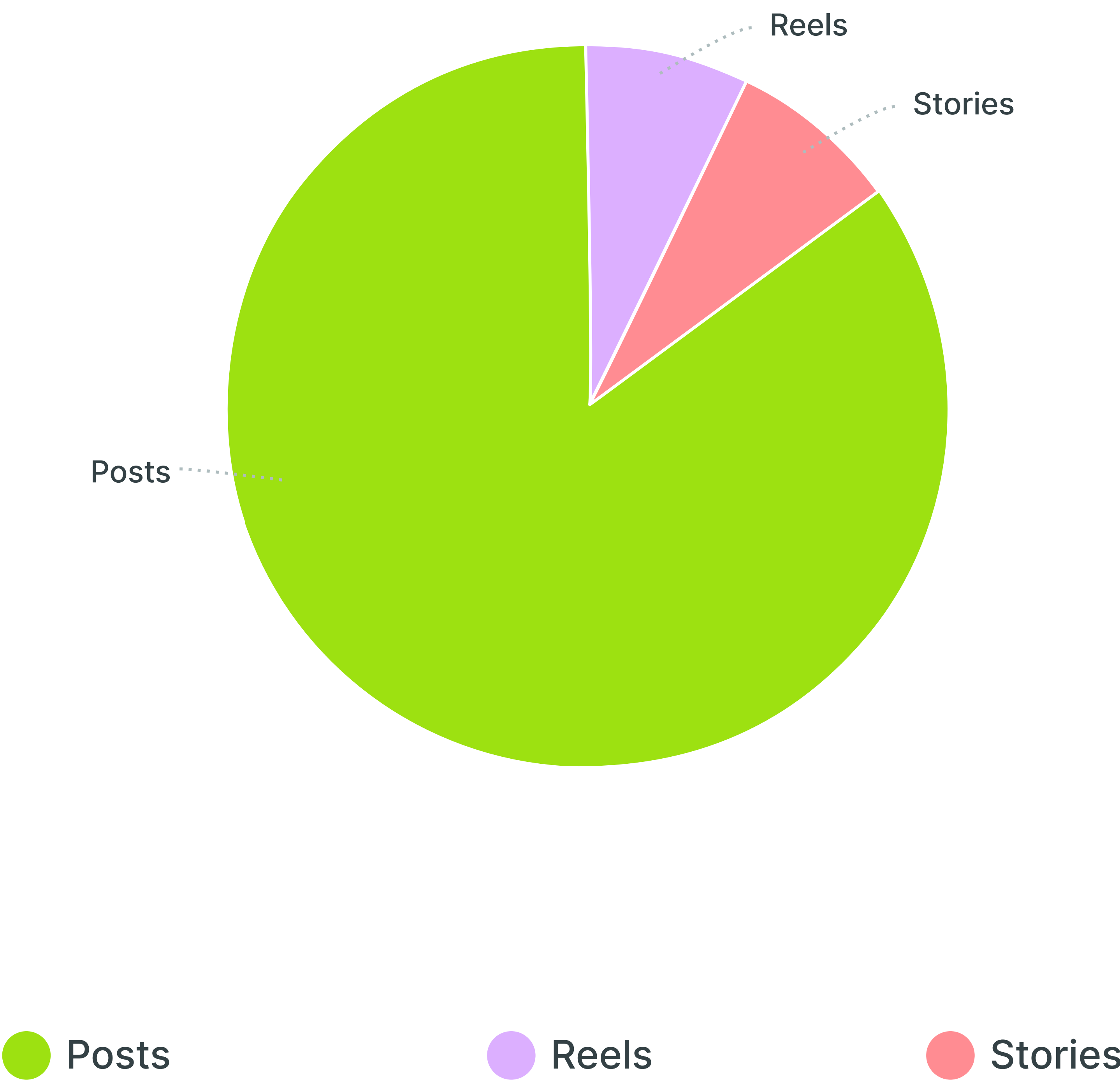
Likes

You had 31 organic and paid likes



Comments

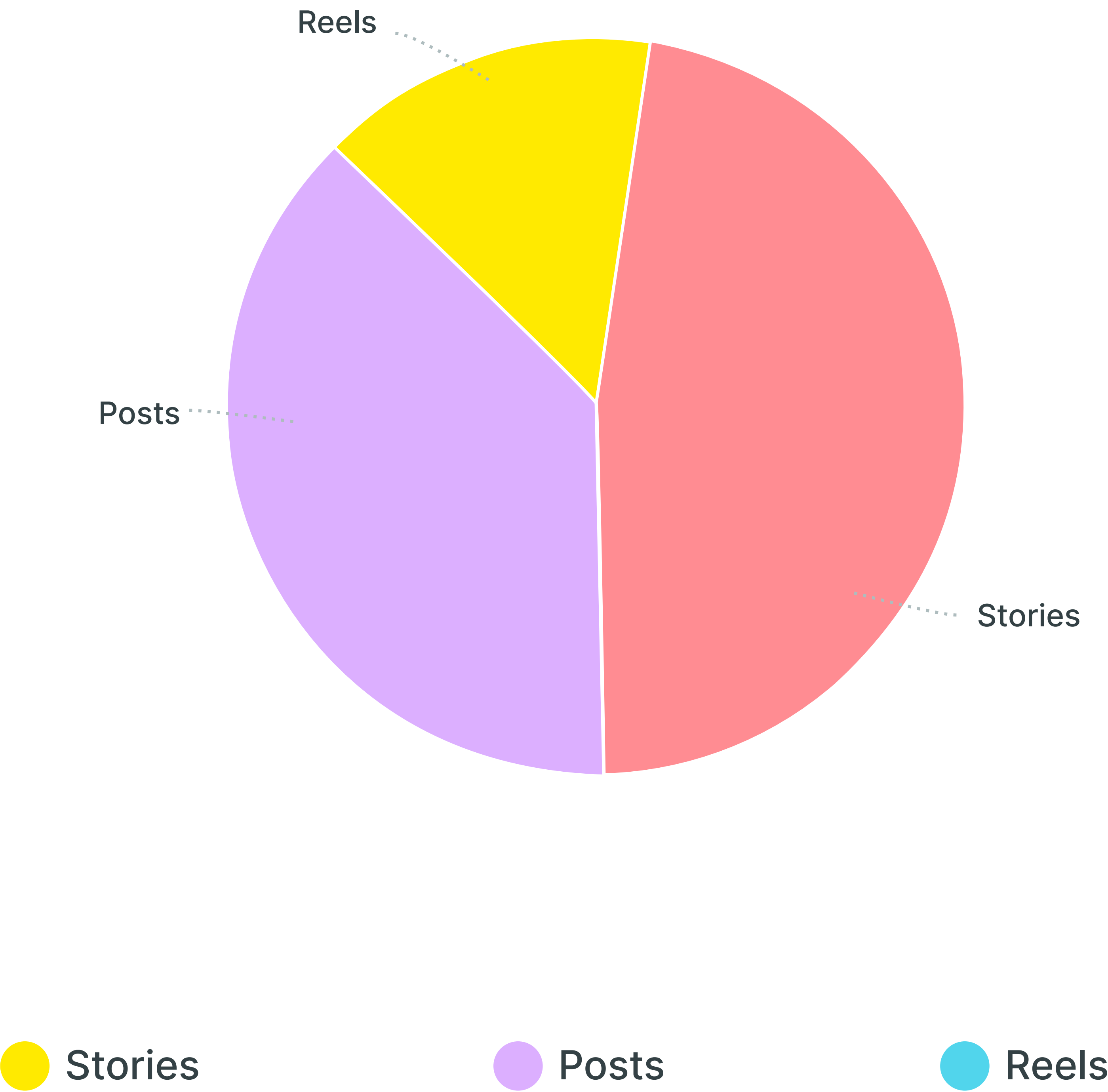
You had 56 organic and paid comments





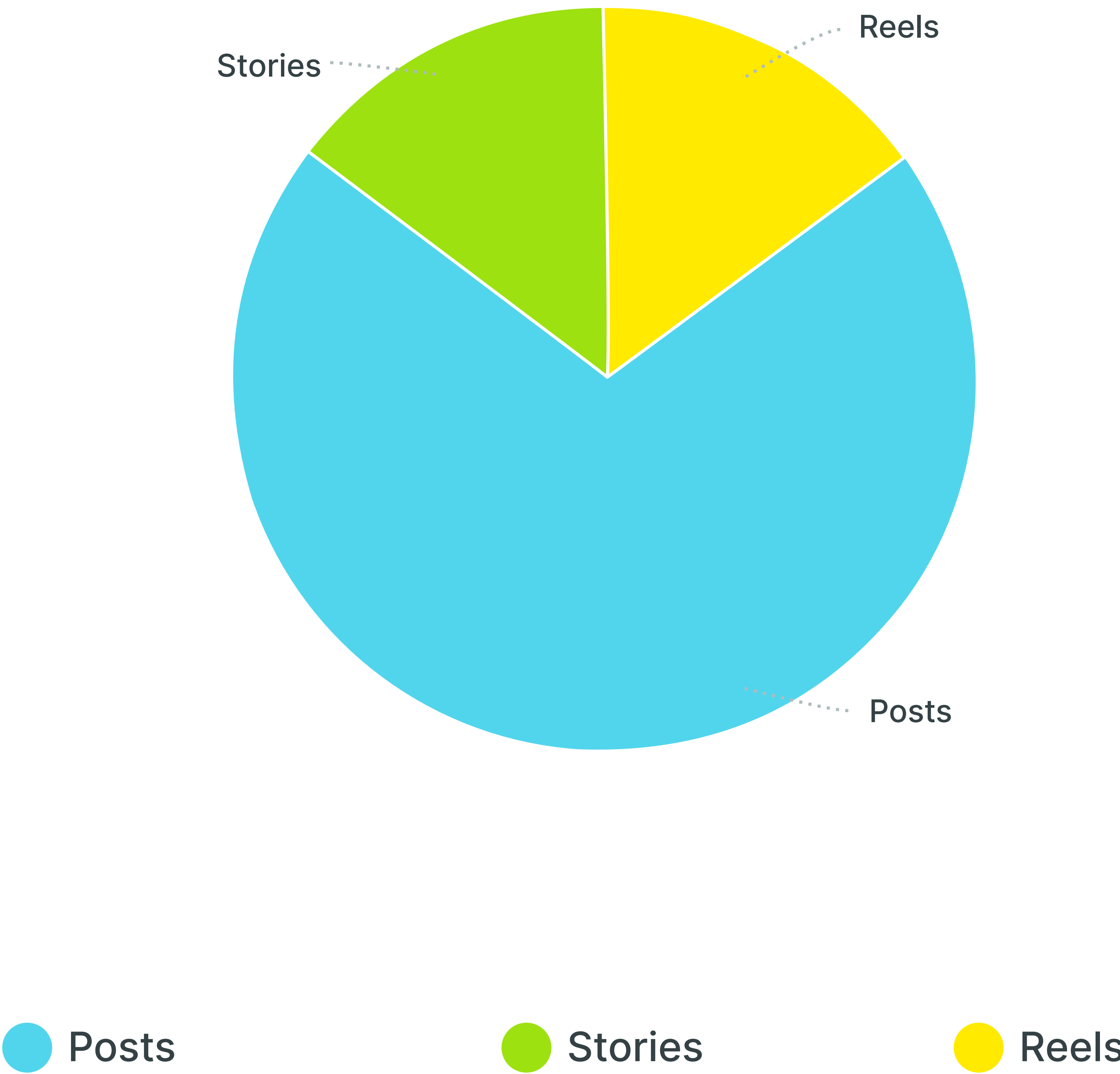
Shares

You had **41** organic and paid shares



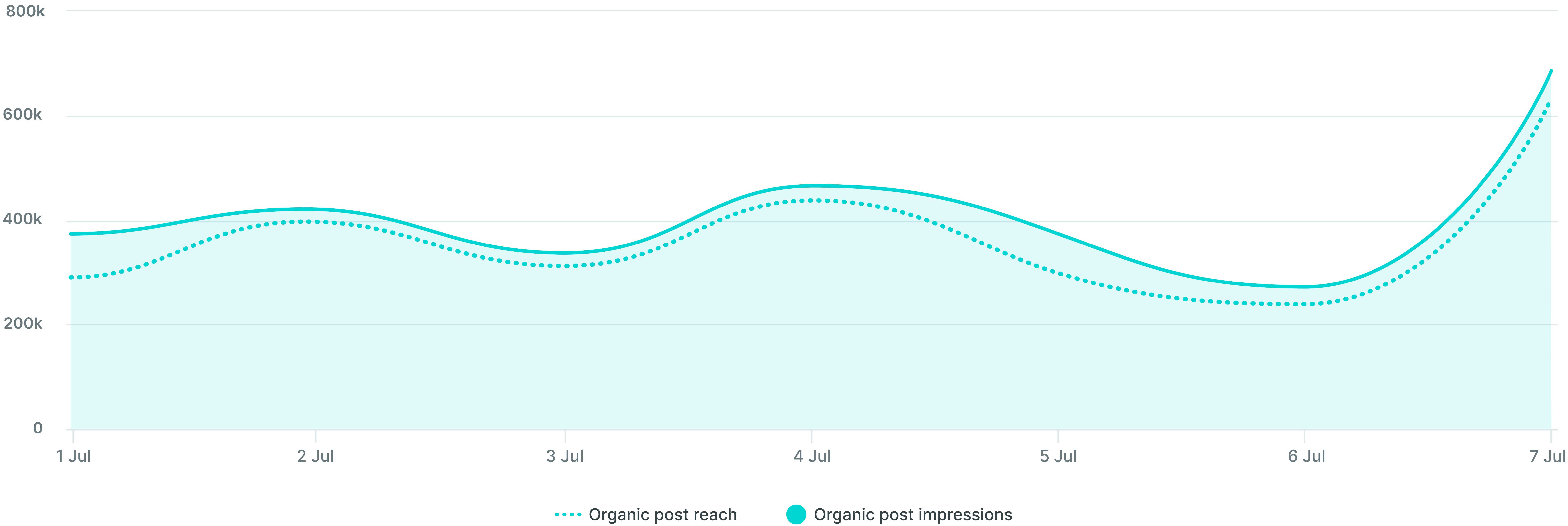
Saves

You had **24** organic and paid saves





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

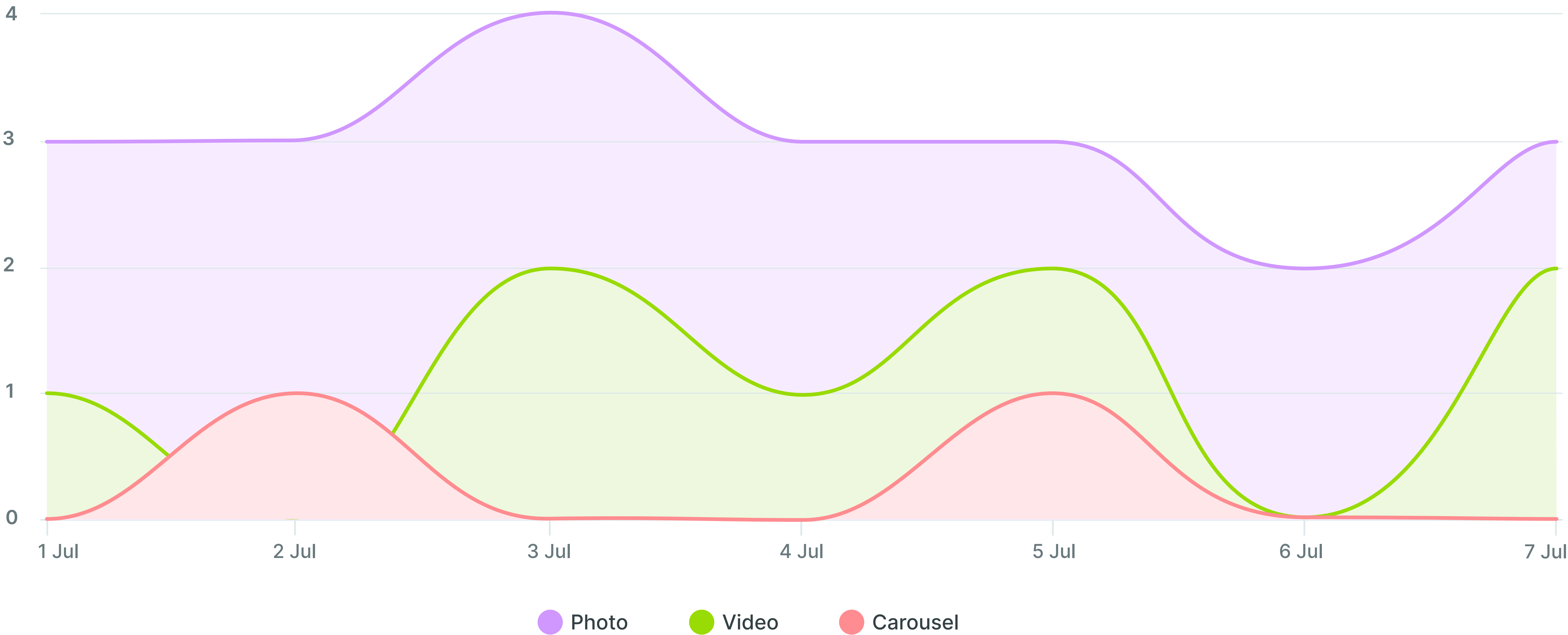
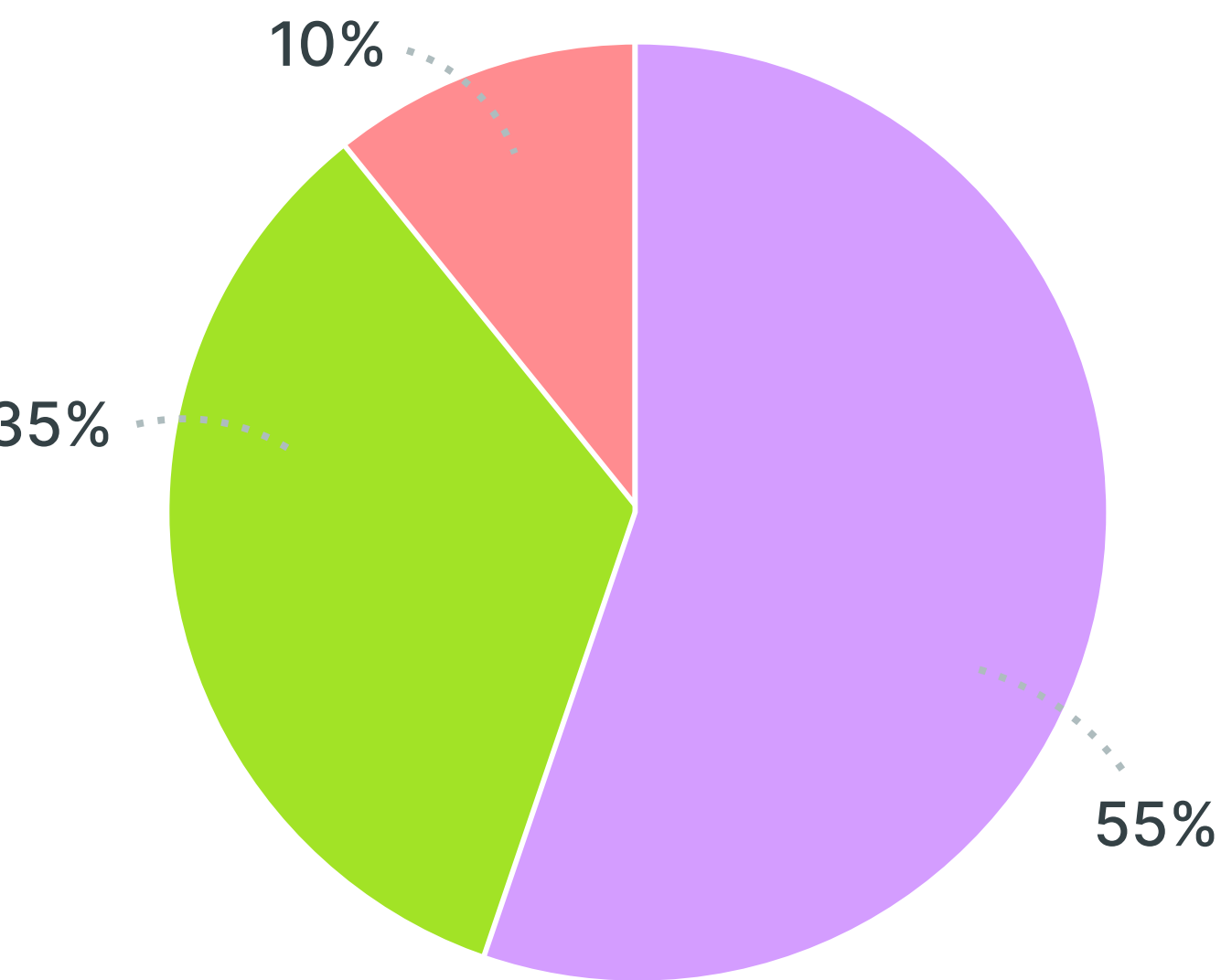
1.07

times per user



Posts

You published **21** posts



Highest posts

4

on 03.07.2024 - Sunday

Lowest posts

2

on 06.07.2024 - Wednesday

Daily posts

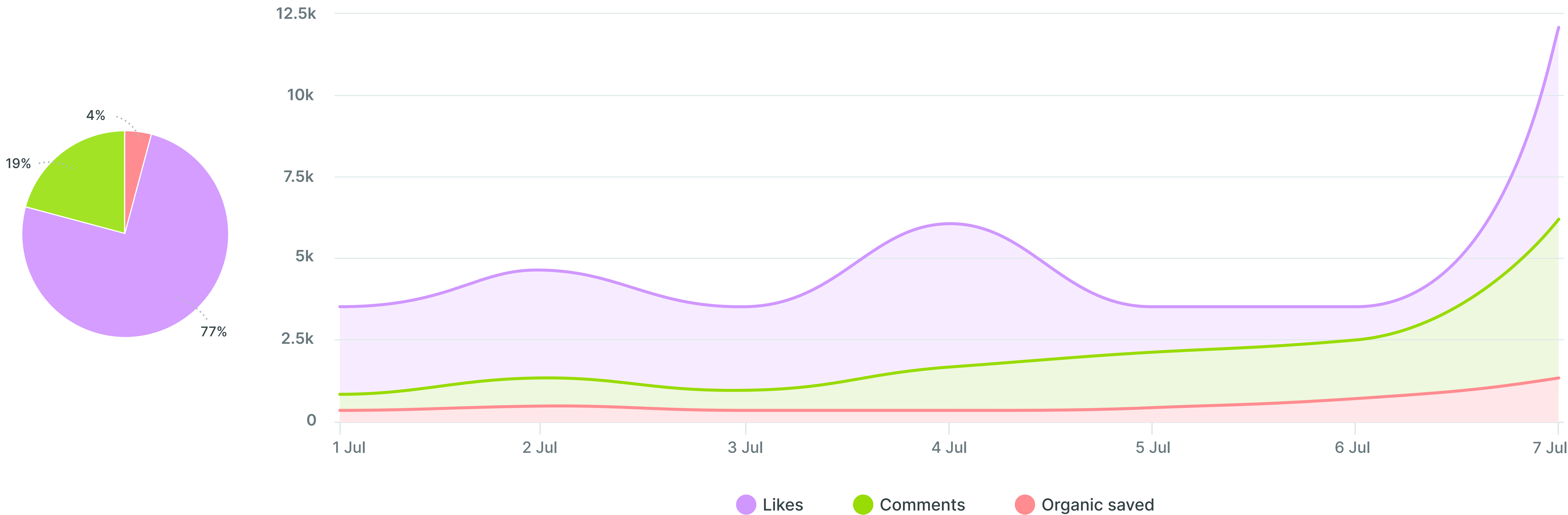
3

per day in the selected date range



Engagement types

Your posts had 4,205 engagements per day



Highest likes

5,954

on 07.07.2024 - Thursday

Highest comments

5,364

on 07.07.2024 - Thursday

Highest organic saved

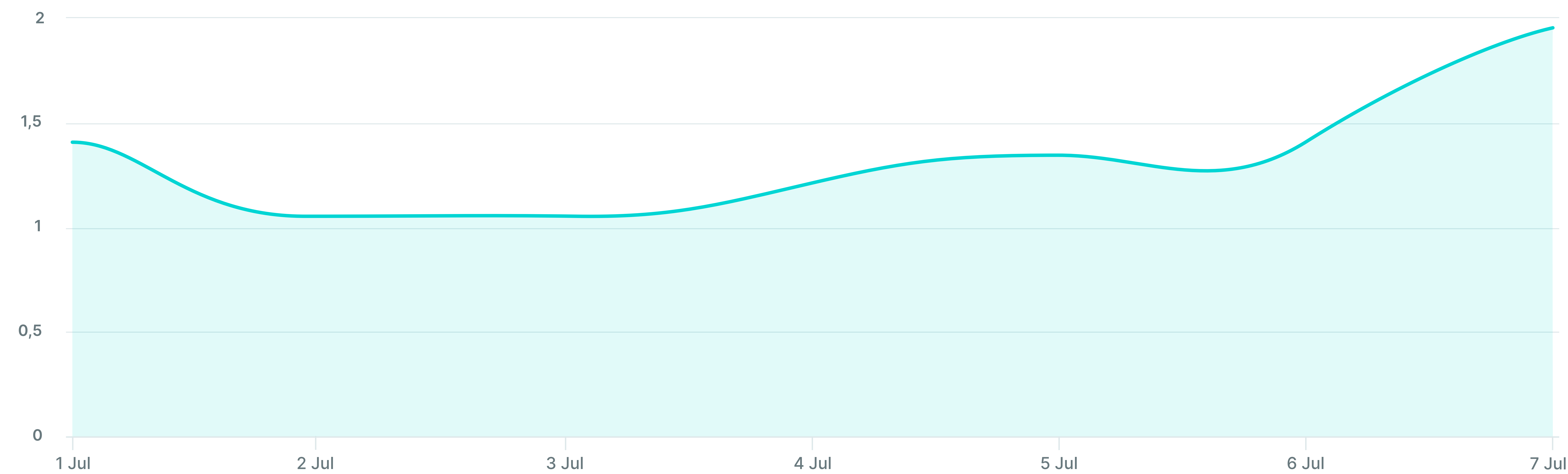
1,059

on 07.07.2024 - Thursday



Organic engagement rate

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



Highest organic ER

1.45%

on 07.07.2024 - Thursday

Lowest organic ER

0.66%

on 03.07.2024 - Sunday

Daily organic ER

0.84%

per day in the selected date range



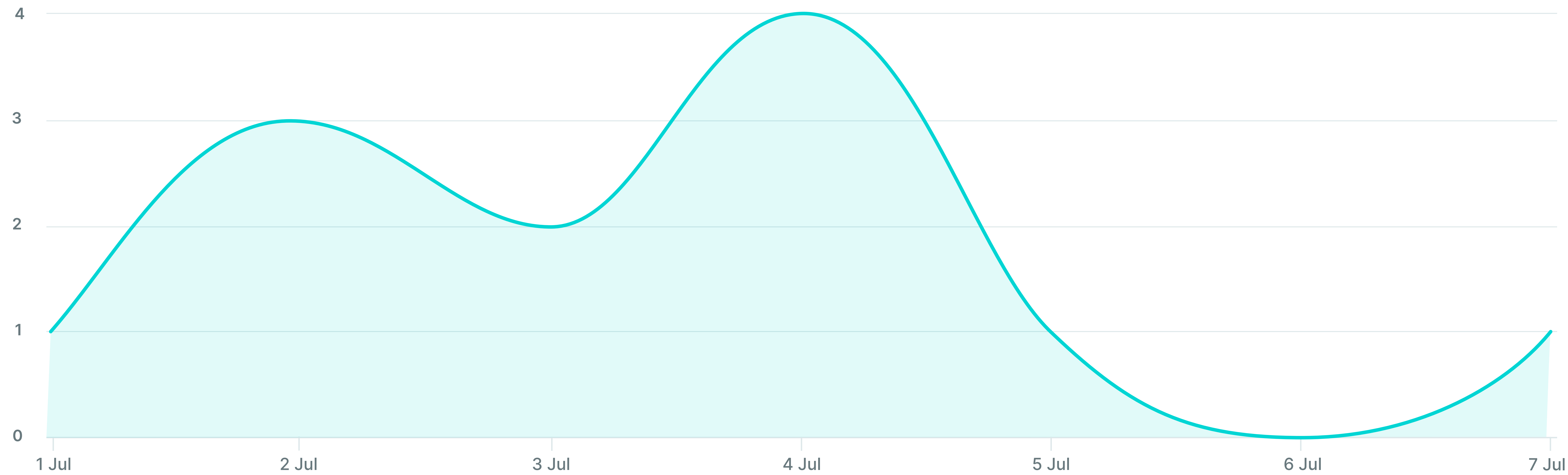
Hashtag analysis

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 04.07.2024 - Monday

Lowest reels

0

on 06.07.2024 - Wednesday

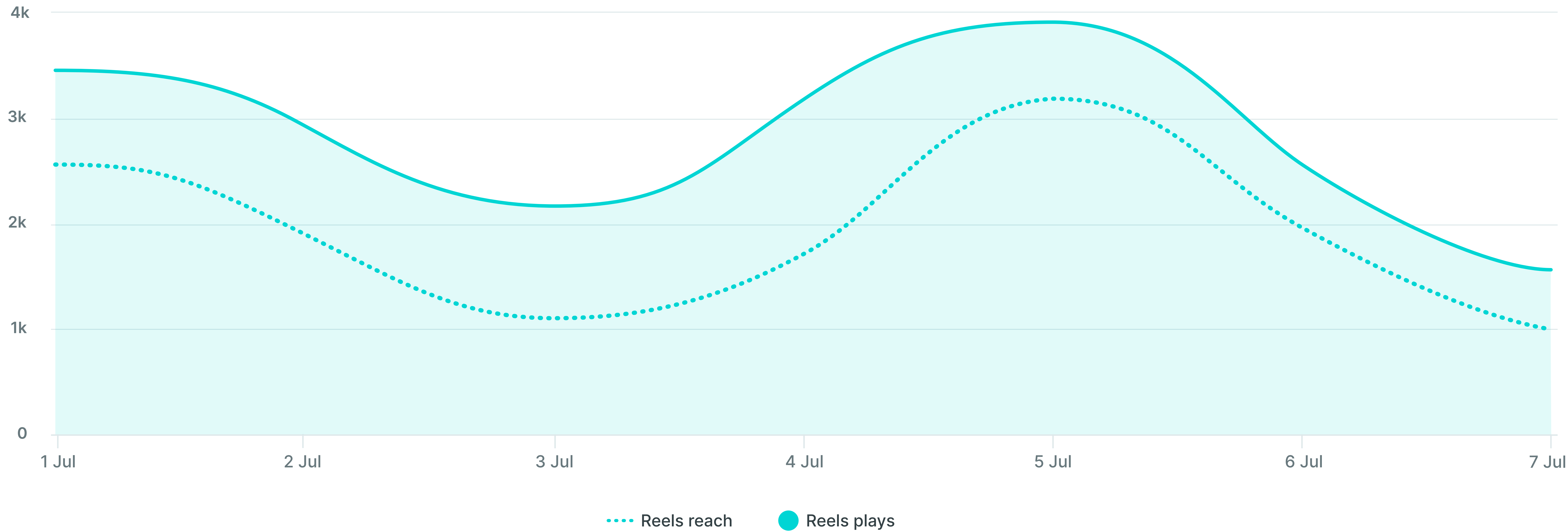
Daily reels

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

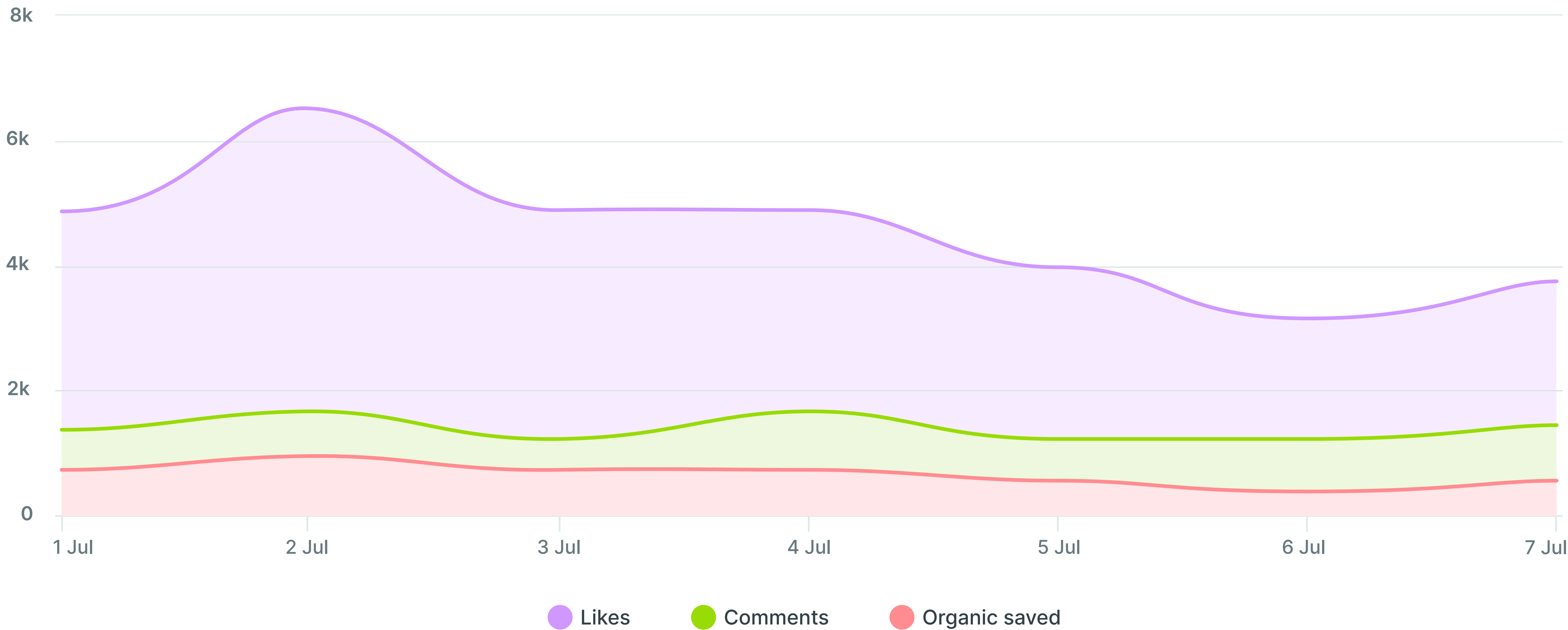
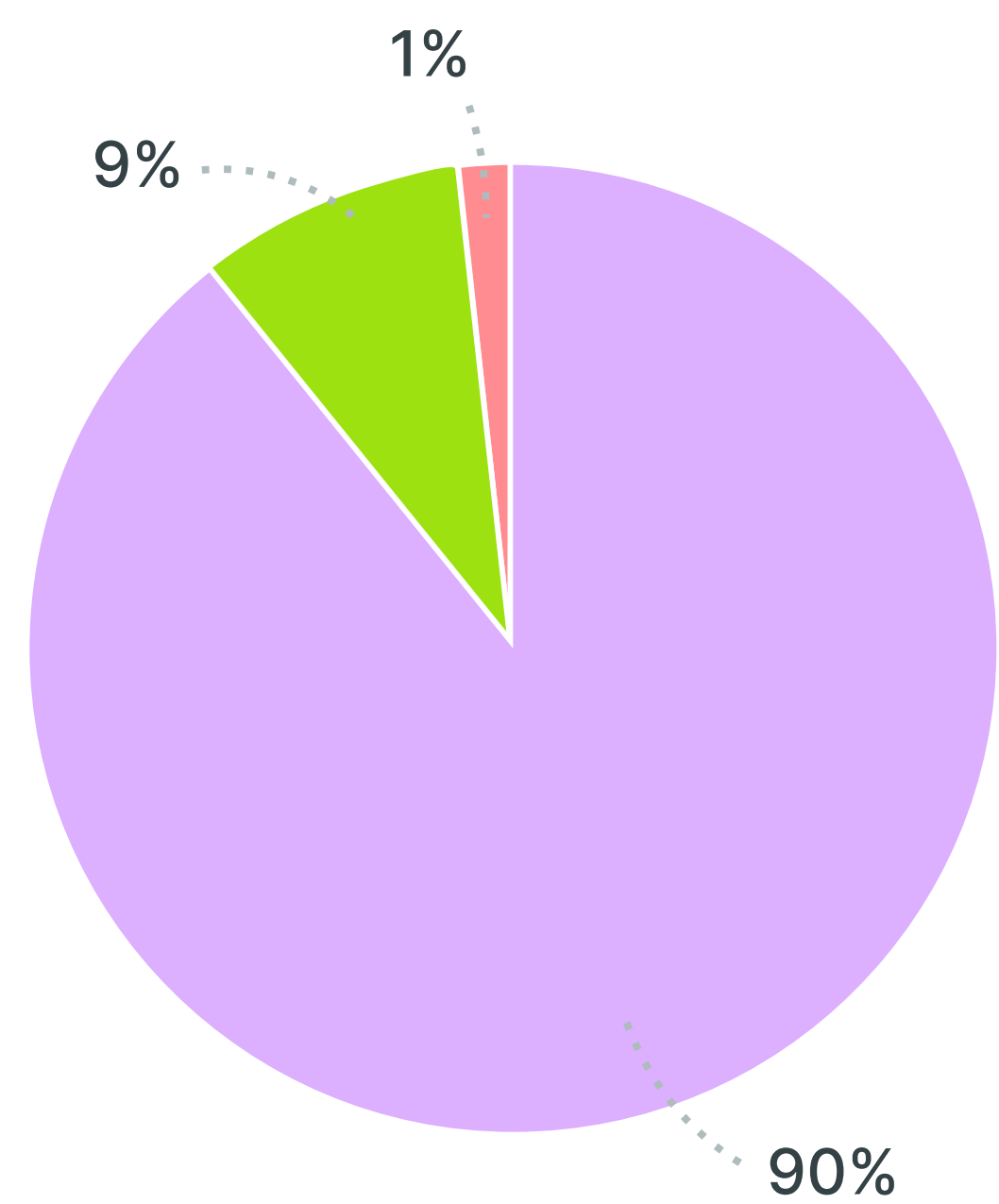
1.24

times per user



Reels engagements

Your reels had **18,835** engagements



Highest engagement

9,467

on 02.07.2024 - Saturday

Lowest engagement

5,782

on 06.07.2024 - Wednesday

Daily engagement

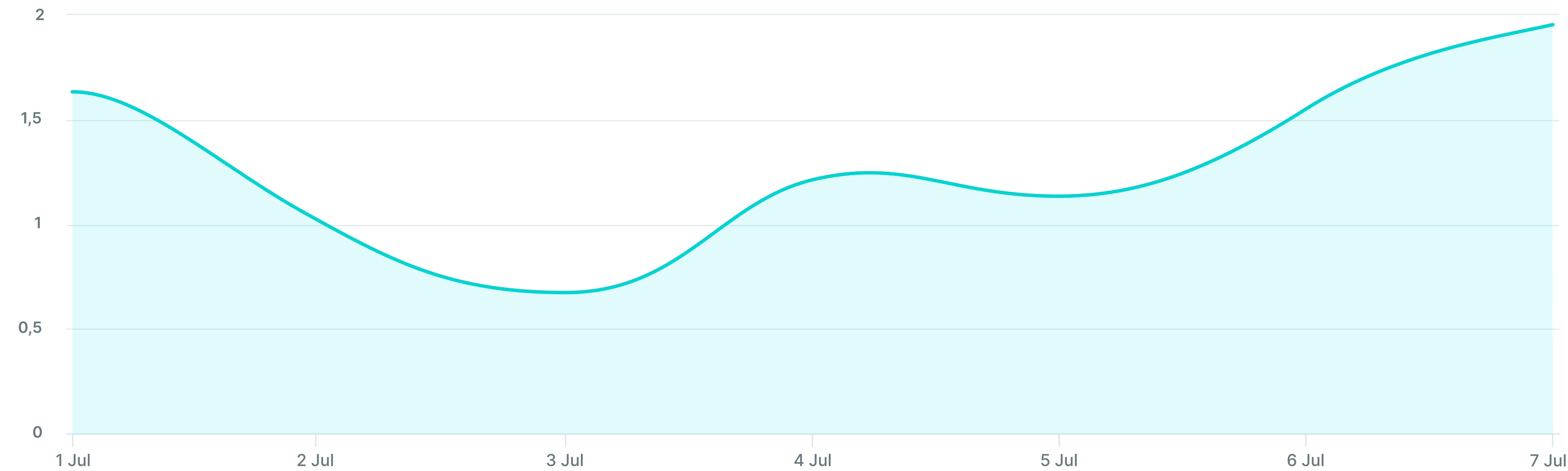
6,690

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 07.07.2024 - Thursday

Lowest organic ER

0.66%

on 03.07.2024 - Sunday

Daily organic ER

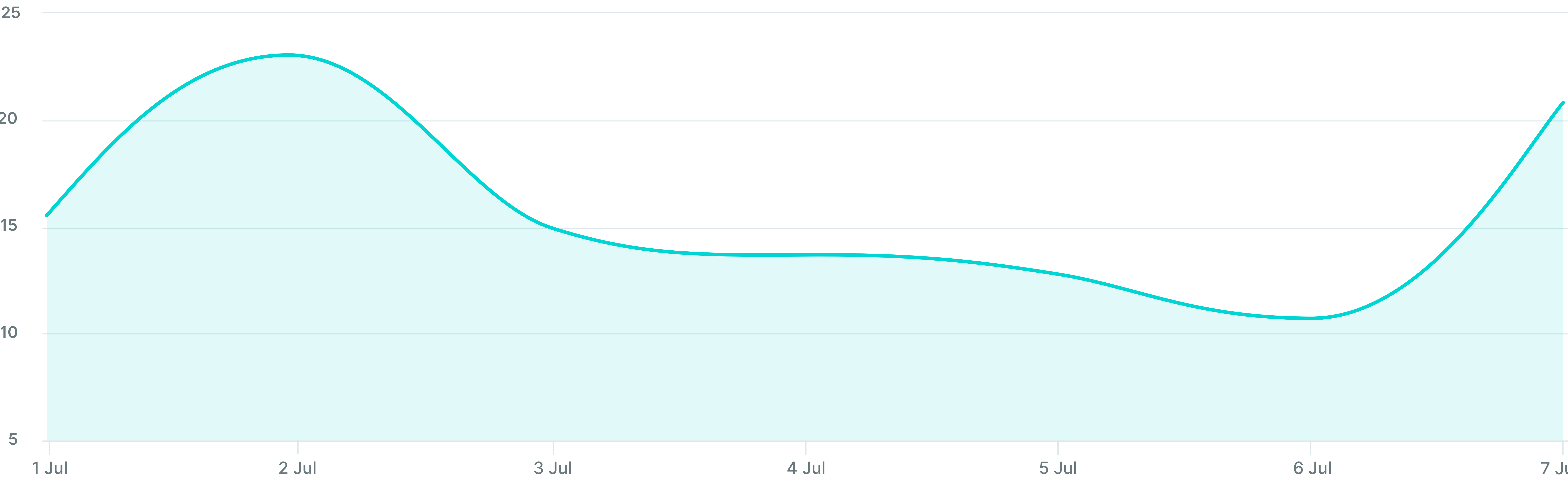
0.84%

per day in the selected date range



Stories

You shared **113** stories



Highest stories

23

on 02.07.2024 - Saturday

Lowest stories

11

on 06.07.2024 - Wednesday

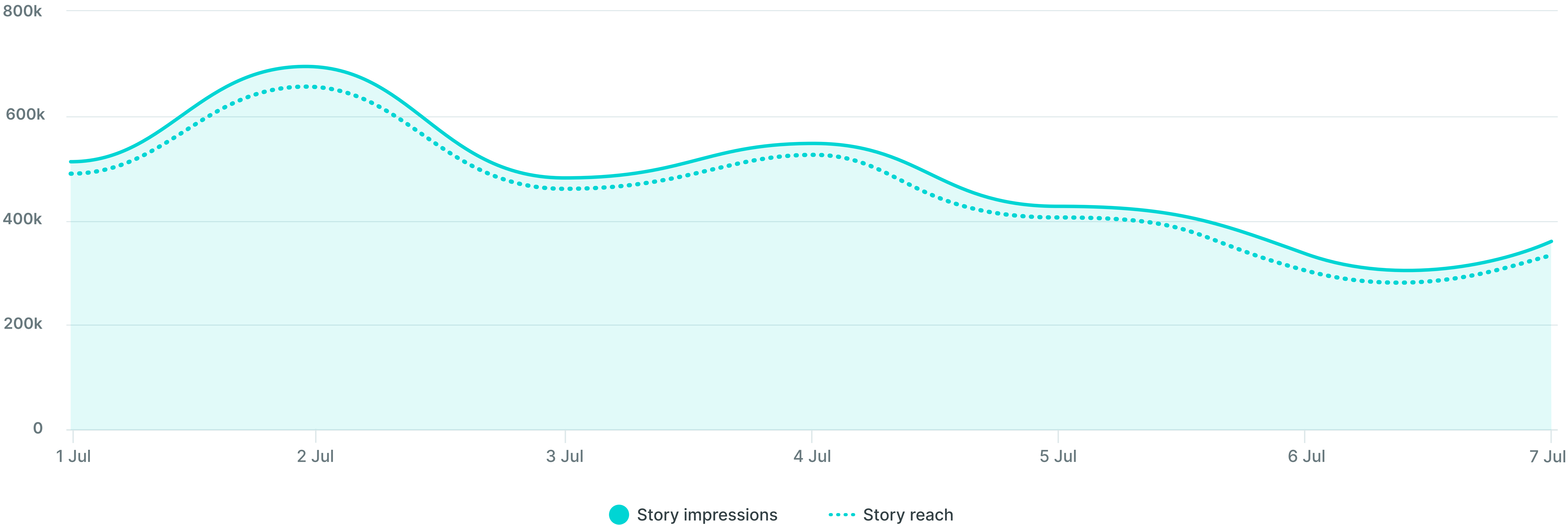
Daily stories

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

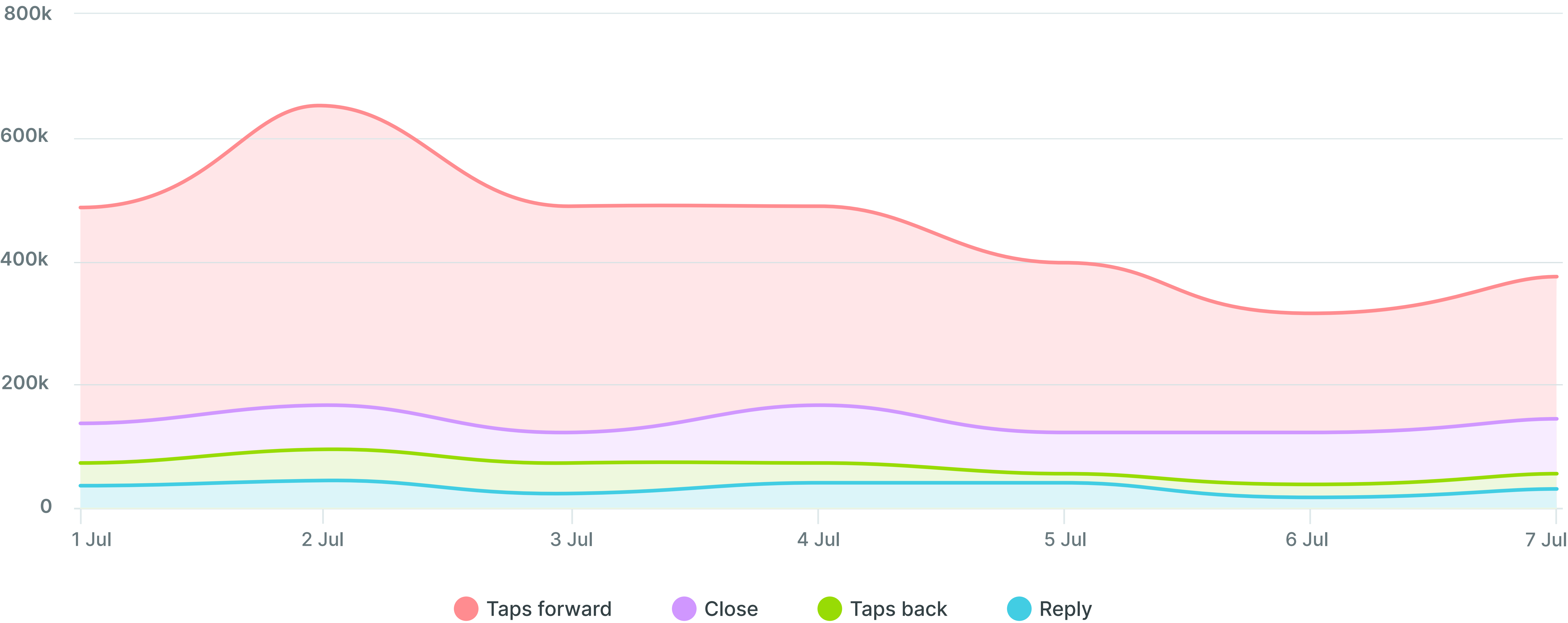
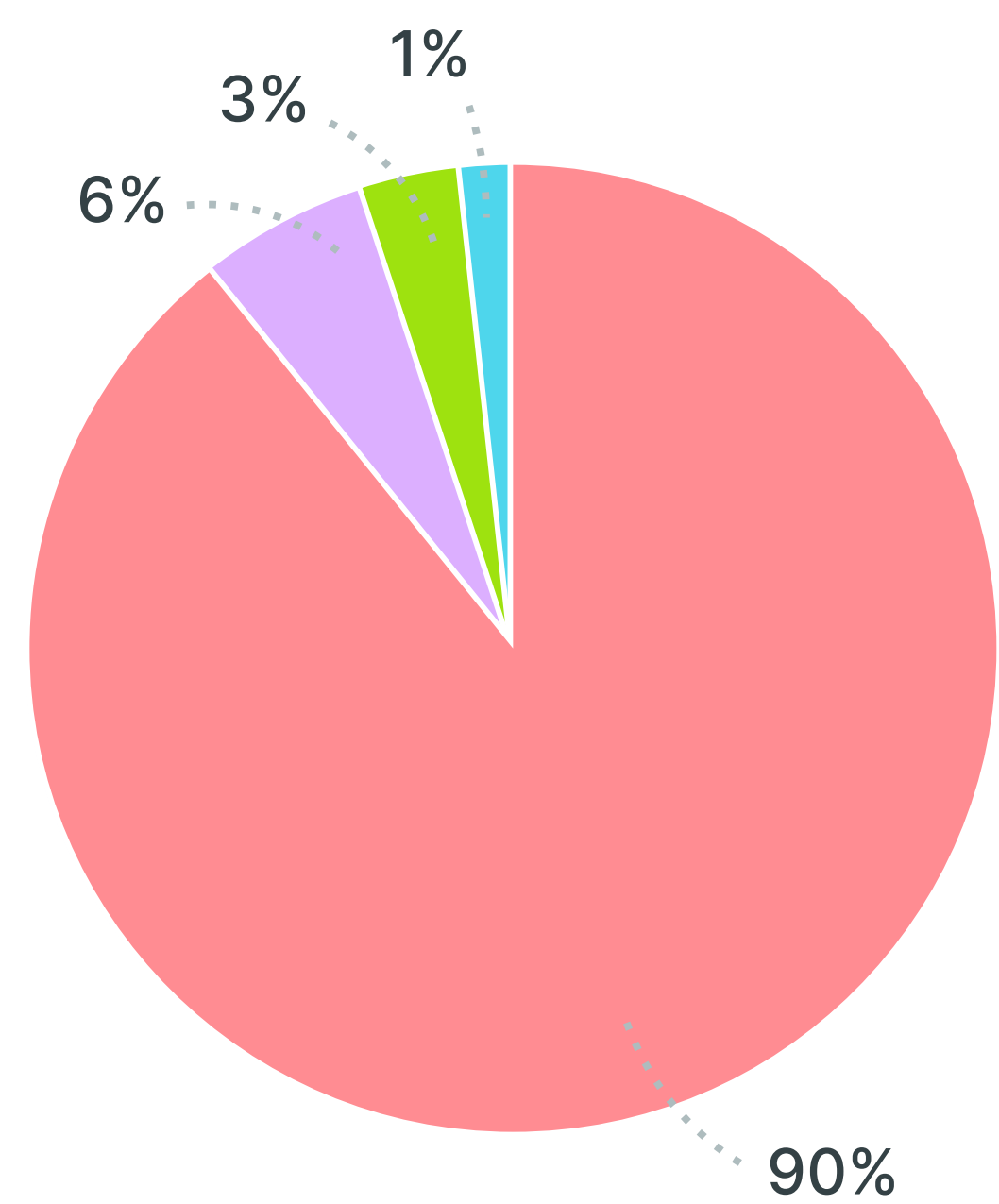
1.02

times per user



Story engagements

Your story had 3,130,335 engagements



Highest engagement

638,245

on 02.07.2024 - Saturday

Lowest engagement

307,209

on 06.07.2024 - Wednesday

Daily engagement

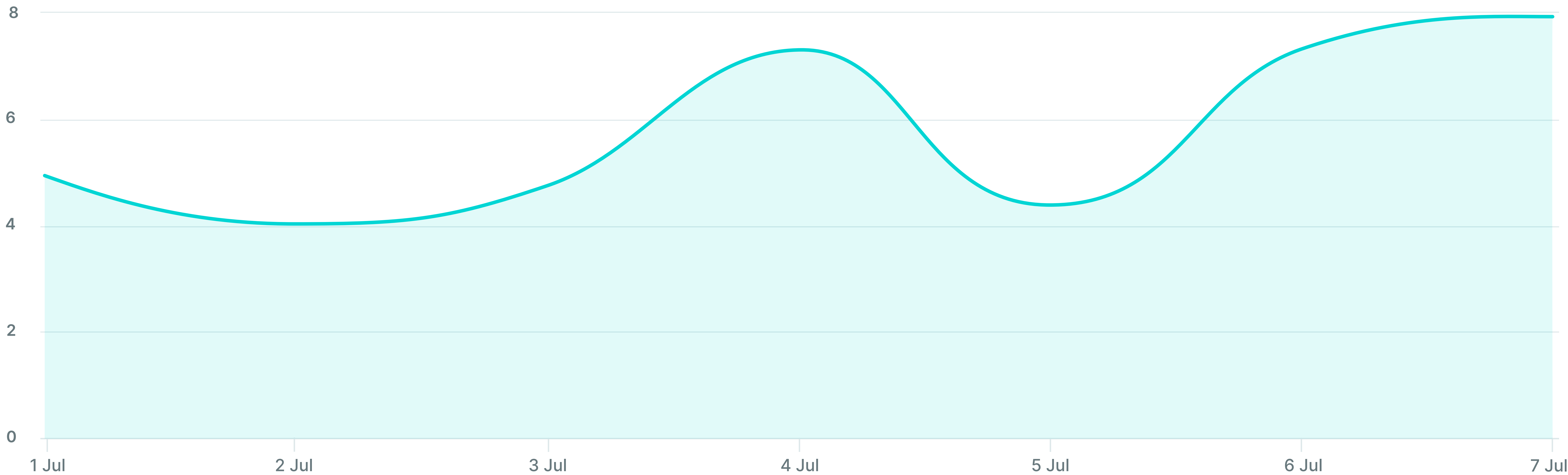
447,191

per day in the selected date range



Story completion rates

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



Highest completion rate

7.99%

on 07.07.2024 - Thursday

Lowest completion rate

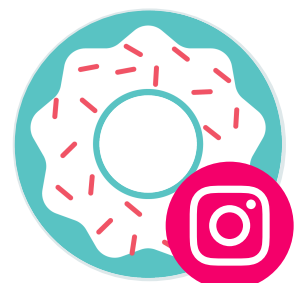
4.05%

on 02.07.2024 - Saturday

Daily completion rate

5.81%

per day in the selected date range



Xuxo Patisserie

1 July 2024 - 17:15

The best cakes start in our kitchen 🧑🍳



Organic reach

35,597

Org. impressions

36,465

Frequency

1.02

Replies

32,479

Shares

2

Follows

3,329

Profile visits

28,445

Navigation

703

Completion

10.9%



Xuxo Patisserie

5 July 2024 - 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.

1,270

Video views

129,015

Organic reach

124,073

Likes

752

Comments

483

Org. shares

6

Org. saves

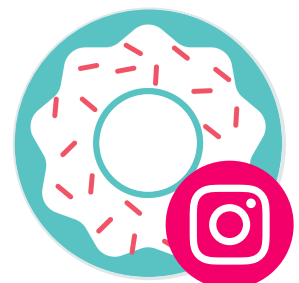
48

Org. follows

14

Organic ER

0.63%



Xuxo Patisserie

11 July 2024 - 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.

810

Organic reach

83,589

Org. impressions

103,730

Likes

784

Comments

24

Org. shares

15

Org. saves

32

Org. follows

9

Organic ER

0.97%



Xuxo Patisserie

18 July 2024 - 13:30

Sweet sunday afternoons 🍰



Organic reach

29,898

Org. impressions

30,167

Frequency

1.00

Replies

29,226

Shares

1

Follows

1,423

Profile visits

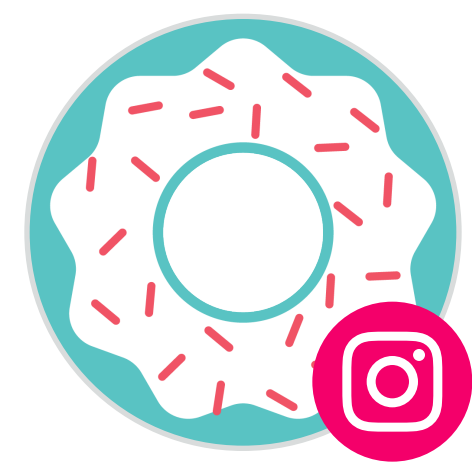
26,536

Navigation

1,266

Completion

3.12%



Instagram | page report

this report is powered by

sociality.io