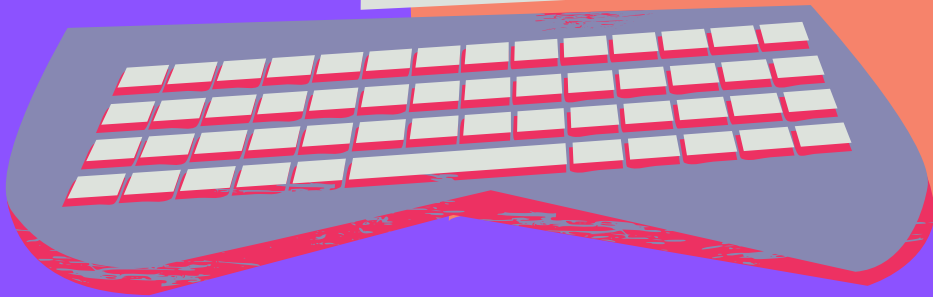


BENEFITS OF USING INSTAGRAM ANALYTICS



1

BEST TIMES TO POST

Use the data to determine which time your followers are most active every day, you can schedule your content to automatically post at those times.



2

ENGAGEMENT RATE

You can use Instagram analytics to compare growth over various time spans, and see what you were doing during the peaks of your posts.

3

FOLLOWER GROWTH RATE

If your goal is to grow your account, you want to take a look at how many followers you are getting each week.



4

KNOWING DEMOGRAPHICS

you can figure out where your followers are located all over the world!

