

ULTIMATE GUIDE ON ALL THINGS

Instagram Analytics

+ How To Reach Your Goal

With so many metrics to monitor on Instagram, it can be hard to keep track of the ones that matter. Here's your guide to all the ones that matter most, and which to use to reach your goals.

PROFILE ANALYTICS



Followers

How many accounts subscribe to your posts.



Website Clicks

How many accounts clicked your website URL.



Profile Views

How many accounts viewed your posts.



AUDIENCE ANALYTICS



Age

The age of your Instagram followers



Gender

The gender of your Instagram followers



Location

Most popular cities & countries of your followers.



Active Hours

Hour your audience is most active on Instagram.



Active Days

Days your audience is most active on Instagram.



Story Impressions

Accounts that have viewed your Instagram story.



Top Followers

Your profile's most engaged Instagram followers.



CONTENT ANALYTICS



Likes

How many followers like your Instagram post.



Comments

How many comments on your Instagram post.



Saves

How many followers saved your Instagram post.



Impressions

Total # of times your post has been seen.



Reach

Total # of accounts that have seen your post.



Top Posts

Your most popular posts based on impressions.



Engagement

Number of accounts that have liked, saved, or commented on your post



What's Your Instagram Goal?

MORE ENGAGEMENT

Focus on these metrics:

Comments

Saves

Engagement

Website Clicks

Top Followers

GROW MY AUDIENCE

Focus on these metrics:

Followers

Likes

Impressions

Reach

Top Posts

Active Hours

Active Days

PROMOTE TEAM CULTURE

Focus on these metrics:

Story Impressions

Profile Views

Location

Comments

Top Followers



Now you know every single Instagram metric, and which ones to follow to meet your goals. Grab an Instagram Analytics tool like CoSchedule to see your analytics all in one place to save you time and become more strategic.

START A FREE 14-DAY TRIAL OR WATCH A LIVE DEMO.