

# Professional dashboard

Insights ▾

Ad tools

📅 Last 30 days ▾

## Account insights

### Views ⓘ

1,192,964

Views

Followers 17.5%

Non-followers 82.5%

Accounts reached 564,372

### By content type

All

Followers

Non-followers

Reels 96.0%

Posts 2.4%

Stories 1.7%

● Followers ● Non-followers

30 Jun

29 Jun

24 Jun

28 Jun

30 Jun

## Interactions ⓘ

# 124,987

Interactions

Followers 26.7%

Non-followers 73.3%

Accounts engaged 61,631

## By content interactions

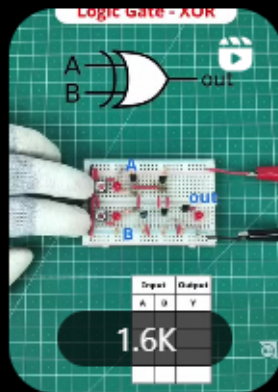
Reels 99.9%

Posts 0.1%

Stories 0%

• Followers and non-followers

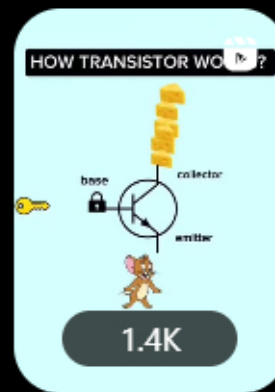
## Top content based on interactions

[See all](#)

30 Jun



24 Jun



29 Jun



30 Jun



28 Jun

30 Jun

24 Jun

29 Jun

30 Jun

28 Jun

## Profile ⓘ

**11,183**

Profile activity

Profile visits

11,183

## Followers ⓘ

**29,274**

Total followers

### Most active times

M

Tu

W

Th

F

Sa

Su

12a



10,735

3a



12,649

6a



13,730

9a



13,286

12p



11,067

3p



8,718

6p



7,848

9p



9,008

● Followers



## Insights

Review performance results and more.

Instagram



### Overview

Plan

Results

Audience

Leads

Messaging

Benchmarking

Content

Overview

Content

Earnings

Earnings



### Performance

July 1, 2025 - July 28, 2025

Customize view: Creator

#### Views

Views

2.2M ↑ 110.4%

From followers 14% 0%

From non-followers 86% 0%

#### Interactions

Content interactions

199.3K ↑ 79.4%

From followers

8%

From non-followers

92%

#### Reach

Instagram reach

1.2M ↑ 135%

From followers 21,388 ↑ 26.9%

From non-followers 1,198,285 ↑ 139.4%

#### Follows

Follows

3.3K ↑ 40.6%

Unfollows 1,285 ↓ 52.4%



Recent content

See all content



Insights

Review performance results and more.

Instagram

Last 28 days: Jul 1, 2025 – Jul 28, 2025



- Overview
- Plan
- Results
- Audience
- Leads
- Messaging
- Benchmarking
- Content
- Overview
- Content
- Earnings
- Earnings

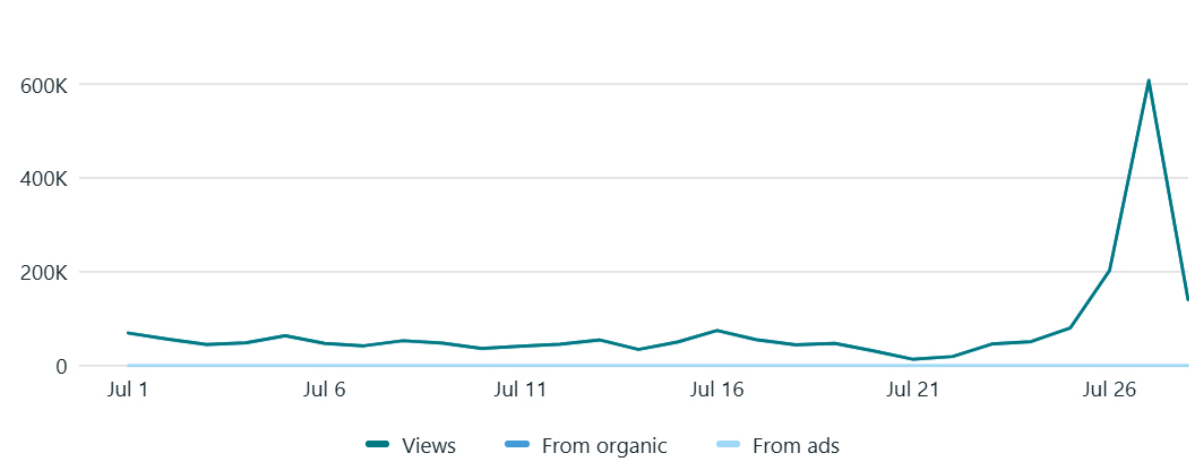
Content overview

All Posts Stories

Views 2.2M ↑ 110.4%

Reach 1.2M ↑ 135%

Content interactions 199.3K ↑ 79.4%



Breakdown: Organic/ads

Views breakdown

Jul 1 – Jul 28

Total 2,151,949 ↑ 110.4%

From organic 2,151,947 ↑ 110.4%

From ads 2 ↓ 33.3%

Top content by views

Boost content

See all content



Insights

Review performance results and more.

Instagram

Last 28 days: Jul 1, 2025 – Jul 28, 2025



- Overview
- Plan
- Results
- Audience
- Leads
- Messaging
- Benchmarking

Content

- Overview
- Content

Earnings

- Earnings

Content overview

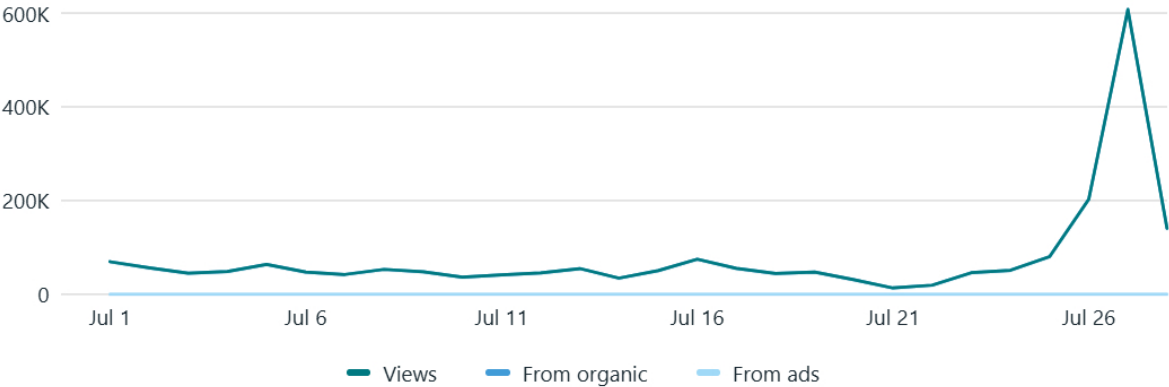
Breakdown: Organic/ads

All Posts Stories

**Views**  
2.2M ↑ 110.4%

**Reach**  
1.2M ↑ 135%

**Content interactions**  
199.3K ↑ 79.4%



Views breakdown

Jul 1 – Jul 28

**Total**  
2,151,949 ↑ 110.4%

**From organic**  
2,151,947 ↑ 110.4%

**From ads**  
2 ↓ 33.3%

Top content by views

Boost content See all content



Insights

Review performance results and more.

Instagram

Last 28 days: Jul 1, 2025 - Jul 28, 2025



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Content overview

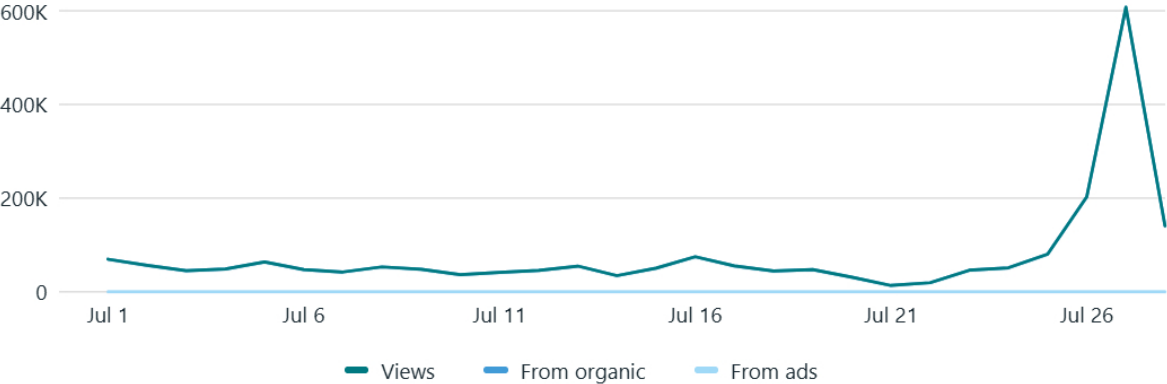
Breakdown: Organic/ads

All Posts Stories

**Views**  
2.2M ↑ 110.4%

**Reach**  
1.2M ↑ 135%

**Content interactions**  
199.3K ↑ 79.4%



Views breakdown

Jul 1 - Jul 28

**Total**  
2,151,949 ↑ 110.4%

**From organic**  
2,151,947 ↑ 110.4%

**From ads**  
2 ↓ 33.3%



## Insights

Review performance results and more.

Instagram

Lifetime: Jun 29, 2022 – Jul 28, 2025



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Overview

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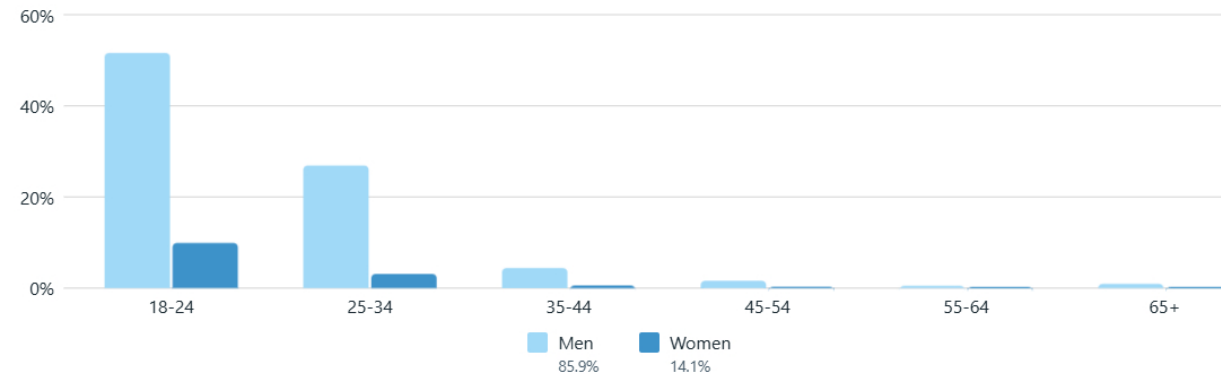
Earnings

### Followers

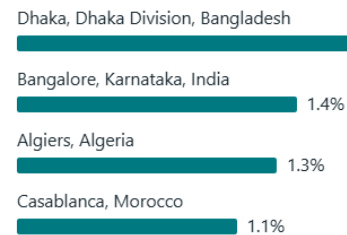
Lifetime

30,940

### Age & gender



### Top cities



### Top countries

