Account report

01 Sep. 2022 - 30 Sep. 2022
Follower overview

313.1K
Followers

Follower growth

01 Sep. 2022 – 30 Sep. 2022
<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>223,705</td>
<td>77.4%</td>
</tr>
<tr>
<td>France</td>
<td>7,733</td>
<td>2.68%</td>
</tr>
<tr>
<td>United States</td>
<td>6,583</td>
<td>2.28%</td>
</tr>
<tr>
<td>Ireland</td>
<td>5,924</td>
<td>2.05%</td>
</tr>
<tr>
<td>Spain</td>
<td>5,897</td>
<td>2.04%</td>
</tr>
<tr>
<td>Italy</td>
<td>5,484</td>
<td>1.9%</td>
</tr>
</tbody>
</table>
## Top cities

The selected period does not apply to this chart.

<table>
<thead>
<tr>
<th>City</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>London, England</td>
<td>26,177</td>
<td>34.29%</td>
</tr>
<tr>
<td>Birmingham, England</td>
<td>2,602</td>
<td>3.41%</td>
</tr>
<tr>
<td>Liverpool, England</td>
<td>2,601</td>
<td>3.41%</td>
</tr>
<tr>
<td>Glasgow, Scotland</td>
<td>2,574</td>
<td>3.37%</td>
</tr>
<tr>
<td>Manchester, England</td>
<td>2,569</td>
<td>3.37%</td>
</tr>
<tr>
<td>Dublin, Dublin</td>
<td>2,417</td>
<td>3.17%</td>
</tr>
</tbody>
</table>
Post overview

**28 Posts**

**0.04%**
Average engagement rate per post

- +7.69%
- +5.98%
Most engaging posts

1. [Image] 61.7K 201 3 0.09%
2. [Image] 186 3 0.07%
3. [Image] 221 1 0.07%
4. [Image] 125 3 0.05%

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Reach & Impressions history

- **Reach**: 277K, +16.28%
- **Impressions**: 455K, -7.54%
- **Average reach per post**: 11.5K, +21.8%
- **Average impressions per post**: 11.2K, -10.65%

Graph showing reach and impressions history from 01 Sep. 2022 to 30 Sep. 2022.
Posts with highest reach

- Image 1: 61.7K, 201, 3, 60.8K
- Image 2: 186, 3, 18.5K
- Image 3: 125, 3, 15.1K
- Image 4: 221, 1, 14.8K

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Stories overview

01 Sep. 2022 – 30 Sep. 2022

- **19** Stories posted
  - Decrease: -24%

- **19** Photo stories
  - Decrease: -24%

- **0** Video stories
  - No stories on this period.
Most Completed Stories

01 Sep. 2022 – 30 Sep. 2022

6.7K 6.4K

6.6K 6.3K

6K 5.7K

5.3K 5K

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Stories reach and impressions

- **81.3K** Stories impressions
  - Decrease: ~42.95%

- **4.3K** Average impressions per Story
  - Decrease: ~24.94%

- **4.2K** Average reach per Story
  - Decrease: ~20.86%

- **1.35%** Average reach rate per Story
  - Decrease: ~20.79%

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**Impressions & reach history**

- **Reach**: Yellow line
- **Impressions**: Purple line

Timeline: 03/09/2022 to 28/09/2022
Stories

01 Sep 2022 – 30 Sep 2022

95.19%
Average completion rate

-0.28%

0
Replies to Stories

Completion rate by Story type

95.19%
for Photo stories.

0%
for Video stories.