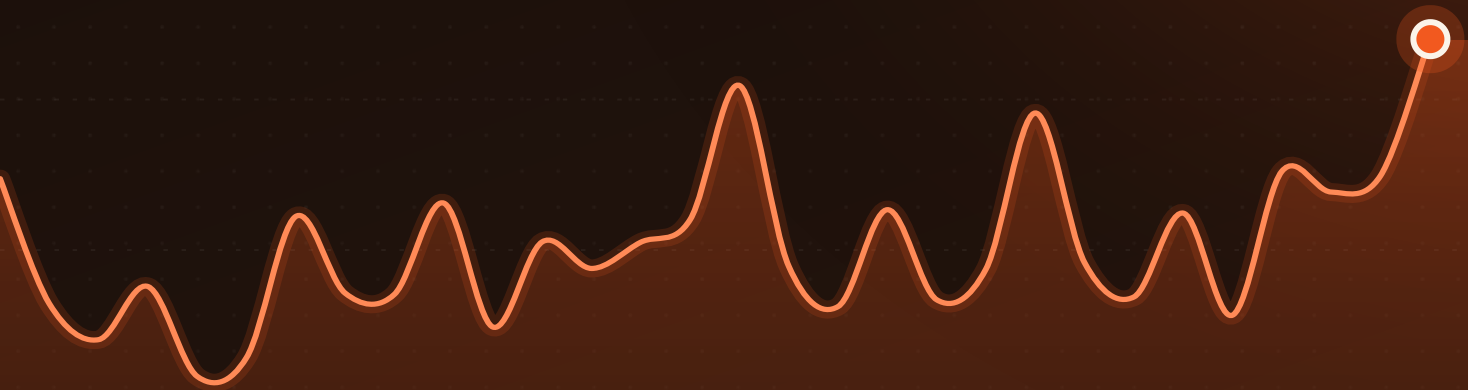


DAILY REACH



@janesbakery

Jane's Bakery

September 14 – October 13, 2026

Followers

12,404**+7.6%** this period

Reach

111.1K**+27.0%** vs previous

Engagement rate

4.33%**+8.4%** vs previous

Views

172.3K**+33.4%** vs previous



SUMMARY · SEP 14 – OCT 13

Great period: reach grew 27% to 111,070 people.

- It gained 879 followers, now at 12,404.
- Saturday posts did best, with 42% more engagement than average.
- Reels were the standout, reaching 82% more people than carousels.

Next step More Reels, posted on Saturdays.

A NOTE FROM YOUR AGENCY

Great month, Jane! Reels are clearly working for you, so we'll post two more a week and keep Saturdays for the big launches. This is a sample report: your own logo, name and note go here.

GOALS

Progress on the targets we agreed

13,500 followers by Dec 31

On track



12,404 of 13,500 · 52%

100,000 people reached a month

Achieved



111,070 of 100,000 · 100%

5.0% engagement rate

In progress



4.3% of 5.0% · 87%



@janesbakery

Compared with Aug 15 – Sep 13

KEY NUMBERS

The period at a glance

Followers

12,404

+7.6% +879 this period

Reach

111.1K

+27.0% vs previous

Engagement rate

4.33%

+8.4% vs previous

Views

172.3K

+33.4% vs previous

Profile views

4,707

+17.2% vs previous

Posts

12

+20.0% vs previous

Avg. likes per post

401

per post this period

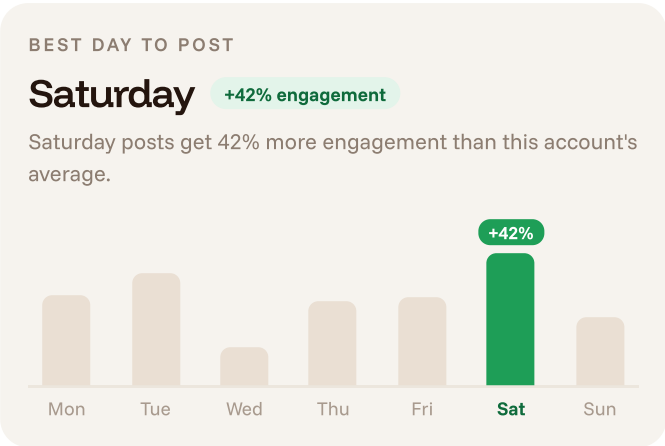
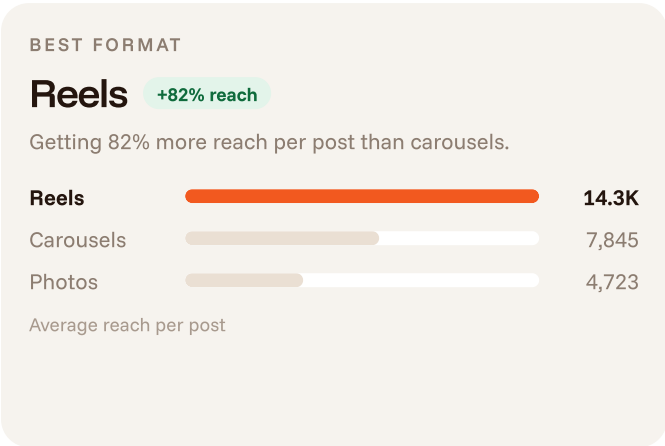
Avg. reach per post

9,745

per post this period

What to do next

Based on posts from Sep 14 – Oct 13



1

Post more reels

They're outperforming carousels for this account.

2

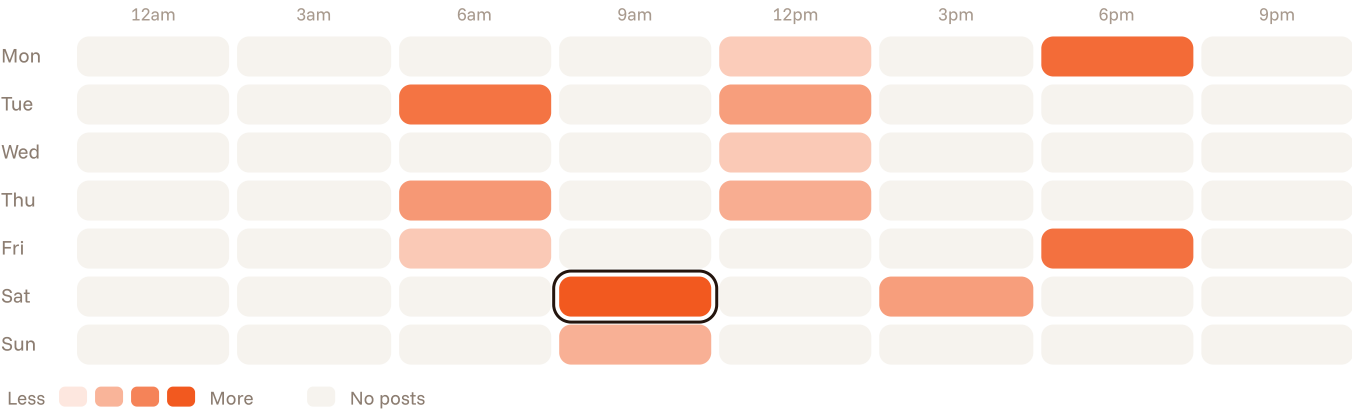
Publish on Saturdays

That's when this account's posts consistently perform best.

Best time to post

Average engagement by day and time · last 35 posts (90 days) · London time

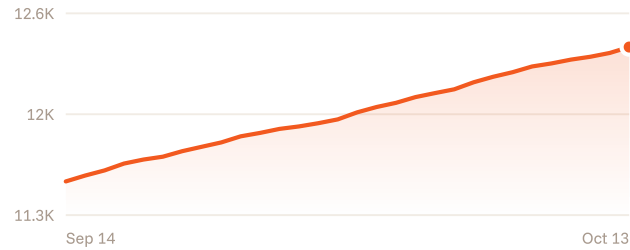
Saturdays, 9am–12pm +86% engagement



How the account moved, day by day

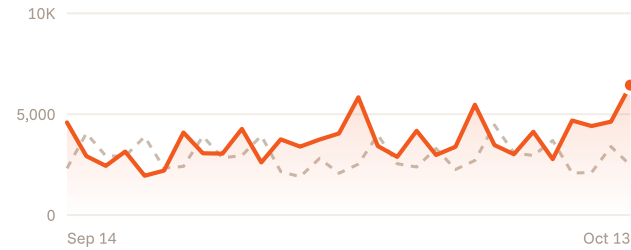
Followers

12,404 +7.6% this period



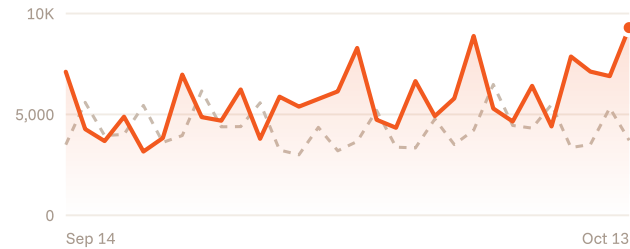
Reach

111,070 +27.0% vs previous period



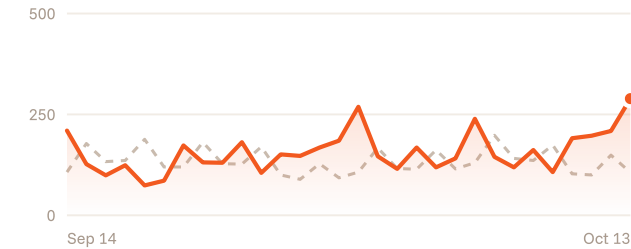
Views

172,256 +33.4% vs previous period



Profile views

4,707 +17.2% vs previous period



Reels

5 Reels posted in this period

Reel plays

113.6K

+41.2%

Avg. plays per Reel

22.7K

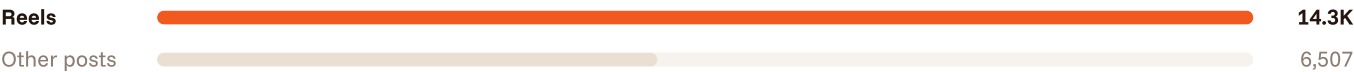
Avg. watch time

8.1s

Total watch time

256.4 h

AVERAGE REACH PER POST · REELS REACH 119% MORE PEOPLE



TOP REELS

1	Opening the shop at 6am, come along	31.9K plays	9.2s avg.
2	From dough to display: one morning in 60 seconds	28.4K plays	7.1s avg.
3	Saturday rush: 400 croissants gone before 10am 🥐	21.6K plays	7.7s avg.

Stories

18 Stories in this period

Avg. story reach

1,640

+12.4%

Story replies

86

Shares

41

Exit rate

14%

HOW PEOPLE MOVED THROUGH THE STORIES



Taps forward 6,199 Taps back 945 Swipes away 768 Exits 1,299

TOP STORIES

1	Oct 10 · Video	2,480 reached	19 replies	88 exits
2	Sep 25 · Photo	2,210 reached	14 replies	97 exits
3	Sep 17 · Video	1,960 reached	9 replies	71 exits

Highlights

Compared with the period before.

- Reach increased 27% versus the previous period, driven primarily by video posts.
- Follower growth accelerated from 5.8% to 7.6%.
- Video posts generated 61% of total reach despite representing only 42% of published content.
- Consider posting more video posts next period and repeating the formats that performed best.

Engagement per day

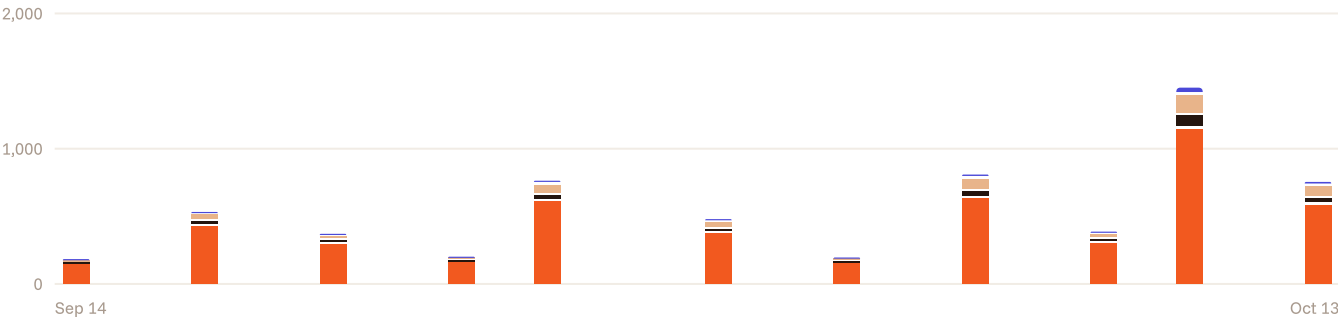
Likes, comments, saves and shares on the account's posts

6,128

interactions

Likes 4,810 Comments 414 Saves 660 Shares 244

Engagement rate 4.33% +8.4%



Content mix

12 posts by type



Photos

25% 3 posts

Videos

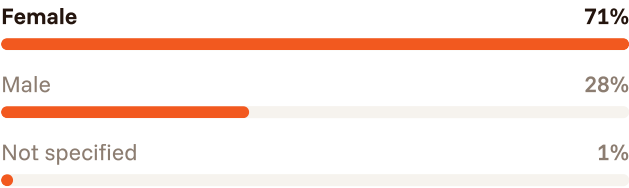
42% 5 posts

Carousels

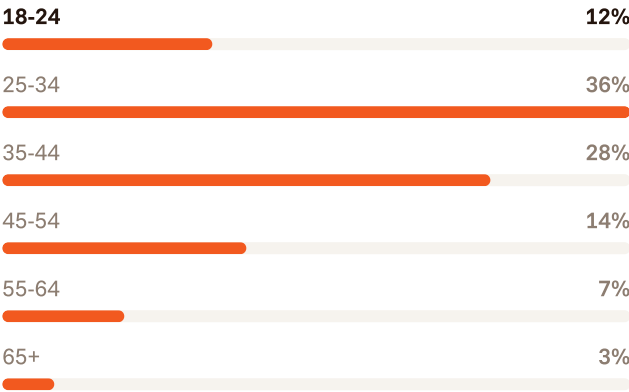
33% 4 posts

Who follows this account

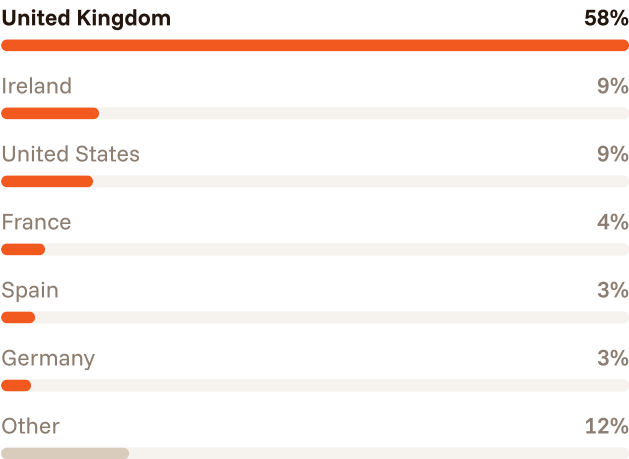
Gender



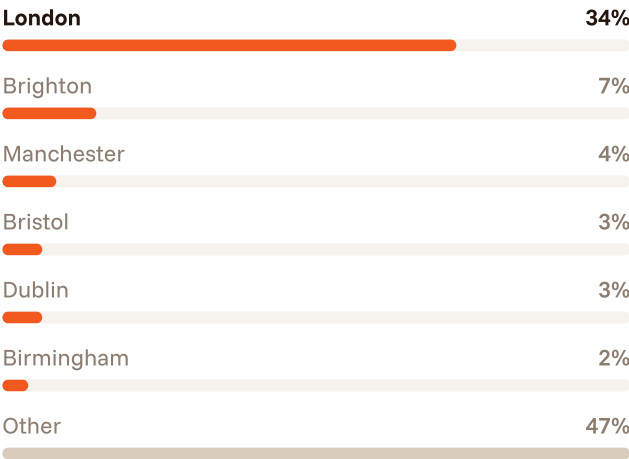
Age



Top countries



Top cities



Top posts

The period's best posts by engagement



1 Saturday rush: 400 croissants gone before 10am 🥐

Video Oct 10, 2026

13.3K reach 751 likes 64 comments 102 saves



2 From dough to display: one morning in 60 seconds

Video Oct 5, 2026

16.9K reach 632 likes 55 comments 90 saves



3 Croissant lamination in 30 seconds ✨

Video Sep 25, 2026

12.1K reach 607 likes 49 comments 76 saves

What these numbers mean

Followers

How many people follow the account right now.
Growth shows the change over the selected period.

Views

How many times the content was seen in total. The same person can count more than once, so views are usually higher than reach.

Posts

How many posts were published in the selected period. Consistent posting usually means steadier reach.

Accounts engaged

How many people liked, commented on, saved, shared or replied to the content. Counted day by day over the period.

Profile link taps

People who tapped a button on the profile: the website link, email, call or directions. The clearest sign Instagram is bringing real customers.

Total watch time

All the time people spent watching the account's Reels in the period, added up.

Taps forward

Taps to skip ahead to the next Story. Some is normal - a lot means the Stories are too long or not grabbing attention.

Saves

People who saved a post to come back to it later. A strong sign the content was genuinely useful.

Growth

How much the follower count changed over the selected period, in %. Steady growth means the content keeps attracting new people.

Profile views

How many times people visited the profile page. A visit often comes right before a follow, a website visit or a message.

Avg. likes per post

The average number of likes each post received in the period.

Interactions

Every like, comment, save, share and reply added together, across the whole account, including older posts and Stories.

Reel plays

How many times the account's Reels were played in the period. Replays count too, so plays can be higher than reach.

Avg. story reach

How many different people saw each Story, on average. Stories only reach existing followers, so it shows how engaged the audience is.

Taps back

Taps to go back and see the previous Story again - a sign something was worth a second look.

Shares

People who sent a post to someone else. The best free way to reach new people.

Reach

How many different people saw the content at least once. The best measure of how far the brand is getting in front of new people.

Engagement rate

The share of people who liked, commented, saved or shared after seeing a post. It shows whether the content really connects, not just gets seen.

Avg. reach per post

The average number of people each post reached in the period.

Follows vs unfollows

New followers minus people who unfollowed in the period. The real growth, not just the change in the total.

Avg. watch time

How long people watched each Reel on average. The longer, the more the Reel held attention - and the more Instagram pushes it.

Story replies

Messages people sent in reply to the Stories. Replies land in DMs, so they're the most personal kind of engagement.

Exits

Times someone left the Stories altogether. Fewer exits means the Stories held attention.