


How to Retrieve Reach and Engagement Rates from Instagram

Partner to upload insights into this Drive:

 Crossrope Partner Social Insights

Use this as a guide to pull metrics to published content related to each deliverable in your monthly invoice. Please share screenshots and links to your posts each month to ronjiny@crossrope.com.

[See Video](#)

Note: When creators are collecting insights from the back end, they can select specific time windows, pull data based on IG Reels versus IG Stories, and determine which metric they want to pull. There are a lot more options to pull data for IG Stories than there are for IG Reels (i.e. I can grab screenshots of click data or interactions or impressions). One very important thing is that when gathering recent data, creators should ensure they are organizing the data by "Newest" versus "Highest" which is the default. the reason I recommend having them organizing it by Newest is that it'll share the data in order of the posts so you can see consistency or inconsistency in their metrics.

For Posts

1. Select Post(s) with Crossrope content from Profile
2. Click **View Insights** above Comment section



crossropejumpropes

crossropejumpropes Happy Workout Wednesday!
@jennikalt and @chippyrip are putting you to work with this
Jump & Plank Ladder Workout 🏃‍♀️

100 Jumps, Laddering 20-16-12-8 reps of three plank variations

Beginner
1/2LB Jumps
Plank Shoulder Taps
Plank Toe Taps
Mountain Climbers

Advanced
100 2LB Jumps
Plank Up Downs
Plank Jacks
Extreme Mountain Climbers

#wejump #workoutwednesday
Edited · 1w

[View insights](#) [Boost post](#)

♥️ 💬 📌

Liked by jennikalt and 176 others
7 · class, ans

3. Screenshot **Reach** and **Engagement** rates



Post Insights



January 24 at 12:04 PM



177



0



11



109

Overview ⓘ

| | |
|------------------|-------|
| Accounts reached | 4,913 |
| Accounts engaged | 263 |
| Profile activity | 56 |

Reach ⓘ



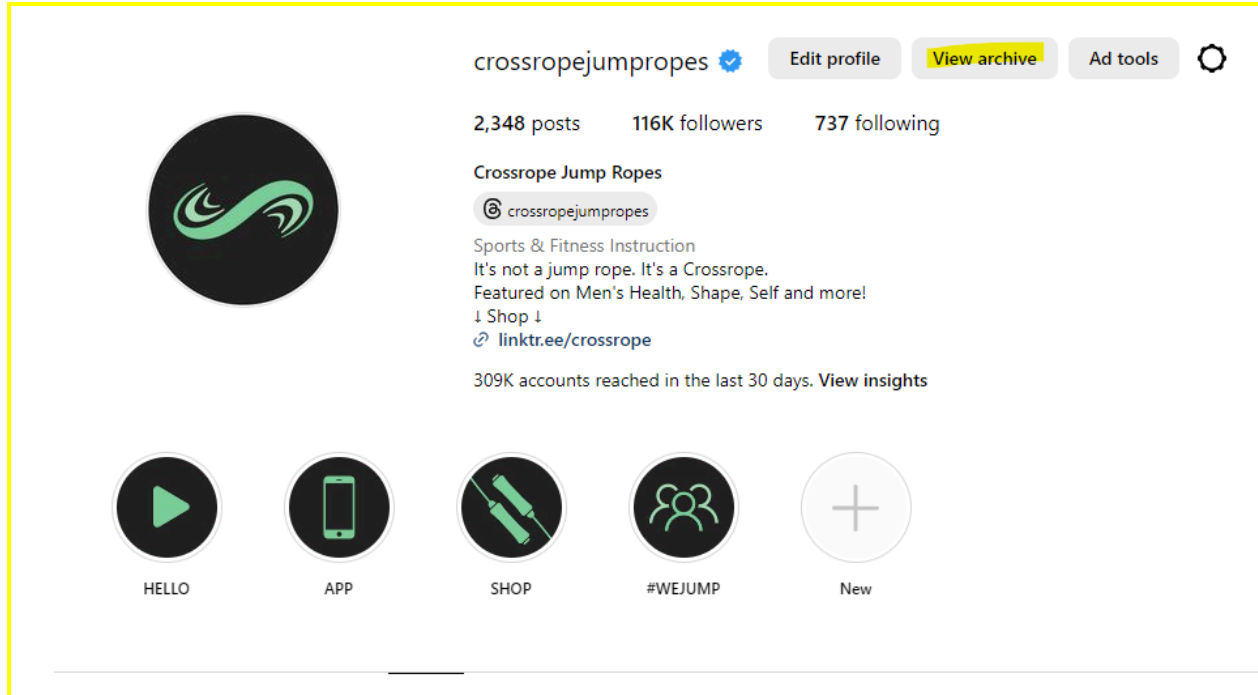
| | |
|--------------|-------|
| Impressions | 6,170 |
| From Home | 5,839 |
| From Profile | 177 |
| From Explore | 73 |
| From Other | 66 |

Engagement ⓘ

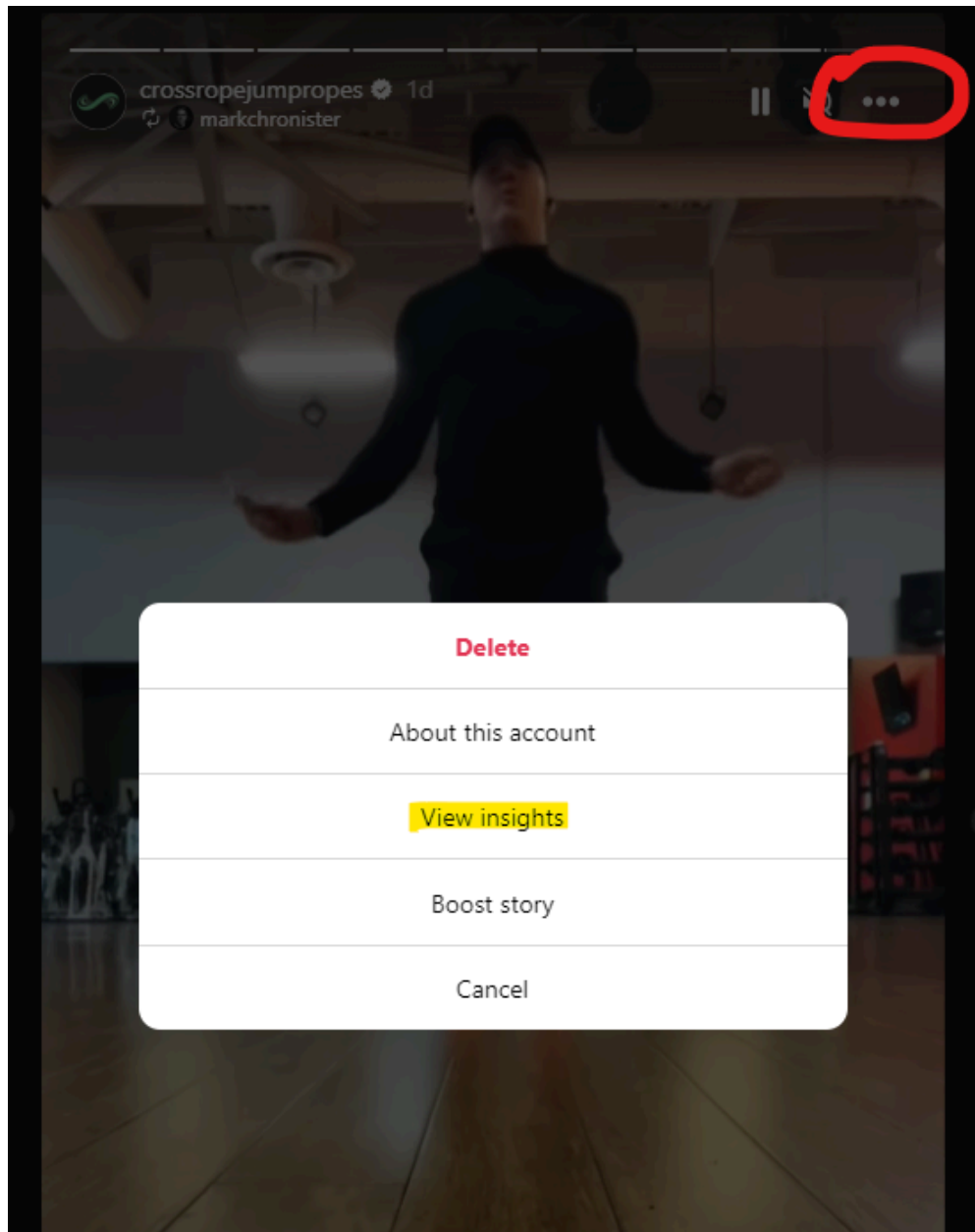


For Stories

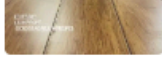
1. Go to **View archive** from Profile



2. Select Story(ies) with Crossrope content
3. Select 3 dots on top right corner and click **View Insights**



4. Screenshot Reach and Engagement Rate



January 30 at 10:24 AM

Overview ⓘ

| | |
|------------------|-----|
| Accounts reached | 397 |
| Accounts engaged | 1 |
| Profile activity | 1 |

Reach ⓘ



Impressions 401

Engagement ⓘ

1

Engagement ⓘ

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Accounts engaged

Story interactions 0

Shares 0

Replies 0

Likes 0

Sticker taps 2

@marondatpring 2

Navigation interactions 333

Forward 251

Exited 62

Next story 12

Back 8

Profile activity ⓘ 0

Profile visits 0

Follows 0

Provide screenshot of all relevant metrics pertaining to posts from the previous month in your invoice submission