

Detailed Instagram Performance Report for Royaloak Ranchi

Overview: The Instagram account of Royaloak Ranchi has seen significant growth over three months, showcasing the effectiveness of targeted strategies and paid promotions. Below is the detailed breakdown and analysis:

Metric	September <i>(Launch Month)</i>	October	November <i>(Current Month)</i>
Views	7.5k	22.1k	144.8k
Reach	5.3k	13.6k	94.4k
Paid Reach	180.8K	174.5K	301.3k
Impressions	414.1K	420.8K	540k
Content Interactions	52	60	773
Link Clicks	61	276	1.5k
Visits	93	72	1.5K
Followers Growth	26	18	191

Key Observations

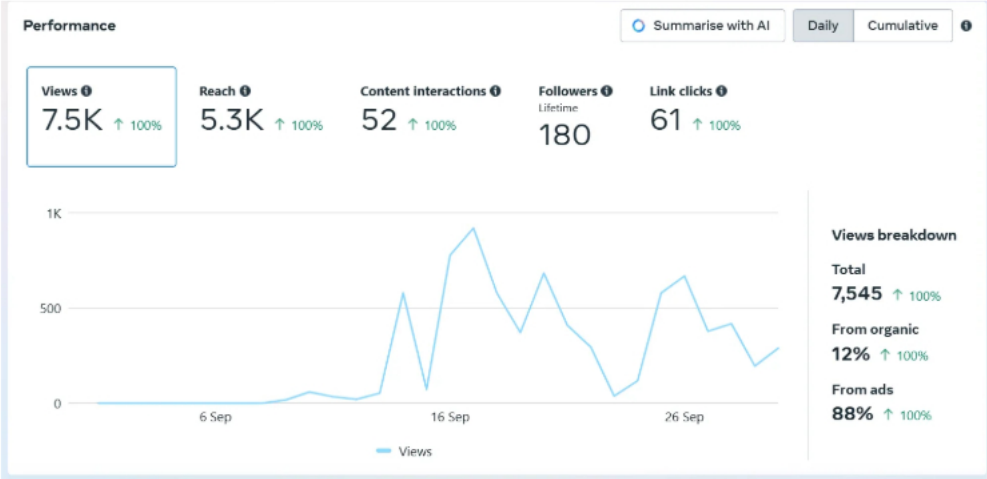
1. Impressive Growth in Engagement:
 - Content interactions grew from 52 in September to 773 in November, reflecting a 1,387% increase over three months.
 - Indicates improved content quality and audience engagement.
2. Substantial Reach and Views:
 - Reach improved significantly, with organic growth and paid campaigns contributing to 94.4k reach in November.
 - Views escalated dramatically to 144.8k, showcasing effective storytelling and content formats.
3. Successful Paid Promotions:
 - November’s 301.3k paid reach and 540k paid impressions validate the success of targeted ads.
 - These campaigns not only boosted visibility but also contributed to higher link clicks and follower growth.

4. Follower Growth:

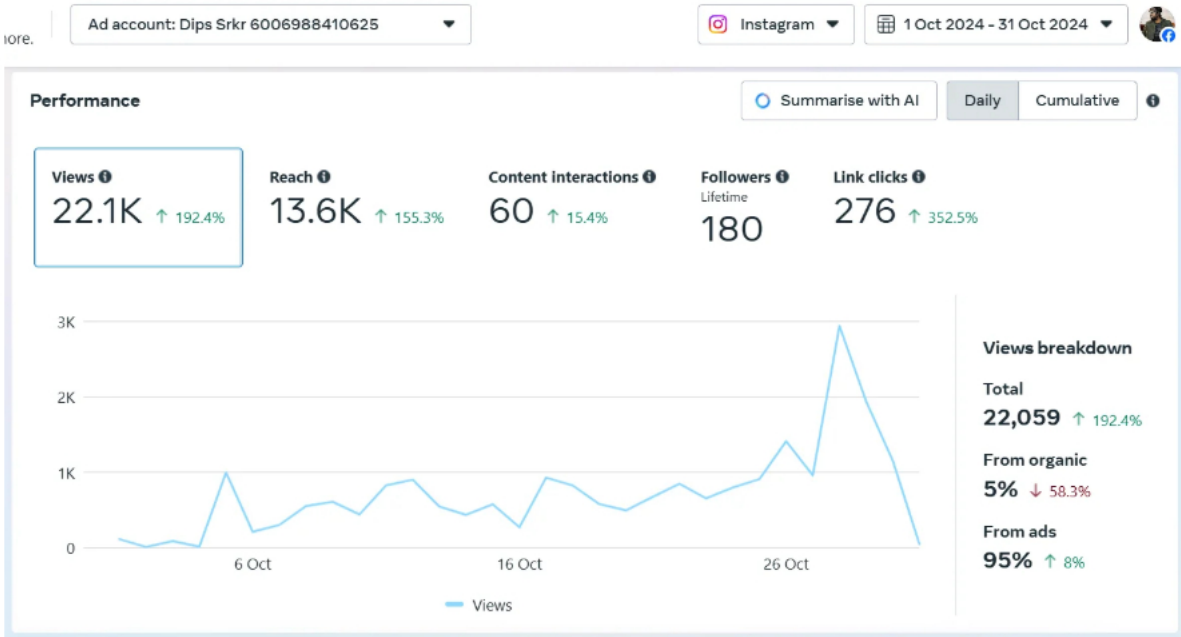
- Gained 121 new followers in November, indicating sustained audience interest and loyalty building.

5. Link Clicks and Conversion:

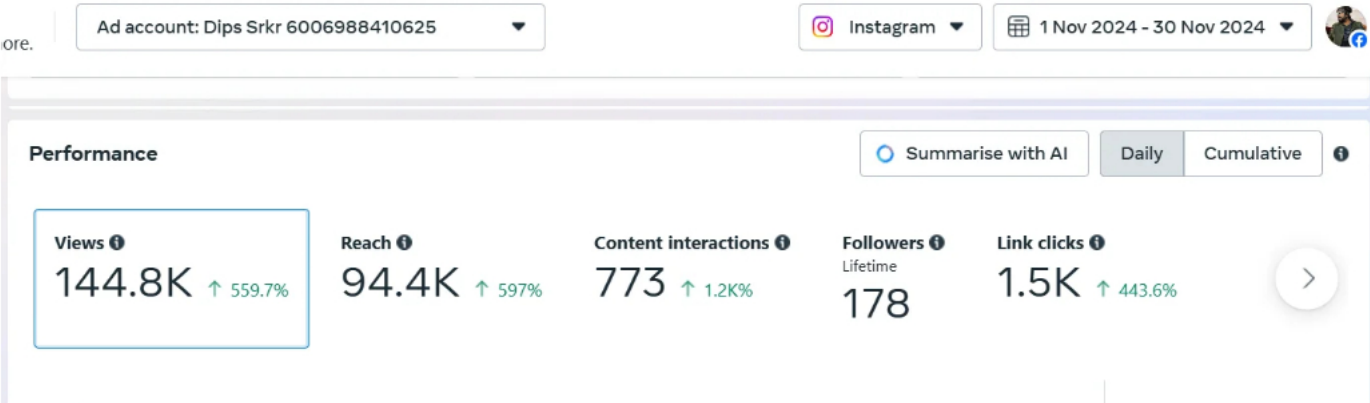
- Link clicks rose from 276 in October to 1.5k in November, highlighting improved call-to-action (CTA) effectiveness.

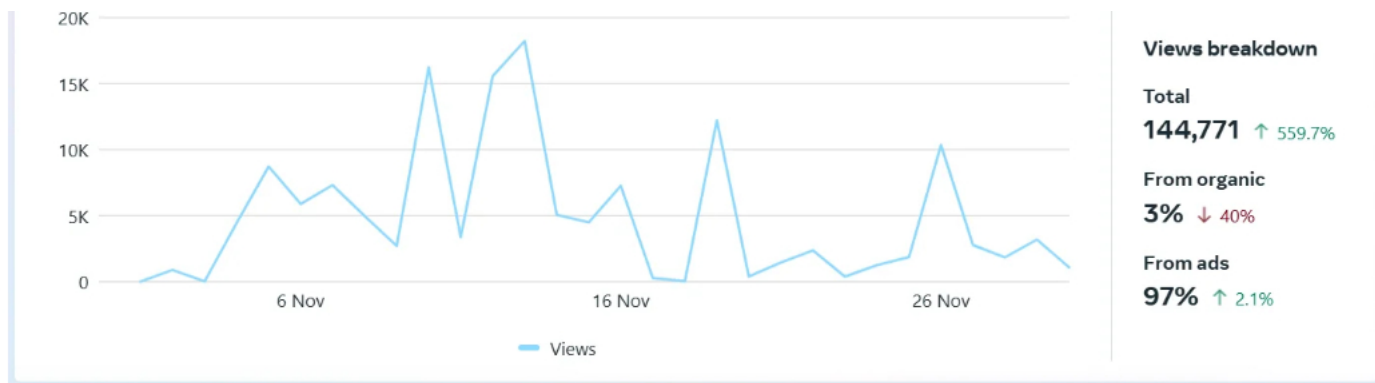


Performance (September)



October





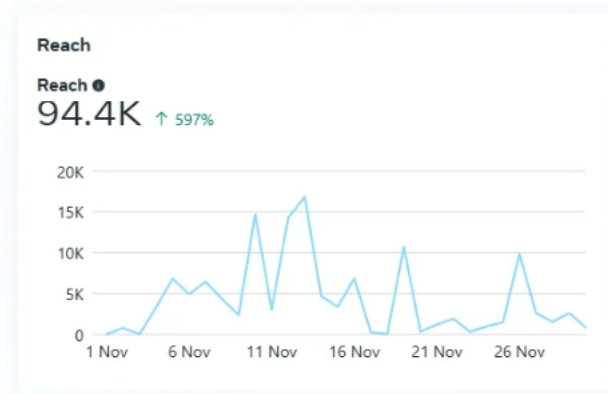
Performance (Nov-1 to nov-30))

Performance Analysis

- **September:** The launch month was a foundation phase, with modest reach and engagement but a decent start for link clicks.
- **October:** Steady growth due to organic efforts, with reach and content interactions gradually improving.
- **November:** Exceptional growth due to a combination of organic strategies and well-executed paid promotions, leading to a significant leap in all metrics.



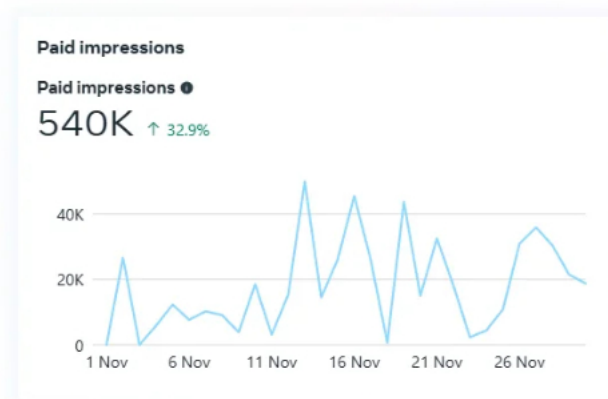
Views



Reach



Paid Reach

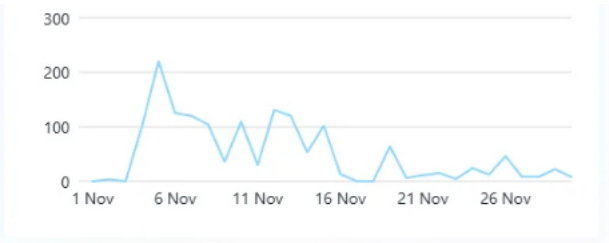


Paid Impressions





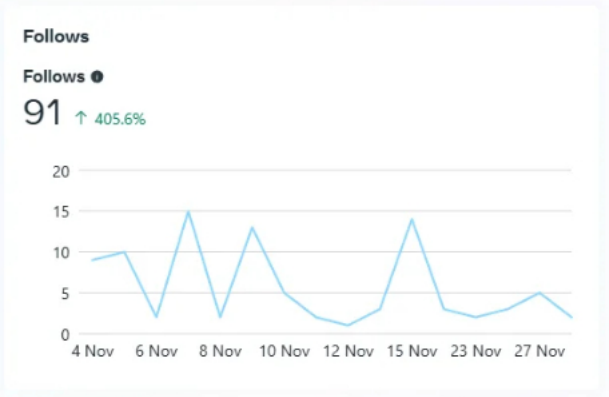
Content Interaction



Link Click



Visits



Follows

Instagram Top content by views



ROYALOAK -
RANCHI'S LARGES...

5 November 01:41

👁 40.4K ❤ 282
💬 9 ➡ 11



ROYALOAK -
RANCHI'S LARGES...

11 October 00:42

👁 37.1K ❤ 81
💬 0 ➡ 0

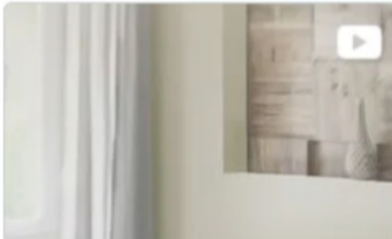
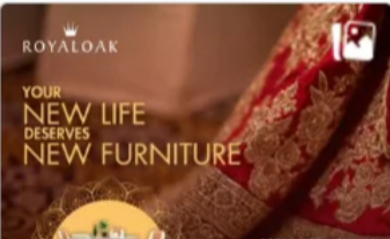


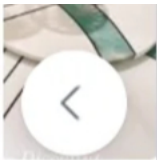
ROYALOAK -
RANCHI'S LARGES...

17 September 21:55

👁 14.2K ❤ 46
💬 0 ➡ 0

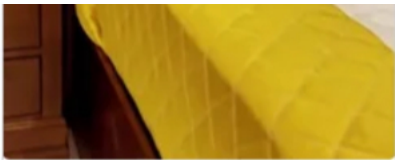
Instagram Top content by views





RGES...

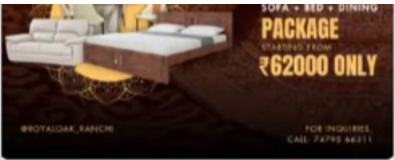
5
46
0



ROYALLOAK -
RANCHI'S LARGES...

2 November 00:02

👁 9.3K ❤ 106
● 2 ➡ 4



ROYALLOAK -
RANCHI'S LARGES...

16 November 22:07

👁 8.8K ❤ 14
● 0 ➡ 0



ROYALLOAK -
RANCHI'S LARGES...

15 November 01:36

👁 6.5K ❤ 8
● 0 ➡ 0

