



Ambiente Marketing Group, LLC

GUIDE

INSTAGRAM INSIGHTS



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WELCOME MESSAGE

Looking at your Instagram analytics, sometimes referred to as "Insights," is an excellent place to start if you want to grow your Instagram account.

You may reach new audiences, refine your content strategy, and target the correct audience with the aid of Instagram analytics.

But mastering all of the many Instagram metrics and phrases, as well as how to leverage this information for expansion, takes some effort..

Instagram analytics are the best way to understand who your audience is, when they're most active, and what type of content they engage with the most.

This level of insight is hugely important for creating a content strategy that drives results for your brand or business — without it, you're essentially working in the dark.

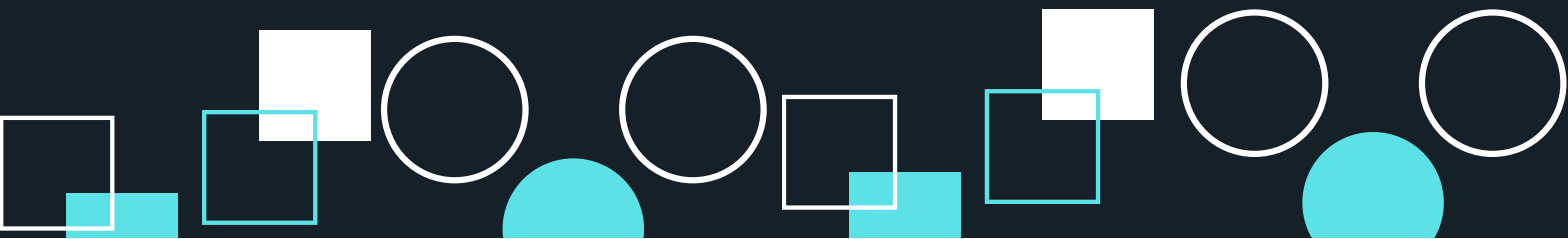


Marco "Dreamz" Matallana

CEO Ambiente Marketing Group

However, finding the right metrics to track, as well as knowing how to interpret them, can be easier said than done.

Every brand or business has its own unique goals (from growing a follower count to increasing clicks and conversions) which means that the most important metrics differ on a case-by-case basis.





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HOW TO ACCESS INSTAGRAM INSIGHTS

One of the many reasons we advise upgrading to an Instagram business or creator profile is that Instagram Insights, the in-app analytics feature, is only accessible to those accounts with these types of profiles.

The Insights tab in the Instagram app makes it simple to check your stats after you have a creator or business profile.

Start by tapping the menu button in the upper-right corner of your profile. From there, select the Insights tab to access the stats for your artist or business profile. You could also click the Insights option on your profile page.

You may access a wealth of stats and insights for your posts, stories, and audience demographics after you open your Insights.

NOTE: Instagram can only display metrics for stories and posts that were posted after you changed to a creator or business profile.

You'll find all of the must-have analytics from Instagram in a digestible format, as well as several extra data points — including your best time to post

AMG Distro can make sure you get your profile verified. For more information and details please contact us at management@ambientemktg.