BlackandDeckerBrasil

instagram.com/blackanddeckerbrasil

Instagram Profile Report

Feb 01, 2018 - Feb 28, 2018

BlackandDeckerBrasil **KPIs Overview**

Followers

Total Followers

1 162

Absolute Change in Followers

97

Relative Change in Followers

+ 9,11 %

Content

Total Posts

0

Moving 7-Day Average of Interactions per 1000 Followers

5,59

Moving 30-Day Average of Interactions per 1000 Followers

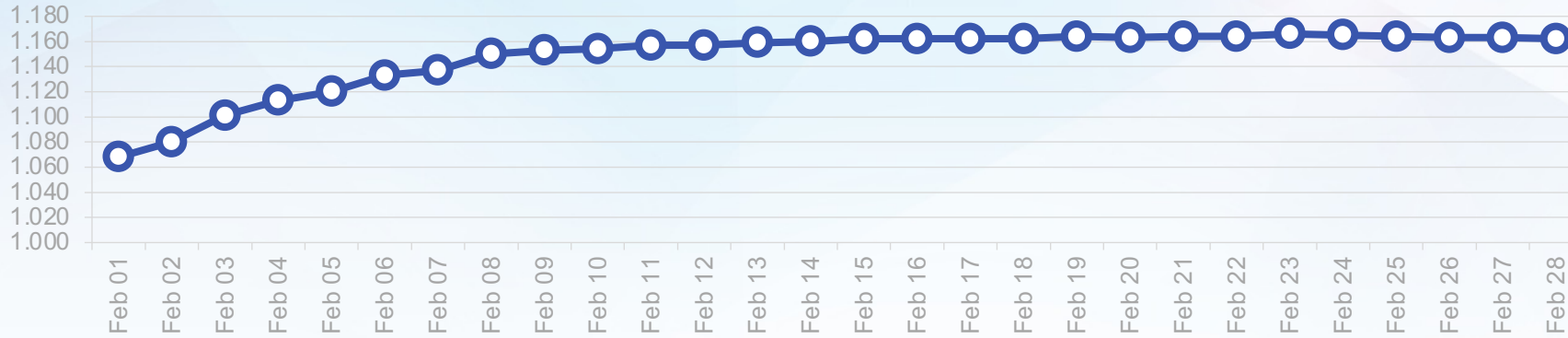**4,07**

Interactions

Total Interactions

N/A

Likes

N/A

Comments

N/A

Total Followers

Growth of Total Followers

Followers Overview

Total Followers

1 162
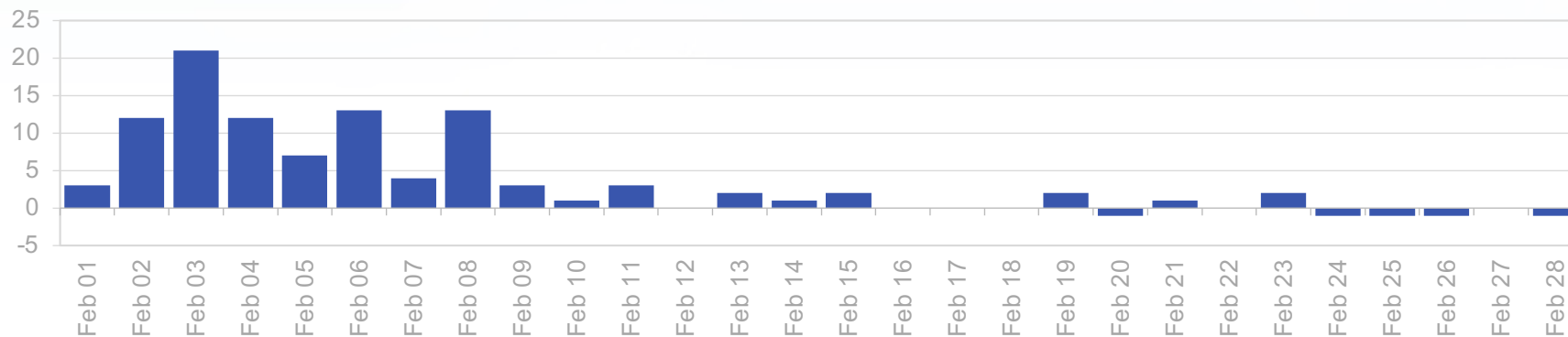
Change in Followers

97

Max Change of Followers

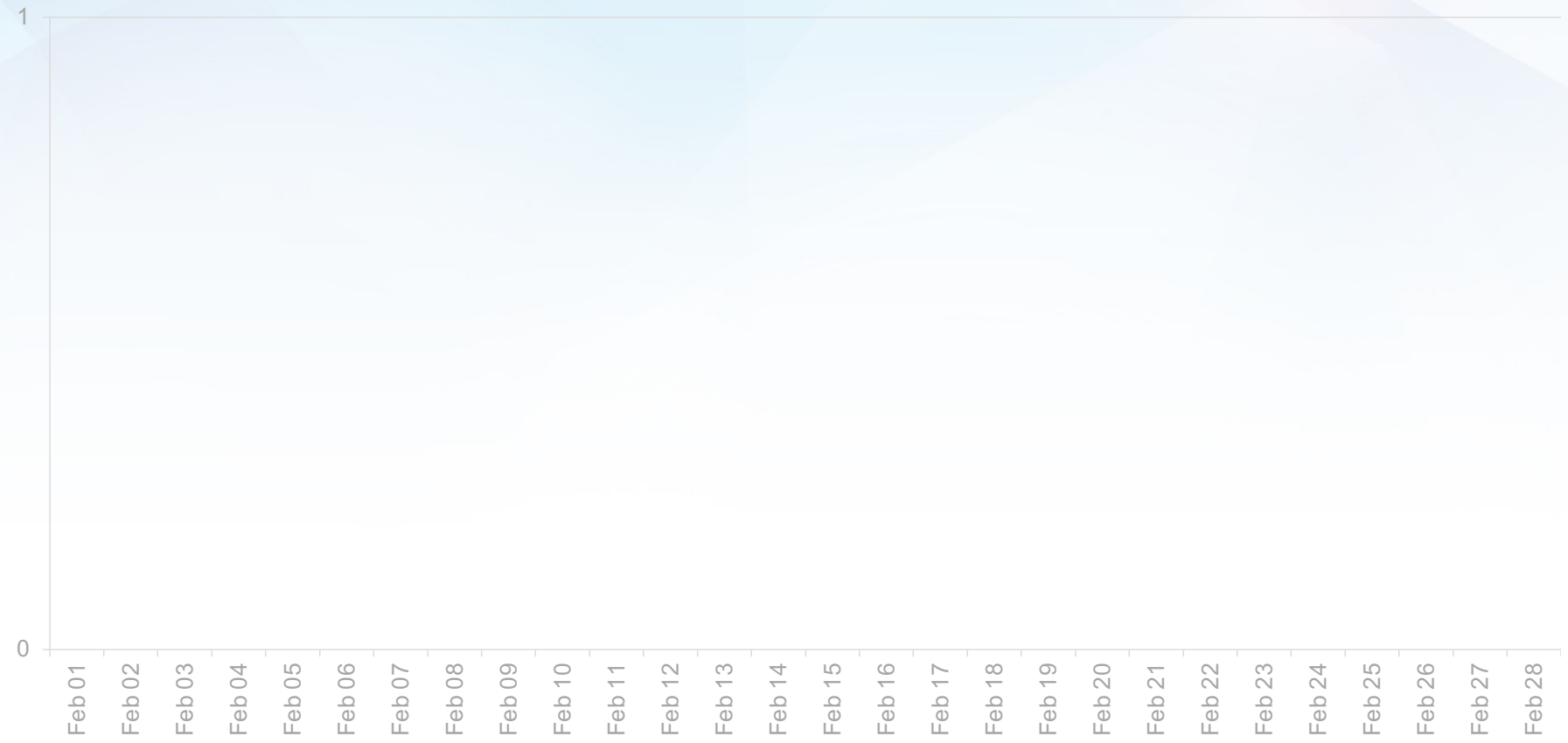**21**

Saturday Feb 03, 2018

Avg Followers Change per Day

3,46

Number or Profile Posts

Content Overview

Total Profile Posts

0

Avg Posts per Day

0

1

0

Feb 01 Feb 02 Feb 03 Feb 04 Feb 05 Feb 06 Feb 07 Feb 08 Feb 09 Feb 10 Feb 11 Feb 12 Feb 13 Feb 14 Feb 15 Feb 16 Feb 17 Feb 18 Feb 19 Feb 20 Feb 21 Feb 22 Feb 23 Feb 24 Feb 25 Feb 26 Feb 27 Feb 28

Interactions per 1000 Followers

1,2
1
0,8
0,6
0,4
0,2
0

Feb 01 Feb 02 Feb 03 Feb 04 Feb 05 Feb 06 Feb 07 Feb 08 Feb 09 Feb 10 Feb 11 Feb 12 Feb 13 Feb 14 Feb 15 Feb 16 Feb 17 Feb 18 Feb 19 Feb 20 Feb 21 Feb 22 Feb 23 Feb 24 Feb 25 Feb 26 Feb 27 Feb 28
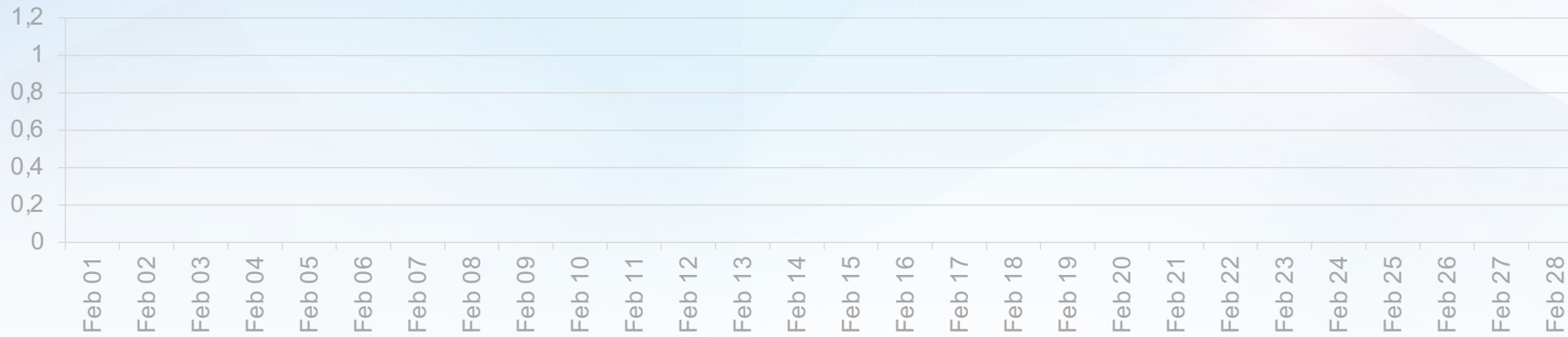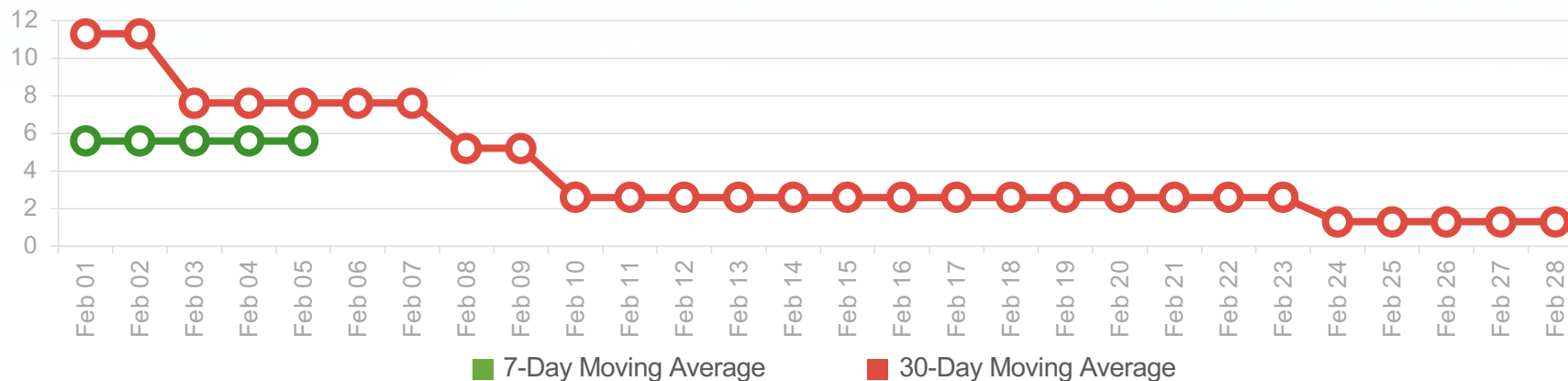
Activity Overview

Max Interactions per 1000 Followers on

N/A

Min Interactions per 1000 Followers on

N/A

Moving Averages of Interactions per 1000 Followers

12
10
8
6
4
2
0
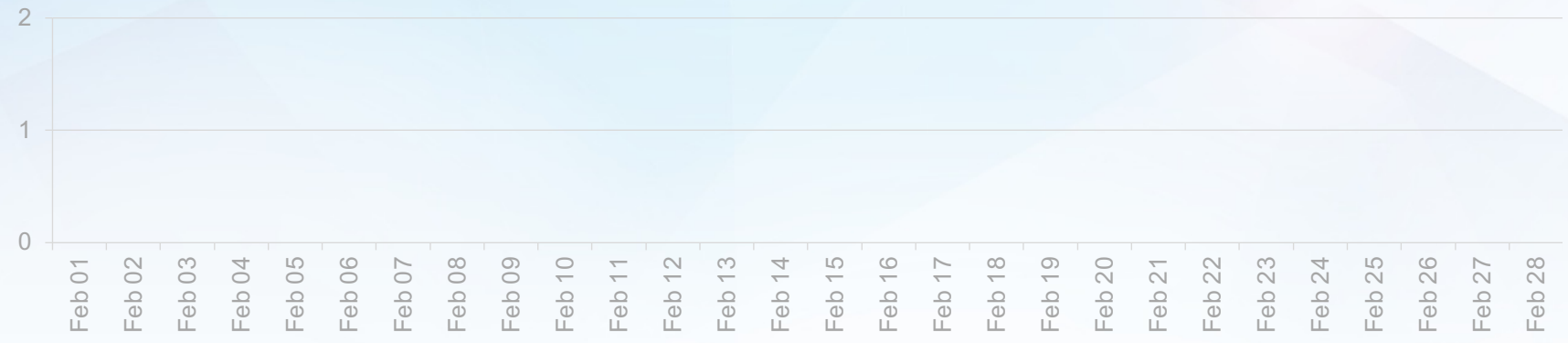
Feb 01 Feb 02 Feb 03 Feb 04 Feb 05 Feb 06 Feb 07 Feb 08 Feb 09 Feb 10 Feb 11 Feb 12 Feb 13 Feb 14 Feb 15 Feb 16 Feb 17 Feb 18 Feb 19 Feb 20 Feb 21 Feb 22 Feb 23 Feb 24 Feb 25 Feb 26 Feb 27 Feb 28

■ 7-Day Moving Average   ■ 30-Day Moving Average

Daily Interactions

Interactions Overview

Total Interactions
N/A

Max Interactions
N/A

Min Interactions
N/A

Distribution of Interactions

N/A

Interaction Type	% of Interactions	# of Interactions
Likes	0 %	0
Comments	0 %	0

Avg Interactions per Day
N/A

Instagram Metrics Explained

Total Followers
The total number of followers on the last day of a selected time range.

Absolute Change in Followers
The sum of all daily increases and decreases in Followers during a selected time range.

Relative Change in Followers
The percentage of a Profile's follower base that has experienced a gain or loss in Followers.

Total Posts
The sum of Posts made by a Profile during a selected time range.

Moving 7-Day Average of Interactions per 1000 Followers
The total number of interactions per 1000 Followers for all Posts made during a particular week.

Moving 30-Day Average of Interactions per 1000 Followers
The total number of interactions per 1000 Followers for all Posts made during a particular month.

Total Interactions
The total number of Interactions (Likes, Comments) during a selected time range.

Likes
The total number of Likes during a selected time range.

Comments
The total number of Comments during a selected time range.

Change in Followers
The sum of all daily increases and decreases in Followers during a selected time range.

Max Change of Followers
The day with the largest change in the number of a Profile's Followers, either an increase or decrease during a selected time range, and the numerical value of change on that day.

Avg Followers Change per Day
The average change in the number of a Profile's Followers per day, either an increase or decrease during a selected time range.

Number of Profile Posts
The number of Posts made by a Profile by day during a selected time range.

Total Profile Posts
The sum of Posts made by a Profile during a selected time range.

Avg Posts per day
The average number of Posts made by a Profile per day during a selected time range.

Instagram Metrics Explained

Interactions per 1000 Followers
The sum of interactions (Likes, Comments) divided by the number of followers a Profile has on the day of the Post, and multiplied by 1000.

Moving Averages of Interactions per 1000 Followers
Calculated from the sum of all daily values of Number of Interactions per 1000 Followers. For example, if in the last 7 days there are 4 days with Number of Interactions per 1000 Followers equal to 2, 3, 4, and 5, then the 7-Day Moving Average would equal ((2+3+4 +5) / 7) = 2.

Max Interactions per 1000 Followers on
The day with the highest amount of Interactions per 1000 Followers and the amount of interactions per 1000 Followers on that day.

Min Interactions per 1000 Followers on
The day with the smallest amount of Interactions per 1000 Followers and the amount of interactions per 1000 Followers on that day.

Daily Interactions
The total number of Interactions (Likes, Comments) per day during a selected time period.

Max Interactions
The day with the highest amount of Interactions on that day.

Min Interactions
The day with the smallest amount of Interactions on that day.

Avg Interactions per day
The average number of Interactions (Likes, Comments) per day during a selected time range.

Distribution of Interactions
The distribution of Interactions (Likes, Comments) during a selected time range.

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