ILLUSTRATIVE SAMPLE DATA. Not real results. Northstar Growth Consulting is a fictional brand created for a speculative project, and this campaign has not run.

Sample Instagram performance report

Prepared for the owner of Northstar Growth Consulting, a fictional U.S. home-service business consultancy.
Reporting Period: November 2 to December 1, 2026 (30 Days)
Baseline period: there is no prior period to compare against.

Summary

In this illustrative reporting period, Reels reached the most people, carousels earned the most saves, and interactive Stories drew the most direct responses. The plan for December keeps what worked and trims what did not.

KPI dashboard (illustrative)

+373
Net new followers
1,210 to 1,583 (illustrative)

14,600
Accounts reached
Unique accounts; not the sum of posts

2,310
Profile visits
Reporting-period total

946
Saves
From 13 feed posts

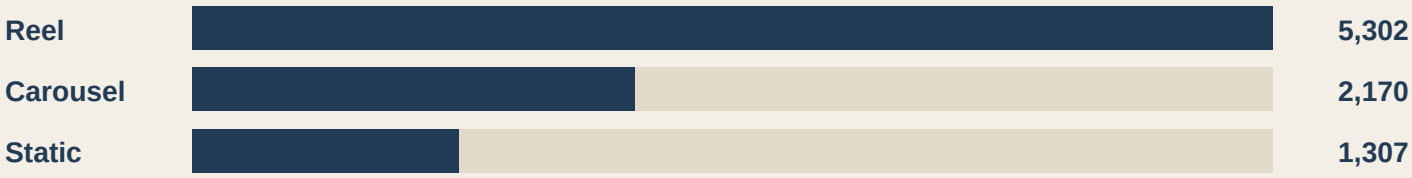
740
Shares
From 13 feed posts

9.9%
Engagement rate
Likes, comments, saves, shares ÷ reach

372
Story responses
Poll votes, question replies and tip replies

13 / 13
Feed posts published
8 Story sets published

Average reach per post, by format (illustrative)



Format counts: 4 Reels, 6 carousels, 3 static posts.

Reading the reach figures

Account reach represents the number of unique accounts reached across the reporting period (14,600). The **sum of individual post reach** adds together the reach recorded for each post (38,150, see page 2). Because the same account may see multiple posts, the sum of individual post reach can exceed account-level reach. These figures should not be treated as interchangeable.

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Feed content performance (illustrative)

Date	Format	Topic	Reach	Likes	Comments	Saves	Shares	Eng. rate
Nov 2	Carousel	Is your business running you?	2,840	168	14	121	46	12.3%
Nov 4	Reel	3 processes to stop managing from memory	6,920	310	22	88	164	8.4%
Nov 6	Static	The job is done. The invoice isn't.	1,310	74	9	17	12	8.5%
Nov 9	Carousel	Pick one number to watch weekly	2,150	131	11	97	33	12.7%
Nov 11	Reel	3 invoicing habits to build	5,380	244	17	73	129	8.6%
Nov 13	Carousel	One-page pricing sheet	1,980	119	10	104	29	13.2%
Nov 16	Carousel	Common process challenges	1,720	98	15	42	21	10.2%
Nov 18	Reel	See next week's workload	4,760	207	13	91	102	8.7%
Nov 20	Static	Busy and paid are different things	1,090	61	12	14	9	8.8%
Nov 23	Carousel	5 things to write down before year-end	2,460	142	12	131	52	13.7%
Nov 25	Reel	Monday Operations Check in 20 seconds	4,150	181	10	64	88	8.3%
Nov 28	Static	Small Business Saturday	1,520	93	18	21	24	10.3%
Nov 30	Carousel	Four checks, one Monday: recap	1,870	105	9	83	31	12.2%
Total (sum of post reach)			**38,150**	**1,933**	**172**	**946**	**740**	**9.9%**

Engagement rate = (likes + comments + saves + shares) ÷ reach. The total row divides total interactions by the sum of post reach.

Account reach (14,600) and the sum of post reach (38,150) are different measurements and should not be treated as interchangeable. See the explanation on page 1.

Stories (illustrative)

Date	Story set	Reach	Responses
Nov 5	Poll: time sink	620	186 votes
Nov 10	3 quick tips	540	9 replies
Nov 12	Question sticker	575	14 replies
Nov 17	Reel reshare + poll	590	141 votes
Nov 19	Why a compass?	510	—
Nov 24	Invoice reminder tips	495	—
Nov 26	Thank-you	450	—
Dec 1	Question: first check	530	22 replies

Nov 16 used the default topic (common process challenges), not audience replies.

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Insights (illustrative)

- Reels reached the widest audience: about 5,302 accounts per Reel, against 2,170 per carousel and 1,307 per static post.
- Carousels earned the most saves, averaging 96 each. The year-end checklist (Nov 23) led with 131.
- Interactive Stories drew the most direct responses: 372 across five sets. Polls drew far more responses than question stickers.
- Static quote cards reached the fewest people and earned the fewest saves. Small Business Saturday was the best of the three.

Recommendations for December

1. **Keep one Reel a week**
   Turn the best carousel topics, such as the year-end checklist, into Reels.
2. **Keep one carousel a week**
   End each with a save-focused CTA, since saves were the carousels' strength.
3. **Cut static posts to one or two**
   Rebuild weak statics as carousels or Stories.
4. **Add a weekly poll Story**
   Use the results to choose December topics.
5. **Test posting times for two weeks**
   Compare reach in Instagram Insights before changing the schedule.
6. **Plan a lighter holiday stretch**
   Keep Dec 24 – Jan 1 to Stories and replies only.

Targets and data notes

December targets will be established after reviewing this illustrative baseline. In an actual reporting cycle, targets should be agreed upon using verified account performance, business priorities, and available resources. This sample does not claim that any post caused follower growth. A real report would pull every figure from Instagram Insights for the reporting period of November 2 to December 1, 2026 (30 days), and would label estimates clearly. Unique reach cannot be added across posts, so the total accounts reached is lower than the sum of post reach.