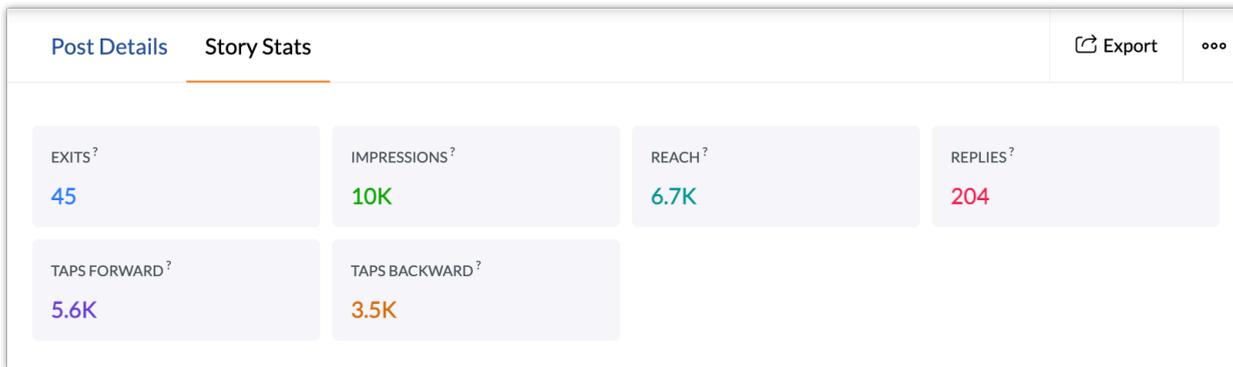




# View analytics for Instagram Stories

Various in-depth analytics for stories are available from the stories that are published from Zoho Social. The following analytics are available for a story:

- **Exits:** The total number of times users exited the story.
- **Impressions:** The total number of times the story was seen.
- **Reach:** The total number of unique Instagram users who viewed the story.
- **Replies:** The total number of replies received for a story.
- **Taps forward:** The total number of taps on this story to view the next story.
- **Taps backward:** The total number of taps on this story to view the previous story.



## To view story analytics

1. Go to the **Posts** tab and select the Instagram channel.
2. Click the **Stories** icon to view the list of stories.
3. Select a story and go to the **Story Stats** tab. You can **Export** the stats as **PNG** or **PDF**, or share it to a recipient via **Email**.

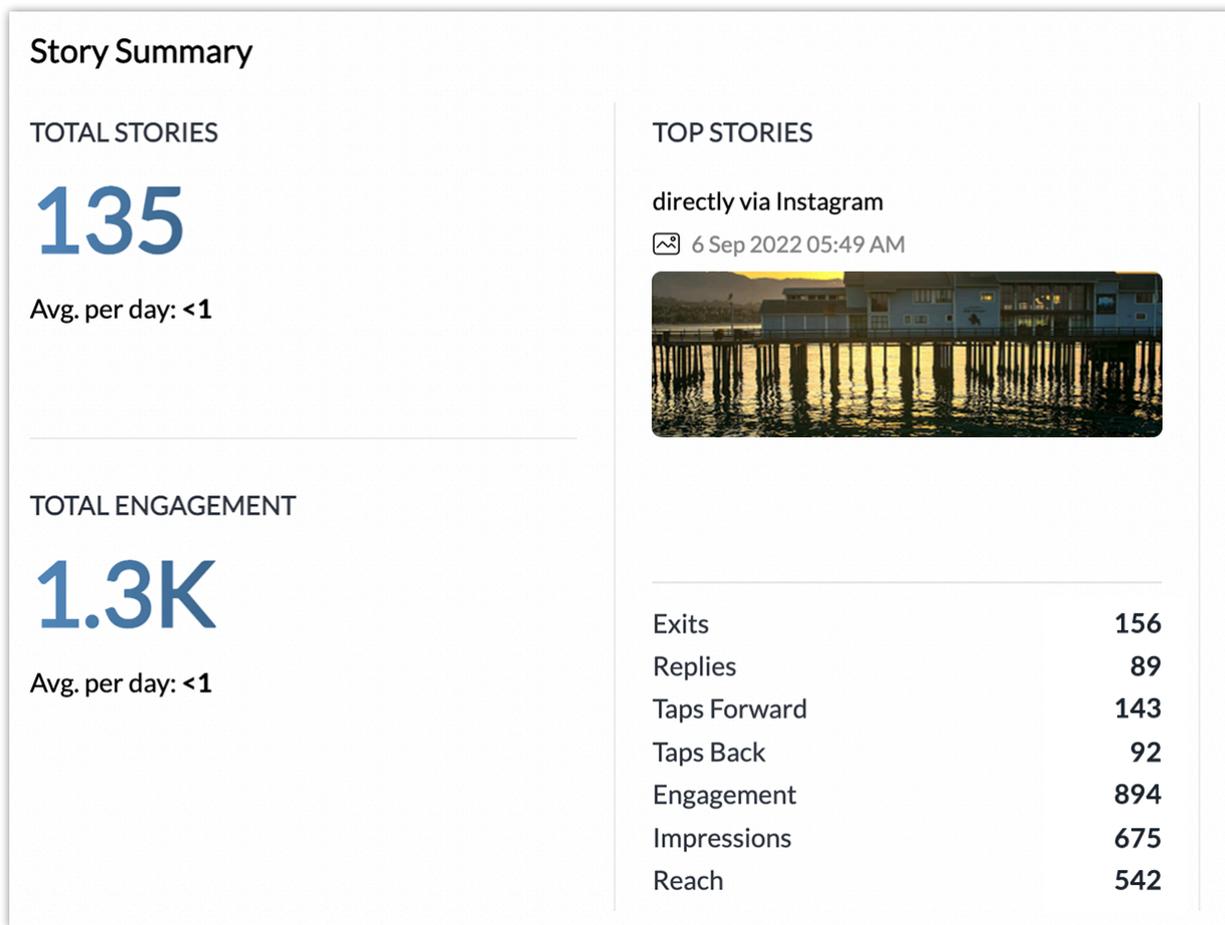
## View detailed reports

Zoho Social offers detailed analytics to monitor the performance of your stories on Instagram. You can generate a report for a specific duration and share it via email. You can also schedule the report to be generated and shared with your teammates periodically. The data can be exported in PDF and PNG formats.

The following metrics are available for stories published from Zoho Social.

## Story Summary

This card displays a summary of the total number of stories published, the total engagement, and the top stories in the selected time period. You can also view the average number of stories and engagements per day.

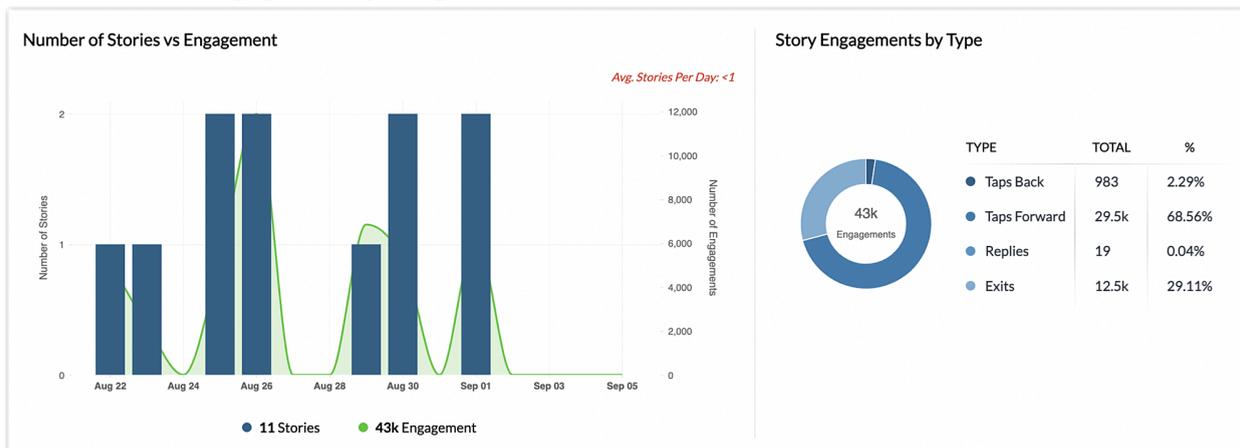


## Number of stories vs Engagement

This card compares the total number of stories with engagement in a day for the selected period of time. Engagement includes replies, exits, taps forward, and taps back.

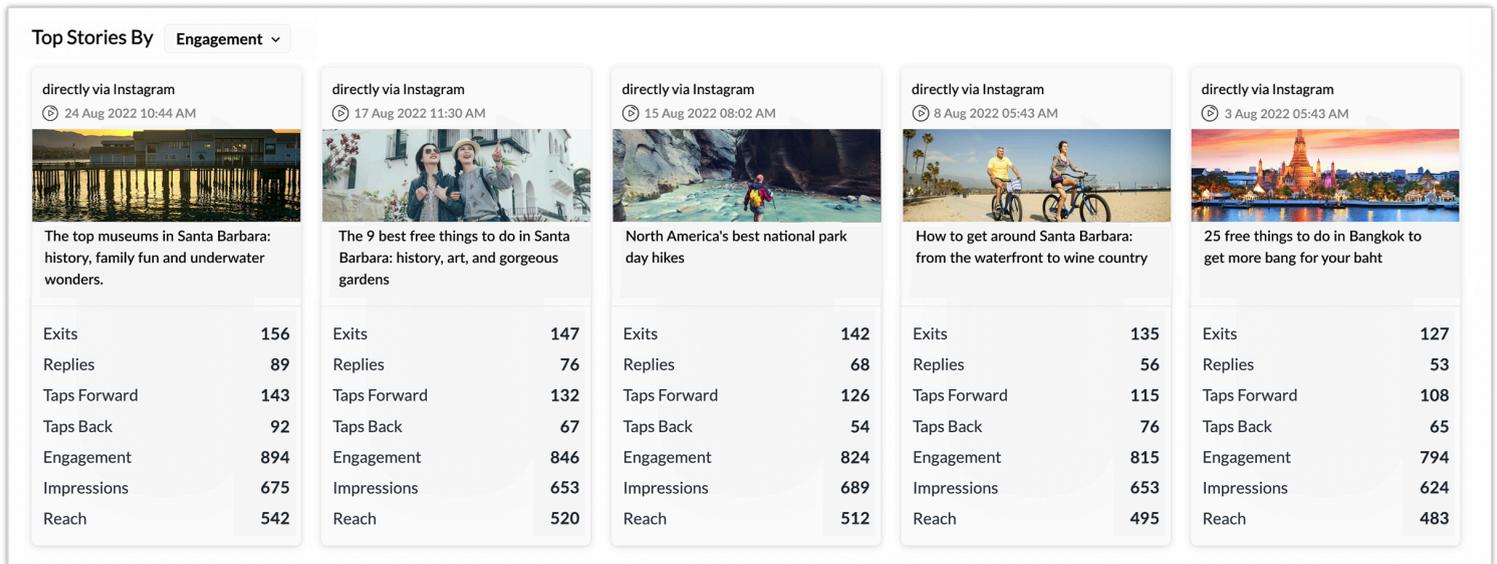
## Story engagement by type

This chart depicts the distribution of types of engagement such as replies, exists, taps forward, taps backward on all the stories that were published in the selected time period. This gives you an exact picture of the different ways in which users engage with your post.



## Top stories by Impressions, Engagement, and Replies

Here, you can view the top performing stories that you have posted in the selected time period, categorized based on Impressions, Engagement, or Replies.



## Number of stories vs Impressions

This card compares the total number of stories published with the total number of times the stories were viewed in the selected time period.

## Story impressions vs Reach

This card compares the total number of times the stories were viewed with the total number of unique Instagram accounts that viewed the stories in the selected time period.

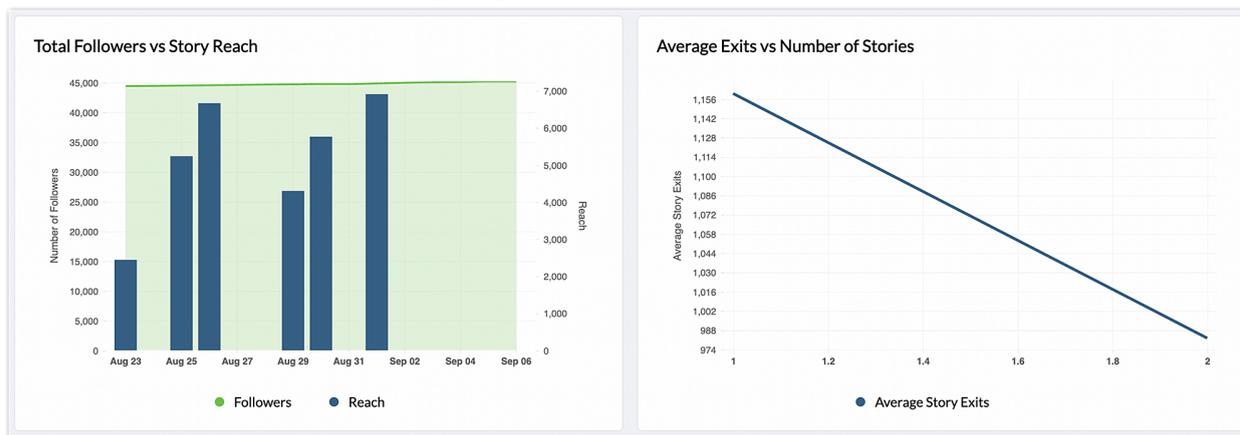


## Total followers vs Story reach

This card compares the total number of followers in your Instagram account with the total number of unique Instagram accounts that viewed the stories in the selected time period.

## Average exits vs Number of Stories

This card compares the average number of exits at different story lengths with the total number of stories published in the selected time period. This gives you an idea about the average number of users who watch the maximum number of stories that you post in a series.



## Story completion rate

The graph depicts the total number of views on the first story divided by the total number of views on the last story. This graph gives you an idea about the percentage of the audience who view all the stories that you have published in series.



## To view a detailed report

1. Go to the **Reports** module and select the **Instagram** icon.
2. Select the **Summary** tab to view the **Story Summary** analytics.
3. Select the **Story** tab to view a list of all the analytics available for Instagram stories.
4. Click the **Calendar** icon and specify the date range. You can also select a range from the list of options available.

The screenshot displays a date range selection interface. At the top right, there is a button labeled "Last 15 Days" with a calendar icon. Below this, the interface is split into two calendar grids for August 2022 and September 2022. The August grid shows dates from 1 to 31, with 25, 26, and 27 highlighted in blue. The September grid shows dates from 1 to 30, with 1, 2, 3, 8, and 10 highlighted in blue. A dropdown menu on the right side of the interface lists various date range options: "Yesterday", "This Week", "Last Week", "This Month", "Last Month", "Last 7 Days", "Last 15 Days" (which is highlighted in blue), "Last 30 Days", "Specific date...", and "Custom...". At the bottom of the interface, there is a "Timezone" dropdown menu currently set to "IST" and an "Update" button.

5. Select the **Timezone** from the drop-down list and click **Update**.