

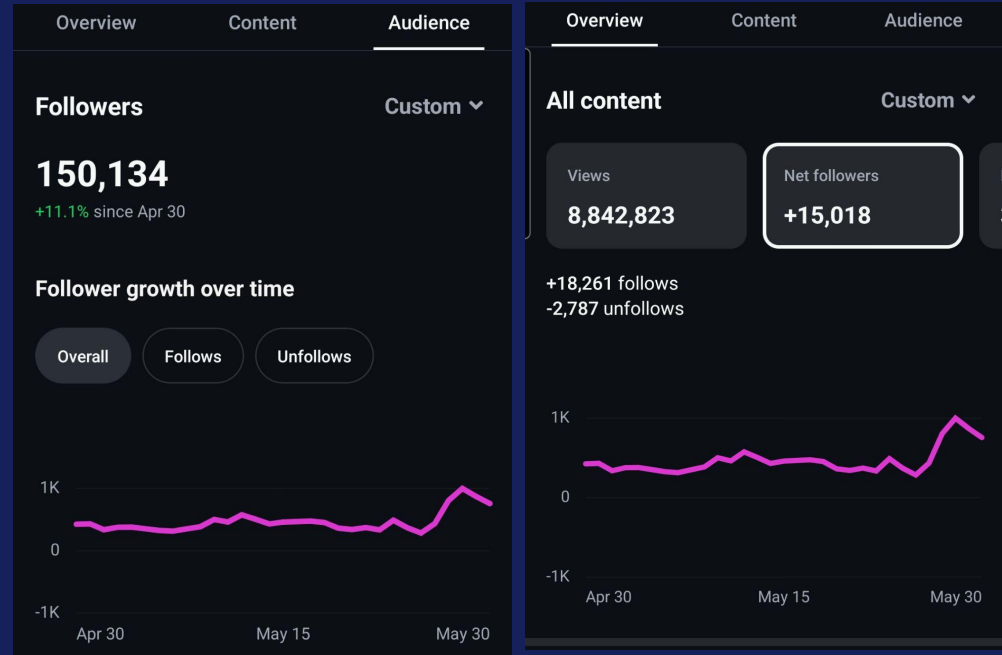
# Digital Report | May 2026

Mr. Apps

Platform: Instagram

# Number of Followers

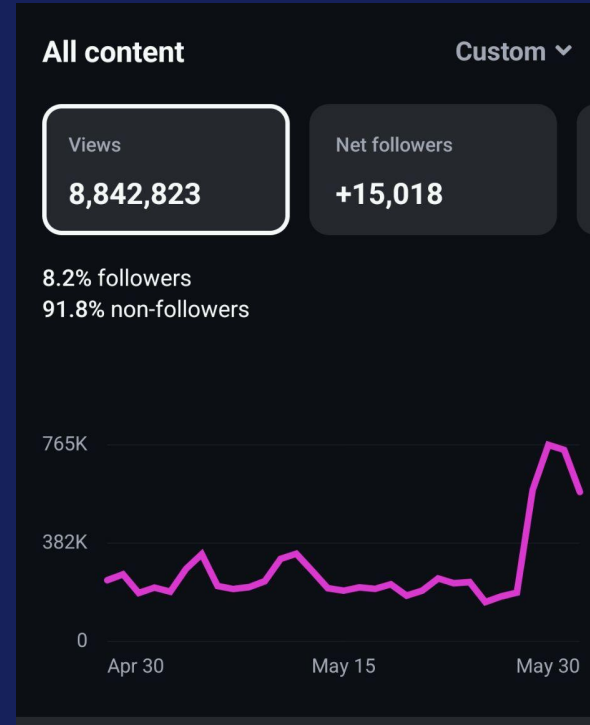
We achieved a net growth of **18,261** new followers, representing a **growth rate** of **11.1%**, significantly surpassing April's performance of 8.8%.



# Views

In May, the account reached a total of **8,842,823 views**, marking a significant increase from the 5,885,934 views recorded in April.

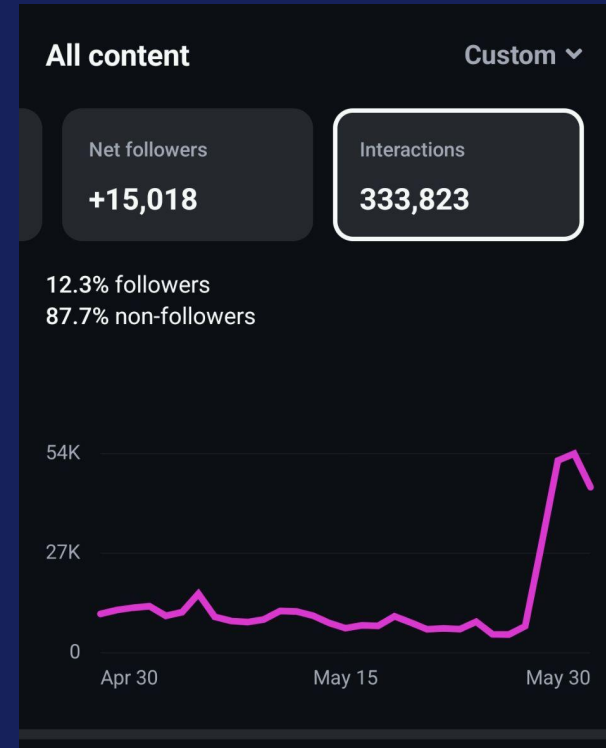
Our ability to engage new audiences has intensified, as **91.8% of total views** were generated by **non-followers**, surpassing last month's **90.8%**. This surge in visibility was instrumental in achieving a net gain of 15,018 followers, reflecting our continued success in expanding market presence and effectively converting broad reach into a loyal following through our strategic marketing approach.



# Engagement

The **Reels** format remains our primary driver of interaction. In May, we recorded a significant surge in engagement, reaching a total of **333,823 interactions**, a substantial increase from the 226,371 recorded **in April**.

The vast majority of engagement (**87.7%**) continues to come from **non-followers**, up from **84.1% last month**, which further solidifies the page's viral potential and its ability to attract and engage new audiences at scale. While the share of **interactions** from existing followers adjusted to **12.3%** in terms of distribution, the overall growth in absolute volume reflects a high level of receptiveness toward our content across the board, particularly during the high-performance peak observed toward the end of the month



Here are the **Reels** that have brought the highest number of new followers to the Instagram account, in last 30 days

| All content ▾                                                                      |                                                                            | 30 days ▾              |
|------------------------------------------------------------------------------------|----------------------------------------------------------------------------|------------------------|
| Views                                                                              | Accounts reached                                                           | Follows                |
|  | Boosted<br>iPhone быстро садит... 3w<br>♡ 759    ◻ 14    ↻ 21    ▾ 2.0K    | <b>1.0K</b><br>Follows |
|  | Boosted<br>Кажется, мой дом уж... 4d<br>♡ 23.1K    ◻ 443    ↻ 353    ▾ 1   | <b>881</b><br>Follows  |
|  | Boosted<br>Большинство исполь... 3w<br>♡ 891    ◻ 10    ↻ 5    ▾ 356       | <b>799</b><br>Follows  |
|  | Boosted<br>Динамики iPhone на... 2w<br>♡ 1.6K    ◻ 93    ↻ 78    ▾ 2.2K    | <b>656</b><br>Follows  |
|  | Boosted<br>Эта скрытая функция... 4d<br>♡ 6.5K    ◻ 218    ↻ 727    ▾ 7:   | <b>628</b><br>Follows  |
|  | Boosted<br>В интернете снова ви... 1w<br>♡ 2.2K    ◻ 20    ↻ 199    ▾ 1.5i | <b>597</b><br>Follows  |
|  | Boosted<br>Ты смотришь такие в... 2w<br>♡ 991    ◻ 6    ↻ 15    ▾ 871      | <b>499</b><br>Follows  |

# Content Interaction

## nr. of followers

| Overview                                                                          | Content                                                                   | Audience              |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------|
|  | Многие даже не подо... 2d<br>♡ 5.9K    👤 356    💬 477    🗑 15             | <b>428</b><br>Follows |
|  | Boosted<br>Даже обычное фото ... 3w<br>♡ 2.2K    👤 13    💬 92    🗑 3.3K   | <b>421</b><br>Follows |
|  | Boosted<br>Хорошие разработчи... 2w<br>♡ 1.1K    👤 11    💬 50    🗑 1.3K   | <b>219</b><br>Follows |
|  | Boosted<br>Я не поверил, пока с... 2w<br>♡ 2.3K    👤 384    💬 530    🗑 1. | <b>208</b><br>Follows |
|  | Boosted<br>Какой iPhone реальн... 1w<br>♡ 548    👤 63    💬 16    🗑 278    | <b>189</b><br>Follows |
|  | Boosted<br>Ты можешь идеально... 5d<br>♡ 2.2K    👤 14    💬 87    🗑 2.6K   | <b>177</b><br>Follows |
|  | Многие даже не подо... 2d<br>♡ 1.6K    👤 154    💬 102    🗑 4.             | <b>157</b><br>Follows |
|  | Кажется, мой дом уж... 4d<br>♡ 3.5K    👤 27    💬 81    🗑 1.5K             | <b>126</b><br>Follows |
|  | Boosted<br>Та самая залипатель... 2w<br>♡ 184    👤 150    💬 11    🗑 96    | <b>86</b><br>Follows  |

| Overview                                                                          | Content                                                                   | Audience             |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------|----------------------|
|  | Boosted<br>Твоя история действ... 3w<br>♡ 1.3K    👤 17    💬 122    🗑 3.6k | <b>77</b><br>Follows |
|  | Boosted<br>Теперь ты можешь з... 2w<br>♡ 66    👤 262    💬 6    🗑 23       | <b>62</b><br>Follows |
|  | Boosted<br>Теперь можно улучш... 3w<br>♡ 81    👤 60    💬 8    🗑 47        | <b>46</b><br>Follows |
|  | Boosted<br>Есть простой способ ... 3w<br>♡ 230    👤 135    💬 9    🗑 226   | <b>45</b><br>Follows |
|  | Boosted<br>Все показывают, как... 1w<br>♡ 100    👤 153    💬 4    🗑 27     | <b>43</b><br>Follows |
|  | Boosted<br>После этих настроек ... 1w<br>♡ 303    👤 9    💬 13    🗑 198    | <b>43</b><br>Follows |
|  | Boosted<br>WWDC26 может стат... 1w<br>♡ 458    👤 29    💬 9    🗑 129       | <b>39</b><br>Follows |
|  | Boosted<br>После этих настроек ... 1w<br>♡ 282    👤 6    💬 12    🗑 260    | <b>36</b><br>Follows |
|  | Boosted<br>Размытие фото боль... 2w                                       | <b>36</b>            |

| Content used              | Ads campaign followers |
|---------------------------|------------------------|
| настройки Iphone для фото | 2526                   |
| айфон перестал заряжаться | 1864                   |
| Clear wave                | 839                    |
| клауд                     | 831                    |
| Secret chat iPhone        | 742                    |
| Кинопойск                 | 733                    |
| виджет для учета расходов | 445                    |
| трендовые эффекты кап кат | 347                    |
| какой айфон выбрать?      | 219                    |
| защити свой айфон         | 208                    |

# Reels interaction/ Views

| All content ▾                                                                    |                                                                           | 30 days ▾ |       |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------|-----------|-------|
| Latest                                                                           |                                                                           | Views     |       |
|  | Boosted<br>Кажется, мой дом уж... 4d<br>♡ 23.1K    💬 443    ↻ 353    ▾ 1  | 671.8K    | Views |
|  | Многие даже не подо... 2d<br>♡ 5.9K    💬 358    ↻ 477    ▾ 15             | 581.2K    | Views |
|  | Эта скрытая функция... 4d<br>♡ 6.5K    💬 218    ↻ 729    ▾ 7              | 445.5K    | Views |
|  | Boosted<br>iPhone быстро садит... 3w<br>♡ 407    💬 9    ↻ 21    ▾ 2.0K    | 362.3K    | Views |
|  | Boosted<br>Динамики iPhone на... 2w<br>♡ 1.6K    💬 91    ↻ 78    ▾ 2.2K   | 316.4K    | Views |
|  | Boosted<br>Я не поверил, пока с... 2w<br>♡ 2.2K    💬 382    ↻ 530    ▾ 1  | 262.8K    | Views |
|  | Boosted<br>Твоя история действ... 3w<br>♡ 1.3K    💬 17    ↻ 122    ▾ 3.6K | 229.3K    | Views |

| All content ▾                                                                       |                                                                   | 30 days ▾ |       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------|-----------|-------|
| Follows                                                                             |                                                                   | Likes     |       |
|    | Boosted<br>Кажется, мой дом уж... 4d<br>♡ 443    ↻ 353    ▾ 12.4K | 23.1K     | Likes |
|    | Эта скрытая функция... 4d<br>♡ 218    ↻ 729    ▾ 7.1K             | 6.5K      | Likes |
|    | Многие даже не подо... 2d<br>♡ 358    ↻ 477    ▾ 15.9K            | 5.9K      | Likes |
|    | Кажется, мой дом уж... 4d<br>♡ 27    ↻ 81    ▾ 1.5K               | 3.5K      | Likes |
|    | Boosted<br>Я не поверил, пока с... 2w<br>♡ 382    ↻ 530    ▾ 1.1K | 2.2K      | Likes |
|    | В интернете снова ви... 1w<br>♡ 20    ↻ 199    ▾ 1.5K             | 2.2K      | Likes |
|    | Boosted<br>Ты можешь идеально... 5d<br>♡ 14    ↻ 87    ▾ 2.6K     | 2.2K      | Likes |
|  | Boosted                                                           |           |       |

| All content ▾                                                                       |                                                                     | 30 days ▾ |          |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------|-----------|----------|
| Follows                                                                             |                                                                     | Comments  |          |
|  | Boosted<br>Кажется, мой дом уж... 4d<br>♡ 23.1K    ↻ 353    ▾ 12.4K | 443       | Comments |
|  | Boosted<br>Я не поверил, пока с... 2w<br>♡ 2.3K    ↻ 530    ▾ 1.1K  | 384       | Comments |
|  | Многие даже не подо... 2d<br>♡ 5.9K    ↻ 477    ▾ 15.9K             | 358       | Comments |
|  | Boosted<br>Теперь ты можешь з... 2w<br>♡ 123    ↻ 6    ▾ 23         | 295       | Comments |
|  | Эта скрытая функция... 4d<br>♡ 6.5K    ↻ 729    ▾ 7.1K              | 218       | Comments |
|  | Boosted<br>Все показывают, как... 1w<br>♡ 142    ↻ 4    ▾ 27        | 193       | Comments |
|  | Boosted<br>Есть простой способ ... 3w<br>♡ 292    ↻ 9    ▾ 226      | 162       | Comments |

| All content ▾                                                                       |                                                                     | 30 days ▾ |         |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------|-----------|---------|
| Follows                                                                             |                                                                     | Reposts   |         |
|  | Эта скрытая функция... 4d<br>♡ 6.5K    💬 218    ▾ 7.1K              | 729       | Reposts |
|  | Boosted<br>Я не поверил, пока с... 2w<br>♡ 2.3K    💬 384    ▾ 1.1K  | 530       | Reposts |
|  | Многие даже не подо... 2d<br>♡ 5.9K    💬 358    ▾ 15.9K             | 477       | Reposts |
|  | Boosted<br>Кажется, мой дом уж... 4d<br>♡ 23.1K    💬 443    ▾ 12.4K | 353       | Reposts |
|  | В интернете снова ви... 1w<br>♡ 2.2K    💬 20    ▾ 1.5K              | 199       | Reposts |
|  | Boosted<br>Твоя история действ... 3w<br>♡ 1.3K    💬 17    ▾ 3.6K    | 122       | Reposts |
|  | Многие даже не подо... 2d<br>♡ 1.6K    💬 154    ▾ 4.1K              | 102       | Reposts |

| Campaign name                                 | Impressions | Reach | Frequency | Ad set budget | Amount spent (USD) | CPM    | Link clicks | CPC (cost per link click) (USD) | CTR   | Instagram follows |
|-----------------------------------------------|-------------|-------|-----------|---------------|--------------------|--------|-------------|---------------------------------|-------|-------------------|
| Brilic   HR_Head of Content Marketing Traffic | 17989       | 13654 | 1,32      | \$300         | \$46,05            | \$2,56 | 245         | \$0,10                          | 1,36% | 11                |
| Brilic   HR_Head of Content Marketing   Leads | 73331       | 33939 | 2,16      | \$550         | \$550,9            | \$7,5  | 401         | \$0,68                          | 0,55% | 25                |
| Total                                         | 91320       | 47593 | –         | -             | \$596,95           | \$5.03 | 646         | \$0.39                          | -     | 36                |



## Projects and planning for June 2026

1. New posts will be launched via Ads Manager, if a post does not meet the performance benchmark within the first 24 hours in Ads Manager, we will pivot to Instagram Boost Post.
2. Launching paid campaigns for May posts that were not previously promoted.
3. Testing posts that performed well in previous months, both static and Reels formats.
4. We will add a targeting exclusion criterion for users who are already following us. This way, ads will not be shown to existing followers, in order to avoid overexposing them and to optimize costs.

# Thank you!

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