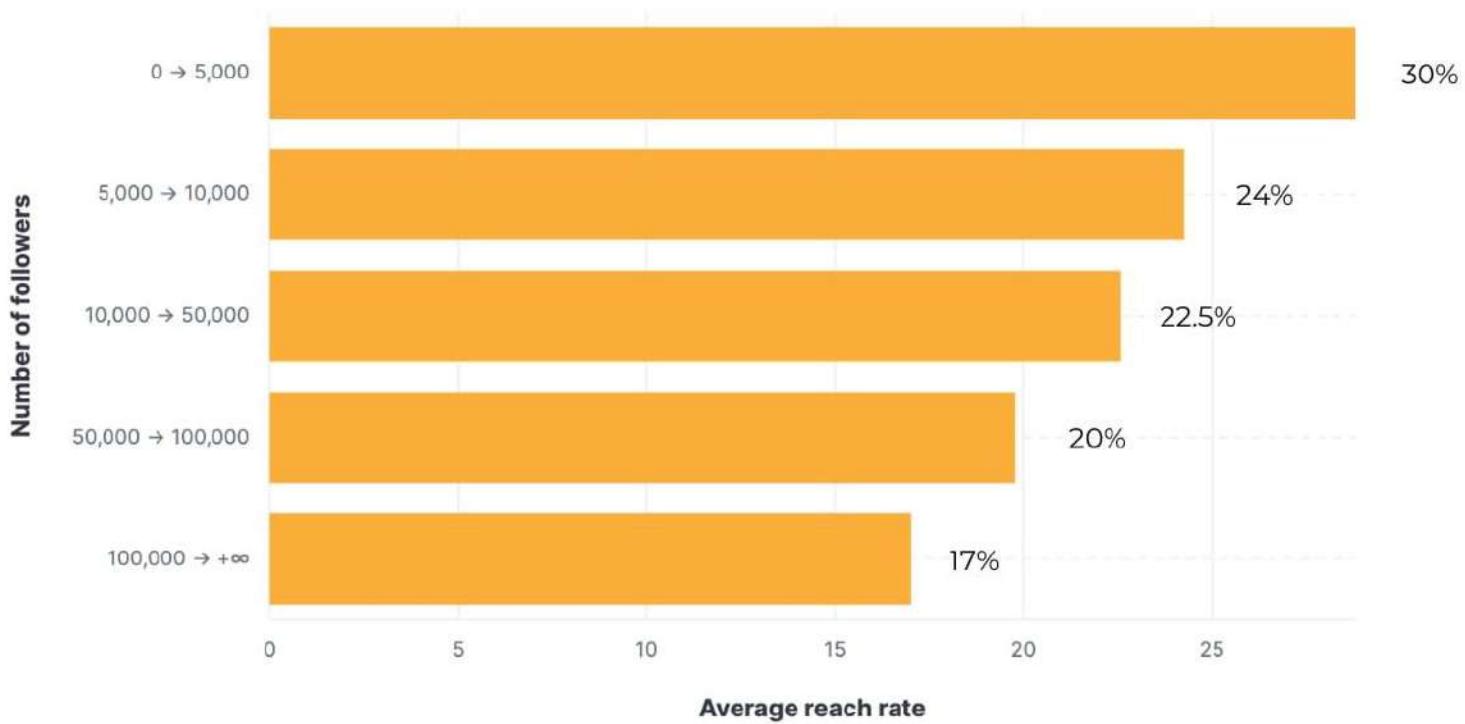


Instagram - Average reach rate by follower count



Source: Socialinsider data
Data range: January 2022 - June 2023