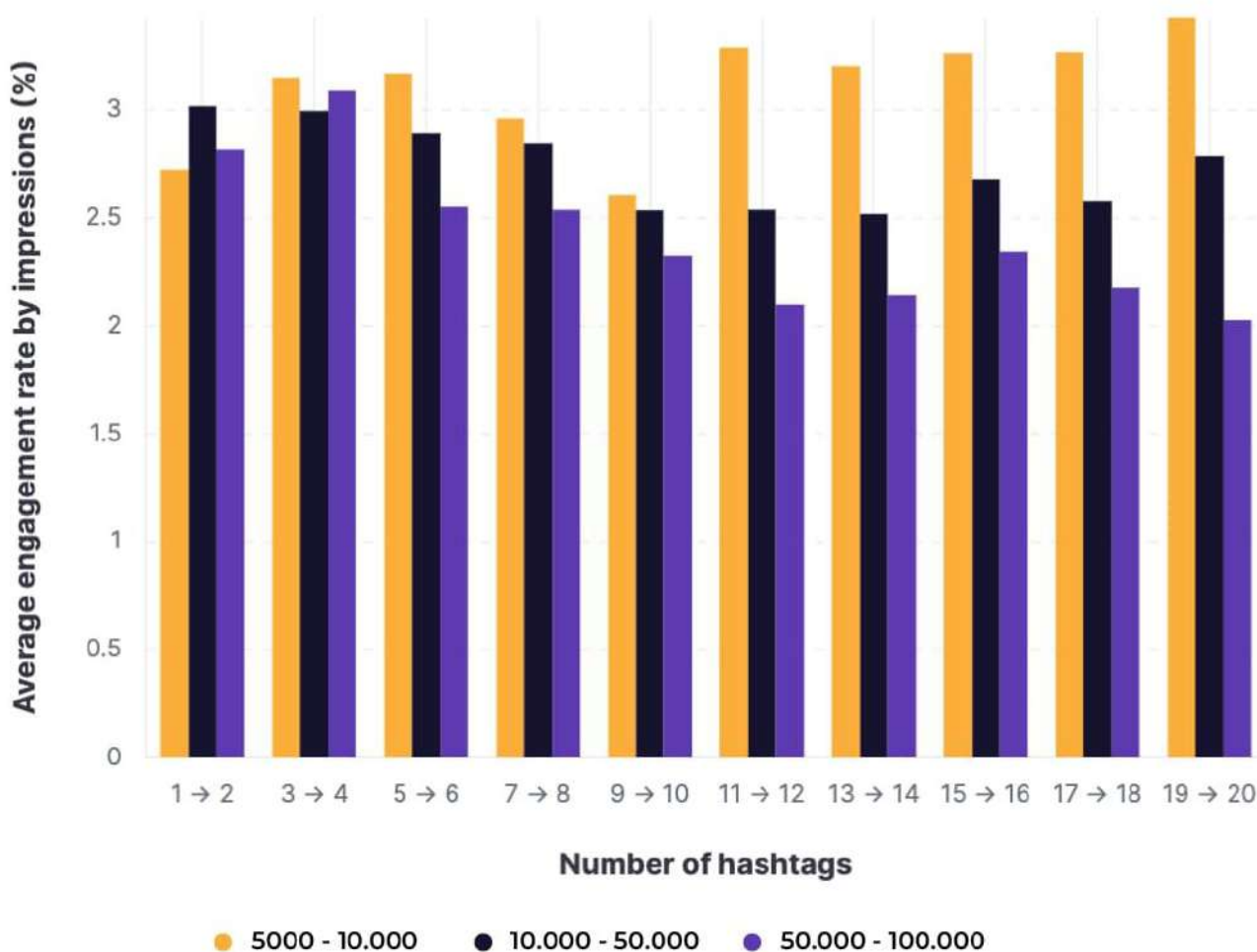


Instagram - Average engagement rate by impressions by no. of hashtags



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