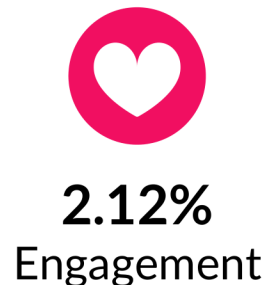
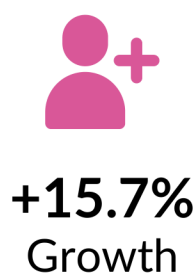
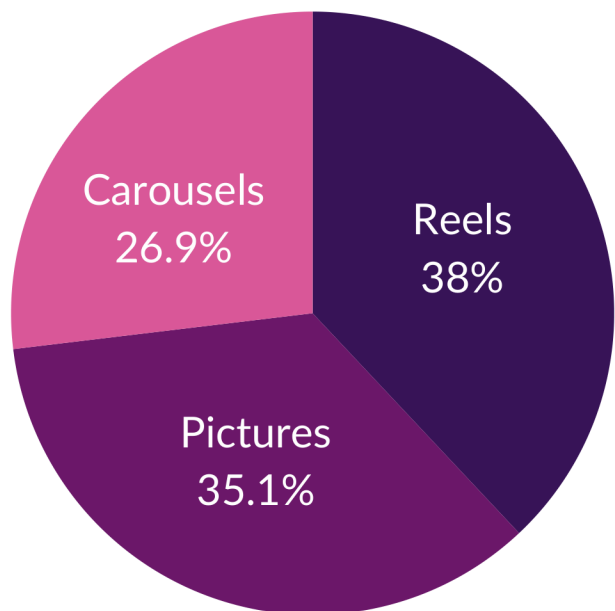




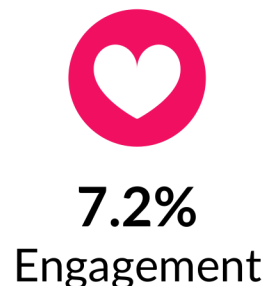
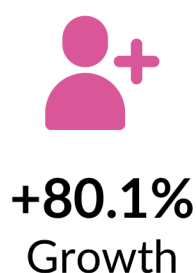
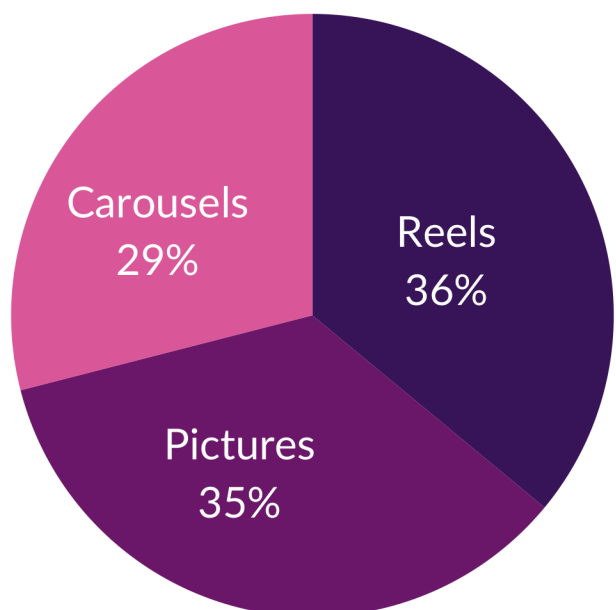
2023: the Renaissance of Images

In previous years, Instagram had pushed Reels. Last year's announcement to promote images again has come true. Accounts with the most engagement focused on photos. Besides a lot of engagement, there was even respectable growth. Notably: Successful accounts post less. Quality over quantity - not in production, but in storytelling.

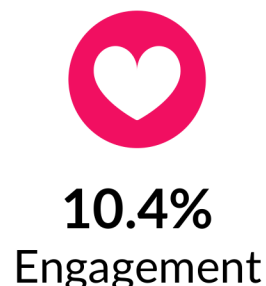
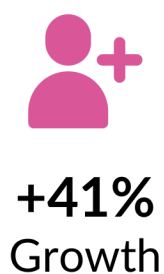
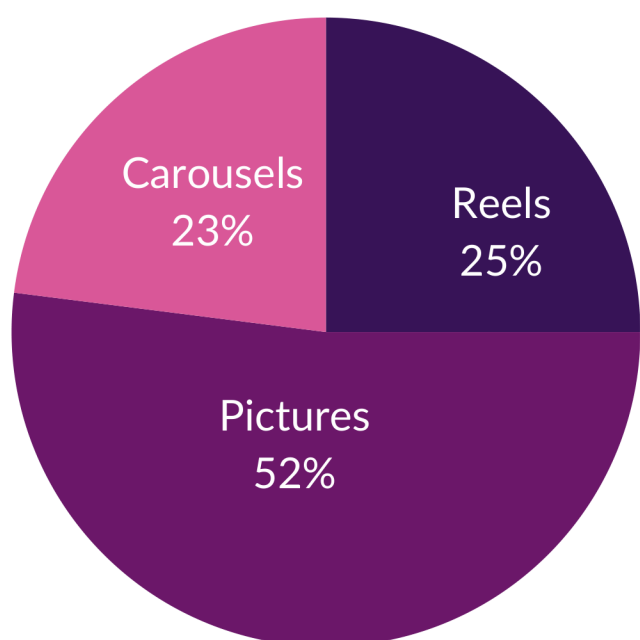
All Swiss Instagram Business Accounts



Top15 Growth Accounts



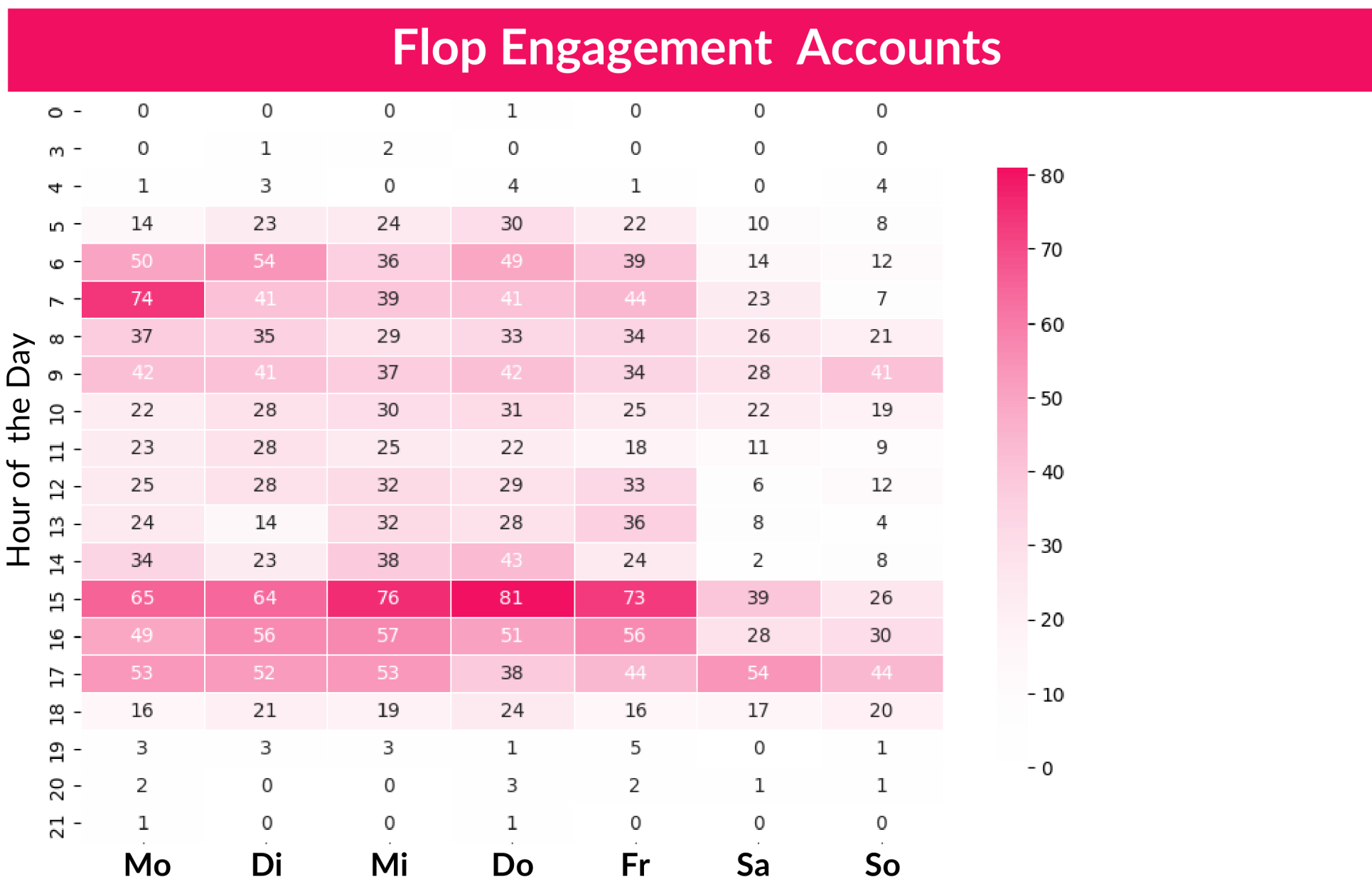
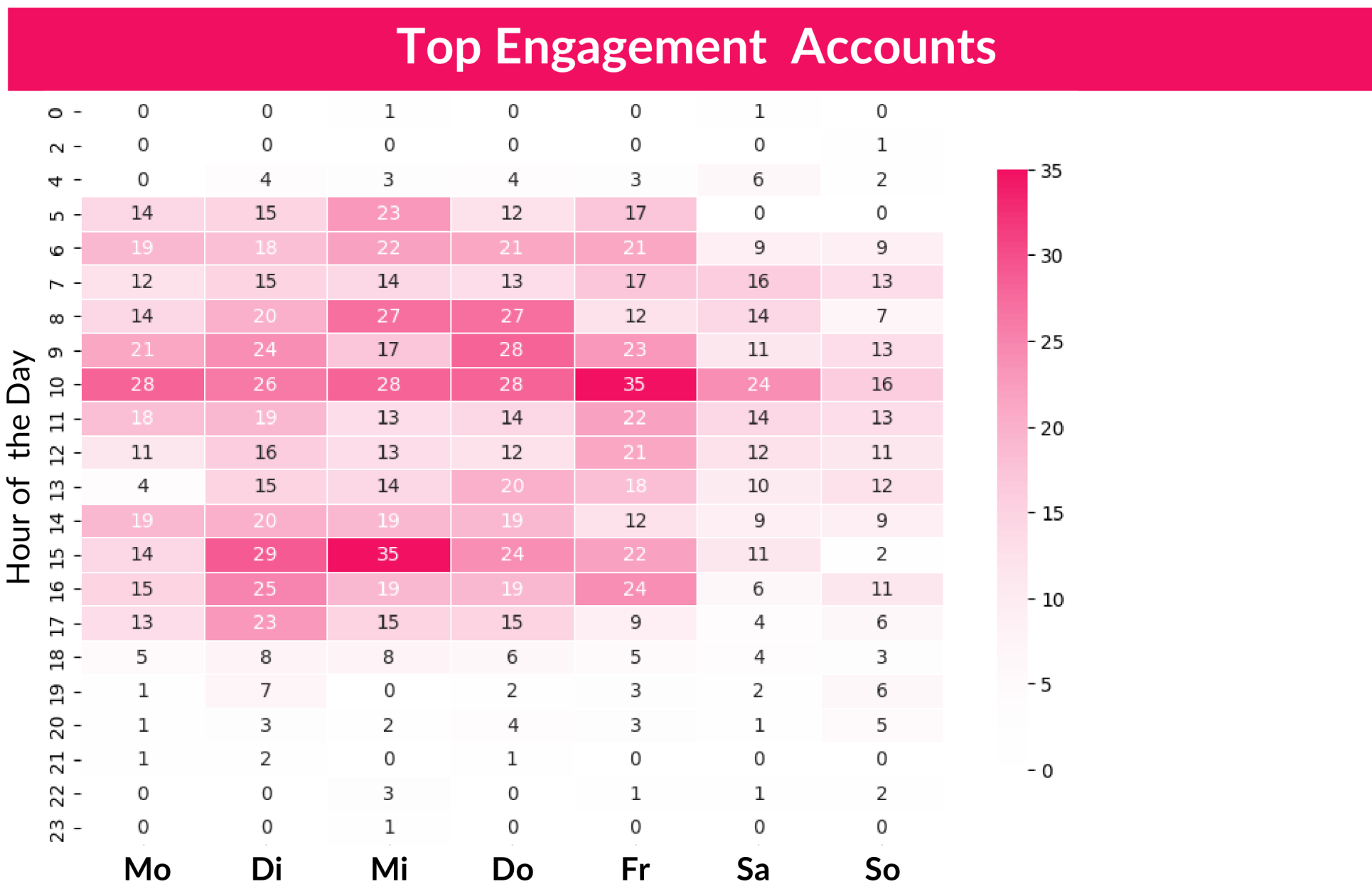
Top15 Engagement Accounts





When to post?

Successful profiles also post a lot in the morning and then receive good engagement.



AI Content Analysis: welche Bilder sind engaging?

We looked at all image and carousel posts of the 15 most successful and 15 least successful Swiss Instagram accounts - about 3000 images in total. The image analysis by the OpenAI API (ChatGPT 4 Vision Preview) provided substantial support.

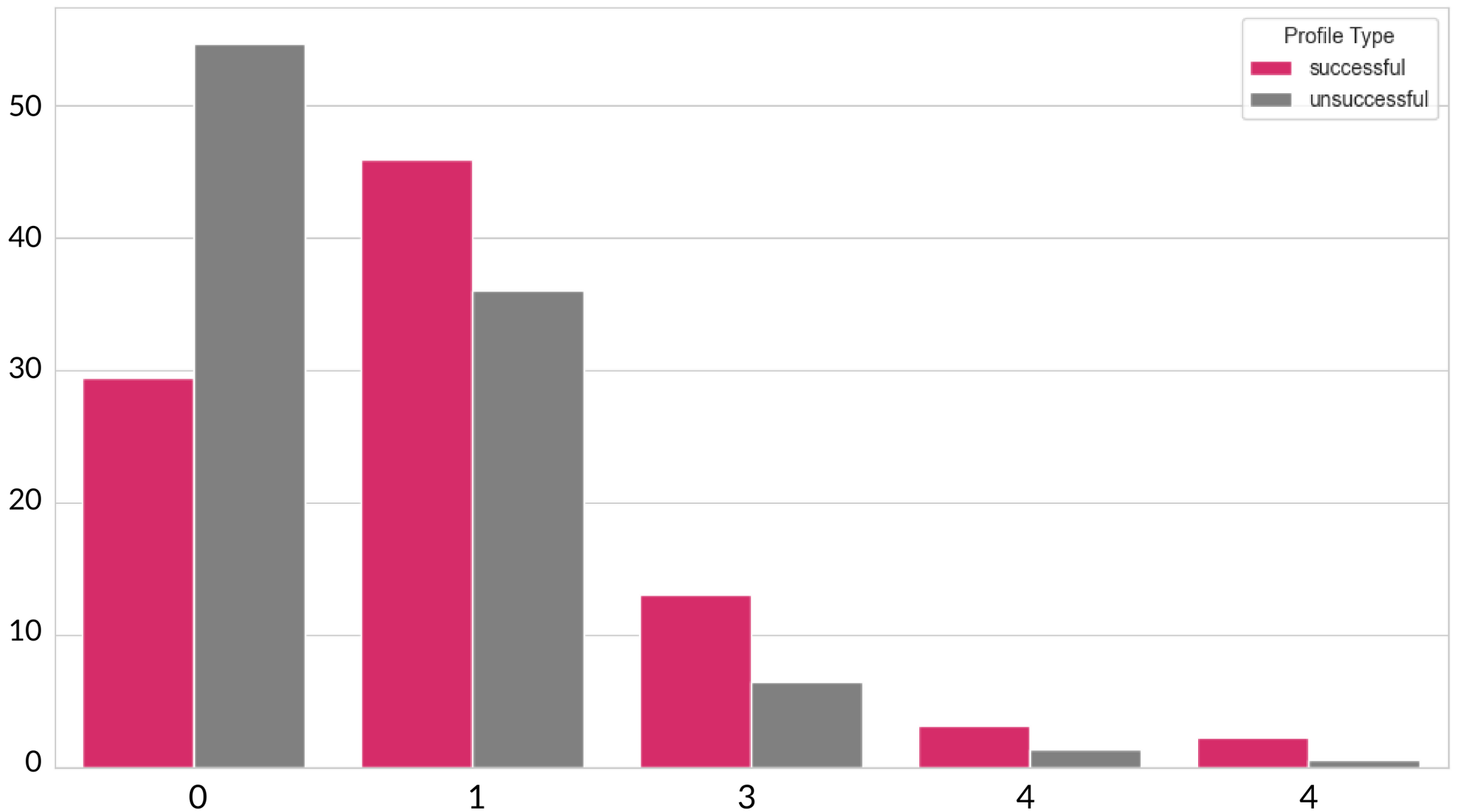


OpenAI API

| | |
|----------------------|--------------|
| Main Subject: | 'Person'; |
| Amount of People: | '1'; |
| Emotional Tone: | 'Neutral'; |
| Visual Style: | 'Colorful'; |
| Composition Quality: | 'High'; |
| Lightning Quality: | 'High'; |
| Contextual Elements: | 'Lifestyle'; |
| Audience Appeal: | 'General'; |
| Angel Shot: | 'Eye Level'; |
| Distance: | 'Neutral'; |

Powdience Algorithms

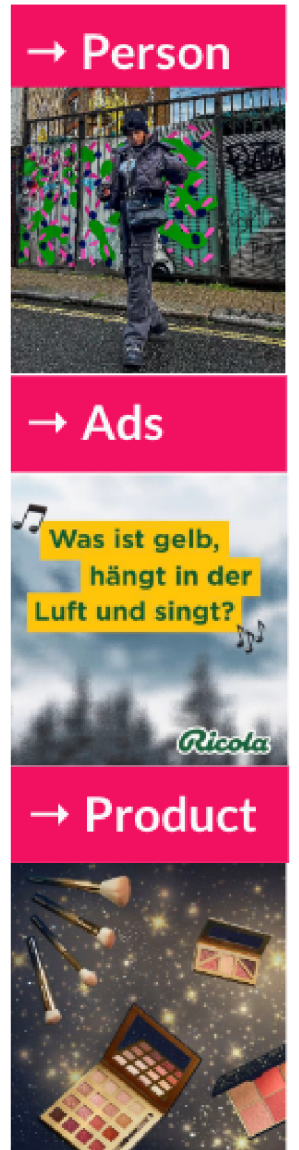
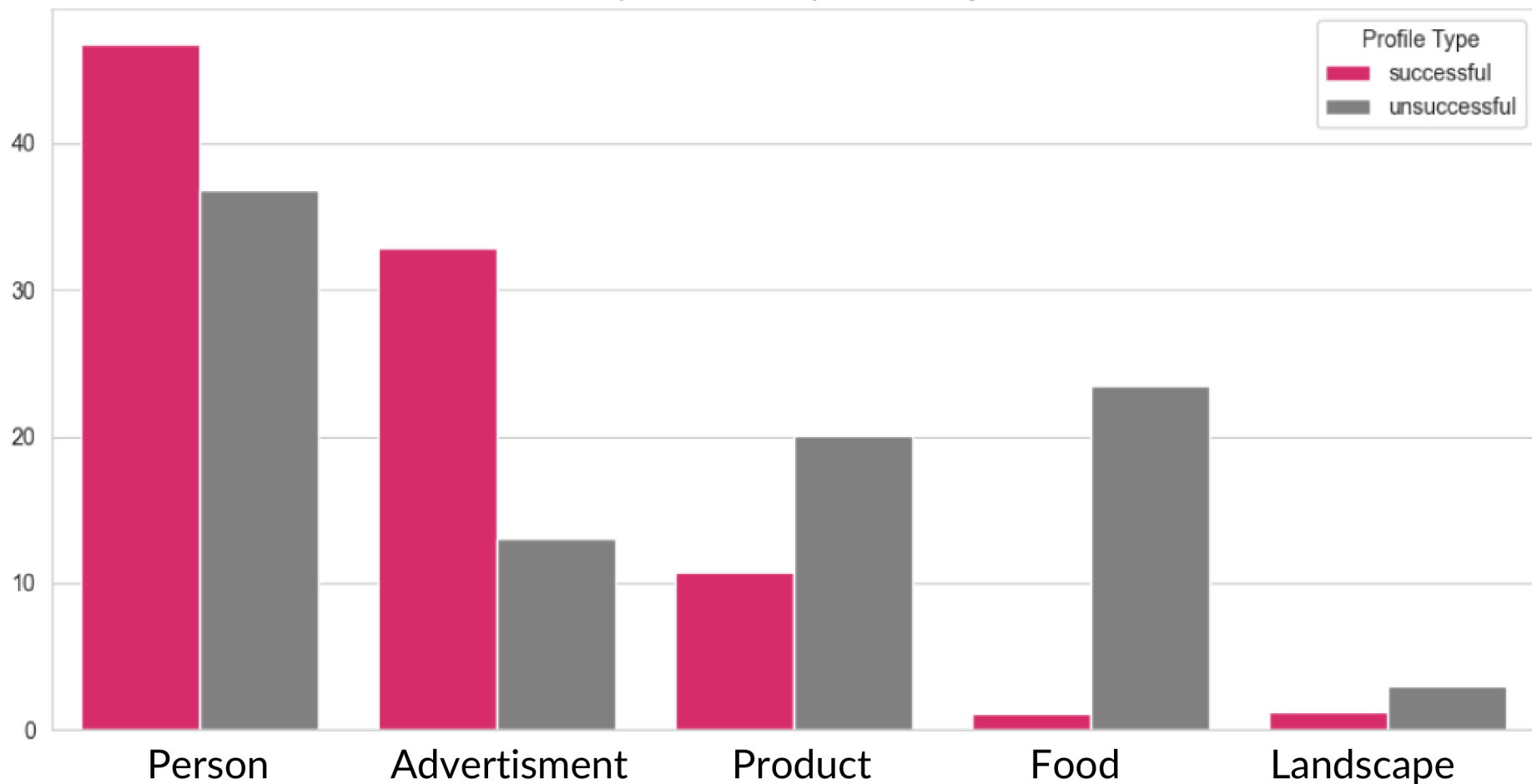
Proportion of Posts per Amount of People



1. It's all about people

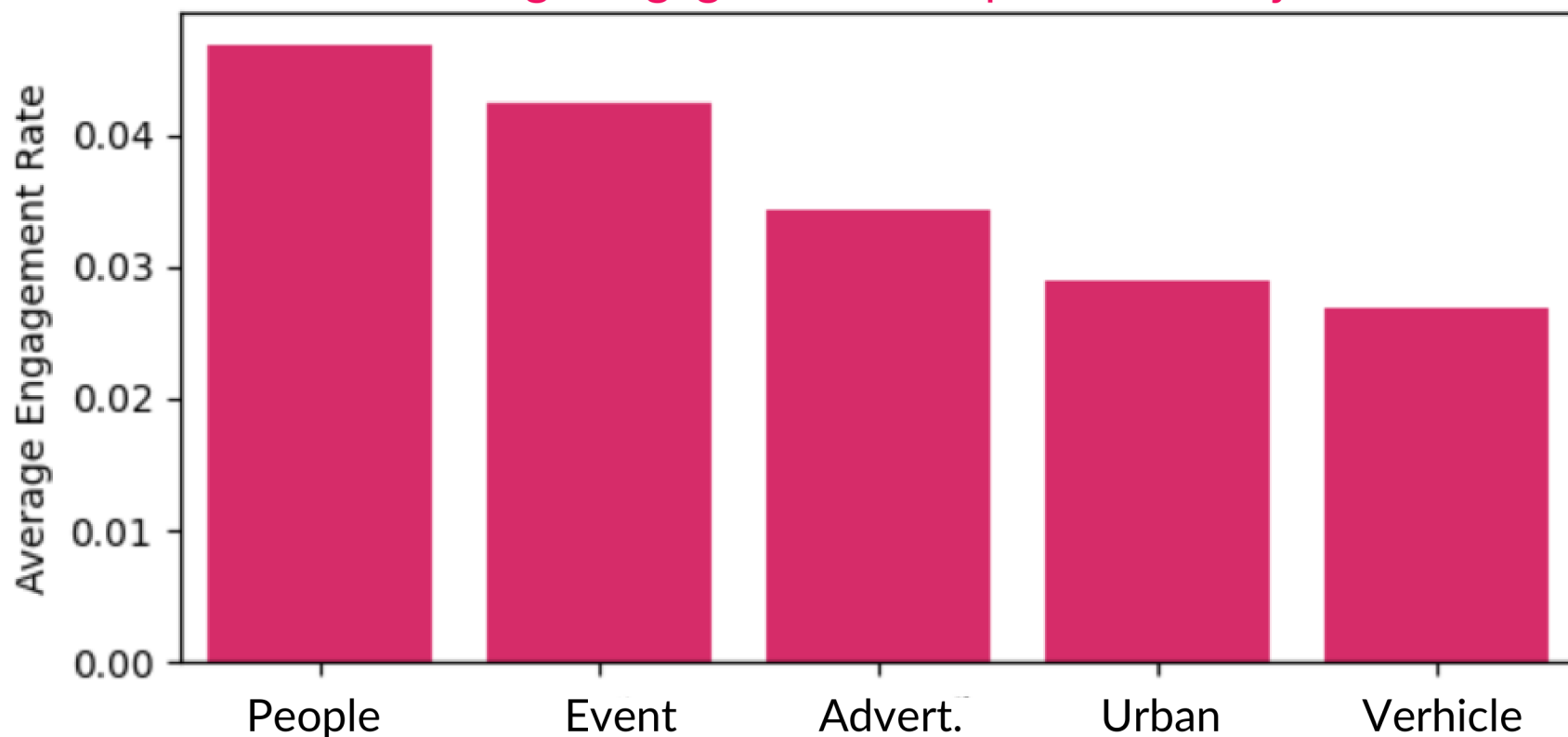
Photos featuring a single person create the most engagement. Events, particularly sports subjects, are also an important driver of engagement. This applies to the overall image analysis and also to the successful accounts.

Proportion of Posts per Main Subject



Over all pictures:

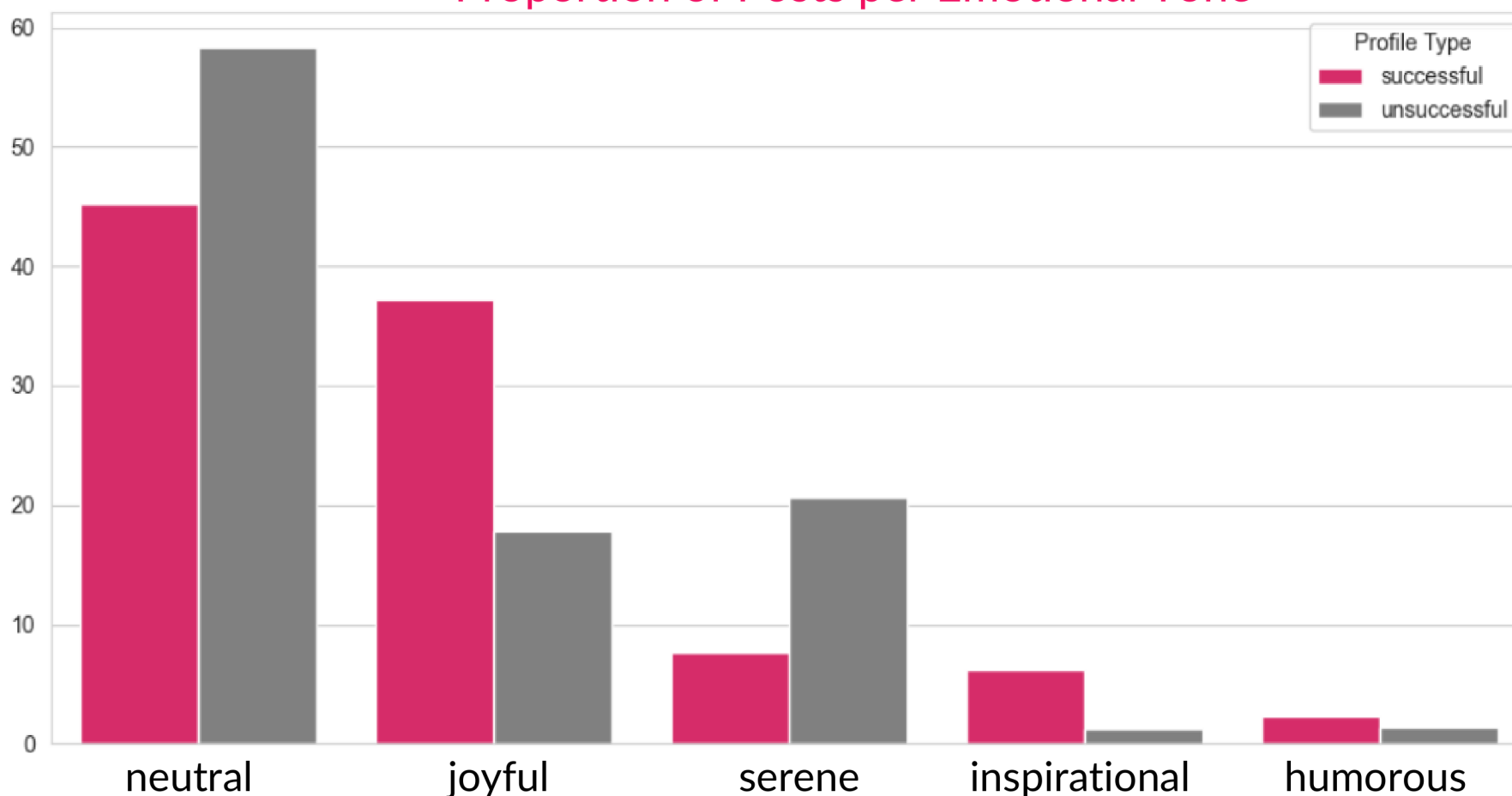
Average Engagement Rate per Main Subject



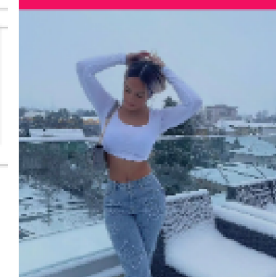
2. Emotional and colourful

Please, no average! Engagement is based on emotions. This must be present in the images. Remember: quality over quantity. Don't skimp on the photographer!

Proportion of Posts per Emotional Tone



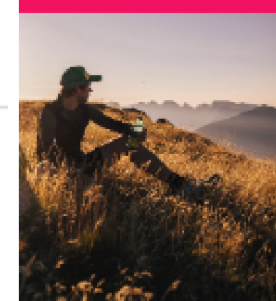
→ Neutral



→ Joyful

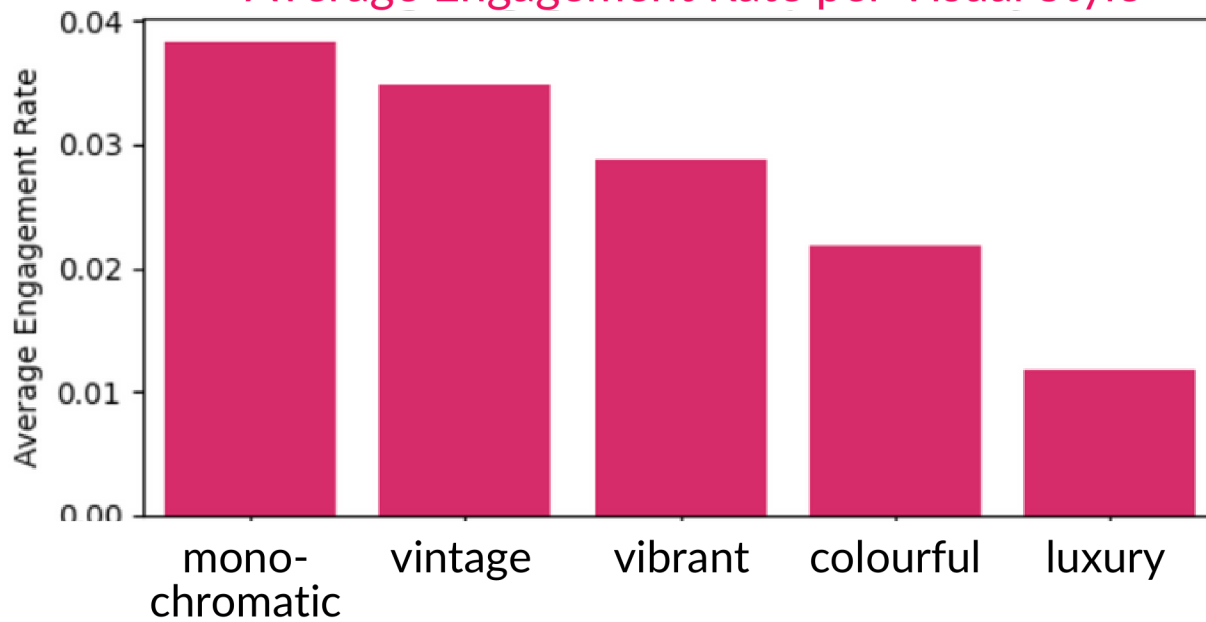


→ Serene

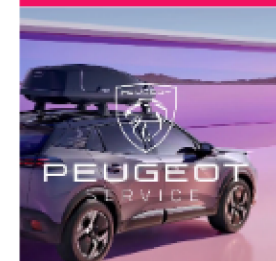


Over all pictures:

Average Engagement Rate per Visual Style



→ Colorful



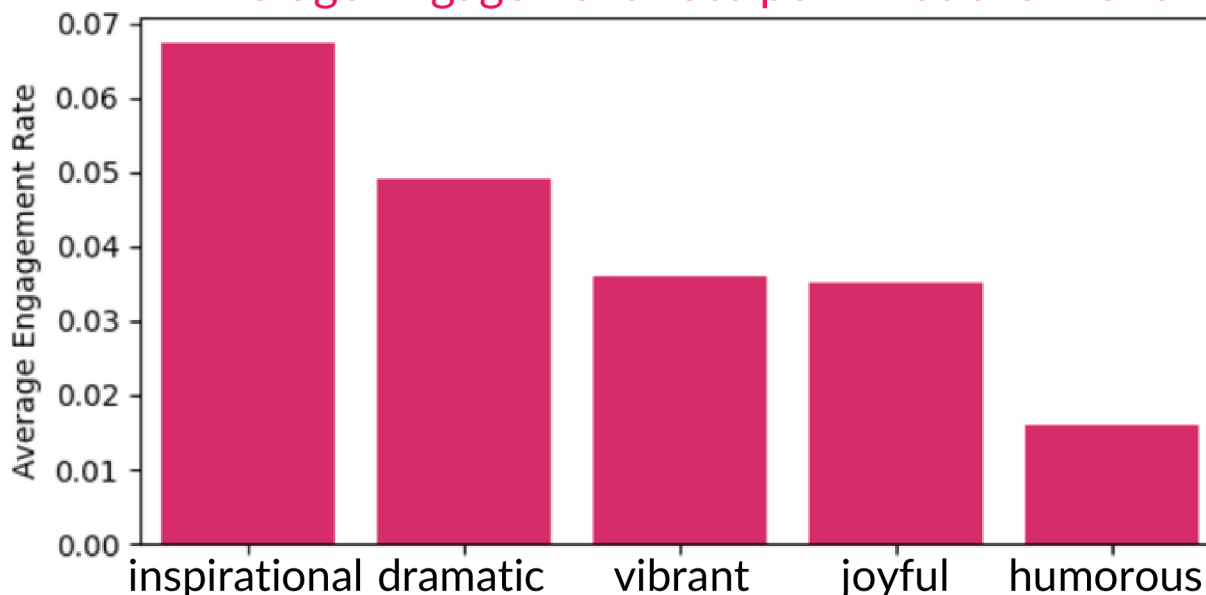
→ Minimalist



→ Vibrant



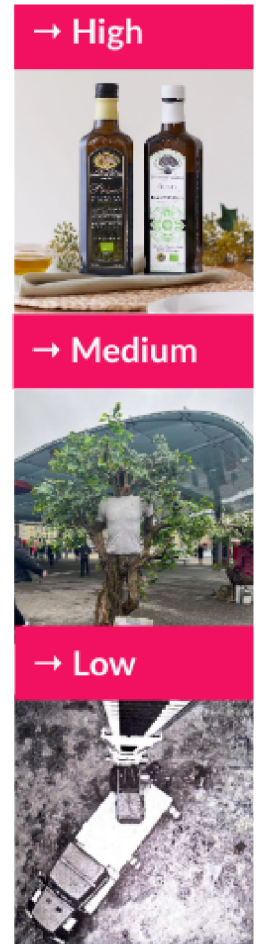
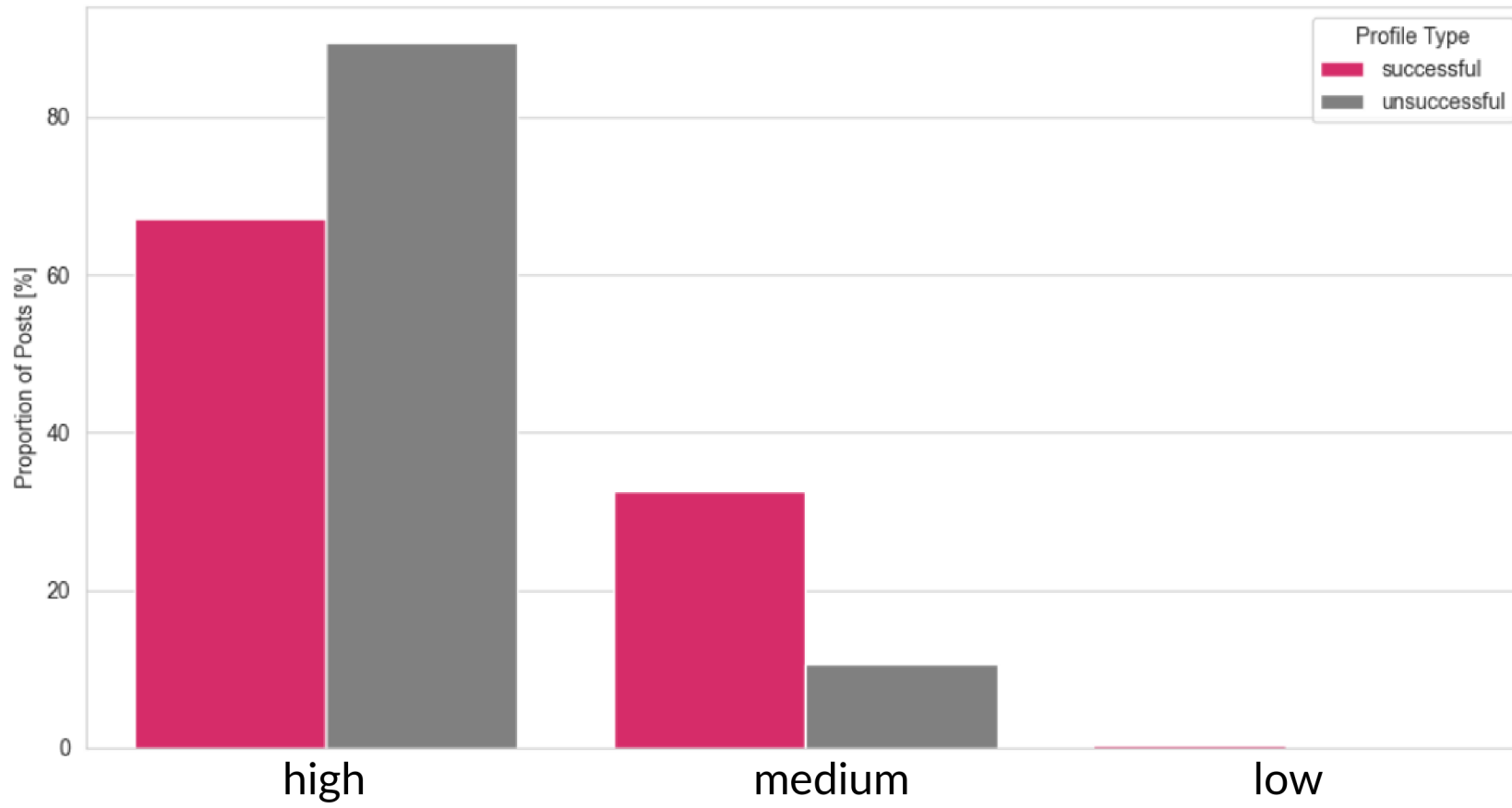
Average Engagement Rate per Emotional Tone



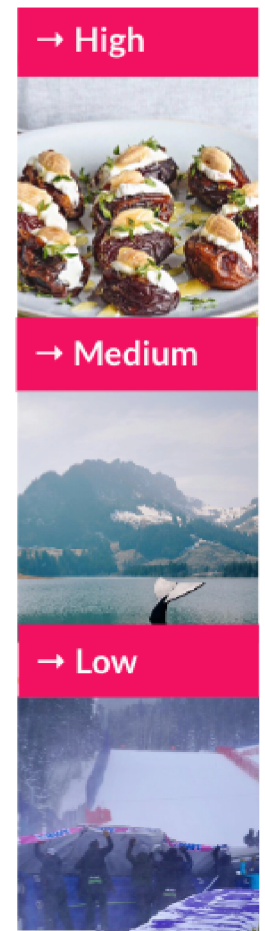
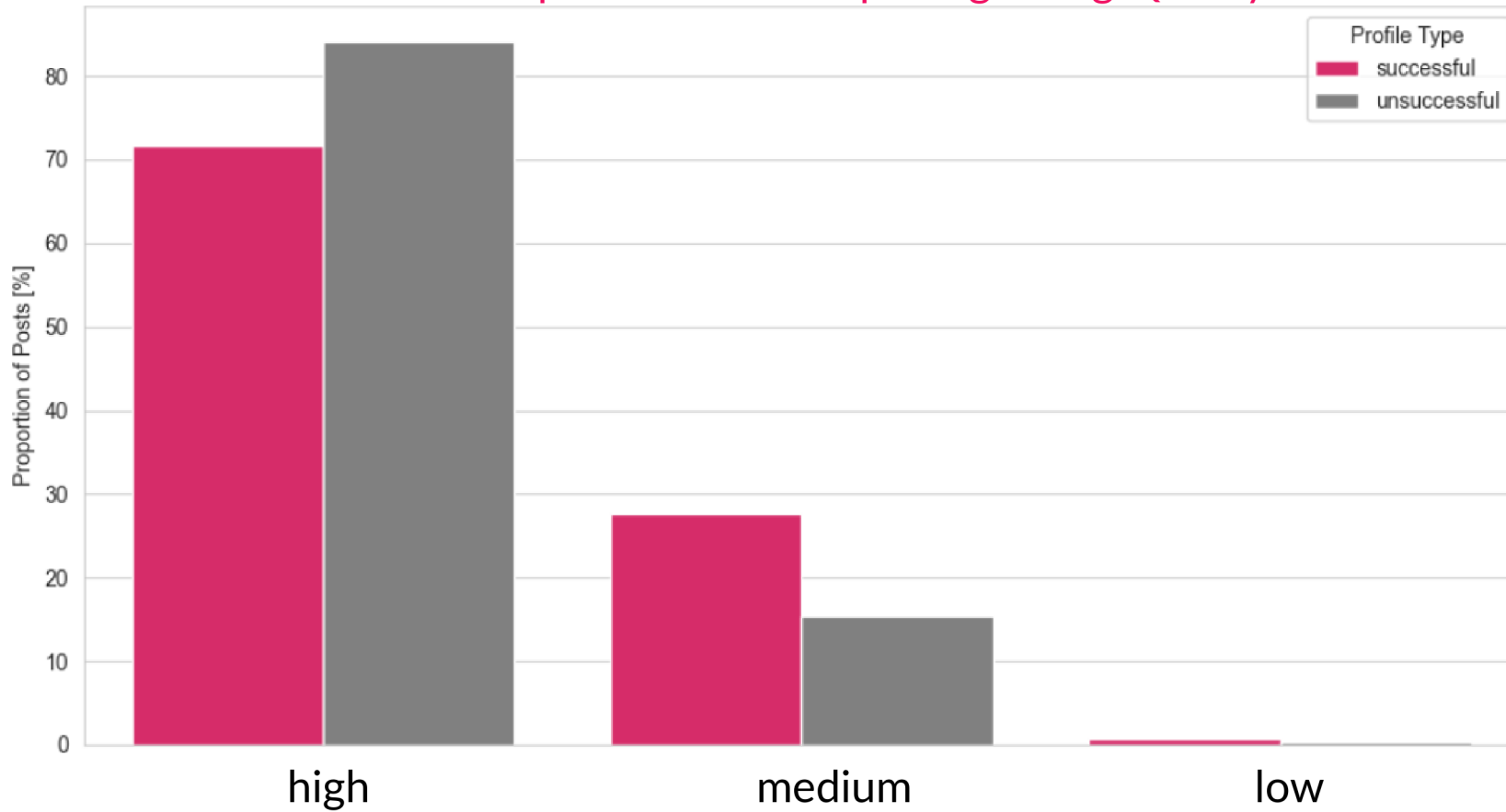
3. Please, not too polished!

Please stay authentic. Overly staged photos and too much post-production decrease engagement. Quality in the storyline, yes, but for production, the motto is: medium, please!

Proportion of Posts per Composition Quality

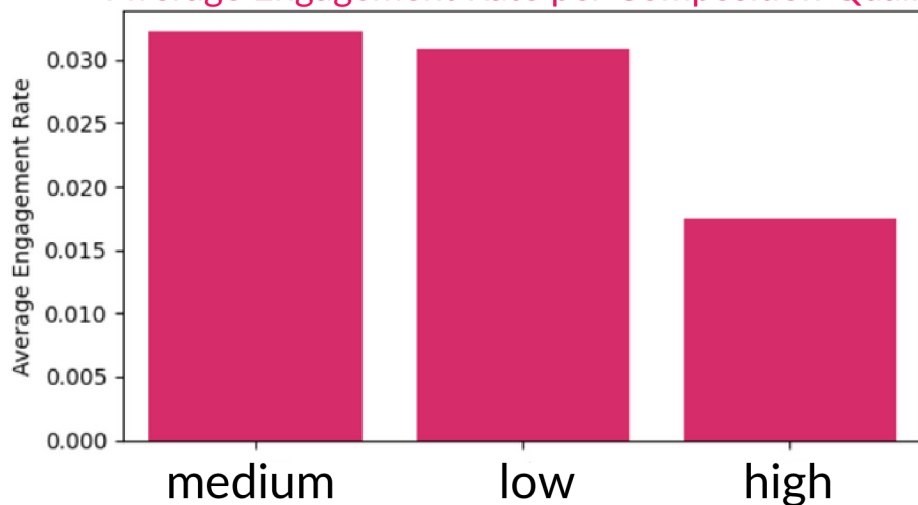


Proportion of Posts per Lightning Quality

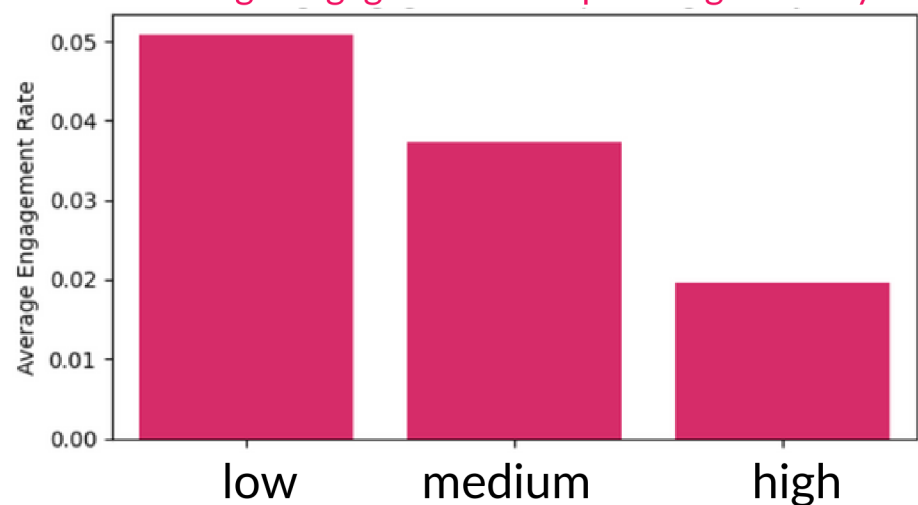


Over all pictures:

Average Engagement Rate per Composition Quality



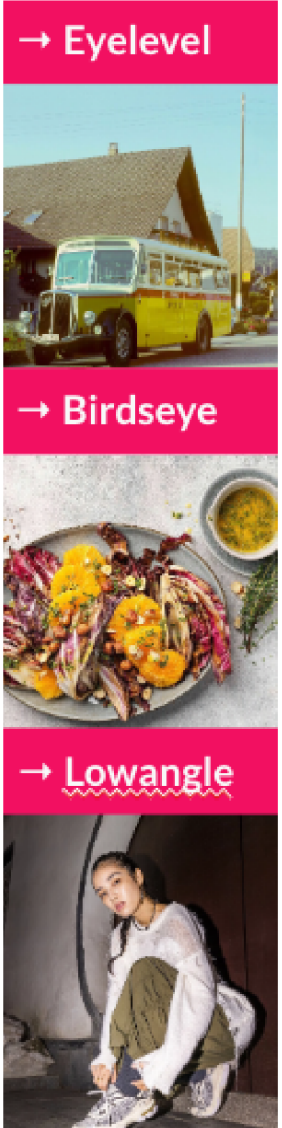
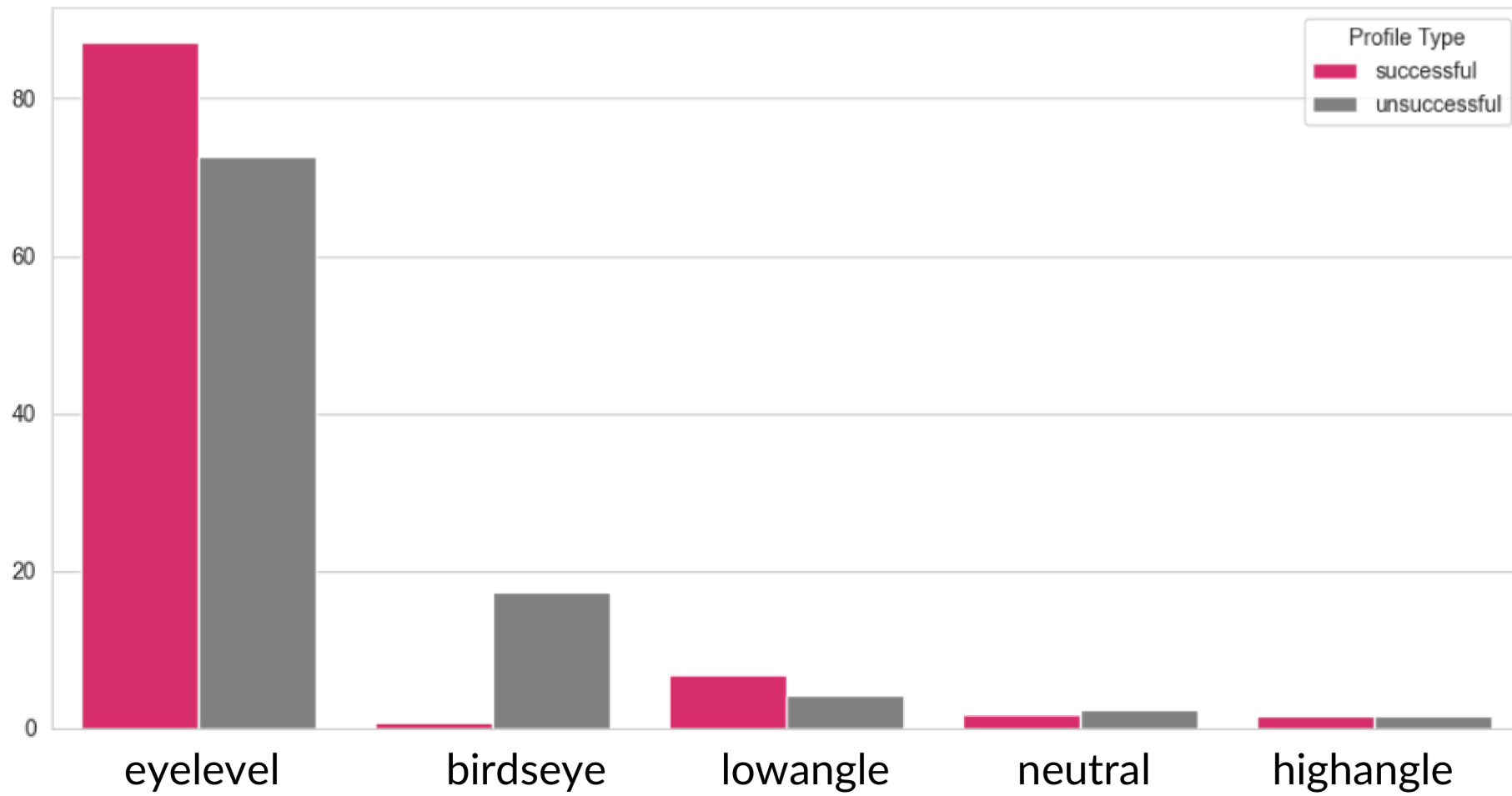
Average Engagement Rate per Image Clarity



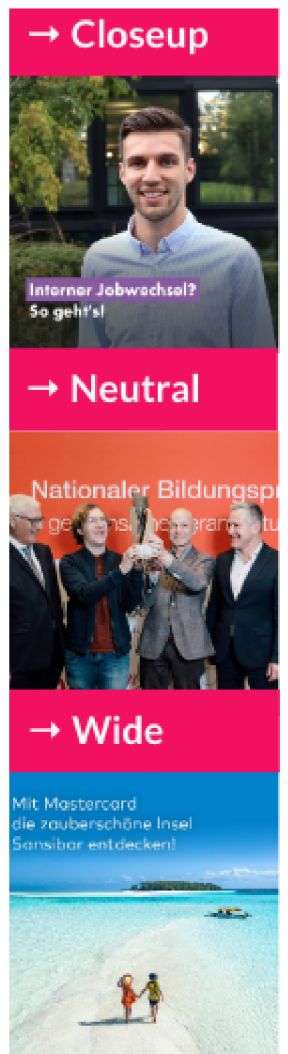
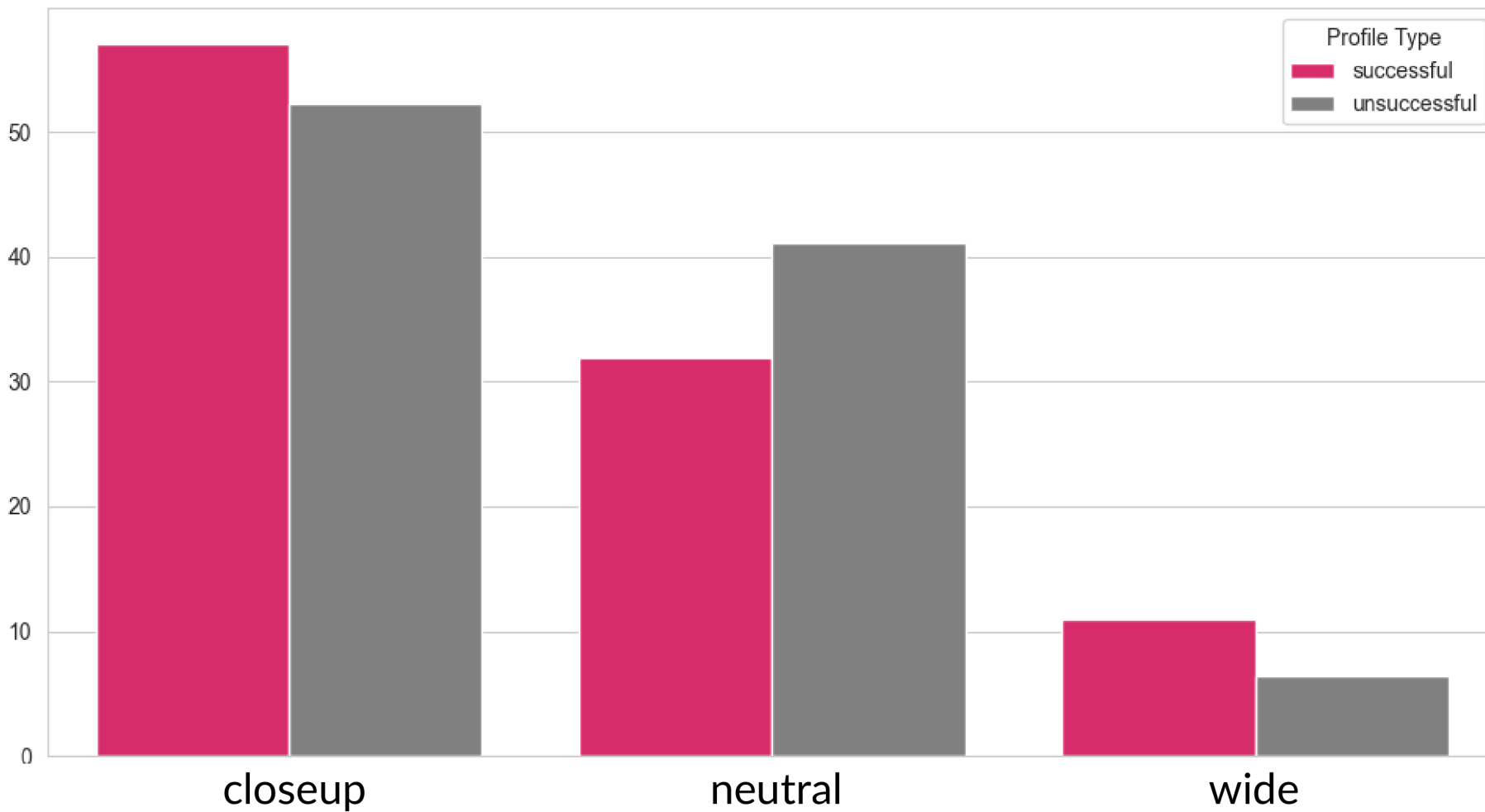
4. Communicate at eye level

Across all images, fisheye view pictures generate the highest engagement. POV is also not to be underestimated. Successful accounts focus on eye level and close-ups.

Proportion of Posts per Angle Shot



Proportion of Posts per Distance





The Swiss brands on Instagram with the most growth in 2023

| Account | Growth rel. | Follower | Growth abs. |
|-----------------------------|-------------|----------|-------------|
| UBS Kids Cup | 147.3% | 10,596 | 6,311 |
| Fleurop-Interflora Schweiz | 121.7% | 7,297 | 4,006 |
| Knorr Schweiz | 105.4% | 4,754 | 2,439 |
| Dipl. Ing. Fust | 92.9% | 9,286 | 4,473 |
| neon | 89.7% | 6,549 | 3,096 |
| M-Budget | 82.9% | 31,407 | 14,237 |
| Ricola Schweiz | 79.2% | 9,983 | 4,412 |
| SIGG Switzerland Bottles AG | 76.1% | 17,923 | 7,746 |
| PKZ MEN&WOMEN | 75.6% | 41,874 | 18,027 |
| melectronics | 75.4% | 12,423 | 5,339 |
| Zweifel Chips | 75.3% | 18,471 | 7,932 |
| Shopyland Schönbühl | 73.5% | 3,814 | 1,616 |
| BRACK.CH | 61.1% | 18,203 | 6,903 |
| MastercardCH | 58.5% | 2,720 | 1,004 |
| Pro Juventute Elternwelt | 57.3% | 4,464 | 1,626 |



The Swiss brands on Instagram with the highest engagement in 2023

| Profile | Engagement Rate | Follower |
|-------------------------------------|-----------------|----------|
| UBS Kids Cup | 78.11% | 10,596 |
| welovesnow.ch | 8.98% | 15608 |
| ceylor | 8.44% | 1831 |
| Säntispark Freizeit | 8.04% | 5223 |
| login Berufsbildung AG | 7.41% | 4465 |
| hässig ODP GmbH | 7.18% | 20249 |
| Durgol Schweiz | 5.95% | 1914 |
| MONTANA SPORT STYLE | 5.35% | 1320 |
| Fleurop-Interflora Schweiz | 4.35% | 7,297 |
| Berner Kantonalbank | 4.05% | 2632 |
| ELMER Citro | 3.79% | 2203 |
| ASTAG Schweizer Nutzfahrzeugverband | 3.74% | 2255 |
| Shopyland Schönbühl | 3.49% | 3,814 |
| MastercardCH | 3.32% | 2,720 |
| Ricola Schweiz | 3.16% | 9,983 |

A special note for Radio Energy. Last year, they managed to collect almost as many interactions as all the other accounts combined: 10.7 million comments, likes, and shares were accumulated here.

Want to get better with data?

We would be happy to analyze your e-commerce data, campaigns, or social media presence, along with that of your competitors. With the help of machine learning and AI, we take it to the next level - beyond traditional reports.

LinkedIn Analysis & Benchmark Report

Understand what really resonates with your audience and how you can stand out in the competition.

CHF 460.-



Instagram Analysis & Benchmark Report

Understand what really resonates with your audience and how you can stand out in the competition. Incl. AI image analysis.

CHF 560.-



E-Commerce Product Report

Increase your revenue with targeted product bundles. Suggest the right products to your customers at the right time.

individual Pricing



Customer Growth Report

Identify strong buyers and untapped potentials. Perfect for medium-sized businesses that want to grow.

individual Pricing



www.powdience.com - hello@powdience.com

2024 - Sandro Gafner, Mike Schwede