

# Mountains & Macros

Ellis Brigham x adidas TERREX GORE-TEX Shoes: Made To Go Further





**48.4k**  
*Reach*

The total number of accounts reached through posts, reels and story activation

**54.1k**  
*Impressions*

The number of times posts, stories and reels were shown to users

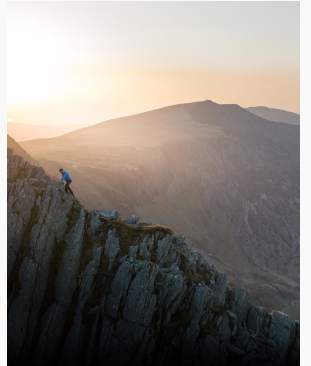
**7.2k**  
*Interactions*

The total number of content interactions including likes, comments, saves and shares.


# Photography

34 professional styled, shot and edited photos, in 3 different locations and varied types including natural landscape and product photography.

Assets: [click here](#)



# Post insights



17 March at 12:01 AM


312 26 -- 6

## Overview ⓘ

|                  |       |
|------------------|-------|
| Accounts reached | 2,792 |
| Accounts engaged | --    |
| Profile activity | 56    |

## Reach ⓘ

**2,792**  
Accounts reached



1 April at 3:56 AM


137 16 -- 1

## Overview ⓘ

|                      |     |
|----------------------|-----|
| Accounts reached     | 470 |
| Content interactions | --  |
| Profile activity     | 0   |

## Reach ⓘ

**470**  
Accounts reached



5 April at 10:29 PM


321 15 -- 5

## Overview ⓘ

|                  |       |
|------------------|-------|
| Accounts reached | 2,563 |
| Accounts engaged | --    |
| Profile activity | 44    |

## Reach ⓘ

**2,563**  
Accounts reached



Putting the adidas TERREX GTX to the test 🌄👟👉...

northernelg · Purple Hat ~  
March 23 · Duration 0:11

2247 113 18 -- 7

## Reel insights ⓘ

|                              |       |
|------------------------------|-------|
| Instagram and Facebook plays | 2,249 |
| Instagram and Facebook likes | 113   |

## Instagram ⓘ

**2,071**

# Post insights



1 April at 4:40 AM



## Overview ⓘ

|                      |       |
|----------------------|-------|
| Accounts reached     | 1,775 |
| Content interactions | --    |
| Profile activity     | 2     |

## Reach ⓘ

**1,775**  
Accounts reached



25 March at 12:57 AM



## Overview ⓘ

|                      |       |
|----------------------|-------|
| Accounts reached     | 9,287 |
| Content interactions | --    |
| Profile activity     | 92    |

## Reach ⓘ

**9,287**  
Accounts reached



16 March at 10:05 AM



## Overview ⓘ

|                      |       |
|----------------------|-------|
| Accounts reached     | 5,299 |
| Content interactions | --    |
| Profile activity     | 13    |

## Reach ⓘ

**5,299**  
Accounts reached



6 April at 9:04 AM



## Overview ⓘ

|                      |       |
|----------------------|-------|
| Accounts reached     | 3,968 |
| Content interactions | --    |
| Profile activity     | 1     |

## Reach ⓘ

**3,968**  
Accounts reached



1.2k

*Blog visits*

Total number of sessions since going live 10 days ago

2.3 mins

*Average session duration*

The average length of time of a session / visit

47

*Goal conversion: 'links clicks'*

The total number of goal completions = any time a link is clicked within the article.

# Links to content

**@mountainsanmacros**

<https://www.instagram.com/p/CbLCWlHjSm9/>

<https://www.instagram.com/p/CbhOzlKjcr-/>

<https://www.instagram.com/p/Cbzp8W6Dq5E/>

<https://www.instagram.com/p/CcBAHlOjIBB/>

**@sams\_adventures\_x**

<https://www.instagram.com/p/CbMiEueAwl9/>

<https://www.instagram.com/p/Cbzk1BEgbFH/>

[https://www.instagram.com/p/Cb\\_3Zlbt539/](https://www.instagram.com/p/Cb_3Zlbt539/)

<https://www.instagram.com/p/CbegpXogJq6/>

<https://www.instagram.com/p/CcLVt-ottac/>

**Blost post**

<https://www.mountainsandmacros.co.uk/adidas-terrex-free-hiker-gtx-review/>

A person in a blue jacket is climbing a dark, jagged rock formation on a mountain peak. The background shows a vast mountain range under a warm, golden sunset sky. The sun is low on the horizon, casting a soft glow over the landscape.

# Contact

For further brand partnership requests, email: [hello@mountainsandmacros.co.uk](mailto:hello@mountainsandmacros.co.uk)

Instagram [@mountainsanmacros](https://www.instagram.com/mountainsanmacros) | [@sams\\_adventures\\_x](https://www.instagram.com/sams_adventures_x)