

Monthly Insights Report

Bloomwell

Real people. Real routines. Real results.

JUNE 2025



01 RECOMMENDATIONS



More Reels, More Reach

Reels continue to perform best. Aim for 2-3 per week.



UGC & Member Stories

Encourage customers to share their Bloomwell moments.



Email + Content Sync

Align content themes with email campaigns for more conversions.



Product Education

Educate through content. Benefits, ingredients, and real-life use.

02 CONTENT PERFORMANCE

Top performing posts by engagement

01



Morning Matcha Moment
Jun 6, 2025

214

engagements

02



3 Habits That Changed My Energy
Jun 12, 2025

187

engagements

03



Member Spotlight: Glow Reset
Jun 19, 2025

165

engagements

04



Sunday Reset Routine
Jun 23, 2025

149

engagements

05



What's in BloomWell Matcha Glow
Jun 28, 2025

132

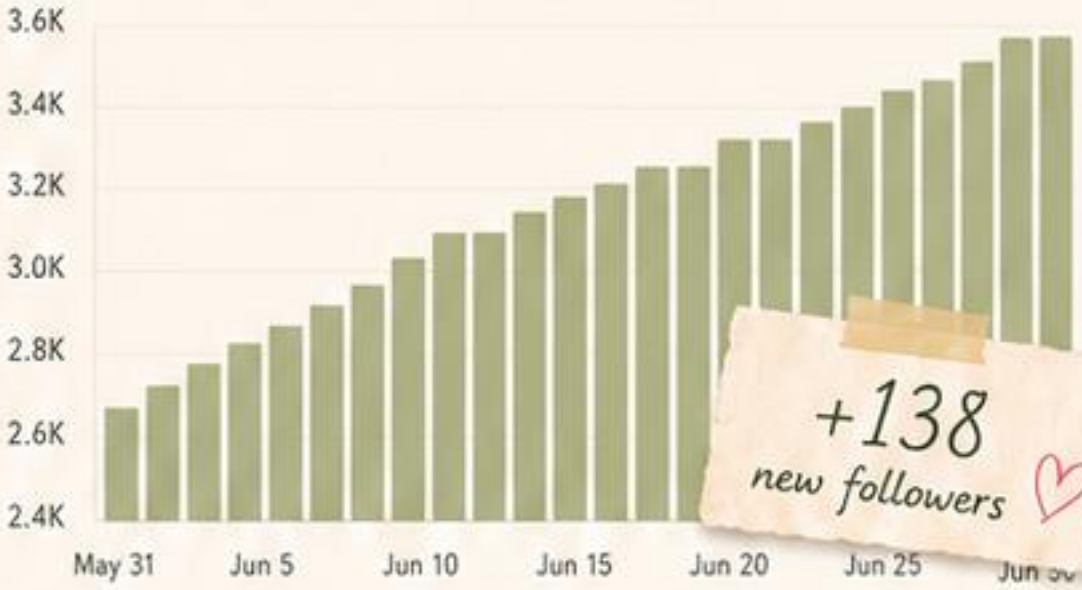
engagements

VIEW ALL CONTENT INSIGHTS



03 AUDIENCE GROWTH

Follower growth throughout June



+138
new followers

04 TOP LINE SNAPSHOT



TOTAL FOLLOWERS

3,482

+4.9%
vs May 2025



TOTAL REACH

18.7K

+12.4%
vs May 2025



TOTAL ENGAGEMENT

1,426

+9.8%
vs May 2025



WEBSITE CLICKS

287

+6.1%
vs May 2025

05 MONTHLY HIGHLIGHTS



Strongest Content Theme:

Ritual + routine posts drove the highest saves.



Audience Growth:

Steady growth across Instagram and email.



Top Traffic Driver:

Reels accounted for 41% of website clicks.



Community Love:

More DMs, story replies, and shares around Glow Reset content.



We're building more than content — we're building trust, community, and a brand that people believe in.

A. Worth

The Results and Conversion

Bloomwell

Target Metrics

Results that move the needle.

Real results.
Real routines.
Real impact. 



01



Community & Trust Growth

Building real trust through UGC, challenges, and community connection.

UGC Submissions

154

+18.7% vs May 2025

Target 120 / month



 ON TRACK

Customers posted more routine content and tagged #BloomWellClub.



Challenge Sign-ups

96

+11.0% vs May 2025

Target 100 / month



 MONITOR

Glow Reset momentum drove recurring participation.

Pop-up Attendance



Target 60 / month

 ON TRACK

Sampling moments and local events increased turnout.



02



Engagement & Relationships

Turning attention into loyal relationships and repeat interaction.



Story Reply Rate

8.2%

+1.4pp vs May 2025

Target 8.0%



 MONITOR

Poll stickers and routine prompts lifted replies.

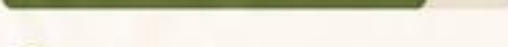


Saves & Shares

418

+16.7% vs May 2025

Target 400 / month



 ON TRACK

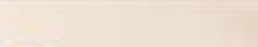
Checklist-style routines and recipes drove the most saves.

Review Volume

24

+10.0% vs May 2025

Target 25 / month



 MONITOR

Post-purchase follow-ups increased reviews.



03



Conversion & Growth

Driving product discovery, purchases, and long-term customer value.



Product Page Clicks

298

+6.1% vs May 2025

Target 300 / month



 MONITOR

Reels and link-in-bio updates increased discovery.



Starter Kit Purchases

41

+13.9% vs May 2025

 MONITOR

Bundle offers and club CTAs converted well.



Repeat Purchase Rate



 ON TRACK

Reminder emails and habit messaging improved repeat rates.



7 of 9
ON TRACK



2 of 9
MONITORING



0 of 9
BEHIND



The club is growing. Community momentum is translating into real customer value. 

