

A GROWING WEDLUXE PRESENCE

Beautiful stories. Building visibility.

A concise look at the social discovery and engagement Rachael Scarpelli Photography has already earned through WedLuxe, and the opportunity to build on that early momentum.

Strong early traction across social discovery.

REPORTING WINDOW
Lifetime to date

24,487

SOCIAL VIEWS & IMPRESSIONS

Nearly 24.5K measured opportunities for couples to encounter Rachael Scarpelli's work through WedLuxe.

15,059

INSTAGRAM PHOTO VIEWS

A powerful visual audience for her contrasty, editorial style.

6,505

PINTEREST IMPRESSIONS

Evergreen discovery in a planning-first channel, across 12 pins.

7,498

REACH

Distinct accounts reached across measured social placements.

2,923
STORY VIEWS

403
NATIVE PAGEVIEWS

519
ENGAGEMENTS

58
CLICKS

12
SAVES

[VIEW THE FULL PERFORMANCE REPORT ↗](#)

FEATURE SPOTLIGHT

Two standout posts. One growing board.

Rachael's imagery has already driven strong engagement across WedLuxe's Instagram and Pinterest channels, real proof her style resonates with the audience she wants to reach.



APR 29, 2026

Old Money Elegance

8,132 views · 184 likes · 17 comments

Photography: Rachael Scarpelli Photography

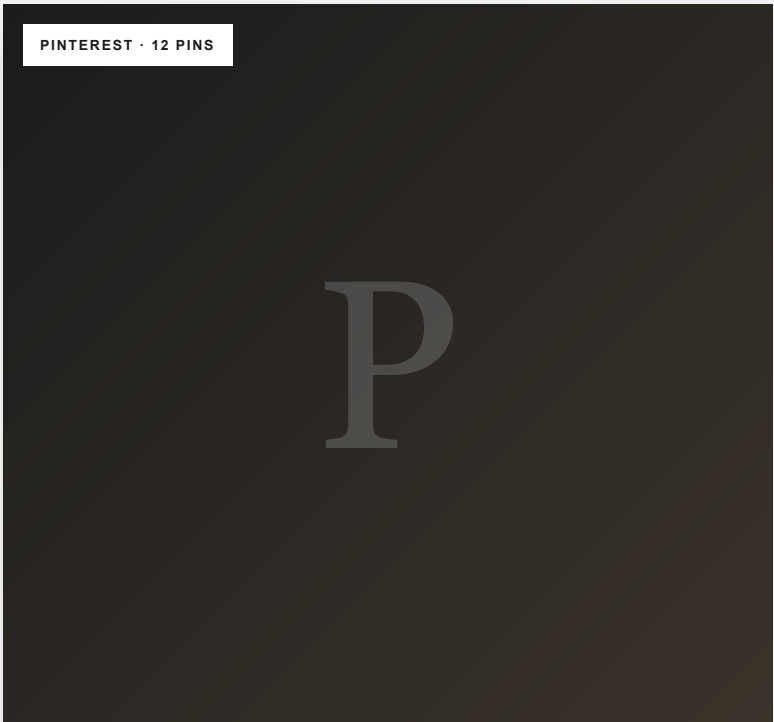


JUL 16, 2026

Quiet Luxury, Golden Hour

6,927 views · 253 likes · 35 comments

Photography: Rachael Scarpelli Photography



ONGOING BOARD

Luxury Wedding Décor

6,505 impressions · 3 saves

WedLuxe Pinterest board: "wedluxe - Luxury Wedding Reception Décor"

Online. Social. On Pinterest boards couples save.

Rachael's WedLuxe presence is already working across more than one channel, giving her early campaign real, compounding reach rather than a single post.

- 01

An active WedLuxe Company Profile

Rachael Scarpelli Photography is discoverable on WedLuxe's vendor directory.
- 02

Strong Instagram performance

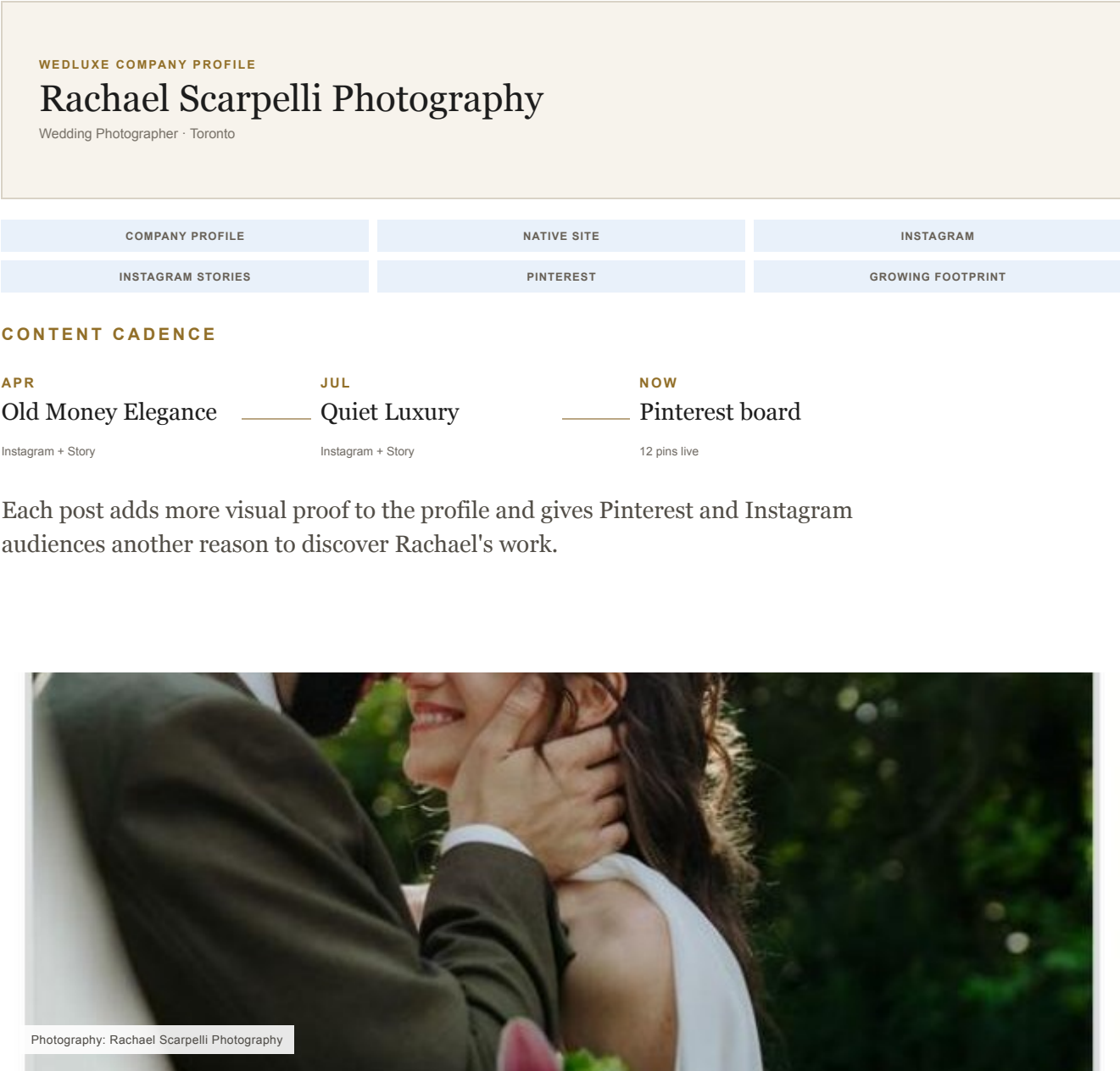
Two featured posts and five Stories on the WedLuxe Toronto account generated 15,059 photo views and 2,923 story views.
- 03

Pinterest discovery

12 pins on WedLuxe's Luxury Wedding Reception Décor board have already earned 6,505 impressions.
- 04

Healthy site engagement

403 native pageviews with a 59.2% engagement rate show visitors are genuinely exploring her work, not bouncing.



STRATEGIC TAKEAWAY

Real early traction, with clear room to grow into WedLuxe's full audience.

In a short window, Rachael's imagery has already reached thousands of couples across Instagram, Pinterest and WedLuxe's native site, a strong foundation for attracting the higher-end, intentional couples she wants to book.

RECOMMENDED NEXT CHAPTER

Turn early proof into a steady rhythm of visibility.

Submit the next real wedding

Keep the content cadence going with a fresh, visually distinct celebration.

Grow the Pinterest board

Add pins from new features to build on the 6,505 impressions already earned.

Keep the profile current

Use every new feature to enrich the Company Profile and deepen discovery.

The advantage: early momentum that compounds into top-of-mind consideration.