



**@elliegoulding** ✓  
elliegoulding



**180**  
posts

**14m**  
followers

**670**  
following

**0.9%**  
engagement



Music

SOCIAL NETWORKS & WEBSITES

@elliegoulding

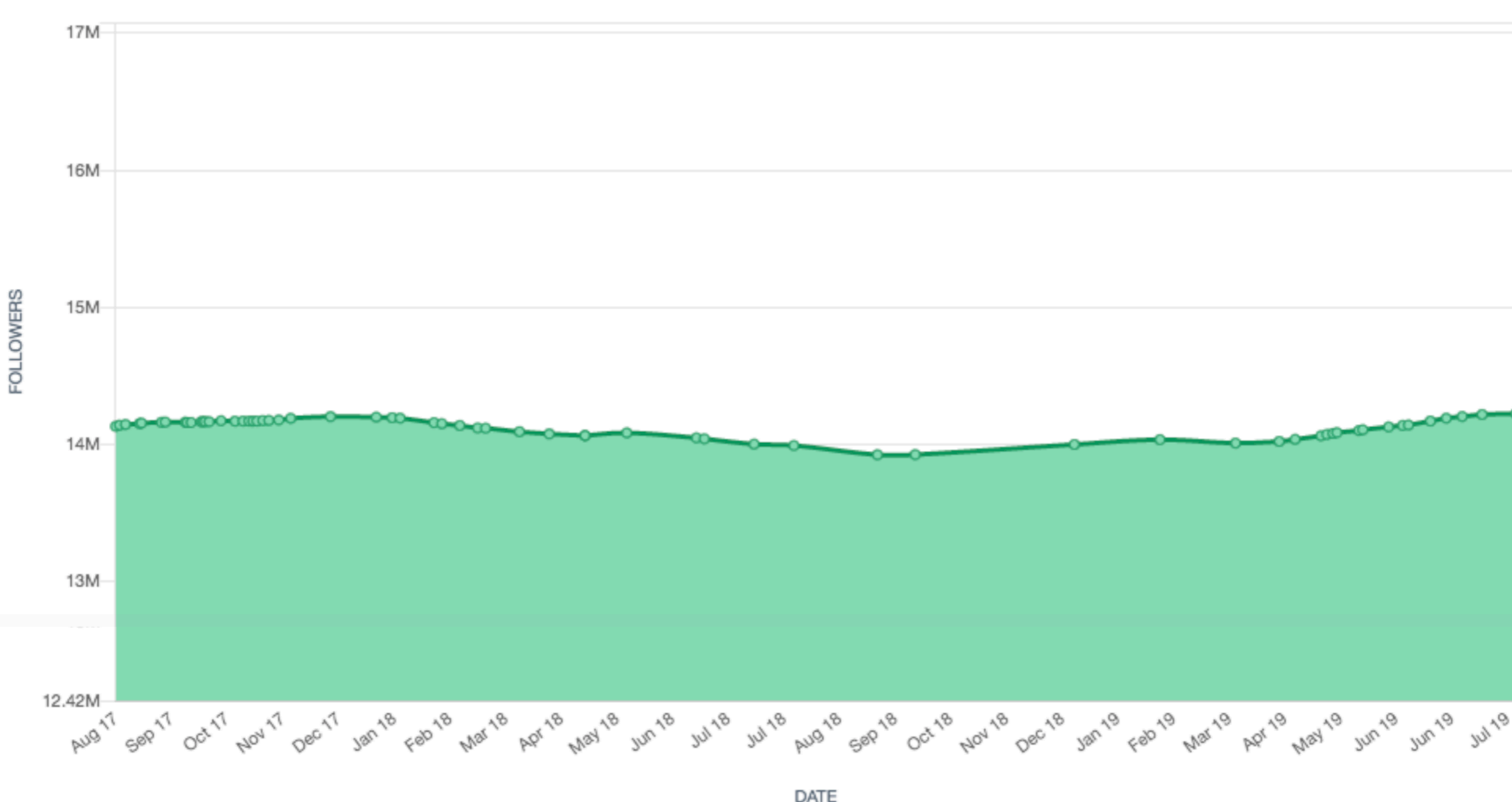
## Profile analytics

**59** OF 100  
QUALITY SCORE  
**Medium**  
Borderline values in some indicators.

### Follower growth rate *Why care?*

0.2% in the last 4 weeks

#### Follower evolution

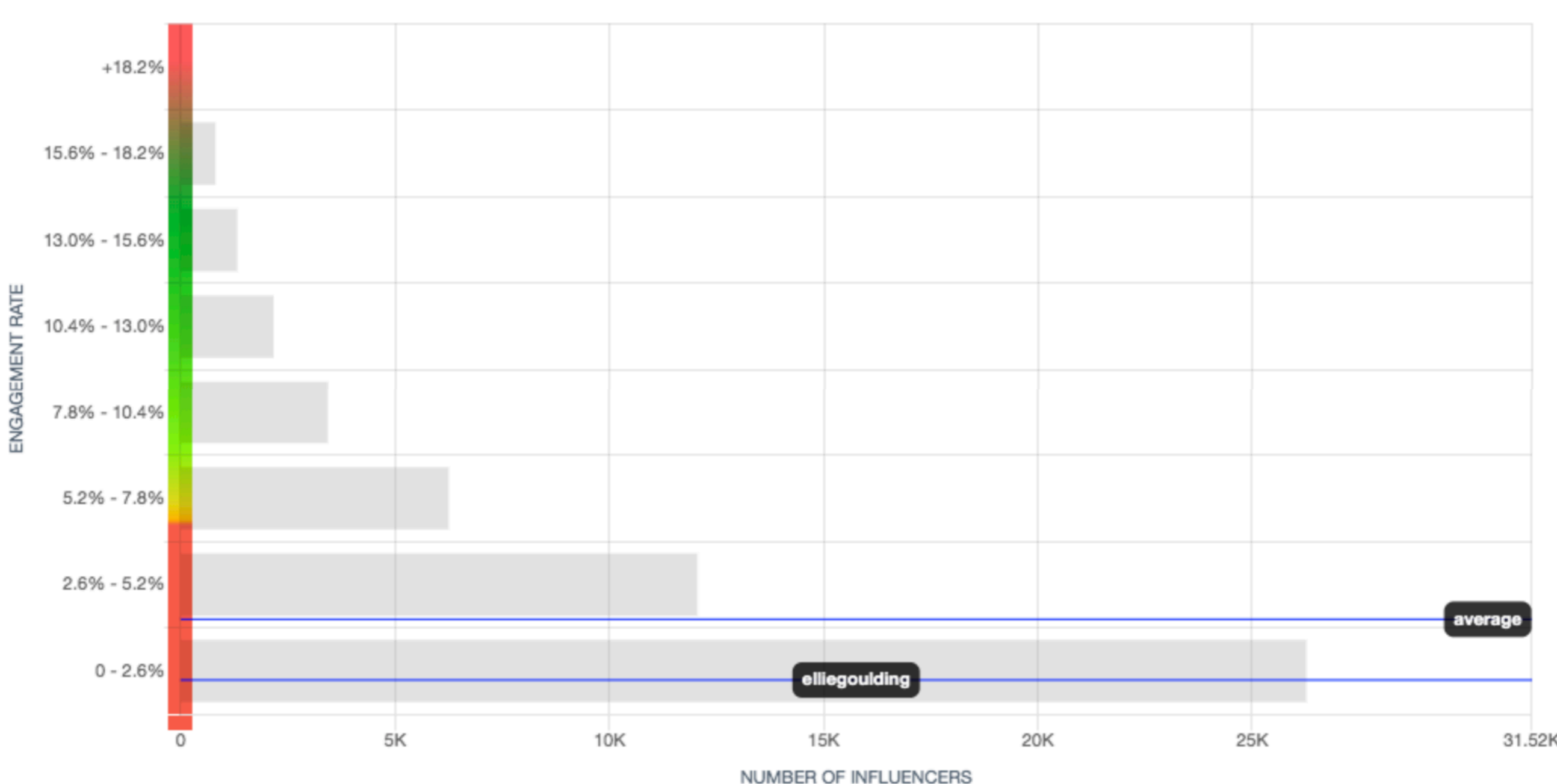


### Engagement rate *Why care?*

0.9% - Average

About 50% of influencers in the segment of 250k+ followers have a higher engagement. The average engagement for this segment is 2.5%.

#### Engagement rate distribution (250k+ followers segment)

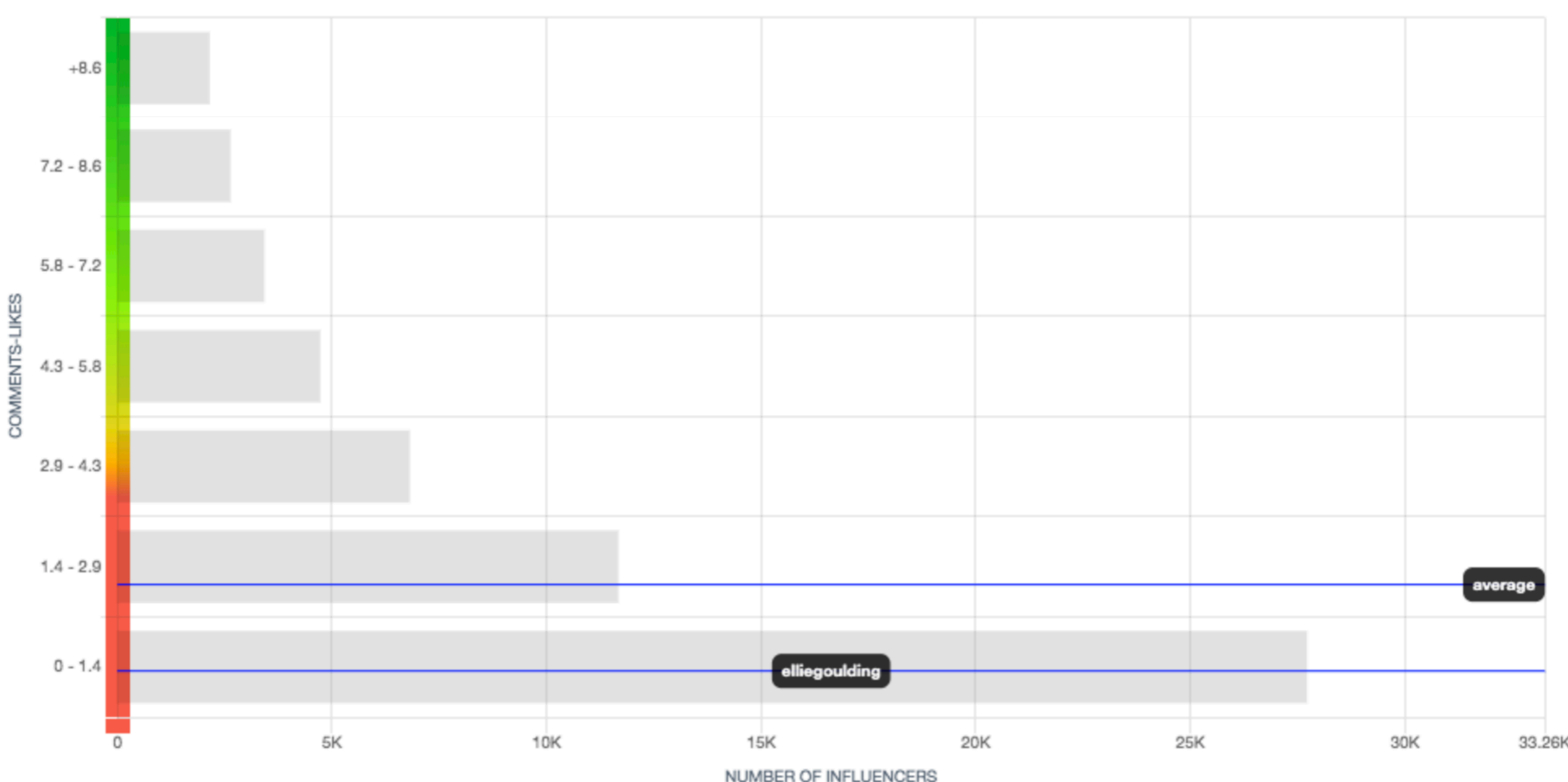


### Comments/likes ratio *Why care?*

0.6 - Low

About 70% of influencers in the segment of 250k+ followers have a higher comments/likes ratio. The average comments/likes ratio for this segment is 1.7.

#### Comments/likes ratio distribution (250k+followers segment)



### Post frequency *Why care?*

11 posts per week

### Followers/following ratio *Why care?*

21k followers per 1 following

## Post metrics

### Photo post metrics

Photo post metrics are the average metrics for the last 12 photo posts.

Estimated cost of promotional post\*

**\$9k — \$17k**

**127420**  
Avg likes

**754**  
Avg comments

### Video post metrics

Video post metrics correspond to the metrics of the latest detected video post.

Estimated cost of promotional video\*

**\$20k — \$37k**

**168746**  
Views

**48587**  
Likes

**372**  
Comments

\*These ranges may vary by country, depending on whether the influencer is a personality outside of social networks or other external reasons.