Engagement rate  Why care?
0.4% - Low
About -1% of influencers in the segment of 250K+ followers have a higher engagement. The average engagement for this segment is 2.5%.

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

<table>
<thead>
<tr>
<th>Avg likes</th>
<th>Avg comments</th>
<th>Estimated cost of promotional post*</th>
</tr>
</thead>
<tbody>
<tr>
<td>140K</td>
<td>600</td>
<td>$9.1K - $17K</td>
</tr>
</tbody>
</table>
**Follower growth rate**  
Why care?  
1.3% in the last 4 weeks

**Post frequency**  
Why care?  
5.9 posts per week

**Comments/likes ratio**  
Why care?  
0.4 - Very low  
About 90% 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.

---

**Video post metrics**

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

<table>
<thead>
<tr>
<th>Views</th>
<th>Likes</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1M</td>
<td>620K</td>
<td>7.8K</td>
</tr>
</tbody>
</table>

*Estimated cost of promotional video*  
$350K - $660K

*These ranges may vary by country, depending on whether the influencer is a personality outside of social networks or other external reasons.
**Followers/following ratio**  Why care?

85K followers per 1 following

---

**AUDIENCE INSIGHTS**

We analyze the most active audience of the influencer in order to get a good picture of what the influencer’s relevant audience looks like.

**Audience Authenticity**  Why care?

This is the percentage of the followers that shows the kind of suspicious behaviour that is characteristic in bots.

**Audience Location**  Why care?

A break down by country of the location of the influencer’s active audience.
Audience Age  Why care?
A break down by range of the age of the influencer’s active audience.

Audience Gender  Why care?
A break down by gender of the influencer’s active audience.
Audience Interests 🎟️ Why care?
A break down by interest of the influencer’s active audience.

<table>
<thead>
<tr>
<th>INTERESTS</th>
<th>PERCENTAGE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion</td>
<td>16</td>
</tr>
<tr>
<td>Blogger</td>
<td>9</td>
</tr>
<tr>
<td>Music</td>
<td>8</td>
</tr>
<tr>
<td>Fitness</td>
<td>7</td>
</tr>
<tr>
<td>Dog Owner</td>
<td>9</td>
</tr>
<tr>
<td>Travel</td>
<td>8</td>
</tr>
<tr>
<td>Food</td>
<td>1</td>
</tr>
<tr>
<td>Mommy</td>
<td>7</td>
</tr>
</tbody>
</table>

Audience Language 🎟️ Why care?
A break down by language of the influencer’s active audience.
BRAND MENTIONS

58% of branded posts (0.9% average engagement rate) 🤔 Why care?

We calculate the number of posts with a mention to a brand in the caption in the last 12 posts. Average engagement rate of these posts is higher than total engagement rate (0.4%).

@ellenvonunwerth  Creators & Celebrities - 1 posts

110K
Total likes
490
Total comments
0.3%
Avg engagement

@galerieslafayette  Personal Goods & General Merchandise Stores - 1 posts

160K
Total likes
1.4K
Total comments
0.4%
Avg engagement

@galerieslafayettechampselysees  Personal Goods & General Merchandise Stores - 1 posts

160K
Total likes
1.4K
Total comments
0.4%
Avg engagement

@givenchyofficial  Personal Goods & General Merchandise Stores - 1 posts

210K
Total likes
650
Total comments
0.5%
Avg engagement

@hejishin  Personal Goods & General Merchandise Stores - 1 posts

210K
Total likes
650
Total comments
0.5%
Avg engagement

@joebiden  Creators & Celebrities - 1 posts

1.1M
Total likes
7.5K
Total comments
2.8%
Avg engagement
<table>
<thead>
<tr>
<th>Username</th>
<th>Category</th>
<th>Posts</th>
<th>Total Likes</th>
<th>Total Comments</th>
<th>Avg Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>@kamalaharris</td>
<td>Creators &amp; Celebrities - 1 posts</td>
<td></td>
<td>1.1M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>@kkwfragrance</td>
<td>Food &amp; Personal Goods - 2 posts</td>
<td>260K</td>
<td>1.2K</td>
<td></td>
<td>0.3%</td>
</tr>
<tr>
<td>@kylieskin</td>
<td>Food &amp; Personal Goods - 2 posts</td>
<td>220K</td>
<td>1.6K</td>
<td></td>
<td>0.3%</td>
</tr>
<tr>
<td>@ultabeauty</td>
<td>Lifestyle Services - 1 posts</td>
<td>120K</td>
<td>600</td>
<td></td>
<td>0.3%</td>
</tr>
</tbody>
</table>