



@krisjenner ✓
Kris Jenner



5.2k
posts

29m
followers

460
following

1.1%
engagement

🖤 Fashion 🖤 Beauty

SOCIAL NETWORKS & WEBSITES

@krisjenner <https://youtu.be/...>

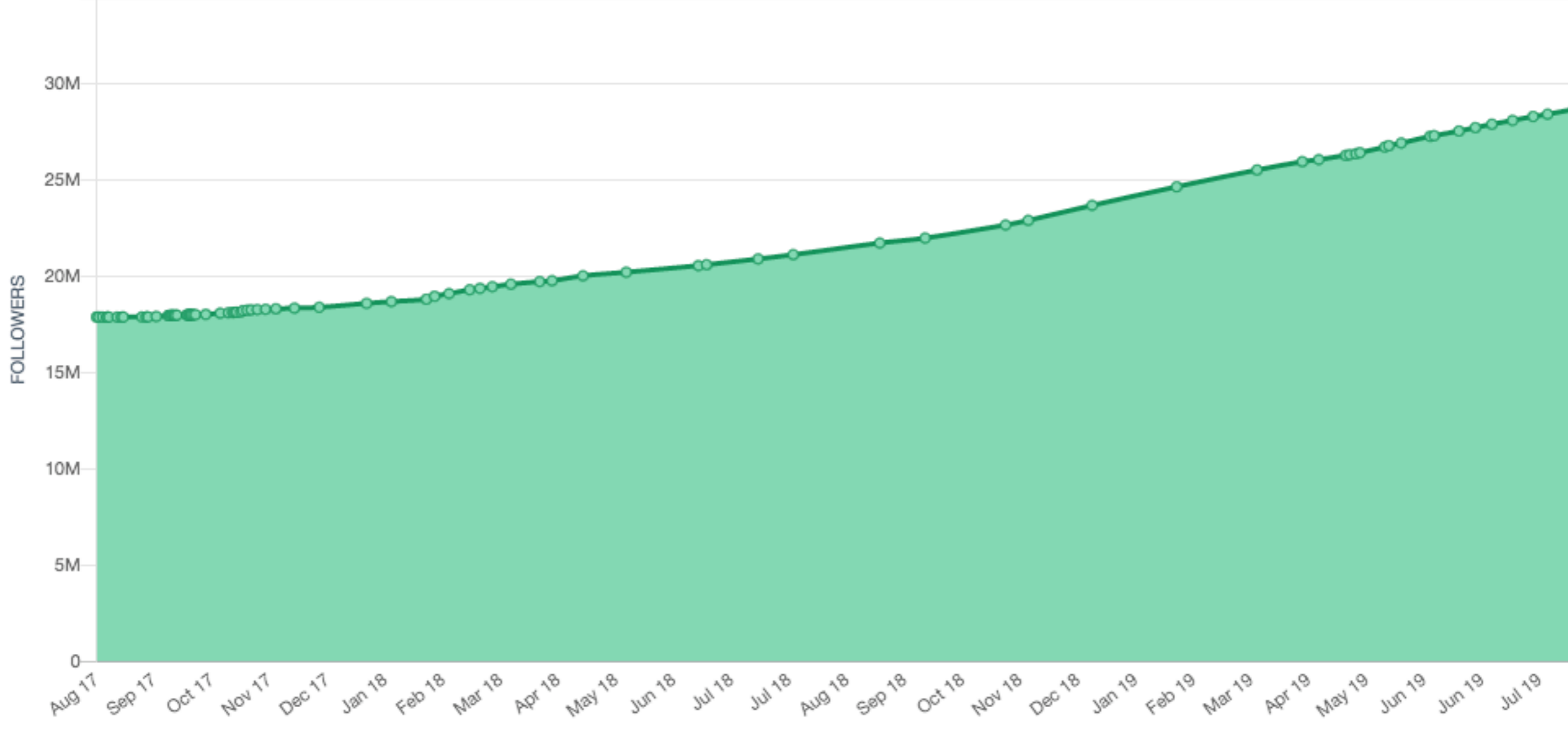
Profile analytics

60 OF 100
QUALITY SCORE
Good
Healthy values in most indicators.

Follower growth rate 📄 Why care?

1.9% in the last 4 weeks

Follower evolution

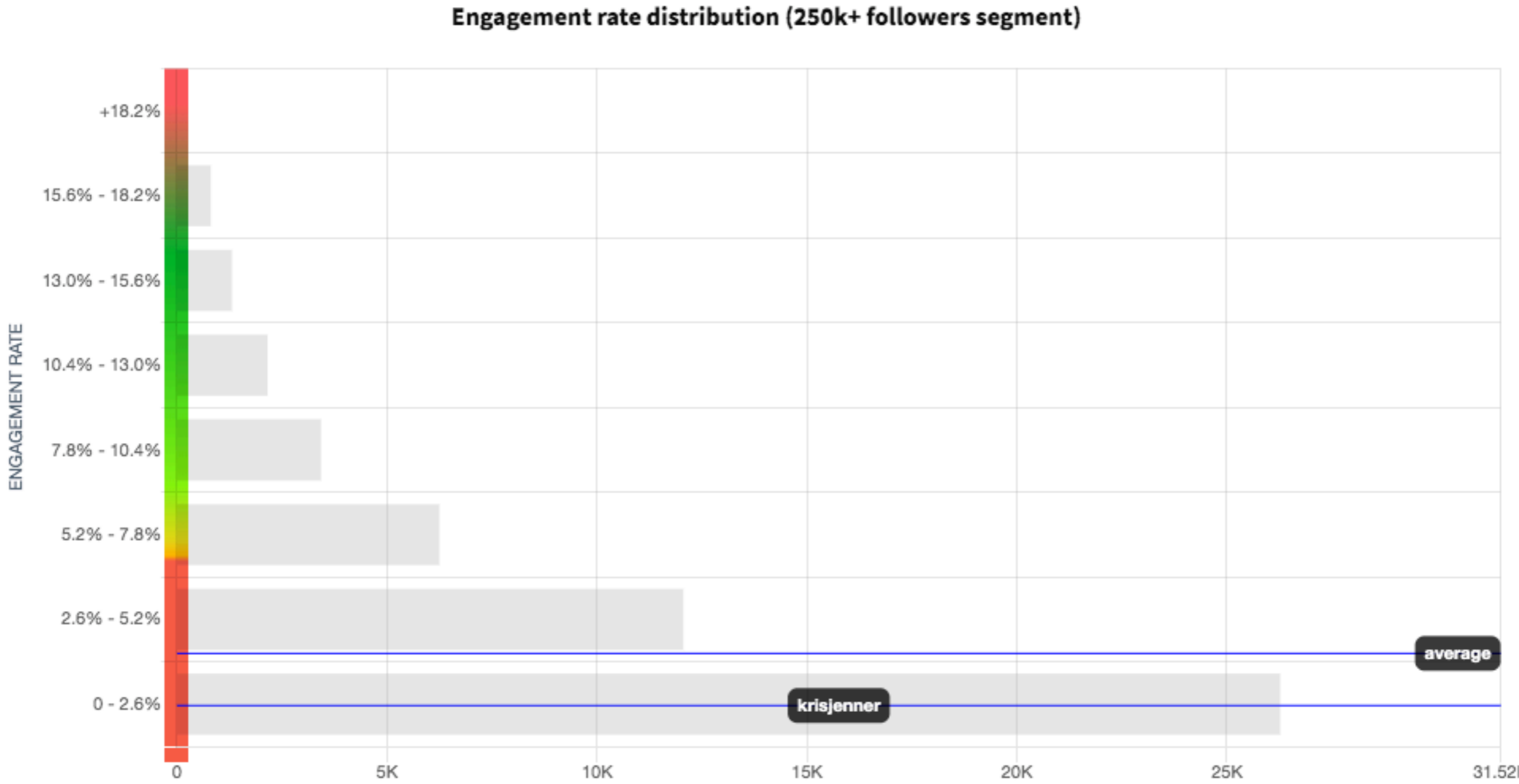


Engagement rate 📄 Why care?

1.1% - 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?

0.7 - 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?

27 posts per week

Followers/following ratio 📄 Why care?

62k 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 *	315695 Avg likes	2224 Avg comments
\$23k — \$43k		

Video post metrics

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

Estimated cost of promotional video *	199427 Views	27215 Likes	198 Comments
\$22k — \$40k			

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

Brand mentions

75% of branded posts (0.7% 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 lower than total engagement rate (1.1%).

Brand	Category	Total likes	Total comments	Avg engagement
@ambersaly	General Interest - 1 posts	611678	2224	2.1%
@dundasworld	Creators & Celebrities - 1 posts	611678	2224	2.1%
@flipitlikedisick	Content & Apps - 3 posts	174229	728	0.2%
@glamourmag	Publishers - 1 posts	77589	433	0.3%
@investigationdiscovery	Publishers - 1 posts	55338	330	0.2%
@kkwfrance	Food & Personal Goods - 1 posts	113380	363	0.4%
@kyliecosmetics	Lifestyle Services - 1 posts	267874	559	0.9%
@letthelordbewithyou	Creators & Celebrities - 2 posts	128312	522	0.2%
@peopleschoice	Publishers - 1 posts	27215	198	0.1%
@revengebody	Content & Apps - 2 posts	129109	548	0.2%