

@ladygaga

Lady Gaga

3k posts

37m followers

41 following

2.9% engagement

ENIGMA ⚡ @gagavegas HAUS LABORATORIES 🏠 @hauslabs Pre-order now

👜 Fashion 👜 Beauty

SOCIAL NETWORKS & WEBSITES

@ladygaga <https://youtube.c...>

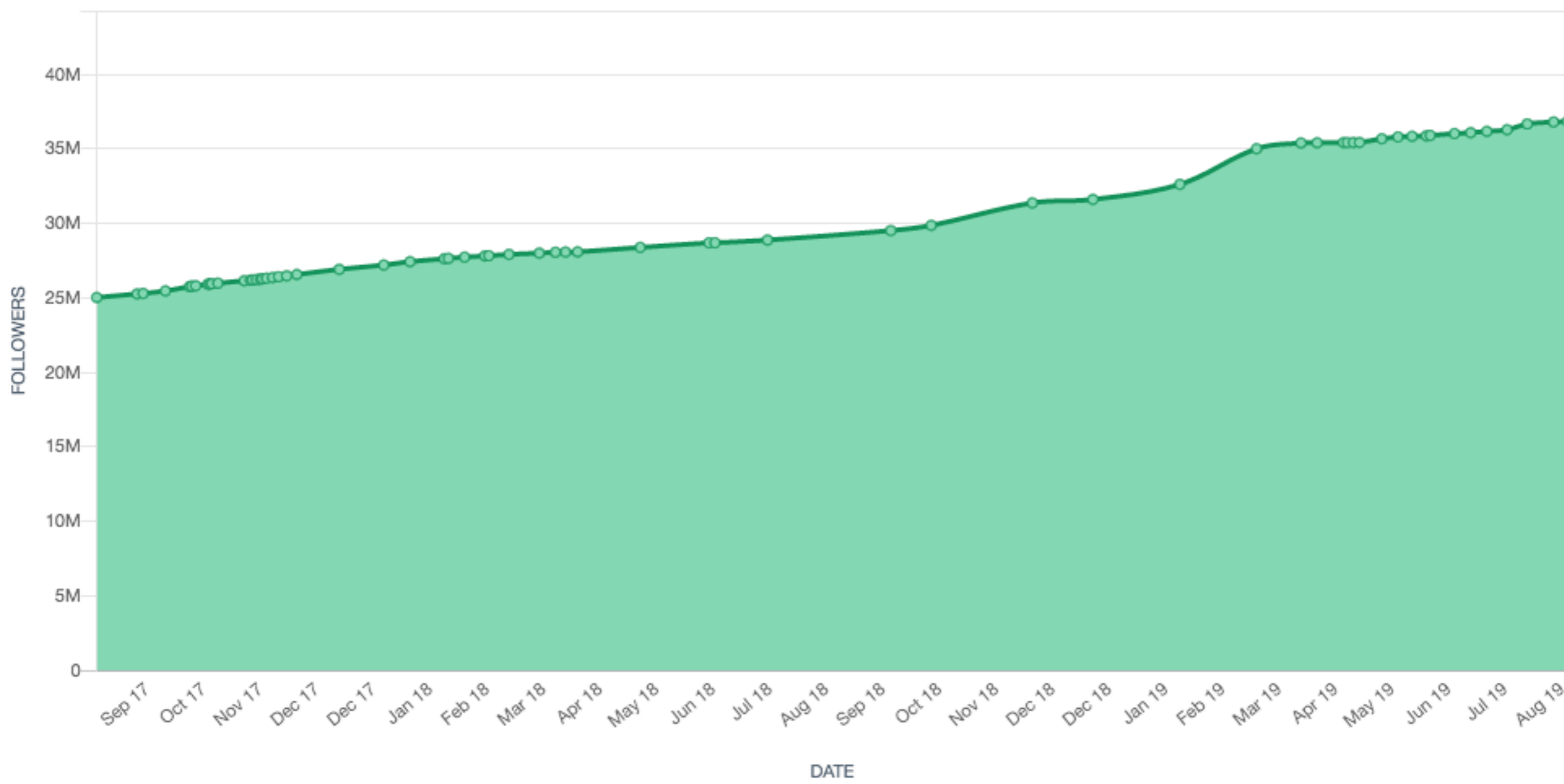
Profile analytics

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

Follower growth rate *Why care?*

1.4% in the last 4 weeks

Follower evolution

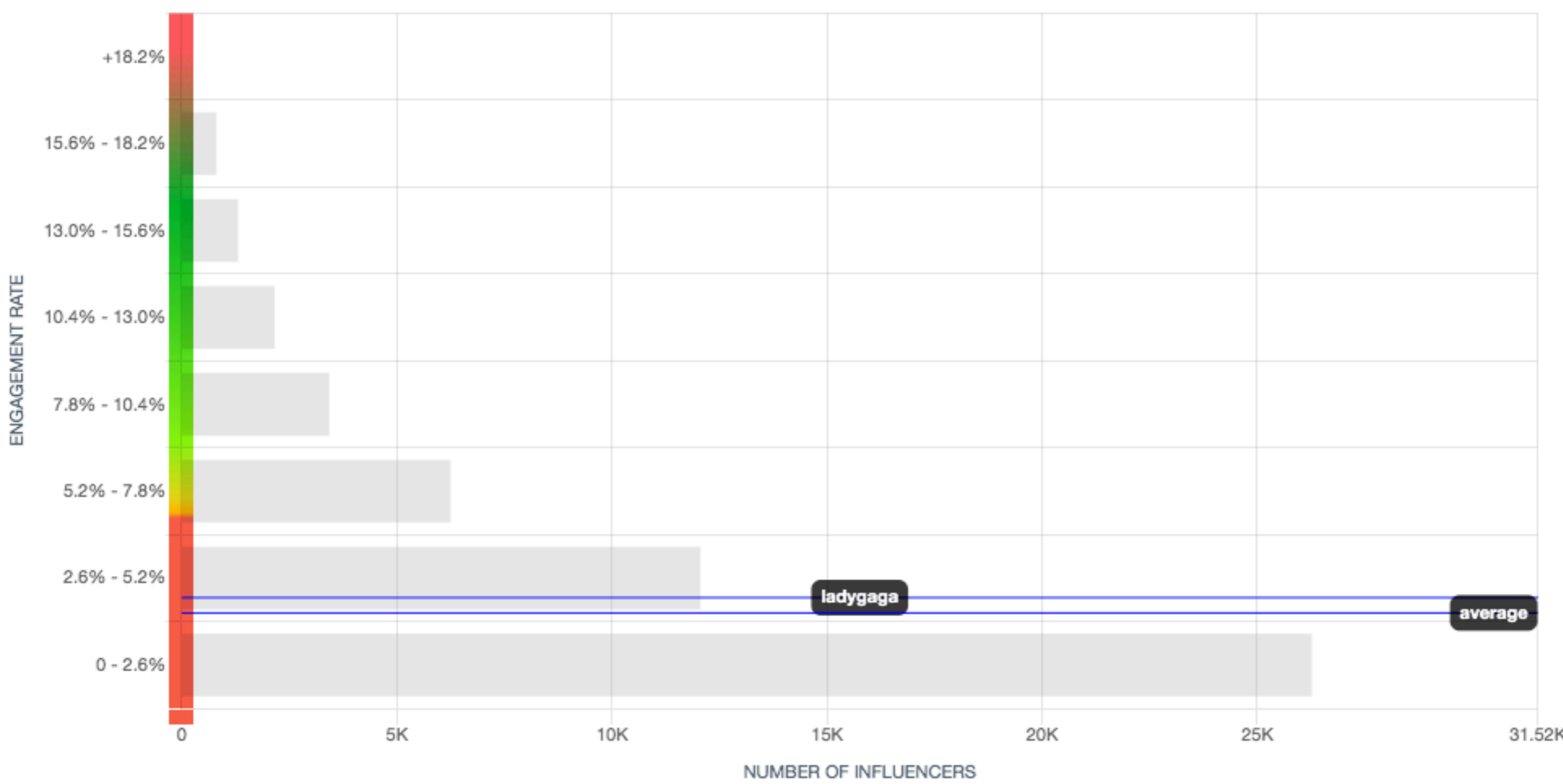


Engagement rate *Why care?*

2.9% - High

About 30% 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?*

3.1 - Very high

About 10% 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?*

1.7 posts per week

Followers/following ratio *Why care?*

900k 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*
\$140k — \$260k

1020327
Avg likes

32111
Avg comments

Video post metrics

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

Estimated cost of promotional video*
\$980k — \$1.8m

8179615
Views

899727
Likes

49187
Comments

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

Brand mentions

17% of branded posts (5.0% 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 (2.9%).

	@amazon Personal Goods & General Merchandise Stores - 1 posts	1791002 Total likes	31361 Total comments	4.9% Avg engagement
	@gettyentertainment Publishers - 1 posts	1847947 Total likes	19774 Total comments	5.1% Avg engagement