@lalalisa_m

650 posts
46M followers
0 following
13.6% engagement

Los Angeles, California, United States

QUALITY SCORE

74
OF 100

Healthy values in most indicators.

CORE METRICS

Engagement rate

Why care?

13.6% - Very high

About 10% of influencers in the segment of 250K+ followers have a higher engagement. The average engagement for this segment is 2.5%.

Engagement rate distribution (followers segment)

Photo post metrics

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

Avg likes
6.2M

Avg comments
77K

Estimated cost of promotional post*
$670K - $1.2M

Video post metrics

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

https://youtu.be/0JwKdtHuFV8
Follower growth rate
3.3% in the last 4 weeks

Post frequency
3.1 posts per week

Comments/likes ratio
1.2 - Average
About 50% 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.

*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?
46M 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.
**Audience Language**

A break down by language of the influencer’s active audience.

**BRAND MENTIONS**

17% of branded posts (7.1% average engagement rate)

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 (13.6%).