



**@lalalalisa\_m** ✓

LISA



**340**  
posts

**24m**  
followers

**0**  
following

**14.1%**  
engagement



📍 California, United States

SOCIAL NETWORKS & WEBSITES

📷 @lalalalisa\_m

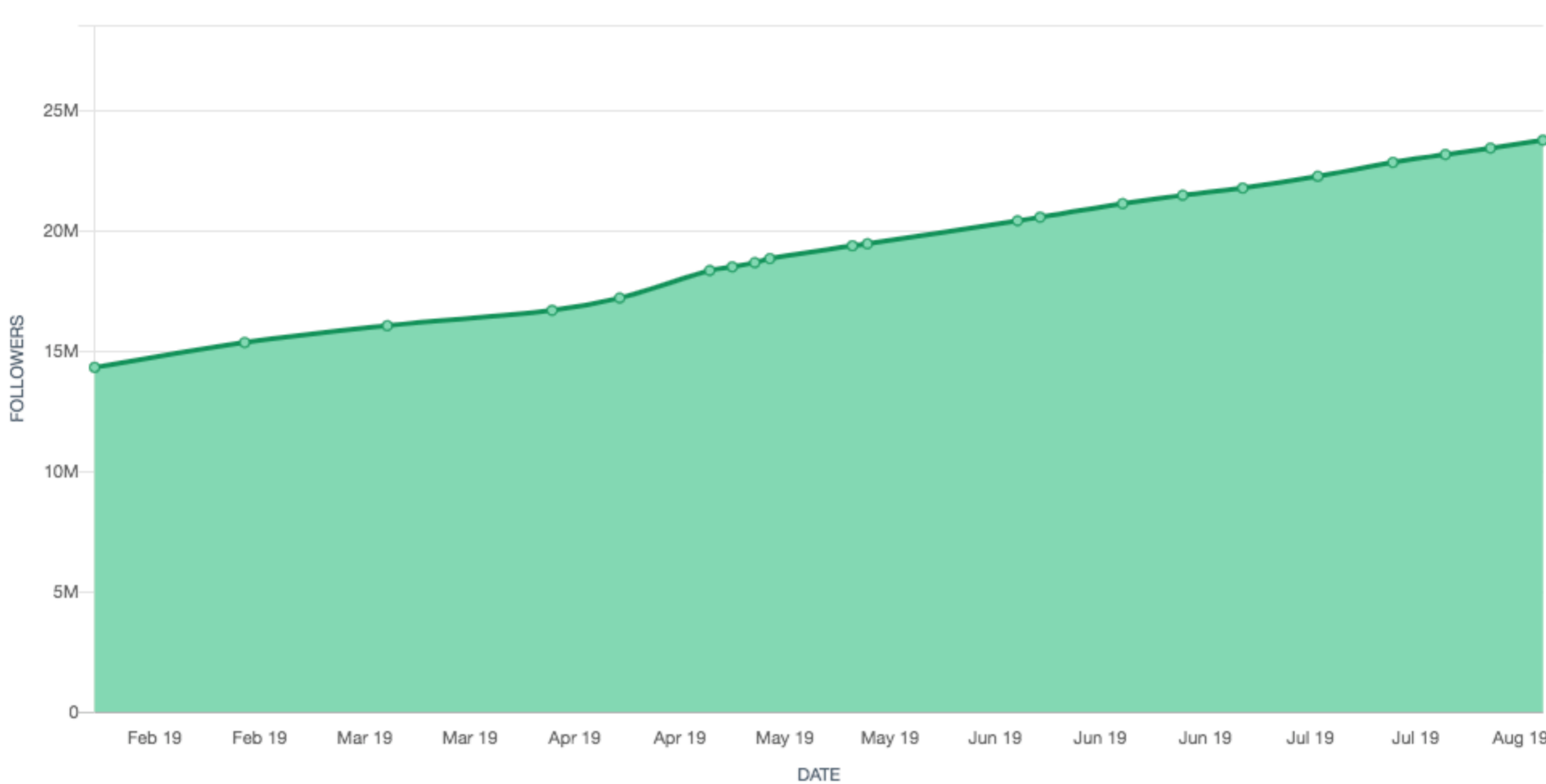
## Profile analytics

**82** QUALITY SCORE  
OF 100  
**Very good**  
Most indicators looking great.

**Follower growth rate** ⓘ *Why care?*

**6.2%** in the last 4 weeks

### Follower evolution



**Engagement rate** ⓘ *Why care?*

**14.1%** - 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 (250k+ followers segment)

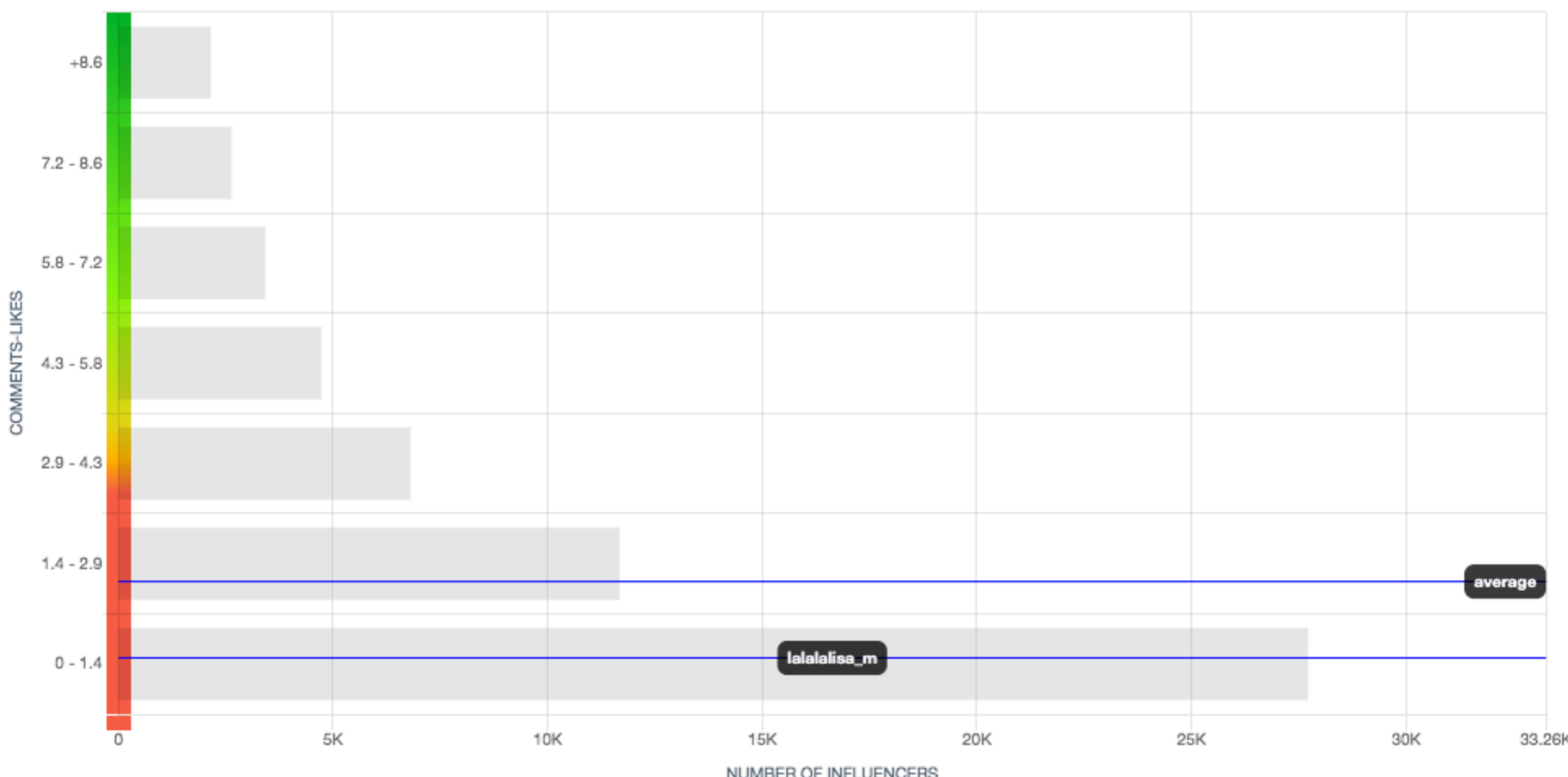


**Comments/likes ratio** ⓘ *Why care?*

**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?*

**5 posts** per week

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

**24m** 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\***

**\$300k — \$560k**

**3332209**

Avg likes

**23997**

Avg 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

**8.3%** of branded posts (**6.7%** 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 (**14.1%**).

	<b>@moonshot_korea</b> Personal Goods & General Merchandise Stores - 1 posts	<b>1575071</b> Total likes	<b>17250</b> Total comments	<b>6.7%</b> Avg engagement
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