Bienvenidos a la cuenta oficial de Instagram de Leo Messi / Welcome to the official Leo Messi Instagram account

- Andalucía, Spain
- Cataluña, Spain

**Audience analytics**

We analyze the followers, likers and commenters of the influencer in order to get a good picture of what the influencer’s audience looks like.

**Audience Location**

![Graph showing the percentage of audience locations](image-url)

**Audience Age**

![Graph showing the age distribution of followers](image-url)
Audience Gender

Audience Interests

Audience Language
Profile analytics

**Follower growth rate**  
*Why care?* 
2.0% in the last 4 weeks

**Engagement rate**  
*Why care?* 
3.4% - High 
About 30% of influencers in the segment of 250k+ followers have a higher engagement. The average engagement for this segment is 2.5%.
Comments/likes ratio  Why care?

0.6 - 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.

Post frequency  Why care?

3.7 posts per week

Followers/following ratio  Why care?

600k 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***

$270k — $500k

4536368 Avg likes  
25782 Avg comments

**Video post metrics**

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

**Estimated cost of promotional video***

$160k — $300k

1493755 Views  
608994 Likes  
4934 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 (1.0% 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 lower than total engagement rate (3.4%).

@jacobandco

Personal Goods & General Merchandise Stores - 1 posts

608994 Total likes  
4934 Total comments  
0.5% Avg engagement

@adidasfootball

Personal Goods & General Merchandise Stores - 1 posts

1940686 Total likes  
16069 Total comments  
1.4% Avg engagement