



@leomessi ✓
Leo Messi



490
posts

130m
followers

230
following

4.5%
engagement

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

- Andalucía, Spain
- Cataluña, Spain

SOCIAL NETWORKS & WEBSITES

@leomessi

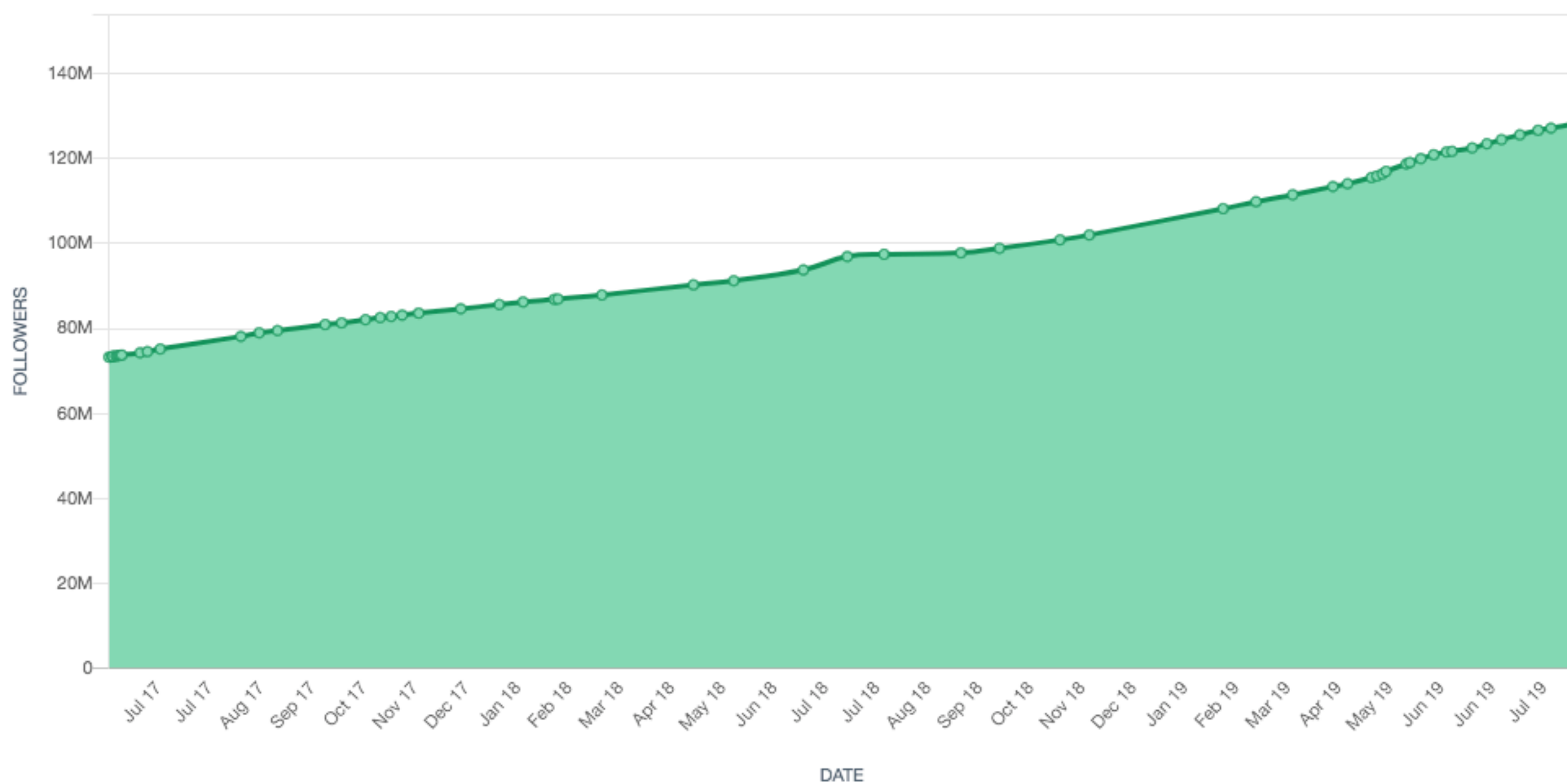
Profile analytics

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

Follower growth rate *Why care?*

1.9% in the last 4 weeks

Follower evolution

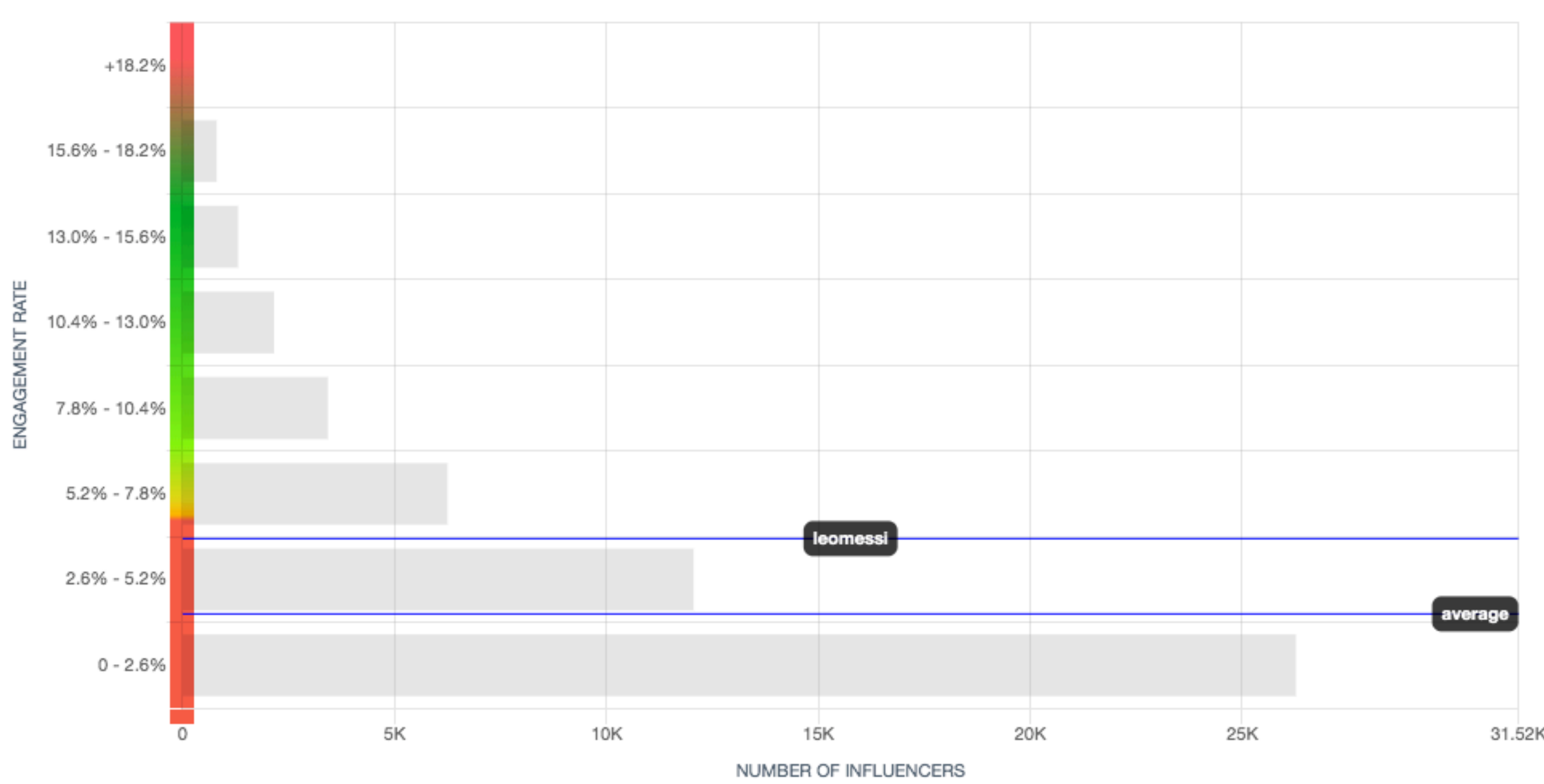


Engagement rate *Why care?*

4.5% - 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)

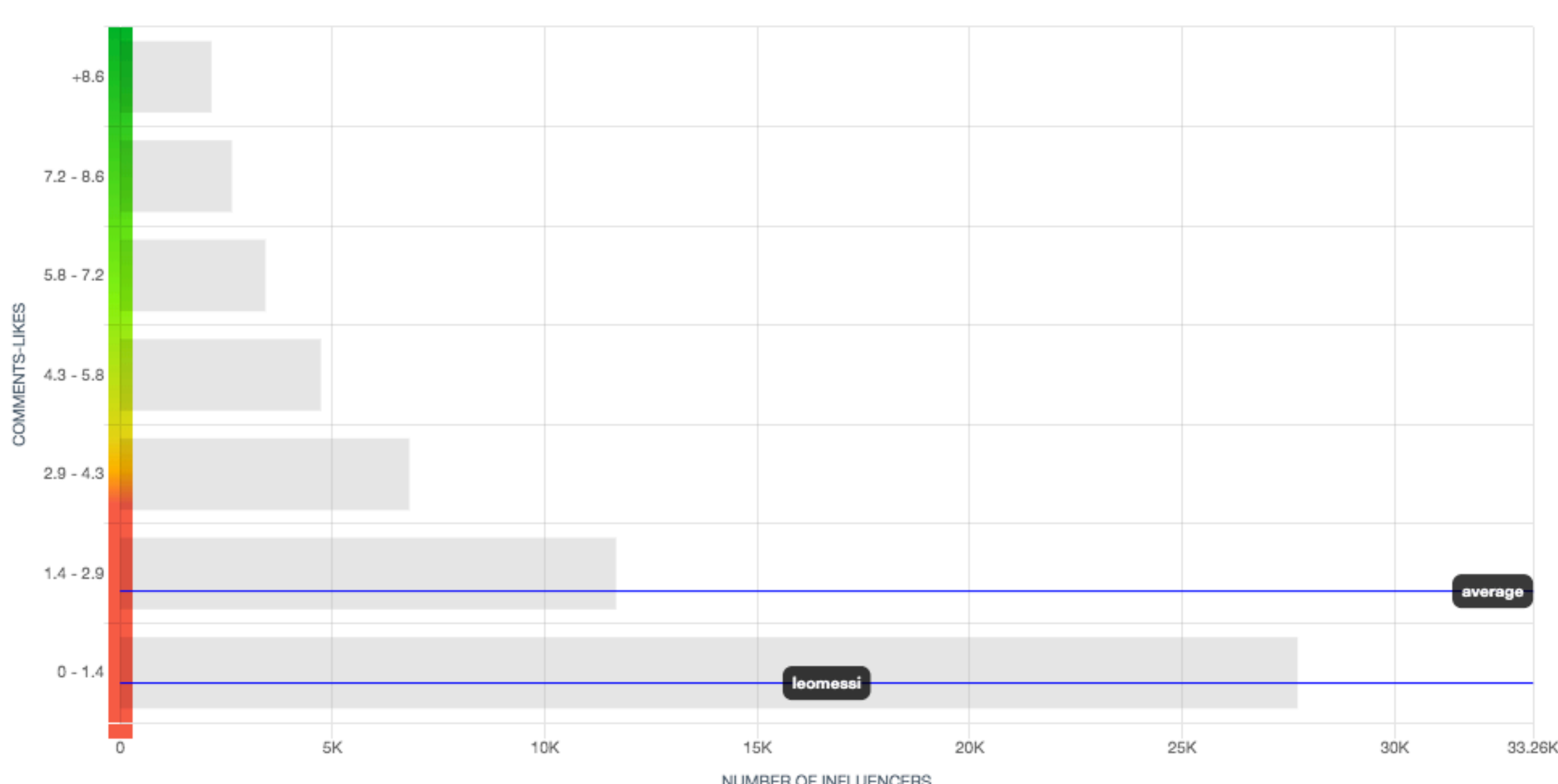


Comments/likes ratio *Why care?*

0.5 - 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?*

2.9 posts per week

Followers/following ratio *Why care?*

560k 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*	\$330k — \$620k	5773605 Avg likes	29462 Avg comments
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Video post metrics

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

Estimated cost of promotional video*	\$690k — \$1.3m	6758062 Views	2109334 Likes	14253 Comments
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*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 (0.6% 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 (4.5%).

	@adidasfootball Personal Goods & General Merchandise Stores - 1 posts	2109334 Total likes	14253 Total comments	1.7% Avg engagement
	@fcbarcelona Creators & Celebrities - 1 posts	1007274 Total likes	4881 Total comments	0.8% Avg engagement
	@laliga Local Events - 0 posts	0 Total likes	0 Total comments	0.0% Avg engagement
	@rakutenarena Local Events - 0 posts	0 Total likes	0 Total comments	0.0% Avg engagement