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

Barcelona, Cataluña, Spain

QUALITY SCORE
53
OF 100
Medium
Borderline values in some indicators.

leomessi

http://www.messi.com/
http://themessistore.com/

CORE METRICS

Engagement rate
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 (followers segment)

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

Avg likes
5.2M
Avg comments
36K

Estimated cost of promotional post*
$320K - $600K

Video post metrics
Follower growth rate  
Why care?  
3.5% in the last 4 weeks

Post frequency  
Why care?  
2.2 posts per week

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.
Followers/following ratio  Why care?
780K 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 breakdown by gender of the influencer’s active audience.

Audience Interests

Why care?

A breakdown by interest of the influencer’s active audience.
Audience Language 🤔 Why care?

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

BRAND MENTIONS

8.3% of branded posts (1.9% 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 (2.9%).

@adidasfootball
Personal Goods & General Merchandise Stores - 1 posts

3.4M Total likes
30K Total comments
1.9% Avg engagement