



@mileycyrus ✓
Miley Cyrus



460
posts

97m
followers

810
following

1.8%
engagement

She Is Coming out now ❤️

🎵 Music

SOCIAL NETWORKS & WEBSITES

@mileycyrus

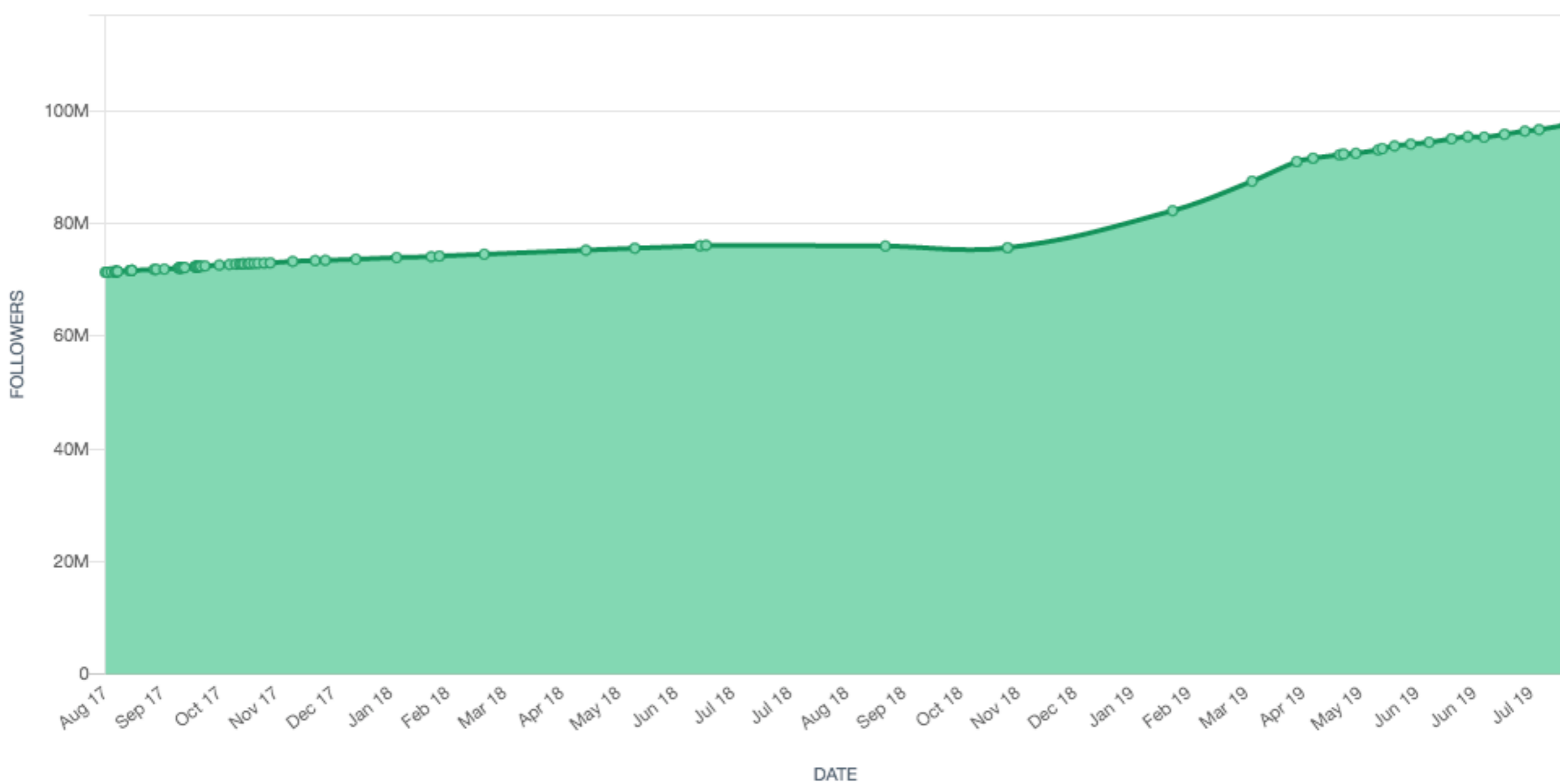
Profile analytics

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

Follower growth rate *Why care?*

1.6% in the last 4 weeks

Follower evolution

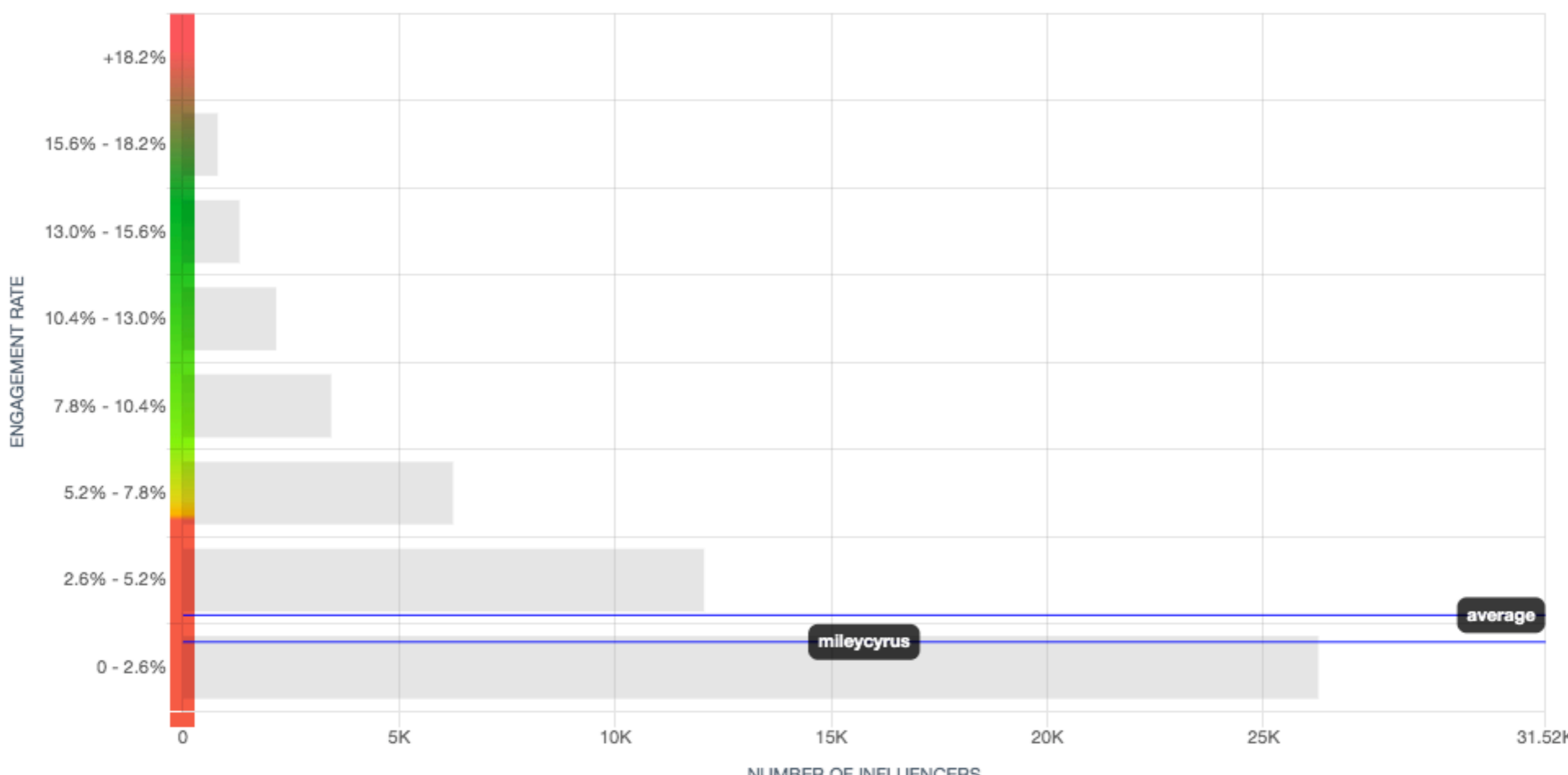


Engagement rate *Why care?*

1.8% - Average

About 50% 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)

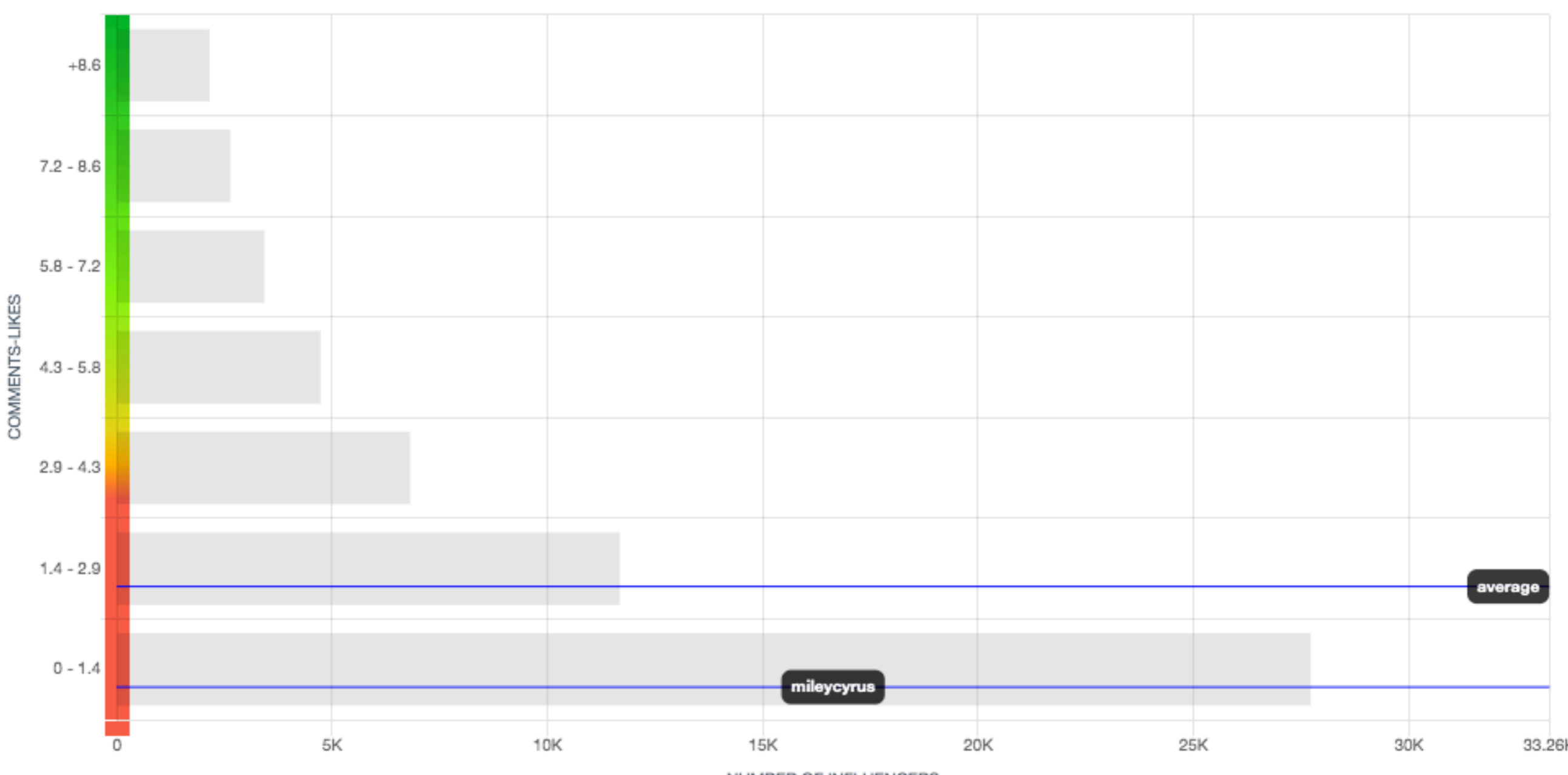


Comments/likes ratio *Why care?*

0.4 - Very low

About 90% 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?*

38 posts per week

Followers/following ratio *Why care?*

120k 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***
\$120k — \$220k

1789017

Avg likes

7427

Avg comments

Video post metrics

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

Estimated cost of promotional **video***
\$390k — \$730k

3384334

Views

972108

Likes

2864

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 (3.0% 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 **higher** than total engagement rate (1.8%).

	@versace Business & Utility Services - 1 posts	2934117 Total likes	12963 Total comments	3.0% Avg engagement
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