@nickiminaj

6.1K posts
130M followers
450 following
1.6% engagement

QUALITY SCORE
Medium
Borderline values in some indicators.

CORE METRICS

Engagement rate

1.6% - 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 (followers segment)
Follower growth rate

Why care?

2.1% in the last 4 weeks

Follower evolution

Post frequency

Why care?

2 posts per week

Comments/likes ratio

0.0 - 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.
Followers/following ratio

Why care?

290K 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 breakdown 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 break down by gender of the influencer’s active audience.
**Audience Interests**  📊 *Why care?*

A breakdown by interest of the influencer's active audience.

**INTERESTS**

- Music: 15%
- Fashion: 11%
- Dancer: 10%
- Fitness: 8%
- Entrepreneur: 7%
- Mommy: 6%
- Hair Dresser: 5%
- Makeup Artist: 4%

**Audience Language**  🗣 *Why care?*

A breakdown by language of the influencer's active audience.
17% 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 higher than total engagement rate (1.6%).

<table>
<thead>
<tr>
<th>Brand</th>
<th>Non-Profits &amp; Religious Organizations - 3 posts</th>
<th>Creators &amp; Celebrities - 1 posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>@fendi</td>
<td>1.9M likes, 88 total comments, 1.4% avg engagement</td>
<td>3M likes, 96 total comments, 2.4% avg engagement</td>
</tr>
</tbody>
</table>