

@nickiminaj ✓
Barbie



6k
posts

110m
followers

1.3k
following

1.3%
engagement

EPISODE 15 UP NOW!!!!!!

📌 Fashion

SOCIAL NETWORKS & WEBSITES

@nickiminaj <https://youtube.c...>

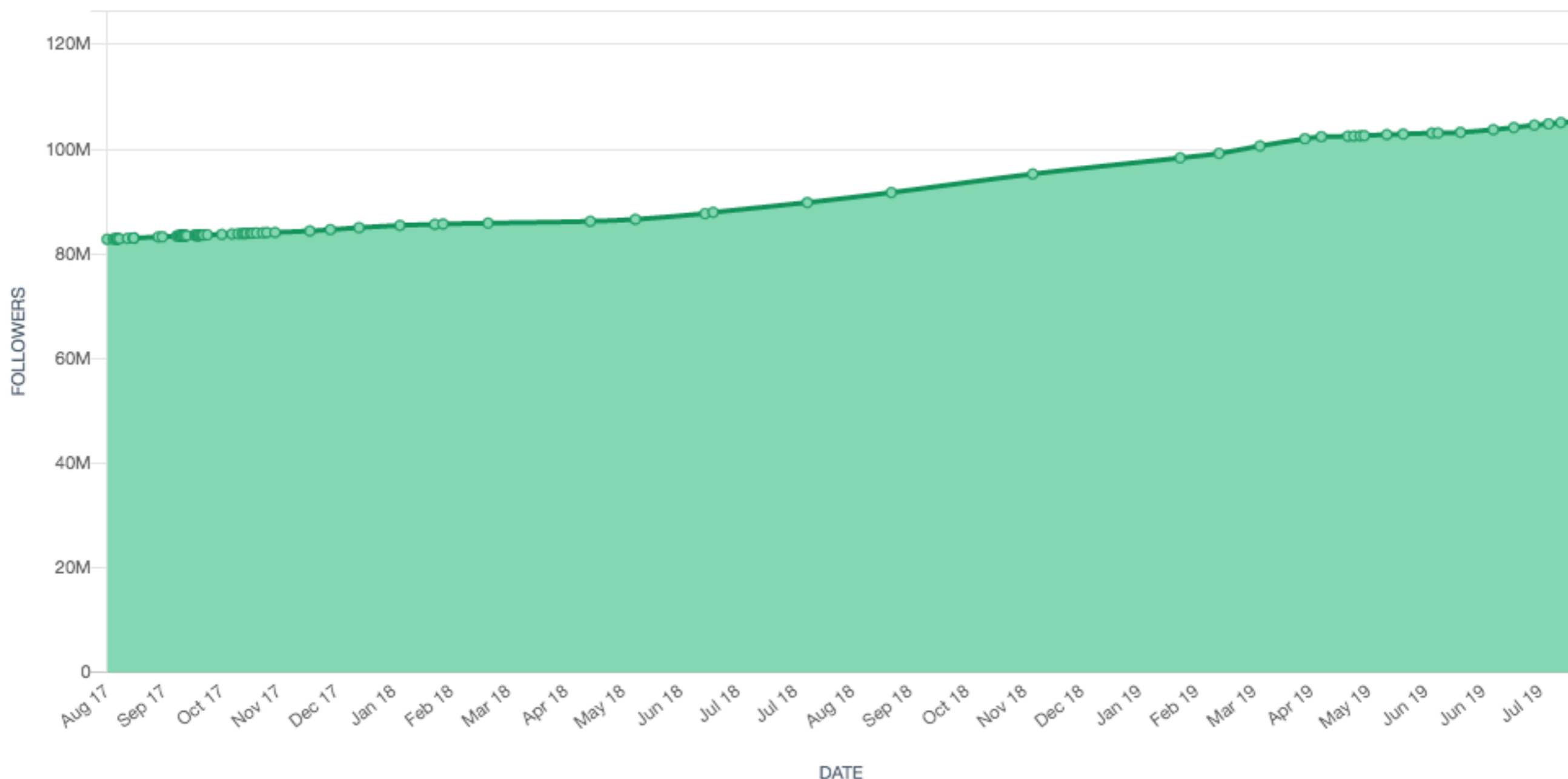
Profile analytics

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

Follower growth rate Why care?

1.0% in the last 4 weeks

Follower evolution

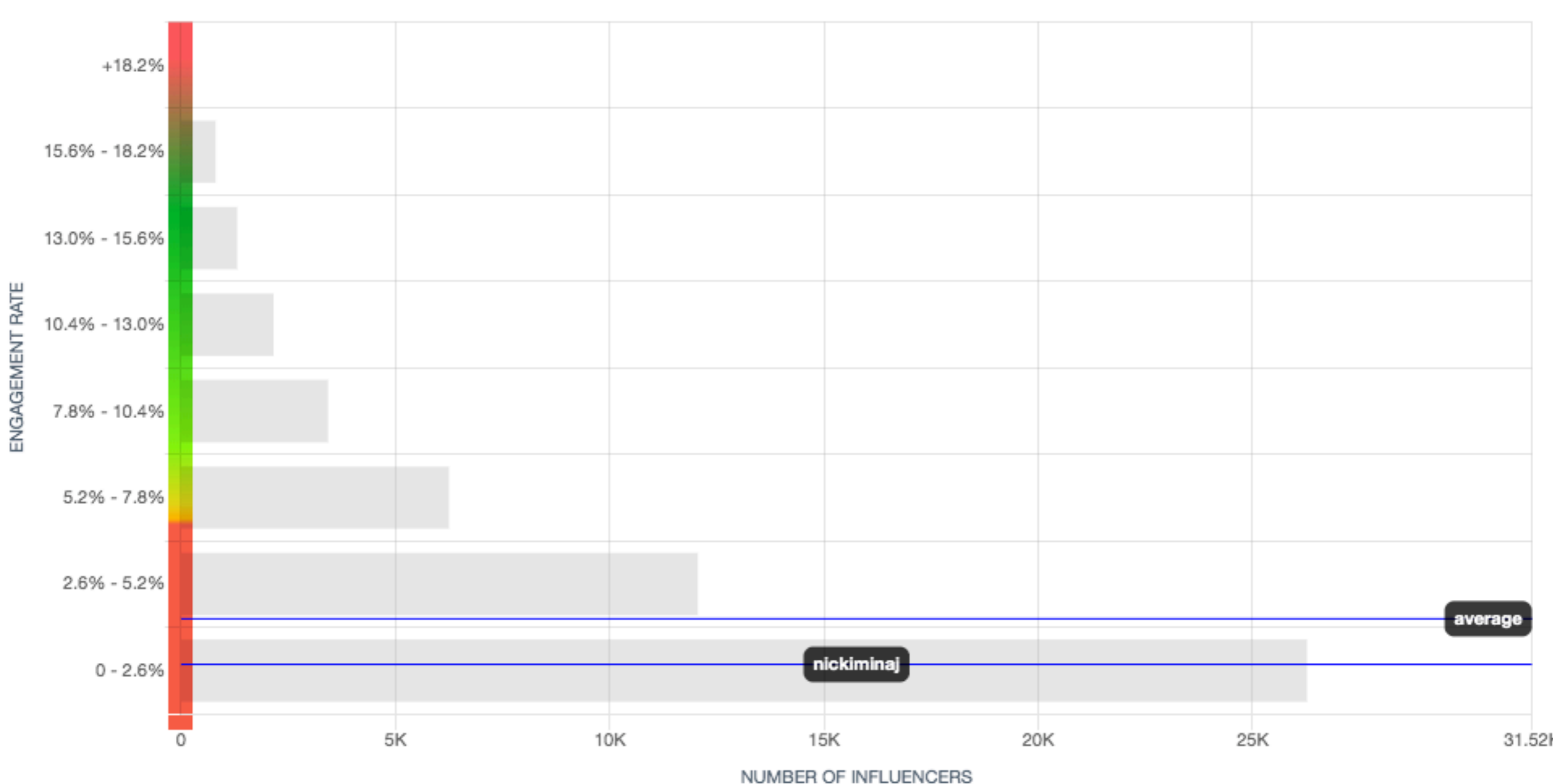


Engagement rate Why care?

1.3% - 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)

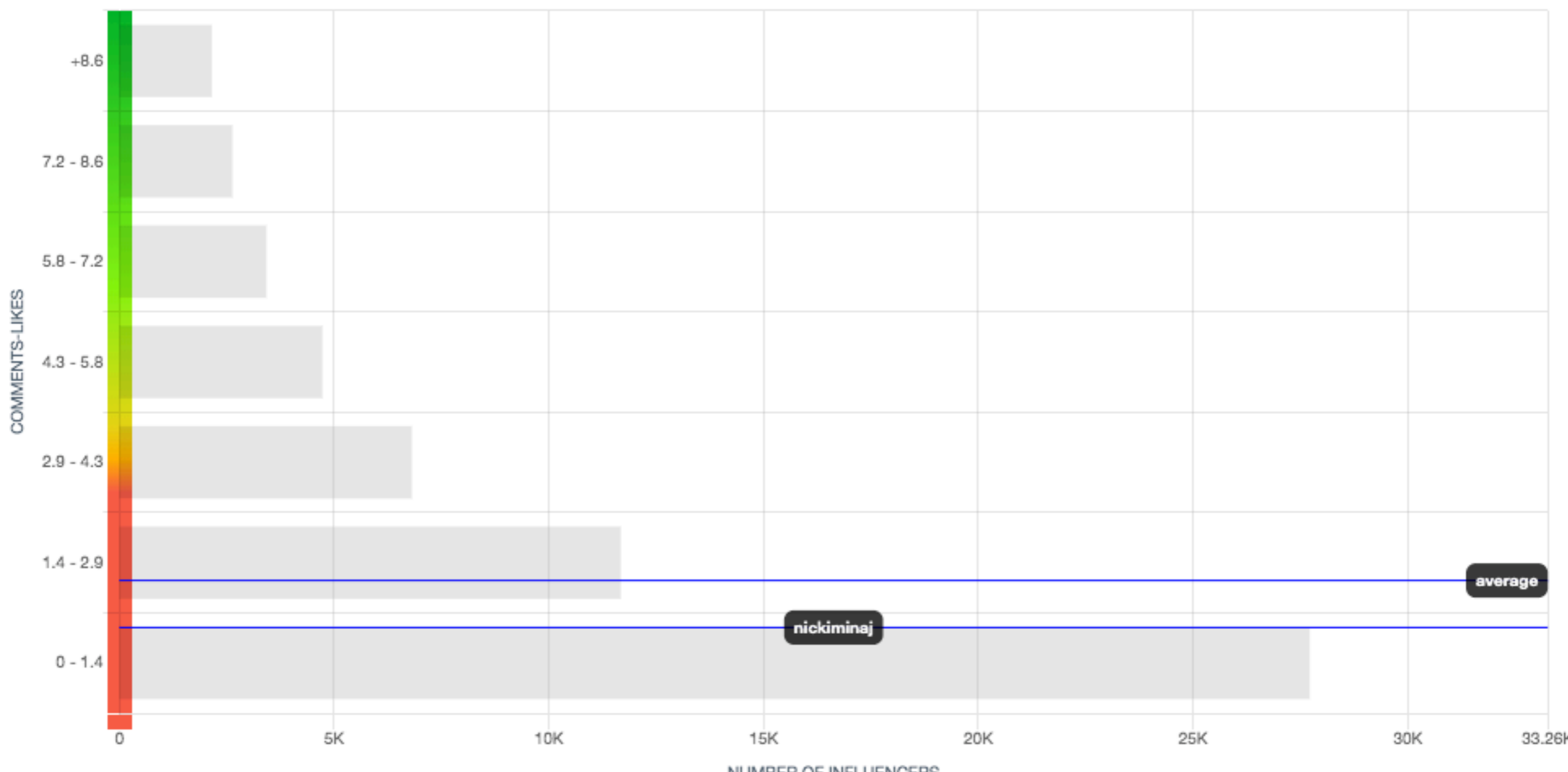


Comments/likes ratio Why care?

1.1 - Average

About 50% 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?

5 posts per week

Followers/following ratio Why care?

80k 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***
\$110k — \$210k

1328718
Avg likes

14584
Avg comments

Video post metrics

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

Estimated cost of promotional **video***
\$240k — \$450k

1959074
Views

550803
Likes

7117
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

25% of branded posts (0.9% 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 (1.3%).

	@realpopsmove Creators & Celebrities - 1 posts	895097 Total likes	8802 Total comments	0.9% Avg engagement
	@theestallion Creators & Celebrities - 2 posts	2065287 Total likes	45370 Total comments	1.0% Avg engagement