

@selenagomez ✓
Selena Gomez



1.5k
posts

160m
followers

61
following

4.1%
engagement

Light, space, zest -that's God. With him on my side I'm FEARLESS, afraid of no one and nothing. A21 global anti human trafficking organization A21.org

SOCIAL NETWORKS & WEBSITES

@selenagomez

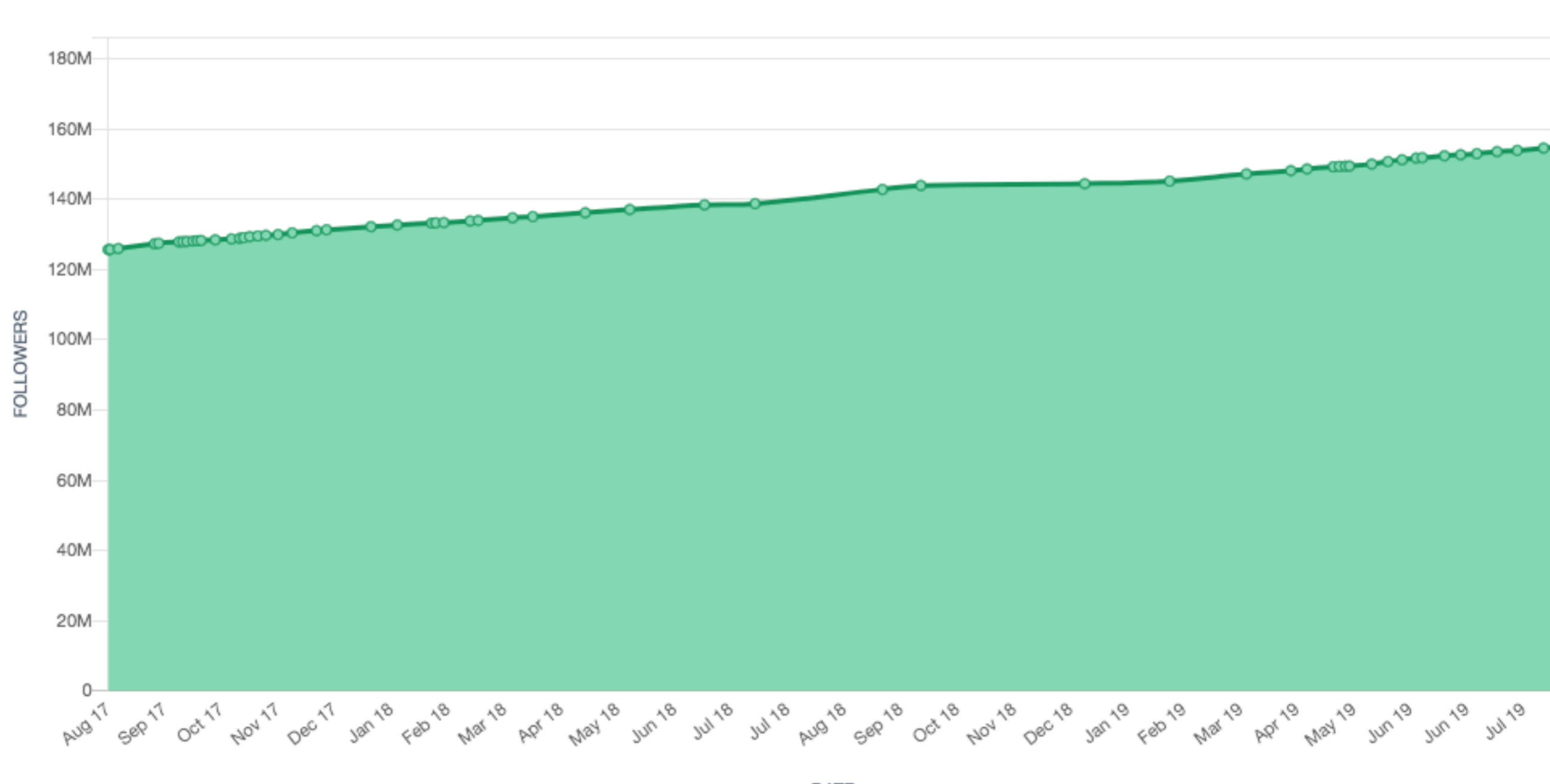
Profile analytics

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

Follower growth rate Why care?

0.9% in the last 4 weeks

Follower evolution

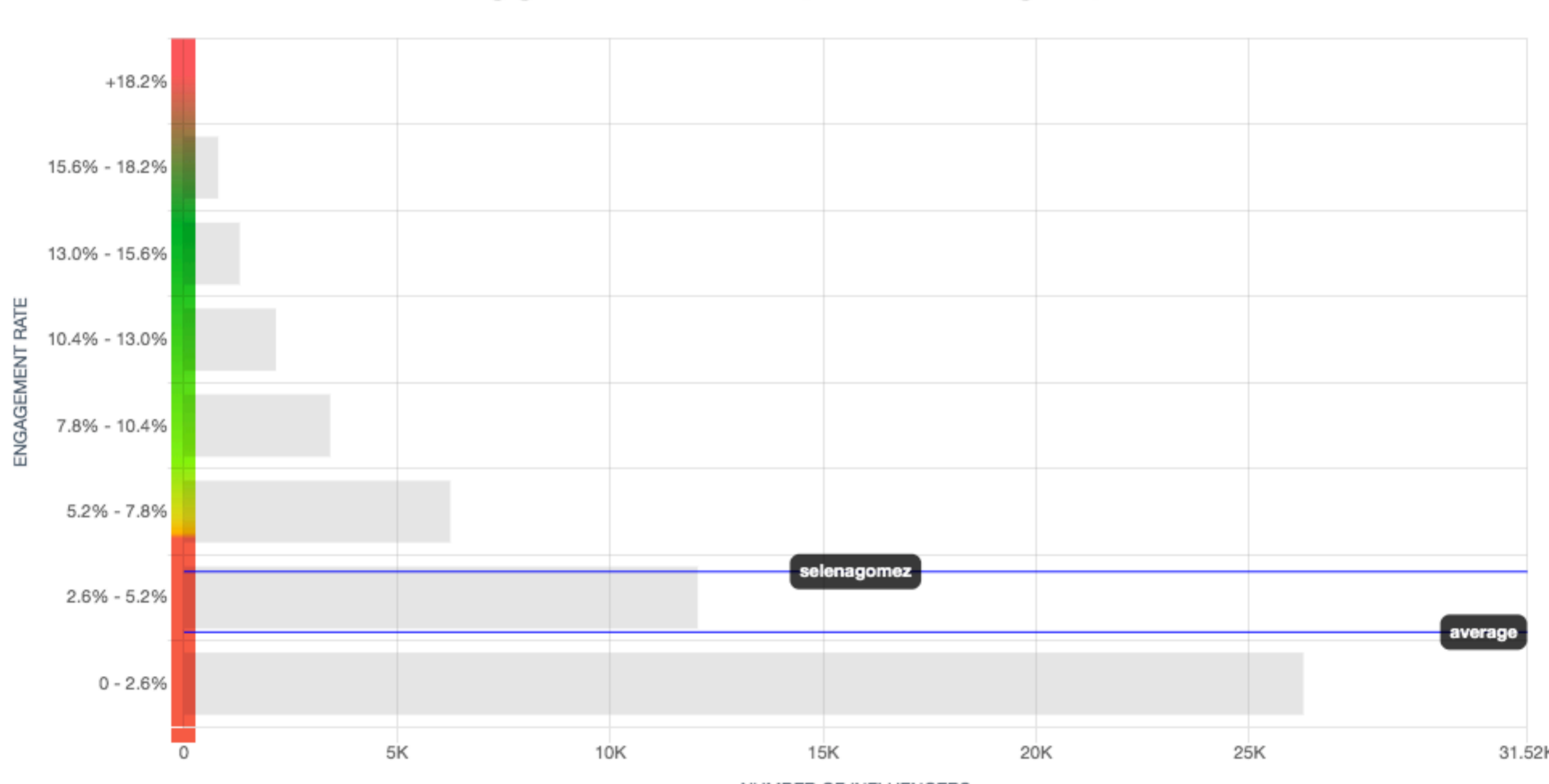


Engagement rate Why care?

4.1% - 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)

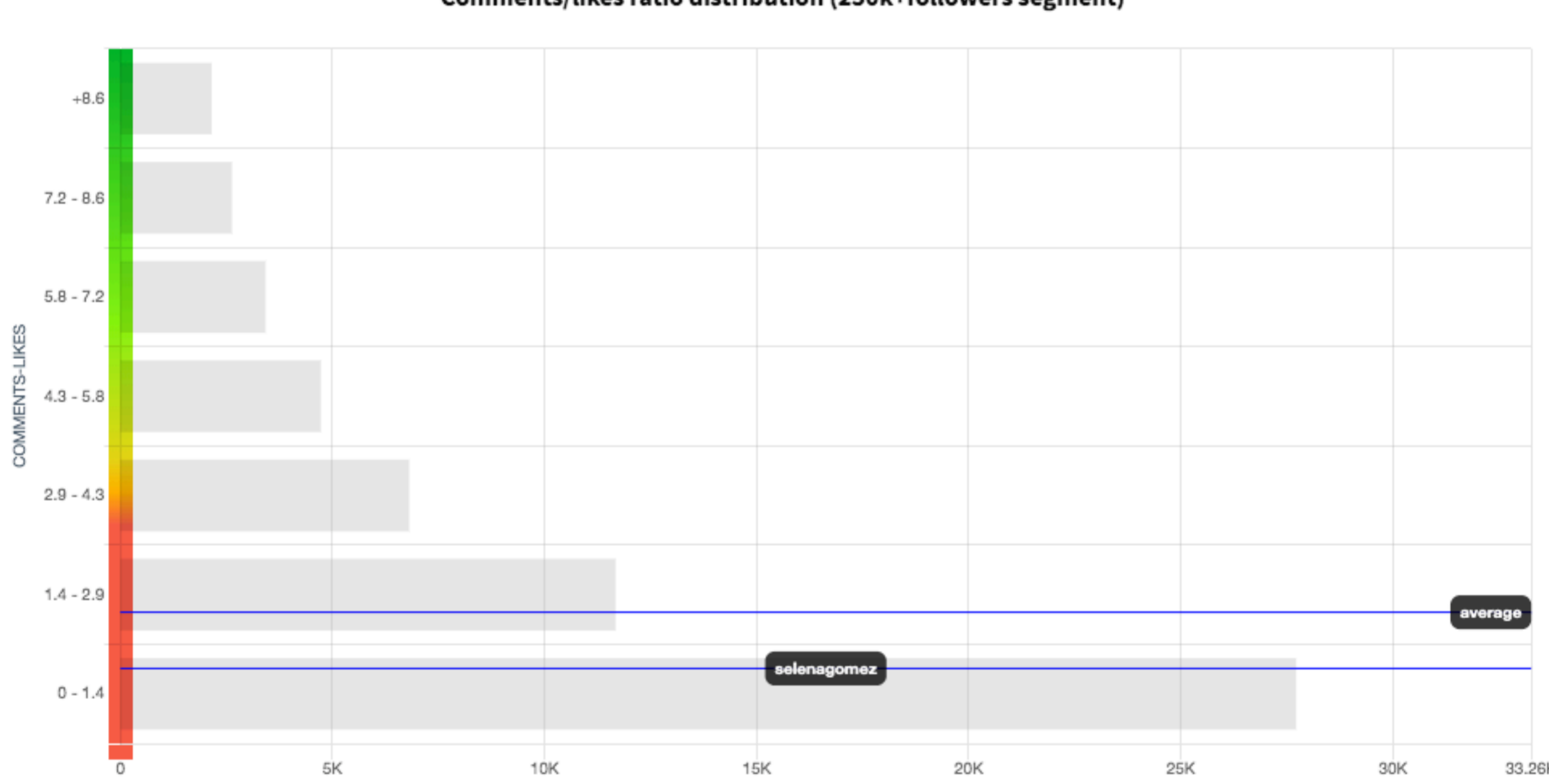


Comments/likes ratio Why care?

1.0 - 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?

1 posts per week

Followers/following ratio Why care?

2.5m 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 *	6279618 Avg likes	61043 Avg comments
\$500k — \$930k		

Video post metrics

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

Estimated cost of promotional video *	13216344 Views	6435537 Likes	45975 Comments
\$1.8m — \$3.3m			

*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 (0.9% 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 (4.1%).

	@abcnetwork Publishers - 0 posts	0 Total likes	0 Total comments	0.0% Avg engagement
	@coach Personal Goods & General Merchandise Stores - 0 posts	0 Total likes	0 Total comments	0.0% Avg engagement
	@pumasportstyle Personal Goods & General Merchandise Stores - 2 posts	11200520 Total likes	90926 Total comments	3.6% Avg engagement
	@wemovement Non-Profits & Religious Organizations - 0 posts	0 Total likes	0 Total comments	0.0% Avg engagement