



**@shanedawson** ✓  
Shane Dawson



**4.5k**  
posts

**11m**  
followers

**370**  
following

**12.6%**  
engagement

New Video - The Return of Eugenia Cooney

SOCIAL NETWORKS & WEBSITES

shanedawson <https://youtu.be/...>

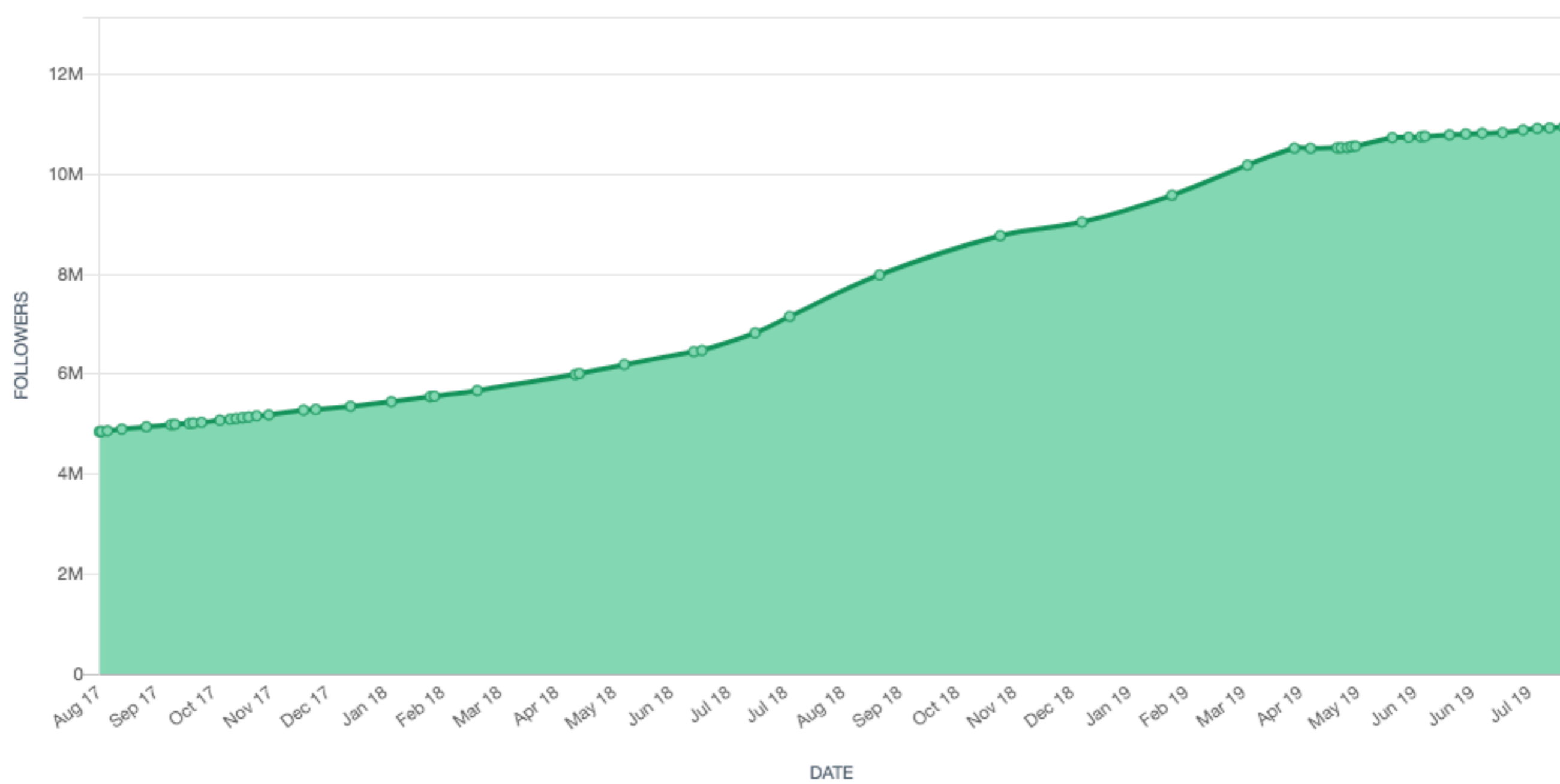
## Profile analytics

**75** 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?

**12.6%** - 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)

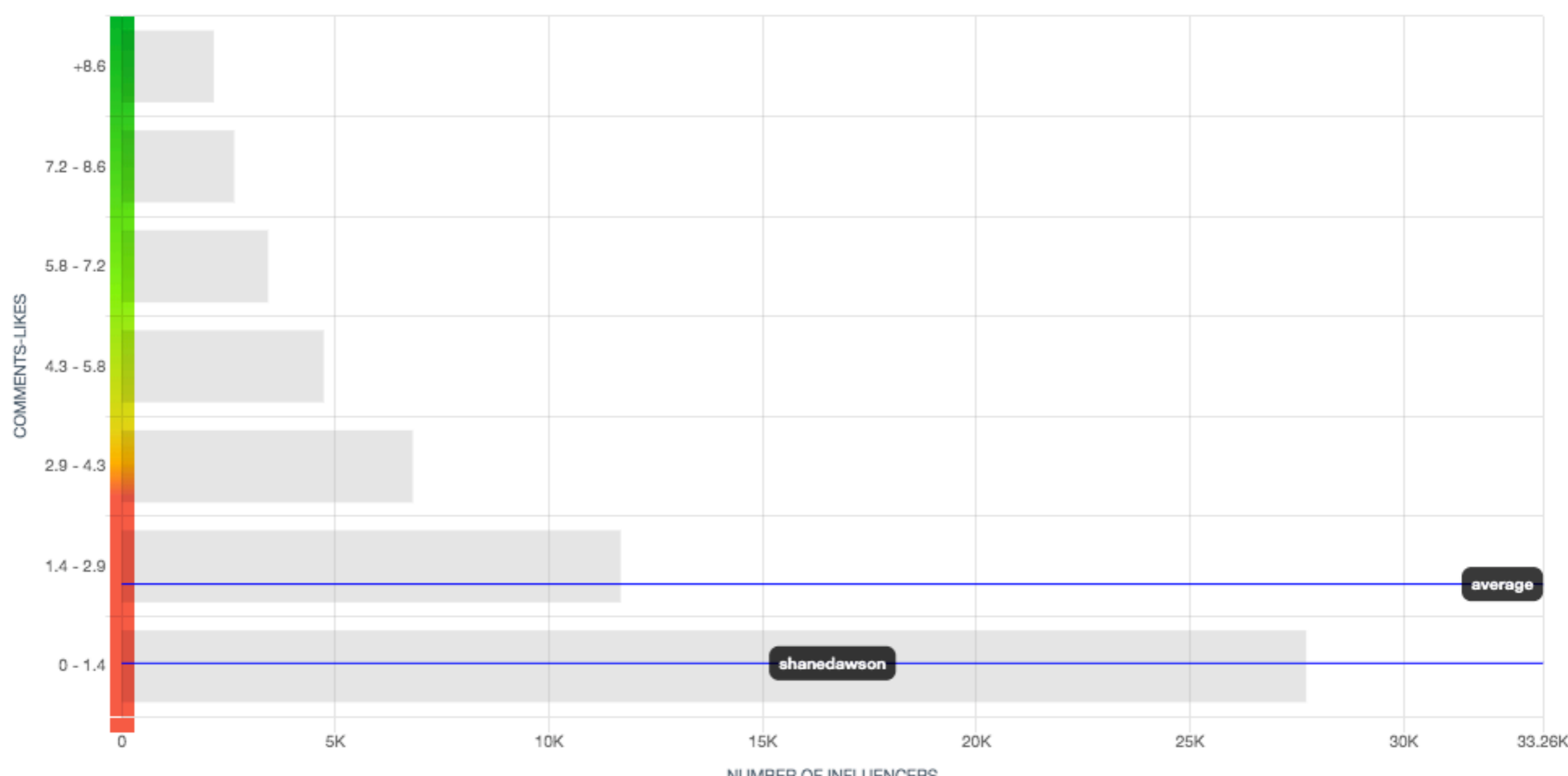


### Comments/likes ratio Why care?

**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**.

#### Comments/likes ratio distribution (250k+followers segment)



### Post frequency Why care?

**1.2 posts** per week

### Followers/following ratio Why care?

**29k** 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\***  
**\$99k — \$180k**

**1366049**  
Avg likes

**9318**  
Avg 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 (**8.3%** 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 (**12.6%**).

	<b>@lipsticknick</b> Creators & Celebrities - 1 posts	<b>901366</b> Total likes	<b>3337</b> Total comments	<b>8.3%</b> Avg engagement
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