



**@taylorswift** ✓  
Taylor Swift



**350**  
posts

**120m**  
followers

**0**  
following

**0.0%**  
engagement

New album *Lover* out 8/23

🎵 Music

SOCIAL NETWORKS & WEBSITES

@taylorswift

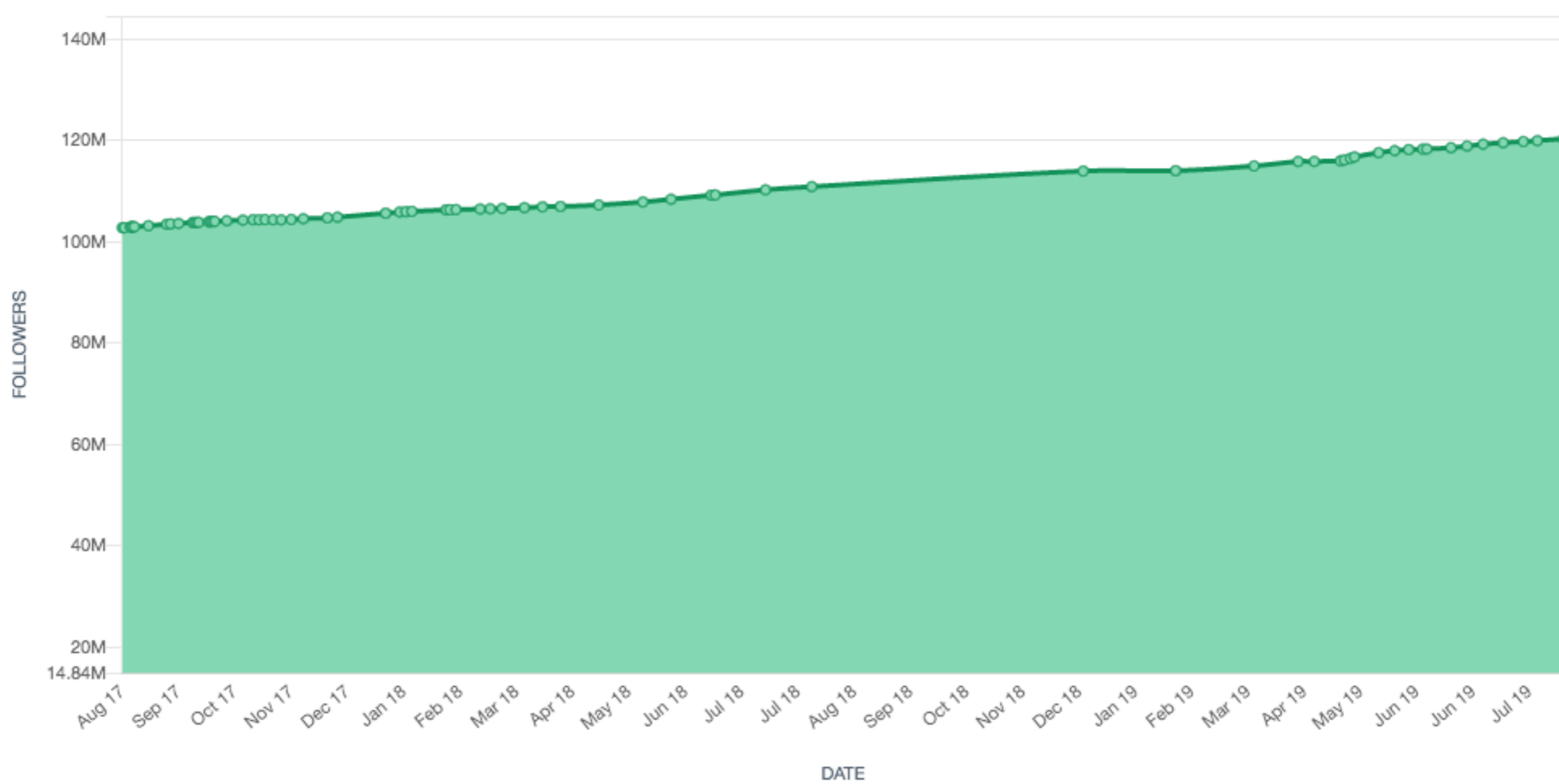
## Profile analytics

**58** QUALITY SCORE  
**Medium**  
Borderline values in some indicators.

### Follower growth rate *Why care?*

0.6% in the last 4 weeks

#### Follower evolution

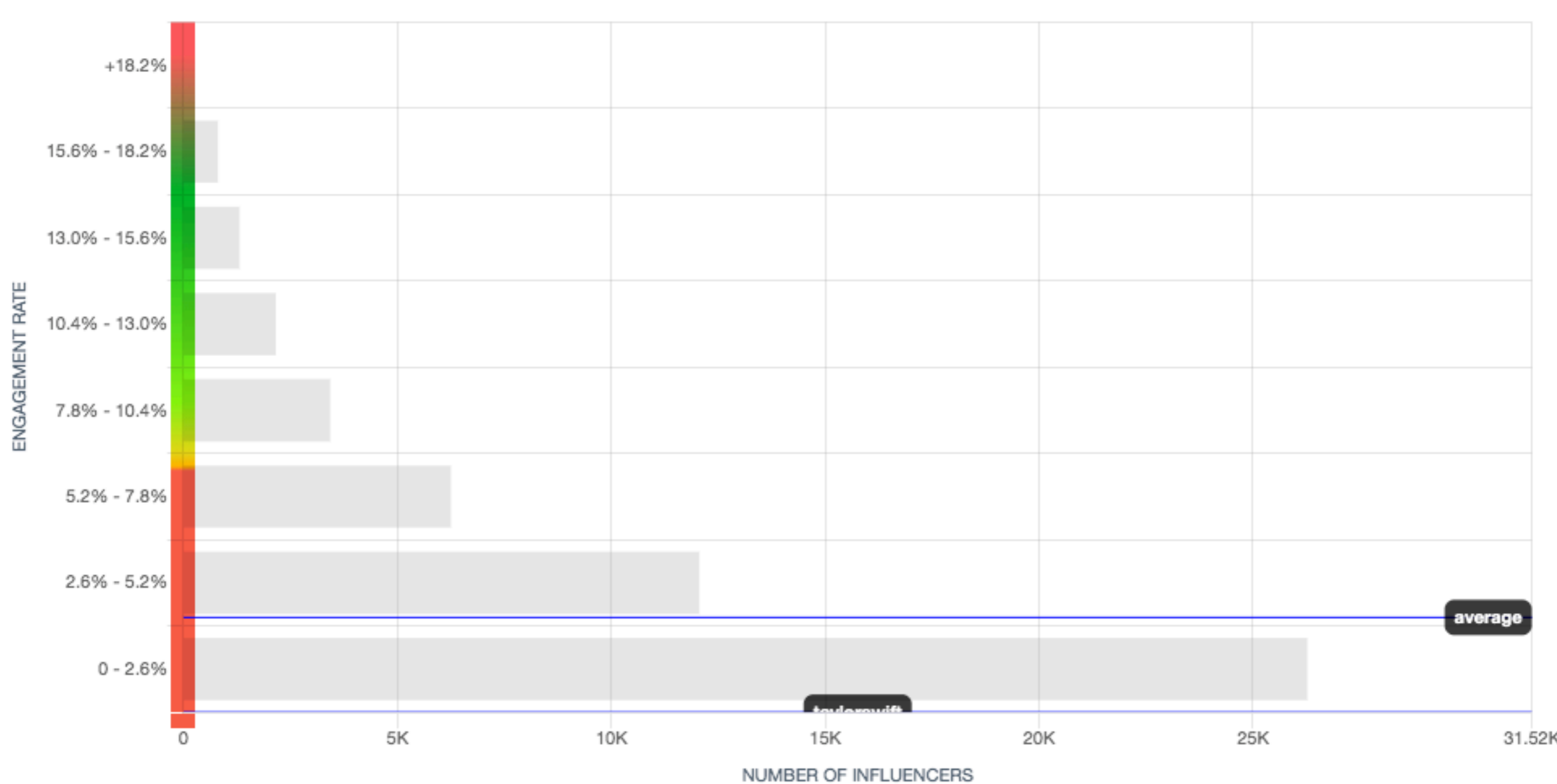


### Engagement rate *Why care?*

0.0% - Very low

About -1% 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)

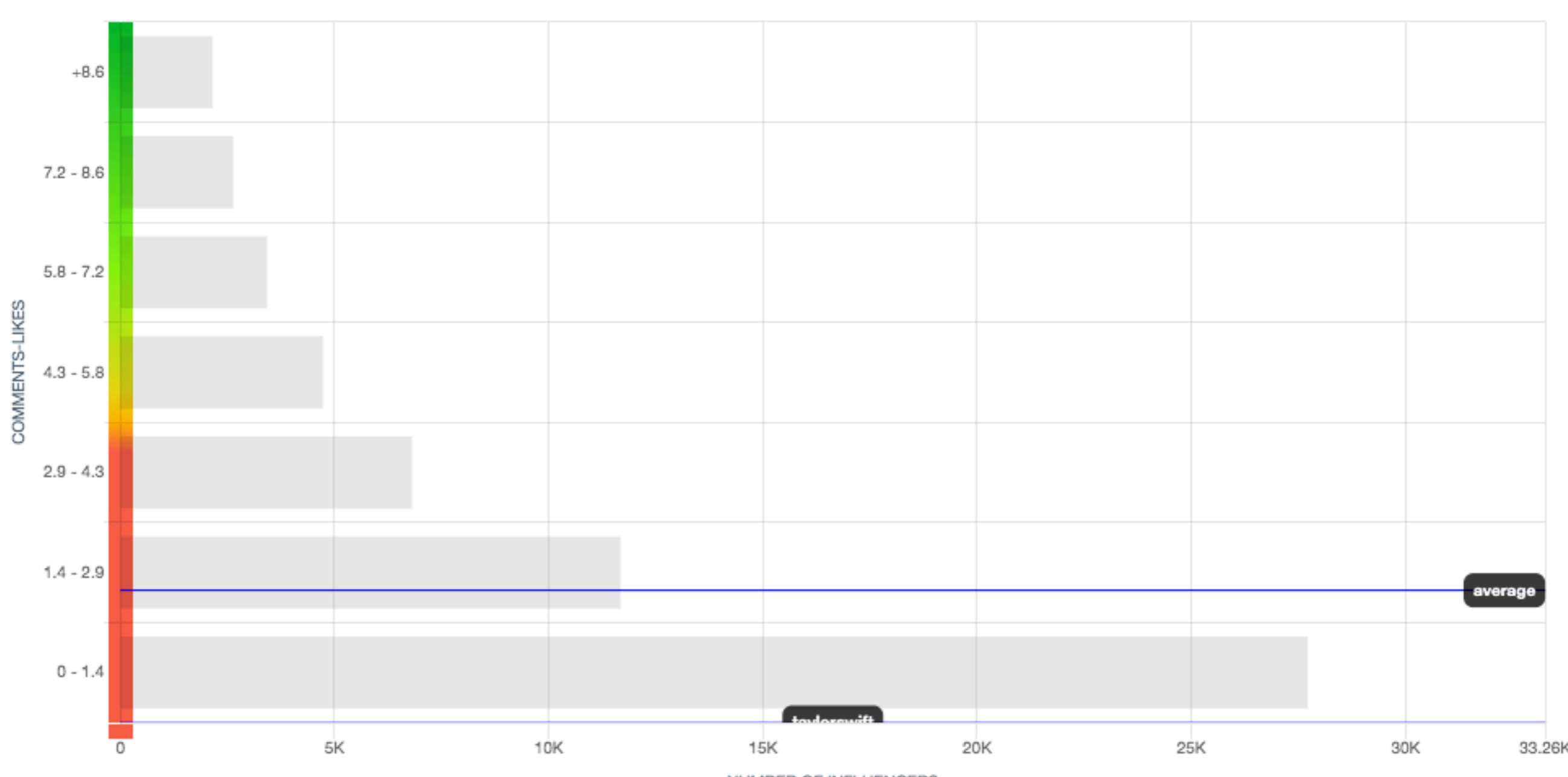


### Comments/likes ratio *Why care?*

0.0 - 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.

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



### Post frequency *Why care?*

9.8 posts per week

### Followers/following ratio *Why care?*

120m 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*	<b>1359260</b>	<b>N/A</b>
<b>NA</b>	Avg likes	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

17% of branded posts (1.1% 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 (0.0%).

	<b>@alexmorgan13</b> Creators & Celebrities - 1 posts	<b>1246784</b> Total likes	<b>0</b> Total comments	<b>1.0%</b> Avg engagement
	<b>@voguemagazine</b> Publishers - 1 posts	<b>1477212</b> Total likes	<b>0</b> Total comments	<b>1.2%</b> Avg engagement