
**QUALITY SCORE**

76
OF 100

**Good**
Healthy values in most indicators.

@tomcruise

http://tomcruise.com/

**CORE METRICS**

- **Engagement rate**
  - **13.1% - 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 (followers segment)**

  ![Engagement rate distribution graph]

  - **0 - 2.6%**
  - **2.6% - 5.2%**
  - **5.2% - 7.8%**
  - **7.8% - 10.4%**
  - **10.4% - 13.0%**
  - **13.0% - 15.6%**
  - **15.6% - 18.2%**
  - **18.2% - 21.8%**

- **Photo post metrics**

  Photo post metrics are the average metrics for the last 12 photo posts.

  - **Avg likes**: 700K
  - **Avg comments**: 10K

- **Video post metrics**

  Estimated cost of promotional post*: $65K - $120K
Follower growth rate

Why care?

0.6% in the last 4 weeks

Follower evolution

Post frequency

Why care?

0.1 posts per week

Comments/likes ratio

Why care?

1.5 - High

About 30% 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.

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

<table>
<thead>
<tr>
<th>Views</th>
<th>Likes</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.2M</td>
<td>540K</td>
<td>23K</td>
</tr>
</tbody>
</table>

Estimated cost of promotional video*

$300K - $560K

*These ranges may vary by country, depending on whether the influencer is a personality outside of social networks or other external reasons.
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.

![Pie chart showing the percentage of suspicious followers and real followers.](chart)

**Audience Location**  Why care?
A break down by country of the location of the influencer’s active audience.

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>12</td>
</tr>
<tr>
<td>United States</td>
<td>11</td>
</tr>
<tr>
<td>Italy</td>
<td>9</td>
</tr>
<tr>
<td>Brazil</td>
<td>8</td>
</tr>
<tr>
<td>Germany</td>
<td>7</td>
</tr>
<tr>
<td>Indonesia</td>
<td>6</td>
</tr>
<tr>
<td>Mexico</td>
<td>3</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3</td>
</tr>
</tbody>
</table>

**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 Gender Graph](image)

**Audience Interests**  
Why care?
A break down by interest of the influencer's active audience.

![Audience Interests Pie Chart](image)
Audience Language

Why care?

A break down by language of the influencer’s active audience.

BRAND MENTIONS

8.3% of branded posts (7.8% 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 (13.1%).

@topgunmovie

Content & Apps - 1 posts

410K Total likes

9.6K Total comments

7.8% Avg engagement