



@tomcruise ✓

Tom Cruise



39
posts

3.3m
followers

33
following

14.4%
engagement

Actor. Producer. Running in movies since 1981.

Acting Cinema, Theater and Dance

SOCIAL NETWORKS & WEBSITES

tomcruise

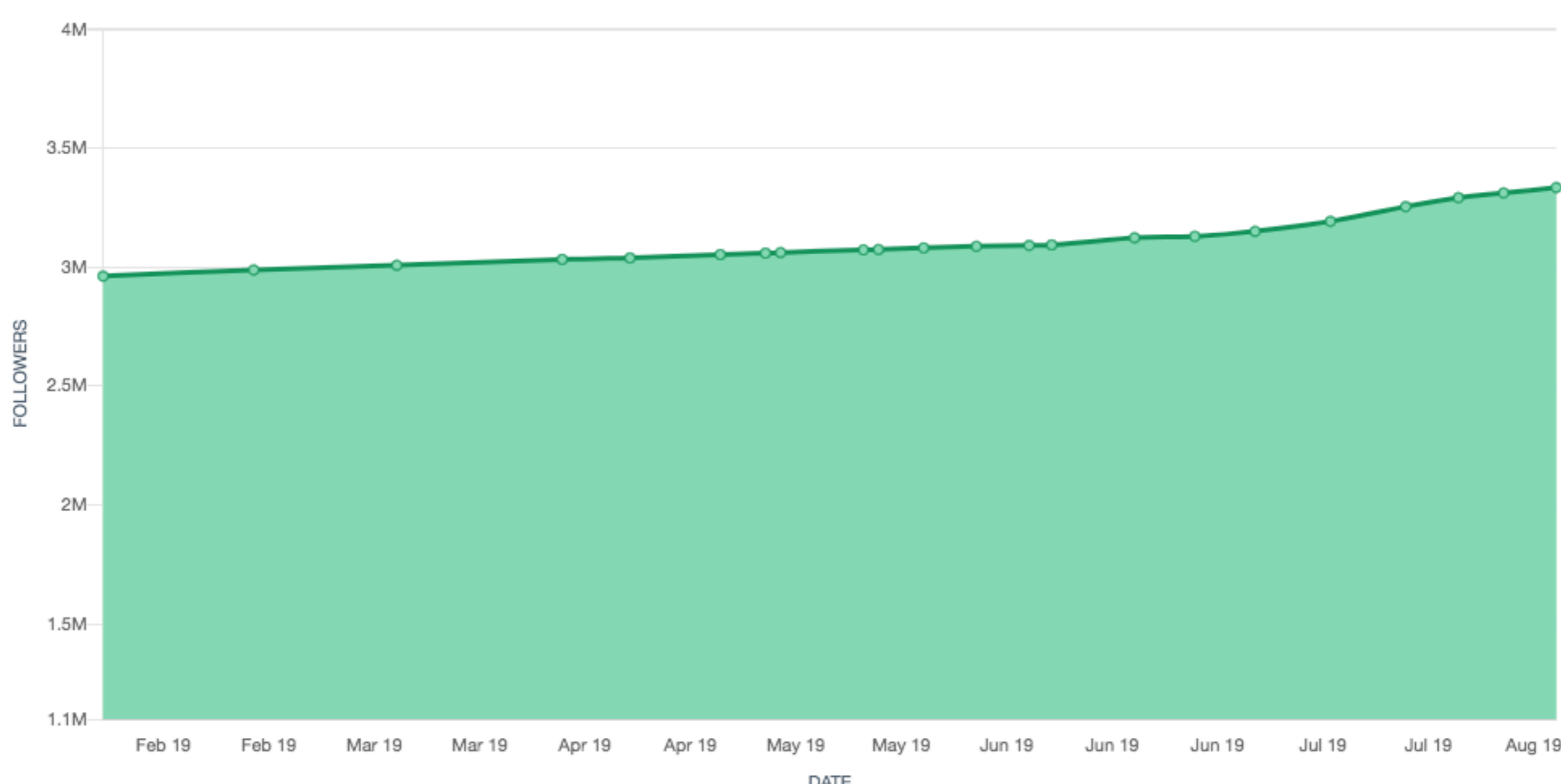
Profile analytics

83 OF 100
QUALITY SCORE
Very good
Most indicators looking great.

Follower growth rate Why care?

4.1% in the last 4 weeks

Follower evolution



Engagement rate Why care?

14.4% - 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)

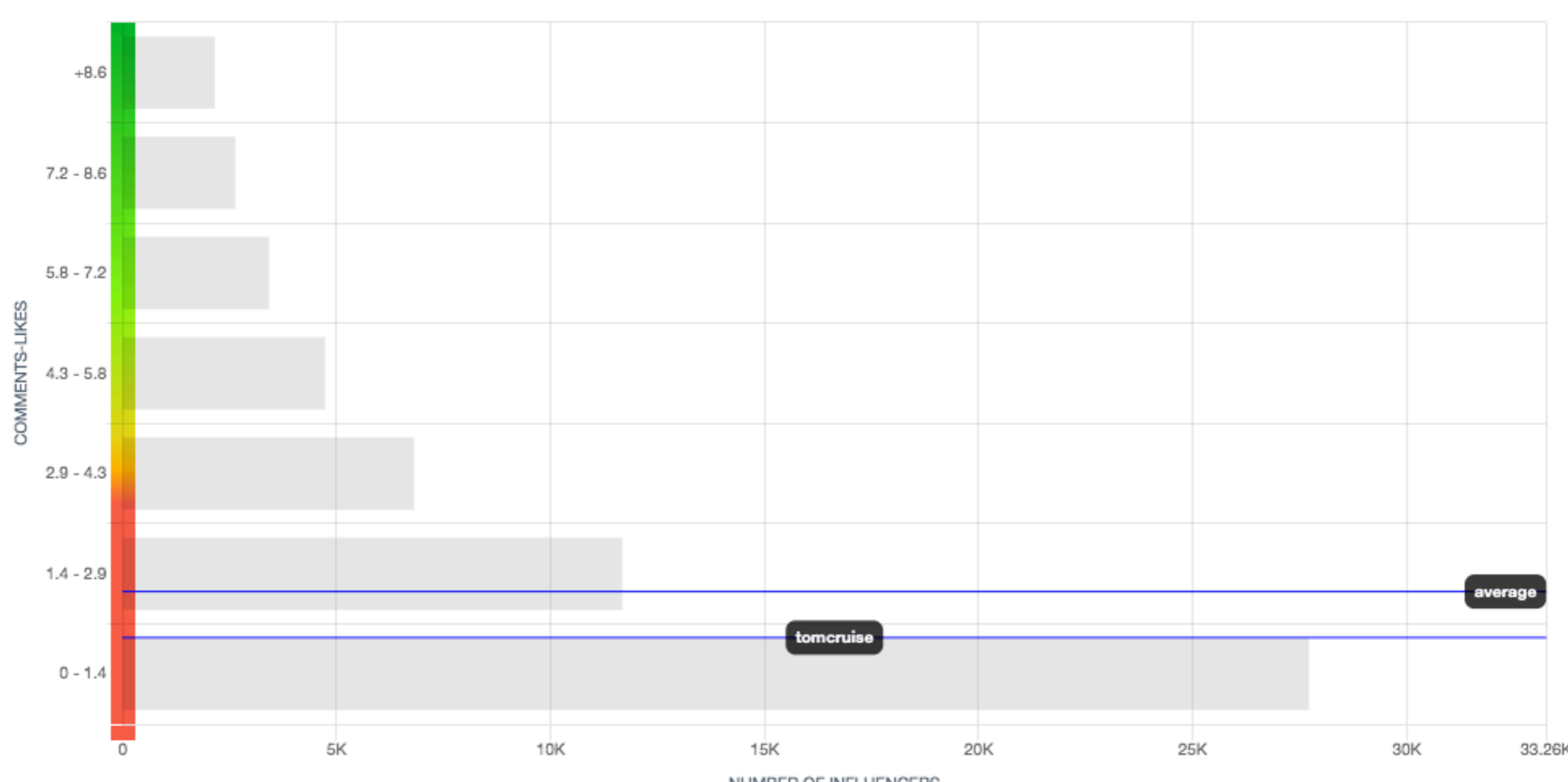


Comments/likes ratio Why care?

1.1 - 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?

0.19 posts per week

Followers/following ratio Why care?

100k 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***

\$40k — \$74k

475829 Avg likes

5277 Avg comments

Video post metrics

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

Estimated cost of promotional **video***

\$150k — \$270k

937636 Views

324424 Likes

14680 Comments

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