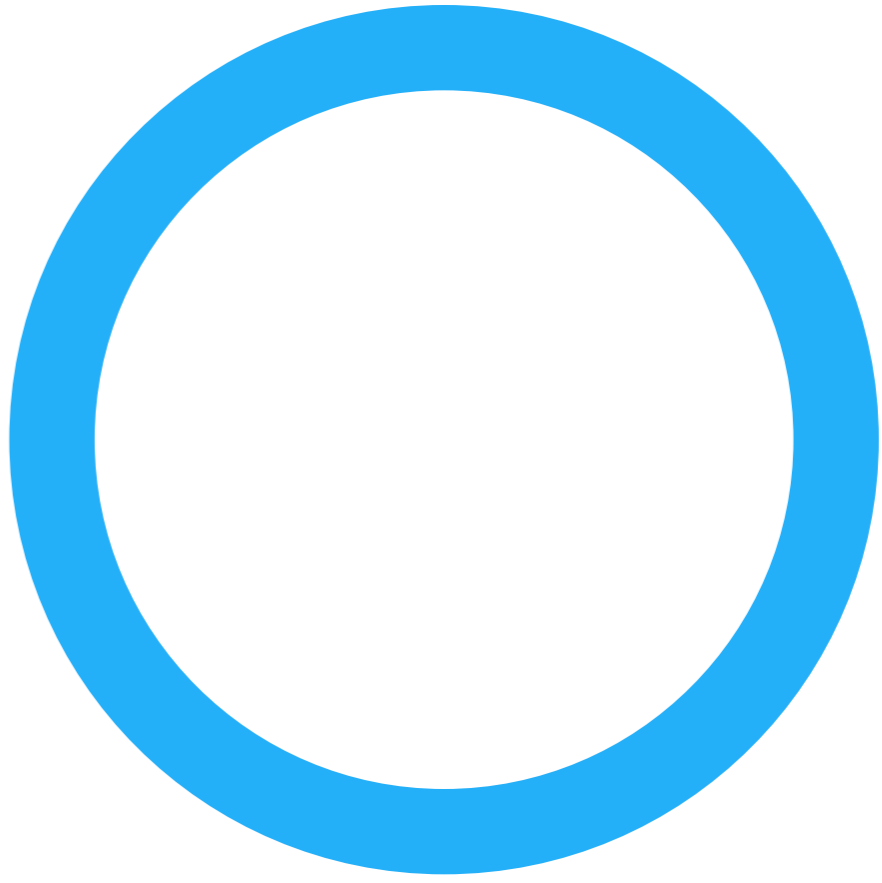
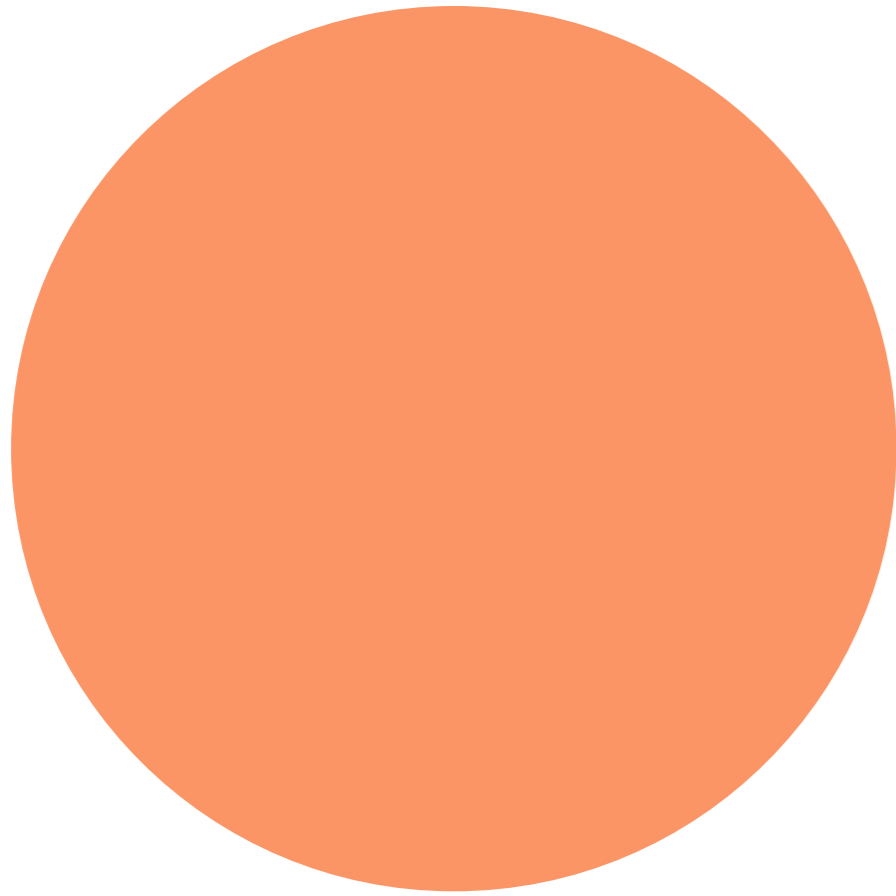


Influencer Analytics



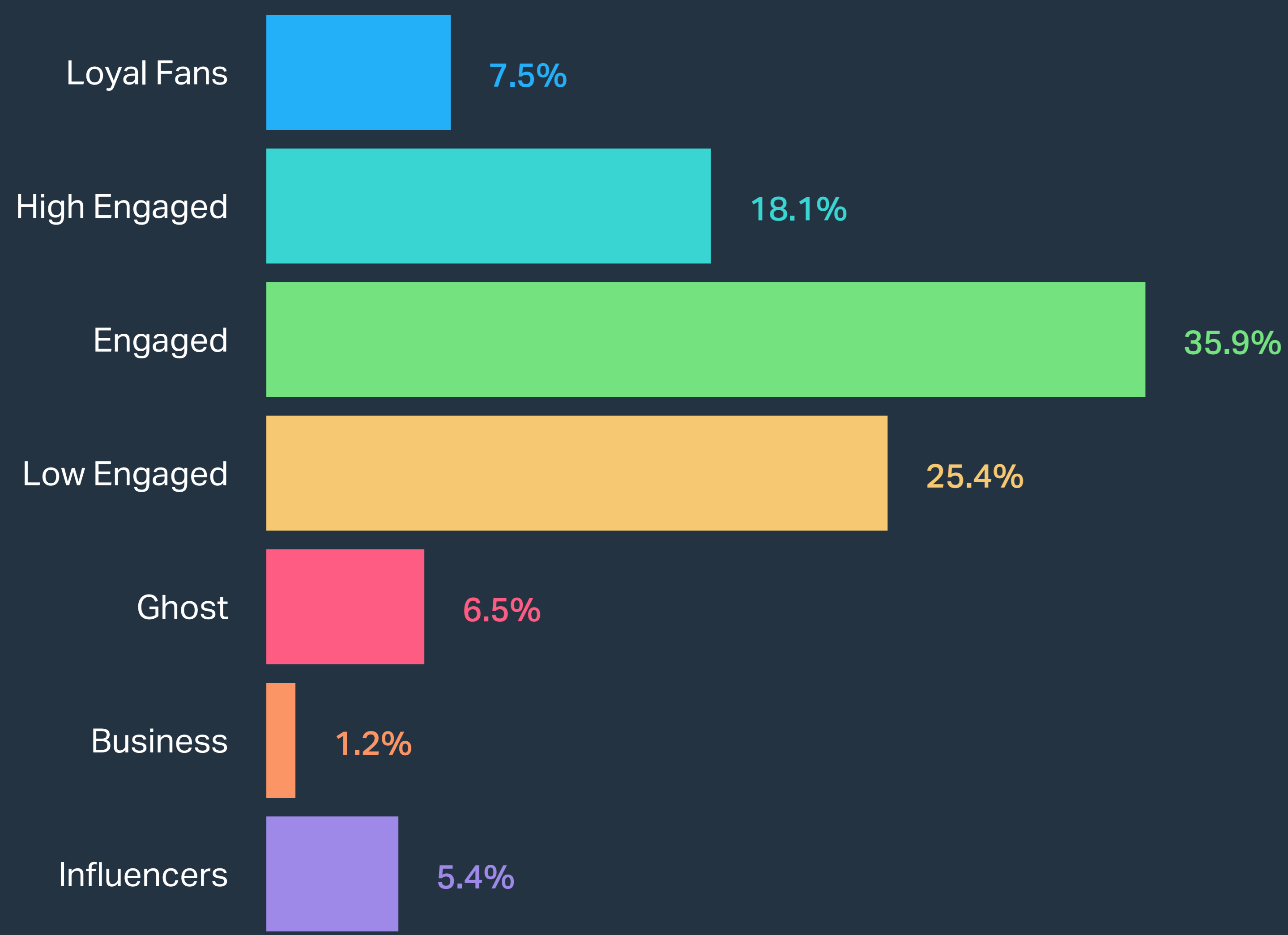


214 posts 93.9k followers 234 following

VALUABLE FOLLOWERS

53,555 93

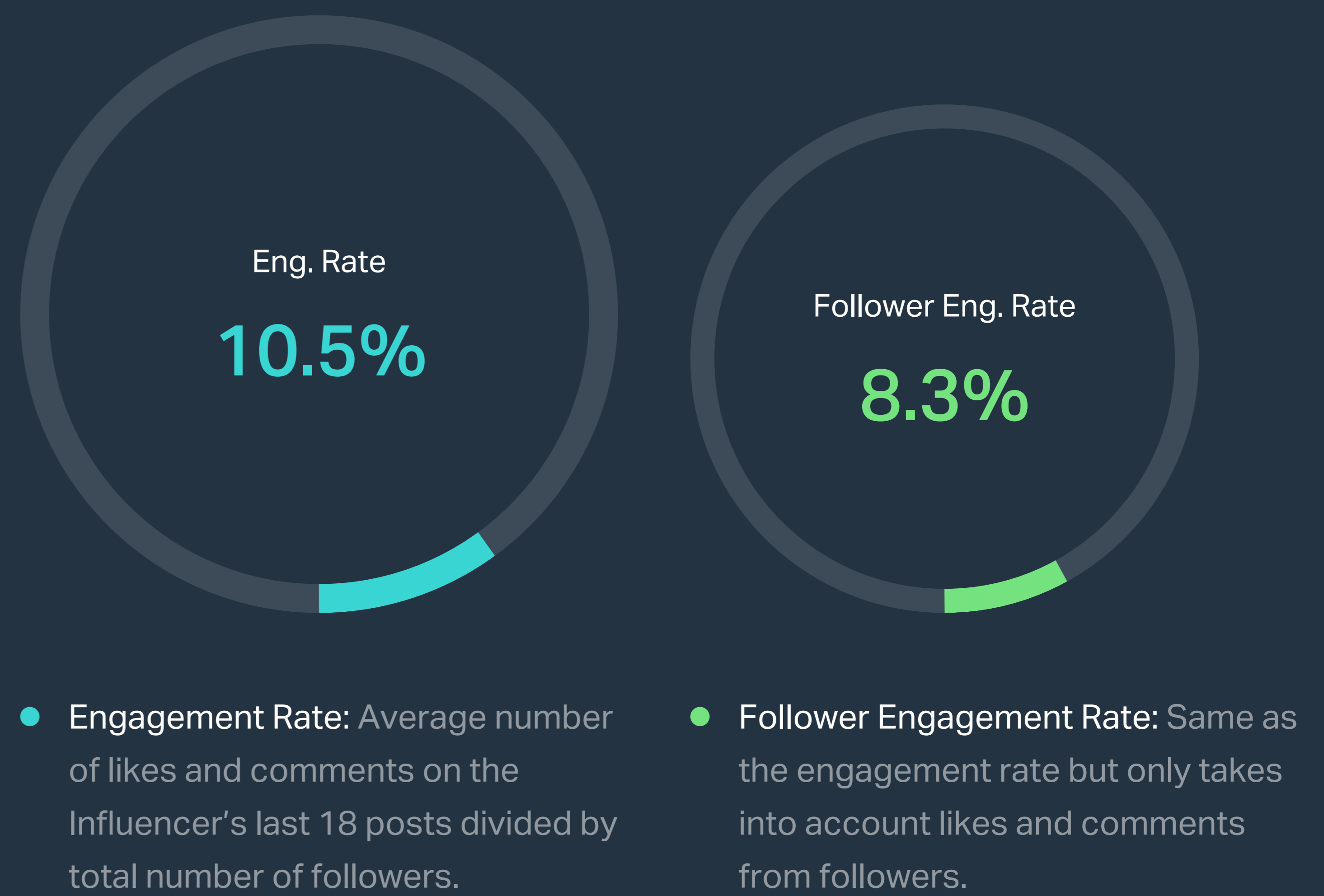
FOLLOWER BREAKDOWN



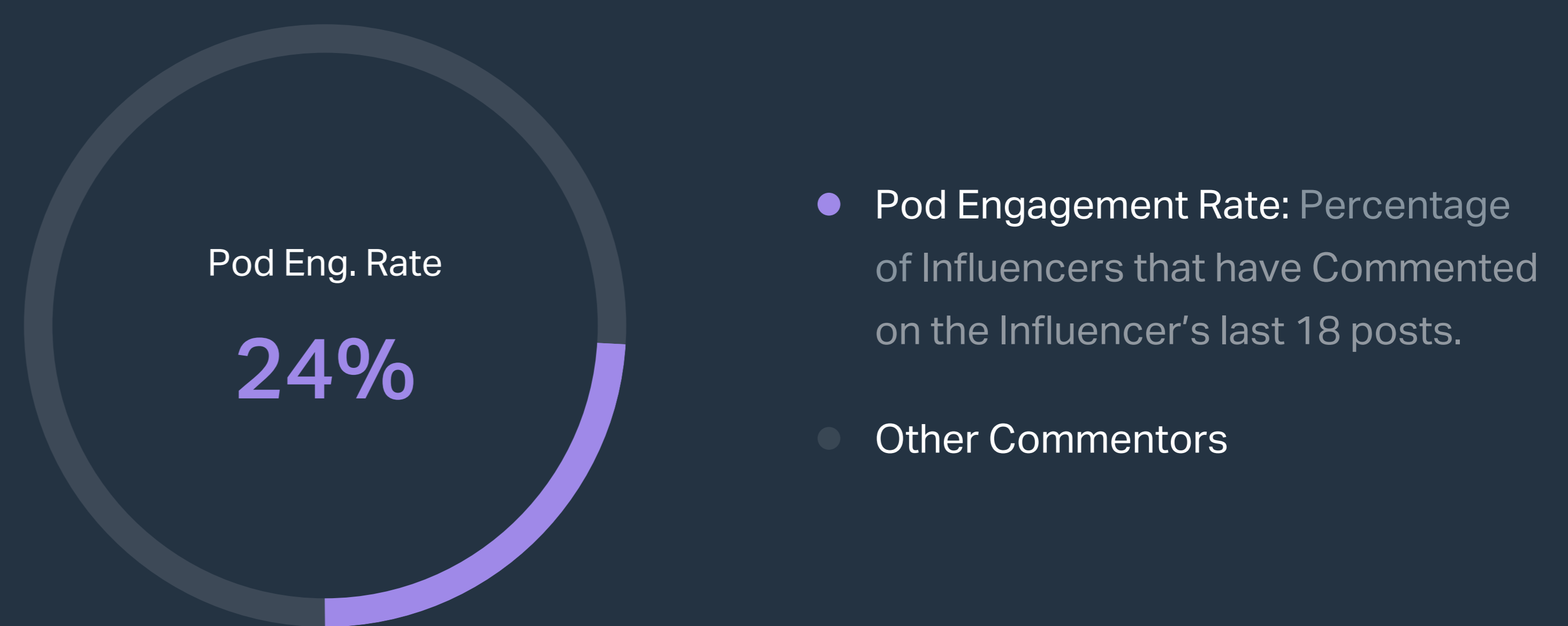
PROFILE TYPES

- Loyal Fans** are high quality profiles that deeply interact with an Influencer.
- High Engaged** are high quality profiles that regularly interact with an Influencer.
- Engaged** are high quality profiles that occasionally interact with an Influencer & low quality profiles that regularly interact with an Influencer.
- Low Engaged** are low quality profiles that rarely interact with an Influencer.
- Ghost** are suspicious profiles that do not engage in activity.
- Business** are profiles that are run by companies/brands.
- Influencers** are profiles that have large followings.

ENGAGEMENT RATE

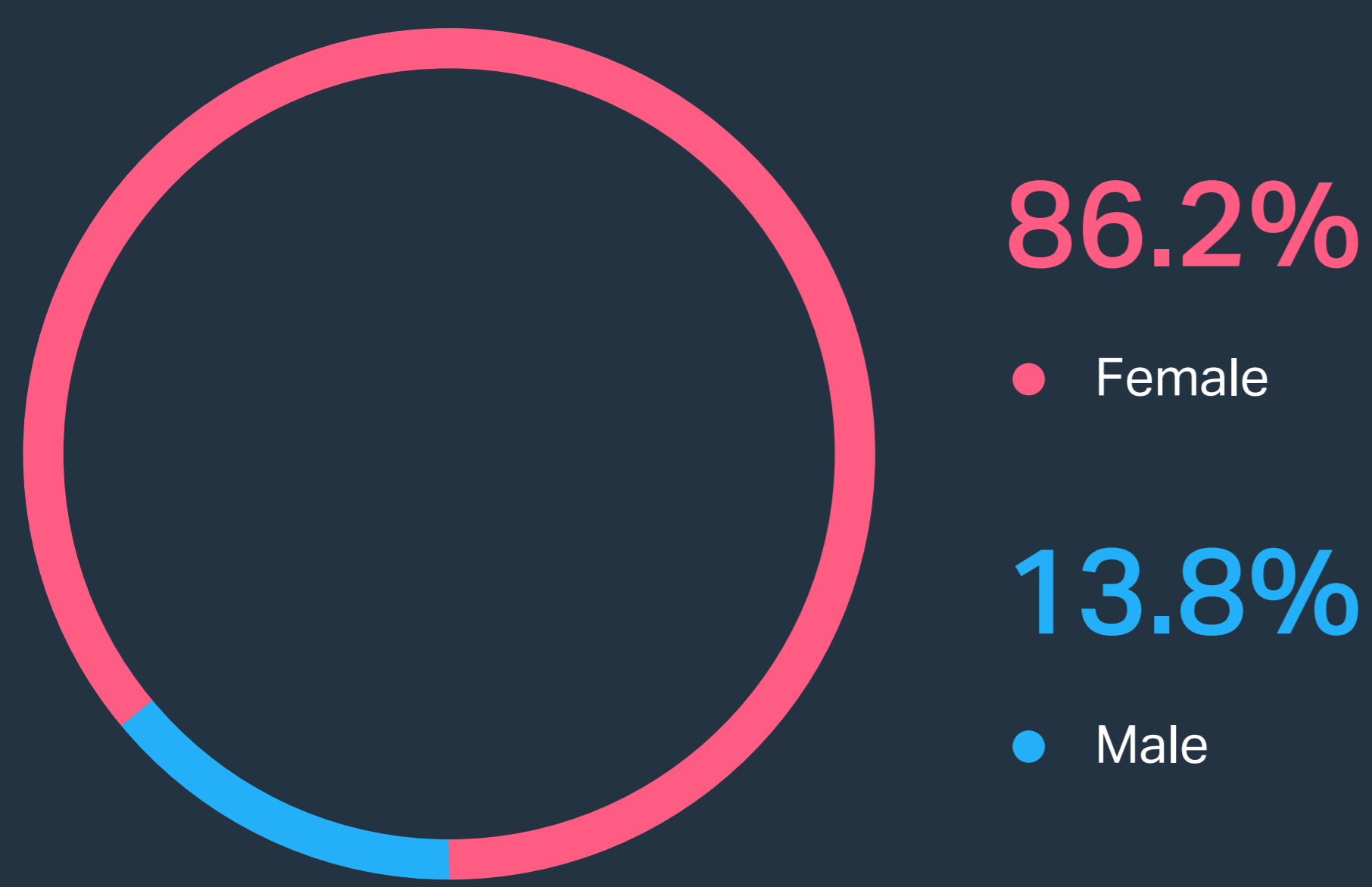


POD ENGAGEMENT RATE

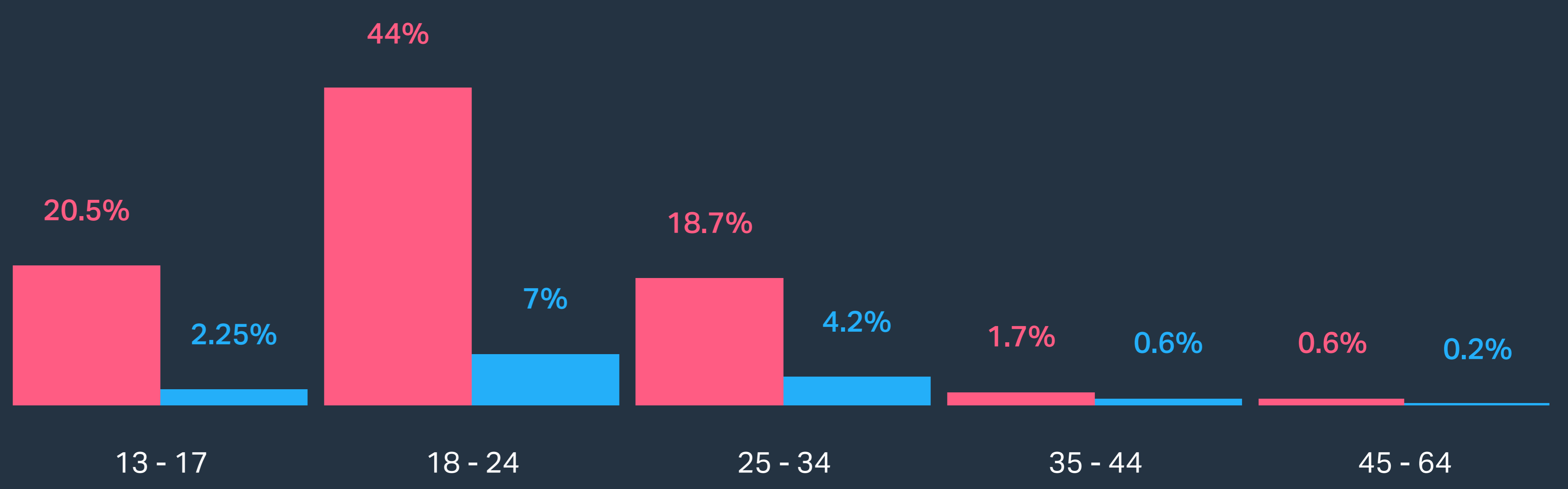


Audience Demographics

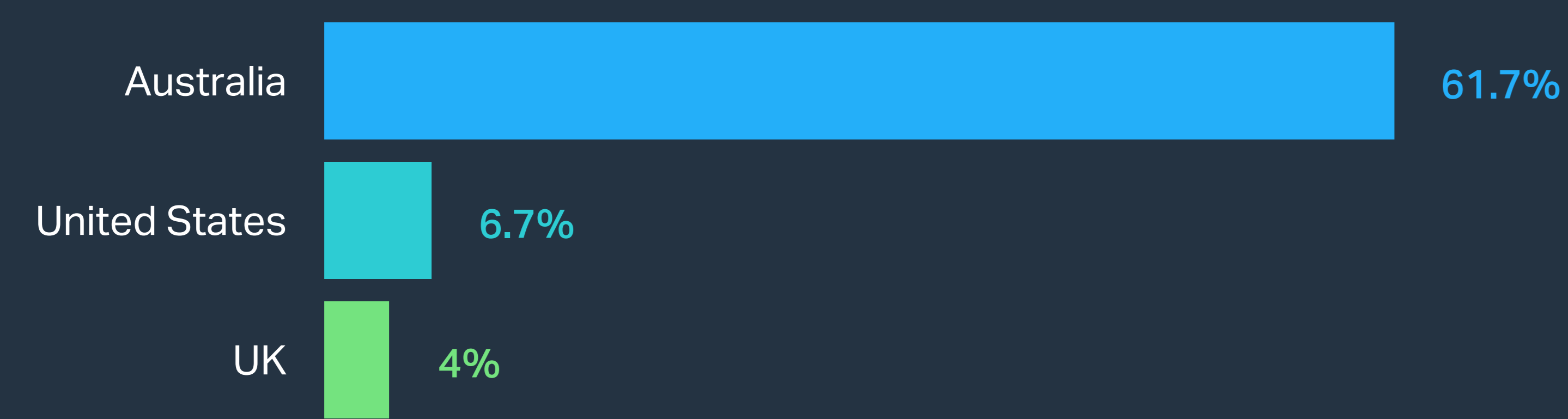
GENDER



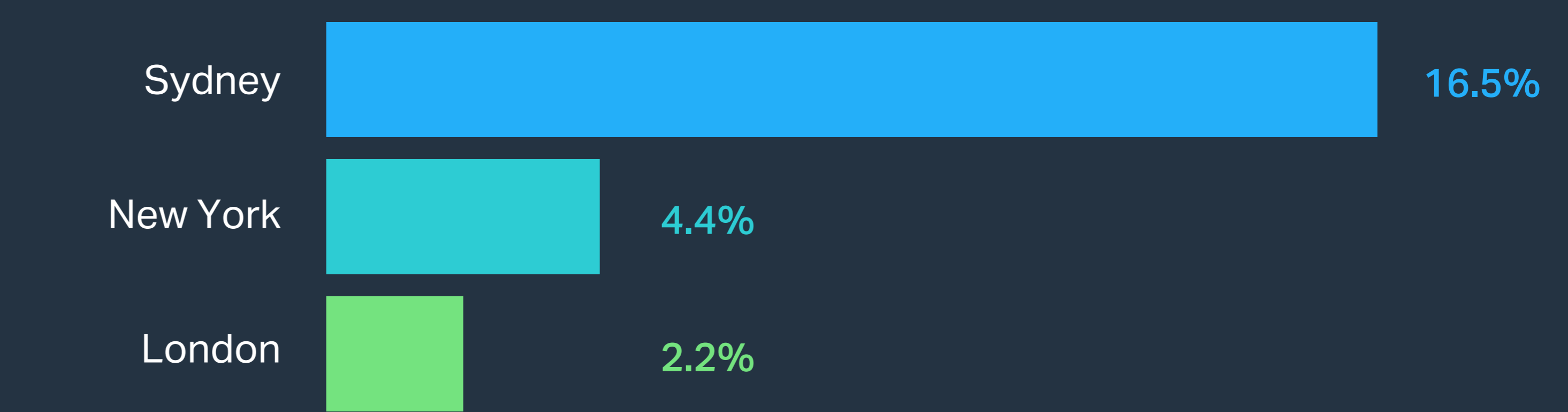
AGE AND GENDER SPLIT



LOCATION BY COUNTRY



LOCATION BY CITY

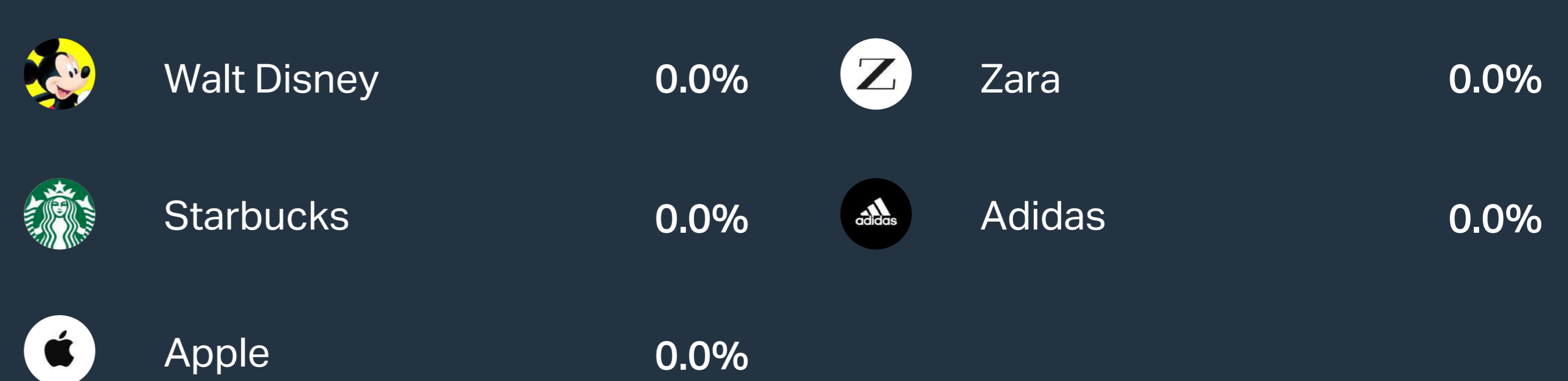


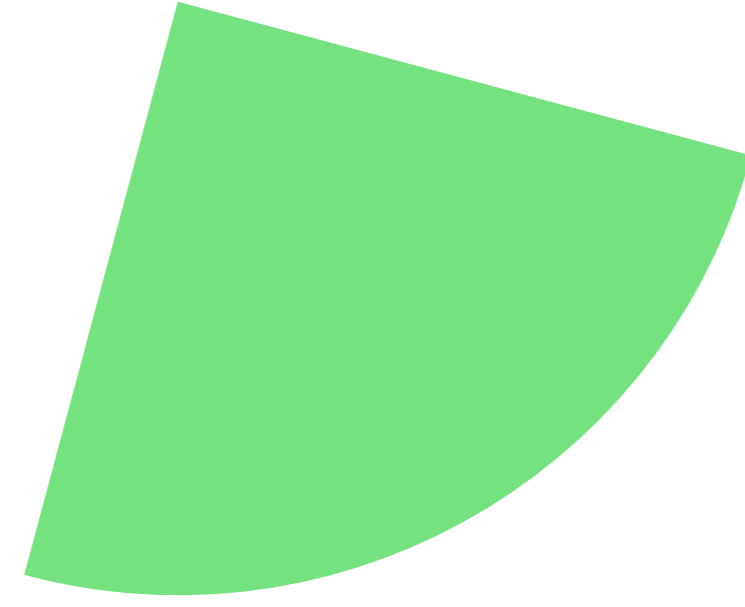
Audience Interests

CATEGORY INTERESTS

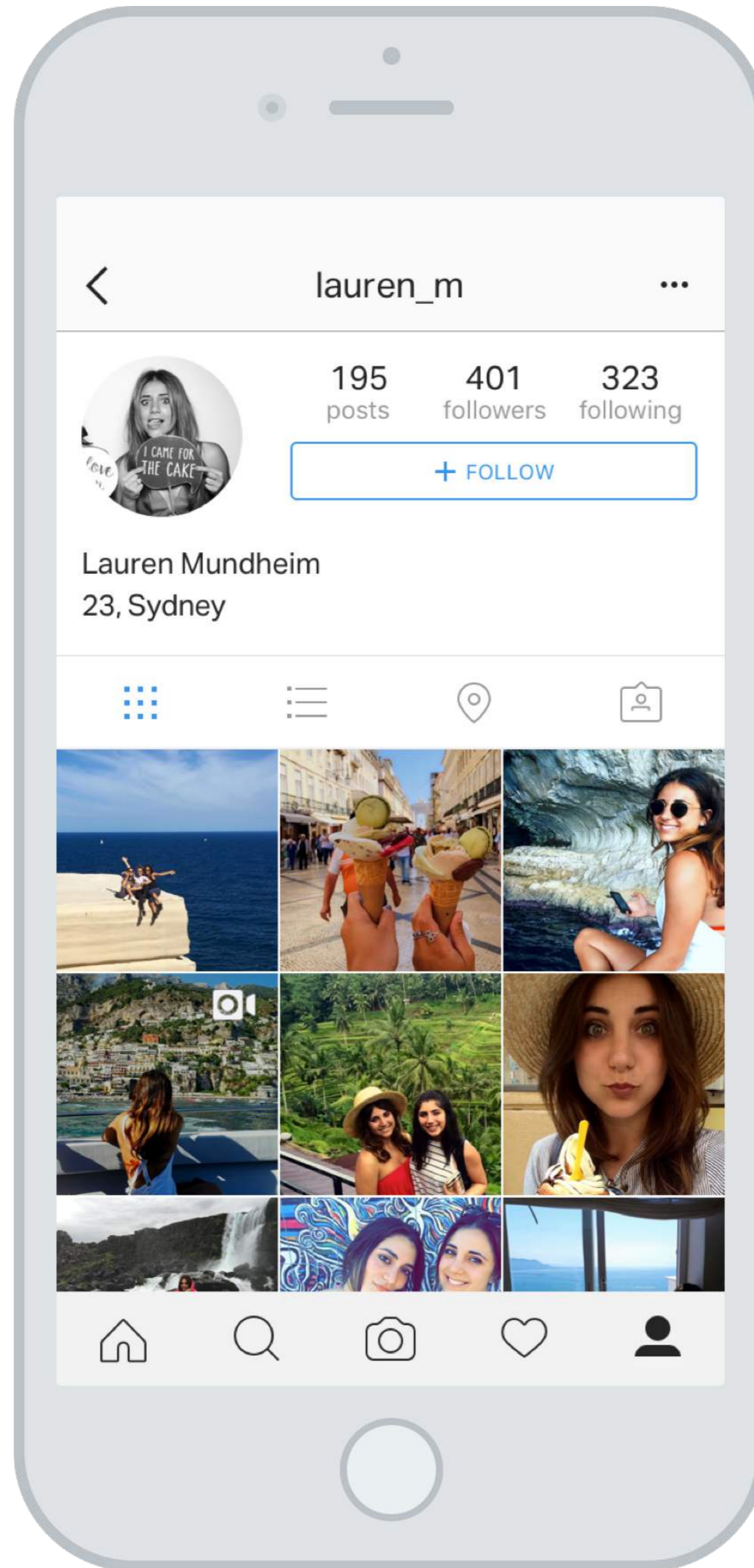


BRAND INTERESTS





Profile Types



HIGH QUALITY PROFILES

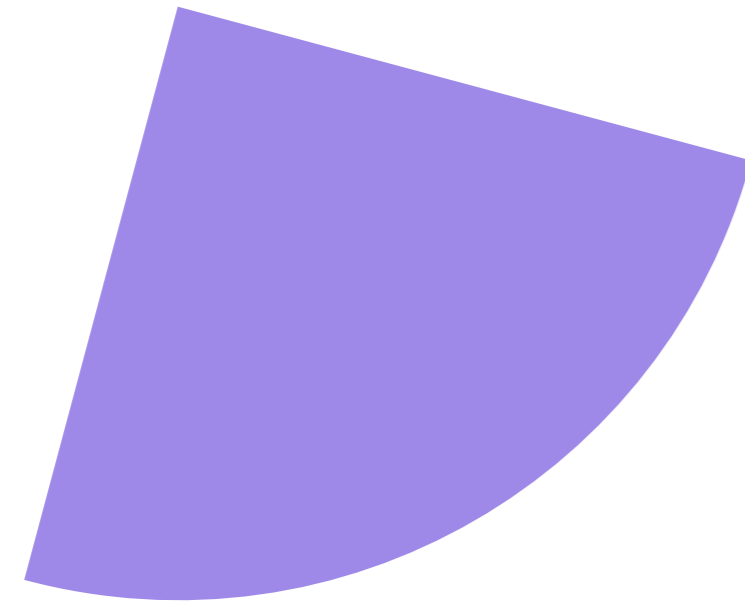
Loyal Fans, High Engaged & Engaged

They are your everyday person that enjoys spending time surfing Instagram and sharing photos with friends and family.

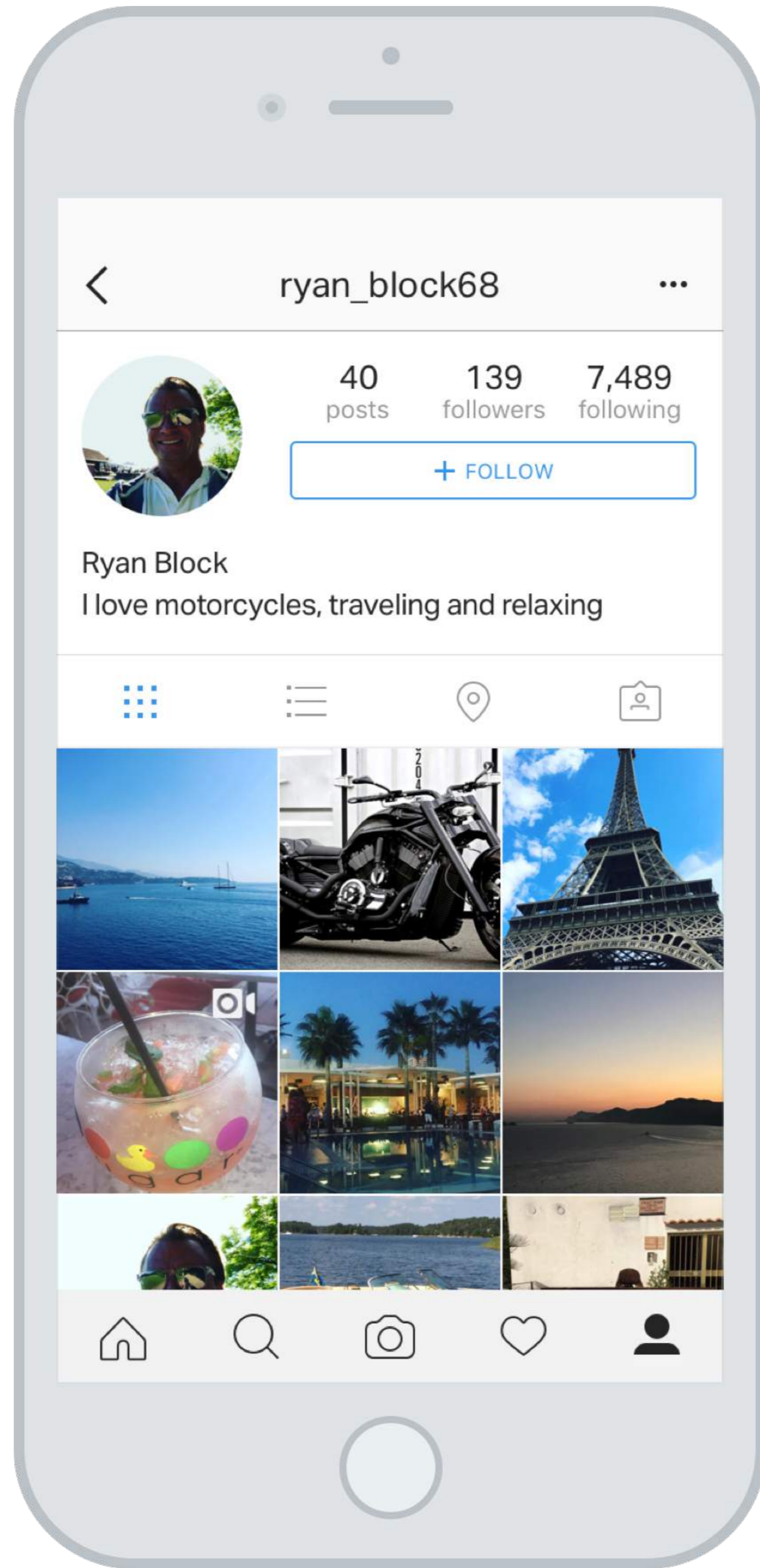
These profile types are categorised on their level of activity with the Influencer.

Typically, Loyal Fans will interact the most, followed by High Engaged and then Engaged users.





Profile Types



LOW QUALITY PROFILES

Low Engaged

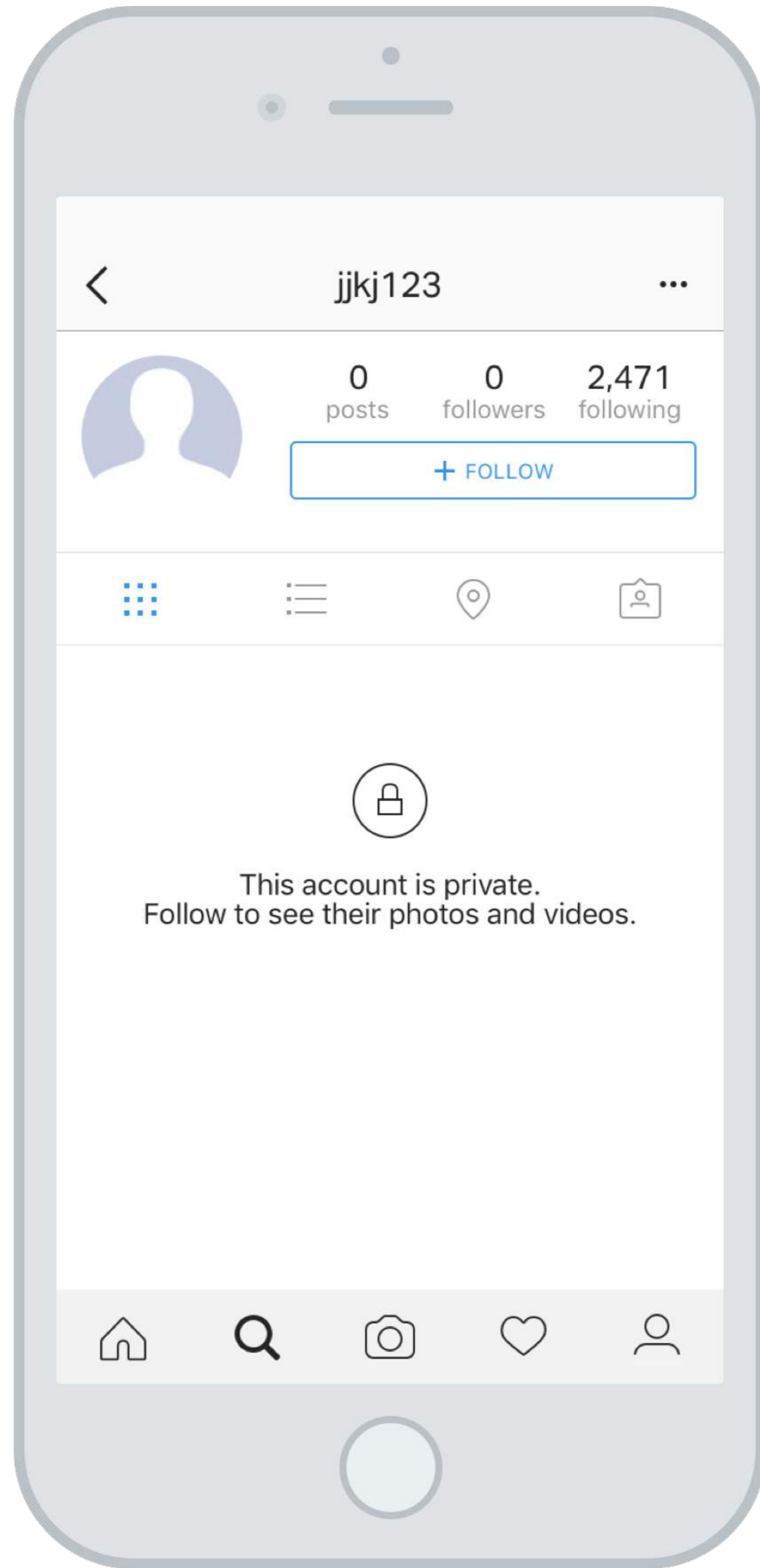
These profiles tend to have high a 'following' – at least 3 times the number of their 'followers'.

Their busy feeds decreases their chances of seeing the influencer's post, thus limiting their engagement with the influencer. Therefore these profile types are seen as not valuable.





Profile Types



SUSPICIOUS PROFILES

Ghost

These profiles are inactive and are generally created by bots. They have almost zero activity and interact rarely with the influencer.

These are the type of profiles you do not want an Influencer to have.



Frequently Asked Questions

Engagement Rate

What is it?

The Engagement Rate takes into account the Influencer's average likes and comments (minus interactions from Ghost accounts) from the last 18 posts, divided by their total following.

What does it mean for a Brand?

Influencers with high engagement rates tend to be more effective in achieving campaign objectives. However, this metric should be used in conjunction with the Follower Engagement Rate to ensure that interactions have not been paid-for.

Follower Engagement Rate

What is it?

The 'Follower' Engagement Rate is the same as the Engagement Rate however it only takes into account the likes and comments that come from an Influencer's followers.

What does it mean for a Brand?

If a significant proportion of an Influencer's likes and comments are coming from outside their followers, an Influencer is most likely buying their likes. You want the 'Follower' Engagement Rate to be similar to the Engagement Rate. This will increase the likelihood of the target audience engaging with an Influencer's post.

Frequently Asked Questions

Pod Engagement Rate

What is a Pod?

A Pod is a group of Instagram Influencers that follow, like and comment on each others posts to boost the performance of each members post. They were created by Influencers to combat the new Instagram algorithm that controls the way that posts are ordered in user feeds.

How is the Pod Engagement Calculated?

The Pod Engagement Rate takes into account the number of Influencer comments from the last 18 posts, divided by the total number of comments. An 'Influencer comment' is a comment written that comes from an Influencer profile.

What does it mean for a Brand?

The Pod Engagement Rate will be able to identify the likelihood of an Influencer partaking in Pods. Brands need to be made aware of an Influencer's Pod Engagement Rate in order to distinguish between real and fake conversation on their posts.