



@GLOBEPOSTZ - Globes Posts

Overview

Audience Quality Score

85 of 100 Very Good



Top Country: United States 11.0%



Top City: Paris 2.0%



Top Audience: Female 25-34 21.1%



Quality Audience

7.6K

Authentic Engagement

380 per post

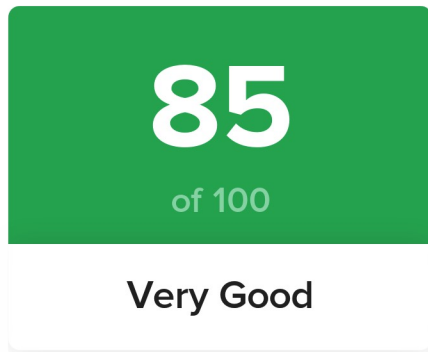
Engagement Rate

4.99%

Estimated Reach

1.5K—10K

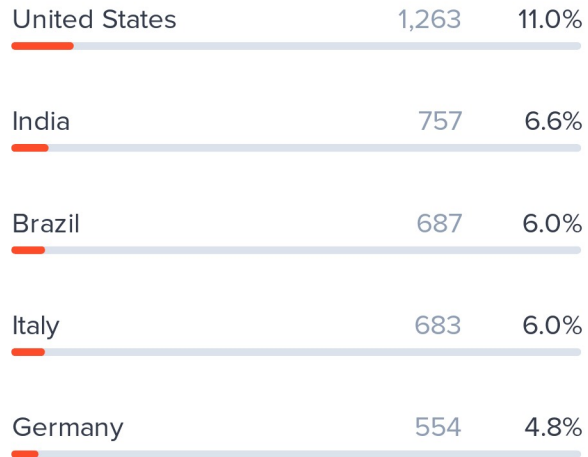
Audience Quality Score



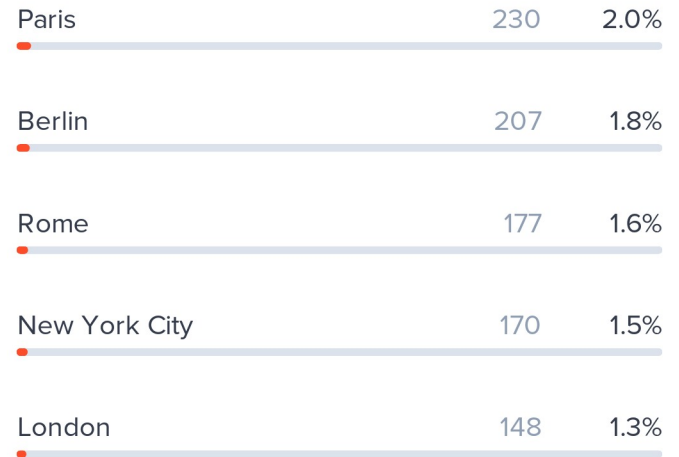
- High percent of authentic audience
- Very good likes activity
- Very good comments activity

AQS is a 1 to 100 metric which combines audience quality (not number), engagement rate and it's authenticity into one metric

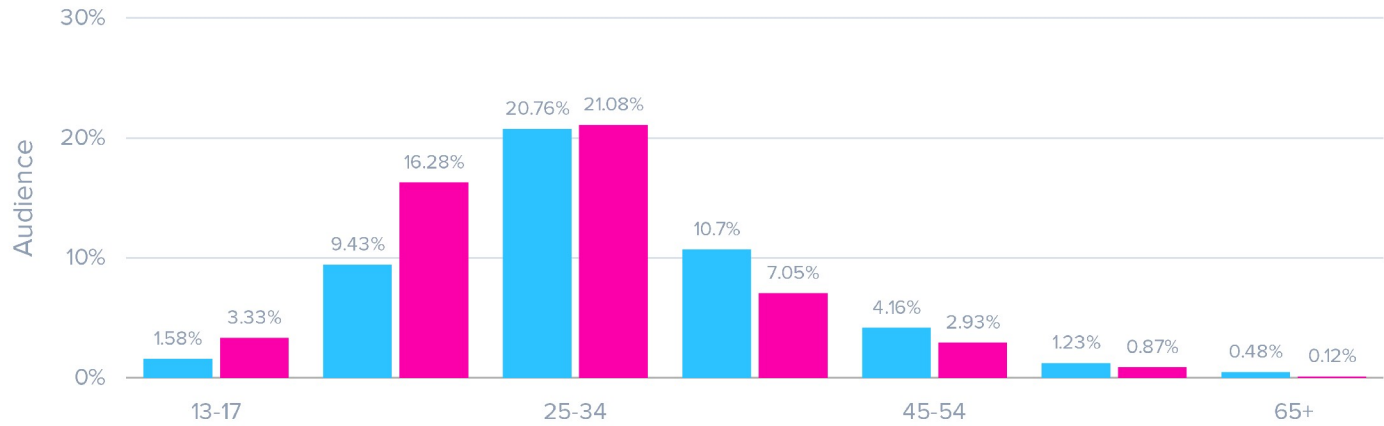
Audience Countries



Audience Cities



Audience

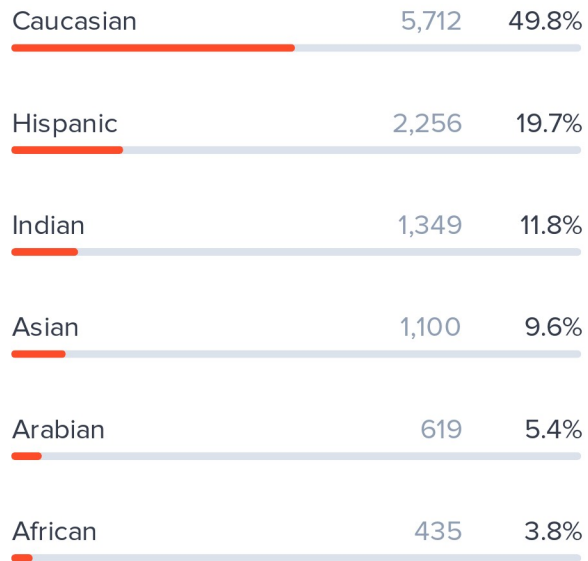


● Male 48.34%

● Female 51.66%

● Adults 87.95%

Audience Ethnicity



Audience Language



Audience Type



Real People	7,489	65.3%
Suspicious Accounts	1,961	17.1%
Mass followers	1,876	16.4%
Influencers	144	1.3%

Estimated Reach

1.5K—10K

Audience Reachability

● Good

83.6% of audience have less than 1,500 followings, similar accounts have **78.3%** in average

Audience Authenticity

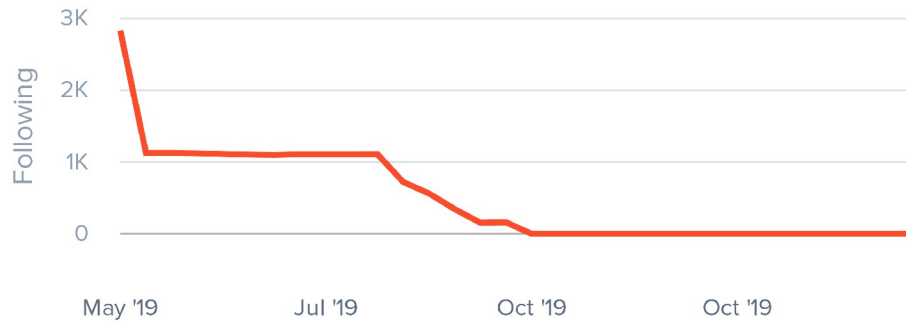
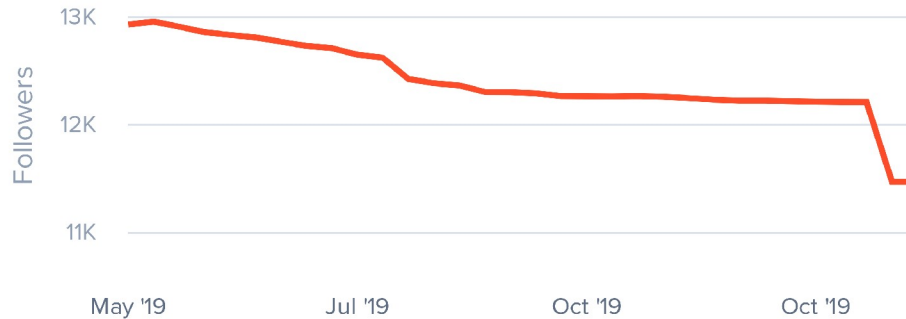
● Good

66.5% of audience look authentic, similar accounts have **57.0%** of authentic audience on average

Growth Analysis

● Negative trend

Negative trend detected on followers graph



4 Week Followers Growth

-123 -1.07%

Yearly Growth Rate

● **Poor**

-12.7%

@globepostz grew by **-1460 followers** in the last year.

Accounts of similar size have a growth rate **12.7%** per year

Audience Interests

Travel & Tourism 6,769 59.0%



Beauty & Fashion 6,310 55.0%



Photography 6,195 54.0%



How-to & Style 5,736 50.0%



Fitness & Yoga 4,474 39.0%



Restaurants, Food & Grocery 4,359 38.0%



Art & Design 4,130 36.0%



Business & Careers 3,900 34.0%



Technology & Science 3,900 34.0%



Books and Literature 3,900 34.0%



Entertainment 3,671 32.0%



Sports 3,671 32.0%



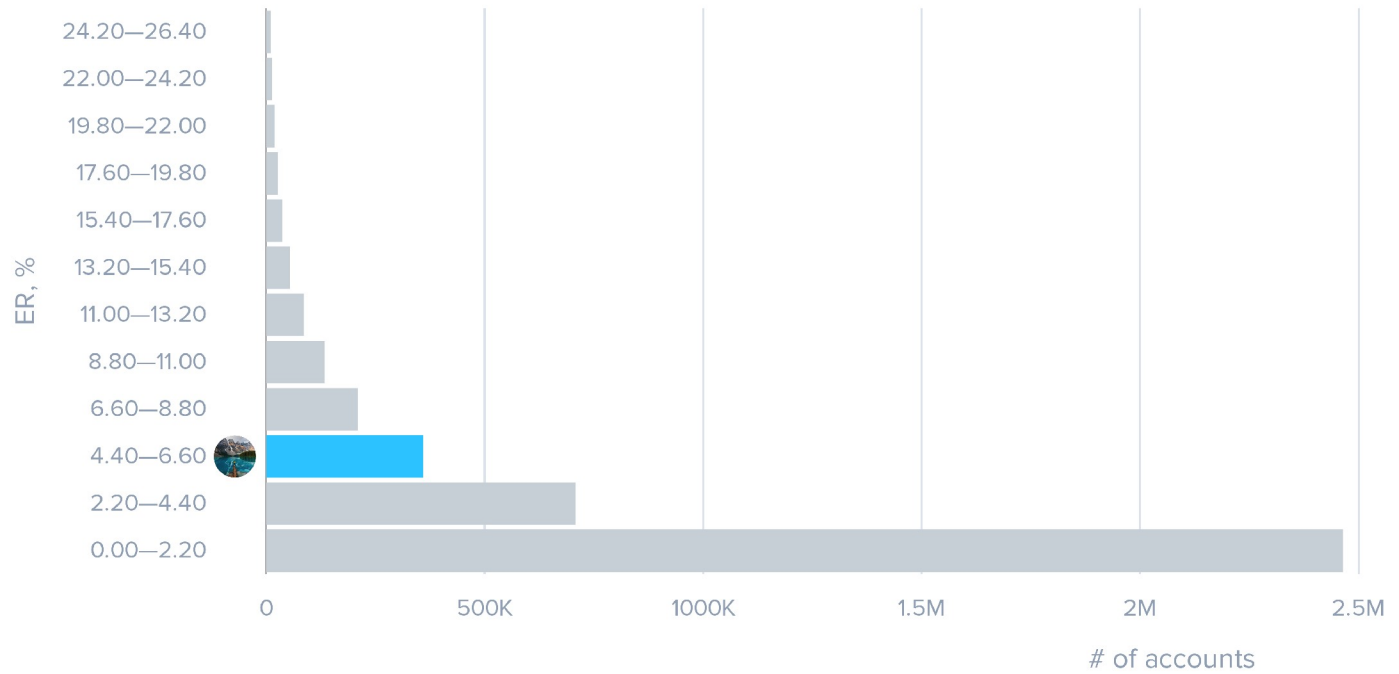
Music 3,671 32.0%



Engagement Rate

● Excellent

4.99% of audience like or comment the content, similar accounts receive 1.51% engagements



Engagement

Avg Likes per post

566

Likes spread

● **Good**

Spread in likes between posts is **97.00%**
similar accounts have **43.23%**

Likes-Comment Ratio

● **Good**

@globepostz receives **2.3** comments per
100 likes, similar accounts receive **4.6**
comments per 100 likes.

Avg Comments per post

13

Comments Rate

0.13%

Very good comments activity
@globepostz receives comments from
0.13% of their audience. Similar accounts
receive comments from **0.03%** of their
audience.

Comments Authenticity

● **Good**

Most of 182 recent comments looks
authentic.

Methodology & Glossary

Quality Audience

Quality Audience metrics reflects the number of followers whose activity is not identified as suspicious.

Engagement Rate (ER)

Percent of the audience who like or comment the posts (engage with the content).

Estimated Reach

Estimated number of people who see this influencer post.

Estimated Post Price

We use influencer country, followers number, engagement rate and overall audience quality to estimate post price using machine learning trained on market values. Actual price might be different.

Estimated Stories Price

We use influencer country, followers number, engagement rate and overall audience quality to estimate stories price using machine learning trained on market values. Actual price might be different.

Audience Quality Score (AQS)

Audience Quality Score is a 1-100 metric, a benchmark that measures the quality of influencer's audience. The AQS is dynamic and takes the overall performance of Instagram influencers within the same tier into account.

Adults

The audience are 21 years old or older

Audience Reachability

Audience who follow less than 1,500 accounts are considered reachable. They probably see most of the influencer's posts.

Audience Authenticity

Audience who don't look suspicious are considered quality.

Growth analysis

Growth analysis identifies follow/unfollow patterns, sudden spikes and declines to check if audience is organic.

Likes spread

Difference in number of likes between posts. If the spread is too low it might indicate that blogger have paid for artificial likes. Normally, followers like some posts more than others. That's why it's suspicious if all posts have the same amount of likes.

Likes-Comment Ratio

Likes-Comments Ratio shows if the blogger gets more likes or more comments. Significant difference from similar accounts might mean that either comments or likes number was increased artificially.

Comments Rate

Comment rate is a % of influencer's audience who comment on their most recent 12 posts.

Comments Authenticity

Comments to giveaways and contests, spammy comments, and comments that come from Instagram Pods are considered inauthentic.

Audience Type

Audience types and demography reflect active and engaged audience to be more representative.

Influencers

Accounts with >5,000 followers

Mass followers

Accounts who have more than 1500 followings. They use automatic tools for Follow/Unfollow, namely subscribe to an influencer to make them follow back. Mass followers don't see the influencer's posts.

Suspicious Accounts

Instagram bots and people who use specific services for likes, comments and followers purchase are identified as Suspicious Accounts.

Advertising Performance

Number of likes and comments received by posts with brand mentions compared to the same number for posts without mentions of brands (non-personal business accts). Note: posts like this might be not paid.

Post Frequency

Number of posts per week.

Advertising Post Frequency

Number of posts with brand (non-personal business accts) mentions per week. Note: posts like this might be not paid.

Brand Mentions

Mentions of non-personal business accts in photo descriptions. Note: posts like this might be not paid.