



CATQUIRKS - Cat Quirks

Overview

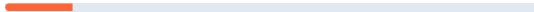
Audience Quality Score

82 of 100

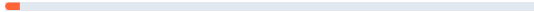
Very Good



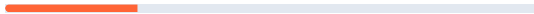
Top Country: United States 12.7%



Top City: Tehran 2.7%



Top Audience: Female 25-34 25.0%



Quality Audience

72.3K

Engagement Rate

1.17%

Estimated Post Price

\$80—\$100

Authentic Engagement

846 per post

Estimated Reach

8.5K—40K

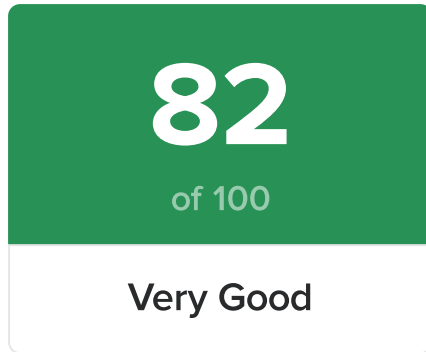
Estimated Story Price

\$20—\$85



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Audience Quality Score



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

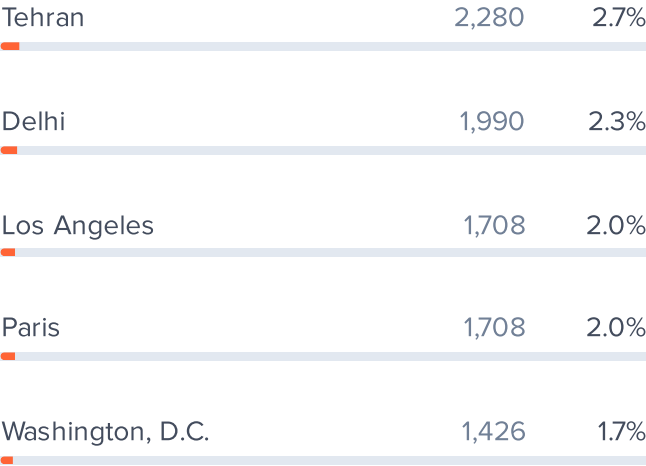
AQS is a 1 to 100 metric which combines audience quality (not number), engagement rate and it's authenticity into one metric



Audience Countries

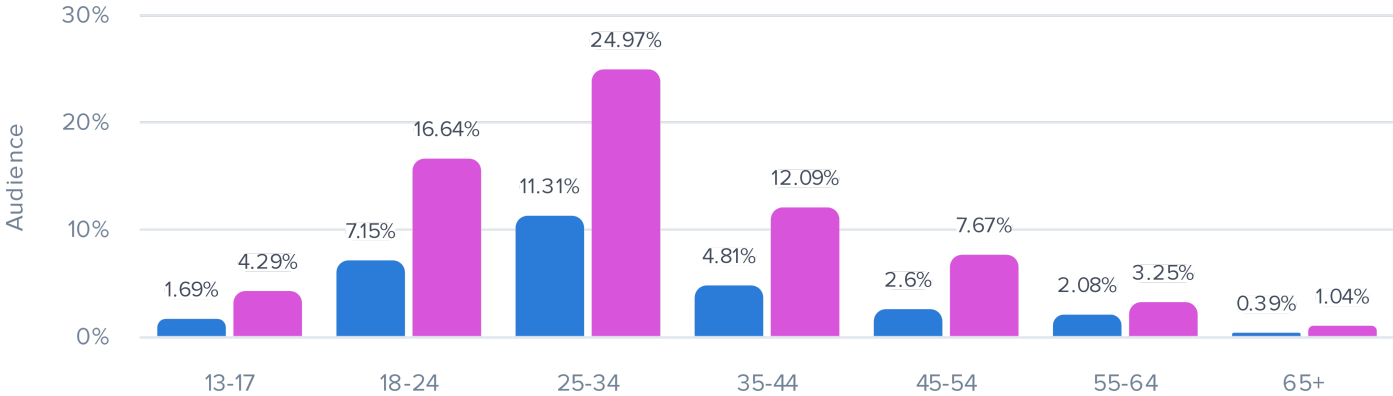


Audience Cities





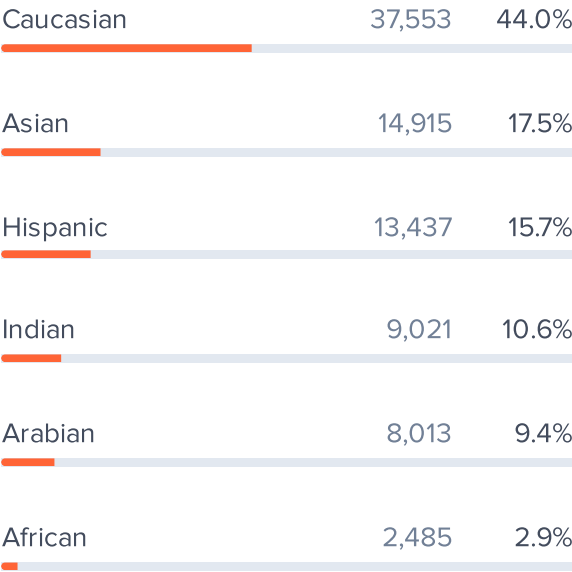
Audience



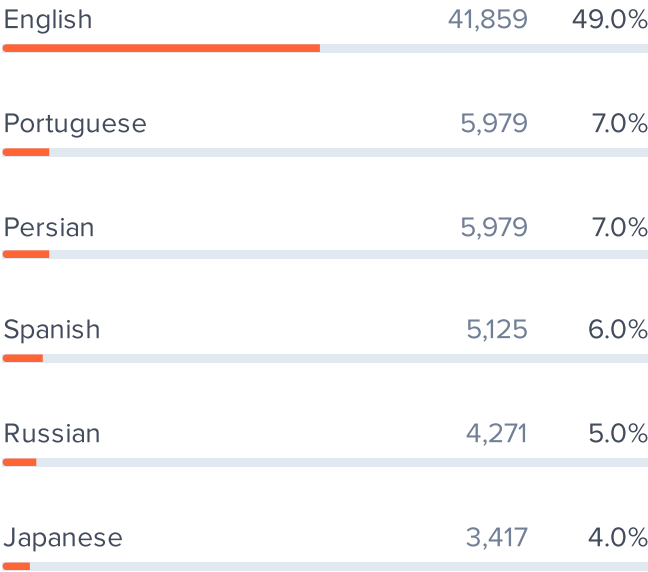
● Male 30.03% ● Female 69.95% ● Adults 87.19%



Audience Ethnicity



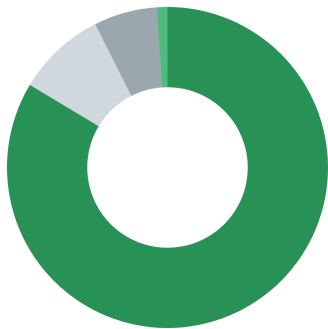
Audience Language





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Audience Type



Real People	71,416	83.6%
Suspicious Accounts	7,654	9.0%
Mass followers	5,441	6.4%
Influencers	914	1.1%

Estimated Reach

8.5K—40K

Audience Reachability

● Excellent

93.6% of audience have less than 1,500 followings, similar accounts have 79.8% in average

Audience Authenticity

● Excellent

84.7% of audience look authentic, similar accounts have 60.5% of authentic audience on average



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Notable Followers



@simba.theshortie
Simba the Minuet

266.7K followers



@happilysky_shop
🐾 กางเกง ชุดเซต ราคาน่ารัก ♡

178.7K followers



@ky.at
🐾—🐾

109.9K followers



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Growth Analysis

4 Week Followers Growth

-216 -0.25%

Yearly Growth Rate

N/A

Followers growth

● Negative trend last month

Negative trend detected on followers graph last month

Following dynamics

● Organic

No "incentivized following" patterns detected on following graph.

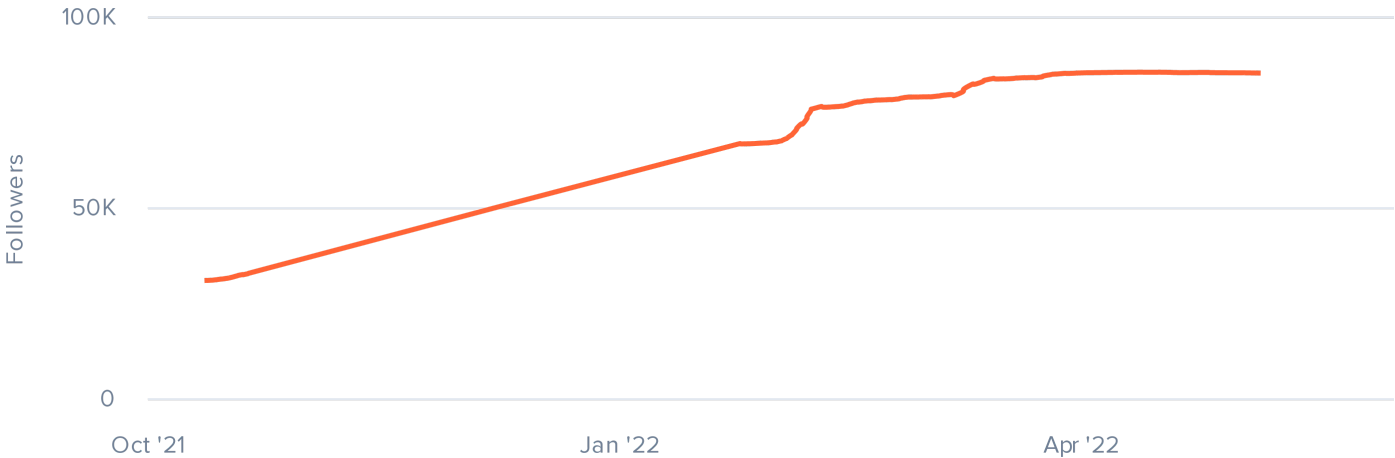


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Followers growth

● Negative trend last month

Negative trend detected on followers graph last month



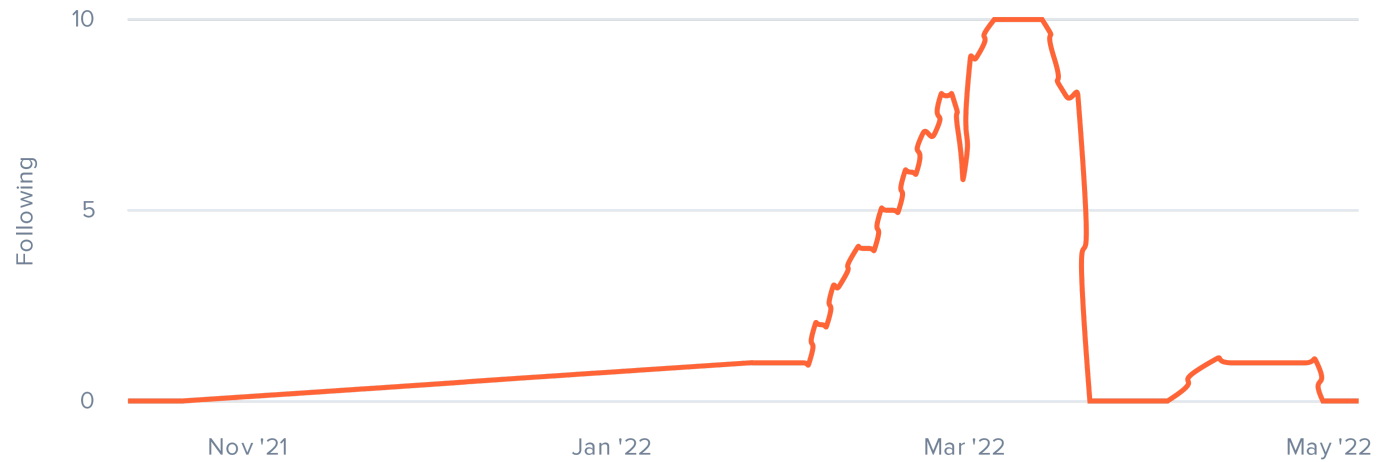


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Following dynamics

● Organic

No "incentivized following" patterns detected on following graph.





Audience Interests

Animals 67,487 79.0%

A horizontal bar chart for 'Animals' showing 67,487 (79.0%) in orange and 18,513 (21.0%) in light blue.

Nature & landscapes 64,924 76.0%

A horizontal bar chart for 'Nature & landscapes' showing 64,924 (76.0%) in orange and 20,076 (24.0%) in light blue.

Finance & Economics 57,236 67.0%

A horizontal bar chart for 'Finance & Economics' showing 57,236 (67.0%) in orange and 27,764 (33.0%) in light blue.

Science 57,236 67.0%

A horizontal bar chart for 'Science' showing 57,236 (67.0%) in orange and 27,764 (33.0%) in light blue.

Travel 50,401 59.0%

A horizontal bar chart for 'Travel' showing 50,401 (59.0%) in orange and 34,599 (41.0%) in light blue.

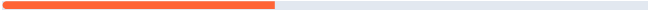
Luxury 48,693 57.0%

A horizontal bar chart for 'Luxury' showing 48,693 (57.0%) in orange and 35,707 (43.0%) in light blue.

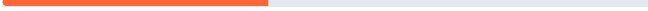
Machinery & Technologies 47,839 56.0%

A horizontal bar chart for 'Machinery & Technologies' showing 47,839 (56.0%) in orange and 37,161 (44.0%) in light blue.

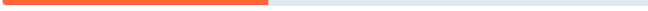
Cinema & Actors/actresses 35,879 42.0%

A horizontal bar chart for 'Cinema & Actors/actresses' showing 35,879 (42.0%) in orange and 49,121 (58.0%) in light blue.

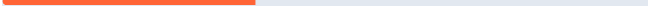
Photography 35,025 41.0%

A horizontal bar chart for 'Photography' showing 35,025 (41.0%) in orange and 49,975 (59.0%) in light blue.

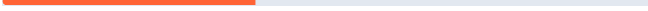
Architecture & Urban Design 35,025 41.0%

A horizontal bar chart for 'Architecture & Urban Design' showing 35,025 (41.0%) in orange and 49,975 (59.0%) in light blue.

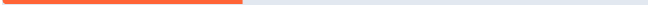
Family 33,316 39.0%

A horizontal bar chart for 'Family' showing 33,316 (39.0%) in orange and 51,684 (61.0%) in light blue.

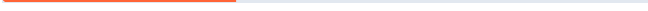
Water sports 33,316 39.0%

A horizontal bar chart for 'Water sports' showing 33,316 (39.0%) in orange and 51,684 (61.0%) in light blue.

Business & Careers 31,607 37.0%

A horizontal bar chart for 'Business & Careers' showing 31,607 (37.0%) in orange and 53,393 (63.0%) in light blue.

DIY & Design 30,753 36.0%

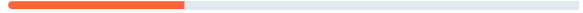
A horizontal bar chart for 'DIY & Design' showing 30,753 (36.0%) in orange and 54,247 (64.0%) in light blue.



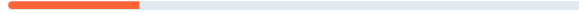
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Audience Yearly Household Income

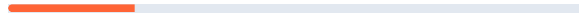
0k-5k 26,431 30.9%

A horizontal bar chart for the 0k-5k income range. The bar is light blue and extends across the width of the chart area. A red segment at the beginning of the bar represents the 30.9% value.

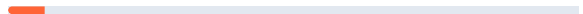
5k-10k 19,690 23.1%

A horizontal bar chart for the 5k-10k income range. The bar is light blue and extends across the width of the chart area. A red segment at the beginning of the bar represents the 23.1% value.

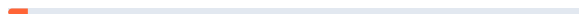
10k-25k 18,981 22.2%

A horizontal bar chart for the 10k-25k income range. The bar is light blue and extends across the width of the chart area. A red segment at the beginning of the bar represents the 22.2% value.

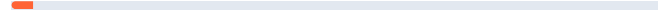
25k-50k 5,501 6.4%

A horizontal bar chart for the 25k-50k income range. The bar is light blue and extends across the width of the chart area. A red segment at the beginning of the bar represents the 6.4% value.

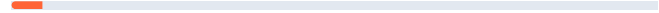
50k-75k 2,981 3.5%

A horizontal bar chart for the 50k-75k income range. The bar is light blue and extends across the width of the chart area. A red segment at the beginning of the bar represents the 3.5% value.

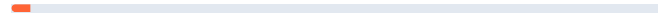
75k-100k 2,648 3.1%

A horizontal bar chart for the 75k-100k income range. The bar is light blue and extends across the width of the chart area. A red segment at the beginning of the bar represents the 3.1% value.

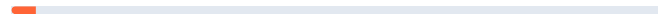
100k-150k 3,886 4.6%

A horizontal bar chart for the 100k-150k income range. The bar is light blue and extends across the width of the chart area. A red segment at the beginning of the bar represents the 4.6% value.

150k-200k 2,289 2.7%

A horizontal bar chart for the 150k-200k income range. The bar is light blue and extends across the width of the chart area. A red segment at the beginning of the bar represents the 2.7% value.

200k+ 3,015 3.5%

A horizontal bar chart for the 200k+ income range. The bar is light blue and extends across the width of the chart area. A red segment at the beginning of the bar represents the 3.5% value.

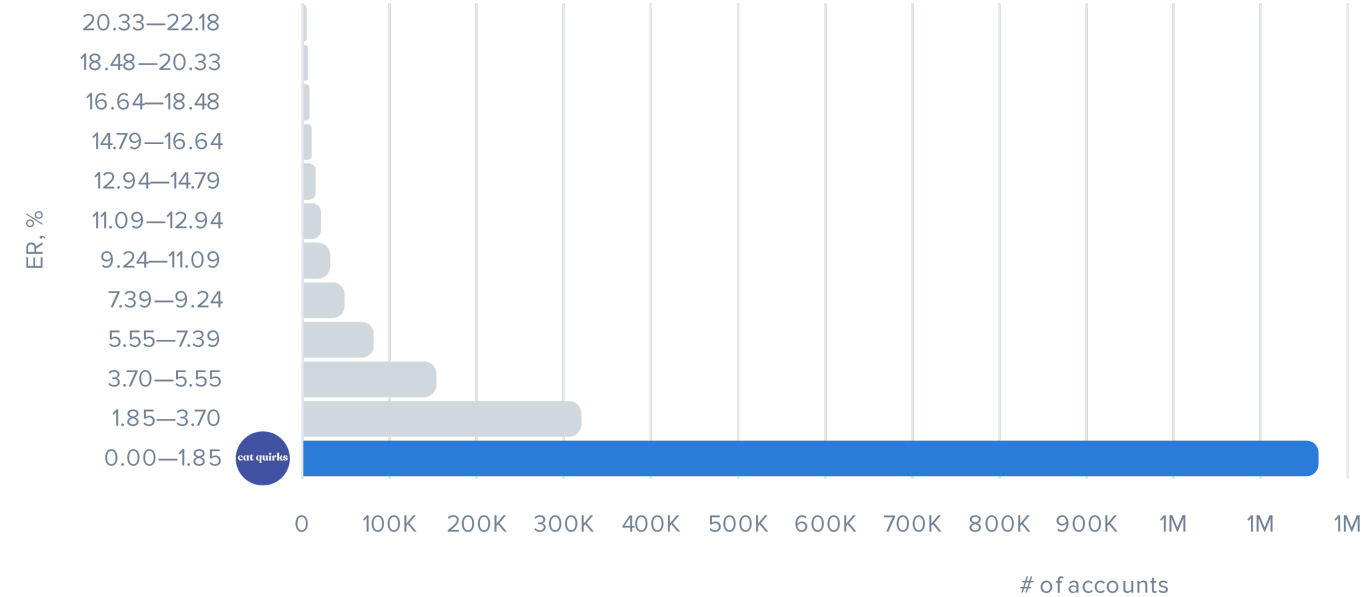


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Engagement Rate

High

1.17% of audience like or comment the content, similar accounts receive 1.15% engagements





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Engagement

Avg Likes per post

998

Likes spread

● Good

Spread in likes between posts is **52.00%**
similar accounts have **51.00%**

Likes-Comment Ratio

● Good

@catquirks receives **0.7** comments per
100 likes, similar accounts receive **3.0**
comments per 100 likes.

Avg Comments per post

7

Comments Rate

0.01%

Good comments activity

@catquirks receives comments from
0.01% of their audience. Similar accounts
receive comments from **0.00%** of their
audience.

Comments Authenticity

● Average

Significant part of 97 recent comments
looks inauthentic. This doesn't affect
Audience Quality Score.



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Value

Est. Post Price

\$80—\$100

Est. Cost Per Engagement (CPE)

● **\$0.08 Average**

Compared to average market values

Est. Story Price

\$20—\$85

Media Value (EMV)

\$65—\$200

Estimated cost to gain the same reach through paid social ad with similar audience. Based on est. post price you'll get **\$1.2** value for each \$1 you pay.



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Rankings

Our AI thoroughly analyses and ranks bloggers by quality audience and authentic engagement. We gather raw data from different sources, depersonalize and clusterize it. Our AI takes only real audience and authentic engagement into consideration. Algorithm ranks influencers and forms the global top, updated daily. The lower the number — the better.

Global Rank

340,994

Country Rank

113,472

in United States

Category Rank

N/A



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3 Brand Mentions

Non-ad vs advertising posts for 180 days

Post Frequency

● **Average**

@catquirks makes **7** post/week

Adv. Post Frequency

● **Normal**

@catquirks makes **0.12** ad post/week that's **1.71%** of their content.

Adv. Performance

● **Low**

@catquirks average ER is **4.51%** and their advertisement posts average ER is **2.37%**

Animals

2 100.0%





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Brand Mentions



ANIMALS

BATMAN the #MetalMunchkin

1 mention • 2.17% ER



@family_greycat

Юлия Семенова

1 mention • 1.91% ER



ANIMALS

유동유자

1 mention • 2.09% ER



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

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.

inauthentic.

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.