



Followers 69.3K -0.2% per 30 days ● Low	Engagement Rate 33.55% 0% ● Excellent	Categories Beauty Humor & Fun & Happiness
Quality audience 56.4K	Authentic engagement 18.9K per post	Post Frequency 0.4/week ● Could be improved

Audience Quality Score

91

of 100

Excellent

PROS & CONS

- Highly engaged audience
- Excellent likes activity
- High comments activity
- Some of the recent comments look inauthentic

N/A
Global rank

N/A
Country rank

N/A
Category rank

Audience

 Note: Demographic stats might be inaccurate because researched audience sample is not enough representative. Thus, this report is free, we didn't charge a credit.

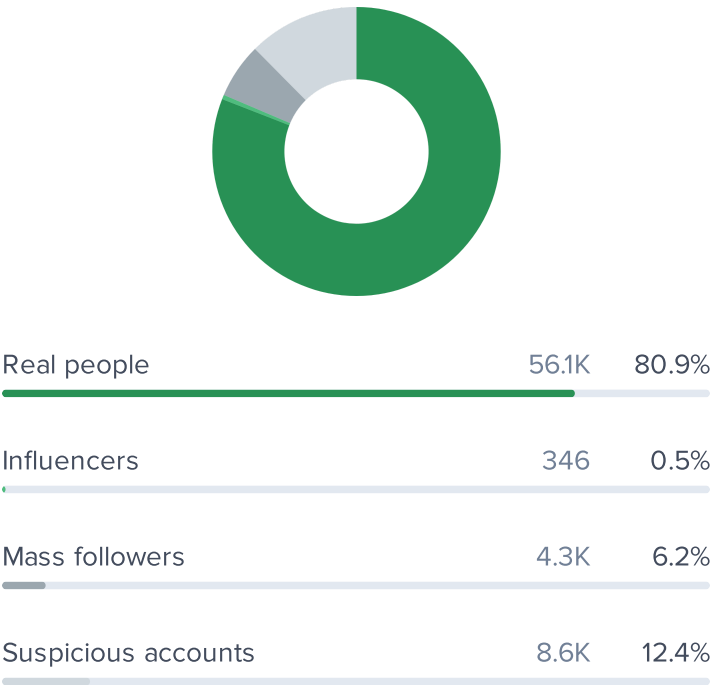


Quality audience
56.4K 81%

Countries

N/A
There is not enough public audience activity to provide reliable audience demography data.

Audience Type





US states

N/A

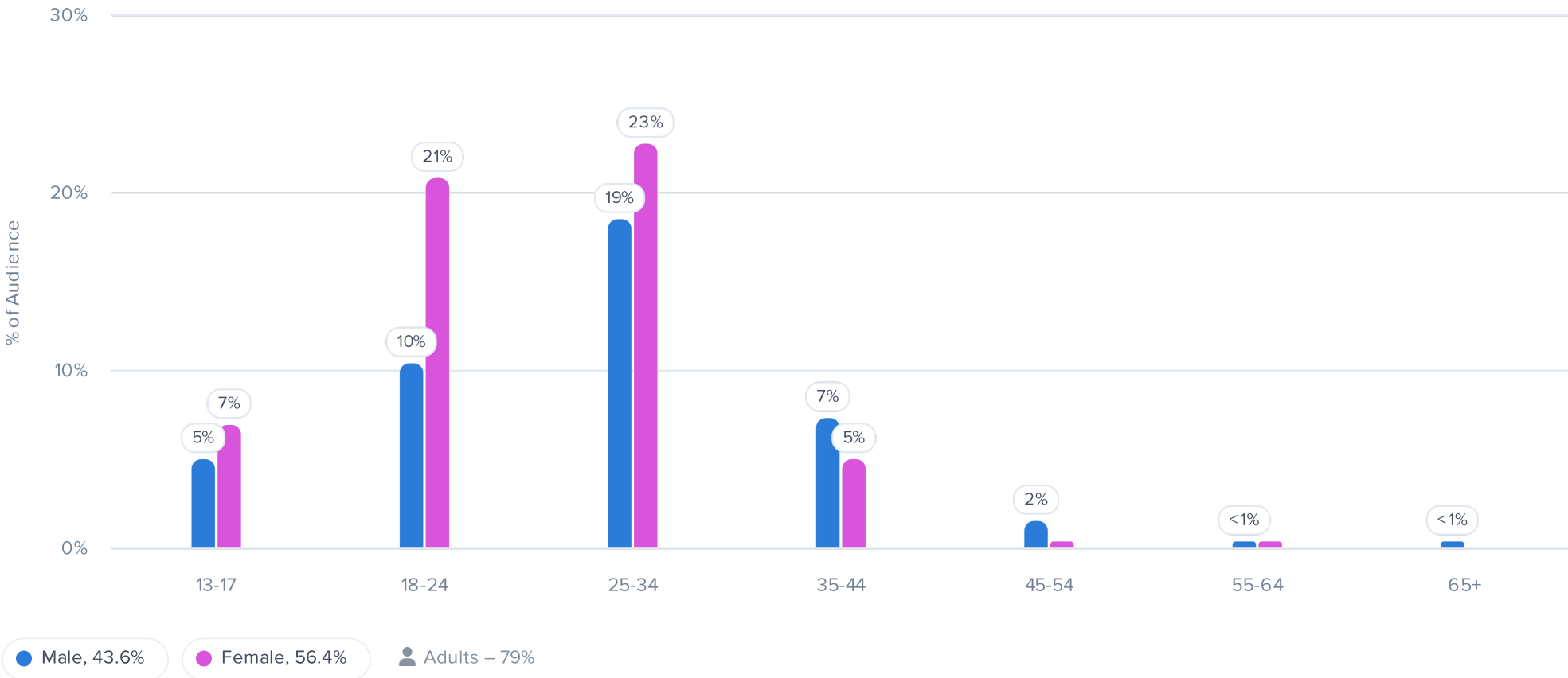
There is not enough public audience activity to provide reliable audience demography data.

Cities

N/A

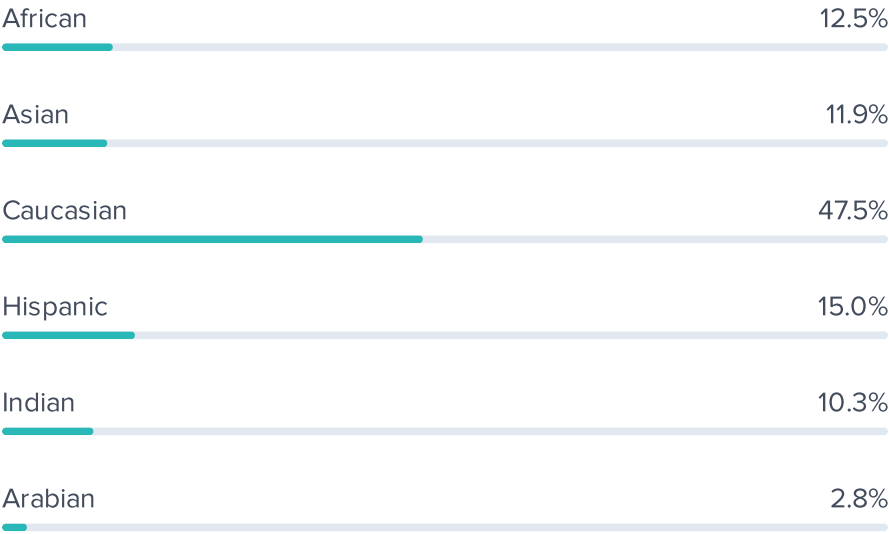
There is not enough public audience activity to provide reliable audience demography data.

Age & Gender

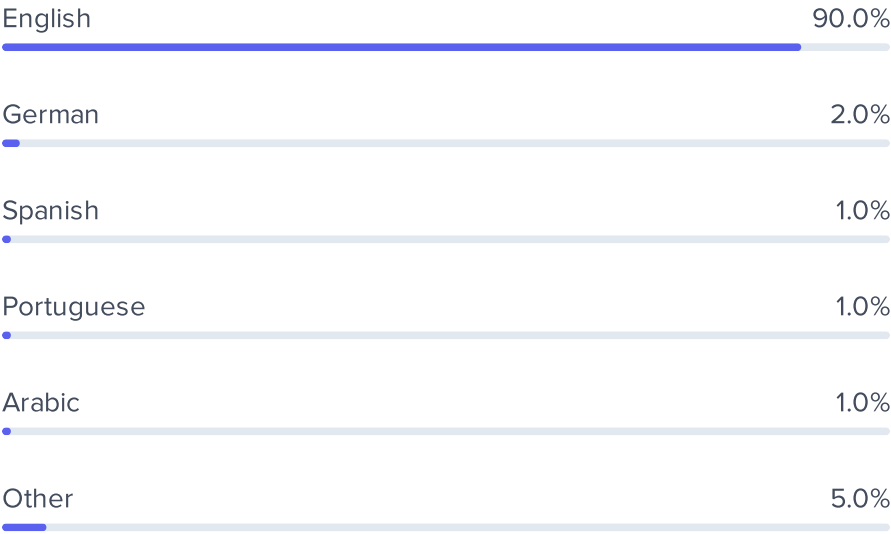




Ethnicity



Languages





Estimated Reach

6.5K – 30K

Audience Reachability

● Excellent

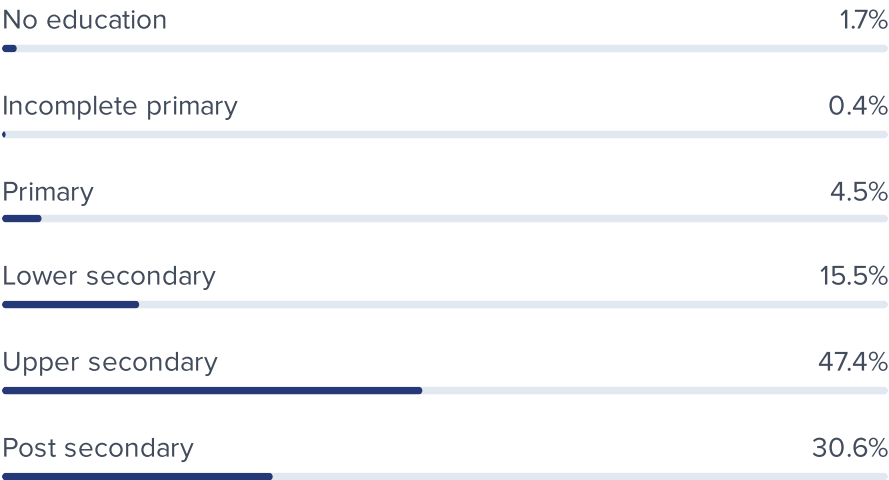
93.8% of audience have less than 1,500 followings, similar accounts have 79.72% on average

Audience Authenticity

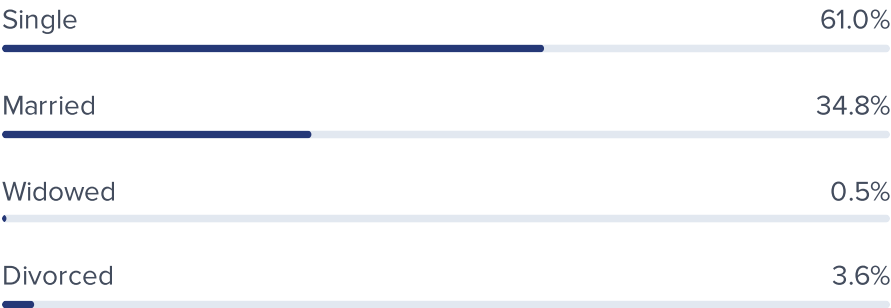
● Excellent

81.41% of audience look authentic, similar accounts have 60.37% of authentic audience on average

Audience Education Level



Audience Marital Status

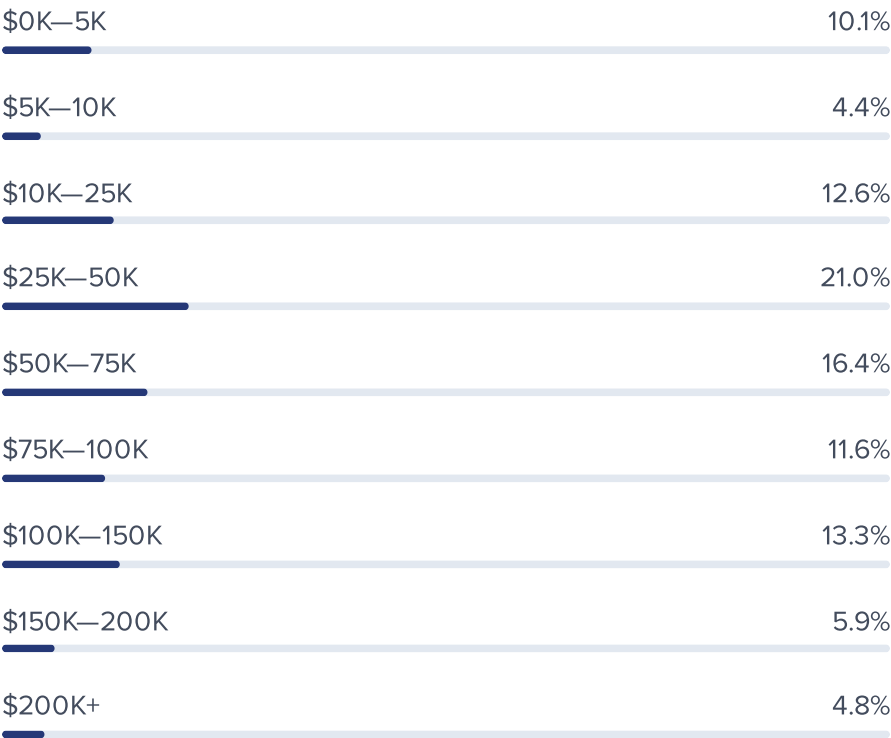




Audience Interests



Audience Yearly Household Income





Audience Brand Affinity

N/A

Calculating. Usually it takes less than 10 minutes



Notable Followers

N/A

Calculating. Usually it takes less than 10 minutes



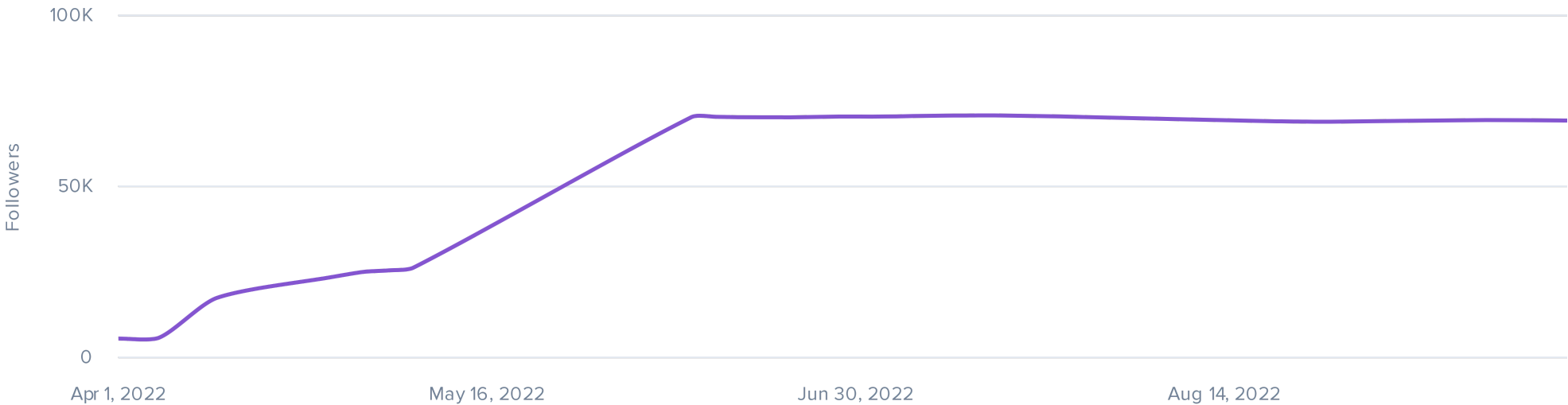
Growth

Yearly growth

N/A
Not enough data to calculate Yearly growth rate

Follower growth

● Negative trend last month
Negative trend detected on followers graph last month, audience might be inauthentic.

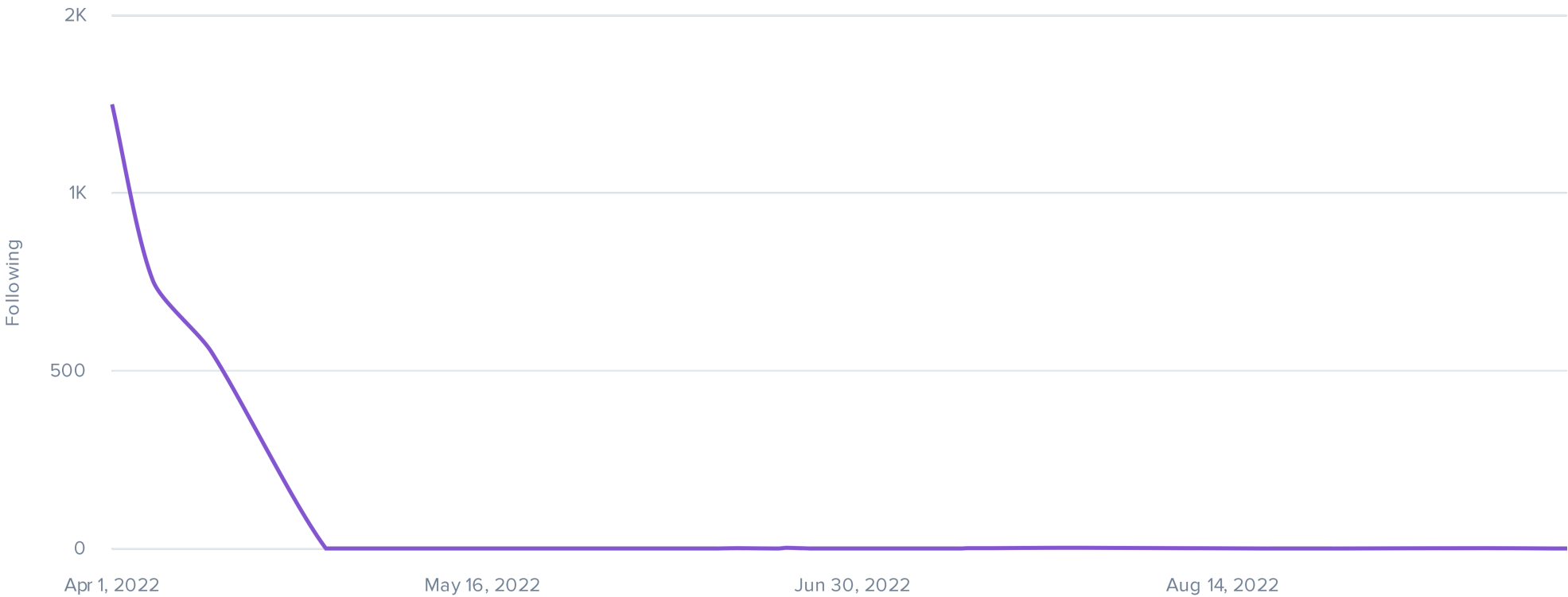




Following dynamics

● Organic

No "incentivized following" patterns detected on following graph.





Mentioned By

N/A

Not enough data



Engagement

Compared to average values for similar accounts (by number of followers)

Avg. likes

23.2K

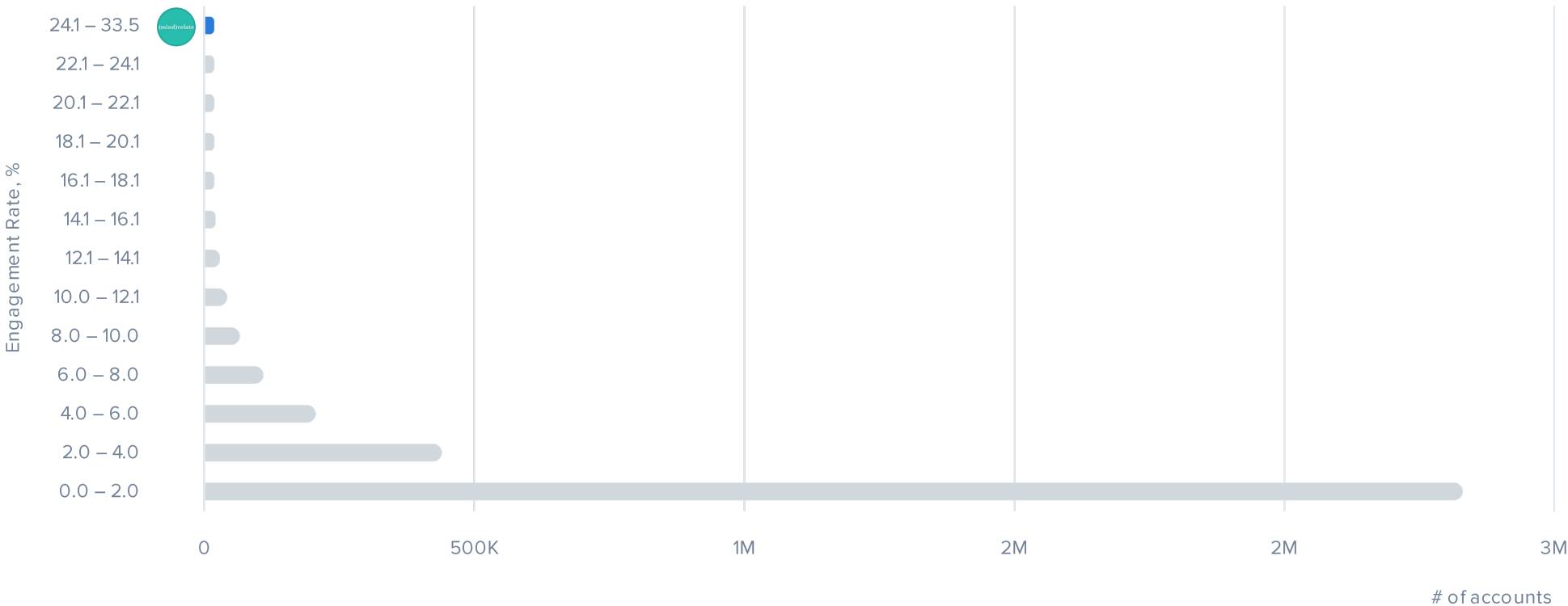
Avg. comments

54

Engagement Rate

● 33.55% Excellent

33.55% of audience like or comment the content, similar accounts receive 0.74% engagements





Comment Rate

● 0.09% High comments activity

@mindrelate receives comments from **0.09%** of their audience. Similar accounts receive comments from **0.02%** of their audience.

Like-Comment Ratio

● Could be improved

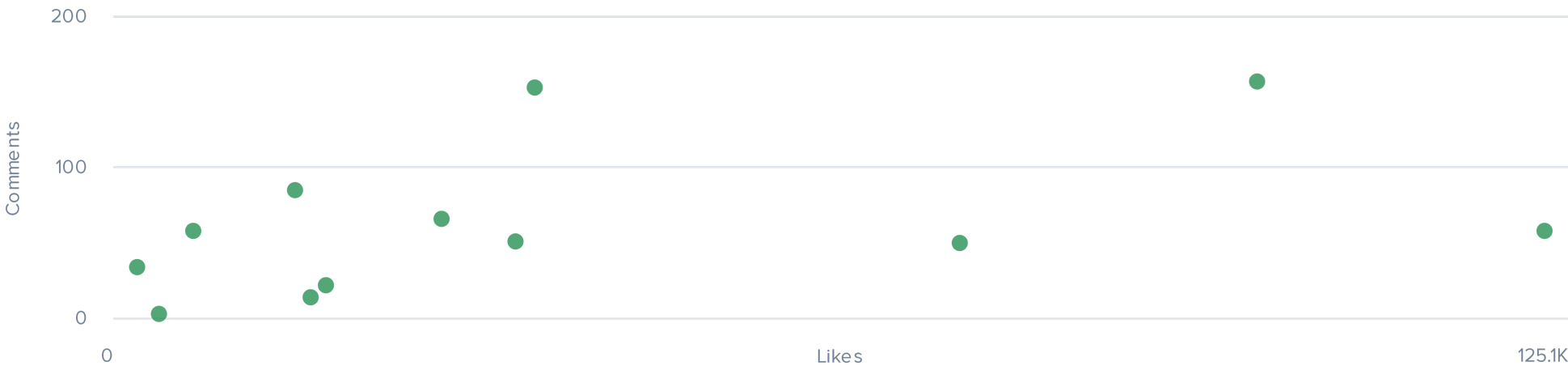
@mindrelate receives **0.23 comments** per 100 likes, similar accounts receive **3.94 comments** per 100 likes.

Likes spread

● Good

Spread in likes between posts is **162%** similar accounts have **69%**

12 most recent posts likes/comments



Comments Authenticity

● Could be improved

Seems that @mindrelate uses Tag-to-Win giveaways to boost their engagement rate.

Value

Est. Price

\$1,500–1,800 Post \$1,000–1,500 Story

CPE

● \$0.06 Average

Compared to average market values

EMV

● \$2,000–5,500 Very good

Estimated cost to gain the same reach through paid social ad with similar audience. Based on est. post price you'll get **\$2.32** value for each \$1 you pay. [Learn more](#)

Content

Brand Safety Analysis

N/A

Content cannot be analyzed in terms of brand safety due to a lack of data.

Sentiment analysis of posts comment

N/A

Data is being calculated, check back in 24 hours.

Content

Avg. Likes

39K

Avg. Comments

59

Avg. Views

N/A

Avg. ER

56.18%

Excellent

Deleted

0

Similar accounts deleted 2–5 posts

I made macarons yesterday and they turned out ugly as hell but i challenge you to try and say something nice about them



@nthrophobia

8 days ago

2K

34

2.90% ER

Summary of what I've cooked all of it



Brae

@YahRightBraedon

9 days ago

3.9K

3

5.58% ER

10 days ago

6.8K

58

9.88% ER



IG @MemesNetworks

@memes_networks

Task failed successfully



11 days ago

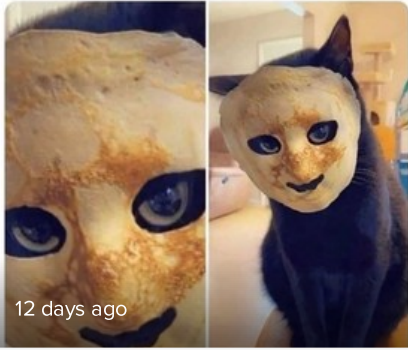
18.2K

22

26.30% ER

pancake on my cats face ...

2 minutes later "JESUS CHRIST!"



12 days ago

15.6K

85

22.51% ER

13 days ago

98.4K

157

141.82% ER



Hashtags

NEW

N/A

No hashtags for selected period



Brand Mentions

Non-ad vs advertising posts for 180 days

N/A
Not enough data



Similar accounts

N/A
Not enough data

Methodology & Glossary

Quality audience

The metric shows the size of quality audience, which consists of real people and influencers, excluding mass followers and suspicious accounts.

Authentic engagement

The metric shows the average number of organic likes and comments per post, i.e. likes and comments that come from real people, without using grey hat methods.

Audience Quality Score

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.

Audience Type

Audience types and demographics reflect an active and engaged audience

Influencers

Accounts with >5,000 followers

Mass followers

Accounts with over 1500 followings. People with too many followings are far less likely to see an influencer's post. Instagram gives priority to posts from accounts that you interact with more often. Mass followers can use tricky methods like automation tools for Follow/Unfollow an influencer to make them follow back.

Suspicious accounts

Instagram bots or real people who use specific automation services to grow the number of likes and comments and purchase followers. All accounts on which HypeAuditor detected grey hat activity are considered suspicious. To identify fraud activity HypeAuditor uses a specially trained machine learning model based on machine learning algorithms and analyzes over 53 patterns. It detects 95% of all known fraud activity.

Estimated Reach

The estimated number of people who see a post created by this influencer.

Country rank

Country rank is assigned to every influencer based on the number of real followers and engagement from a particular country. Each influencer can participate in several country rankings, but we display the score only for the country with the highest rank. Please note: we assign country ranks only if there are more than 10,000 followers from a particular country.

Audience Reachability

Instagram users who follows less than 1,500 accounts are considered reachable. They probably see most of the influencer's posts. People with too many followings may not see an influencer's post, as it can get lost among thousands of other posts, which is why we view this audience as less reachable.

Audience Authenticity

Audience Authenticity shows the percentage of total authentic audience and depends on the percentage of real people and influencers a given account has. The higher the number of real people and influencers, the more authentic their audience. On the other hand, if a larger proportion of the audience is mass followers and suspicious accounts HypeAuditor considers it as inauthentic audience.

Audience Interests

Same followers can fall into more than one interest category at a time, since they may be interested in several topics. The highest percentage value doesn't mean that the majority of the audience is interested in this particular subject only. Use this information to make sure your offer and message is relevant to the audience.

Audience Yearly Household Income

We evaluate household income using AI algorithms based on publicly available income data and account's audience location, gender, and age. Metric is calculated in US dollars.

Audience Education Level

The distribution of education levels attained by the influencer's followers.

Audience Marital Status

The distribution of marital statuses of the influencer's followers, such as whether the audience members are married, single, widowed, or divorced.

Notable Followers

Influencers that have recently interacted (liked or commented) with this account. Use this information to select those influencers who have authority with other creators.

Audience Brand Affinity

A list of brands the influencer's audience engages with, that is, likes and comments their posts. Use this information to better understand whether or not your offer will fit the audience.

Mentioned By

Influencers that mentioned this account last 90 days. Use this to understand the reasons behind their growth (participation in giveaways or promos). For brand accounts that might be the influencers they've worked with.

Engagement Rate

Engagement rate, which shows the percent of the audience who engages with the content posted by this influencer, including likes and comments.

Comment Rate

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

Like-Comment Ratio

The Like-Comment Ratio shows how many comments on average an influencer gets per 100 likes. Significant differences from similar accounts might mean that either comments or likes number was increased artificially.

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.

Est. Integration Price

To calculate the price we take into account several components, including the influencer's country, followers number, and engagement rate, and use a machine learning model trained on market values. The actual price might be different, depending on several factors like production complexity, hours needed to produce, and assistant work.

CPE

Cost Per Engagement (CPE). Estimated post price divided by average number of engagements (likes + comments) per post. Average value for posts made in recent 30 days.

Earned Media Value

Earned media value shows what it would have cost to gain the same reach through paid social media among the audience with similar demographics.

Brand Safety Analysis

Brand Safety Analysis helps you find influencer accounts suitable for placing your sponsored content and make sure your product or service doesn't appear next to inappropriate content compromising your brand. The analysis shows how safe or insecure influencer's content is based on several factors. By studying their content in terms of sensitive topics and off-limits subjects that can cause damage to your brand's image we conclude whether this content is safe or risky. There are currently 9 different negative content markers that we use to determine how safe influencer's content is for your brand.

Advertising Performance

To calculate this metric, we compare the average engagement rate of regular posts with the average engagement rate of posts with brand mentions. Use this metric to better understand how effectively your sponsored content can perform. For example, if the ER of posts with brand mentions is higher, it means that the influencer is doing a good job promoting products or services and their audience reacts positively.

Advertising Post Frequency

The metric shows how often the influencer posts content with brand mentions. If their account is stuffed with promotional content, think twice before you start collaborating with them. However, too many brand mentions don't always mean that an influencer pushes salesy content. A creator may recommend some products and services out of personal preferences.

Brand Mentions

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