Fashionista by Above
@abovefashionista

HypeAuditor Instagram report
20 Nov 2022

above
fashionista

Followers

136.9K 0% per 30 days

● N/A

Engagement Rate

0.23% −0.1%

● Could be improved

Categories

Fashion

Quality audience

112.9K

Authentic engagement

260 per post

Post Frequency

14.36/week

● Good

Audience Quality Score

50

of 100

Average

PROS & CONS

● Good quality of active audience

● Comments activity could be improved

● Likes activity could be improved

Worldwide
Global rank
#179,398

Brazil
Country rank
#64,648

N/A
Category rank

Audience

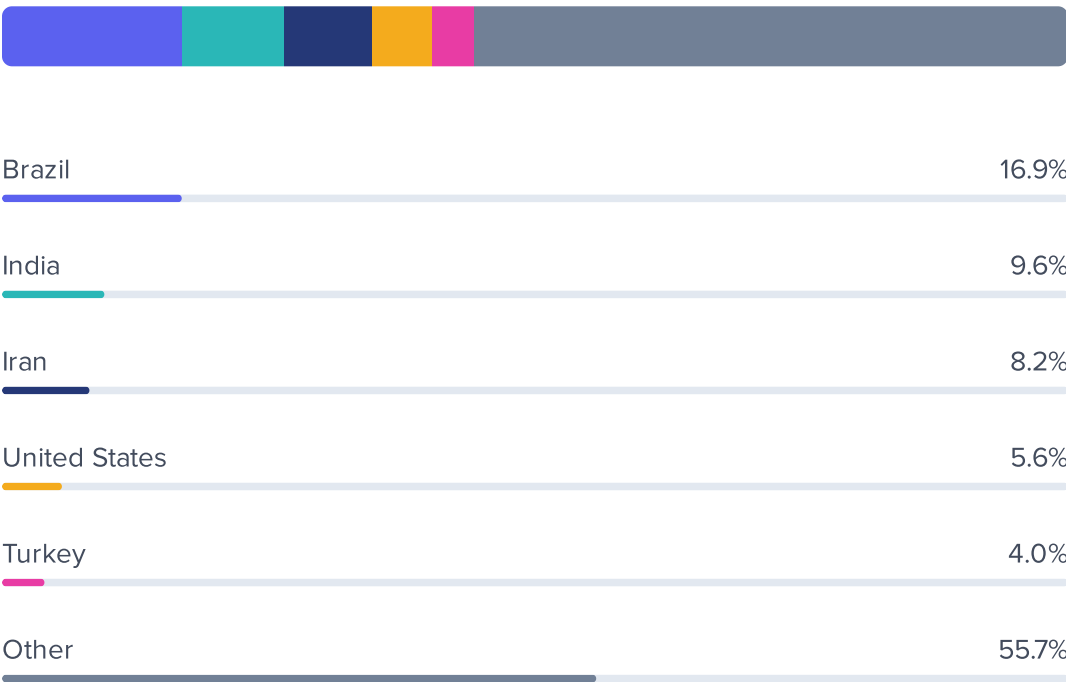**Quality audience**
112.9K 82%

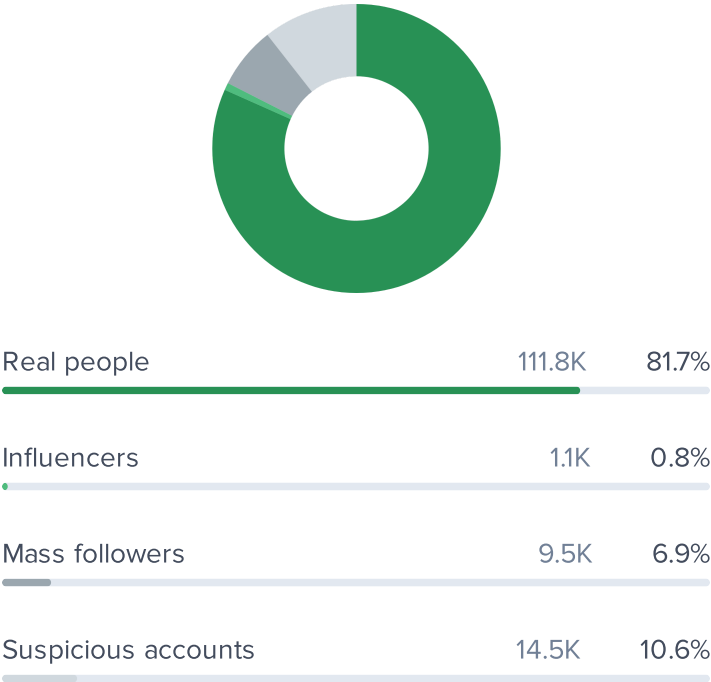**Top country**
Brazil 17%

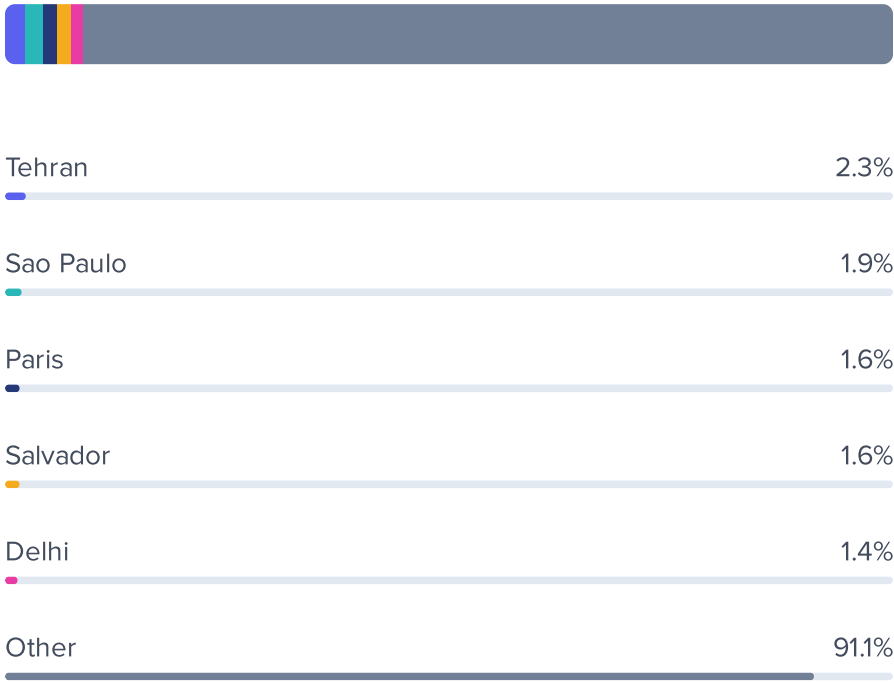**Top gender**
Female 83%

Top age
18-24 41%

Countries

Country	Percentage
Brazil	16.9%
India	9.6%
Iran	8.2%
United States	5.6%
Turkey	4.0%
Other	55.7%

Audience Type

Type	Count	Percentage
Real people	111.8K	81.7%
Influencers	1.1K	0.8%
Mass followers	9.5K	6.9%
Suspicious accounts	14.5K	10.6%

Cities

City	Percentage
Tehran	2.3%
Sao Paulo	1.9%
Paris	1.6%
Salvador	1.6%
Delhi	1.4%
Other	91.1%

Age & Gender

- Male, 16.9%
- Female, 83.1%
- 👤 Adults – 63%

Ethnicity

African	7.6%
Asian	12.0%
Caucasian	28.4%
Hispanic	24.2%
Indian	14.4%
Arabian	13.3%

Languages

English	45.0%
Portuguese	14.0%
Persian	13.0%
Spanish	8.0%
Arabic	7.0%
Other	13.0%

Estimated Reach

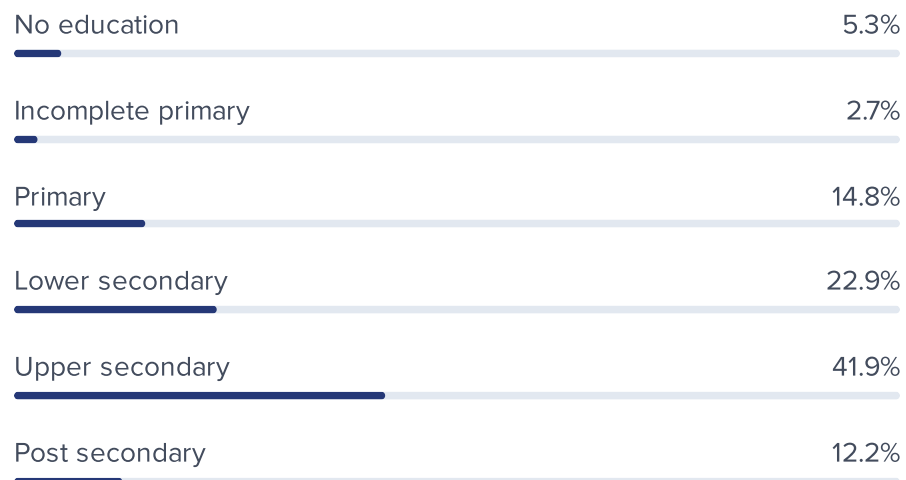3.2K – 6.4K

Audience Reachability

● Very good

93.1% of audience have less than 1,500 followings, similar accounts have **84.2%** on average
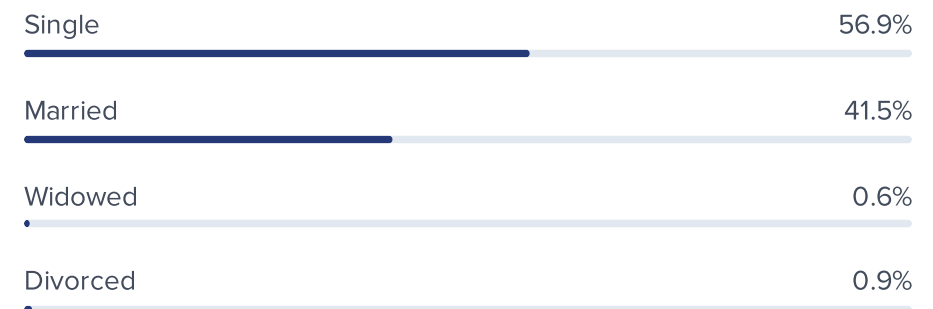
Audience Authenticity

● Very good

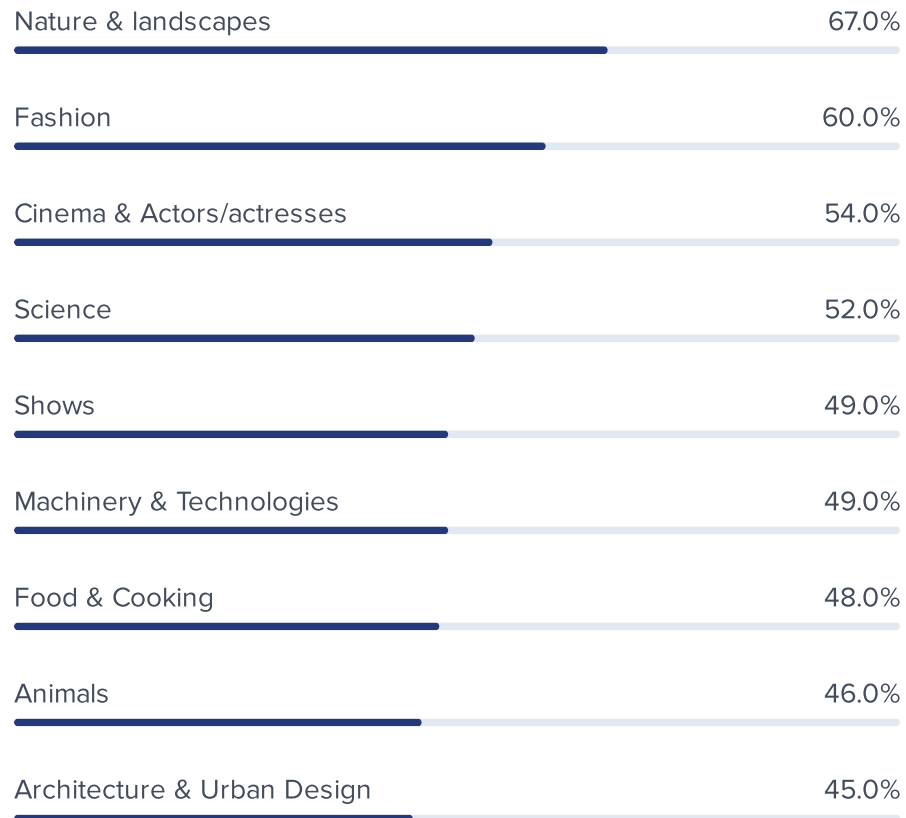**82.47%** of audience look authentic, similar accounts have **66.79%** of authentic audience on average
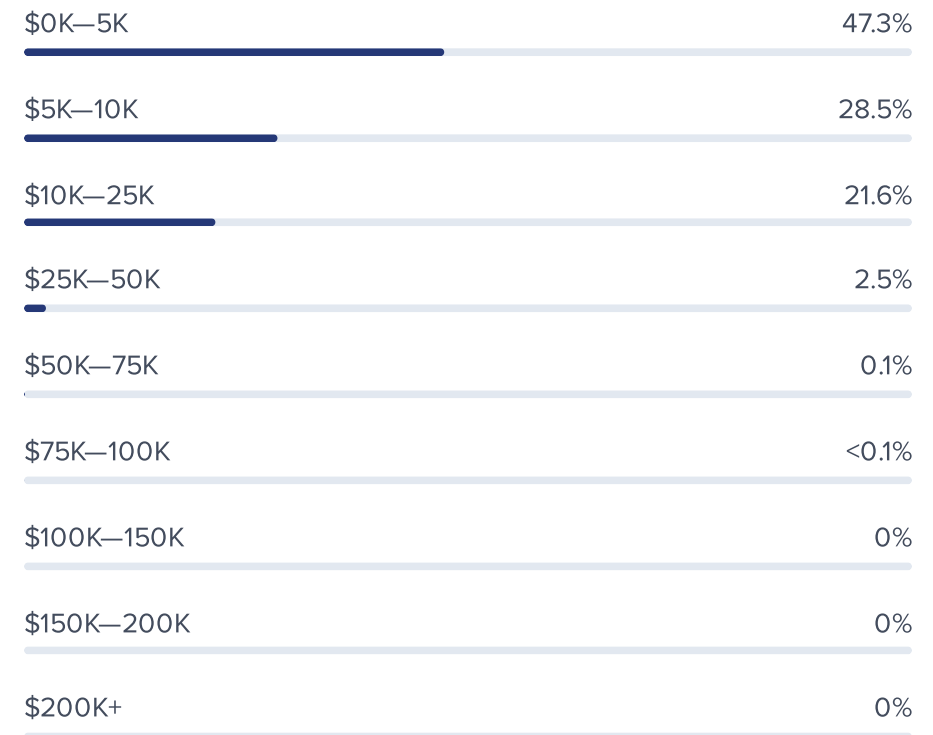
Audience Education Level

No education	5.3%
Incomplete primary	2.7%
Primary	14.8%
Lower secondary	22.9%
Upper secondary	41.9%
Post secondary	12.2%

Audience Marital Status

Single	56.9%
Married	41.5%
Widowed	0.6%
Divorced	0.9%

Audience Interests

Nature & landscapes	67.0%
Fashion	60.0%
Cinema & Actors/actresses	54.0%
Science	52.0%
Shows	49.0%
Machinery & Technologies	49.0%
Food & Cooking	48.0%
Animals	46.0%
Architecture & Urban Design	45.0%

Audience Yearly Household Income

$0K—5K	47.3%
$5K—10K	28.5%
$10K—25K	21.6%
$25K—50K	2.5%
$50K—75K	0.1%
$75K—100K	<0.1%
$100K—150K	0%
$150K—200K	0%
$200K+	0%

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Audience Brand Affinity

TikTok

FashionMadness

Rockstar Games

Nabtrend ethnic store

fashionwear empire

Nickelodeon

smart_fashion_world

THELADIESSTYLE

Fashion & Makeup

Cartoon Network

Starbucks Coffee ☕

°°همسرونه°°

👑 Beauty business 👑

Samsung #withGalaxy

وان پلاس

Victoria's Secret

Fashion Alined

Benefit Cosmetics US

Vogue

Verse by RapTV

Notable Followers

كفش سنتر🌙
@kafsh_center_

136.9K followers

jasmy___22offical__
@jfya_2

66.3K followers

Tanya Zuckerbrot
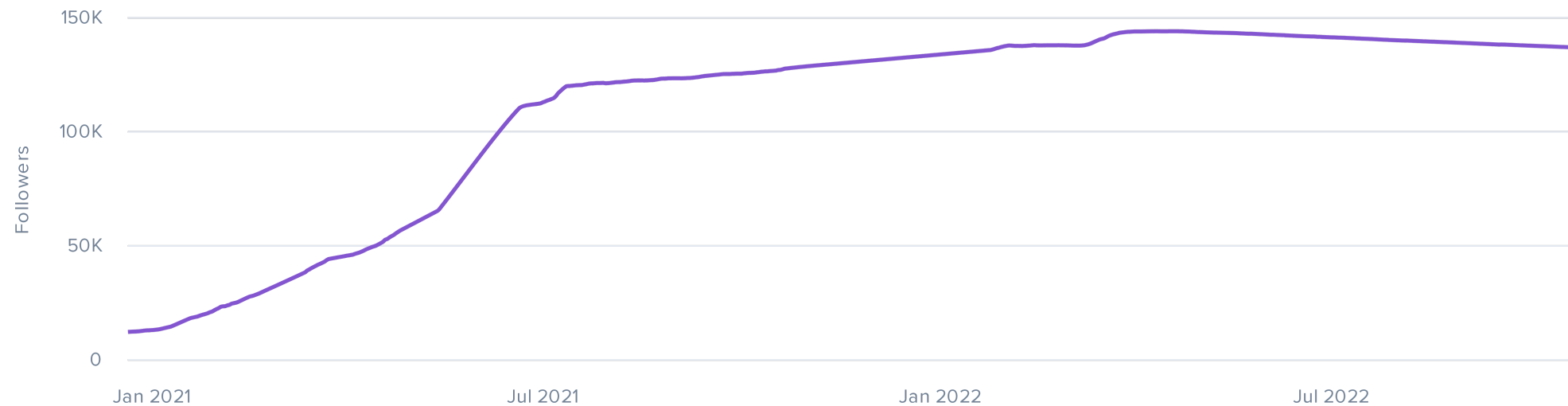@tanyazuckerbrot ✔

116.3K followers

Growth

Yearly growth

● 0.75% Could be improved

@abovefashionista grew by **1K followers** in the last year. Accounts of similar size have a growth rate **16.76%** per year

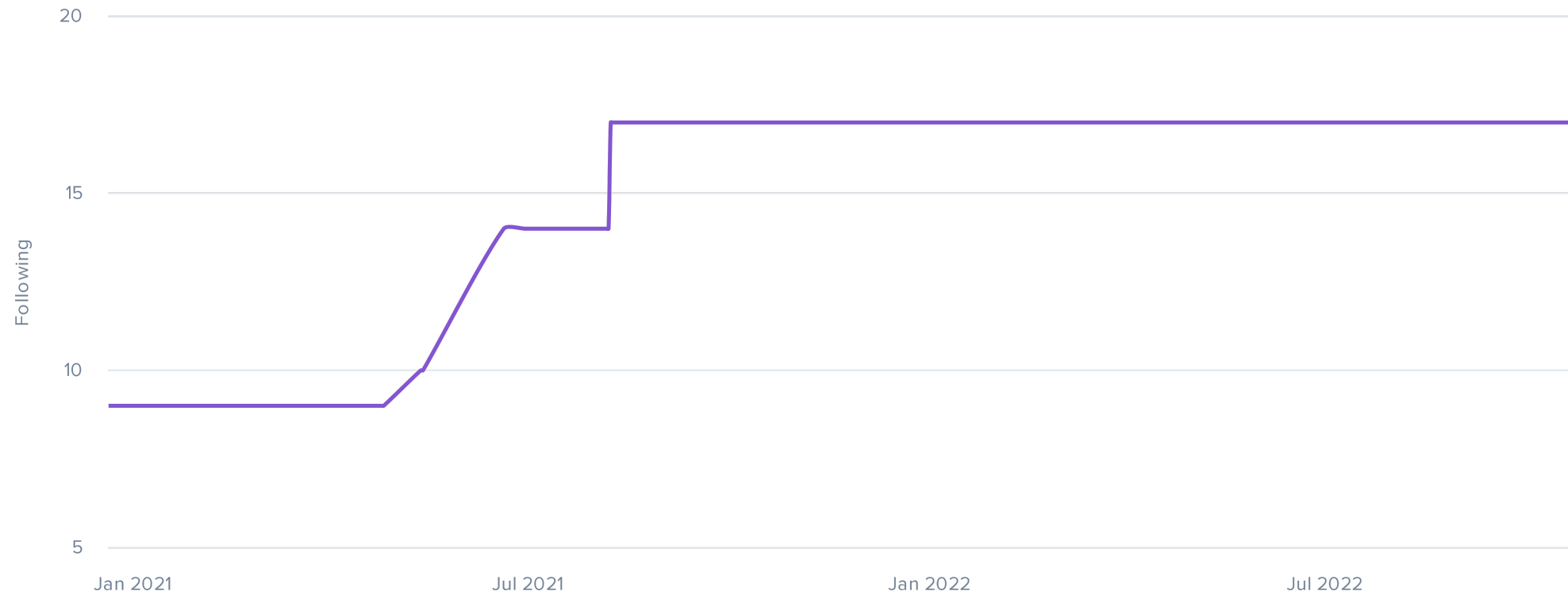## Follower growth

● Negative trend more than 12 months ago

Negative trend detected on followers graph more than 12 months ago, audience might be inauthentic.

Following dynamics

● Organic

No "incentivized following" patterns detected on following graph.

Mentioned By

Fashion | Lifestyle | Trends

@whatcutegirlswant

75.9K followers
1 mention
14 May

Engagement

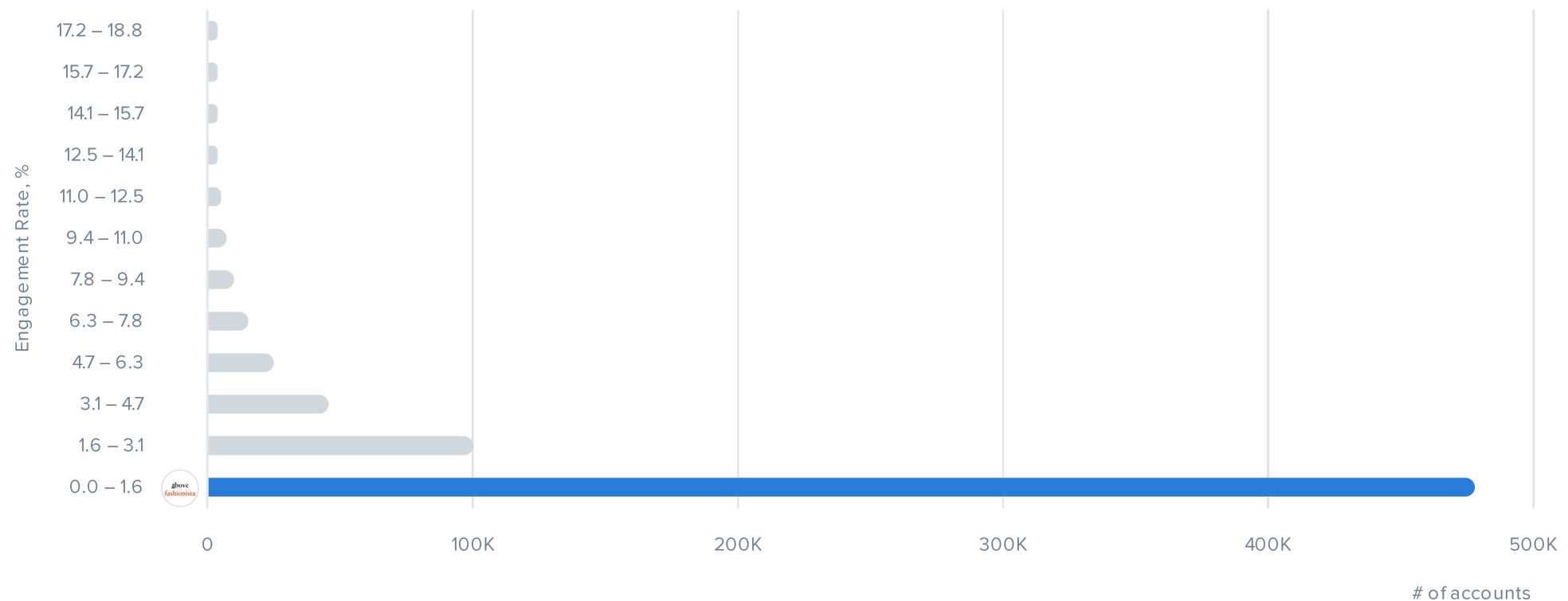Compared to average values for similar accounts (by number of followers)

Avg. likes
315

Avg. comments
2

Engagement Rate

● 0.23% Low

0.23% of audience like or comment the content, similar accounts receive **0.72**% engagements

Comment Rate

● <0.01% Comments activity could be improved

@abovefashionista receives comments from <**0.01%** of their audience. Similar accounts receive comments from **0.01%** of their audience.

Like-Comment Ratio

● Good

@abovefashionista receives **0.63 comments** per 100 likes, similar accounts receive **1.90 comments** per 100 likes.

Likes spread

● Good

Spread in likes between posts is **77%** similar accounts have **76.09%**

Comments Authenticity

● Could be improved

Authenticity could be improved

12 most recent posts likes/comments

Value

Est. Price

$190–580 Post $100–300 Story

CPE

● $1.21 Low

Compared to average market values

EMV

● $10–30 Low

Estimated cost to gain the same reach through paid social ad with similar audience. Based on est. post price you'll get $0.05 value for each $1 you pay. Learn more
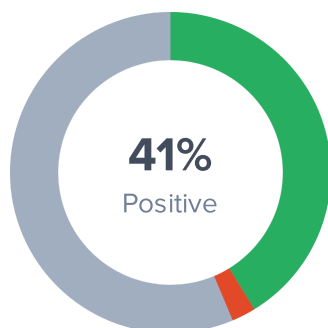
Content

Brand Safety Analysis

● Safe

0 of 9 negative content patterns found

Negative content background check:

- ● Alcohol
- ● Toxic content
- ● Religious content

- ● Negative sentiments
- ● Offensive content
- ● Political content

- ● Crime-related content
- ● Adult content
- ● Pranks

Sentiment analysis of posts comment

We have analyzed the sentiment of 371 comments across 100 posts.

41%
Positive

Positive	Negative	Neutral
● **41.24%** 153	● **2.43%** 9	● **56.33%** 209

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Content

Avg. Likes
305

Avg. Comments
2

Avg. Views
N/A

Avg. ER
0.22% ● Could be improved

Deleted
0 ● Similar accounts deleted 2–5 posts

11 days ago
♡ 13   ⌾ 0   0.01% ER

a month ago
♡ 71   ⌾ 0   0.05% ER

a month ago
♡ 112   ⌾ 0   0.08% ER

a month ago
♡ 479   ⌾ 1   0.35% ER

a month ago
♡ 845   ⌾ 31   0.63% ER

a month ago
♡ 620   ⌾ 2   0.45% ER

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Hashtags

for 30 days

1	**#fashion**	13 posts	ER: 0.15%
2	**#loveforfashion**	12 posts	0.16%
3	**#dresses**	12 posts	0.15%
4	**#fashionblogger**	11 posts	0.15%
5	**#apparels**	11 posts	0.15%
6	**#clothing**	11 posts	0.15%
7	**#fashiongirl**	11 posts	0.15%
8	**#haul**	11 posts	0.15%
9	**#promdresses**	11 posts	0.15%
10	**#tops**	11 posts	0.15%

Brand Mentions

Non-ad vs advertising posts for 180 days

Advertising Performance

● High

@abovefashionista average ER is **0.23**% and their advertisement posts average ER is **0.51**%

Post Frequency

● Above average

@abovefashionista makes **14.36** post/week

Advertising Post Frequency

● Normal

@abovefashionista makes **1.44** ad post/week that's **10.03**% of their content.

Brand Mentions

31 brands

GODDESS Exclusive
@goddess_exclusive

2 mentions
1.46% ER

WICKEDFASH.COM
@wickedfash

1 mention
0.58% ER

Monarca Couture
@monarca_couture

2 mentions
1.48% ER

ボディピアス専門店 凛
@rinrin_net

1 mention
5% ER

Dorm
@dorm

1 mention
0.12% ER

STYLERUNNER
@stylerunner ✓

1 mention
0.08% ER

Honey Peaches
@honeypeachesboutique

1 mention
0.7% ER

K A T I E B I L T O F T
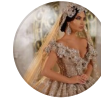@katiebiltoft

1 mention
2.19% ER

Similar accounts

fashion for girls
@fashionsissytrends

102K followers

Trenda Chic
@trendachic

94K followers

fashion.city
@fashion.city1111

41.7K followers

girly fashions!
@funkyfashionicon

100.8K followers

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.