Cats Feed

Overview | Analytics

@catsfeed
Your one stop destination for your daily dose of a double cat content
Show more

Followers 772M | Engagement Rate 77.55%

Overview
Audience
Growth
Engagement
Value
Content
Brand Mentions
Similar accounts

Your one stop destination for your daily dose of adorable cat content

Followers	Engagement Rate	Categories
19.3K +0% per 30 days	77.55% +2%	Animals
Quality audience	Authentic engagement	Post Frequency
14.8K	11.4K per post	5.4/week

Average values of core metrics for 30 posts

Audience Quality Score 95 — Excellent

PROS & CONS
- Highly engaged audience
- Excellent audience activity
- Excellent comments activity
- Excellent audience quality

Was this calculated?

Worldwide	Audience Geo	Audience Type
Global rank #832,096	United States of America #313,634 Country rank 1	N/A Category rank

Audience

Quality audience	Top country	Top gender	Top age
14.8K 77%	United States of America 43%	Female 67%	25-34 32%

Audience Geo

Countries | US states | Cities

United States of America	12.4%
Brazil	8.1%
Germany	5.1%
United Kingdom	4.9%
Russia	4.1%
Other	65.4%

Audience Type

Real people	14.8K	76.8%
Influencers	147	0.8%
Mass followers	2.7K	14.0%
Suspicious accounts	1.6K	8.4%

Audience demographics

Age & Gender | Brands | Lookalikes

Male 24.9% | Female 74.9% | N/A 0.2%

Estimated Reach
2.8K-8.5K Post | 7K-21K Story

Estimated Impressions NEW
6.1K

Audience Reachability
- Good

86% of audience have less than 1,000 followings, similar accounts have 770.7% on average

Audience Authenticity
- Excellent

76.8% of audience look authentic, similar accounts have 54.70% of authentic audience on average

Audience Education Level

No education	1.2%
Incomplete primary	1.7%
Primary	3.1%
Lower secondary	16.6%
Upper secondary	48.2%
Post-secondary	13.4%

Audience Marital Status

Single	61.5%
Married	17.9%
Widowed	1.6%
Divorced	4.8%

Audience Interests

Animals	79.5%
Cinema & Entertainment	40.0%
Finance & Economics	10.0%
Nature & landscapes	18.5%
Fashion Sports & Outdoor activity	10.0%
Motor sports	10.0%
Photography	10.0%
Family	10.0%
Racing Sports	10.0%
Shows	8.5%

View all

Audience Yearly Household Income

$30k - 35k	9.1%
$35k - 40k	16.3%
$40k - 45k	20.0%
$45k - 50k	15.8%
$50k - 60k	9.0%
$60k - 70k	9.0%
$70k - 80k	9.0%
$80k - 90k	9.0%
$90k - 100k	9.0%
$100k+	14.4%

Audience Brand Affinity

BMW France | The Tonight Show | World Wildlife Fund
Bob's Burgers | Huawei Mobile | Cats - Kittens
Black Lion | Cafe & Confiserie | Black Cats World

View all

Notable Followers

Emma the Mouse
@emma.themouse
256.9K followers

Growth

Yearly growth
- 41.6% Excellent

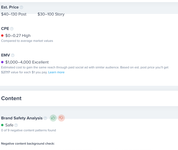
Audience grew by 6.2K followers in the last year. Accounts of similar size have a growth rate 8.85% per year

Follower growth
- Organic

No unusual follower growth (positive or negative) detected within the last 365 days

Following dynamics
- Follow-unfollow patterns more than 12 months ago

Follow-unfollow pattern detected on following graph, audience might be inauthentic.



Mentioned By

Kitty Cheng 🐱🐱
@kitty_cat.hair
1.2K followers
1 mention
12 Apr

1 mention total in last 90 days.

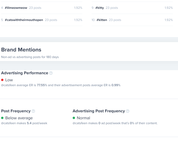
Engagement

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

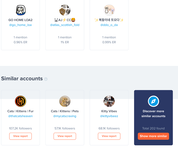
Avg. likes	Avg. comments
14.5K	14

Engagement Rate
- 77.55% Excellent

77.55% of audience like or commend the content, similar accounts receive 1.67% engagements



Engagement Rate History NEW



Comment Rate
- 0.14% Excellent comments activity

Audience receives comments from 0.14% of their audience. Similar accounts receive comments from 0.01% of their audience.

Comments Authenticity
- Too few comments

Like-Comment Ratio
- Could be improved

Audience receives 0.09 comments per 100 likes, similar accounts receive 0.03 comments per 100 likes.

Likes spread
- Good

Spread of likes between posts is 76% similar accounts have 59.24%

12 most recent posts likes/comments

Value NEW

Est. Price
$40-130 Post | $30-100 Story

CPE
- $0-0.27 High

Compared to average market values

EMV
- $1,000-4,000 Excellent

Estimated cost to get the same reach through paid social ad with similar audience. Based on ad pixel price you'll get $2117 value for each $1 you pay. Learn more

Content

Brand Safety Analysis
- Safe

0 of 9 negative content patterns found

Negative content background checks
- Alcohol
- Tobacco
- Religious content
- Negative sentiments
- Offensive content
- Political content
- Crime-related content
- Adult content
- Drugs

Sentiment analysis of posts comment
N/A
Data is being calculated, check back in 24 hours.

Hashtags
Top 30 posts

#catsofinstagram	24 posts	80.132%	#fellow_today	23 posts	116.5%
#megaffiliate_classicbids	23 posts	116.5%	#meowbombs	23 posts	116.5%
#meowbombs	23 posts	116.5%	#catsofworld	23 posts	116.5%
#thisismeow	23 posts	116.5%	#kitty	23 posts	116.5%
#catsofthefacebookpage	23 posts	116.5%	#kitten	23 posts	116.5%

Brand Mentions

Non-ad or advertising posts for 180 days

Advertising Performance
- Low

Accounts average 0.0 to 77.58% and their advertisement posts average 0.0 to 0.99%

Post Frequency
- Below average

Accounts make 5.4 post/week

Advertising Post Frequency
- Normal

Accounts make 0.0 ad post/week You'll 0% of their content

Brand Mentions
3 brands

All categories | Animals | Lifestyle

SO HOME LOAD	⚡ ⚡ ⚡	🇷🇺 🇷🇺 🇷🇺
Blog	Video, Lifestyle, Fan	Photo, Lifestyle
1 mention 0.94% EMV	1 mention 15.5K	1 mention 0.93% EMV

Similar accounts

Cats	Kittens	Fur	Kittens	Hilarious	Pets	Kitty	Kitten
@thatcatlovesart	@mycatsjourney	@kittyhollywood					
903.2K followers	1.1K followers	1.1K followers					
View report	View report	View report					

Discover more similar accounts
Upgrade to Pro
What they analog

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