

catsinspo

6

@catsinspo

A community for cat lovers

Use #catsinspo to be featured

Show more

Followers

20.1K

ER

53.73%

AQS

Very good

A community for cat lovers Use #catsinspo to be featured

Followers	Engagement Rate	Categories
20.6K +9% per 30 days Excellent	3.85% +40% Very Good	Animals
Quality audience	Authentic engagement	Post Frequency
15.5K	598 per post	6.28/week Average

Average values of core metrics for 30 posts

Audience Quality Score

74

of 100

Good

PROS & CONS

Good quality of active audience

Excellent likes activity

Comments activity could be improved

Some of the recent comments look inauthentic

How AQS is calculated?

Worldwide	#584,070	N/A	N/A
Global rank		Country rank	Category rank

Audience

Note: Demographic stats might be inaccurate because researched audience sample is not enough representative.

Quality audience

15.5K 75%

Audience Geo

Countries

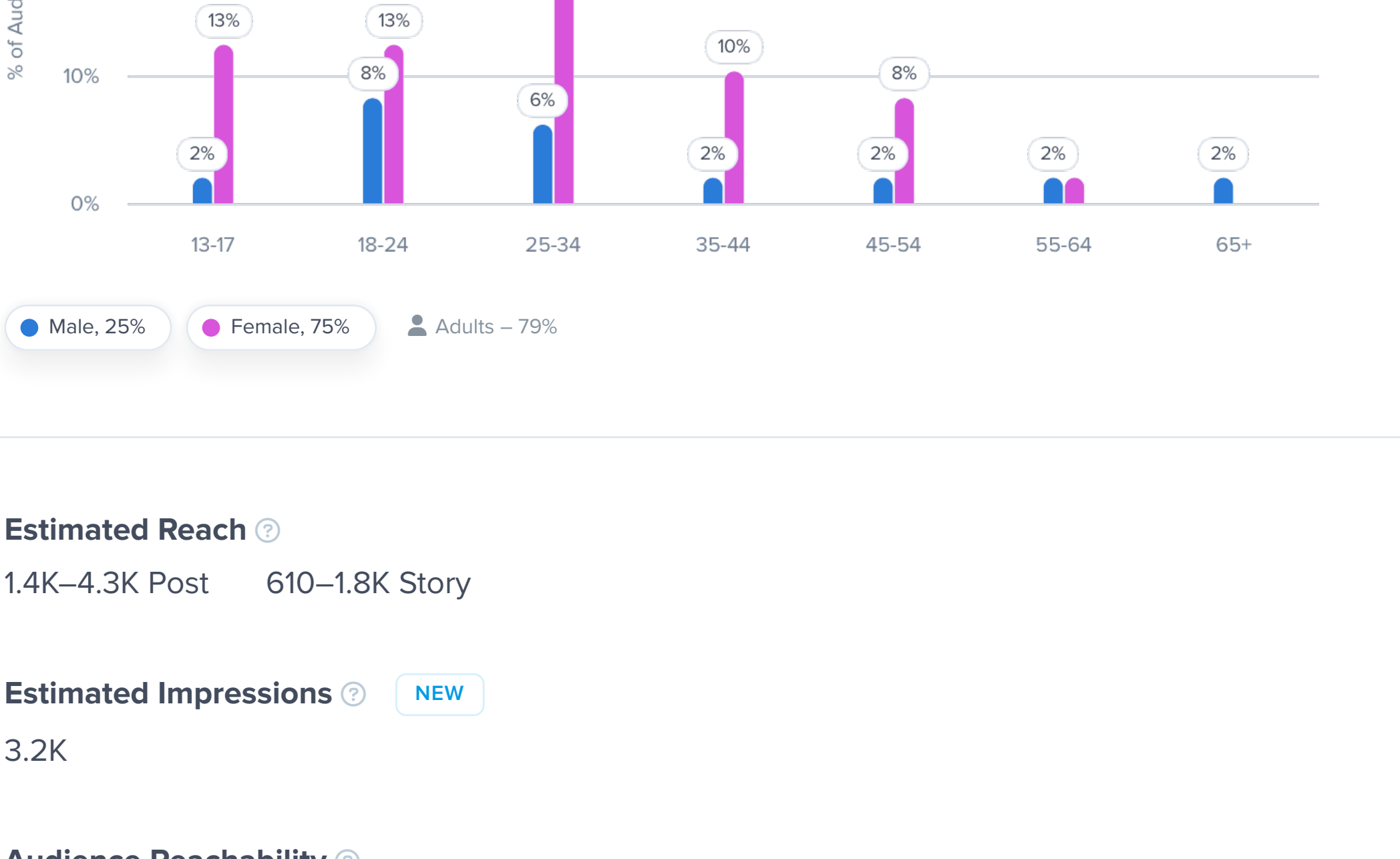
Cities

N/A

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

Audience Type

Real people	15.1K	73.3%
Influencers	422	2.0%
Mass followers	2.7K	13.3%
Suspicious accounts	2.3K	11.3%



Estimated Reach 1.4K–4.3K Post 610–1.8K Story

Estimated Impressions 3.2K

Audience Reachability Good 86.7% of audience have less than 1,500 followings, similar accounts have 79.71% on average

Audience Authenticity Very good 75.38% of audience look authentic, similar accounts have 60.38% of authentic audience on average

Audience Education Level

N/A

Not enough data

Audience Marital Status

N/A

Not enough data

Audience Interests

Animals	78.0%
Nature & landscapes	67.0%
Machinery & Technologies	54.0%
Science	51.0%
Cinema & Actors/actresses	49.0%
Adult content	44.0%
Finance & Economics	43.0%
Travel	39.0%
Extreme Sports & Outdoor activity	39.0%

View all

Audience Yearly Household Income

\$0K–5K	35.9%
\$5K–10K	26.2%
\$10K–25K	26.2%
\$25K–50K	6.8%
\$50K–75K	2.3%
\$75K–100K	1.3%
\$100K–150K	1%
\$150K–200K	0.3%
\$200K+	<0.1%

Audience Brand Affinity

JE

Jaguares En La Selva

Bendy Anya

M

MTV

Beautiful Ragdolls

gotovim_s_mayram_

National Geographic

FABERGÉ

Black cats

Black cats

Notable Followers

sumayya

@sumayya_muradi

248.2K followers

Growth

Yearly growth 48.58% Excellent @catsinspo grew by 6.7K followers in the last year. Accounts of similar size have a growth rate 15.25% per year

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

Following dynamics Follow-unfollow patterns and massfollowing more than 12 months ago Inauth-unfollow patterns and Massfollowing detected on followings graph more than 12 months ago, audience might be inauthentic.

Mentioned By

Bertille - Chatterie de...

@chatterie_des_britin...

28.2K followers

1 mention

18 Jan

1 mention total in last 90 days

Engagement

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

Avg. likes 791 Avg. comments 5

Engagement Rate 3.85% High 3.85% of audience like or comment the content, similar accounts receive 0.74% engagements

Engagement Rate History

Comment Rate 0.02% Comments activity could be improved @catsinspo receives comments from 0.02% of their audience. Similar accounts receive comments from 0.02% of their audience.

Comments Authenticity Could be improved Most of 60 comments looks inauthentic.

Like-Comment Ratio Good @catsinspo receives 0.63 comments per 100 likes, similar accounts receive 3.90 comments per 100 likes.

Likes spread Good Spread in likes between posts is 81% similar accounts have 69.62%

12 most recent posts likes/comments

Value

Est. Price \$50–140 Post \$30–100 Story

CPE \$0.03–0.2 Excellent Compared to average market values

EMV \$20–70 Low Estimated cost to gain the same reach through paid social ad with similar audience. Based on est. post price you'll get \$0.48 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

We have analyzed the sentiment of 2 comments across 1 posts.

Hashtags

1 #catswiththeirmouthopen 18 posts ER: 1.04%	6 #daily_kitty_cat 18 posts 1.04%
2 #meowfeature 18 posts 1.04%	7 #catoftheday 18 posts 1.04%
3 #meowbeauties 18 posts 1.04%	8 #kitty 18 posts 1.04%
4 #kitten 18 posts 1.04%	9 #illmeowmeow 18 posts 1.04%
5 #kittens_today 18 posts 1.04%	10 #catasticworld 18 posts 1.04%

Brand Mentions

Non-ad vs advertising posts for 180 days

Advertising Performance High @catsinspo average ER is 3.85% and their advertisement posts average ER is 15.94%

Post Frequency

Average @catsinspo makes 6.28 post/week

Advertising Post Frequency

Normal @catsinspo makes 0.48 ad post/week that's 7.64% of their content.

Brand Mentions

9 brands

All categories	Animals	Photography
----------------	---------	-------------

Sally and Jia (Fan Acc...

@zjessally

4 mentions

82.9% ER

Dapper Daniel Diapur...

@dapperdanthediapu...

1 mention

15.77% ER

유동유자

@_yu_dong

1 mention

2.78% ER

stinke and pals

@stinkeeps

1 mention

15.38% ER