

INSTAGRAM INFLUENCER REPORT

SEPTEMBER 2017

Instagram User:
Username:

Date Range: September 2016 – September 2017

Categories: Sport & Fitness

Languages: English

Location: USA

FOLLOWER GROWTH

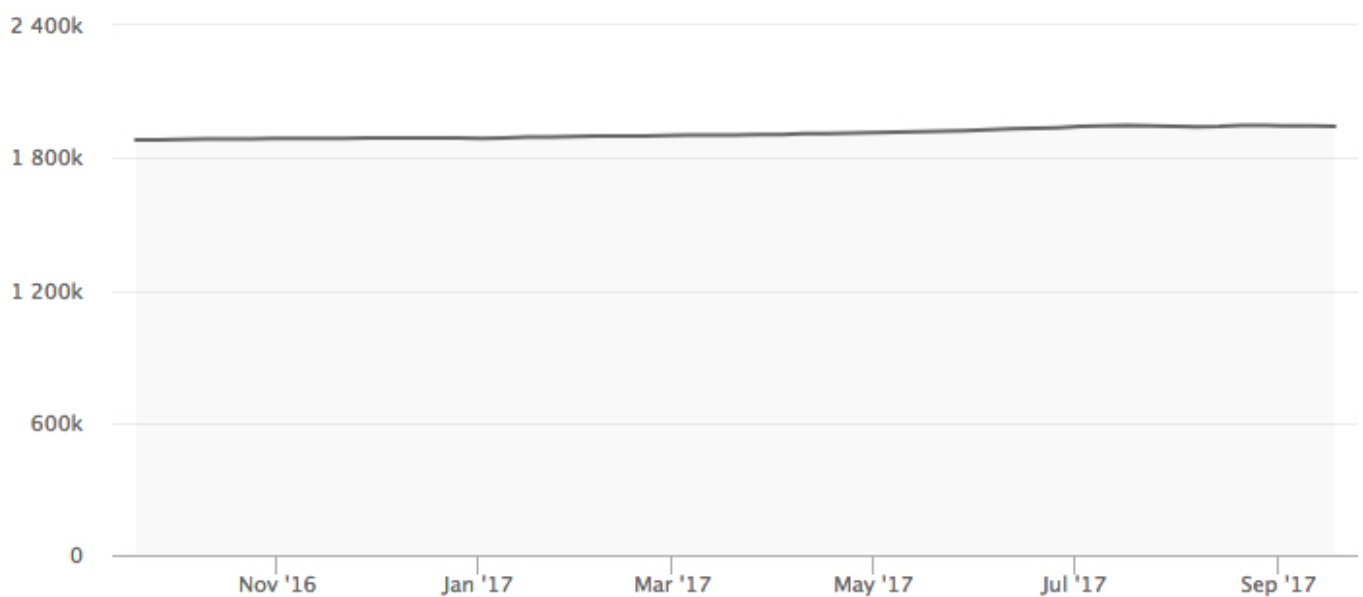
Follower Growth (past 12 months)

26/9/16 1,882,047

26/9/17 1,941,218

Follower Growth (past 4 weeks)

(-0.29%)



Follower Growth Guide

InfluencerDB evaluates growth rates as follows:

Very poor: - < 0 %

Poor: 0% - 2.5%

Fair: 2.5% - 5%

Good: 5% - 7.5%

Very good: > 7.5%

NB: Abnormally high growth rates can be suspicious.

If follower growth is natural and organic, the graph will increase smoothly with no bumps (due to events or actions such as buying followers or drastically losing them).

"Suspecting growth – how to interpret follower growth rate":

Source: InfluencerDB

Like Follower Ratio (past 4 weeks)

Like Follower Ratio

1.36%

The engagement of an account can be determined through the like follower ratio which represents the number of likes on average, compared to the number of followers. The higher the followers, the lower the LFR is expected to be, and vice versa.

Poor: 0% - 2%
Fair: 2% - 4%
Good: 4% - 6%
Very good: > 6%

When trying to understand the averages of the LFR, also take into consideration the size of the account. Accounts with millions of followers will show lower rates than the smaller ones. So expect a deviation from the above guide if an account has more than 1 million followers.

Social Diary recommends you read their explanation of LFR:

[Engagement Like Follower Ratio Explained](#)

Source: InfluencerDB

MEDIA VALUES

Media Value Per Post (past 4 weeks)

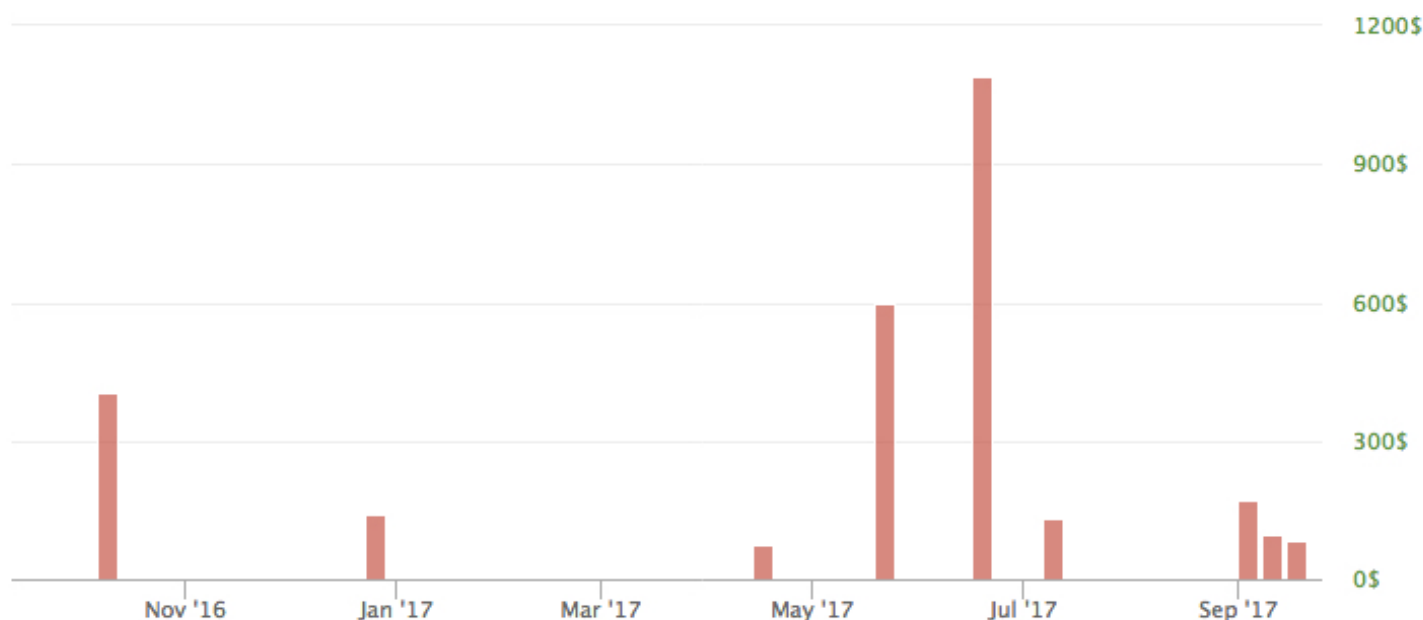
Media Value Per Post

\$9,156 USD

Equivalent Advertising Value shows how much a similar post would be worth considering the engagement and reach through Instagram Ads, with Instagram's CPM taken into consideration here (\$3-\$5).

CPM (Cost per thousand) is used to denote the price of 1,000 advertisement impressions on one webpage. Note this value is not necessarily an indication of what the influencer would charge for a post.

Earned Media Paid (past 12 months)

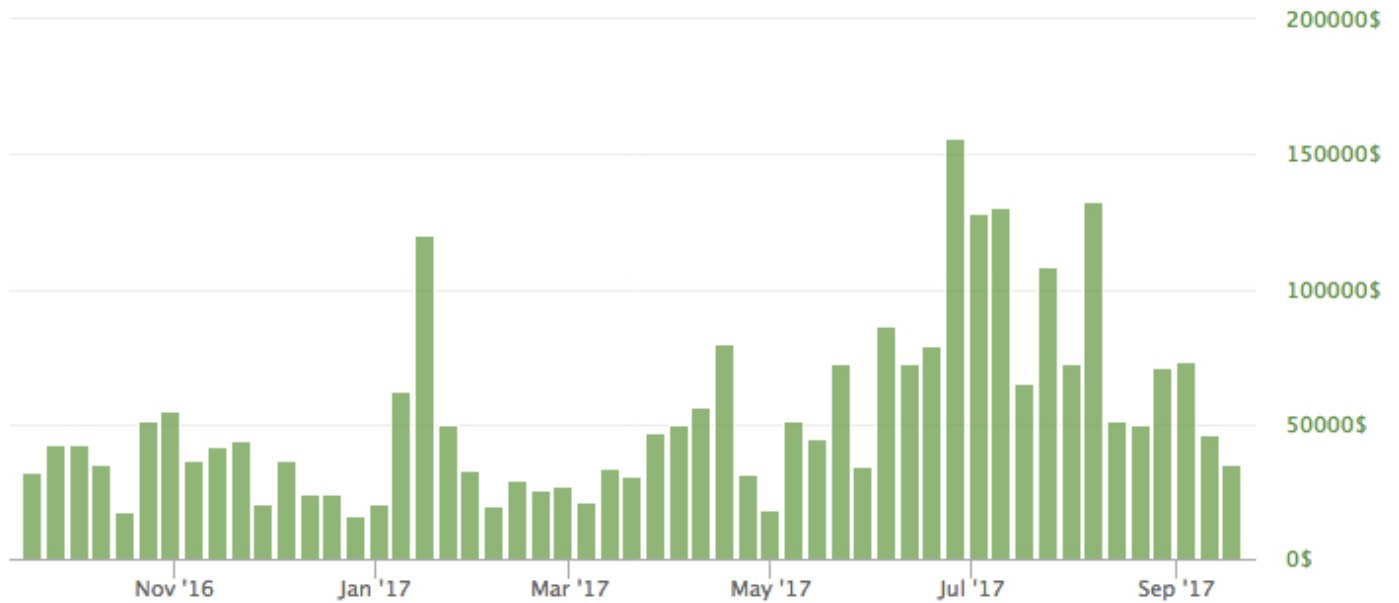


EARNED MEDIA PAID is the value generated when being mentioned or tagged in posts that were marked as sponsored.

The earned media value has different weightages for the type of mentions the channel receives.

- mentions in the text are considered more valuable than a tag in the photo
- single tags are considered more valuable than being tagged with other channels

Earned Media Organic (past 12 months)



EARNED MEDIA ORGANIC is the value created when being organically mentioned or tagged by other channels.

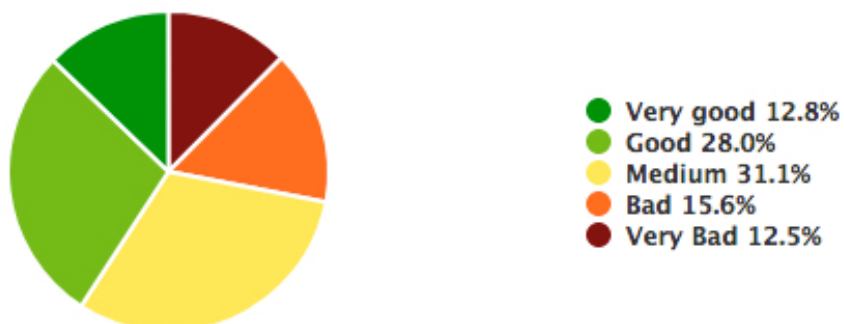
The earned media value has different weightages for the type of mentions the channel receives.

- mentions in the text are considered more valuable than a tag in the photo
- single tags are considered more valuable than being tagged with other channels

DISTRIBUTION

Quality Distribution

The quality distribution predicts how likely it is for the follower to see the postings, based on their Instagram activity and number of followings. A good quality distribution suggests an audience which does not follow more channels than it can consume and uses Instagram actively.



Gender Split



● Male 22.5%
● Female 77.5%

Country Split

United States - 37.3%
Australia - 10.0%
United Kingdom - 8.7%
France - 6.9%
Canada - 4.6%
Italy - 4.4%
Brazil - 3.6%
Russia - 3.2%
Spain - 3.2%
Germany - 2.5%
Sweden - 2.1%
Mexico - 1.3%
Greece - 1.2%
Norway - 1.2%
Other - 9.8%

InfluencerDB estimates the distribution splits (Quality/Gender/Country) have a 90% accuracy.

POSTS (past 30 Days)

Posts Per Day

Postings - 25 posts per month, 0.8 posts per day

Comments Per Post

Comments Per Post - 214.1

FOLLOWER CHANGES

The 'Followers' column shows how many followers the account gains & loses each day.

The 'Follows' column shows how many accounts the instagrammer follows or unfollows each day.

The 'Mentions' column shows the daily mention the account receives in text mentions and photo tagging.

The 'Posts' column shows the total number of postings the account has created and daily changes.

Note: Most instagrammers do not follow or unfollow more than 10 people per day.

"How to detect follow for follow abuse"

Source: InfluencerDb

		Followers ?		Follows ?		Mentions (Text/Photo) ?		Posts ?
2017-09-23	Sat	1,941,198 +186		598 +3		10/10 show		3,562
2017-09-22	Fri	1,941,012 -290		595 +1		2/3 show		3,562 +1 show
2017-09-21	Thu	1,941,302 -490		594 +2		4/4 show		3,561 +1 show
2017-09-20	Wed	1,941,792 +341		592		2/6 show		3,560
2017-09-19	Tue	1,941,451 -149		592		1/5 show		3,560 +1 show
2017-09-18	Mon	1,941,600 -413		592 +2		3/6 show		3,559
2017-09-17	Sun	1,942,013 -502		590		2/5 show		3,559 +1 show
2017-09-16	Sat	1,942,515 -292		590		2/4 show		3,558 +1 show
2017-09-15	Fri	1,942,807 -250		590		1/3 show		3,557
2017-09-14	Thu	1,943,057 -112		590 +1		4/6 show		3,557
2017-09-13	Wed	1,943,169 -256		589		6/6 show		3,557 +1 show
2017-09-12	Tue	1,943,425 -210		589		6/8 show		3,556 +1 show
2017-09-11	Mon	1,943,635 -612		589		4/8 show		3,555
2017-09-10	Sun	1,944,247 -348		589		4/6 show		3,555 +1 show
2017-09-09	Sat	1,944,595 +119		589		4/8 show		3,554
2017-09-08	Fri	1,944,476 +190		589 +1		3/3 show		3,554
2017-09-07	Thu	1,944,286 +469		588 +1		4/3 show		3,554 +1 show
2017-09-06	Wed	1,943,817 -59		587 +1		6/7 show		3,553
2017-09-05	Tue	1,943,876 -280		586 +1		5/7 show		3,553 +1 show
2017-09-04	Mon	1,944,156 -722		585		5/6 show		3,552 +1 show
2017-09-03	Sun	1,944,878 -38		585		3/7 show		3,551 +1 show
2017-09-02	Sat	1,944,916 -341		585		2/4 show		3,550 +1 show
2017-09-01	Fri	1,945,257 +38		585 +1		5/8 show		3,549
2017-08-31	Thu	1,945,219 -565		584 +1		5/7 show		3,549 +2 show
2017-08-30	Wed	1,945,784 -425		583 -1		6/9 show		3,547
2017-08-29	Tue	1,946,209 -331		584		5/5 show		3,547 +2 show
2017-08-28	Mon	1,946,540 -325		584 +3		6/6 show		3,545
2017-08-27	Sun	1,946,865 -603		581 +1		1/6 show		3,545 +1 show
2017-08-26	Sat	1,947,468 +90		580		1/1 show		3,544 +2 show
2017-08-25	Fri	1,947,378 -174		580		7/10 show		3,542 -1

Influencers with high followers and reach interacting with this account over the past 30 days.

















































SPONSORS POSTS (PAST 30 DAYS)

All posts where the instagramer has tagged their posts in the last 30 days with hashtags such as #sp #spon #sponsored #ad etc.

POSTINGS (PER DAY) ⓘ 2 (0.1)	MEDIA VALUE PER POST ⓘ 7,136\$	COMMENTS PER POST ⓘ 119.5
AVG. HASHTAGS 2.5	LIKE FOLLOWER RATIO ⓘ 0.93%* <i>*based on your current filter settings</i>	IMAGES / VIDEOS 2 / 0

OUTGOING GENERATED MENTIONS

This indicates all the channels the influencer tagged the most in their content, and been most engaged with in the past 30 days.

<div>MONDAYSWIMWEAR</div> <div></div> <div>21 Mentions 11 10 show posts</div> <div> 276.8k  +0.2%  1.0%</div>	<div>DEVINBRUGMAN</div> <div></div> <div>4 Mentions 4 0 show posts</div> <div> 13m  -0.5%  1.6%</div>	<div>EMILYABAY_PHOTOGRAPHER</div> <div></div> <div>4 Mentions 4 0 show posts</div> <div> 64.6k  +2.8%  2.5%</div>	<div>TASHOAKLEY</div> <div></div> <div>3 Mentions 3 0 show posts</div> <div> 19m  -0.3%  1.6%</div>
<div>AMERICANEXPRESS</div> <div></div> <div>3 Mentions 2 1 show posts</div> <div> 196.4k  +2.3%  0.6%</div>	<div>WHITKIZZL</div> <div></div> <div>3 Mentions 3 0 show posts</div> <div> 56.4k  +0.2%  2.2%</div>	<div>PAUL_HEWITT</div> <div></div> <div>2 Mentions 1 1 show posts</div> <div> 573.3k  +8.9%  2.4%</div>	<div>SOPHIA</div> <div></div> <div>2 Mentions 1 1 show posts</div> <div> 126.7k  -1.8%  2.0%</div>