



@camilamvarella June 07, 2018

Varella 🇧🇷 Rio de Janeiro

1,103

Engagements

16,110

Followers



Popular # and @

- #Varellarun
- @Authenbrasil
- #Treinaquevem
- @Suellnobrega
- #Worldrunners
- @Rjmandala
- #Geracaopugliesi
- @Beautifulfits
- #Mundobt

Influencer Brand Affinity

- Budweiser
- Nutella
- Acroyoga
- Bodytech

Influencer Interests

- Fitness & Yoga
- Restaurants, Food & Groc...
- Healthy Lifestyle
- Beer, Wine & Spirits

© 2018 Deep Social

Audience Data



93.76%

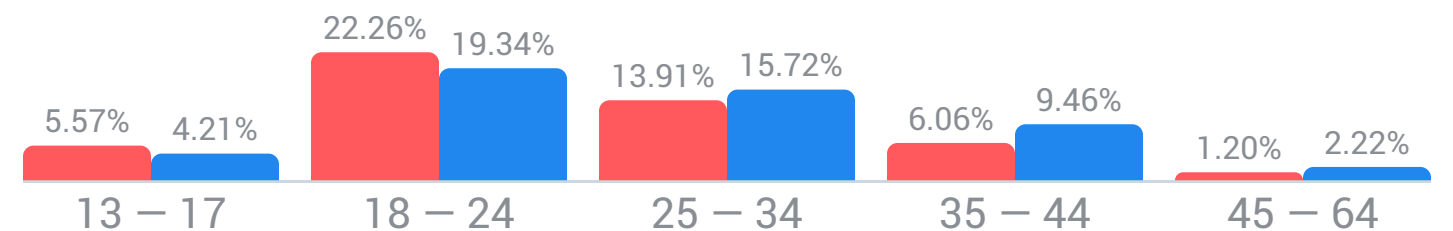
Audience Credibility

64.75%

Notable Engagements

Age and Gender Split

● Female 47.06% ● Male 52.94%



Audience Brand Affinity

- Nike 16.19%
- Apple 10.46%
- GoPro 8.99%
- Adidas 8.32%
- Walt Disney 7.98%

Audience Interests

- Fitness & Yoga 50.45%
- Clothes, Shoes, Han... 41.69%
- Camera & Photogra... 40.39%
- Friends, Family & R... 38.66%
- Travel, Tourism & A... 38.26%

Location by Country

- Brazil 55.88%
- United States of A... 14.20%
- Indonesia 2.20%

Location by City

- Rio de Janeiro 18.05%
- São Paulo 12.52%
- Belo Horizonte 1.98%
- Los Angeles 1.92%
- New York City 1.43%

GENDER, AGE AND ETHNICITY

Gender split

Gender	Percent	Followers	Engagements
Female	47.06%	7,582	519
Male	52.94%	8,528	584

Age split

Age	Percent	Followers	Engagements
13-17	9.78%	1,576	108
18-24	41.6%	6,702	459
25-34	29.63%	4,773	327
35-44	15.52%	2,501	171
45-64	3.42%	552	38
65+	0.04%	6	0

Ethnicity

Group	Percent	Followers	Engagements
Hispanic American	20.98%	3,381	231
African Descent	4.5%	724	50
Asian	8.49%	1,368	94
White / Caucasian	66.03%	10,637	728

Female Age Split

Age	Percent	Followers	Engagements
13-17	5.57%	897	61
18-24	22.26%	3,586	246
25-34	13.91%	2,240	153
35-44	6.06%	976	67
45-64	1.2%	194	13
65+	0.01%	1	0

Male Age Split

Age	Percent	Followers	Engagements
13-17	4.21%	679	46
18-24	19.34%	3,116	213
25-34	15.72%	2,533	173
35-44	9.47%	1,525	104
45-64	2.22%	358	24
65+	0.03%	5	0

INFLUENCERS POPULAR #HASHTAGS AND @MENTIONS

Top recent #Hashtags

Hashtag	Percent
#varellarun	55.56%
#treinaquevem	11.11%
#worldrunners	11.11%
#geracaopugliesi	11.11%
#mundobt	11.11%
#treino	11.11%
#ruiva	11.11%
#nikerunning	11.11%
#corredoras	11.11%
#corrida	11.11%

Top recent @Mentions

Mention	Percent
@authenbrasil	23.08%
@suellnobrega	10.99%
@rjmandala	9.89%
@beautifulfits	8.79%
@theislandwild	8.79%
@tropicaladdicted	8.79%
@tropicalwayoflife	8.79%
@tropicalrelax	8.79%
@abnercerpe	8.79%
@kalilmotta	8.79%

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	Brazil	55.88%	9,002	616
Location: by Country	United States of America	14.2%	2,288	157
Location: by Country	Indonesia	2.2%	355	24
Location: by Country	Italy	2.2%	355	24
Location: by Country	United Kingdom	1.95%	314	22
Location: by Country	Germany	1.59%	256	17
Location: by Country	Russian Federation	1.44%	233	16
Location: by Country	France	1.4%	226	15
Location: by Country	Spain	1.39%	225	15
Location: by Country	Australia	1.22%	197	13
Location: by Country	Canada	1.17%	189	13

LOCATION BY US STATE

Category	Criteria	Percent	Followers	Engagements
Location: by United States of America state	California	3.54%	570	39
Location: by United States of America state	New York	1.77%	285	20
Location: by United States of America state	Florida	1.73%	278	19
Location: by United States of America state	Texas	0.75%	120	8
Location: by United States of America state	Georgia	0.43%	70	5
Location: by United States of America state	New Jersey	0.37%	60	4
Location: by United States of America state	Pennsylvania	0.29%	47	3

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Rio de Janeiro	18.05%	2,909	199
Location: by City	São Paulo	12.52%	2,017	138
Location: by City	Belo Horizonte	1.98%	319	22
Location: by City	Los Angeles	1.92%	309	21
Location: by City	New York City	1.43%	231	16
Location: by City	Salvador	1.16%	187	13
Location: by City	Campinas	1.04%	168	11
Location: by City	Fortaleza	1.04%	168	11
Location: by City	London	0.89%	143	10
Location: by City	Florianópolis	0.71%	114	8
Location: by City	Goiânia	0.69%	111	8
Location: by City	Brasília	0.62%	99	7
Location: by City	Moscow	0.58%	93	6
Location: by City	Curitiba	0.56%	90	6
Location: by City	Porto Alegre	0.52%	83	6

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Recife	0.51%	81	6

LANGUAGES OF AUDIENCE

Category	Criteria	Percent	Followers	Engagements
Native language	Portuguese	61.23%	9,864	675
Native language	English	24.48%	3,943	270
Native language	Spanish	3.69%	594	41
Native language	Russian	2.44%	393	27
Native language	Italian	1.38%	222	15
Native language	French	1.16%	186	13
Native language	Arabic	1.07%	172	12

INFLUENCER BRAND AFFINITY

Category	Criteria
Brands:Beer, Wine & Spirits	Budweiser
Brands:Restaurants, Food & Grocery	Nutella
Brands:Fitness & Yoga	Acroyoga
Brands:Fitness & Yoga	Bodytech

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Fitness & Yoga	50.45%	8,128	557
Interest	Clothes, Shoes, Handbags & Ac...	41.69%	6,716	460
Interest	Camera & Photography	40.39%	6,507	445
Interest	Friends, Family & Relationships	38.66%	6,228	426
Interest	Travel, Tourism & Aviation	38.26%	6,164	422
Interest	Restaurants, Food & Grocery	35.86%	5,777	396
Interest	Sports	34.44%	5,549	380
Interest	Healthy Lifestyle	31.43%	5,063	347
Interest	Activewear	28.63%	4,612	316
Interest	Television & Film	26.71%	4,304	295
Interest	Toys, Children & Baby	25.1%	4,044	277
Interest	Music	24.39%	3,929	269
Interest	Beauty & Cosmetics	23.94%	3,856	264
Interest	Cars & Motorbikes	22.58%	3,638	249
Interest	Electronics & Computers	21.92%	3,532	242

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Pets	21.22%	3,419	234
Interest	Art & Design	20.37%	3,281	225
Interest	Coffee, Tea & Beverages	19.65%	3,166	217
Interest	Beer, Wine & Spirits	18.32%	2,952	202
Interest	Shopping & Retail	13.09%	2,109	144
Interest	Luxury Goods	11.1%	1,789	122
Interest	Wedding	9.56%	1,540	105
Interest	Healthcare & Medicine	9.56%	1,540	105
Interest	Jewellery & Watches	8.74%	1,407	96
Interest	Home Decor, Furniture & Garden	7.09%	1,143	78
Interest	Gaming	7.03%	1,132	78
Interest	Business & Careers	6.91%	1,113	76

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Activewear; Clothes, Shoes, Handba...	Nike	16.19%	2,609	179
Brands:Music; Electronics & Computers	Apple	10.46%	1,686	115
Brands:Camera & Photography	GoPro	8.99%	1,449	99
Brands:Activewear	Adidas	8.32%	1,341	92
Brands:Friends, Family and Relationships; To...	Walt Disney	7.98%	1,285	88
Brands:Television & Film	DC Entertainment	5.41%	871	60
Brands:Television & Film	Netflix	5.01%	806	55
Brands:Coffee, Tea & Beverages	Starbucks	4.65%	749	51
Brands:Activewear	ASICS	4.49%	723	49
Brands:Toys, Children & Baby; Clothes, Shoe...	Zara	4.11%	662	45
Brands:Travel, Tourism & Aviation; Camera &...	Travelgram	3.62%	583	40
Brands:Activewear	Reebok	2.97%	479	33
Brands:Restaurants, Food & Grocery	Nutella	2.91%	468	32
Brands:Clothes, Shoes, Handbags & Accesso...	Vans	2.83%	456	31
Brands:Camera & Photography; Electronics ...	Canon	2.78%	448	31

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Luxury Goods; Luxury Apparel; Cloth...	Gucci	2.75%	442	30
Brands:Beer, Wine & Spirits	Itaipava	2.67%	430	29
Brands:Fitness & Yoga	Bodytech	2.61%	420	29
Brands:Activewear	Puma	2.46%	397	27
Brands:Television & Film	Star Wars	2.42%	390	27
Brands:Coffee, Tea & Beverages	Red Bull	2.42%	390	27
Brands:Music	Spotify Music	2.31%	373	26
Brands:Beauty & Cosmetics	MAC Cosmetics	2.19%	354	24
Brands:Music	Lollapalooza	1.91%	308	21
Brands:Camera & Photography	Nikon	1.87%	301	21
Brands:Television & Film	Marvel Entertainment	1.86%	300	21
Brands:Clothes, Shoes, Handbags & Accesso...	Ray-Ban	1.81%	291	20
Brands:Sports	UFC	1.81%	291	20
Brands:Electronics & Computers	Amazon	1.79%	289	20
Brands:Cars; Cars & Motorbikes	BMW	1.72%	277	19

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beer, Wine & Spirits	Heineken	1.7%	273	19
Brands:Beauty & Cosmetics; Luxury Goods; ...	Christian Dior	1.66%	268	18
Brands:Activewear; Clothes, Shoes, Handba...	Converse	1.65%	266	18
Brands:Activewear	Under Armour	1.58%	254	17
Brands:Coffee, Tea & Beverages	Coca-Cola	1.56%	251	17
Brands:Gaming; Sports	NBA	1.5%	242	17
Brands:Activewear	New Balance	1.49%	240	16
Brands:Clothes, Shoes, Handbags & Accesso...	Calvin Klein	1.45%	233	16
Brands:Sports	The Olympic Games	1.44%	232	16
Brands:Cars; Cars & Motorbikes	Chevrolet	1.43%	230	16
Brands:Clothes, Shoes, Handbags & Accesso...	Oakley	1.41%	226	16
Brands:Clothes, Shoes, Handbags & Accesso...	Moda Praia	1.39%	225	15
Brands:Television & Film	National Geographic	1.38%	223	15
Brands:Television & Film	HBO	1.37%	221	15
Brands:Gaming	PlayStation	1.32%	212	15

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Cars; Cars & Motorbikes	Mercedes-Benz	1.3%	209	14
Brands:Electronics & Computers	Sony	1.24%	200	14
Brands:Sports	NFL	1.24%	200	14
Brands:Cars; Cars & Motorbikes	Audi	1.22%	197	13
Brands:Clothes, Shoes, Handbags & Accesso...	Vogue	1.2%	193	13
Brands:Restaurants, Food & Grocery	McDonald's	1.19%	192	13
Brands:Jewellery & Watches; Beauty & Cosm...	Chanel	1.18%	190	13
Brands:Cars; Cars & Motorbikes	Volkswagen	1.17%	188	13
Brands:Sports; Electronics & Computers	Tom Tom	1.17%	188	13
Brands:Clothes, Shoes, Handbags & Accesso...	Guess	1.15%	185	13
Brands:Travel, Tourism & Aviation; Electronic...	Google	1.15%	185	13
Brands:Electronics & Computers	musical.ly	1.11%	179	12
Brands:Cars; Cars & Motorbikes	Honda	1.11%	179	12
Brands:Luxury Goods; Luxury Apparel; Cloth...	Yves Saint Laurent	1.09%	176	12
Brands:Cars; Cars & Motorbikes	Ferrari	1.08%	174	12

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Electronics & Computers	Samsung Group	1.05%	169	12
Brands:Art & Design; Music; Camera & Phot...	Coachella	1.05%	169	12
Brands:Camera & Photography	Polaroid	1.03%	165	11
Brands:Luxury Goods; Luxury Apparel; Cloth...	Louis Vuitton	1.03%	165	11
Brands:Television & Film	Marvel	1.02%	164	11
Brands:Television & Film	Harry Potter	1.02%	164	11
Brands:Electronics & Computers	Beats Electronics	1.01%	162	11
Brands:Cars; Cars & Motorbikes	Porsche	1.01%	162	11
Brands:Beauty & Cosmetics	Sephora	0.98%	158	11
Brands:Shopping & Retail; Clothes, Shoes, H...	ASOS	0.97%	157	11
Brands:Healthy Lifestyle; Beauty & Cosmetics	Herbalife	0.96%	155	11
Brands:Gaming; Toys, Children & Baby; Tele...	Pokemon	0.95%	153	10
Brands:Beer, Wine & Spirits	Budweiser	0.93%	150	10
Brands:Music	SoundCloud	0.91%	146	10
Brands:Camera & Photography	A Game of Tones	0.89%	143	10

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	Forever 21	0.88%	141	10
Brands:Cars; Cars & Motorbikes	Lamborghini	0.88%	141	10
Brands:Sports; Television & Film	WWE	0.84%	136	9
Brands:Business & Careers	Banco Bradesco	0.83%	134	9
Brands:Luxury Apparel; Clothes, Shoes, Han...	Versace	0.82%	132	9
Brands:Luxury Goods; Luxury Apparel; Cloth...	Prada	0.82%	132	9
Brands:Jewellery & Watches	Daniel Wellington	0.82%	132	9
Brands:Clothes, Shoes, Handbags & Accesso...	Havaianas	0.81%	131	9
Brands:Cars; Cars & Motorbikes	Toyota	0.81%	131	9
Brands:Cars; Cars & Motorbikes	Ford	0.81%	131	9
Brands:Music	Tomorrowland	0.8%	129	9
Brands:Jewellery & Watches	Pandora	0.79%	127	9
Brands:Clothes, Shoes, Handbags & Accesso...	Tommy Hilfiger	0.77%	124	8
Brands:Clothes, Shoes, Handbags & Accesso...	Levi's	0.77%	124	8
Brands:Gaming	Activision Blizzard	0.77%	124	8

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Cars & Motorbikes	Yamaha	0.76%	122	8
Brands:Fitness & Yoga; Sports	Acroyoga	0.74%	118	8
Brands:Jewellery & Watches; Luxury Goods	Tiffany & Co	0.74%	118	8
Brands:Beauty & Cosmetics; Luxury Goods; ...	Armani	0.72%	117	8
Brands:Motorbikes; Cars & Motorbikes	Harley-Davidson	0.72%	117	8
Brands:Beauty & Cosmetics	Anastasia Beverly Hills	0.7%	113	8
Brands:Beauty & Cosmetics	NYX Cosmetics	0.69%	111	8
Brands:Beauty & Cosmetics	Huda Beauty	0.69%	111	8
Brands:Art & Design	Pantone Inc	0.68%	110	8
Brands:Clothes, Shoes, Handbags & Accesso...	Supreme	0.67%	108	7
Brands:Travel, Tourism & Aviation	Airbnb	0.67%	108	7
Brands:Gaming; Sports	FIFA	0.67%	108	7
Brands:Fitness & Yoga; Coffee, Tea & Bevera...	Gatorade	0.67%	108	7
Brands:Shopping & Retail; Activewear	Sneakerhead	0.67%	108	7
Brands:Television & Film	Universal	0.66%	106	7

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beauty & Cosmetics	L'Oréal Paris	0.66%	106	7
Brands:Travel, Tourism & Aviation	Bellagio	0.65%	104	7
Brands:Toys, Children & Baby	Lego	0.64%	103	7
Brands:Jewellery & Watches; Clothes, Shoes,...	Michael Kors	0.64%	103	7
Brands:Restaurants, Food & Grocery	OREO	0.63%	101	7
Brands:Shopping & Retail	Walmart	0.63%	101	7
Brands:Clothes, Shoes, Handbags & Accesso...	GAP	0.61%	98	7
Brands:Luxury Goods; Luxury Apparel; Cloth...	Hermès	0.61%	98	7
Brands:Gaming; Electronics & Computers	Xbox	0.61%	98	7
Brands:Shopping & Retail; Clothes, Shoes, H...	Riachuelo	0.61%	98	7
Brands:Beauty & Cosmetics	Urban Decay Cosmetics	0.59%	96	7
Brands:Fitness & Yoga	Bodybuilding.com	0.59%	96	7
Brands:Clothes, Shoes, Handbags & Accesso...	Lacoste	0.57%	92	6
Brands:Luxury Goods; Luxury Apparel; Cloth...	Dolce & Gabbana	0.57%	92	6
Brands:Beauty & Cosmetics	Maybelline	0.57%	92	6

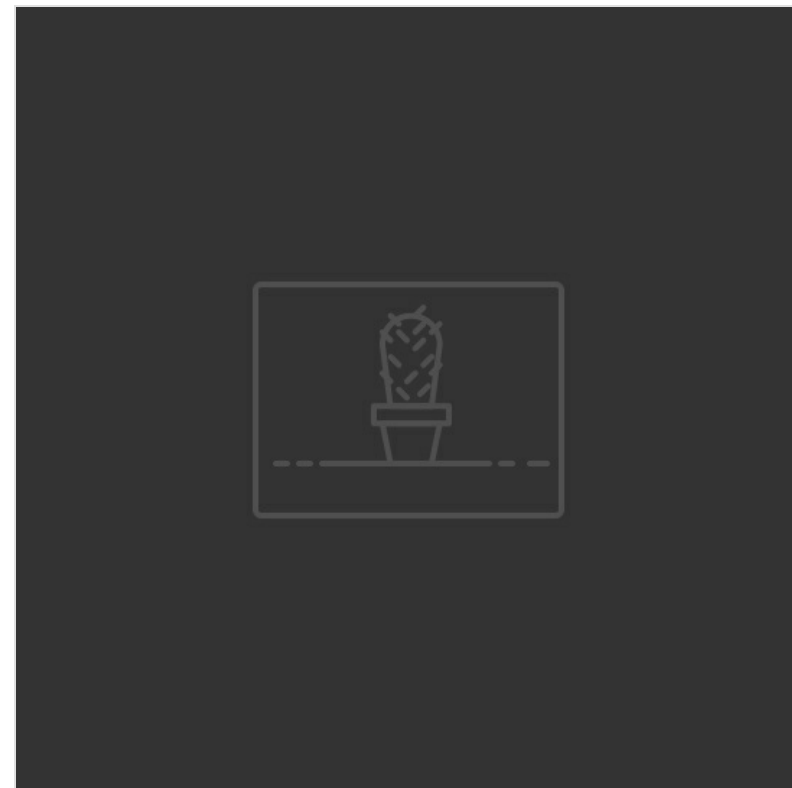
AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Travel, Tourism & Aviation	TripAdvisor	0.57%	92	6
Brands:Gaming; Electronics & Computers	Nintendo	0.57%	92	6
Brands:Clothes, Shoes, Handbags & Accesso...	Sunnies Studios	0.56%	91	6
Brands:Activewear; Clothes, Shoes, Handba...	The North Face	0.56%	91	6
Brands:Cars; Cars & Motorbikes	Nissan	0.56%	91	6
Brands:Travel, Tourism & Aviation; Electronic...	Uber	0.56%	91	6
Brands:Activewear; Clothes, Shoes, Handba...	Billabong	0.55%	89	6
Brands:Beauty & Cosmetics	Make Up For Ever	0.55%	89	6
Brands:Clothes, Shoes, Handbags & Accesso...	Victoria's Secret	0.54%	87	6
Brands:Beer, Wine & Spirits	Jack Daniels	0.54%	87	6
Brands:Activewear	Lululemon Athletica	0.53%	85	6
Brands:Television & Film	Showtime	0.53%	85	6
Brands:Cars; Cars & Motorbikes	Suzuki	0.52%	84	6
Brands:Luxury Goods; Luxury Apparel; Cloth...	Fendi	0.52%	84	6
Brands:Activewear	Rapha	0.51%	82	6

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Luxury Goods; Luxury Apparel	Burberry	0.51%	82	6

POPULAR POSTS

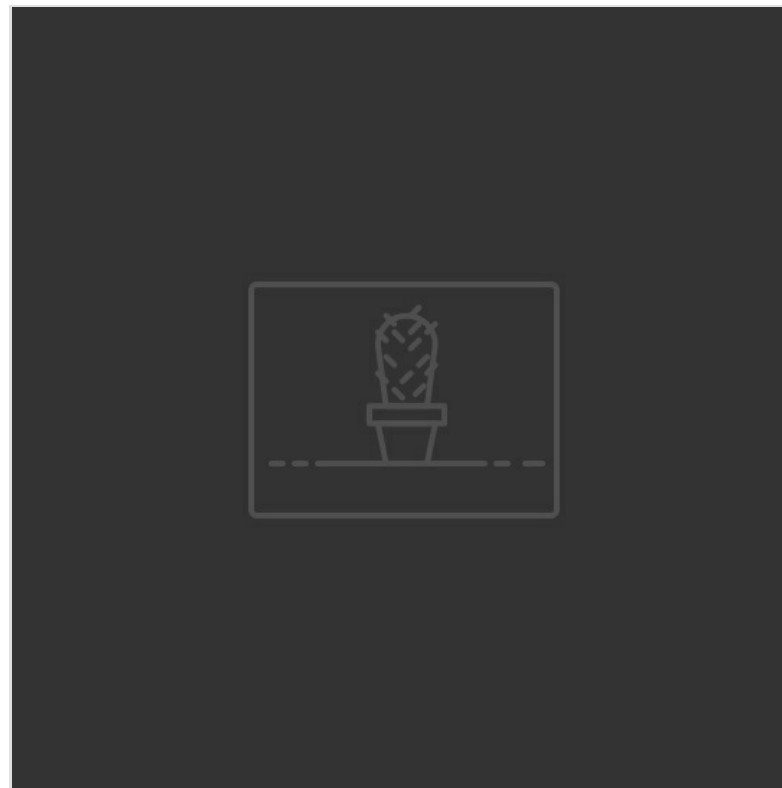


Como faz pra voltar? Tipo abandona waffle topissimo e paçoca? Ajuda dos universitarios.

by [@camilamvarella](#)

Likes	Comments
1,594	64

Date (UTC)
28 June 2017 11:34

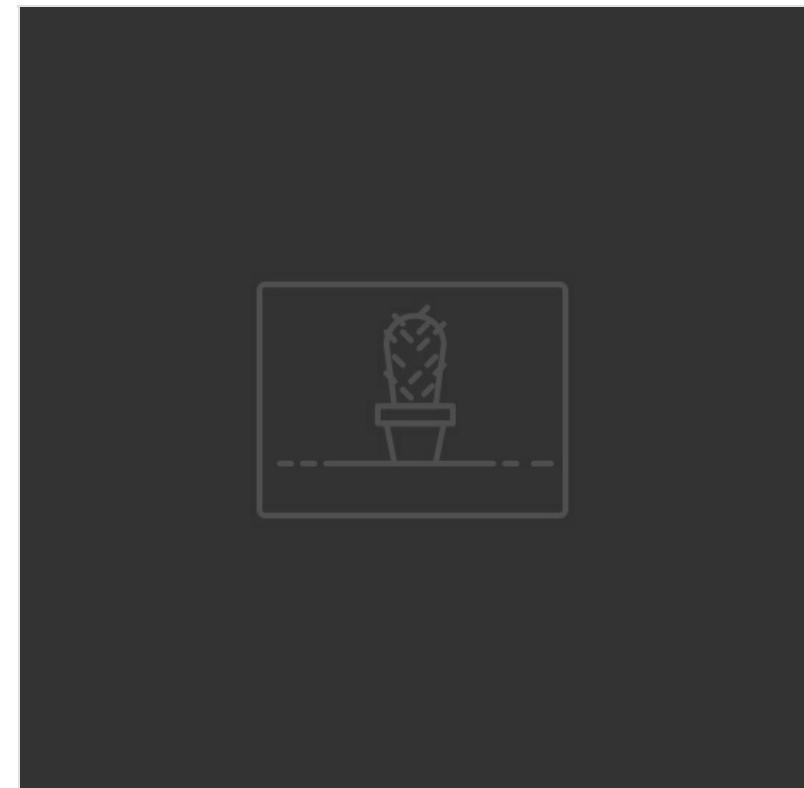


When I am with you all I get is

by [@camilamvarella](#)

Likes	Comments
1,573	125

Date (UTC)
19 July 2017 08:43



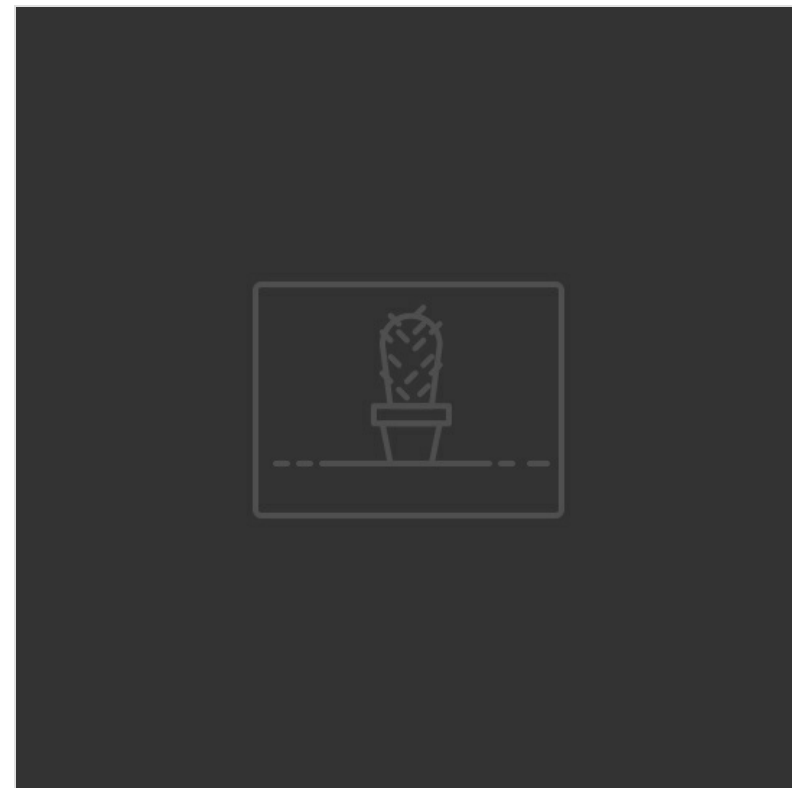
Tbt porque esse dia foi bom. Bjs vou voltar pro meu pote de doce de leite e pro sherlock holmes.

by [@camilamvarella](#)

Likes	Comments
1,539	39

Date (UTC)
11 January 2017 08:11

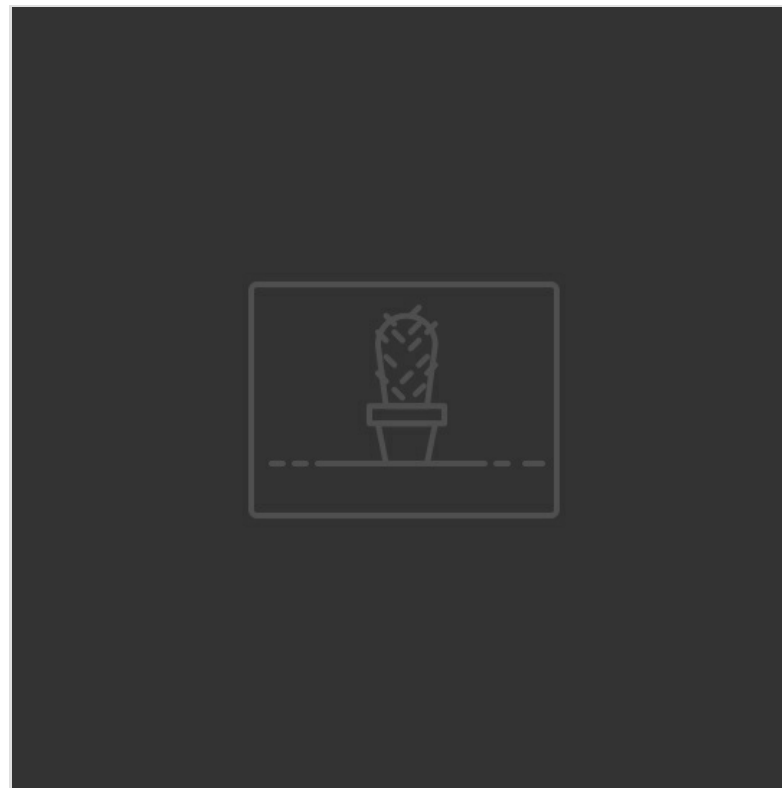
POPULAR POSTS



by [@camilamvarella](#)

Likes	Comments
1,416	142

Date (UTC)
10 October 2017 08:22

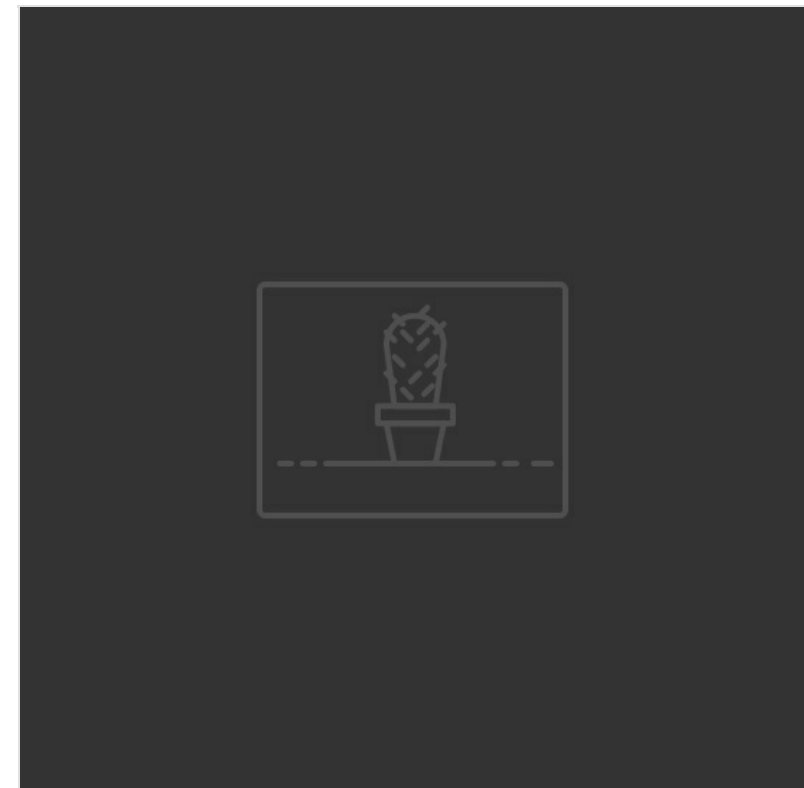


Ton sur ton, nova tendencia desse verão pras branqueas que não sabem tomar sol.

by [@camilamvarella](#)

Likes	Comments
1,236	50

Date (UTC)
09 December 2016 09:06



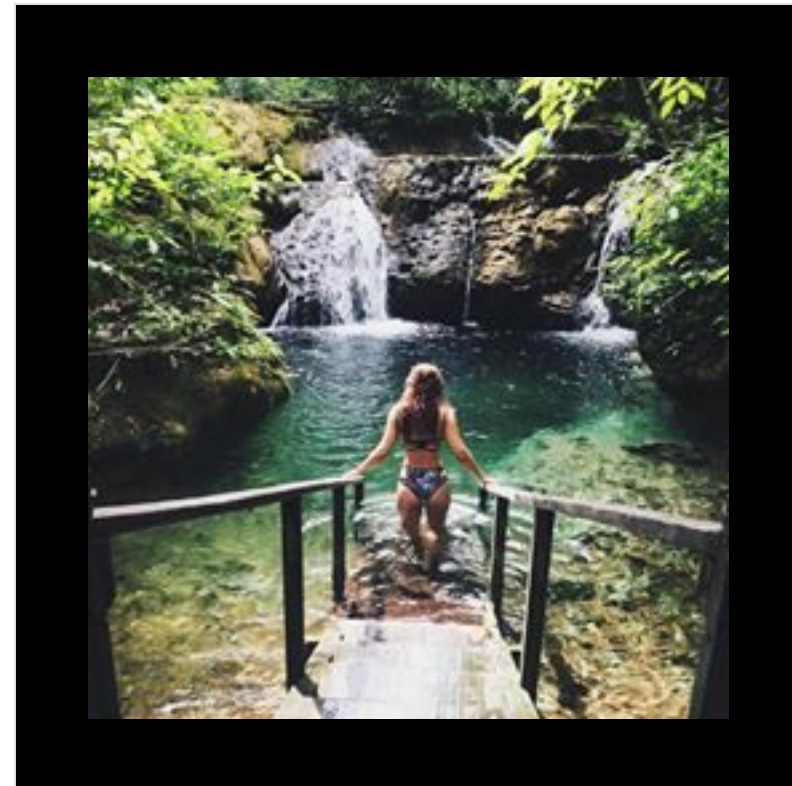
Vai ter tbt pra sempre dessa trip beijós pro donuts.

by [@camilamvarella](#)

Likes	Comments
1,166	17

Date (UTC)
25 April 2017 09:17

POPULAR POSTS

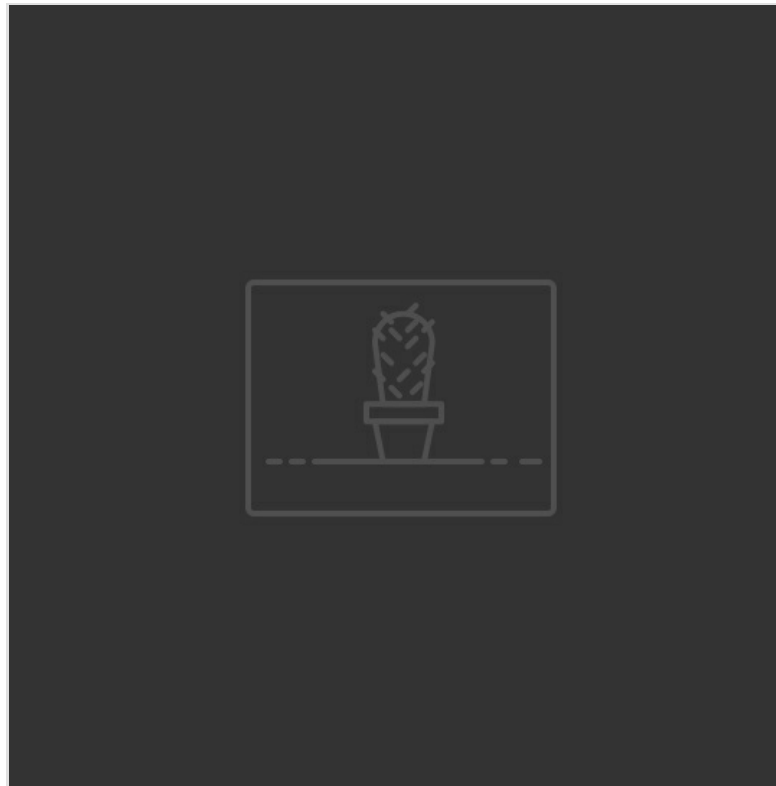


Rising path

by @camilamvarella

Likes	Comments
1,162	98

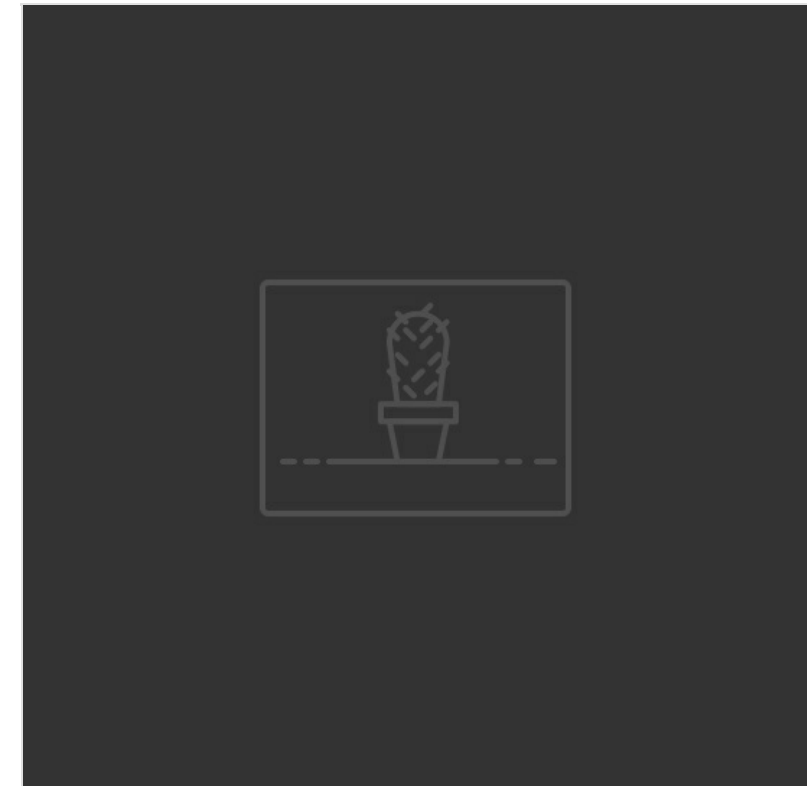
Date (UTC)
20 September 2017 04:36



SURF TRIP FIRST POST Sabe aqueles momentos que você precisa ir. Só ir e esquecer como voltar? A @escolasurfsuelennaraisa me cativou c ...
by @camilamvarella

Likes	Comments
1,130	113

Date (UTC)
02 February 2018 07:42



- SURF DAY - Nem acredito que depois de tanto eu voltei a fazer aula de surf com o coach Gabriel da @rjmandala !! Quem animar vem comigo também!!! Ainda r ...
by @camilamvarella

Likes	Comments
1,114	118

Date (UTC)
05 January 2018 11:08

GLOSSARY & FAQ

Deep Social is a freemium Instagram ranking, discovery and AI-driven analytics platform. Providing its 24,239 customers with in-depth insights into demographic & psychographic data of 43,388,760 influencers and their audience.

Audience Data. Our data is based only on active engaged audience (likes) for the last 30 days from the date specified at the bottom of this report. Engaged users are the ones who actively engage with the influencer content and are more likely to react to promotions and take actions such as purchase. Hence, our data could be different from official Instagram audience insights as Instagram user insights for audience-related metrics are based on historical followers, only available for business accounts and only for lifetime timeframe. Moreover, according to our research of Instagram audience half of historical followers just passively follow and either don't use Instagram anymore or use it under a different account. Please note that audience data for influencer accounts is updated each month for free. Audience Data is also available via API in JSON format. Please refer to API documentation at <https://docs.deep.social/>.

Influencers. Instagram accounts with more than 1,000 followers.

Engagements. The average sum of likes and comments on the last 30 posts.

Rankings. Currently Deep.Social ranks most influential Instagram accounts by the absolute size of their active engaged audience for 5,276 different locations, gender and location-gender segments. Rankings are also split by account size like weight categories in boxing ranging from 1k to >1m followers. According to our research of Instagram audience in April 2018 there are [459,000] Instagram accounts that have ranked in top 100 in different categories. You can find out how your friends and favourite Instagrammers rank by entering their Instagram @handle at <https://ranking.deep.social/>

Audience Credibility. To establish the audience credibility score for active engaged audience we take into account factors such as account's avatar and bio description, number of posts, number of accounts followed vs following ratio, number of likes received vs number of likes given ratio. Please note that the audience credibility is based only on active engaged audience (likes) i.e. a high credibility score does not necessarily indicate "real followers" - the account may still have bought fake followers, the engagement rate could be very low but those few engagements are real and therefore the credibility score could still be high. Influencers with genuine audience will attain scores of 80 or above.

GLOSSARY & FAQ

Notable Engagements. Shows what percentage of engagements is from influencers. Notable Engagements for 0.99 quantile can largely differ from 3% to 61%

Paid Post Performance. Shows how disclosed sponsored posts perform compared to organic posts in terms of average number of engagements they receive. Paid Post Performance for 0.99 quantile can largely differ from 11% to 276% which means that sometimes you can overpay 9 times for a post if you base your pricing on average engagements as, for example, instead of usual average 10,000 engagements you might get just 1,100 on your sponsored post. Please note that we take into account disclosure both by Instagram Paid Partnerships feature and by 38 sponsored posts including #ad, #sponsored, #paid and others.

Brand Affinity. We determine brand affinities by analyzing posts for caption texts, @mentions, #hashtags and location tags.

Interests. We determine brand affinities by analyzing posts for caption texts, @mentions, #hashtags and location tags.

Ethnicity. We determine engaged audience ethnicity by analyzing profile picture, text in profile description (bio) and selfies in the recent posts. Only available for the audience as an aggregated percentage.

Age. We determine engaged audience age by analyzing profile picture, text in profile description (bio) and selfies in the recent posts. Only available for the audience as an aggregated percentage.

Gender. We determine engaged audience gender by analyzing profile picture, name, text in profile description (bio) and selfies in the recent posts.

Location. We determine engaged audience location (country, state, city) by analyzing location tags, language and caption of the recent posts and text in profile description (bio).

Language. We determine engaged audience language by analyzing caption of the recent posts

Popular #hashtags. Most frequently used #hashtags on the last 30 posts.

GLOSSARY & FAQ

Popular @mentions. Most frequently used @mentions on the last 30 posts.

Sponsored Posts. Posts disclosed either by Instagram Paid Partnerships feature or by 38 sponsored posts' hashtags including #ad, #sponsored, #paid and others.

Popular Posts. Most popular posts by the absolute number of engagements they received.

Influencer contact details. Access to influencer contact information including email, phone, WhatsApp, Skype, Snapchat, Facebook, Twitter, YouTube, Viber, BBM, Telegram, WeChat, Kik Messenger, LINE and such. Feature is only available through API to those subscribed to 1,000 accounts or more. Please note that contact details might be not available for some influencers as we display only public information that can be found on Instagram profile.

Have any further questions? Please refer to our FAQ section at <https://help.deep.social/>.