



@allieballiemakeup May 09, 2018

Allie Los Angeles

1,413

Engagements

114,413

Followers



Popular # and @

#Makeup

@Tartecosmetics

#Beauty

@Benefitcosmetics

#Wakeupandmakeup

@Toofaced

#Makeupoftheday

@Smashboxcosmetics

Influencer Brand Affinity

ALEX AND ANI

Alex and Ani

FOREVER 21

Forever 21

VICTORIA'S SECRET

Victoria's Secret

UGG

UGG

UO

Urban Outfitters

Influencer Interests



Shopping & Retail



Television & Film



Beauty & Cosmetics



Clothes, Shoes, Handbag...



Jewellery & Watches

© 2018 Deep Social

Audience Data



Deep Social

97.93%

Audience Credibility

52.92%

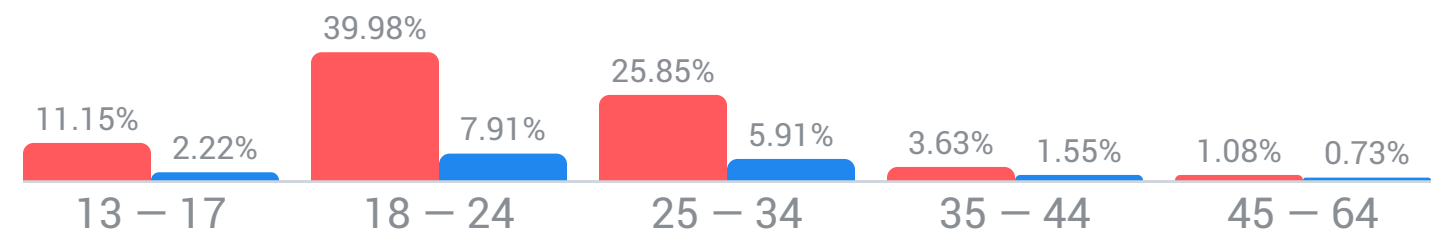
Notable Engagements

40.84%

Paid Post Performance

Age and Gender Split

Female 79.10% Male 20.90%



Audience Brand Affinity



MAC Cosmetics

20.55%



Anastasia Beverly ...

19.09%



NYX Cosmetics

17.10%



Urban Decay Cos...

16.25%



Apple

16.17%

Location by Country



United States of A... 46.96%



Italy 5.91%



United Kingdom 5.32%

Audience Interests



Clothes, Shoes, Han... 65.80%



Beauty & Cosmetics 63.72%



Camera & Photogra... 46.61%



Restaurants, Food ... 41.87%



Travel, Tourism & A... 41.50%

Location by City



Los Angeles 7.27%



New York City 5.25%



London 2.72%



Toronto 1.42%



Milan 1.10%

GENDER, AGE AND ETHNICITY

Gender split

Gender	Percent	Followers	Engagements
Male	20.9%	23,907	295
Female	79.1%	90,506	1,118

Ethnicity

Group	Percent	Followers	Engagements
White / Caucasian	76.36%	87,368	1,079
African Descent	4.49%	5,139	63
Hispanic American	7.41%	8,480	105
Asian	11.73%	13,425	166

Female Age Split

Age	Percent	Followers	Engagements
13-17	11.15%	12,754	158
18-24	39.98%	45,744	565
25-34	25.85%	29,571	365
35-44	3.63%	4,154	51
45-64	1.08%	1,232	15

Age split

Age	Percent	Followers	Engagements
13-17	13.37%	15,297	189
18-24	47.89%	54,791	677
25-34	31.76%	36,332	449
35-44	5.18%	5,923	73
45-64	1.81%	2,069	26

Male Age Split

Age	Percent	Followers	Engagements
13-17	2.22%	2,544	31
18-24	7.91%	9,048	112
25-34	5.91%	6,761	83
35-44	1.55%	1,769	22
45-64	0.73%	837	10

INFLUENCERS POPULAR #HASHTAGS AND @MENTIONS

Top recent #Hashtags

Hashtag	Percent
#makeup	99.50%
#beauty	98.99%
#wakeupandmakeup	98.99%
#makeupoftheday	98.49%
#vegas_nay	98.49%
#makeupbyme	98.49%
#motd	98.49%
#cosmetics	94.97%
#beautyguru	91.46%
#beautyblog	90.95%

Top recent @Mentions

Mention	Percent
@tartecosmetics	75.25%
@benefitcosmetics	72.22%
@toofaced	66.16%
@smashboxcosmetics	58.08%
@urbandecaycosmetics	57.58%
@maybelline	47.47%
@wakeupandmakeup	46.46%
@hypnaughty_makeup	45.45%
@ipsy	44.95%
@makeuptutorialsx0x	43.94%

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	United States of America	46.96%	53,731	664
Location: by Country	Italy	5.91%	6,764	84
Location: by Country	United Kingdom	5.32%	6,084	75
Location: by Country	Canada	4.71%	5,394	67
Location: by Country	Germany	3.94%	4,506	56
Location: by Country	Australia	3.17%	3,629	45
Location: by Country	Brazil	2.24%	2,564	32
Location: by Country	France	2.11%	2,416	30
Location: by Country	Spain	1.88%	2,150	27
Location: by Country	India	1.43%	1,637	20
Location: by Country	Mexico	1.37%	1,568	19
Location: by Country	Netherlands	1.18%	1,351	17
Location: by Country	Indonesia	1.04%	1,193	15

LOCATION BY US STATE

Category	Criteria	Percent	Followers	Engagements
Location: by United States of America state	California	13.05%	14,929	184
Location: by United States of America state	New York	6.16%	7,050	87
Location: by United States of America state	Florida	4.13%	4,723	58
Location: by United States of America state	Texas	2.92%	3,343	41
Location: by United States of America state	Arizona	2.75%	3,146	39
Location: by United States of America state	Illinois	1.28%	1,459	18
Location: by United States of America state	Georgia	1.19%	1,361	17
Location: by United States of America state	New Jersey	1.02%	1,164	14
Location: by United States of America state	Pennsylvania	0.85%	976	12
Location: by United States of America state	Washington	0.77%	878	11
Location: by United States of America state	Nevada	0.72%	828	10
Location: by United States of America state	North Carolina	0.71%	809	10
Location: by United States of America state	Ohio	0.62%	710	9
Location: by United States of America state	Tennessee	0.61%	700	9
Location: by United States of America state	Massachusetts	0.6%	690	9

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Los Angeles	7.27%	8,313	103
Location: by City	New York City	5.25%	6,005	74
Location: by City	London	2.72%	3,116	38
Location: by City	Toronto	1.42%	1,627	20
Location: by City	Milan	1.1%	1,262	16
Location: by City	Chicago	0.88%	1,006	12
Location: by City	Paris	0.82%	937	12
Location: by City	Dubai	0.78%	897	11
Location: by City	Phoenix	0.77%	878	11
Location: by City	Miami	0.76%	868	11
Location: by City	Melbourne	0.72%	828	10
Location: by City	San Francisco	0.72%	818	10
Location: by City	San Diego	0.72%	818	10
Location: by City	Atlanta	0.61%	700	9
Location: by City	Sydney	0.56%	641	8

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Vancouver	0.55%	631	8
Location: by City	São Paulo	0.52%	592	7

LANGUAGES OF AUDIENCE

Category	Criteria	Percent	Followers	Engagements
Native language	English	73.43%	84,013	1,038
Native language	Spanish	3.6%	4,116	51
Native language	Italian	3.42%	3,907	48
Native language	German	2.5%	2,855	35
Native language	Portuguese	2.15%	2,460	30
Native language	Chinese	1.61%	1,842	23
Native language	Russian	1.37%	1,571	19
Native language	Swahili	1.35%	1,547	19
Native language	French	1.29%	1,478	18
Native language	other	1.06%	1,207	15
Native language	Arabic	1.02%	1,168	14

INFLUENCER BRAND AFFINITY

Category	Criteria
Brands:Jewellery & Watches	Alex and Ani
Brands:Clothes, Shoes, Handbags & Accessories	Forever 21
Brands:Clothes, Shoes, Handbags & Accessories	Victoria's Secret
Brands:Clothes, Shoes, Handbags & Accessories	UGG
Brands:Clothes, Shoes, Handbags & Accessories	Urban Outfitters
Brands:Clothes, Shoes, Handbags & Accessories	American Eagle
Brands:Clothes, Shoes, Handbags & Accessories	Steve Madden
Brands:Beauty & Cosmetics	Anastasia Beverly Hills
Brands:Beauty & Cosmetics	BH Cosmetics
Brands:Beauty & Cosmetics	Benefit Cosmetics
Brands:Beauty & Cosmetics	Make Up For Ever
Brands:Beauty & Cosmetics	Huda Beauty
Brands:Beauty & Cosmetics	Too Faced Cosmetics
Brands:Beauty & Cosmetics	GLAMGLOW
Brands:Beauty & Cosmetics	NYX Cosmetics

INFLUENCER BRAND AFFINITY

Category	Criteria
Brands:Beauty & Cosmetics	Maybelline
Brands:Beauty & Cosmetics	I LOVE MAKEUP
Brands:Beauty & Cosmetics	NUDESTIX
Brands:Beauty & Cosmetics	Milani Cosmetics
Brands:Beauty & Cosmetics	Beautyblender
Brands:Beauty & Cosmetics	Caudalie
Brands:Beauty & Cosmetics	Kylie Cosmetics
Brands:Beauty & Cosmetics	Clinique
Brands:Beauty & Cosmetics	Smashbox
Brands:Beauty & Cosmetics	BOXYCHARM
Brands:Beauty & Cosmetics	L'Oréal Paris
Brands:Beauty & Cosmetics	NARS Cosmetics
Brands:Beauty & Cosmetics	Urban Decay Cosmetics
Brands:Beauty & Cosmetics	Sephora
Brands:Beauty & Cosmetics	Gerard Cosmetics

INFLUENCER BRAND AFFINITY

Category	Criteria
Brands:Beauty & Cosmetics	Real Techniques
Brands:Beauty & Cosmetics	MAC Cosmetics
Brands:Beauty & Cosmetics	ULTA Beauty
Brands:Beauty & Cosmetics	Tarte Cosmetics
Brands:Beauty & Cosmetics	Clean & Clear
Brands:Home Decor, Furniture & Garden	Crate and Barrel
Brands:Television & Film	Netflix
Brands:Shopping & Retail	Walmart
Brands:Shopping & Retail	Target
Brands:Shopping & Retail	Hudson's Bay
Brands:Shopping & Retail	Macy's
Brands:Activewear	Nike
Brands:Activewear	Lululemon Athletica
Brands:Electronics & Computers	Apple

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Clothes, Shoes, Handbags & Ac...	65.8%	75,284	930
Interest	Beauty & Cosmetics	63.72%	72,899	900
Interest	Camera & Photography	46.61%	53,330	659
Interest	Restaurants, Food & Grocery	41.87%	47,909	592
Interest	Travel, Tourism & Aviation	41.5%	47,480	586
Interest	Friends, Family & Relationships	39.98%	45,738	565
Interest	Shopping & Retail	36.52%	41,782	516
Interest	Toys, Children & Baby	32.65%	37,361	461
Interest	Art & Design	32.46%	37,137	459
Interest	Luxury Goods	32.01%	36,628	452
Interest	Electronics & Computers	31.47%	36,003	445
Interest	Television & Film	30.41%	34,797	430
Interest	Healthy Lifestyle	28.88%	33,047	408
Interest	Music	27.42%	31,376	387
Interest	Fitness & Yoga	26.63%	30,465	376

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Jewellery & Watches	24.96%	28,554	353
Interest	Wedding	24.93%	28,518	352
Interest	Coffee, Tea & Beverages	24.29%	27,786	343
Interest	Sports	22.82%	26,107	322
Interest	Pets	22.25%	25,455	314
Interest	Activewear	20.21%	23,124	286
Interest	Cars & Motorbikes	18.41%	21,061	260
Interest	Beer, Wine & Spirits	15.39%	17,604	217
Interest	Home Decor, Furniture & Garden	14.36%	16,434	203
Interest	Business & Careers	11.2%	12,817	158
Interest	Healthcare & Medicine	8.32%	9,521	118
Interest	Gaming	7.09%	8,110	100

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beauty & Cosmetics	MAC Cosmetics	20.55%	23,508	290
Brands:Beauty & Cosmetics	Anastasia Beverly Hills	19.09%	21,847	270
Brands:Beauty & Cosmetics	NYX Cosmetics	17.1%	19,569	242
Brands:Beauty & Cosmetics	Urban Decay Cosmetics	16.25%	18,587	230
Brands:Music; Electronics & Computers	Apple	16.17%	18,497	228
Brands:Beauty & Cosmetics	Sephora	16.16%	18,488	228
Brands:Beauty & Cosmetics	Huda Beauty	14.26%	16,318	202
Brands:Beauty & Cosmetics	Maybelline	13.69%	15,666	193
Brands:Beauty & Cosmetics	Too Faced Cosmetics	13.61%	15,577	192
Brands:Beauty & Cosmetics	Tarte Cosmetics	13.6%	15,559	192
Brands:Toys, Children & Baby; Clothes, Shoe...	Zara	13.35%	15,273	189
Brands:Friends, Family and Relationships; To...	Walt Disney	11.76%	13,451	166
Brands:Beauty & Cosmetics	Benefit Cosmetics	10.2%	11,674	144
Brands:Activewear; Clothes, Shoes, Handba...	Nike	9.41%	10,763	133
Brands:Coffee, Tea & Beverages	Starbucks	8.66%	9,905	122

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Luxury Goods; Luxury Apparel; Cloth...	Christian Dior	8.49%	9,709	120
Brands:Beauty & Cosmetics	Make Up For Ever	8.27%	9,458	117
Brands:Luxury Goods; Luxury Apparel; Cloth...	Gucci	7.93%	9,074	112
Brands:Beauty & Cosmetics	L'Oréal Paris	7.35%	8,414	104
Brands:Beauty & Cosmetics	NARS Cosmetics	6.92%	7,913	98
Brands:Beauty & Cosmetics	Kylie Cosmetics	6.91%	7,904	98
Brands:Travel, Tourism & Aviation; Camera &...	Travelgram	6.84%	7,824	97
Brands:Shopping & Retail; Clothes, Shoes, H...	ASOS	6.64%	7,601	94
Brands:Electronics & Computers	Amazon	6.6%	7,556	93
Brands:Jewellery & Watches; Luxury Goods; ...	Chanel	6.37%	7,288	90
Brands:Television & Film	Netflix	6.3%	7,208	89
Brands:Luxury Goods; Luxury Apparel; Cloth...	Yves Saint Laurent	6.21%	7,110	88
Brands:Beauty & Cosmetics	BH Cosmetics	6.07%	6,940	86
Brands:Activewear	Adidas	5.83%	6,672	82
Brands:Beauty & Cosmetics	Smashbox	5.51%	6,306	78

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beauty & Cosmetics	Estee Lauder	5.5%	6,288	78
Brands:Beauty & Cosmetics	Clinique	5.43%	6,216	77
Brands:Clothes, Shoes, Handbags & Accesso...	Sunnies Studios	5.28%	6,038	75
Brands:Beauty & Cosmetics	ULTA Beauty	5%	5,725	71
Brands:Clothes, Shoes, Handbags & Accesso...	Forever 21	4.95%	5,663	70
Brands:Shopping & Retail; Clothes, Shoes, H...	Influenster	4.75%	5,430	67
Brands:Beauty & Cosmetics	Milani Cosmetics	4.5%	5,145	64
Brands:Beauty & Cosmetics	Revlon	4.45%	5,091	63
Brands:Activewear; Clothes, Shoes, Handba...	Converse	4.36%	4,984	62
Brands:Shopping & Retail; Beauty & Cosmet...	BeautyGram Inc	4.32%	4,939	61
Brands:Jewellery & Watches; Luxury Apparel...	Marc Jacobs	4.29%	4,912	61
Brands:Beauty & Cosmetics	Bobbi Brown Cosmetics	4.2%	4,805	59
Brands:Jewellery & Watches	Daniel Wellington	4.14%	4,734	58
Brands:Beauty & Cosmetics	Lancôme	3.91%	4,475	55
Brands:Beauty & Cosmetics	Beautyblender	3.86%	4,421	55

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Luxury Goods; Luxury Apparel; Cloth...	Louis Vuitton	3.78%	4,323	53
Brands:Clothes, Shoes, Handbags & Accesso...	Vogue	3.76%	4,305	53
Brands:Clothes, Shoes, Handbags & Accesso...	Guess	3.68%	4,207	52
Brands:Art & Design; Camera & Photograph...	Coachella	3.62%	4,144	51
Brands:Clothes, Shoes, Handbags & Accesso...	Vans	3.57%	4,082	50
Brands:Shopping & Retail	NORDSTROM	3.57%	4,082	50
Brands:Beauty & Cosmetics	Bare Escentuals	3.38%	3,867	48
Brands:Television & Film	DC Entertainment	3.28%	3,751	46
Brands:Beauty & Cosmetics	House of Lashes	3.19%	3,653	45
Brands:Beauty & Cosmetics	Real Techniques	3.04%	3,483	43
Brands:Beauty & Cosmetics	SigmaBeauty.com	3.01%	3,448	43
Brands:Clothes, Shoes, Handbags & Accesso...	Topshop	3.01%	3,448	43
Brands:Clothes, Shoes, Handbags & Accesso...	Victoria's Secret	2.97%	3,394	42
Brands:Beauty & Cosmetics	GLAMGLOW	2.94%	3,367	42
Brands:Camera & Photography; Electronics ...	Canon	2.86%	3,269	40

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beauty & Cosmetics	Lime Crime	2.84%	3,251	40
Brands:Jewellery & Watches; Clothes, Shoes,...	Michael Kors	2.73%	3,126	39
Brands:Clothes, Shoes, Handbags & Accesso...	boohoo	2.69%	3,081	38
Brands:Beauty & Cosmetics	Lush	2.69%	3,072	38
Brands:Shopping & Retail	Walmart	2.6%	2,974	37
Brands:Luxury Goods; Luxury Apparel; Beau...	TOM FORD	2.55%	2,921	36
Brands:Beauty & Cosmetics	Rimmel	2.52%	2,885	36
Brands:Luxury Goods; Luxury Apparel	Burberry	2.51%	2,876	36
Brands:Jewellery & Watches	SWAROVSKI	2.49%	2,849	35
Brands:Shopping & Retail	Target	2.48%	2,840	35
Brands:Television & Film	Star Wars	2.48%	2,840	35
Brands:Restaurants, Food & Grocery	Nutella	2.47%	2,822	35
Brands:Clothes, Shoes, Handbags & Accesso...	Levi's	2.45%	2,805	35
Brands:Home Decor, Furniture & Garden; Sh...	Anthropologie	2.41%	2,760	34
Brands:Jewellery & Watches; Luxury Goods	Tiffany & Co	2.37%	2,715	34

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	Calvin Klein	2.37%	2,706	33
Brands:Camera & Photography	Polaroid	2.36%	2,697	33
Brands:Luxury Goods; Luxury Apparel; Cloth...	Christian Louboutin	2.33%	2,662	33
Brands:Beauty & Cosmetics	Gerard Cosmetics	2.32%	2,653	33
Brands:Luxury Goods; Luxury Apparel; Cloth...	Armani	2.29%	2,617	32
Brands:Television & Film	HBO	2.25%	2,572	32
Brands:Luxury Goods; Clothes, Shoes, Hand...	GIVENCHY	2.23%	2,554	32
Brands:Luxury Goods; Luxury Apparel; Cloth...	Prada	2.22%	2,537	31
Brands:Jewellery & Watches	Swatch	2.19%	2,510	31
Brands:Activewear	Puma	2.18%	2,492	31
Brands:Television & Film	Harry Potter	2.17%	2,483	31
Brands:Clothes, Shoes, Handbags & Accesso...	Primark	2.15%	2,465	30
Brands:Camera & Photography	Nikon	2.14%	2,447	30
Brands:Clothes, Shoes, Handbags & Accesso...	Ray-Ban	2.13%	2,438	30
Brands:Cars & Motorbikes; Cars	Mercedes-Benz	2.1%	2,403	30

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Shopping & Retail	Etsy	2.08%	2,385	29
Brands:Fashion & Style; Clothes, Shoes, Han...	OOTD Magazine	2.04%	2,331	29
Brands:Shopping & Retail; Clothes, Shoes, H...	FashionNova	2.01%	2,295	28
Brands:Shopping & Retail; Clothes, Shoes, H...	Free People	1.95%	2,233	28
Brands:Jewellery & Watches	Pandora	1.92%	2,197	27
Brands:Clothes, Shoes, Handbags & Accesso...	GAP	1.91%	2,188	27
Brands:Music	Spotify Music	1.9%	2,170	27
Brands:Cars & Motorbikes; Cars	BMW	1.9%	2,170	27
Brands:Shopping & Retail; Clothes, Shoes, H...	REVOLVE	1.88%	2,153	27
Brands:Beauty & Cosmetics	Garnier	1.84%	2,108	26
Brands:Luxury Goods; Luxury Apparel; Cloth...	Hermès	1.83%	2,090	26
Brands:Beauty & Cosmetics	Neutrogena	1.8%	2,063	25
Brands:Luxury Apparel; Clothes, Shoes, Han...	Versace	1.8%	2,054	25
Brands:Shopping & Retail; Clothes, Shoes, H...	Urban Outfitters	1.77%	2,027	25
Brands:Camera & Photography	GoPro	1.76%	2,010	25

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beauty & Cosmetics	essie	1.75%	2,001	25
Brands:Gaming	Activision Blizzard	1.73%	1,983	24
Brands:Beauty & Cosmetics	The Body Shop	1.73%	1,974	24
Brands:Clothes, Shoes, Handbags & Accesso...	Steve Madden	1.73%	1,974	24
Brands:Shopping & Retail; Beauty & Cosmet...	BOXYCHARM	1.71%	1,956	24
Brands:Cars & Motorbikes; Cars	Porsche	1.68%	1,920	24
Brands:Television & Film	Marvel Entertainment	1.67%	1,911	24
Brands:Shopping & Retail; Clothes, Shoes, H...	MISSGUIDED	1.66%	1,902	23
Brands:Clothes, Shoes, Handbags & Accesso...	UGG	1.63%	1,867	23
Brands:Beauty & Cosmetics	Sugarpill Cosmetics	1.61%	1,840	23
Brands:Luxury Goods; Luxury Apparel; Cloth...	Dolce & Gabbana	1.61%	1,840	23
Brands:Cars & Motorbikes; Cars	Lamborghini	1.61%	1,840	23
Brands:Beauty & Cosmetics	Guerlain	1.58%	1,813	22
Brands:Clothes, Shoes, Handbags & Accesso...	Kate Spade	1.58%	1,813	22
Brands:Beauty & Cosmetics	KKW Beauty	1.58%	1,804	22

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beauty & Cosmetics	Clarins	1.58%	1,804	22
Brands:Television & Film	Showtime	1.58%	1,804	22
Brands:Beauty & Cosmetics	Kiko	1.54%	1,760	22
Brands:Cars & Motorbikes; Cars	Audi	1.49%	1,706	21
Brands:Clothes, Shoes, Handbags & Accesso...	Tommy Hilfiger	1.45%	1,661	21
Brands:Electronics & Computers	Sony	1.44%	1,652	20
Brands:Cars & Motorbikes; Cars	Ferrari	1.44%	1,643	20
Brands:Travel, Tourism & Aviation	Geocaching	1.44%	1,643	20
Brands:Camera & Photography	A Game of Tones	1.43%	1,634	20
Brands:Shopping & Retail; Beauty & Cosmet...	Liveglam	1.42%	1,626	20
Brands:Beauty & Cosmetics	SeneGence	1.41%	1,617	20
Brands:Beauty & Cosmetics	Opi	1.41%	1,617	20
Brands:Beauty & Cosmetics	Rimmel London	1.41%	1,617	20
Brands:Shopping & Retail	Macy's	1.41%	1,617	20
Brands:Beauty & Cosmetics	Caudalie	1.38%	1,581	20

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Gaming; Toys, Children & Baby; Tele...	Pokemon	1.38%	1,581	20
Brands:Television & Film	National Geographic	1.37%	1,572	19
Brands:Luxury Goods; Luxury Apparel; Cloth...	Fendi	1.33%	1,518	19
Brands:Beauty & Cosmetics	Armani Beauty	1.3%	1,492	18
Brands:Business & Careers	Paypal	1.3%	1,492	18
Brands:Coffee, Tea & Beverages	Coca-Cola	1.28%	1,465	18
Brands:Home Decor, Furniture & Garden; Sh...	IKEA	1.28%	1,465	18
Brands:Beauty & Cosmetics	Lorac	1.27%	1,456	18
Brands:Clothes, Shoes, Handbags & Accessor...	Polo Ralph Lauren	1.25%	1,429	18
Brands:Travel, Tourism & Aviation	Airbnb	1.24%	1,420	18
Brands:Beauty & Cosmetics	Dermalogica	1.23%	1,411	17
Brands:Beauty & Cosmetics	Shiseido	1.23%	1,411	17
Brands:Electronics & Computers	Samsung Group	1.23%	1,411	17
Brands:Beauty & Cosmetics	OFRA	1.22%	1,393	17
Brands:Clothes, Shoes, Handbags & Accessor...	OLD NAVY	1.21%	1,384	17

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	SheInside	1.2%	1,375	17
Brands:Clothes, Shoes, Handbags & Accesso...	Accessorize	1.2%	1,375	17
Brands:Electronics & Computers	Beats Electronics	1.19%	1,367	17
Brands:Beauty & Cosmetics	DODOLASHES	1.18%	1,349	17
Brands:Luxury Apparel; Clothes, Shoes, Han...	Moschino	1.18%	1,349	17
Brands:Luxury Goods; Luxury Apparel; Cloth...	Valentino	1.18%	1,349	17
Brands:Luxury Goods; Luxury Apparel	BALMAIN	1.18%	1,349	17
Brands:Sports	The Olympic Games	1.16%	1,322	16
Brands:Beauty & Cosmetics	Olaplex	1.15%	1,313	16
Brands:Restaurants, Food & Grocery	McDonald's	1.15%	1,313	16
Brands:Electronics & Computers	LIKEtoKNOW.it	1.14%	1,304	16
Brands:Art & Design	Pantone Inc	1.14%	1,304	16
Brands:Beauty & Cosmetics	Illamasqua	1.13%	1,295	16
Brands:Jewellery & Watches; Luxury Goods	Rolex	1.12%	1,286	16
Brands:Travel, Tourism & Aviation; Electronic...	Google	1.12%	1,277	16

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Cars & Motorbikes; Cars	Bentley	1.1%	1,259	16
Brands:Beauty & Cosmetics	ColourPop	1.09%	1,250	15
Brands:Beauty & Cosmetics	Oribe	1.07%	1,224	15
Brands:Beauty & Cosmetics	GLAMSQUAD	1.04%	1,188	15
Brands:Jewellery & Watches; Luxury Goods; ...	Cartier	1.04%	1,188	15
Brands:Clothes, Shoes, Handbags & Accesso...	Stradivarius	1.03%	1,179	15
Brands:Shopping & Retail	T.J. Maxx	1.03%	1,179	15
Brands:Electronics & Computers	musical.ly	1.03%	1,179	15
Brands:Fashion & Style; Clothes, Shoes, Han...	Who What Wear	1.03%	1,179	15
Brands:Sports	NFL	1.02%	1,170	14
Brands:Beauty & Cosmetics	SkinFood	1.01%	1,161	14
Brands:Shopping & Retail; Clothes, Shoes, H...	J.Crew	1.01%	1,161	14
Brands:Beauty & Cosmetics	Soap & Glory	1.01%	1,152	14
Brands:Cars & Motorbikes; Cars	Volkswagen	1%	1,143	14
Brands:Restaurants, Food & Grocery	Chipotle Mexican Grill	1%	1,143	14

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Television & Film	Universal	0.99%	1,134	14
Brands:Activewear	Lululemon Athletica	0.99%	1,134	14
Brands:Camera & Photography	Selfiegram	0.99%	1,134	14
Brands:Restaurants, Food & Grocery	OREO	0.98%	1,125	14
Brands:Clothes, Shoes, Handbags & Accesso...	Supreme	0.96%	1,099	14
Brands:Clothes, Shoes, Handbags & Accesso...	Bershka	0.95%	1,090	13
Brands:Beauty & Cosmetics	Max Factor	0.93%	1,063	13
Brands:Clothes, Shoes, Handbags & Accesso...	River Island	0.92%	1,054	13
Brands:Healthcare & Medicine; Shopping & ...	Walgreens	0.92%	1,054	13
Brands:Beauty & Cosmetics	Bourjois	0.91%	1,045	13
Brands:Shopping & Retail; Clothes, Shoes, H...	American Eagle	0.91%	1,045	13
Brands:Cars & Motorbikes; Cars	Chevrolet	0.91%	1,045	13
Brands:Beauty & Cosmetics	Clarisonic	0.91%	1,036	13
Brands:Shopping & Retail; Clothes, Shoes, H...	Madewell	0.91%	1,036	13
Brands:Luxury Goods; Luxury Apparel	Balenciaga	0.9%	1,027	13

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	Tory Burch	0.89%	1,018	13
Brands:Shopping & Retail; Beauty & Cosmet...	Bath & Body Works	0.89%	1,018	13
Brands:Gaming	PlayStation	0.89%	1,018	13
Brands:Cars & Motorbikes; Cars	Ford	0.88%	1,009	12
Brands:Travel, Tourism & Aviation; Electronic...	Travelstoke	0.88%	1,009	12
Brands:Coffee, Tea & Beverages	Coffeegram	0.88%	1,009	12
Brands:Beauty & Cosmetics	L'Occitane	0.87%	991	12
Brands:Television & Film	Marvel	0.86%	982	12
Brands:Music	SoundCloud	0.85%	974	12
Brands:Sports; Gaming	NBA	0.85%	974	12
Brands:Beauty & Cosmetics	Avon	0.84%	965	12
Brands:Beauty & Cosmetics	Pixi	0.84%	965	12
Brands:Clothes, Shoes, Handbags & Accesso...	Pull&Bear	0.84%	965	12
Brands:Cars & Motorbikes; Cars	Toyota	0.84%	965	12
Brands:Activewear; Shopping & Retail	Sneakerhead	0.84%	956	12

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beauty & Cosmetics	Nivea	0.83%	947	12
Brands:Jewellery & Watches	Cluse	0.83%	947	12
Brands:Beauty & Cosmetics	Glitter Eyes	0.82%	938	12
Brands:Clothes, Shoes, Handbags & Accesso...	Charlotte Russe	0.81%	929	11
Brands:Cars & Motorbikes; Cars	Honda	0.81%	929	11
Brands:Cars & Motorbikes; Cars	Nissan	0.81%	929	11
Brands:Travel, Tourism & Aviation	JetSetter	0.81%	929	11
Brands:Home Decor, Furniture & Garden; Sh...	HomeGoods	0.81%	929	11
Brands:Beauty & Cosmetics	NUDESTIX	0.8%	920	11
Brands:Clothes, Shoes, Handbags & Accesso...	Calzedonia	0.8%	920	11
Brands:Shopping & Retail	Marshalls	0.8%	920	11
Brands:Jewellery & Watches; Clothes, Shoes,...	BaubleBar	0.8%	920	11
Brands:Activewear	Reebok	0.8%	920	11
Brands:Shopping & Retail; Beauty & Cosmet...	Birchbox	0.8%	911	11
Brands:Toys, Children & Baby	Babybump	0.8%	911	11

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beauty & Cosmetics	TONY MOLY	0.79%	902	11
Brands:Travel, Tourism & Aviation	Bellagio	0.79%	902	11
Brands:Luxury Goods; Luxury Apparel; Cloth...	Jimmy Choo	0.78%	893	11
Brands:Television & Film	CBS	0.78%	893	11
Brands:Luxury Goods	Mulberry	0.77%	884	11
Brands:Beauty & Cosmetics	Girlactik	0.77%	875	11
Brands:Electronics & Computers; Shopping ...	eBay	0.77%	875	11
Brands:Shopping & Retail	Harrods	0.76%	866	11
Brands:Jewellery & Watches; Clothes, Shoes,...	STYLEWATCH Magazine	0.75%	857	11
Brands:Beauty & Cosmetics	Vichy	0.74%	848	10
Brands:Beauty & Cosmetics	Aveda	0.73%	831	10
Brands:Shopping & Retail	Costco	0.73%	831	10
Brands:Toys, Children & Baby	Lego	0.71%	813	10
Brands:Cars & Motorbikes; Cars	Maserati	0.71%	813	10
Brands:Clothes, Shoes, Handbags & Accesso...	New Look	0.7%	804	10

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beauty & Cosmetics	Ecotools	0.69%	795	10
Brands:Music; Television & Film	MTV	0.69%	795	10
Brands:Shopping & Retail; Beauty & Cosmet...	FabFitFun	0.68%	777	10
Brands:Clothes, Shoes, Handbags & Accesso...	Banana Republic	0.67%	768	9
Brands:Luxury Goods; Luxury Apparel; Cloth...	Miu Miu	0.67%	768	9
Brands:Shopping & Retail	Kohl's	0.67%	768	9
Brands:Beauty & Cosmetics	Ciaté	0.66%	759	9
Brands:Television & Film	Summit Entertainment	0.65%	741	9
Brands:Television & Film	CBS Television Studios	0.65%	741	9
Brands:Cars & Motorbikes; Cars	McLaren	0.65%	741	9
Brands:Clothes, Shoes, Handbags & Accesso...	Bloomingdales	0.64%	732	9
Brands:Luxury Apparel; Clothes, Shoes, Han...	KARL LAGERFELD	0.64%	732	9
Brands:Shopping & Retail	Bloomingdale's	0.64%	732	9
Brands:Art & Design; Electronics & Computers	Adobe	0.64%	732	9
Brands:Clothes, Shoes, Handbags & Accesso...	Donna Karan	0.63%	723	9

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Cars & Motorbikes; Cars	Bugatti	0.63%	723	9
Brands:Beauty & Cosmetics	Golden Rose	0.62%	715	9
Brands:Beauty & Cosmetics	Motives Cosmetics	0.62%	715	9
Brands:Shopping & Retail; Clothes, Shoes, H...	Abercrombie & Fitch	0.62%	715	9
Brands:Camera & Photography	Fujifilm	0.62%	715	9
Brands:Gaming; Electronics & Computers	Nintendo	0.62%	715	9
Brands:Sports; Television & Film	WWE	0.62%	715	9
Brands:Coffee, Tea & Beverages	Red Bull	0.62%	706	9
Brands:Shopping & Retail; Beauty & Cosmet...	Glossybox	0.61%	697	9
Brands:Beauty & Cosmetics	La Roche-Posay	0.59%	679	8
Brands:Beauty & Cosmetics	Elizabeth Arden	0.59%	679	8
Brands:Restaurants, Food & Grocery	Dunkin' Donuts	0.59%	679	8
Brands:Beauty & Cosmetics	Bioderma	0.57%	652	8
Brands:Beauty & Cosmetics	Schwarzkopf	0.57%	652	8
Brands:Shopping & Retail; Luxury Goods	Selfridges	0.57%	652	8

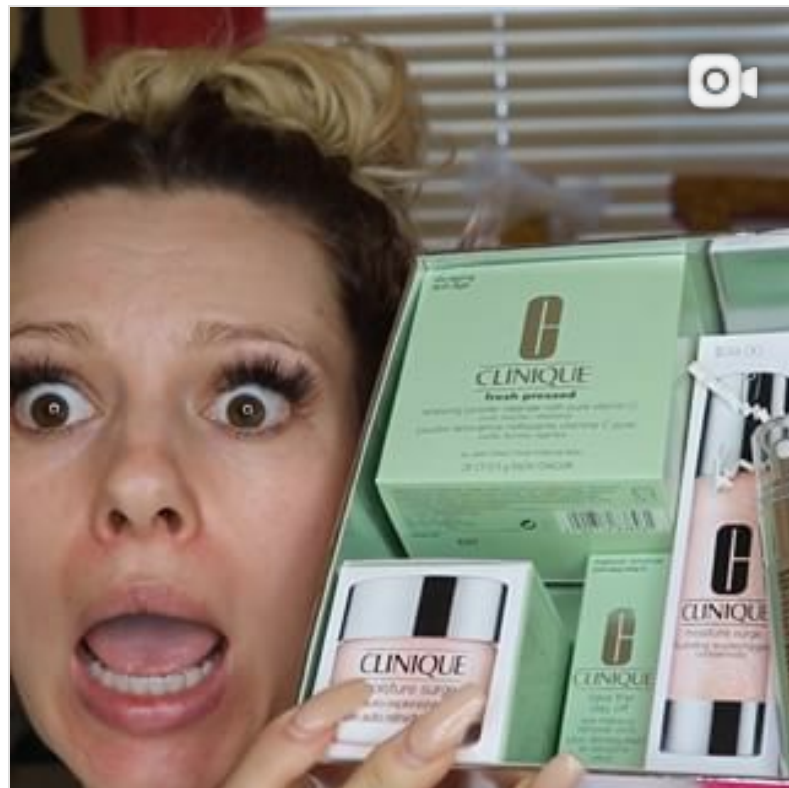
AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Restaurants, Food & Grocery	Pizza Lover	0.57%	652	8
Brands:Clothes, Shoes, Handbags & Accesso...	Timberland	0.56%	643	8
Brands:Sports	UFC	0.56%	643	8
Brands:Beauty & Cosmetics	SkinCeuticals	0.55%	634	8
Brands:Beauty & Cosmetics	Moroccanoil	0.55%	634	8
Brands:Beauty & Cosmetics	Mary Kay	0.55%	634	8
Brands:Clothes, Shoes, Handbags & Accesso...	Hollister Co	0.55%	634	8
Brands:Clothes, Shoes, Handbags & Accesso...	KENZO	0.55%	634	8
Brands:Beauty & Cosmetics	Yunique	0.55%	625	8
Brands:Shopping & Retail; Clothes, Shoes, H...	ShopStyle	0.55%	625	8
Brands:Restaurants, Food & Grocery	Lindt	0.55%	625	8
Brands:Healthy Lifestyle; Beauty & Cosmetics	Herbalife	0.55%	625	8
Brands:Beauty & Cosmetics	Wella	0.54%	616	8
Brands:Clothes, Shoes, Handbags & Accesso...	Diane von Furstenberg	0.54%	616	8
Brands:Clothes, Shoes, Handbags & Accesso...	Lacoste	0.54%	616	8

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Luxury Goods; Luxury Apparel	Alexander McQueen	0.53%	607	8
Brands:Television & Film	Paramount Pictures	0.53%	607	8
Brands:Cars & Motorbikes; Cars	Land Rover	0.53%	607	8
Brands:Activewear	Under Armour	0.52%	598	7
Brands:Activewear	New Balance	0.52%	598	7
Brands:Cars & Motorbikes; Cars	Rolls-Royce	0.52%	598	7
Brands:Restaurants, Food & Grocery	Ferrero	0.52%	598	7
Brands:Beauty & Cosmetics	TrendMood	0.52%	589	7
Brands:Clothes, Shoes, Handbags & Accesso...	Hunter	0.52%	589	7
Brands:Cars & Motorbikes; Cars	Cadillac	0.52%	589	7
Brands:Coffee, Tea & Beverages	Pepsi	0.52%	589	7
Brands:Activewear; Clothes, Shoes, Handba...	The North Face	0.51%	581	7

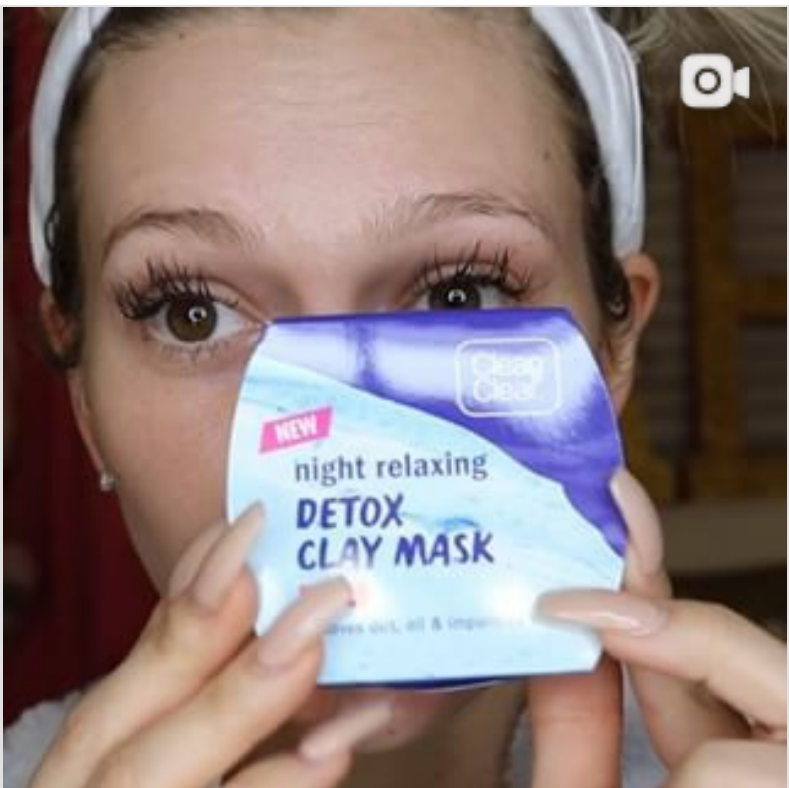
SPONSORED POSTS



YASSS #pressplay FOR SOME AMAZING @clinique #skincare 🐱🐱🐱 Big thank you to @cliniquemacysvalencia for sending me all these goodies!!!! SO AMAZING Prodi ...

Likes Comments
402 13

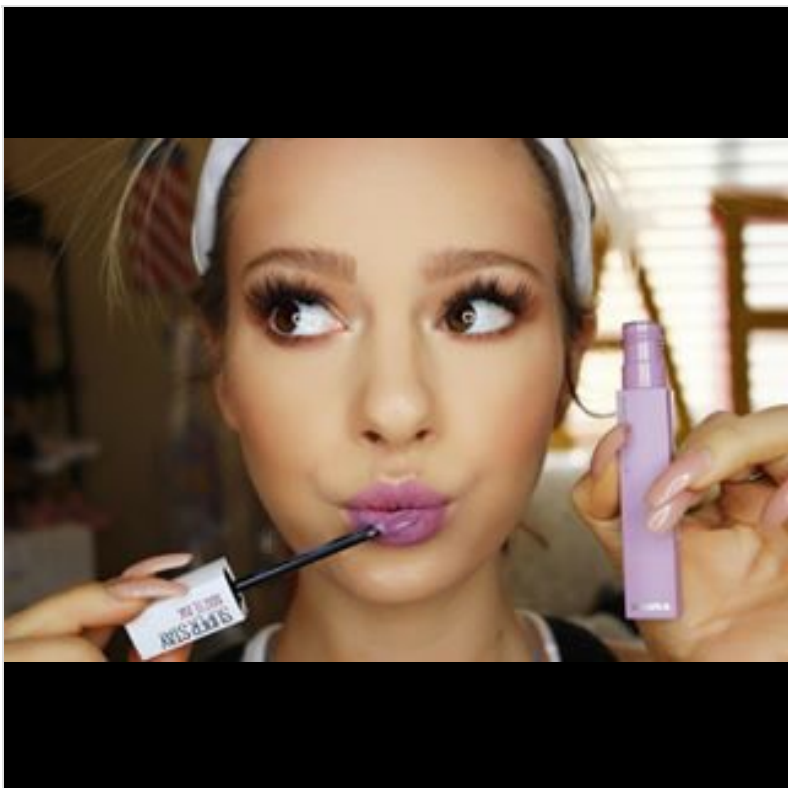
Date (UTC)
21 March 2018 04:02



EXCITING NEWS! I partnered with @cleanandclear #pressplay TO SEE AN AWESOME #facemask 😊You guys know I am a face mask junky and I am always ...

Likes Comments
691 26

Date (UTC)
07 March 2018 10:02



Obsessed with the @maybelline #SuperStayMatteInk in shade Philosopher! 📌 it lasts all day, isn't drying and it is the perfect color! also you can get this on ...

Likes Comments
549 39

Date (UTC)
11 February 2018 02:30

POPULAR POSTS



Natural Sunday's are the best ❤️ #makeup
#beauty #skincare #Sunday
#tartecosmetics #rethinknatural
#wakeupandmakeup #vegas_nay #ips ...
by @allieballiemakeup

Likes	Comments
1,797	18

Date (UTC)
25 March 2018 11:57



TAG A FRIEND WHO LOVES A NEW
FOUNDATION 📺 #pressplay for this amazing
@hudabeauty Faux Filter Foundation &
Primer!! CHECK IT OUT! ...
by @allieballiemakeup

Likes	Comments
1,756	16

Date (UTC)
25 March 2018 01:16



WHEN EVERYDAY IS #glowday 🙌
#pressplay to see my super #highlight look!
P.S ENTER MY #GIVEAWAY 🤔 Products used:
- @smashboxcosmetics Cali Contour Ki ...
by @allieballiemakeup

Likes	Comments
1,648	15

Date (UTC)
02 April 2018 04:04

POPULAR POSTS



Okay #glow I see you 🙌 Wearing
@makeuprevolutionusa /
@makeuprevolution Brighter Than My Future
Palette, @ciatelondon Palm Island Bron ...
by @allieballiemakeup

Likes	Comments
1,565	28

Date (UTC)
27 March 2018 10:00



Never be afraid to face your demons 😊
Primer- @smashboxcosmetics Photofinish
Moisturizer- @tartecosmetics Brighter Days
Foundation- @hudabeauty Faux Filter ...
by @allieballiemakeup

Likes	Comments
1,511	18

Date (UTC)
24 March 2018 08:00



Brows for days! Transformed my brows to
the Crisp & Wisp style using Benefit
Cosmetics Precisely My Brow Pencil, Gimme
Brow Gel, 3D Browtones, High Brow, & ...
by @allieballiemakeup

Likes	Comments
1,501	5

Date (UTC)
26 March 2018 09:33

POPULAR POSTS



Tag a babe with amazing brows 😊 Wearing my @benefitcosmetics #benefitbrows in style Natural 🙌 used The Goof Proof Brow Pencil & Gimme Brow Gel 🥰 also used by @allieballiemakeup ...

Likes	Comments
1,497	10

Date (UTC)
20 March 2018 10:00



#glow getter 🙌 Wearing @lorealmakeup Shimmerista, @toofaced Sweetie Pie Bronzer, @benefitcosmetics Precisely My Brow Pencil & Gimme Brow Gel, by @allieballiemakeup ...

Likes	Comments
1,460	15

Date (UTC)
21 March 2018 10:00



Tag your sassiest friend 🙌 Don't forget to enter my #giveaway for THIS palette 🙌 Wearing @urbandecaycosmetics #Backtalk Eyeshadow Palette & Lipstick, @hudab by @allieballiemakeup ...

Likes	Comments
1,438	24

Date (UTC)
22 March 2018 10:00

GLOSSARY & FAQ

Deep Social. An influencer ranking, discovery and analytics platform providing in-depth insights into demographic & psychographic data of 43,388,760 Instagram 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).

GLOSSARY & FAQ

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

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

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/>.