



@_officiallyzaimichel_ August 17, 2018

Zai (Zyi; rhymes with ...)

New York City



300

Engagements

4,541

Followers



Popular # and @

- #Dance @Ayokeenan
- #Nydancer @_jamesalonzo
- #Heels @Xton_
- #Nycdancers @Markelldwilson
- #Keenancooksoreography

Influencer Brand Affinity

- Capezio
- ULTA Beauty
- Forever 21
- FashionNova
- Influenster

Influencer Interests

- Shopping & Retail
- Activewear
- Beauty & Cosmetics
- Clothes, Shoes, Handbag...
- Camera & Photography

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Audience Data



98.38%

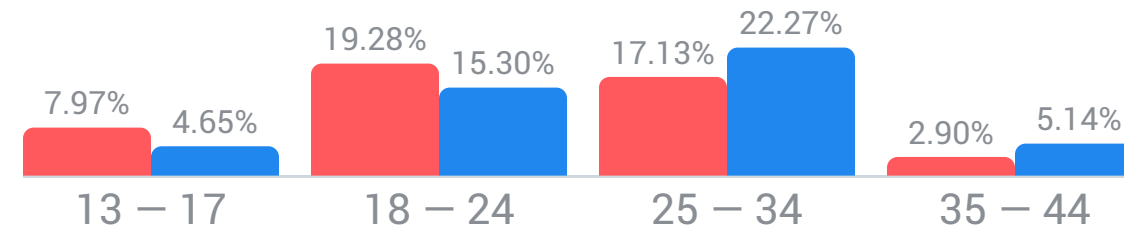
Audience Credibility

49.83%

Notable Engagements

Age and Gender Split

● Female **51.31%** ● Male **48.69%**



Audience Brand Affinity

- Apple 16.55%
- Nike 12.43%
- SoundCloud 11.03%
- Adidas 10.54%
- Spotify Music 10.06%

Audience Interests

- Music 62.99%
- Art & Design 61.66%
- Clothes, Shoes, Han... 57.12%
- Friends, Family & R... 47.63%
- Camera & Photogra... 47.00%

Location by Country

- United States 92.29%
- Canada 0.62%
- Japan 0.55%

Location by City

- New York City 56.31%
- Los Angeles 8.33%
- Atlanta 1.09%
- Philadelphia 0.86%
- Washington, D.C. 0.86%

Rankings



Top 59 Influencer

with account size:

 1k - 5k followers

and largest audience:


 New York City, US

 Art & Design



Top 75 Influencer

with account size:

 1k - 5k followers

and largest audience:

 New York City, US

 Music

Total number of rankings: 2

GENDER, AGE AND ETHNICITY

Gender split

Gender	Percent	Followers	Engagements
Female	51.31%	2,330	154
Male	48.69%	2,211	146

Age split

Age	Percent	Followers	Engagements
13-17	12.62%	573	38
18-24	34.58%	1,570	104
25-34	39.4%	1,789	118
35-44	8.04%	365	24
45-64	5.36%	243	16

Ethnicity

Group	Percent	Followers	Engagements
White / Caucasian	33.72%	1,531	101
Asian	10.73%	487	32
Hispanic American	9.58%	435	29
African Descent	45.98%	2,088	138

Female Age Split

Age	Percent	Followers	Engagements
13-17	7.97%	362	24
18-24	19.28%	876	58
25-34	17.13%	778	51
35-44	2.9%	132	9
45-64	2.21%	100	7

Male Age Split

Age	Percent	Followers	Engagements
13-17	4.65%	211	14
18-24	15.3%	695	46
25-34	22.27%	1,011	67
35-44	5.14%	233	15
45-64	3.15%	143	9

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	United States	92.29%	4,191	277
Location: by Country	Canada	0.62%	28	2
Location: by Country	Nigeria	0.55%	25	2
Location: by Country	Japan	0.55%	25	2
Location: by Country	France	0.39%	18	1
Location: by Country	Jamaica	0.39%	18	1
Location: by Country	Germany	0.31%	14	1

LOCATION BY US STATE

Category	Criteria	Percent	Followers	Engagements
Location: by United States of America state	New York	59.42%	2,698	178
Location: by United States of America state	California	9.81%	446	29
Location: by United States of America state	New Jersey	3.66%	166	11
Location: by United States of America state	Florida	2.8%	127	8
Location: by United States of America state	Pennsylvania	1.64%	74	5
Location: by United States of America state	Georgia	1.56%	71	5
Location: by United States of America state	North Carolina	1.17%	53	4
Location: by United States of America state	Texas	1.09%	50	3
Location: by United States of America state	Nevada	0.93%	42	3
Location: by United States of America state	Washington, DC	0.86%	39	3
Location: by United States of America state	Virginia	0.62%	28	2
Location: by United States of America state	Maryland	0.62%	28	2
Location: by United States of America state	Illinois	0.62%	28	2
Location: by United States of America state	United States Virgin Islands	0.55%	25	2
Location: by United States of America state	Massachusetts	0.55%	25	2

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	New York City	56.31%	2,557	169
Location: by City	Los Angeles	8.33%	378	25
Location: by City	Atlanta	1.09%	50	3
Location: by City	Philadelphia	0.86%	39	3
Location: by City	Washington, D.C.	0.86%	39	3
Location: by City	Orlando	0.7%	32	2
Location: by City	Miami Beach	0.55%	25	2
Location: by City	Charlotte	0.55%	25	2
Location: by City	Newark	0.55%	25	2
Location: by City	Chicago	0.55%	25	2

LANGUAGES OF AUDIENCE

Category	Criteria	Percent	Followers	Engagements
Native language	English	97.17%	4,413	292
Native language	Spanish	1.01%	46	3
Native language	French	0.5%	23	2
Native language	Japanese	0.38%	17	1
Native language	Portuguese	0.31%	14	1
Native language	Russian	0.19%	9	1
Native language	Italian	0.19%	9	1

INFLUENCER BRAND AFFINITY

Category	Criteria
Brands:Activewear	Capezio
Brands:Beauty & Cosmetics	ULTA Beauty
Brands:Clothes, Shoes, Handbags & Accessories	Forever 21
Brands:Clothes, Shoes, Handbags & Accessories	FashionNova
Brands:Clothes, Shoes, Handbags & Accessories	Influenster
Brands:Cars & Motorbikes	Volkswagen

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Music	62.99%	2,860	189
Interest	Art & Design	61.66%	2,800	185
Interest	Clothes, Shoes, Handbags & Ac...	57.12%	2,594	171
Interest	Friends, Family & Relationships	47.63%	2,163	143
Interest	Camera & Photography	47%	2,134	141
Interest	Television & Film	47%	2,134	141
Interest	Beauty & Cosmetics	35.68%	1,620	107
Interest	Toys, Children & Baby	34.64%	1,573	104
Interest	Restaurants, Food & Grocery	34.29%	1,557	103
Interest	Electronics & Computers	30.94%	1,405	93
Interest	Fitness & Yoga	30.31%	1,376	91
Interest	Travel, Tourism & Aviation	30.03%	1,364	90
Interest	Activewear	28.91%	1,313	87
Interest	Sports	25.63%	1,164	77
Interest	Healthy Lifestyle	21.58%	980	65

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Wedding	17.04%	774	51
Interest	Beer, Wine & Spirits	16.76%	761	50
Interest	Cars & Motorbikes	15.85%	720	48
Interest	Shopping & Retail	15.85%	720	48
Interest	Luxury Goods	15.78%	717	47
Interest	Coffee, Tea & Beverages	15.22%	691	46
Interest	Jewellery & Watches	12.36%	561	37
Interest	Business & Careers	12.08%	549	36
Interest	Pets	11.8%	536	35
Interest	Gaming	10.34%	469	31
Interest	Home Decor, Furniture & Garden	7.96%	362	24
Interest	Healthcare & Medicine	6.42%	292	19

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Music; Electronics & Computers	Apple	16.55%	752	50
Brands:Clothes, Shoes, Handbags & Accesso...	Nike	12.43%	564	37
Brands:Music	SoundCloud	11.03%	501	33
Brands:Activewear	Adidas	10.54%	479	32
Brands:Music	Spotify Music	10.06%	457	30
Brands:Clothes, Shoes, Handbags & Accesso...	Vogue	7.96%	362	24
Brands:Television & Film	DC Entertainment	7.89%	358	24
Brands:Television & Film; Music	MTV	7.89%	358	24
Brands:Television & Film; Toys, Children & B...	Walt Disney	7.26%	330	22
Brands:Electronics & Computers	Beats Electronics	6.7%	304	20
Brands:Activewear	Capezio	5.59%	254	17
Brands:Television & Film	Netflix	5.1%	231	15
Brands:Clothes, Shoes, Handbags & Accesso...	Gucci	5.03%	228	15
Brands:Gaming; Sports	NBA	4.68%	212	14
Brands:Electronics & Computers	Amazon	4.61%	209	14

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	Zara	4.54%	206	14
Brands:Activewear	Puma	4.47%	203	13
Brands:Music; Camera & Photography; Art &...	Coachella	4.4%	200	13
Brands:Television & Film	Marvel Entertainment	4.19%	190	13
Brands:Clothes, Shoes, Handbags & Accesso...	Forever 21	3.77%	171	11
Brands:Clothes, Shoes, Handbags & Accesso...	Vans	3.56%	162	11
Brands:Coffee, Tea & Beverages	Starbucks	3.35%	152	10
Brands:Beauty & Cosmetics	MAC Cosmetics	3.28%	149	10
Brands:Electronics & Computers; Camera & ...	Canon	3.21%	146	10
Brands:Beer, Wine & Spirits	Hennessy	3.14%	143	9
Brands:Clothes, Shoes, Handbags & Accesso...	FashionNova	3.14%	143	9
Brands:Television & Film	HBO	3.07%	140	9
Brands:Electronics & Computers	musical.ly	3%	136	9
Brands:Electronics & Computers	Sony	2.86%	130	9
Brands:Sports	NFL	2.51%	114	8

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Music	iHeartRadio Music Awards	2.44%	111	7
Brands:Clothes, Shoes, Handbags & Accesso...	Converse	2.37%	108	7
Brands:Clothes, Shoes, Handbags & Accesso...	Supreme	2.37%	108	7
Brands:Clothes, Shoes, Handbags & Accesso...	Louis Vuitton	2.37%	108	7
Brands:Clothes, Shoes, Handbags & Accesso...	Calvin Klein	2.1%	95	6
Brands:Clothes, Shoes, Handbags & Accesso...	Urban Outfitters	2.1%	95	6
Brands:Jewellery & Watches	Pandora	2.03%	92	6
Brands:Camera & Photography	Nikon	2.03%	92	6
Brands:Television & Film	Star Wars	1.96%	89	6
Brands:Television & Film	Showtime	1.89%	86	6
Brands:Gaming	Activision Blizzard	1.82%	82	5
Brands:Luxury Goods; Jewellery & Watches	Tiffany & Co	1.82%	82	5
Brands:Activewear; Shopping & Retail	Sneakerhead	1.82%	82	5
Brands:Electronics & Computers	Samsung Group	1.75%	79	5
Brands:Electronics & Computers; Travel, Tou...	Google	1.75%	79	5

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Gaming	PlayStation	1.68%	76	5
Brands:Television & Film	NBC	1.68%	76	5
Brands:Clothes, Shoes, Handbags & Accesso...	Timberland	1.68%	76	5
Brands:Camera & Photography	Polaroid	1.61%	73	5
Brands:Television & Film; Sports	WWE	1.61%	73	5
Brands:Business & Careers	Paypal	1.54%	70	5
Brands:Beauty & Cosmetics	Anastasia Beverly Hills	1.54%	70	5
Brands:Activewear	Reebok	1.54%	70	5
Brands:Clothes, Shoes, Handbags & Accesso...	ASOS	1.54%	70	5
Brands:Shopping & Retail	Walmart	1.47%	67	4
Brands:Television & Film; Toys, Children & B...	Pokemon	1.47%	67	4
Brands:Television & Film	CBS	1.47%	67	4
Brands:Clothes, Shoes, Handbags & Accesso...	Versace	1.47%	67	4
Brands:Camera & Photography	GoPro	1.4%	63	4
Brands:Beauty & Cosmetics	Sephora	1.4%	63	4

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	Tommy Hilfiger	1.4%	63	4
Brands:Coffee, Tea & Beverages	Pepsi	1.33%	60	4
Brands:Clothes, Shoes, Handbags & Accesso...	GAP	1.33%	60	4
Brands:Clothes, Shoes, Handbags & Accesso...	Polo Ralph Lauren	1.33%	60	4
Brands:Restaurants, Food & Grocery	Chipotle Mexican Grill	1.26%	57	4
Brands:Shopping & Retail	Macy's	1.26%	57	4
Brands:Beauty & Cosmetics	Urban Decay Cosmetics	1.26%	57	4
Brands:Beauty & Cosmetics	Shea Moisture	1.26%	57	4
Brands:Coffee, Tea & Beverages	Coca-Cola	1.19%	54	4
Brands:Restaurants, Food & Grocery	McDonald's	1.12%	51	3
Brands:Cars & Motorbikes; Cars	BMW	1.12%	51	3
Brands:Activewear	Under Armour	1.12%	51	3
Brands:Electronics & Computers; Travel, Tou...	Uber	1.12%	51	3
Brands:Television & Film	Universal	1.12%	51	3
Brands:Television & Film	Marvel	1.12%	51	3

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Television & Film; Sports	ESPN	1.12%	51	3
Brands:Cars & Motorbikes; Cars	Ford	1.05%	48	3
Brands:Cars & Motorbikes; Cars	Mercedes-Benz	1.05%	48	3
Brands:Sports	Los Angeles Lakers	1.05%	48	3
Brands:Electronics & Computers; Business & ...	Verizon	1.05%	48	3
Brands:Clothes, Shoes, Handbags & Accesso...	American Apparel	1.05%	48	3
Brands:Clothes, Shoes, Handbags & Accesso...	KENZO	1.05%	48	3
Brands:Cars & Motorbikes; Cars	Cadillac	0.98%	44	3
Brands:Cars & Motorbikes; Cars	Lamborghini	0.98%	44	3
Brands:Beauty & Cosmetics	NYX Cosmetics	0.98%	44	3
Brands:Electronics & Computers; Camera & ...	Travelgram	0.98%	44	3
Brands:Television & Film	FOX	0.98%	44	3
Brands:Clothes, Shoes, Handbags & Accesso...	Michael Kors	0.98%	44	3
Brands:Clothes, Shoes, Handbags & Accesso...	Victoria's Secret	0.98%	44	3
Brands:Clothes, Shoes, Handbags & Accesso...	H&M	0.98%	44	3

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	Guess	0.98%	44	3
Brands:Beer, Wine & Spirits	Budweiser	0.91%	41	3
Brands:Sports	The Olympic Games	0.91%	41	3
Brands:Beauty & Cosmetics	Maybelline	0.91%	41	3
Brands:Beauty & Cosmetics	Colgate	0.91%	41	3
Brands:Beauty & Cosmetics; Luxury Goods; ...	Chanel	0.91%	41	3
Brands:Electronics & Computers; Art & Design	Adobe	0.91%	41	3
Brands:Television & Film	CNN	0.91%	41	3
Brands:Television & Film	Power Rangers	0.91%	41	3
Brands:Clothes, Shoes, Handbags & Accesso...	Steve Madden	0.91%	41	3
Brands:Clothes, Shoes, Handbags & Accesso...	Levi's	0.91%	41	3
Brands:Cars & Motorbikes; Cars	Bentley	0.84%	38	3
Brands:Luxury Goods; Luxury Apparel	Balenciaga	0.84%	38	3
Brands:Beauty & Cosmetics	Tarte Cosmetics	0.84%	38	3
Brands:Electronics & Computers; Gaming	Nintendo	0.84%	38	3

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Music	Amazon Music	0.84%	38	3
Brands:Television & Film	Comedy Central	0.84%	38	3
Brands:Television & Film	Summit Entertainment	0.84%	38	3
Brands:Clothes, Shoes, Handbags & Accesso...	GIVENCHY	0.84%	38	3
Brands:Clothes, Shoes, Handbags & Accesso...	Christian Dior	0.84%	38	3
Brands:Clothes, Shoes, Handbags & Accesso...	UNIQLO	0.84%	38	3
Brands:Beauty & Cosmetics; Luxury Goods; ...	TOM FORD	0.77%	35	2
Brands:Electronics & Computers; Gaming	Xbox	0.77%	35	2
Brands:Music; Electronics & Computers	Pro Tools	0.77%	35	2
Brands:Television & Film	Harry Potter	0.77%	35	2
Brands:Clothes, Shoes, Handbags & Accesso...	Prada	0.77%	35	2
Brands:Clothes, Shoes, Handbags & Accesso...	Yves Saint Laurent	0.77%	35	2
Brands:Clothes, Shoes, Handbags & Accesso...	Ray-Ban	0.77%	35	2
Brands:Clothes, Shoes, Handbags & Accesso...	Marc Jacobs	0.77%	35	2
Brands:Restaurants, Food & Grocery	Nutella	0.7%	32	2

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Travel, Tourism & Aviation	Jetblue Airways	0.7%	32	2
Brands:Beer, Wine & Spirits	Jack Daniels	0.7%	32	2
Brands:Coffee, Tea & Beverages	Red Bull	0.7%	32	2
Brands:Jewellery & Watches	SWAROVSKI	0.7%	32	2
Brands:Luxury Goods; Luxury Apparel	BALMAIN	0.7%	32	2
Brands:Beauty & Cosmetics	Revlon	0.7%	32	2
Brands:Beauty & Cosmetics	Kinky-Curly	0.7%	32	2
Brands:Beauty & Cosmetics	Huda Beauty	0.7%	32	2
Brands:Electronics & Computers; Gaming	Oculus	0.7%	32	2
Brands:Music; Electronics & Computers	Spinrilla	0.7%	32	2
Brands:Clothes, Shoes, Handbags & Accesso...	Topshop	0.7%	32	2
Brands:Clothes, Shoes, Handbags & Accesso...	Stüssy	0.7%	32	2
Brands:Clothes, Shoes, Handbags & Accesso...	Christian Louboutin	0.7%	32	2
Brands:Beer, Wine & Spirits	Busch	0.63%	29	2
Brands:Beer, Wine & Spirits	Bacardi	0.63%	29	2

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Coffee, Tea & Beverages	Sprite	0.63%	29	2
Brands:Camera & Photography	A Game of Tones	0.63%	29	2
Brands:Luxury Goods; Jewellery & Watches	Rolex	0.63%	29	2
Brands:Beauty & Cosmetics	Too Faced Cosmetics	0.63%	29	2
Brands:Activewear; Shopping & Retail	Foot Locker	0.63%	29	2
Brands:Television & Film	Paramount Pictures	0.63%	29	2
Brands:Television & Film	CBS Television Studios	0.63%	29	2
Brands:Cars & Motorbikes; Cars	Lexus	0.56%	25	2
Brands:Cars & Motorbikes; Cars	Tesla Motors	0.56%	25	2
Brands:Cars & Motorbikes; Cars	Nissan	0.56%	25	2
Brands:Jewellery & Watches	Nixon	0.56%	25	2
Brands:Sports	UFC	0.56%	25	2
Brands:Gaming	Bethesda Softworks	0.56%	25	2
Brands:Shopping & Retail	Bloomingdale's	0.56%	25	2
Brands:Shopping & Retail	Etsy	0.56%	25	2

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Luxury Goods	Moncler	0.56%	25	2
Brands:Activewear; Fashion & Style	Nice Kicks	0.56%	25	2
Brands:Electronics & Computers	IndieGoGo	0.56%	25	2
Brands:Electronics & Computers	Kickstarter	0.56%	25	2
Brands:Television & Film; Toys, Children & B...	Nickelodeon	0.56%	25	2
Brands:Television & Film	Pixar	0.56%	25	2
Brands:Clothes, Shoes, Handbags & Accesso...	Bloomingdales	0.56%	25	2
Brands:Clothes, Shoes, Handbags & Accesso...	Moschino	0.56%	25	2

POPULAR POSTS



I'm on a Couture Website. I spoke to the Universe. I had the pleasure of modeling @tasheinc 's beautiful clothing line. CHECK OUT THIS QUEENS WEBSITE! 🌈:
by @_officiallyzaimichel_ ...

Likes	Comments
683	107

Date (UTC)
06 February 2017 03:54



~ Wassup 2018 ~ Starting the New Year Off POPPIN' 🍷🍷🍷🍷🍷 #Toast2Life #3rdYear #Friends #Artists #LIT #CheerstotheNewYear #Lookbeforeyou
by @_officiallyzaimichel_ ...

Likes	Comments
644	95

Date (UTC)
02 January 2018 04:40



We DID IT !!!! @griffinsthread @fakemattgould I love you guys so much and Thank You for the Opportunity 🙏🙏 @abdurrahimjackson
by @_officiallyzaimichel_ ...

Likes	Comments
607	69

Date (UTC)
30 January 2018 02:17

POPULAR POSTS



BIH; I AM THE PUSS @whipped_erotica
 Produced by: @sheisgirly Captured by:
 @cmurrayphotos #WhippedErotica #Art
 #Sex #Dance #NYC #NewYorkCity
 by @_officiallyzaimichel_ ...

Likes Comments
 546 46

Date (UTC)
 12 November 2017 04:27



Last Heels Post for a While! But Danielle
 does it again! Dancing with my Sassy Ladies
 @keishasparkle & @karintatsuoka Bitch that
 hair was GOING!!! 🥰🥰 Missing
 by @_officiallyzaimichel_ ...

Likes Comments
 531 106

Date (UTC)
 09 February 2017 06:28

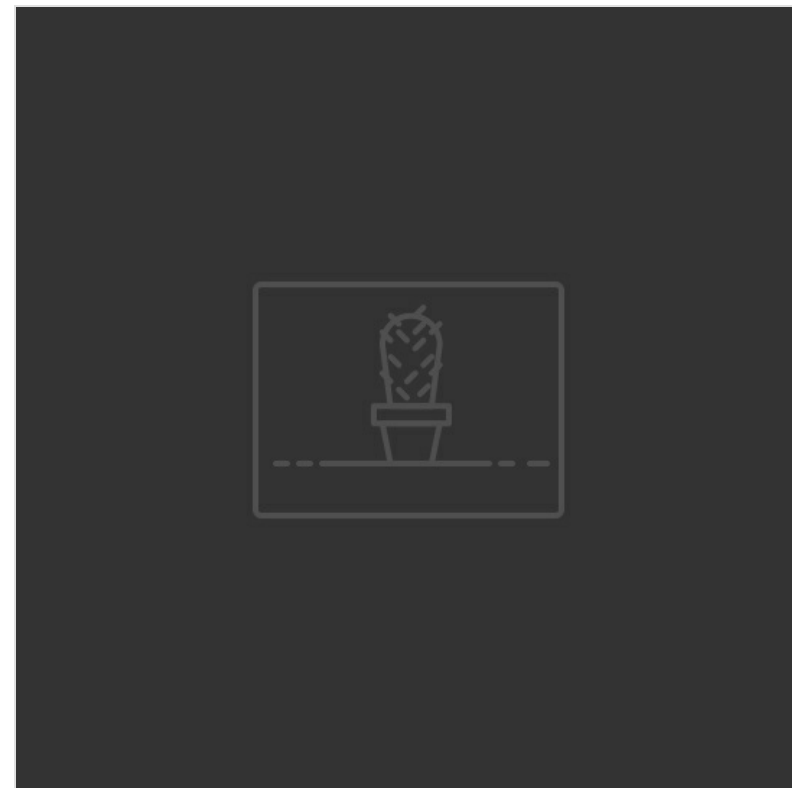


Talk about a Soft and Cünt FREESTYLE. I had
 NO IDEA what I was doing BUT, I kept it
 moving. Thanks Again @dance12neptune
 for filming and Coming. @keda_baby T
 by @_officiallyzaimichel_ ...

Likes Comments
 420 175

Date (UTC)
 18 July 2016 03:01

POPULAR POSTS



🙏
____Grateful____Honored____Thankful____
🙏📷: @nodaysoffdotnet #CardiB #Stressed
#BombOpportunity #PrudentialCenterl ...
by @_officiallyzaimichel_

Likes Comments
366 108

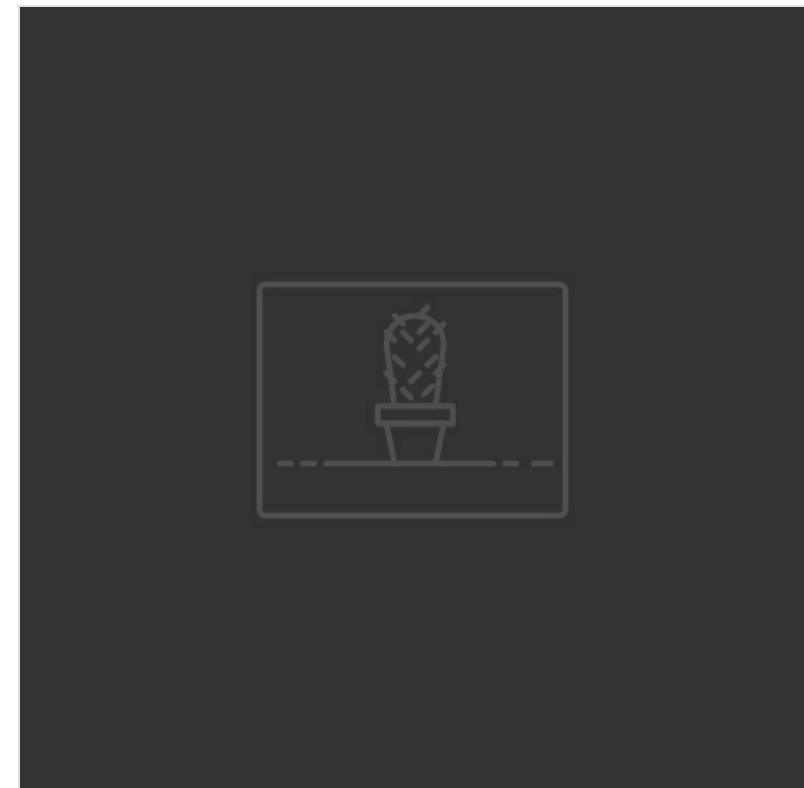
Date (UTC)
17 December 2017 12:22



It's a Special Affair, Better ACT like you know
WHO I AM... 📷: @Valmortimages #Boudoir
#ServingBody #Feline #AllBlack #GreyHair
#Perched #Mascarade #Table #Servin ...
by @_officiallyzaimichel_

Likes Comments
339 25

Date (UTC)
29 April 2016 03:01



Celebrating LIFE, FRIENDSHIP, DANCE AND
MUSIC 🙌👏🥳🎶💃🕺🎉🎊🎋🎌🎍🎎🎏🎐🎑🎒🎓🎔🎕🎖🎗🎘🎙🎚🎛🎜🎝🎞🎟🎠🎡🎢🎣🎤🎥🎦🎧🎨🎩🎪🎫🎬🎭🎮🎯🎰🎱🎲🎳🎴🎵🎶🎷🎸🎹🎺🎻🎼🎽🎾🎿🏀🏆🏈🏊🏋🏌🏍🏎🏏🏐🏑🏒🏓🏔🏕🏖🏗🏘🏙🏚🏛🏜🏝🏞🏟🏠🏡🏢🏣🏤🏥🏦🏧🏨🏩🏪🏫🏬🏭🏮🏯🏰🏱🏲🏳🏴🏵🏶🏷🏸🏹🏺🏻🏼🏽🏾🏿
by @_officiallyzaimichel_

Likes Comments
320 27

Date (UTC)
06 February 2018 09:52

GLOSSARY & FAQ

Deep Social is a freemium influencer ranking, discovery and AI-driven analytics platform. Providing its 38,441 customers with in-depth insights into demographic & psychographic data of 47,722,998 influencers and their audience.

Audience Data. Our data is based only on active 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 Influencer audience insights as Influencer 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 Influencer audience half of historical followers just passively follow and either don't use social network 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. 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 the most influential accounts by the absolute size of their active 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 Influencer audience in April 2018 there are 357,779 Influencer accounts that have ranked in the top 100 in different categories. You can find out how your friends and favorite Influencers rank by entering their Influencer @handle at <https://ranking.deep.social/>.

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Audience Credibility. To establish the audience credibility score for active audience we take into account factors such as an 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.

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 an average number of engagements they receive. Paid Post Performance for a 0.99 quantile can largely differ from 11% to 276% which means that sometimes you can overpay by 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 by both Paid Partnerships feature and by 38 sponsored posts' hashtags including #ad, #sponsored, #paid as well as 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 audience ethnicity by analyzing the profile picture, text in the profile description (bio) and selfies in recent posts. This is only available for the audience as an aggregated percentage.

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

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

Location. We determine 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 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 Paid Partnerships feature or by 38 sponsored posts' hashtags including #ad, #sponsored, #paid as well as 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, Twitter, YouTube, Viber, BBM, Telegram, WeChat, Kik Messenger, LINE and such.

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