



@rawmes.official  Nepal

RAW MES

Photography Travel Adventure

Followers

16.2K

ER

8.26%

Report generated on 28 Dec 2018



Global Rank

Worldwide

878,431

Country Rank

N/A



Category Rank

N/A

Quality
Audience

7.8K

Authentic
Engagement

645
per post

Audience Quality Score

AQS is a 1 to 100 metric which combines audience quality (not number), engagement rate and it's authenticity into one metric

68
of 100

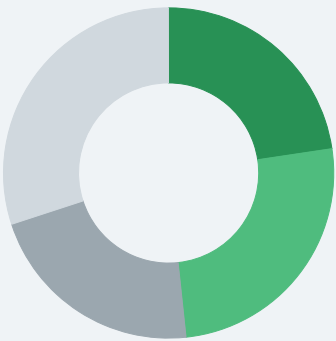
Good

High Engagement Rate. Massfollowing patterns detected on followings graph, audience might be inauthentic.

Audience

Audience Type

Real People	22.7%	3.7K
Influencers	25.7%	N/A
Mass followers	21.7%	3.5K
Suspicious Accounts	30%	4.9K



Demography

US Show states	19%	3.1K	
Italy	9%	1.5K	
Indonesia	5%	799	
India	4%	660	
Philippines	4%	626	

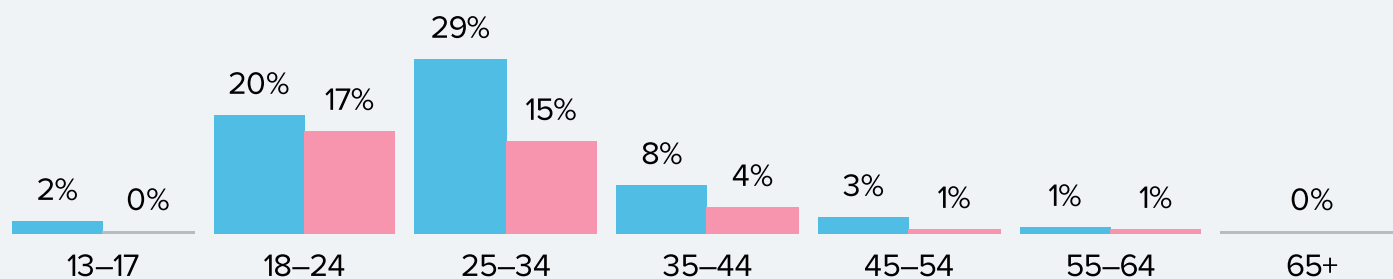
City

Denpasar	3%	524	
London	2%	314	
New York City	2%	279	
Paris	2%	278	
Perth	2%	278	

Language

English	84%	13.6K	
Italian	4%	641	
French	2%	244	
Spanish	2%	243	
Portuguese	1%	192	
Other	8%	1.2K	

Age ● Male **62%** ● Female **38%**



Audience Reachability

● **Good**

78.3% of audience have less than 1,500 followings, similar accounts have **76%** in average

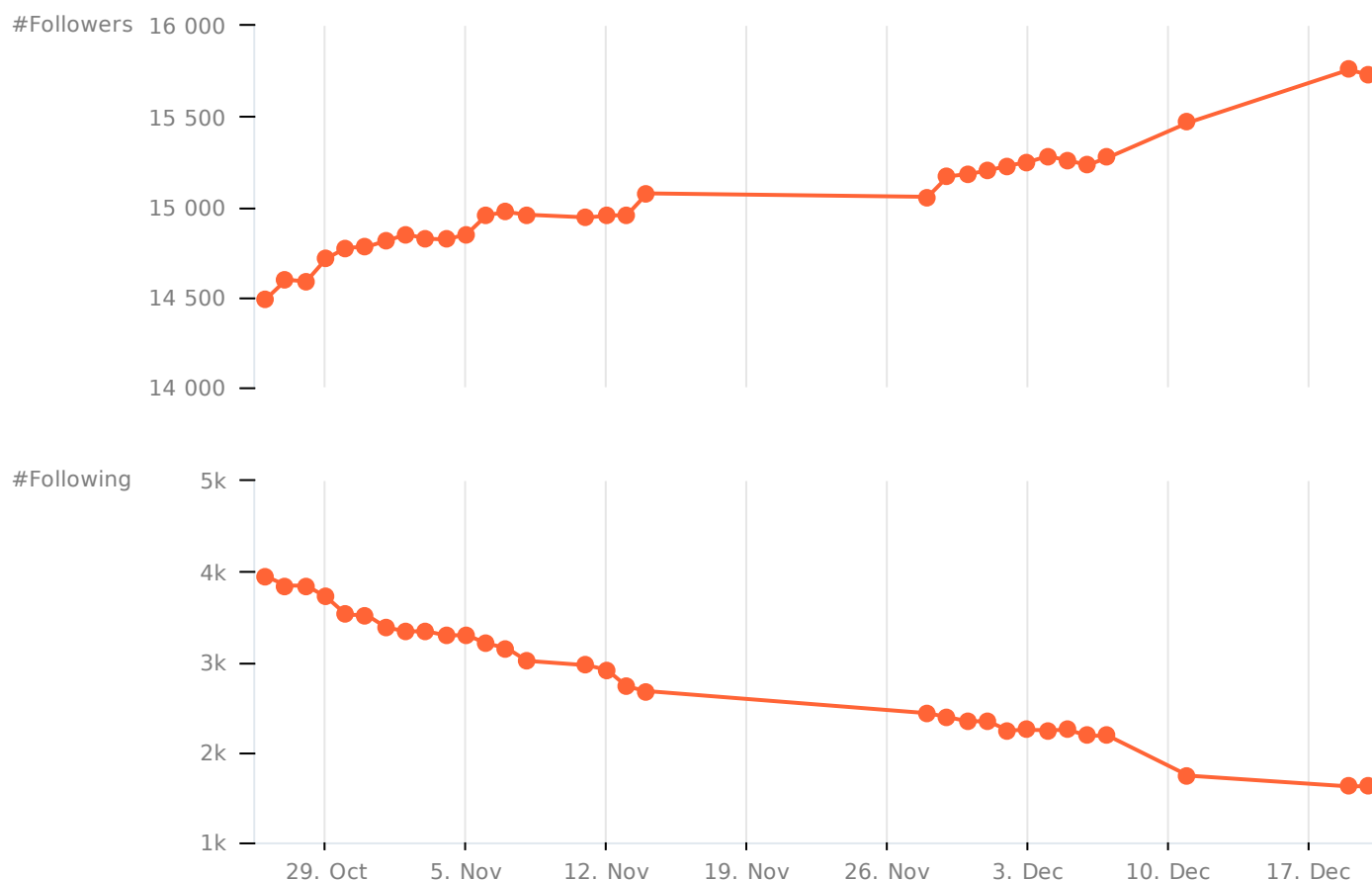
Audience Authenticity

● **Average**

48.3% of audience look authentic, similar accounts have **54.5%** of authentic audience on average

Followers & Following

+668 followers last 4 weeks **+4.25%**



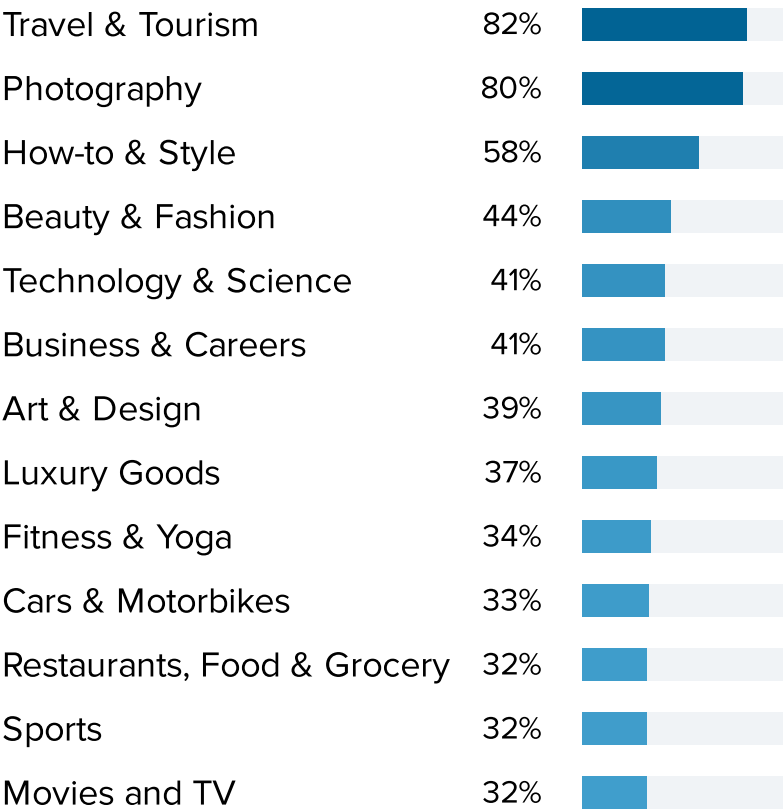
Growth

● Massfollowing patterns

Follow-unfollow patterns detected on followings graph, audience might be inauthentic.

Audience Interests

@rawmes.official audience is interested in:



Engagement

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

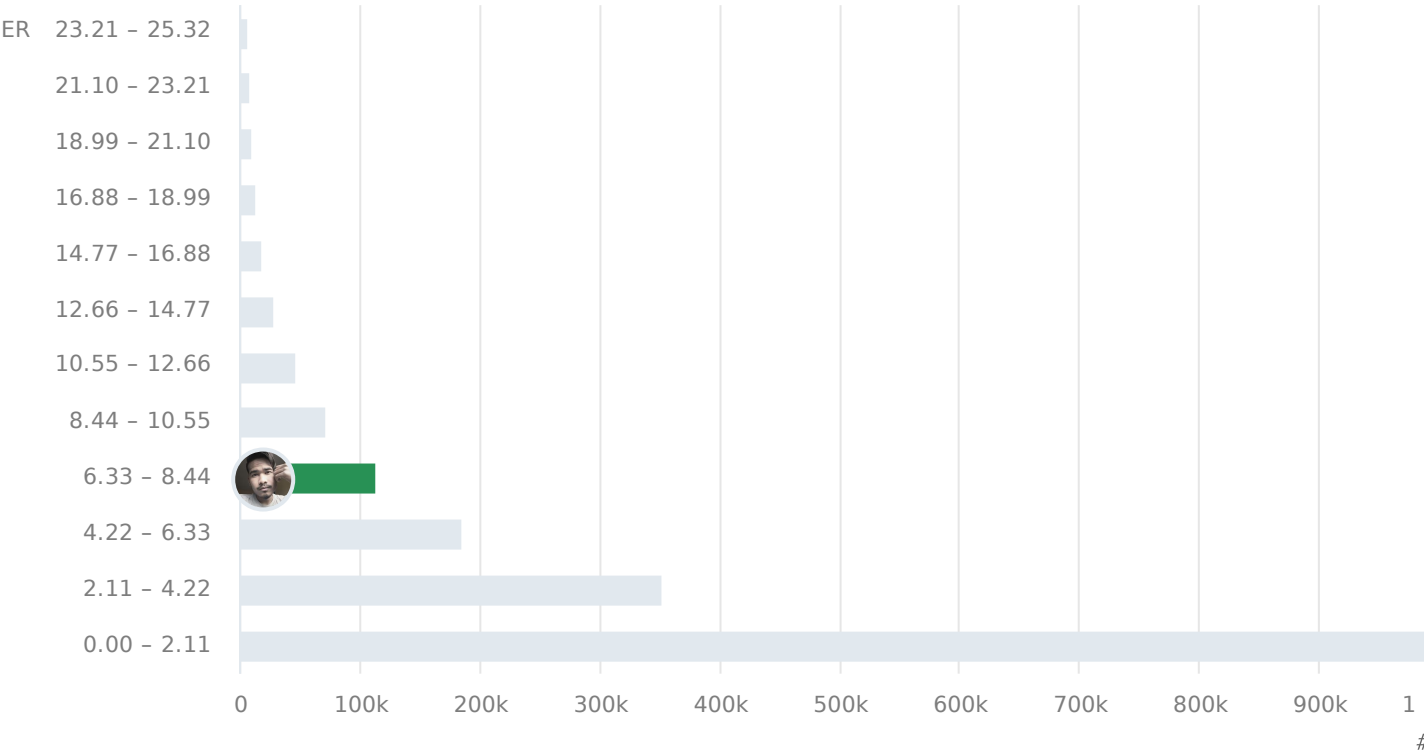
Avg Likes Avg Comments

1.3K 24

Engagement Rate

● 8.26% Excellent

8.26% of audience like or comment the content, similar accounts receive 1.83% engagements



Likes spread

● Good

Spread in likes between posts is 29.5% similar accounts have 39.7%

Comments Authenticity

● Average

Some of 326 recent comments might come from accounts that participate in Instagram Pods.

Likes-Comment Ratio

● Good

@rawmes.official receives **1.9 comments** per 100 likes, similar accounts receive **3.2 comments** per 100 likes.

12 most recent posts likes/comments

