HypeAuditor

Instagram report
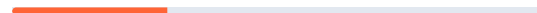
iamsage08

DATE:

1 Jul 21

Overview

Audience Quality Score

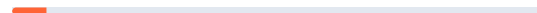**74** of 100
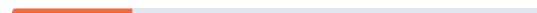
Good

Top Country: United States — 29.3%

Top City: Los Angeles — 6.4%

Top Audience: Female 18-24 — 22.7%

Followers

15.1K

4 Week Followers Growth

−43

Quality Audience

11K

Authentic Engagement

263 per post

Engagement Rate

2.4%

Estimated Reach

600—6K

Estimated Post Price

$40—$40

Estimated Story Price

$10—$40

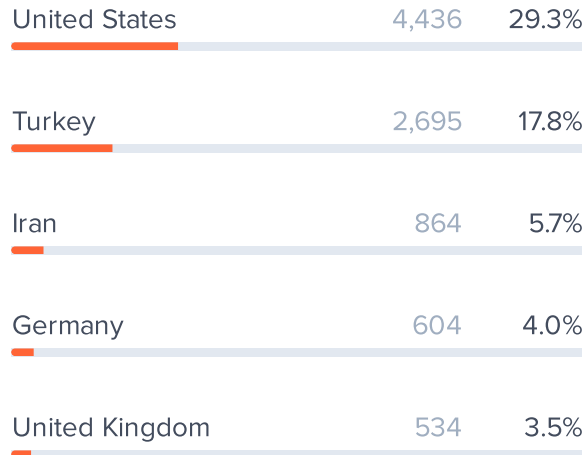## Audience Quality Score

74
of 100

Good
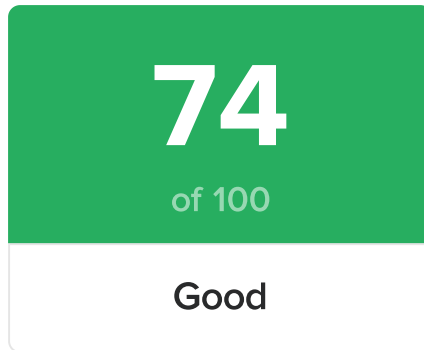
- 🟡 Average quality of active audience
- 🟢 High likes activity
- 🟡 Average comments activity
- 🟠 Anomalies in followers chart were detected

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

Audience Countries

United States	4,436	29.3%
Turkey	2,695	17.8%
Iran	864	5.7%
Germany	604	4.0%
United Kingdom	534	3.5%

Audience Cities

Los Angeles	967	6.4%
New York City	773	5.1%
Istanbul	587	3.9%
Izmir	325	2.2%
Berlin	310	2.1%

Audience

Audience chart by age group and gender:

Age	Male	Female
13-17	4.72%	8.09%
18-24	12.44%	22.67%
25-34	17.4%	19.71%
35-44	5.78%	4.69%
45-54	1.94%	1.22%
55-64	0.71%	0.31%
65+	0.27%	0.03%
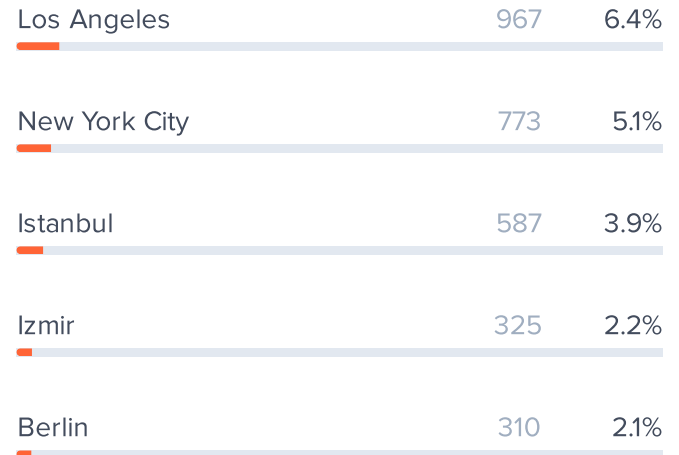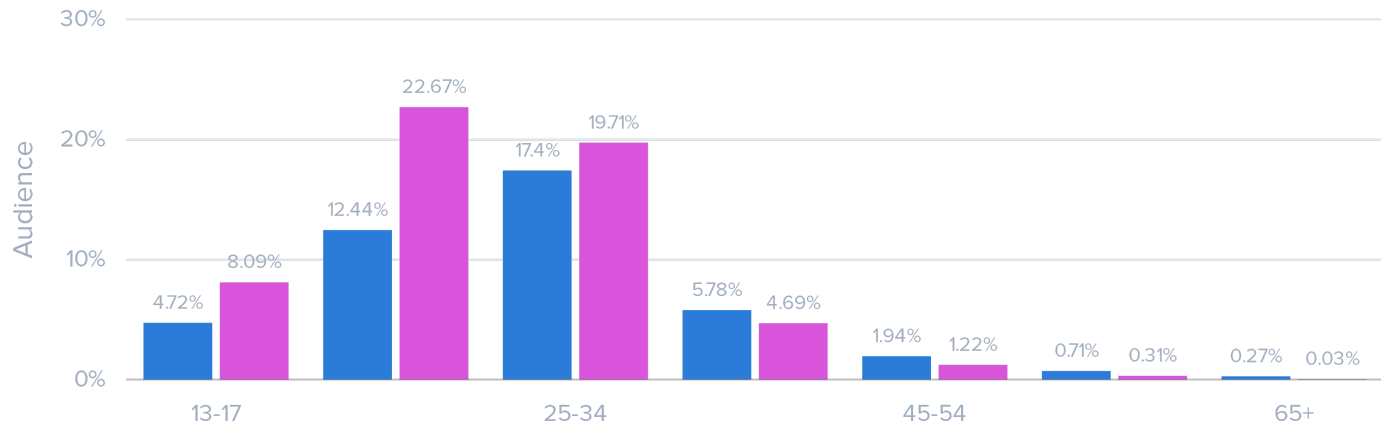
● Male 43.26% ● Female 56.72% 👤 Adults 77.42%

Audience Ethnicity

Caucasian	7,345	48.5%
Hispanic	2,478	16.4%
Arabian	1,715	11.3%
African	1,440	9.5%
Indian	1,202	7.9%
Asian	961	6.4%
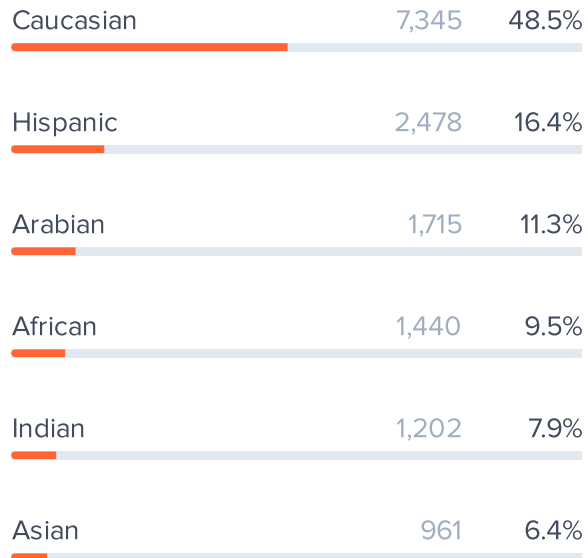
Audience Language

English	10,145	67.0%
Turkish	1,362	9.0%
Persian (Farsi)	908	6.0%
Spanish	454	3.0%
French	302	2.0%
German	302	2.0%

Audience Type

Real People	10,259	67.8%

Mass followers	2,203	14.6%

Suspicious Accounts	1,964	13.0%

Influencers	716	4.7%

Estimated Reach

600—6K

Audience Reachability

● **Good**

85.5% of audience have less than 1,500 followings, similar accounts have **77.2%** in average

Audience Authenticity

● **Very Good**

72.5% of audience look authentic, similar accounts have **55.0%** of authentic audience on average

Notable Followers

@lexiahayden
Model.Actress.Influencer

273.1K followers

@trinityroseofficial
TRINITY

184K followers

@timiareed
Timia Simone Reed - 🎬YAMG

148.1K followers

@sophietiak
SOPHIE 💕MUM GEORGINA T/K

114.4K followers