



@knowledgefactoryworld

Knowledge Fact...

Entrepreneur

Business


Followers


179K


ER

3.22%

Report generated on 16 Feb 2019

 Global Rank **75,578**
Worldwide

 Country Rank **5,408**
India

 Category Rank **128**
Business & Careers in
India

Quality Audience 143.9K	Authentic Engagement 4.6K 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

89
of 100

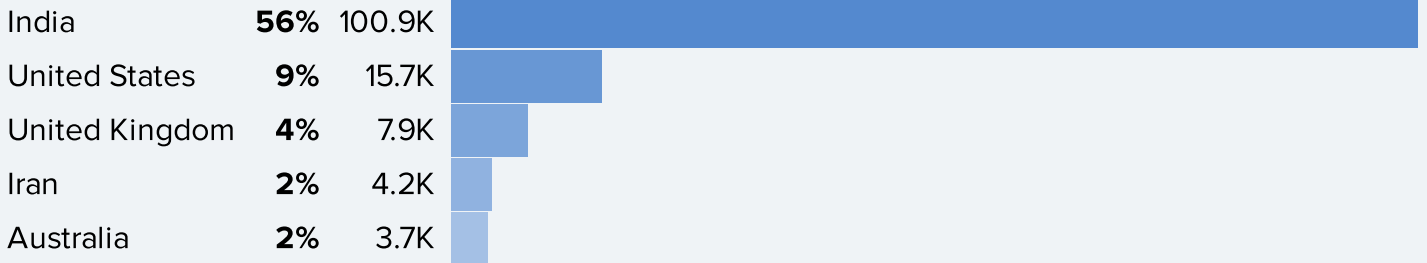
Very Good

High Engagement Rate.

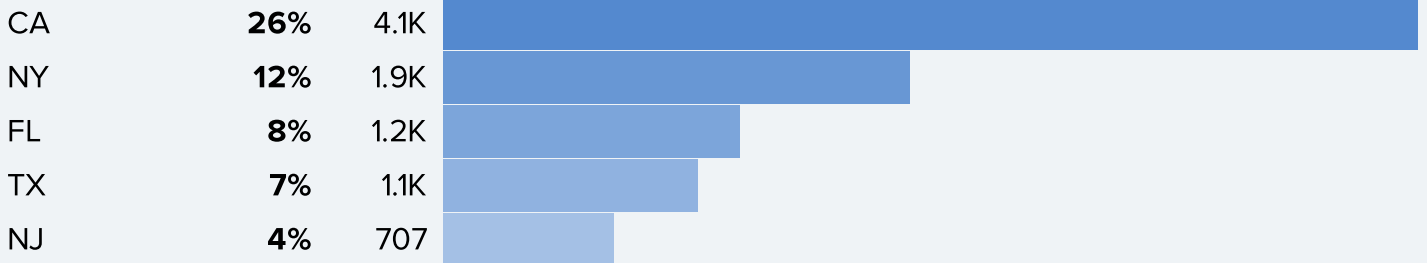
Audience

Demography

Country



US states



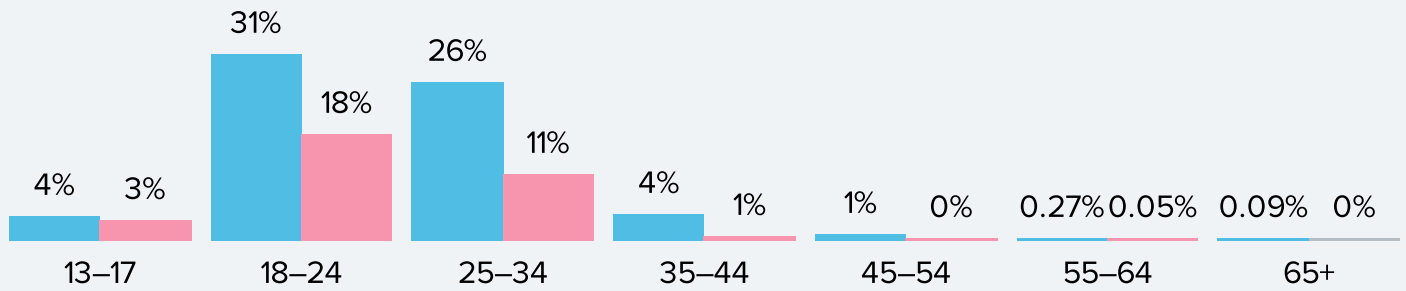
City



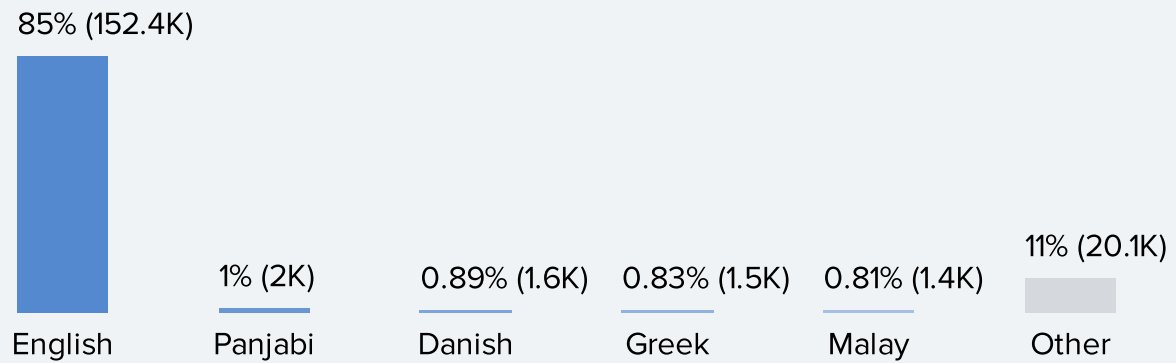
Audience



Age & Gender



Language



Audience Reachability

● Excellent

93.8% of audience have less than 1,500 followings, similar accounts have 85.6% in average

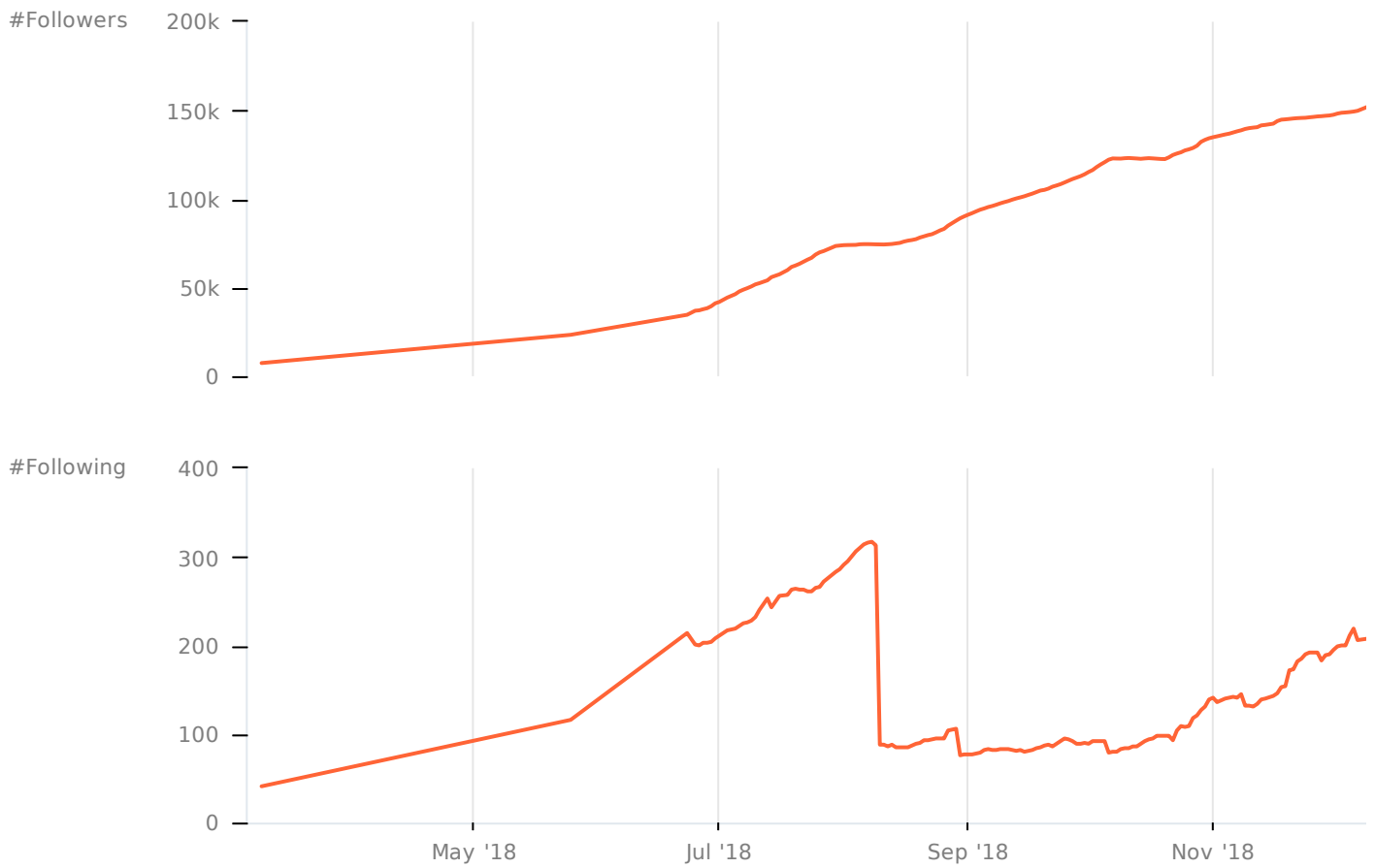
Audience Authenticity

● Excellent

80.4% of audience look authentic, similar accounts have 69% of authentic audience on average

Followers & Following

+4,921 followers last 4 weeks +2.75%



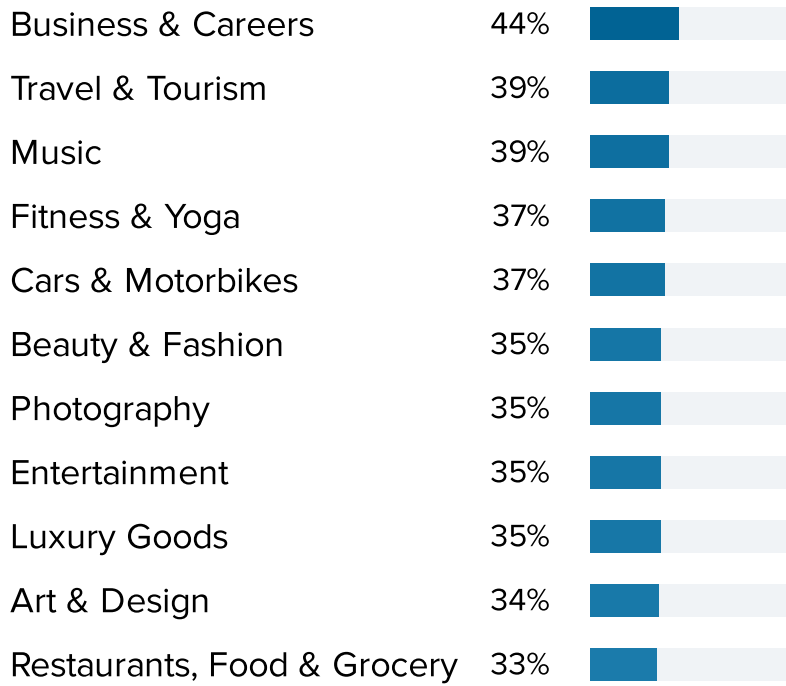
Growth

● Organic

No "incentivised following" patterns detected on followers & following graphs.

Audience Interests

@knowledgefactoryworld audience is interested in:



Engagement

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

Avg Likes

Avg Comments

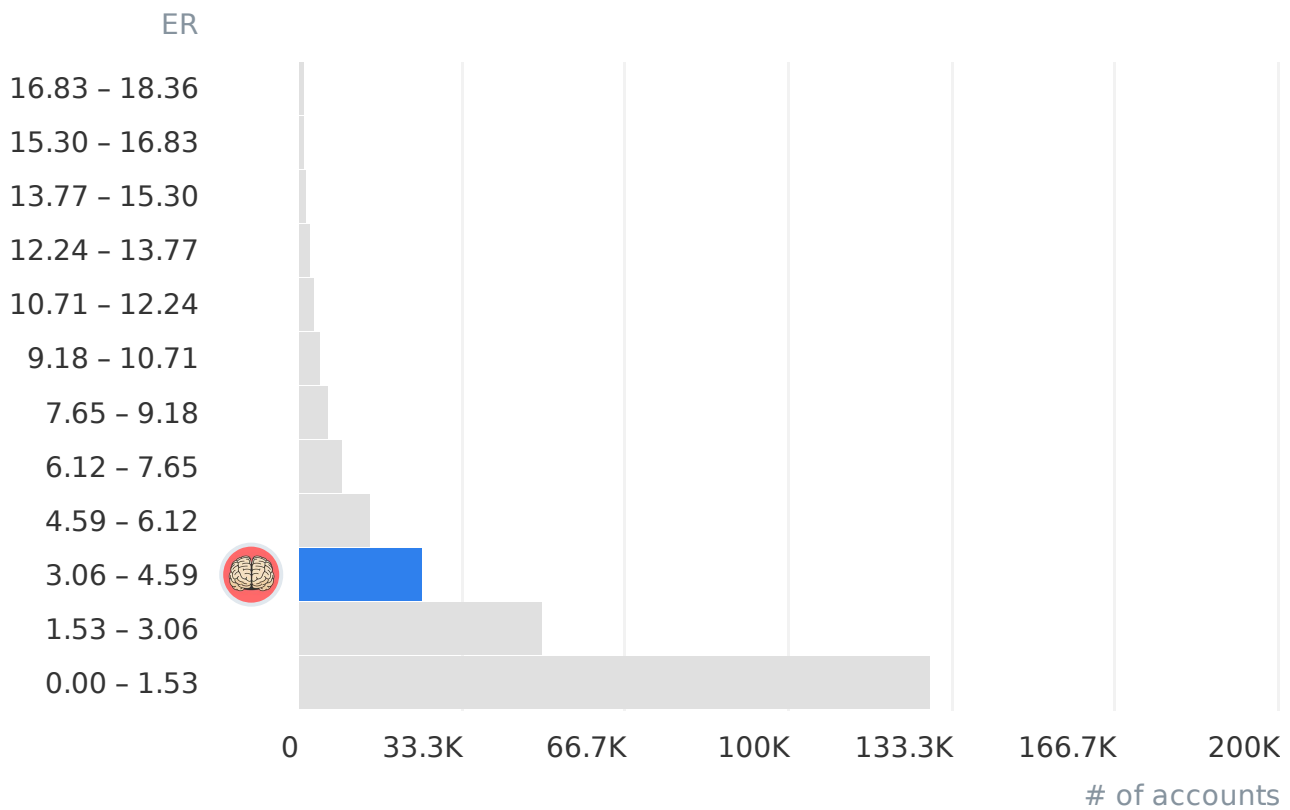
5.7K

78

Engagement Rate

● **3.22% Very Good**

3.22% of audience like or comment the content, similar accounts receive **1.41%** engagements



Likes spread

● **Good**

Spread in likes between posts is **53.4%** similar accounts have **53.6%**

Comments Authenticity

● Average

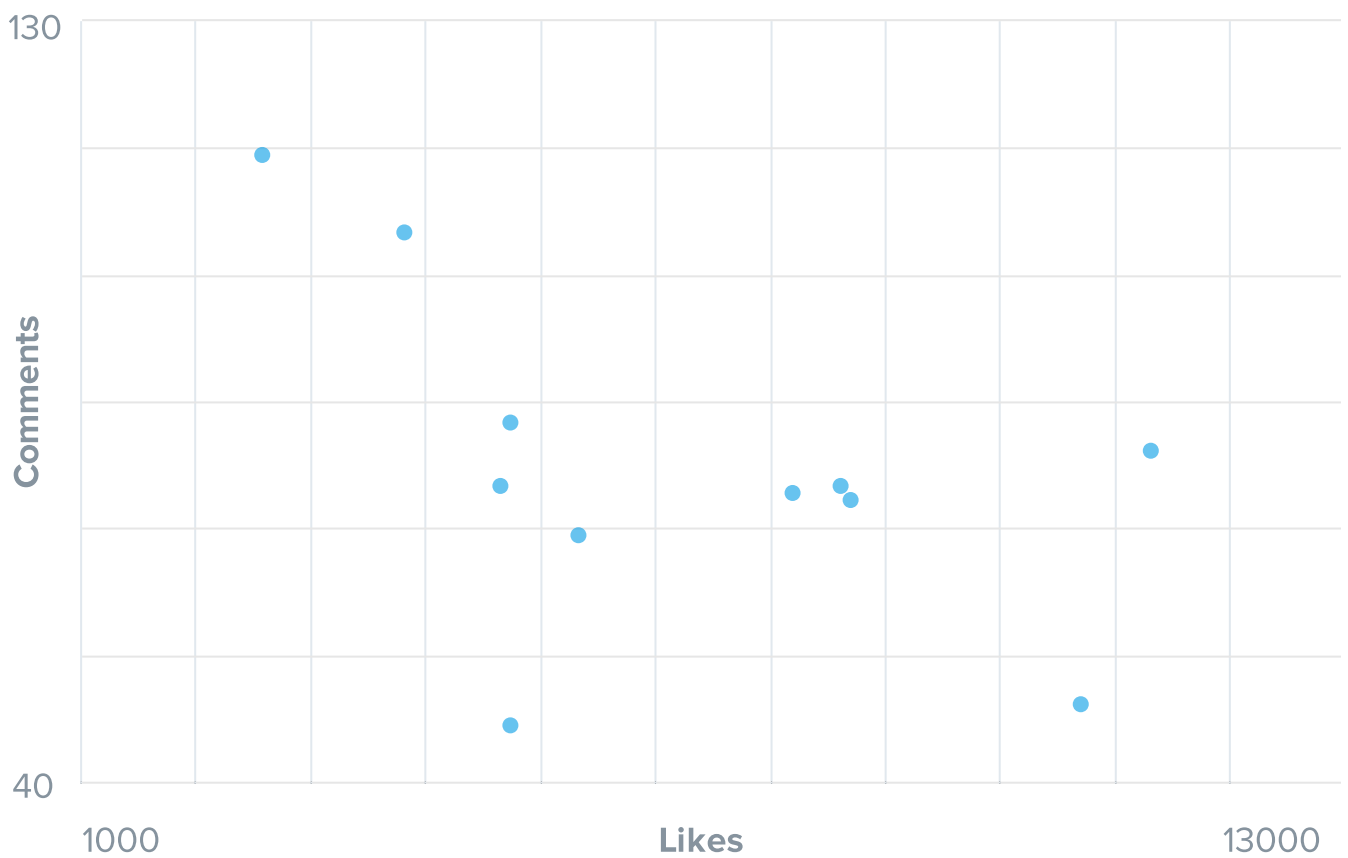
Significant part of 976 recent comments looks inauthentic. This doesn't affect Audience Quality Score.

Likes-Comment Ratio

● Good

@knowledgefactoryworld receives **1.4 comments** per 100 likes, similar accounts receive **1.4 comments** per 100 likes.

12 most recent posts likes/comments



Brand Mentions

Non-ad vs advertising posts for 30 days

Advertising Performance

● **Low**

@knowledgefactoryworld average ER is **3.22%** and their advertisement posts average ER is **1.26%**

Post Frequency

● **High**

@knowledgefactoryworld makes **25.8** post/week

Advertising Post Frequency

● **Low**

@knowledgefactoryworld makes **0.2** ad post/week that's **1%** of their content.

Brand Mentions

● **1 brand**

@knowledgefactoryworld mentioned 1 brand from **Education Website** category in last 30d