



@worlds_beaches  Takamaka, Seychelles

The best beach...

Followers


124K


ER

2.56%

Travel Adventure Photography

Report generated on 18 Apr 2019

 Global Rank **144,241**
Worldwide

 Country Rank
Italy **29,955**

 Category Rank **2,410**
Photography in Italy

Quality Audience	Authentic Engagement
93.6K	2.4K 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

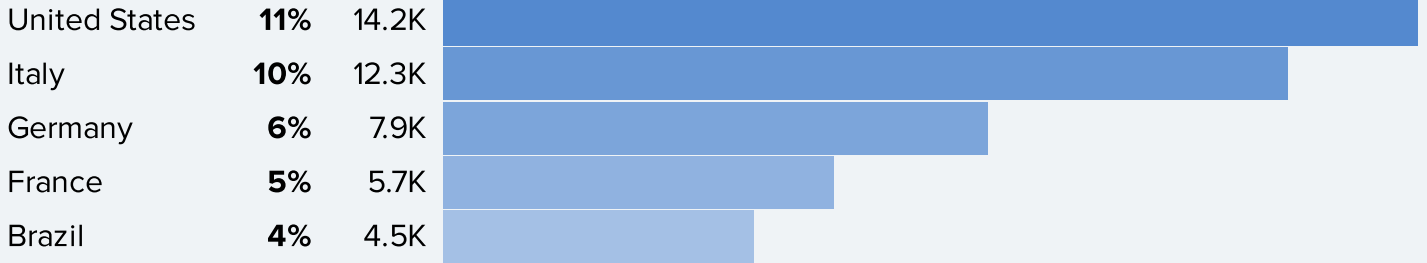
76
of 100

Good

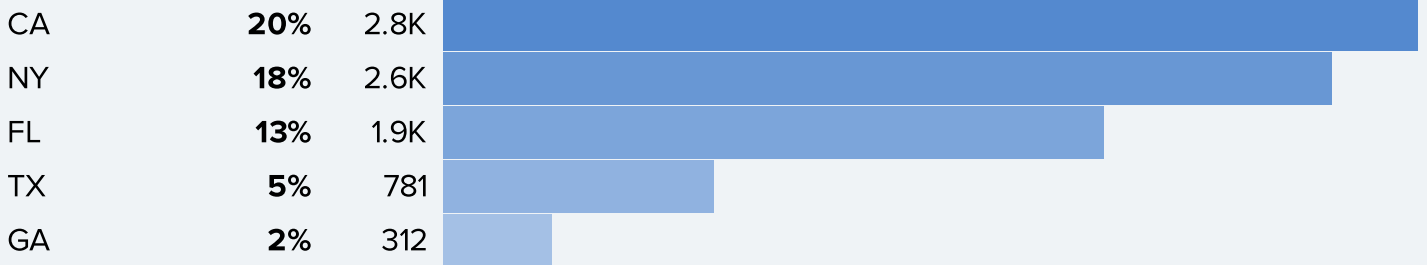
High Engagement Rate.

Audience

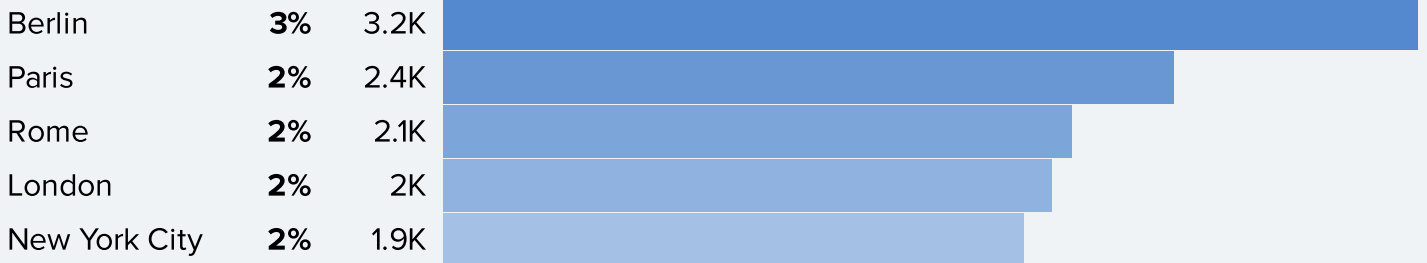
Country



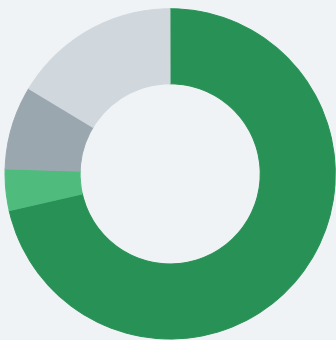
US states







City

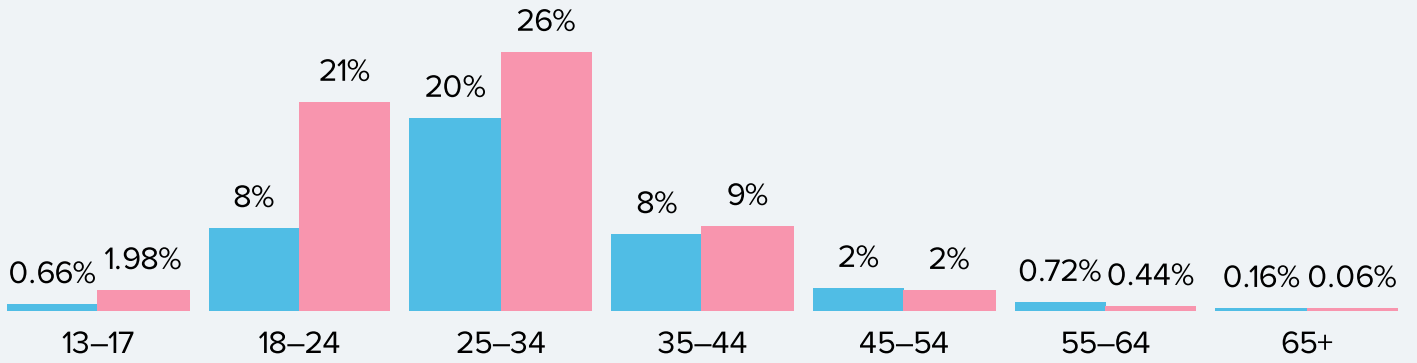


Audience Type

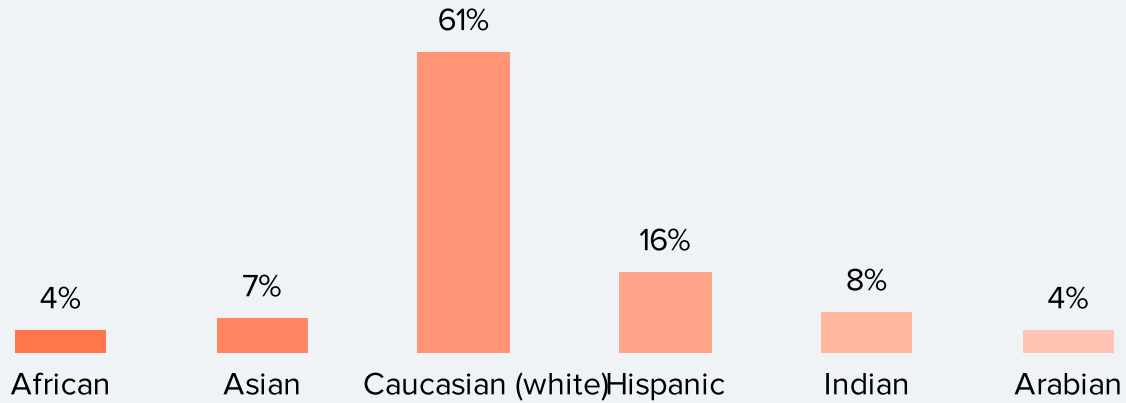


 Real People	71.4%	88.6K
 Influencers	4.1%	5K
 Mass followers	8.2%	10.1K
 Suspicious Accounts	16.4%	20.3K

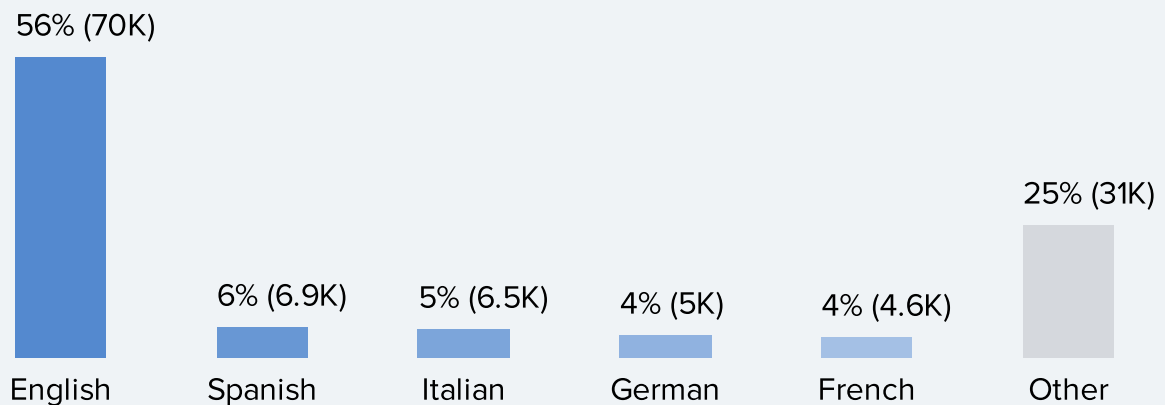
Age & Gender



Ethnicity



Language



Audience Reachability

● Excellent

91.9% of audience have less than 1,500 followings, similar accounts have 85.5% in average

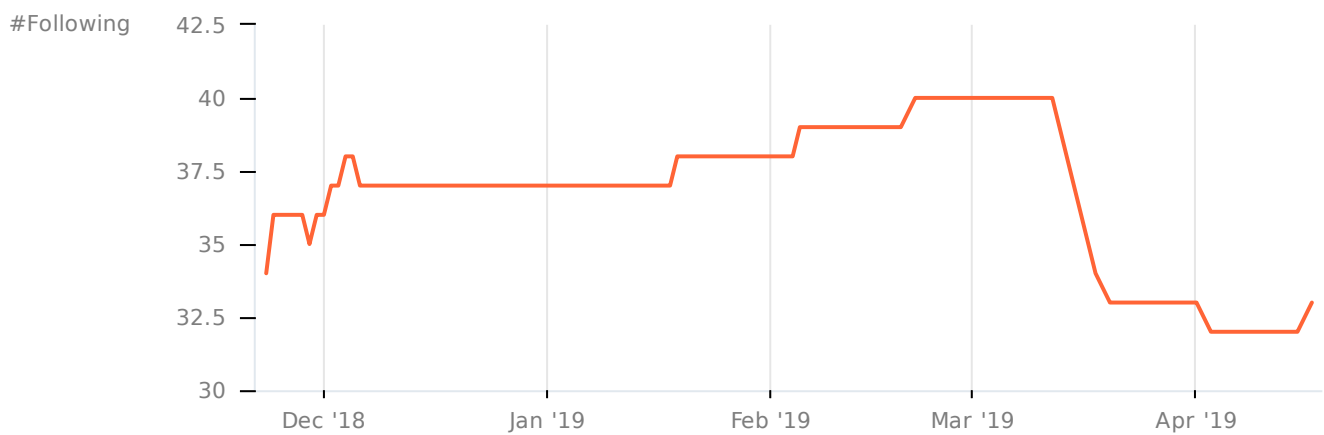
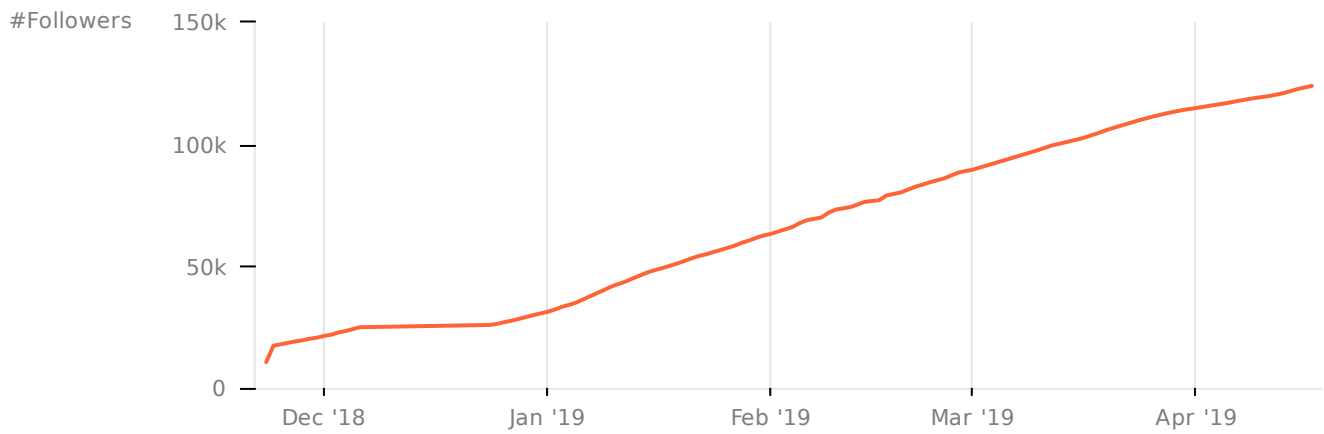
Audience Authenticity

● Very Good

75.5% of audience look authentic, similar accounts have 68.8% of authentic audience on average

Followers & Following

+17,679 followers last 4 weeks +14.26%



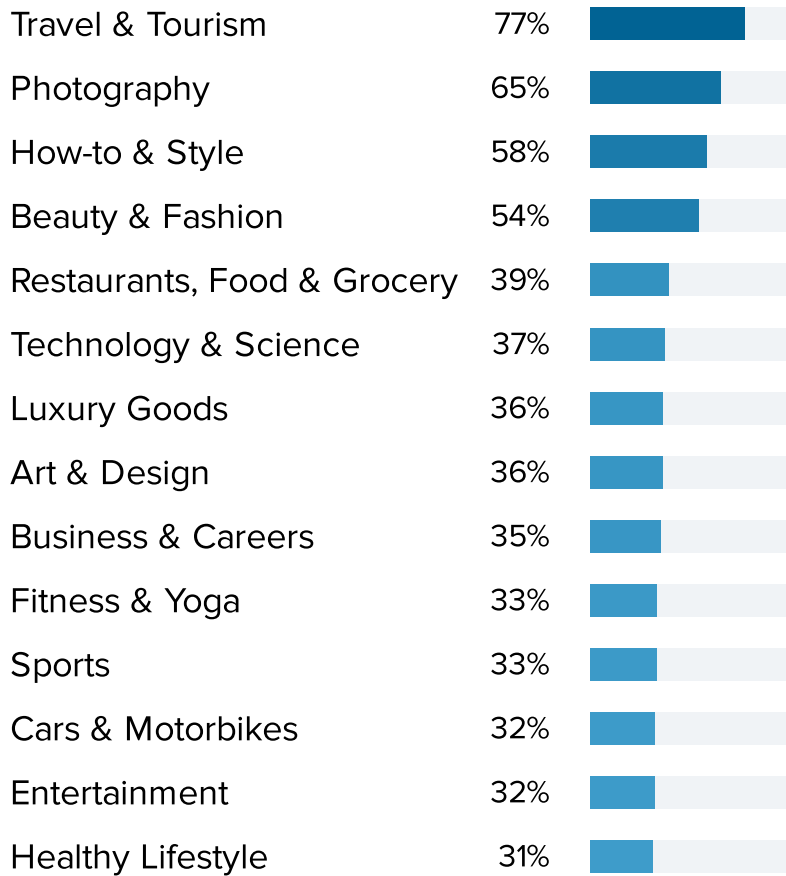
Growth

● Organic

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

Audience Interests

@worlds_beaches audience is interested in:



Engagement

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

Avg Likes

Avg Comments

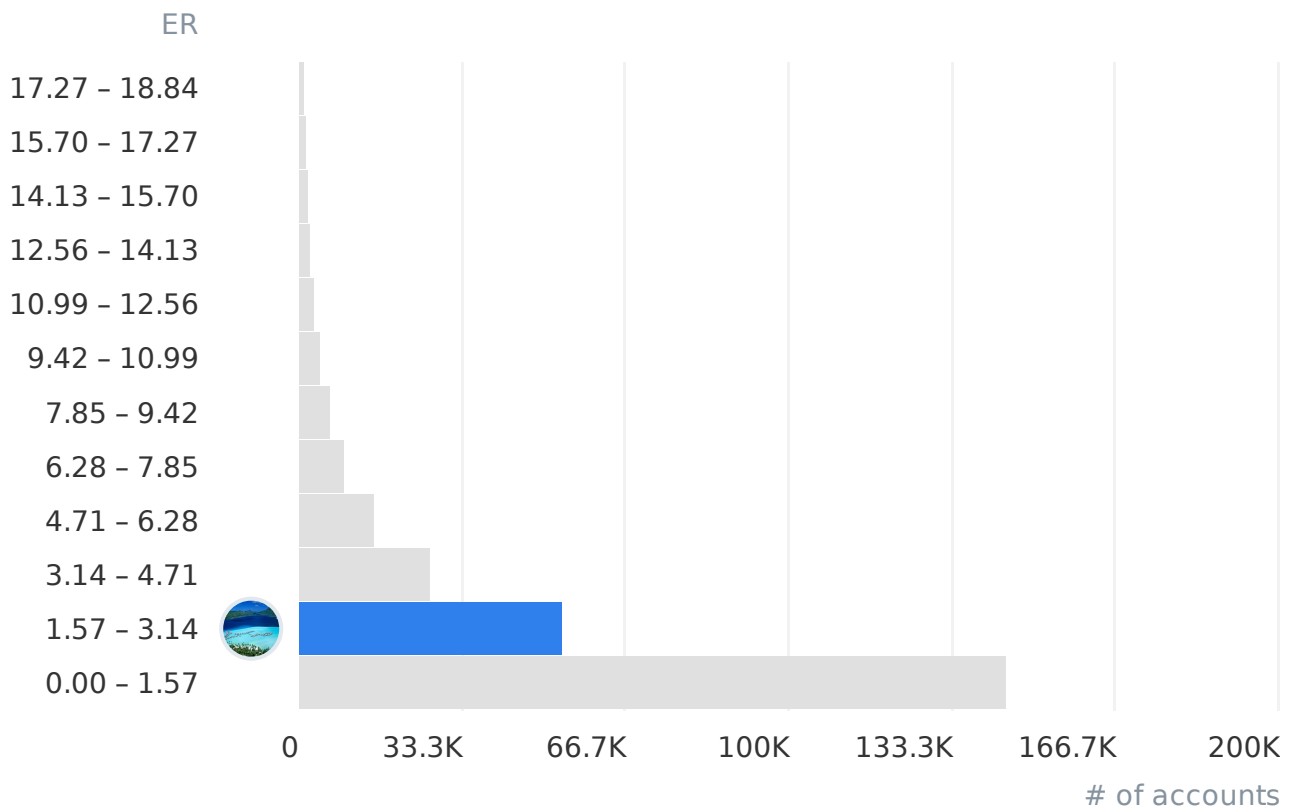
3.1K

53

Engagement Rate

● **2.56% Very Good**

2.56% of audience like or comment the content, similar accounts receive **1.38%** engagements



Likes spread

● **Good**

Spread in likes between posts is **64.8%** similar accounts have **53.5%**

Comments Authenticity

● Average

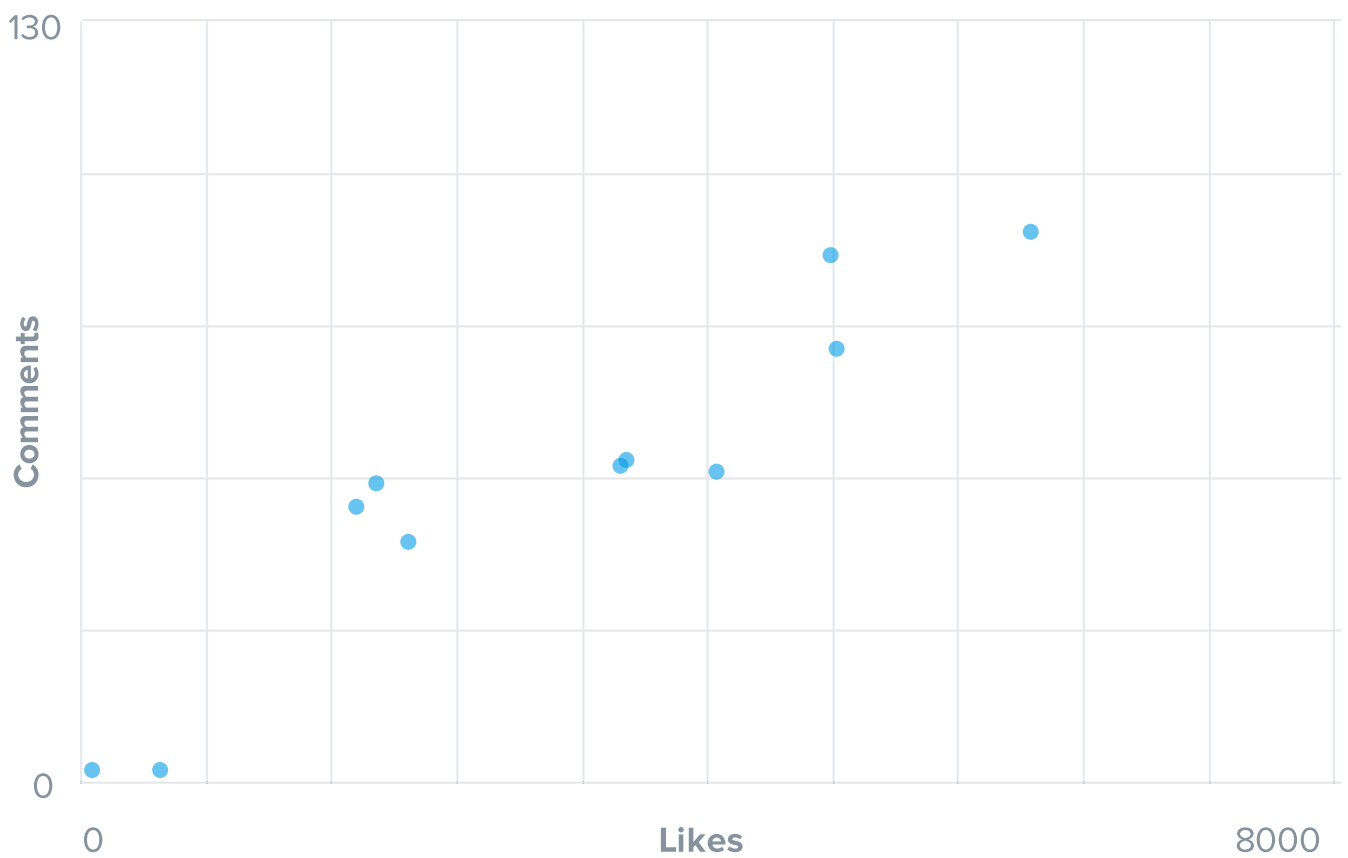
Significant part of 684 recent comments looks inauthentic. This doesn't affect Audience Quality Score.

Likes-Comment Ratio

● Good

@worlds_beaches receives **1.7 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 180 days

Advertising Performance

● **Low**

@worlds_beaches average ER is **2.56%** and their advertisement posts average ER is **1.47%**

Post Frequency

● **Average**

@worlds_beaches makes **8** post/week

Advertising Post Frequency

● **Low**

@worlds_beaches makes **0.21** ad post/week that's **3%** of their content.

Brand Mentions

● **1 brand**

@worlds_beaches mentioned 1 brand from **Travel & Tourism** category in last 180d