



HypeAuditor

INSTAGRAM  
REPORT

Game Of Thrones  
@gameofthronesreality



Generated:  
March 26, 2020



@gameofthronesreality

Goeteborg, Sweden

**Game Of Thrones**

Singer

Music

gameofthronesclub19@gmail.com

Followers  
**35.3K**

ER  
**5.06%**

Report generated on 26 Mar 2020



Global Rank  
Worldwide

**446,133**

Country Rank

N/A



Category Rank

N/A

Quality  
Audience  
**28.7K**

Authentic  
Engagement  
**1.4K**  
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

**84**  
of 100

Very Good

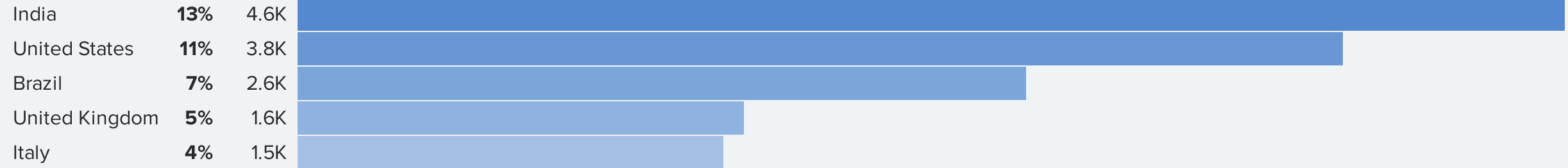
- Highly engaged audience
- Excellent likes activity

- Average comments activity



# Audience

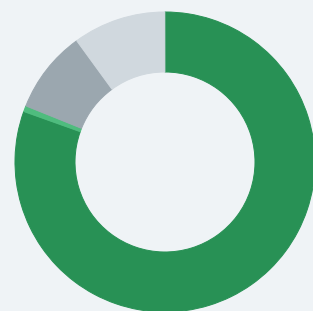
## Country



## City



## Audience Type

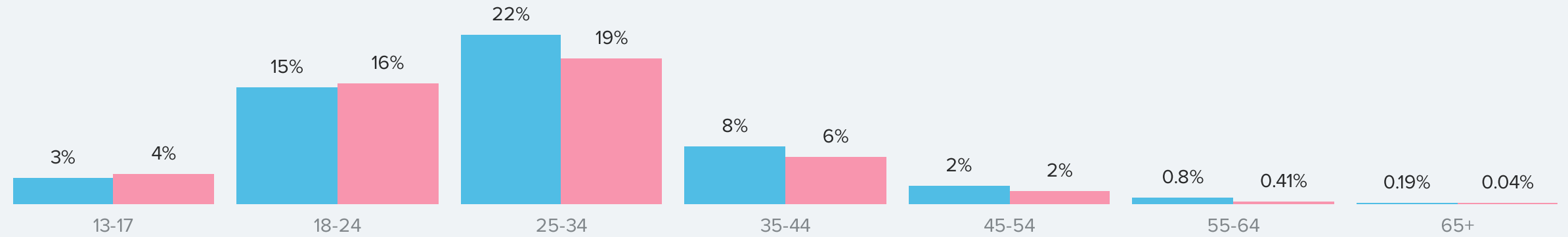


Real People	80.5%	28.4K
Influencers	0.7%	230
Mass followers	8.9%	3.1K
Suspicious Accounts	10%	3.5K

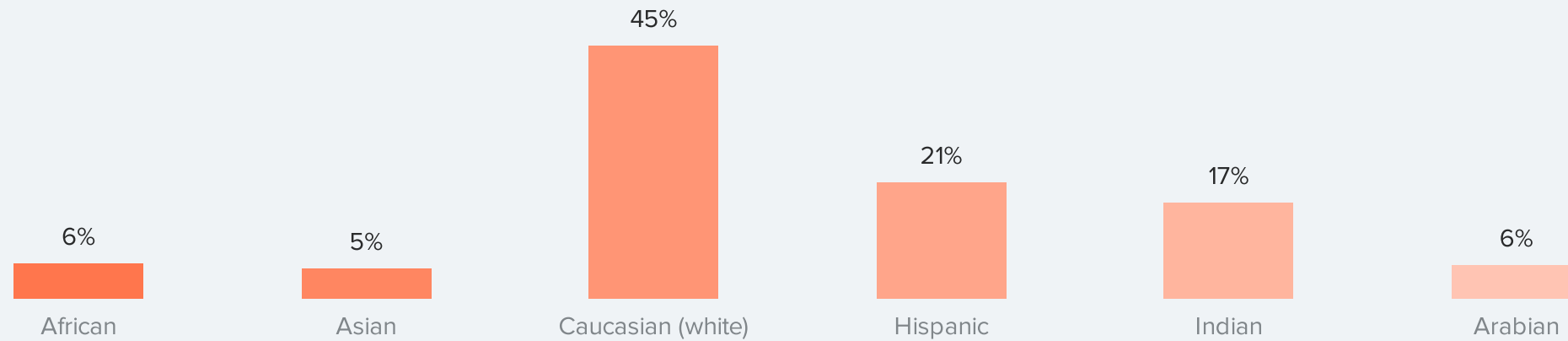


### Age & Gender

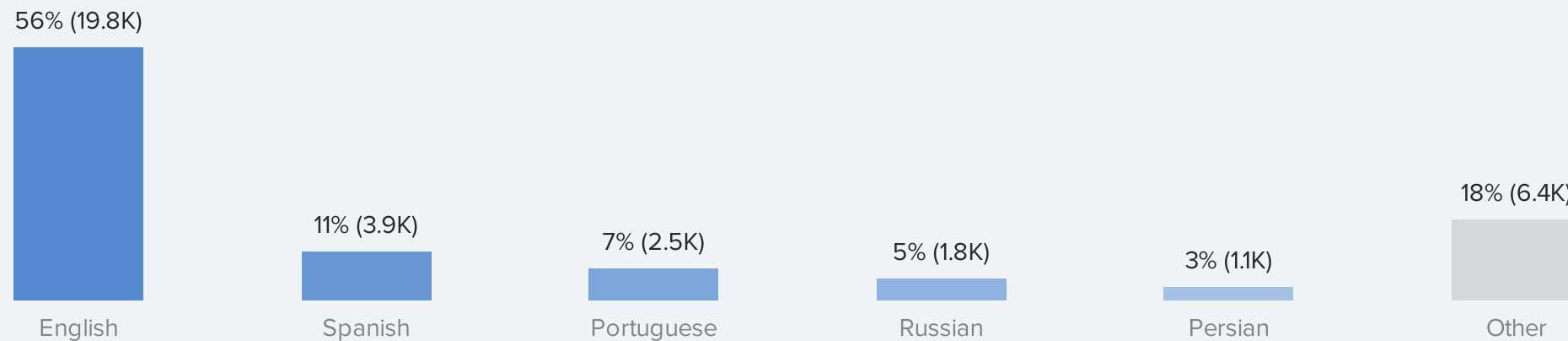
● Male **52%** ● Female **48%** 👤 Adults **84%**



### Ethnicity



### Language





## Estimated Reach **6K – 25K**

## Audience Reachability ● Very Good

91.1% of audience have less than 1,500 followings, similar accounts have **80.4%** in average

## Audience Authenticity ● Excellent

81.1% of audience look authentic, similar accounts have **62.2%** of authentic audience on average

## Audience Interests

@gameofthronesreality audience is interested in:

Beauty & Fashion	46%	<div style="width: 46%;"></div>
Fitness & Yoga	38%	<div style="width: 38%;"></div>
Photography	37%	<div style="width: 37%;"></div>
Business & Careers	37%	<div style="width: 37%;"></div>
Travel & Tourism	37%	<div style="width: 37%;"></div>
Books and Literature	36%	<div style="width: 36%;"></div>
Movies and TV	36%	<div style="width: 36%;"></div>
Art & Design	36%	<div style="width: 36%;"></div>
Music	35%	<div style="width: 35%;"></div>
Technology & Science	34%	<div style="width: 34%;"></div>
Entertainment	34%	<div style="width: 34%;"></div>
Restaurants, Food & Grocery	33%	<div style="width: 33%;"></div>

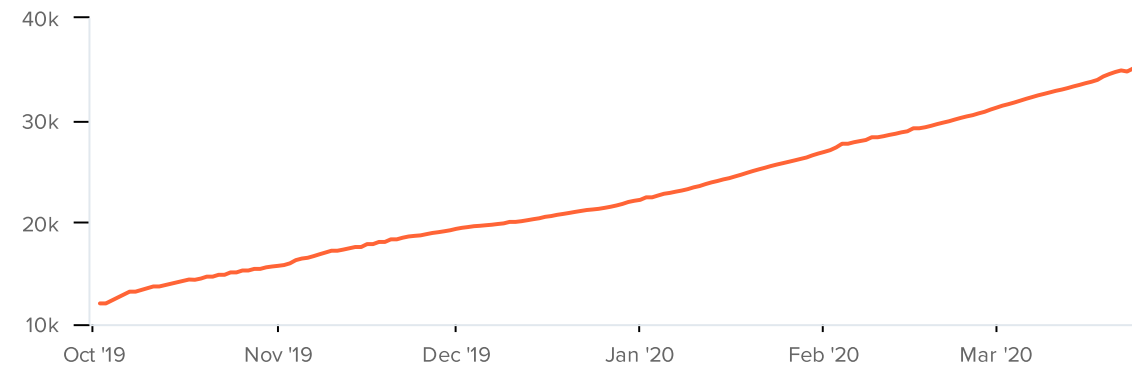


# Growth

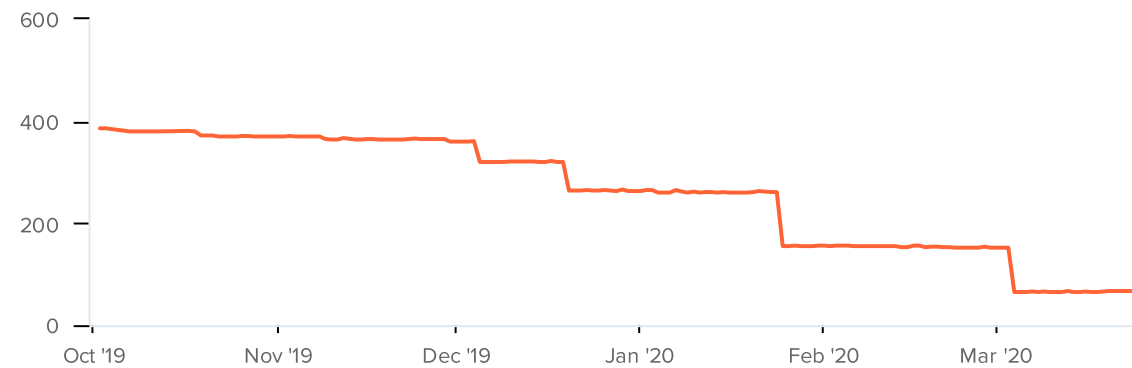
## Followers & Following

+4,832 followers last 4 weeks +13.68%

Followers



Following



## Growth analysis

● Organic

No "incentivized following" patterns or negative trends detected on followers & following graphs.



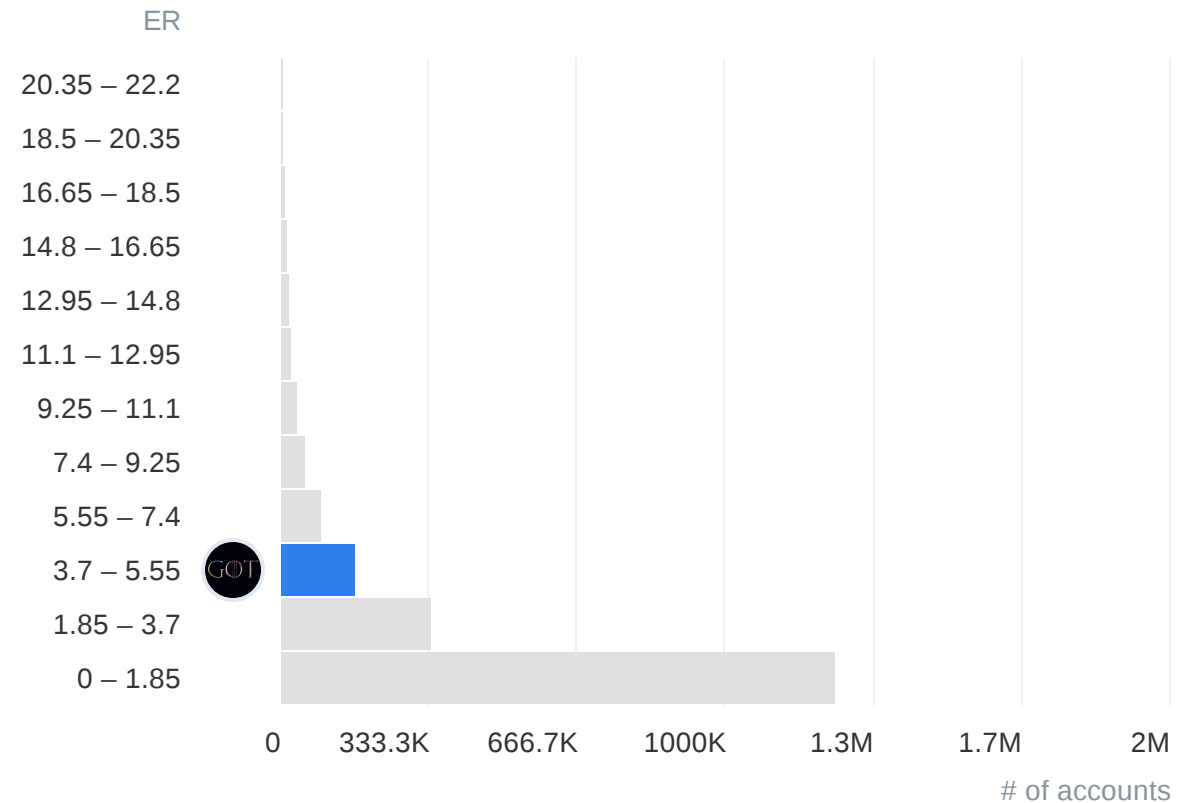
# Engagement

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

Avg Likes	Avg Comments
<b>1.8K</b>	<b>11</b>

## Engagement Rate ● 5.06% Excellent

5.06% of audience like or comment the content, similar accounts receive 1.14% engagements





## Comment Rate

● **0.03%** Average comments activity

@gameofthronesreality receives comments from **0.03%** of their audience. Similar accounts receive comments from **0.02%** of their audience.

## Comments Authenticity

● **Good**

Most of 131 comments looks inauthentic.

## Likes-Comment Ratio

● **Good**

@gameofthronesreality receives **0.6 comments** per 100 likes, similar accounts receive **2.8 comments** per 100 likes.

## Likes spread

● **Good**

Spread in likes between posts is **39%** similar accounts have **48.7%**

Estimated post price **\$193–\$348**

Estimated stories price **\$144–\$260**



# Brand Mentions

Non-ad vs advertising posts for 180 days

## Advertising Performance

● Low

@gameofthronesreality average ER is **5.06%** and their advertisement posts average ER is **2.51%**

## Post Frequency

● Above Average

@gameofthronesreality makes **17.96** post/week

## Advertising Post Frequency

● Low

@gameofthronesreality makes **0.33** ad post/week that's **2%** of their content.





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## Brand Mentions

● 5 brands



[@thepixelfactor](#)  
The Pixel Factor

3 mentions  
ER: 2.48%




[@lastchristmashemovie](#)  
Last Christmas

2 mentions  
ER: 2.78%



[@sagawards](#)  
SAG Awards

2 mentions  
ER: 3.23%



[@nike](#)  
nike

1 mention  
ER: 1.89%



[@recordingacademy](#)  
Recording Academy / GRAMMYS

1 mention  
ER: 2.93%