



Dev Test Report Bubbleroom

January 1 - January 31, 2021

Based on 134 influencers

Overview

January 1 - January 31, 2021

Influencers with activity	134
Posts	288
Post Mentions	182
Hashtags #bubbleroom	239
Hashtags #bubbleroomstyle	150
Hashtags #bubbleroomwedding	0
Photo tags	268
Actual reach	1,380,853
Engagement	6.46%
Likes	80,755
Comments	8,492

Influencers

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January 1 - January 31, 2021

Influencers	Followers	Engagement (General)	Engagement (Specific)	Comments	Likes	Posts	Post Mentions	Post Hashtags	Photo Tags	Score
1.feliciafjallkeborn	9,805	3.09%	3.24%	297	2,884	10	3	22	5	40
2.almabsvanqvist	10,701	1.86%	1.83%	37	1,336	7	4	19	5	35
3.elihome_style	2,598	4.47%	3.83%	88	509	6	5	14	6	31
4.beauteaxb	5,403	6.89%	8.41%	669	2,966	8	5	9	8	30
5.eelineriksson	6,878	2.21%	2.56%	51	1,007	6	1	18	4	29
6.interiorbyalexaandra	57,727	0.45%	0.31%	112	603	4	8	12	4	28
7.susannejulia	13,922	1.54%	1.6%	273	1,290	7	4	8	7	26
8.mrswallins	8,787	2.09%	1.94%	131	1,063	7	2	9	7	25
9.mariabusck	15,126	1.91%	2.24%	174	1,523	5	7	6	5	23
10.lindanoskire	9,844	5.56%	5.94%	248	3,263	6	2	9	6	23
11.ameliedynesius	14,370	4.87%	4.39%	167	1,725	3	3	10	3	19
12.sandraanordstrm	6,555	4.83%	5.87%	69	1,086	3	1	8	3	15
13.kajsaemma	2,717	3.55%	3.25%	163	366	6	1	2	6	15
14.annanatalie	5,576	3.88%	3.69%	71	546	3	1	7	3	14
15.feliciagrossmann	4,441	3.7%	3.99%	131	754	5	2	3	4	14

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* Excluded influencers from slide:
no activity, private or removed accounts

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16.jasminnikolausson	2,261	3.28%	5.02%	15	439	4	2	3	4	13
17.mariellaesborn	4,245	3.85%	4.35%	53	870	5	1	2	5	13
18.monikawolff	28,954	0.6%	0.75%	84	781	4	0	4	4	12
19.nathalievesterlund	11,000	2.03%	2.56%	62	782	3	0	6	3	12
20.cattisjansson	7,987	1.97%	2.27%	85	640	4	1	3	4	12
21.skitunge_	4,862	3.06%	2.56%	39	210	2	2	6	2	12
22.sofiestille	4,906	3.94%	4.13%	24	584	3	3	4	2	12
23.caroliinelindberg	14,498	1.41%	1.7%	56	437	2	2	6	2	12
24.thereserandow	17,061	1.39%	1.76%	77	1,428	5	0	2	5	12
25.hemmahosossifullero	6,161	3.97%	4.0%	190	550	3	3	3	3	12
26.georgina.youkhana	12,201	3.14%	3.74%	31	882	2	2	6	2	12
27.rebeccashem	2,573	5.41%	4.76%	33	212	2	2	6	1	11
28.negintahaa	10,827	4.64%	4.92%	143	1,454	3	4	1	3	11
29.arinoderaa	14,485	1.99%	2.24%	51	923	3	3	2	3	11
30.steefii	4,509	3.07%	3.29%	47	398	3	1	4	3	11

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31.hannalindholm	11,495	4.67%	4.22%	208	762	2	2	5	2	11
32.nataliecregard	11,136	2.15%	2.26%	92	915	4	3	0	3	10
33.hannaisberg	2,349	6.88%	6.43%	10	292	2	2	4	2	10
34.emmahq	7,636	4.87%	4.56%	342	702	3	2	2	3	10
35.skanelangan	7,772	3.35%	2.04%	67	250	2	2	4	2	10
36.nicolinedlund	33,060	2.39%	2.3%	27	2,255	3	1	3	3	10
37.aktasbehiye	3,345	10.1%	10.64%	49	1,731	5	0	0	5	10
38.sandra.johannessens	2,425	6.74%	8.54%	32	382	2	2	4	2	10
39.aqvistemilia	4,420	6.53%	6.76%	77	820	3	1	2	3	9
40.matildaberlin	4,075	2.45%	2.89%	13	340	3	1	2	3	9
41.gabicalafell	18,435	2.32%	2.22%	124	1,103	3	1	2	3	9
42.josefineivarsson	32,374	3.29%	3.33%	143	2,012	2	1	4	2	9
43.sandrastjerneus	33,723	3.64%	2.79%	64	2,761	3	1	2	3	9
44.josefinirming	28,251	1.62%	2.06%	57	1,105	2	1	3	2	8
45.wickanahlin	11,093	2.52%	1.71%	26	353	2	1	3	2	8

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46.nellyavagjan	5,653	1.55%	2.02%	37	306	3	0	2	3	8
47.filippa.ps	2,529	6.32%	4.07%	4	99	1	3	2	1	7
48.nadjasteding	2,835	5.69%	4.27%	22	220	2	1	2	2	7
49.lejlazzz	25,805	0.52%	0.6%	21	135	1	2	3	1	7
50.danniberglund	3,027	6.04%	6.57%	57	540	3	1	0	3	7
51.victoriasylwander	31,776	7.03%	6.36%	81	3,963	2	1	2	2	7
52.aalliicciaan	8,521	2.67%	2.38%	14	392	2	1	2	2	7
53.interiorlifestylebyme	23,870	1.7%	1.02%	46	197	1	2	3	1	7
54.houseofmandy	5,626	1.74%	1.94%	9	100	1	2	3	1	7
55.svartvitacitroner	9,565	4.51%	2.96%	66	217	1	2	3	1	7
56.littlesisterholmgren	11,466	4.26%	5.24%	24	577	1	2	3	1	7
57.mrsdemiiir	12,568	4.2%	2.34%	29	265	1	1	3	1	6
58.interiorbycarro	3,792	3.07%	2.16%	3	79	1	1	3	1	6
59.susannemelker	9,163	4.61%	4.63%	34	390	1	2	2	1	6
60.lindafekete	4,382	1.8%	2.01%	2	86	1	1	3	1	6

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61.mikkirosenlind	3,757	12.59%	12.59%	35	438	1	1	3	1	6
62.emmajennie	25,890	1.59%	1.32%	26	316	1	1	3	1	6
63.bellaamaa	4,211	13.98%	12.3%	43	475	1	2	2	1	6
64.kagahem	42,521	1.63%	1.82%	98	676	1	2	2	1	6
65.mercilja	55,930	2.39%	0.63%	28	327	1	1	3	1	6
66.jolandaedvardsson	3,144	2.84%	3.15%	2	97	1	1	3	1	6
67.zabalifestyle	10,913	1.63%	1.26%	108	168	2	2	0	2	6
68.jhnajhnsn	2,762	2.82%	2.82%	2	76	1	1	3	1	6
69.interiorby.linda	13,030	2.14%	1.78%	45	187	1	1	3	1	6
70.kajsasyllia	1,538	10.38%	13.33%	40	575	3	0	0	3	6
71.pellpersviken	3,269	4.68%	3.88%	30	97	1	2	3	0	6
72.lindalinchis	12,337	2.2%	3.12%	181	590	2	1	1	2	6
73.sofialindqvist	14,949	2.47%	2.63%	38	1,140	3	0	0	3	6
74.mooandersson	2,725	7.27%	13.25%	27	334	1	1	3	1	6
75.jairarickard	3,326	3.35%	2.41%	0	80	1	1	3	1	6

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76.jennytheone	2,176	13.69%	12.36%	13	256	1	2	2	1	6
77.hennyjohnsson	3,269	4.49%	5.85%	104	470	3	0	0	3	6
78.idabergmans	8,190	2.4%	2.31%	38	341	2	2	0	2	6
79.sheerinjamsheree	11,078	2.64%	3.48%	73	698	2	0	2	2	6
80.ellensvenssons	4,943	6.1%	6.15%	15	289	1	2	2	1	6
81.kellycsorbova	7,375	4.95%	4.95%	20	345	1	1	2	1	5
82.emmasveningsson	3,096	4.71%	6.62%	4	201	1	1	2	1	5
83.hemmavidhavet	27,423	0.6%	0.85%	20	214	1	1	2	1	5
84.victoriaberglund	6,120	5.89%	5.88%	30	330	1	1	2	1	5
85.bellasundqvist	9,134	3.2%	3.73%	5	336	1	1	2	1	5
86.hafsaxahmed	3,953	9.47%	6.88%	6	266	1	0	3	1	5
87.sarah.hertzberg	2,011	4.09%	3.63%	2	71	1	1	2	1	5
88.anna.lena.nn	2,786	6.69%	4.67%	16	114	1	0	3	1	5
89.agentnass	12,625	5.39%	5.61%	53	655	1	1	3	0	5
90.patriciaespe1	6,457	1.68%	2.09%	10	125	1	1	2	1	5

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91.claraklefbon	2,078	7.43%	5.92%	4	119	1	1	2	1	5
92.sstyling.t	4,482	4.55%	7.97%	54	303	1	2	1	1	5
93.emmawesterlundd	5,537	8.04%	8.38%	5	459	1	1	2	1	5
94.saralantz	4,028	4.97%	4.84%	1	194	1	1	2	1	5
95.amandaedvardsson	2,315	9.71%	12.66%	3	290	1	0	3	1	5
96.sandblomman_interior	26,855	1.97%	3.57%	277	681	1	1	3	0	5
97.starwoman1	31,035	2.24%	2.07%	39	603	1	1	2	1	5
98.jennifererikssons	4,203	2.07%	2.31%	6	91	1	1	2	1	5
99.ericahammar	2,245	11.19%	9.49%	19	194	1	1	2	1	5
100.inspirationbyzandra	15,985	2.84%	2.86%	88	369	1	1	2	1	5
101.inesavdagicc	9,946	0.74%	0.61%	3	58	1	1	2	1	5
102.interior.shirin	12,627	3.7%	3.84%	47	438	1	1	3	0	5
103.juliajosefinas	31,198	6.37%	5.2%	0	1,622	1	2	2	0	5
104.saramansberg	4,712	4.46%	6.58%	15	295	1	1	2	1	5
105.r.u.home	10,718	5.55%	4.24%	98	356	1	3	0	1	5

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106.nilssonebba	1,634	14.23%	20.62%	13	324	1	1	2	1	5
107.juliagerser	3,817	4.73%	5.32%	15	188	1	1	2	1	5
108.stephaniesellgren	6,403	0.64%	0.53%	3	65	2	0	0	2	4
109.elinaalshamari	4,274	3.42%	5.73%	96	394	2	0	0	2	4
110.annamatkovich	10,979	1.88%	2.0%	79	360	2	0	0	2	4
111.janakristinah	7,136	4.7%	5.47%	141	640	2	0	0	2	4
112.loovelyhome	3,960	6.86%	8.03%	110	208	1	1	1	1	4
113.homedesignbyc	1,961	9.9%	12.39%	106	380	2	0	0	2	4
114.husnr.22	11,540	3.62%	3.15%	102	262	1	2	0	1	4
115.missjennifern	10,419	0.62%	0.59%	12	110	2	0	0	2	4
116.lamanss	30,891	0.48%	0.39%	40	204	2	0	0	2	4
117.elin_rantatalo	12,021	5.01%	7.82%	36	904	1	0	3	0	4
118.moagoransson	1,500	5.67%	4.53%	1	67	1	2	0	1	4
119.kristinakorpics	7,266	2.91%	4.78%	41	306	1	1	0	1	3
120.felicialindblom	2,554	5.61%	3.52%	8	82	1	1	0	1	3

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121.adelinaadelina	4,408	2.42%	1.95%	18	68	1	1	0	1	3
122.linneaekelundd	4,208	3.26%	3.92%	20	145	1	1	0	1	3
123.emma_enbom	17,254	3.73%	3.7%	101	538	1	1	0	1	3
124.melanieanorman	3,672	13.18%	10.51%	1	385	1	1	0	1	3
125.slaysistam	10,070	4.75%	5.37%	43	498	1	1	0	1	3
126.helenabroman	14,104	1.79%	1.54%	21	196	1	0	0	1	2
127.emiliatormarkk	3,862	14.49%	27.03%	92	952	1	0	0	1	2
128.jannikaedemyr	2,318	8.07%	12.21%	19	264	1	0	0	1	2
129.josefinesideback	3,182	8.9%	9.49%	16	286	1	0	0	1	2
130.lindakristofferssons	2,884	14.29%	13.56%	63	328	1	0	0	1	2
131.josefinewerngren	2,730	7.43%	11.17%	32	273	1	0	0	1	2
132.binabengtsson	11,469	6.05%	7.79%	36	857	1	0	0	1	2
133.elsahassler	10,448	1.78%	1.44%	3	147	1	0	0	1	2
134.maliinbjork	1,840	7.33%	5.82%	2	105	1	1	0	0	2

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Notes

- Instagram profile need to be public, private profiles are not tracked. Make sure that influencers keep profiles public.
- Photo not tracked if influencer deleted post.

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