



Social Media Big Mac Index

How many Big Macs is my social media post worth?



Instagram 

Input username

CALCULATE NOW

Tell your friends to see their value of one post.



REVIEWHUNT

Get Paid for your

Online Reviews





Your price is the **680th** highest
among **6,709** channels analysed so far.

1	bts_twt	Twitter	\$835,861.88
2	fernanfloo	YouTube	\$806,525.14
3	ucv4xovpbcv8sduedc...	YouTube	\$795,234.83
4	ucv9_kinvpv-snhe3c3...	YouTube	\$763,753.78
5	corycotton	YouTube	\$739,935.21

⋮

680	andrew__cho	Instagram	\$217.29
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Virial Marketing Campaign



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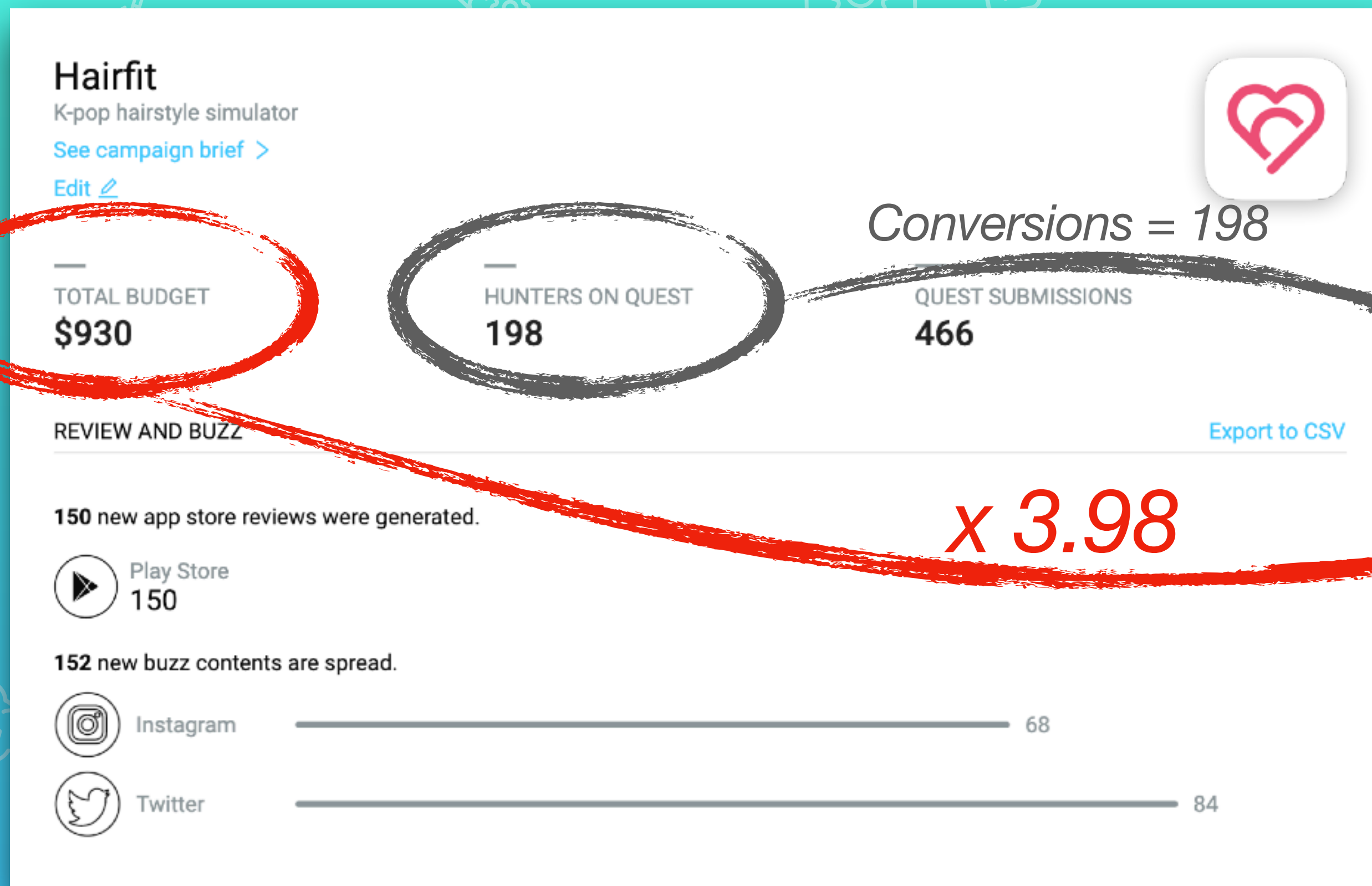
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Facebook Ad requires **3.98 times** more budget, and there's no guarantee of app reviews or buzz content.

Example: Hairfit social app campaign

<https://review.hunt.town/campaigns/15>



To get the same number of conversions from Facebook Ad

Number of Clicks Required
2,150 (Avg. CVR = 9.21%)

Budget Required
\$3,697.72 (Avg. CPC = \$1.72)

* CVR, CPC data from [WordStream](#) (June 24, 2019)