ChatGPT

Instagram Creator Discovery APIs

Finding Instagram creators by category, location, keywords, etc., is not supported by Instagram's official APIs. The Instagram Graph API's **Business Discovery** endpoint can only look up known business/creator accounts (and only basic info like follower count for non-authenticated accounts) [1]. In practice, brands rely on third-party influencer databases or scrapers. We found several REST APIs (often with free trials) that support multi-factor search of Instagram influencers:

Ylytic Influencer Discovery API

Ylytic offers a **Discovery Search** API for Instagram (and YouTube/TikTok) with extensive filters. For example, you can query by **location**, **country**, **follower tier**, **engagement rate**, **post count**, **category**, **bio keywords**, and even hashtag or brand mentions [2] [3] . A sample request looks like:

```
GET https://app.ylytic.com/ylytic/admin/api/v1/search?type=discovery

&location=Mumbai&country=India&followers=100000&er=5&category=Fashion&contact=email
    (with Authorization: Bearer <token>)
```

Results are returned as JSON influencer objects. Each object includes fields such as `handle` (username), `image_link` (profile photo), `followers`, `engagement` (rate), `posts`, `category`, `full_name`, `location` / `country`, and flags like `hasEmail` or `hasPhone` [4] [5] . For example:

- *"handle": "the.rebel.kid", "followers": 1331337, "engagement": 13.76, "posts": 846, "category": "Fashion", "full_name": "Apoorva", "location": "Mumbai", "country": "India", "hasEmail": true, "hasPhone": false...* [4] [5]

Ylytic's JSON includes rich metrics (avg views, effective follower rate, etc.) and flags if email/phone are known. The API requires a Bearer token (from Ylytic) [6] . **Pros:** very granular search filters, daily-updated data, includes contact info flags and engagement metrics. **Cons:** after a small free trial (Ylytic offers a trial with limited usage [7]) it is a paid SaaS; integration needs getting an API key and token.

influencers.club (The Influencer Marketing API)

Influencers.club is an influencer database (200M+ profiles) with a Discovery API and an Enrichment API. The **Discovery API** supports multi-factor queries – e.g. location, keywords, niche (categories), follower growth, engagement rate, etc. – and streams paginated results sorted by relevance or engagement [8] . The **Enrichment API** lets you fetch detailed profile data (given a username or email) including verified contact info (emails, social links, and 40+ metrics) [9] .

- *Filters:* location/city, category (niche), keywords, engagement, follower count, growth trends, etc. [8] .
- *Data returned:* Profiles include handle, name, multi-platform follower counts, engagement stats, and – importantly – collected emails/phone if available (they claim "170M+ influencers with emails" [10]).

- *Example:* (Documentation is behind login, but conceptually you'd call something like `GET / search? platform=instagram&location=NewYork&category=Fitness&minFollowers=5000` with an API key.)
- **Pros:** Huge influencer database across IG/YouTube/TikTok, plus built-in creator outreach tools; returns emails for many Instagram creators [9] . **Cons:** It's an enterprise service ($199+/mo for discovery) [11] with limited free usage. Onboarding requires signing up for an account; API documentation exists (via Theneo docs) but key access requires approval.

CreatorDB Influencer API

CreatorDB provides APIs covering Instagram (plus YouTube/TikTok). It advertises a "generous free trial" for its API [12] . The **Instagram Basic** endpoint returns profile info for a given username. Example request:

```
GET https://dev.creatordb.app/v2/instagramBasic?instagramId=goodalicia
```

Response JSON includes fields like `instagramId` , `instagramName` , `avatar` (profile pic URL), `description` (bio), `category` , `isVerified` , and metrics such as `following` , `followers` , `posts` , `engageRate` , `avgLikes` , `avgComments` [13] [14] . For instance:

- *"followers": 593128, "engageRate": 0.0515, "avgLikes": 29531.54, "avgComments": 1020.37, "hashtags": ["#growus",...], "description": "...alisasaofficial@gmail.com..."* [13] [14]

CreatorDB's data includes historical growth rates and content topics as well [15] . It also includes a `hasEmail` flag and often parses emails from the bio (see "cooperation mailbox alisasaofficial@gmail.com" in the sample) [13] . **Pros:** Combines IG/YouTube/TikTok data, well-documented endpoints, daily updates, free trial to test. **Cons:** Filtering by category/location requires using CreatorDB's platform or combining calls (no single search endpoint is documented publicly). Full API use requires registration and subscription after trial.

Modash Influencer API

Modash offers an influencer search API (250M+ creators). It provides free "testing credits" upon sign-up [16] . The API lets you query influencers by keywords and filters (e.g. location, audience demographics, interests) and returns profile metrics (follower counts, engagement rate, audience breakdown, etc.). For example, the API includes endpoints like `/search` (filters include keywords in posts, audience location, age, engagement) and `/locations` [17] . According to their docs, returned data covers *"follower growth, engagement rates, fake followers, audience breakdown (including demographics)"* [18] . You also get historical metrics (20 most recent posts, audience interests, and growth trends) [18] . **Pros:** Very detailed data (including fake-follower estimates, audience demographics, etc.) and free test credits. **Cons:** The free tier is small; full access is paid. Like others, it requires creating a Modash account and obtaining API keys. Developer docs are fairly thorough (with examples), but integration may take a bit longer than simpler REST calls.

insightIQ / InfluencerMarketing.ai API

InsightIQ (marketing site **influencermarketing.ai**) offers a **Creator Search API** covering IG, YouTube and TikTok. They claim a database of ~450M influencers [19] . The API supports filters like minimum

followers (>2k), hashtags, mentions, keywords, audience demographics (age, gender, location), interests, etc. [20] . Results include 100+ profile attributes such as real-vs-fake engagement, audience quality, and (keyly) **public contact details**: email, phone and other social links if found [21] . For instance, their docs note "Get publicly available contact details like email, phone number, social handles" for each influencer [21] . **Pros:** Extremely rich data (demographics, brand affinities, fake-follower detection) and filters; free trial available via sign-up [20] . **Cons:** Enterprise focus – access may require contacting sales. No open RapidAPI listing.

Other (Scraping) Tools

For quick demos one can use scraping APIs (though they risk rate limits or TOS issues). For example, **Apify** provides "actors" like *Social Media Influencer Scraper* (paid, ~$30/mo) which, given keyword queries, returns Instagram influencer profiles with categories, engagement, bio and recent posts [22] . Similarly, RapidAPI hosts Instagram scraper APIs (e.g. "Instagram Scraper" or "Email Scraper") that fetch profile/bio data. These **do** return emails if present in bios, but they offer no high-level filters by niche/ location – you must drive the search yourself (e.g. supply hashtags or usernames). **Pros:** Can be integrated quickly via a simple API call and often have a small free tier. **Cons:** Unofficial (may break if Instagram changes), limited filtering, and moderate results quality.

Comparison

API / Service	Filters (Category/ Location/ Keywords)	Data Returned	Contact Info	Pricing/ Trial	Pros	Cons
Instagram Graph API	*None for discovery (only by known username/ account)*	Follower count, basic stats for authenticated business/ creator accounts [1]	*None*	Free (with IG business token)	Official / stable	Cannot search by category/ location; very limited
Ylytic Discovery API	City, Country, Follower Tier, Engagement Rate, Posts, Category, Bio keywords, Hashtags, etc. [2] [23]	Profile info: followers, engagement rate, posts, category, avg views, location, quality scores, plus flags `hasEmail` / `hasPhone` [4] [5]	Email/ phone flags (actual email if scraped)	Free trial (limits) [7]	Very granular search; includes engagement metrics and contact flags [4]	Paid beyond trial; API key required; less-known vendor

API / Service	Filters (Category/ Location/ Keywords)	Data Returned	Contact Info	Pricing/ Trial	Pros	Cons
influencers.club API	Multi-factor (location, interests/ keywords, engagement, follower count, etc.) [8]	Creator profiles with followers, engagements, multi-platform IDs; verified emails for many (170M+ emails database) [10]	Yes (emails in enrichment API)	Free trial/ demo; then from ~$249+/ mo [24]	Huge database, multi-platform, built-in outreach & enrichment [10]	Enterprise pricing; API access needs registration
CreatorDB API	(Platform's UI has ~79 filters including location, category, verified, etc.) [25]	IG profile: username, full name, bio, profile pic, followers, posts, engagement, avg likes/ comments, hashtags, category, `hasEmail` flag [13] [14]	Flag and scraped emails	Free trial key [12]	Daily-updated stats; historical data; free trial ; good docs	Search API not public (need to use product or multiple calls)
Modash API	Keywords, Location, Audience Demographics, etc. (via search endpoint)	Influencer metrics: follower count, engagement rate, growth, audience demographics (age, location, interests), fake follower est., audience breakdown [18]	No direct email (audience data only)	Free testing credits [16]	Massive database; detailed analytics (fraud detection)	Paid plan for bulk; signup required; no direct email outputs

API / Service	Filters (Category/ Location/ Keywords)	Data Returned	Contact Info	Pricing/ Trial	Pros	Cons
InsightIQ / IMAI API	>2k followers, Hashtags, Mentions, Keywords, Demographics, Interests [20]	100+ attributes: engagement trends, audience quality, demographics, even brand affinities, plus any public email/phone found [21]	Yes (publicly available email/ phone)	Free trial via signup [26]	Very rich data; wide filter set; contact info included [21]	Enterprise service; must sign up; likely higher cost

Each API has tradeoffs. **Ylytic** and **CreatorDB** are relatively quick to integrate (REST calls, trial keys, good docs [2] [13]). **influencers.club**, **Modash**, and **InsightIQ** offer more data/features but are enterprise-focused (and more expensive). All third-party APIs above allow filtering by niche and location to varying degrees, which the official Graph API cannot. If immediate integration is needed, testing Ylytic or CreatorDB (both advertise free trials) is a good start. The big platforms (influencers.club, Modash, insightIQ) provide the broadest coverage and contact info, but at higher cost. Developers should also evaluate their documentation and onboarding: Ylytic and CreatorDB provide clear API docs and examples [2] [13], while others typically require signing up for API keys and reading developer guides.

Sources: Official and third-party API docs and marketing sites [2] [3] [4] [8] [13] [18] [20] [1] .

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