

INSTAGRAM REPORT

MrBeast

[@mrbeast](https://www.instagram.com/@mrbeast)



Creator's Profile

**MrBeast**

(@mrbeast)

Category:

Public figure

Followers

48.3M

Total Post

268

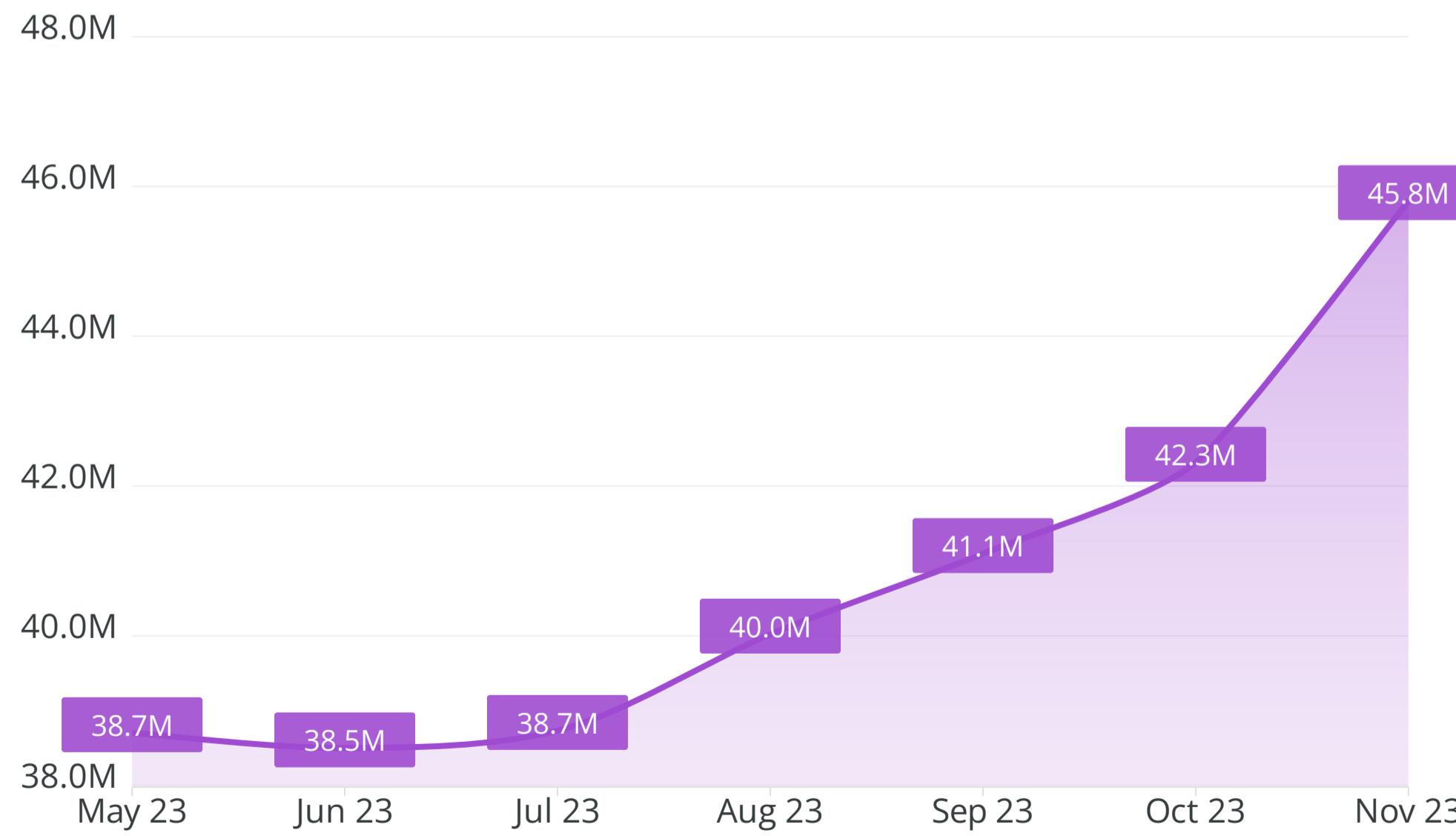
Total Likes

19M

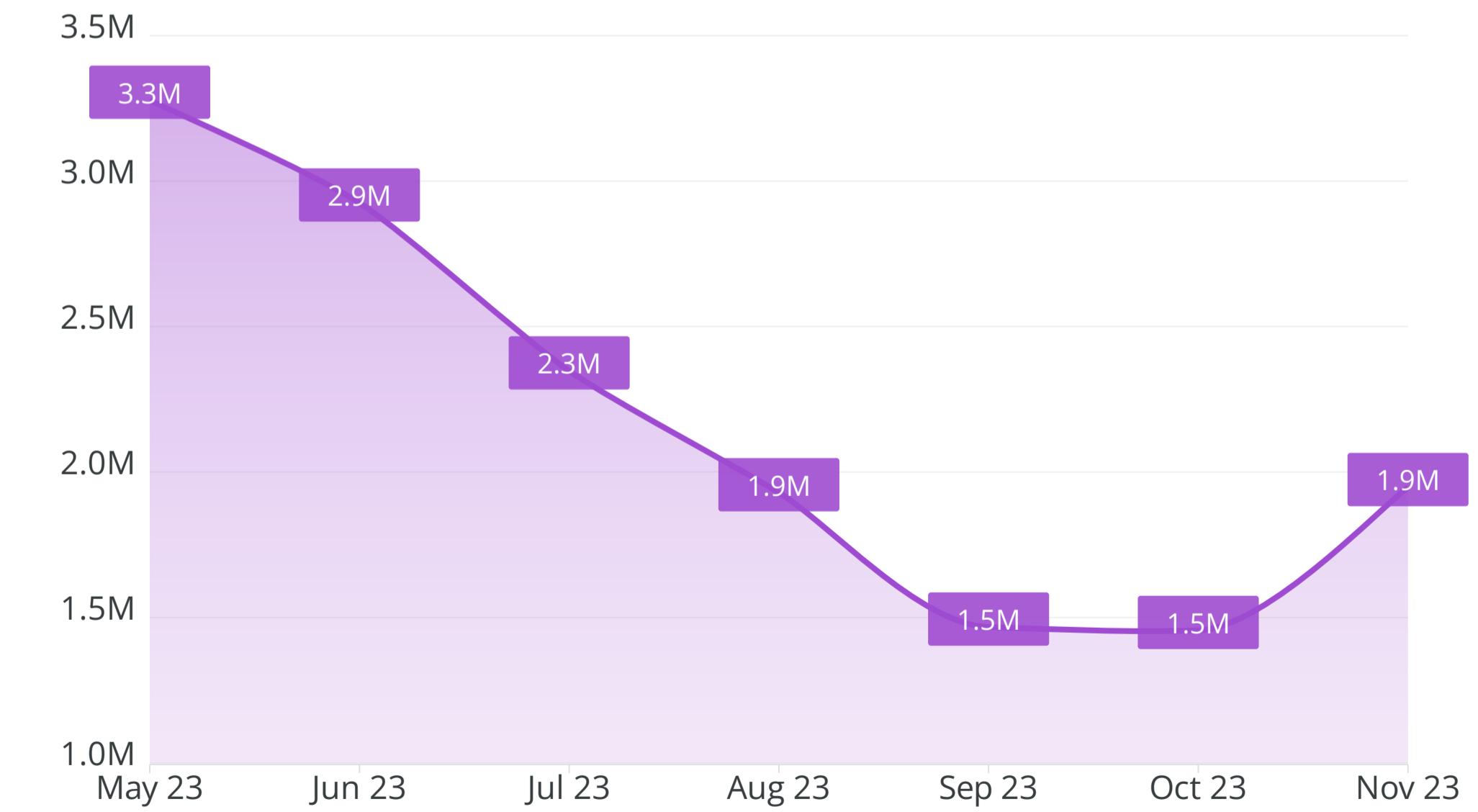
Engagement Rate

2.50%

Followers Growth



Likes Growth



Audience

Top Country

United States

54.33%

Top City

Los Angeles

2.63%

Top Gender

Male

80.20%

Top Age Group

18-24

50.95%

Most of the followers are located in **united states (54.33%)**, is **male (80.20%)**, and is between the ages of **18-24 (50.95%)**.



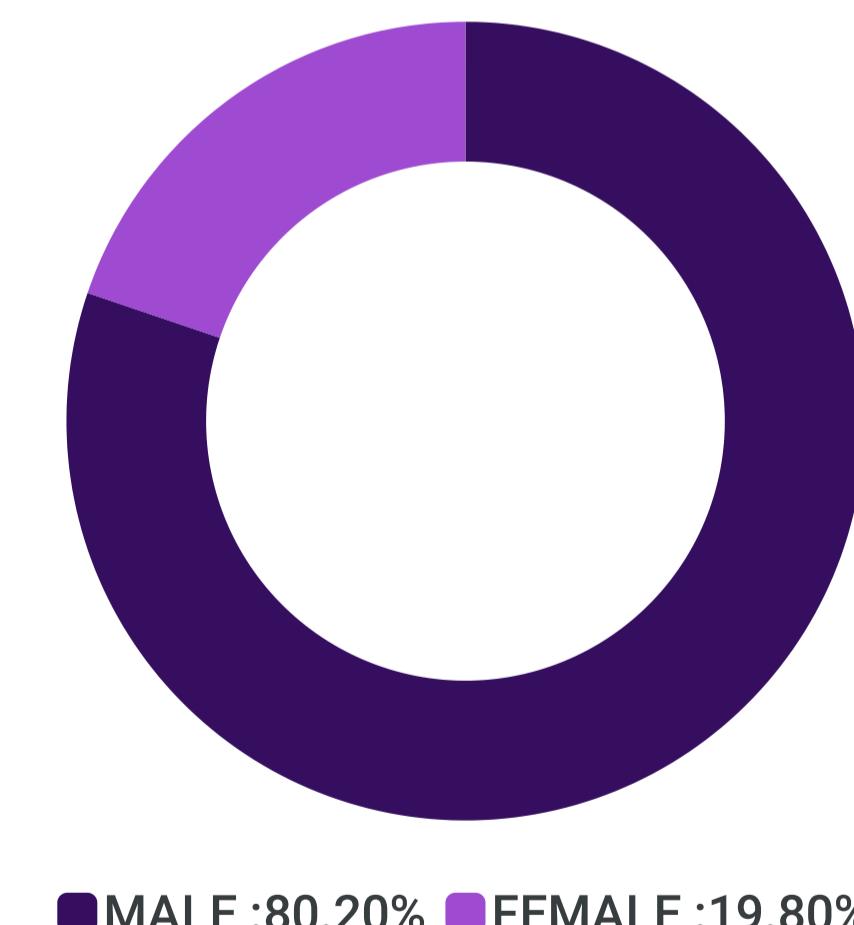
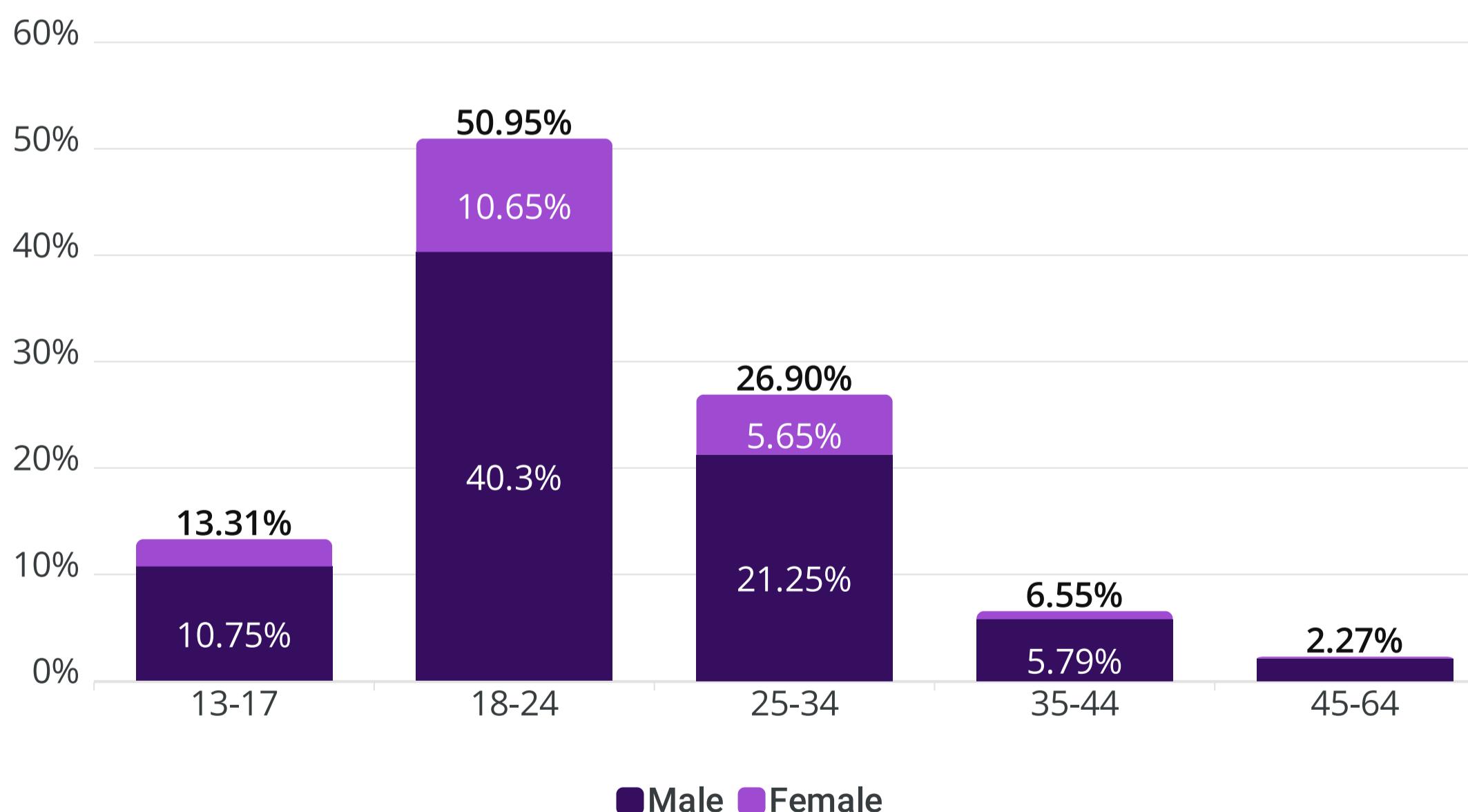
Active Followers:

39M

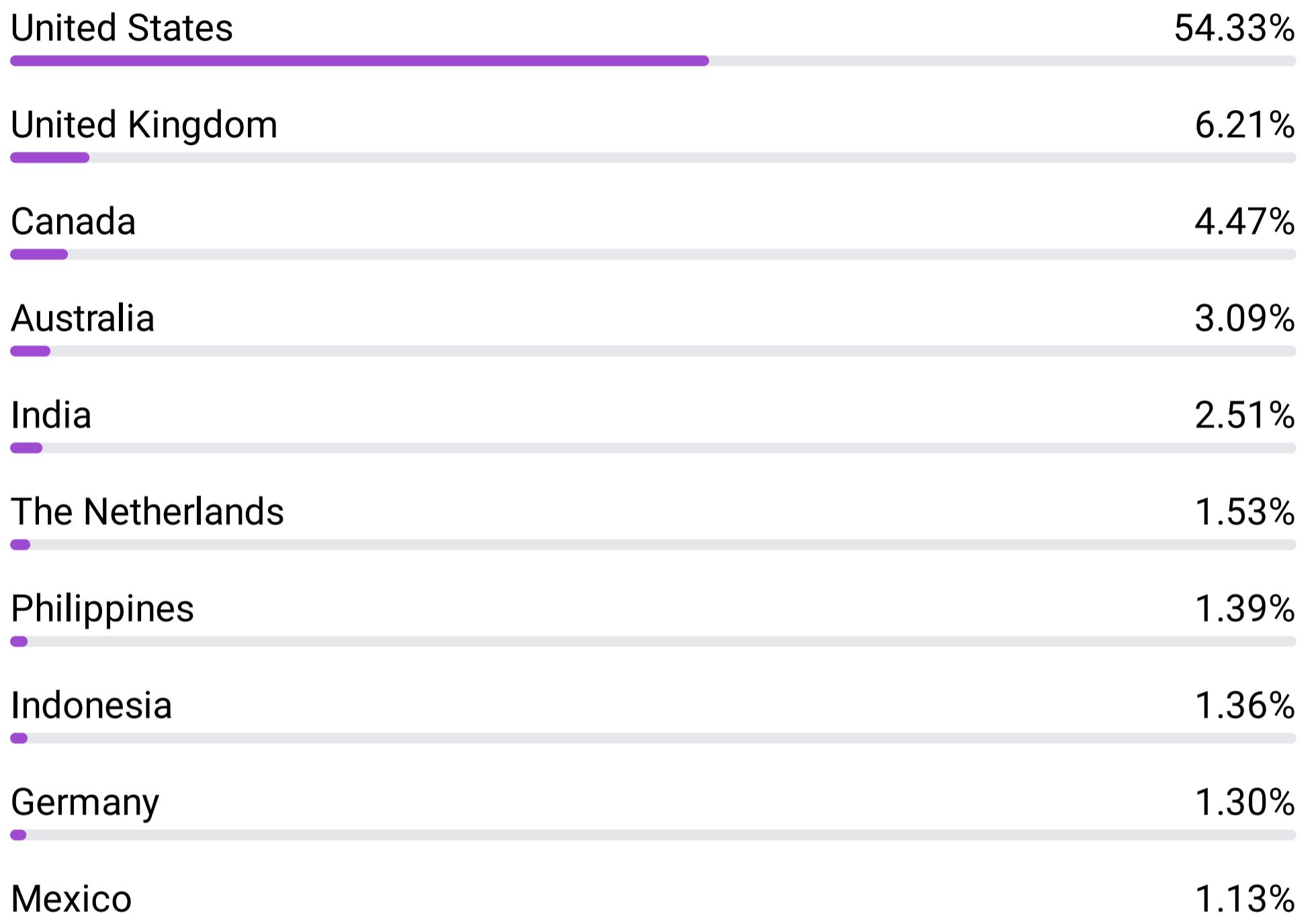
Inactive Followers:

7.3M

Age & Gender



Countries

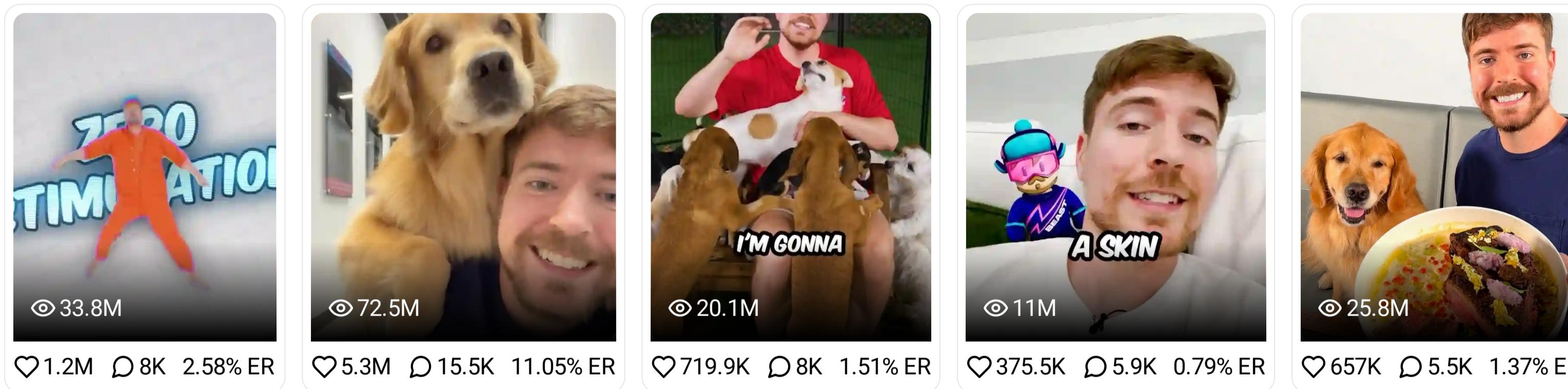


Cities



Engagement (Reels)

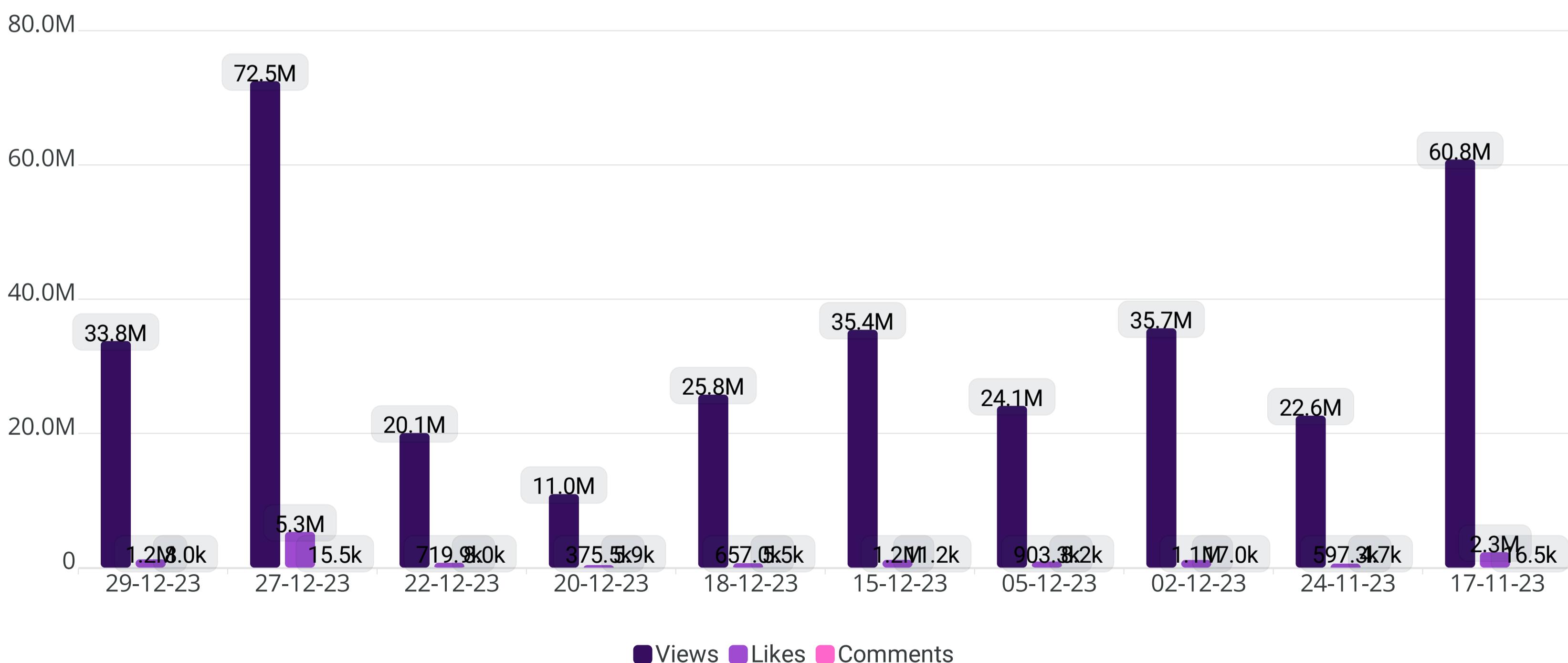
Recent Post



Average Likes

1.5M

Recent Reels Engagement



Average Comments

13.1K

Average Reel Plays

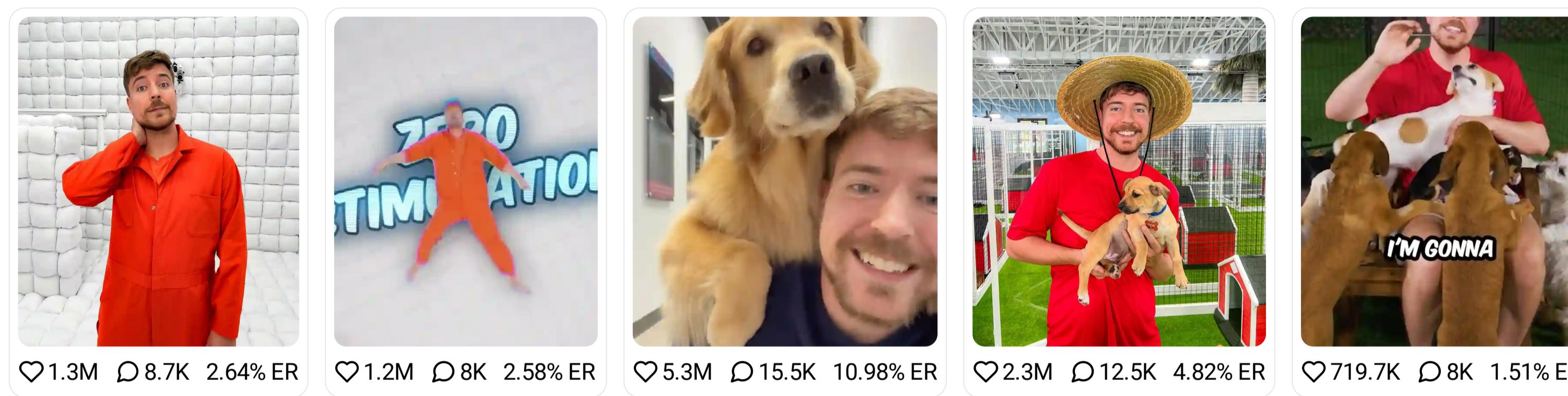
35.7M

Engagement Rate

2.3%

Engagement (Feed)

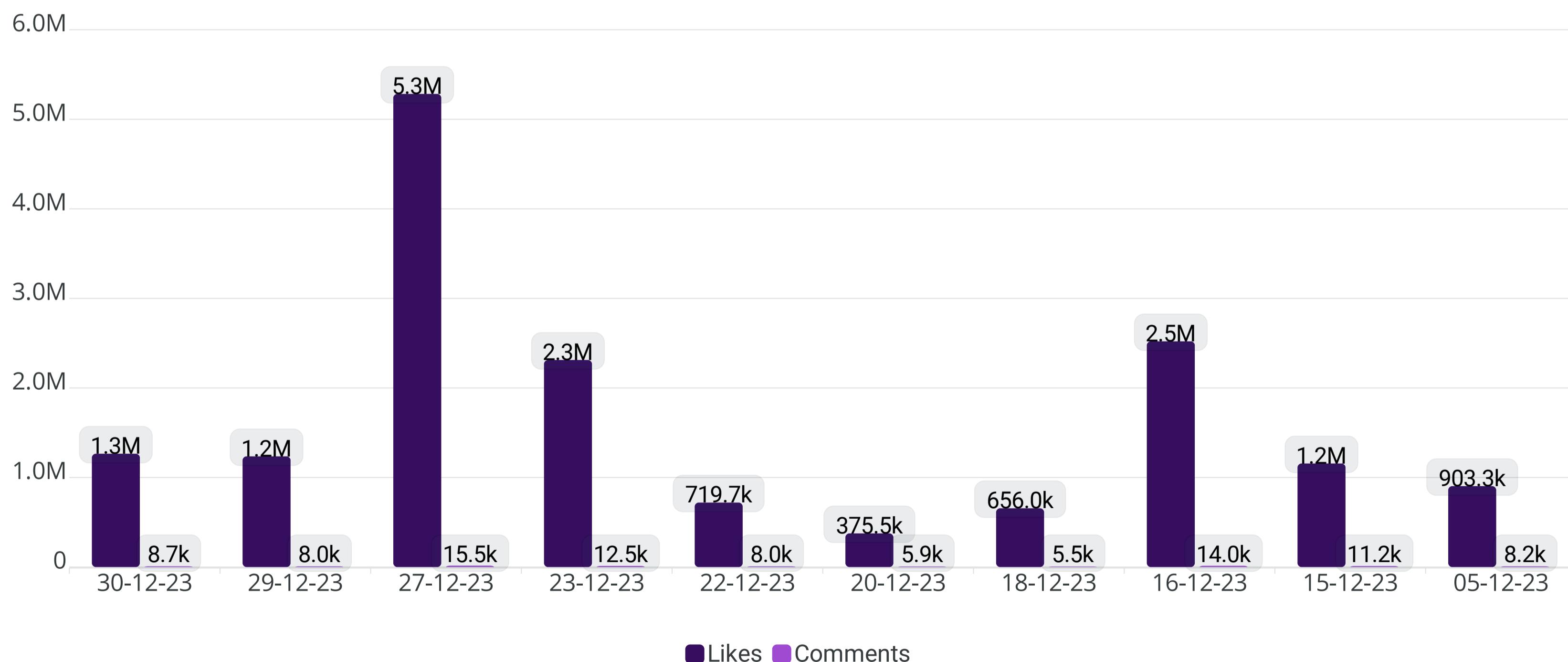
Recent Post



Average Likes

1.6M

Recent Feed Engagement



Average Comments

10.1K

Engagement Rate

2.5%

Notable Followers

 <p>Khaby Lame @khaby00</p> <p>Followers 80.6M Engagements 741.7K</p>	 <p>Jacqueliene Fernandez @jacquelienefernandez</p> <p>Followers 68.6M Engagements 796.8K</p>	 <p>Lele Pons @lelepons</p> <p>Followers 53.9M Engagements 469.5K</p>	 <p>House of Highlights @houseofhighlights</p> <p>Followers 50.4M Engagements 394.5K</p>
 <p>charli @charlidamelio</p> <p>Followers 45.9M Engagements 506K</p>	 <p>UFC @ufc</p> <p>Followers 39.1M Engagements 105.9K</p>	 <p>KIM LOAIZA @kimberly.loaiza</p> <p>Followers 39M Engagements 1.9M</p>	 <p>Pubity @pubity</p> <p>Followers 35.2M Engagements 3.2M</p>

Audience Lookalikes

 <p>MrBeast.store @shopmrbeast</p> <p>Followers 1.5M Engagements 5K</p>	 <p>Chandler Hallow @chandlerhallow</p> <p>Followers 4.9M Engagements 399.5K</p>	 <p>Kris Tyson @kristyson</p> <p>Followers 2.5M Engagements 354.1K</p>	 <p>PewDiePie @pewdiepie</p> <p>Followers 21.5M Engagements 2.5M</p>
 <p>Jake "The Viking" Franklin @jake_theviking</p> <p>Followers 698.8K Engagements 2.6K</p>	 <p>maddy spidell @maddyspidell</p> <p>Followers 242.9K Engagements 8.6K</p>	 <p>Marzia Kjellberg @itsmarziapie</p> <p>Followers 8.9M Engagements 1.7M</p>	 <p>Lazar Beam @lazarbeamyt</p> <p>Followers 2.8M Engagements 283.2K</p>

Methodology and Glossary

Avg. Likes

The average number of likes based on last 2 months of content

Avg. Reel Plays

The average number of reel video plays based on last 2 months of content

Influencer Interests

Indicates the interest of the influencer based on the captions, mentions, hashtags and locations tags that the influencer used.

Avg. Comments

The average number of comments based on last 2 months of content

Paid Post Performance

Paid post performance compares the likes of sponsored posts to the likes of regular posts. 100% indicates that sponsored posts get the same number of likes as regular posts.

Credibility

Indicates how many of the followers are real

Engagement Rate

Engagement rate is the ratio of likes divided by followers

Post Engagement

Indicates the number of engagements per post for the more recently published posts

Audience Lookalikes

Lookalikes are the influencers whose audience is similar.

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This Influencer Insight Report (the "Report") has been prepared for informational purposes only and is based on publicly available data concerning the influencer in question, including their statistics, numbers, and other relevant details.

The information contained in this Report is intended to provide insights and analysis on the influencer's online presence and activities.

Accuracy of Information: We have made every effort to ensure the accuracy and reliability of the data presented in this

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Limited Scope: This Report is not exhaustive and may not cover all aspects of the influencer's online presence. It is important to recognize that social media and online statistics can fluctuate frequently, and the data presented here may not reflect real-time information.

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