

Instagram
@instagram

813.3k
AVG LIKES
▼13.17%

338.6M
FOLLOWERS
▲1.47%

0.23%
ENGAGEMENT RATE

@ Most Recent Posts

Mar 17, 2020

818060
7880

Mar 16, 2020

1868351
13092

Mar 15, 2020

1006068
8945

Followers ▲1.47% this month

Following

Engagement for recent posts

Lookalikes

Likes ▼13.17% this month

Popular # and @

Brand Affinity

Interests

Audience data by followers

Location by country

United States 11.68%
India 11.17%
Indonesia 9.61%

Location by city

São Paulo 1.16%
Jakarta 0.91%
New York City 0.76%

Gender Split

Female 46.69%
Male 53.31%

Age and gender split

13-17 4.17% (3.8%)
18-24 18.01% (16.43%)
25-34 16.81% (15.65%)
35-44 5.2% (4.35%)
45-64 2.49% (3.86%)

Brand Affinity

Apple 7.9%
Walt Disney 5.06%
Nike 3.61%
Starbucks 3.09%
Adidas 2.75%

Interests

Electronics & Computers
Television & Film
Music
Art & Design
Toys, Children & Baby

93.98%
Followers Credibility

24.5%
Likes from non followers

Location by country

India 20.89%
Indonesia 11.8%
United States 7.06%

Location by city

Mumbai 1.36%
Tehran 1.31%
Jakarta 1.01%

Gender Split

Female 45.67%
Male 54.33%

Age and gender split

13-17 5.84% (3.43%)
18-24 21.94% (22.49%)
25-34 12.1%
35-44 3.11% (4.40%)
45-64 2.42% (2.2%)

Brand Affinity

Apple 10.64%
Walt Disney 6.06%
Nike 5.23%
Travelgram 4.89%
Starbucks 4.68%

Interests

Camera & Photography
Friends, Family & Relations...
Travel, Tourism & Aviation
Clothes, Shoes, Handbag...
Restaurants, Food & Gro...

Notable Followers

Influencers	Engagements	Followers
@cristiano	6.2M	208.2M
@selenagomez	4.6M	171.0M
@jlo	1.7M	116.7M
@mileycyrus	968.3k	105.6M
@victoriasecret	146.5k	69.1M
@shakira	1.3M	65.9M
@justintimberlake	529.0k	58.1M
@nba	475.1k	46.7M
@anitta	640.9k	45.7M
@caradelevingne	690.3k	44.5M
@marcelotwelve	724.9k	44.2M
@willsmith	947.5k	43.5M
@shraddhakapoor	1.1M	42.1M
@paulpogba	799.7k	39.9M
@chrishemsworth	1.9M	39.8M
@telepons	2.1M	39.7M
@jacquelinef143	947.8k	38.3M
@raffinag1a1717	289.5k	38.2M
@sergioramos	877.7k	37.7M
@dovecameron	988.5k	35.1M
@prillylatuconsina96	227.7k	33.9M
@andresiniesta8	250.7k	33.5M

Notable Likers

Influencers	Engagements	Followers
@samimijefcoate	46.0k	909.2k
@no1raz	678	762.4k
@constancejablonski	4.8k	723.7k
@viktor_sabur	13.7k	523.5k
@kurd	1.2k	322.1k
@deliciousmartha	5.0k	293.8k
@j26w	63.5k	250.4k
@pouria.sv	10.1k	201.9k
@_i.nz	913	186.1k
@ndiisaputra_33	7.2k	174.7k
@pathanaftab_	2.4k	174.2k
@earthy_thoughts	4.2k	143.2k
@jm_ello	1.3k	142.1k
@kikemoravk	347	125.1k
@mehdikaramimusic	7.3k	120.6k
@the_eggshibit	87	119.0k
@saameer_mark	6.1k	108.3k
@xu_13	1.4k	104.8k
@notrika	229	104.6k
@beirutfood	1.2k	97.8k
@ralu_tedorescu	1.7k	83.8k
@ganimatque	5.4k	79.1k

Lookalikes (similar topics)

Influencers	Engagements	Followers
@smilewithjeryl	1.6k	75.2k
@lorenz.weisse	3.2k	137.3k
@stefanogera	2.5k	16.2k
@devdxb	5.7k	94.0k
@davide.anzimanni	2.2k	55.1k
@harimaolee	12.4k	343.8k
@grafixart_photo	6.2k	78.2k
@demas	9.5k	304.8k
@art.side	28.0k	370.3k
@max_et_louise	1.4k	71.9k
@terekemeismail	996	4.0k
@yaisyusman	2.2k	55.5k
@goralka102	4.0k	51.2k
@carolyn_mara	2.0k	95.5k
@pat_kay	5.6k	148.7k
@donamtykl	513	3.1k
@jeffisy	3.5k	131.7k
@rkrkrk	21.2k	454.2k
@d.yyk	415	20.3k
@wat.ki	74.0k	925.7k
@agusleohalim	1.7k	44.4k
@yantastic	10.7k	209.4k

Audience Lookalikes

Influencers	Engagements	Followers
# Popular Hashtags		
#thisweekoninstagram		24.6%
#2020vision		15.87%
#weekylfluff		14.29%
#hellofrom		11.11%
#founders		8.73%
@ Popular Mention		
@bet		5.26%
@brutamerica		4.63%
@instagramforbusiness		2.63%
@shop		2.63%

Gender Split

Gender	Likers	Followers
Female	371456 / 45.67%	158062871 / 46.69%
Male	441866 / 54.33%	180500118 / 53.31%

Ethnicity

Groups	Likers	Followers
White	562867 / 69.21%	183566160 / 54.78%
Asian	134854 / 16.58%	53755836 / 15.88%
African American	41043 / 5.05%	51070196 / 15.08%
Hispanic	74560 / 9.17%	48268248 / 14.26%

Language

Language	Likers	Followers
English	346812 / 42.64%	138183468 / 40.81%
Spanish	80468 / 9.89%	42574973 / 12.58%
Portuguese	47252 / 5.81%	28506665 / 8.42%
Arabic	27073 / 3.33%	21842730 / 6.45%
Russian	45122 / 5.55%	18603359 / 5.49%
Indonesian	58283 / 7.17%	15826804 / 4.67%
Turkish	10153 / 1.25%	9440490 / 2.79%
Persian	59411 / 7.3%	9162889 / 2.71%
French	25067 / 3.08%	8977675 / 2.65%
Italian	19177 / 2.36%	8052044 / 2.38%
Thai	7897 / 0.97%	4997867 / 1.48%
German	11782 / 1.45%	4905439 / 1.45%
Chinese	6141 / 0.76%	4257430 / 1.26%
Korean	3008 / 0.37%	2498933 / 0.74%
Polish	8648 / 1.06%	2036118 / 0.6%
Vietnamese	3885 / 0.48%	1943690 / 0.57%
Japanese	6768 / 0.83%	1480875 / 0.44%
Romanian	1880 / 0.23%	1388447 / 0.41%
Hindi	6141 / 0.76%	1295681 / 0.38%
Ukrainian	6518 / 0.8%	1110487 / 0.33%
Dutch	2632 / 0.32%	832865 / 0.25%
Czech	4010 / 0.49%	740437 / 0.22%
Bulgarian	- / -	555243 / 0.16%
Kurdish, Central	1128 / 0.14%	555243 / 0.16%
Arabic (egyptian)	- / -	555243 / 0.16%
Swedish	1003 / 0.12%	555243 / 0.16%
Norwegian	- / -	462816 / 0.14%
Hungarian	2381 / 0.29%	462816 / 0.14%
Nepali	3259 / 0.4%	370049 / 0.11%
Malay	- / -	370049 / 0.11%
Gujarati	- / -	370049 / 0.11%
Other	9651 / 1.19%	5090633 / 1.5%
Punjabi	2006 / 0.25%	- / -
Hebrew	1504 / 0.18%	- / -
Bengali	1504 / 0.18%	- / -
Catalan	1003 / 0.12%	- / -

Age Split

Age	Likers	Followers
13-17	76358 / 9.39%	23577865 / 6.96%
18-24	361430 / 44.44%	120658432 / 35.64%
25-34	271883 / 33.43%	120204893 / 38.46%
35-44	61288 / 7.54%	42477128 / 12.55%
45-64	41653 / 5.12%	21386008 / 6.32%
65+	711 / 0.09%	258662 / 0.08%

Male Age Split

Age	Likers	Followers
13-17	28884 / 3.55%	9468591 / 2.8%
18-24	182954 / 22.49%	59683238 / 17.63%
25-34	173485 / 21.33%	73299903 / 21.65%
35-44	35968 / 4.42%	24885395 / 7.35%
45-64	20346 / 2.5%	13074964 / 3.86%

Female Age Split

Age	Likers	Followers
13-17	47474 / 5.84%	14108274 / 4.17%
18-24	178475 / 21.94%	60975194 / 18.01%
25-34	98398 / 12.1%	56904990 / 16.81%
35-44	25320 / 3.11%	17591733 / 5.2%
45-64	21307 / 2.62%	8311044 / 2.45%

Location by Country

Country	Likers	Followers
United States	57400 / 7.06%	39539079 / 11.68%
India	169923 / 20.89%	37827304 / 11.17%
Indonesia	95971 / 11.8%	32521345 / 9.61%
Brazil	37963 / 4.6%	28070935 / 8.29%
Russia	25207 / 3.13%	13693180 / 4.04%
Italy	25207 / 3.13%	10440944 / 3.08%
Mexico	19589 / 2.41%	8729508 / 2.58%
Malaysia	15033 / 1.85%	6846421 / 2.02%
United Kingdom	11541 / 1.42%	6846421 / 2.02%
Argentina	- / -	6333159 / 1.87%
Turkey	11692 / 1.44%	6161846 / 1.82%
China	- / -	5477272 / 1.62%
France	20955 / 2.58%	5477272 / 1.62%
Philippines	8655 / 1.06%	5305959 / 1.57%
Colombia	- / -	514985 / 1.47%
Thailand	- / -	4963672 / 1.47%
Germany	15641 / 1.92%	4621385 / 1.37%
Iran	41759 / 5.13%	- / -
Ukraine	15033 / 1.85%	- / -
Spain	13970 / 1.72%	- / -
Poland	9870 / 1.21%	- / -

Location by City

City	Likers	Followers
São Paulo	7441 / 0.91%	3936810 / 1.16%
Jakarta	8200 / 1.01%	3080923 / 0.91%
New York City	- / -	2567320 / 0.76%
Mumbai	11086 / 1.36%	2396349 / 0.71%
Moscow	5466 / 0.67%	2250536 / 0.66%
London	- / -	2054062 / 0.61%
Istanbul	- / -	2054062 / 0.61%
Tehran	10629 / 1.31%	- / -
Delhi	7289 / 0.9%	- / -
Kolkata	6378 / 0.78%	- / -

Audience Interests

Interests	Likers	Followers
Friends, Family & Relationships	332048 / 40.83%	101423653 / 29.96%
Camera & Photography	341287 / 41.96%	9067893 / 26.78%
Restaurants, Food & Grocery	255055 / 31.36%	89217780 / 26.35%
Clothes, Shoes, Handbags & Accessories	297612 / 36.59%	87474780 / 26.35%
Travel, Tourism & Aviation	310491 / 38.18%	76430933 / 22.58%
Toys, Children & Baby	209420 / 25.75%	74977821 / 22.15%
Music	222019 / 27.3%	65387686 / 19.31%
Television & Film	210260 / 25.85%	64806373 / 19.14%
Sports	196821 / 24.22%	64225399 / 18.97%
Art & Design	221179 / 27.19%	60737862 / 17.94%
Electronics & Computers	214179 / 26.33%	59575575 / 17.6%
Cars & Motorbikes	183282 / 22.55%	54344438 / 16.05%
Pets	183943 / 22.62%	54053951 / 15.97%
Beauty & Cosmetics	152865 / 18.8%	50857239 / 15.02%
Coffee, Tea & Beverages	142506 / 17.52%	42429391 / 12.53%
Fitness & Yoga	128228 / 15.77%	40976279 / 12.1%
Wedding	10989 / 13.43%	34292368 / 10.13%
Shopping & Retail	83712 / 10.29%	34001542 / 10.04%
Beer, Wine & Spirits	87631 / 10.77%	29642544 / 8.76%
Activewear	94071 / 11.57%	28707740 / 8.5%
Healthy Lifestyle	83712 / 10.29%	27608119 / 8.15%
Gaming	74193 / 9.12%	23830095 / 7.04%
Luxury Goods	67754 / 8.33%	22958295 / 6.78%
Jewellery & Watches	55434 / 6.82%	18308471 / 5.41%
Home Decor, Furniture & Garden	71113 / 8.74%	18017840 / 5.32%
Business & Careers	13157 / 3.86%	10752761 / 3.18%
Healthcare & Medicine	22117 / 2.72%	6393423 / 1.89%

Audience Brand Affinity

Brand	Likers	Followers
Apple	86511 / 10.64%	26736319 / 7.9%
Walt Disney	49275 / 6.08%	17146184 / 5.06%
Nike	42556 / 5.23%	12205873 / 3.6%
Starbucks	38076 / 4.68%	10461935 / 3.09%
Adidas	29677 / 3.65%	9299648 / 2.7%
Travelgram	39756 / 4.89%	7846536 / 2.32%
Dc Entertainment	28837 / 3.55%	7556049 / 2.23%
Netflix	15399 / 1.89%	6974736 / 2.06%
Toyota	- / -	6974736 / 2.06%
Canon	36116 / 4.44%	6393423 / 1.89%
Gopro	17918 / 2.2%	6393423 / 1.89%
Star Wars	14838 / 1.82%	6102936 / 1.8%
Marvel Entertainment	25198 / 3.1%	581211 / 1.72%
Amazon	17359 / 2.13%	5521624 / 1.63%
Honda	15958 / 1.94%	5231137 / 1.55%
Pokemon	13718 / 1.69%	5231137 / 1.55%
Harry Potter	12879 / 1.58%	4940311 / 1.46%
Nikon	31077 / 3.82%	4649824 / 1.37%
Samsung Group	20438 / 2.51%	4649824 / 1.37%
Google	14838 / 1.82%	4359337 / 1.29%
Mercedes-benz	15119 / 1.86%	4359337 / 1.29%
National Geographic	15958 / 1.96%	4359337 / 1.29%
Mcdonald's	- / -	4068511 / 1.2%
Musical.ly	17078 / 2.1%	4068511 / 1.2%
Bmw	16798 / 2.07%	3778024 / 1.12%
Nutella	- / -	3778024 / 1.12%
Vans	16798 / 2.07%	3778024 / 1.12%
Playstation	- / -	3778024 / 1.12%
Ford	- / -	3487199 / 1.03%
Gucci	- / -	3487199 / 1.03%
Snapseed	19318 / 2.38%	- / -
Zara	17918 / 2.2%	- / -
Sony	17639 / 2.17%	- / -
Hbo	15119 / 1.86%	- / -
Yamaha	14279 / 1.76%	- / -
Audi	12319 / 1.51%	- / -

Sponsored Posts

May 26, 2018

1185013
14097

Photo by @yesdria Becoming a hairdresser was a natural evolution for 21-year-old Yesdria Sidorenko (@yesdria). "In ninth grade, I got...

Jan 17, 2020

2704436
26991

She's on top of the world. Meet Coco (@cocothemaltreatedg). Today's #WeeklyFluff who said hello from the 102nd floor of the Empire State...

Dec 1, 2019

2211070
21641

#HelloFrom Zhangjiajie National Forest Park, where the Bailong Elevator, built into the cliffside and surrounded by the beauty of nature...

Jan 28, 2020

2227817
19732

Not many 15 year olds would feel comfortable interviewing world leaders, but Nikki Lilly (@nikkilylly_) has a technique for keeping things...

Jan 3, 2020

2050590
33959

Love is in the air on today's #WeeklyFluff. [Meet globe-hopping bunny Miffy (@bunny-nyc) and his girlfriend Stevie as the pair take in...

Feb 2, 2020

1928697
23879

The #SuperBowl is here and Shakira (@shakira) is ready to bring the [] to Miami. The Colombian-born singer and songwriter is this year's official...