



@brunomaltor Leucate, France

Bruno Maltor

Lifestyle

Fashion

Travel

723 Posts

153.2K Followers

4.68% ER

Audience data calculated on 09 Jul 2018.

 **Global Rank** Worldwide

49,233

 **Quality Followers**

130.1K

 **Authentic Engagement**

6.1K per post

Audience Quality Score

AQS is a 1 to 100 metric which combines followers quality (not number), engagement rate and it's authenticity into one metric

98
of 100

Excellent

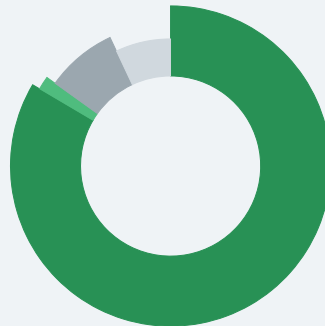
Highly engaged audience of real people.

Followers

Compared to average values for similar accounts (by number of followers)

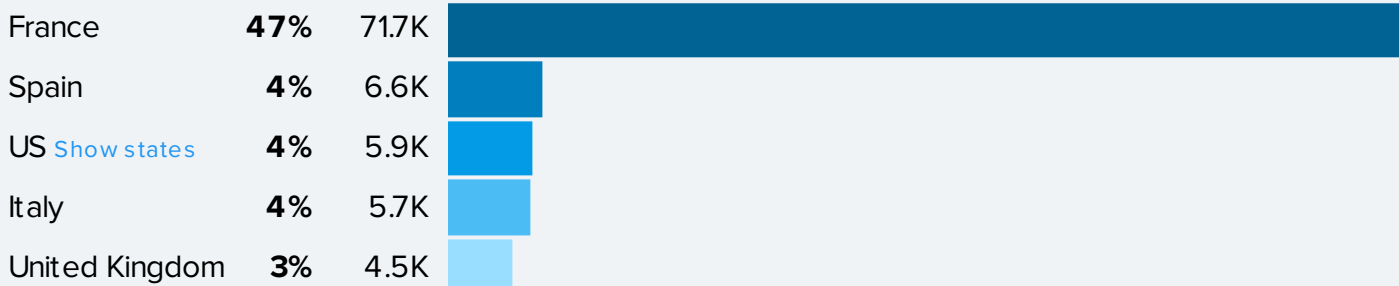
Audience Type

Real People	83.5%	127.9K
Influencers	1.4%	2.2K
Mass followers	8.1%	12.4K
Suspicious Accounts	7%	10.7K

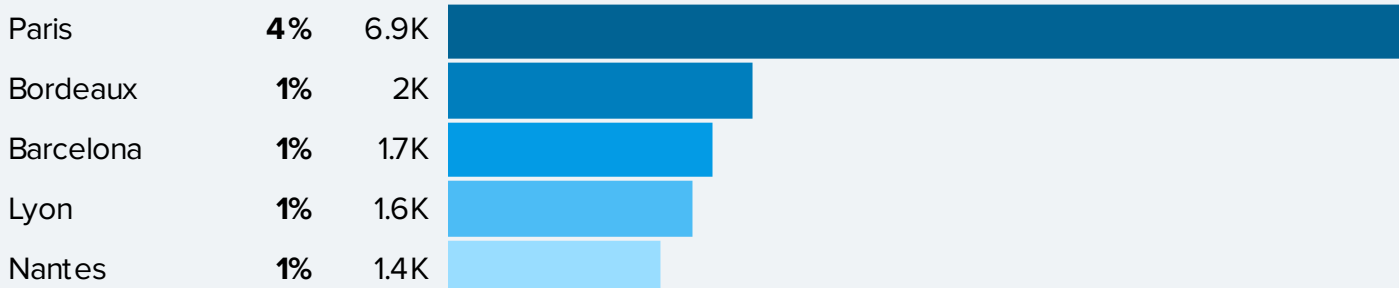


Core: **Female 61.5%**

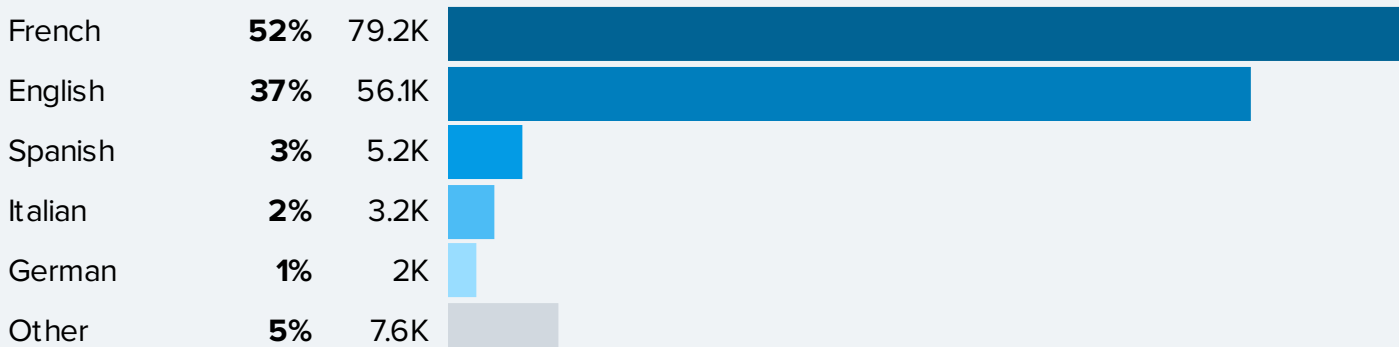
Demography ?



City



Language



Followers Reachability

● Excellent

91.9% of followers have less than 1500 followings, similar accounts have 81.2% in average

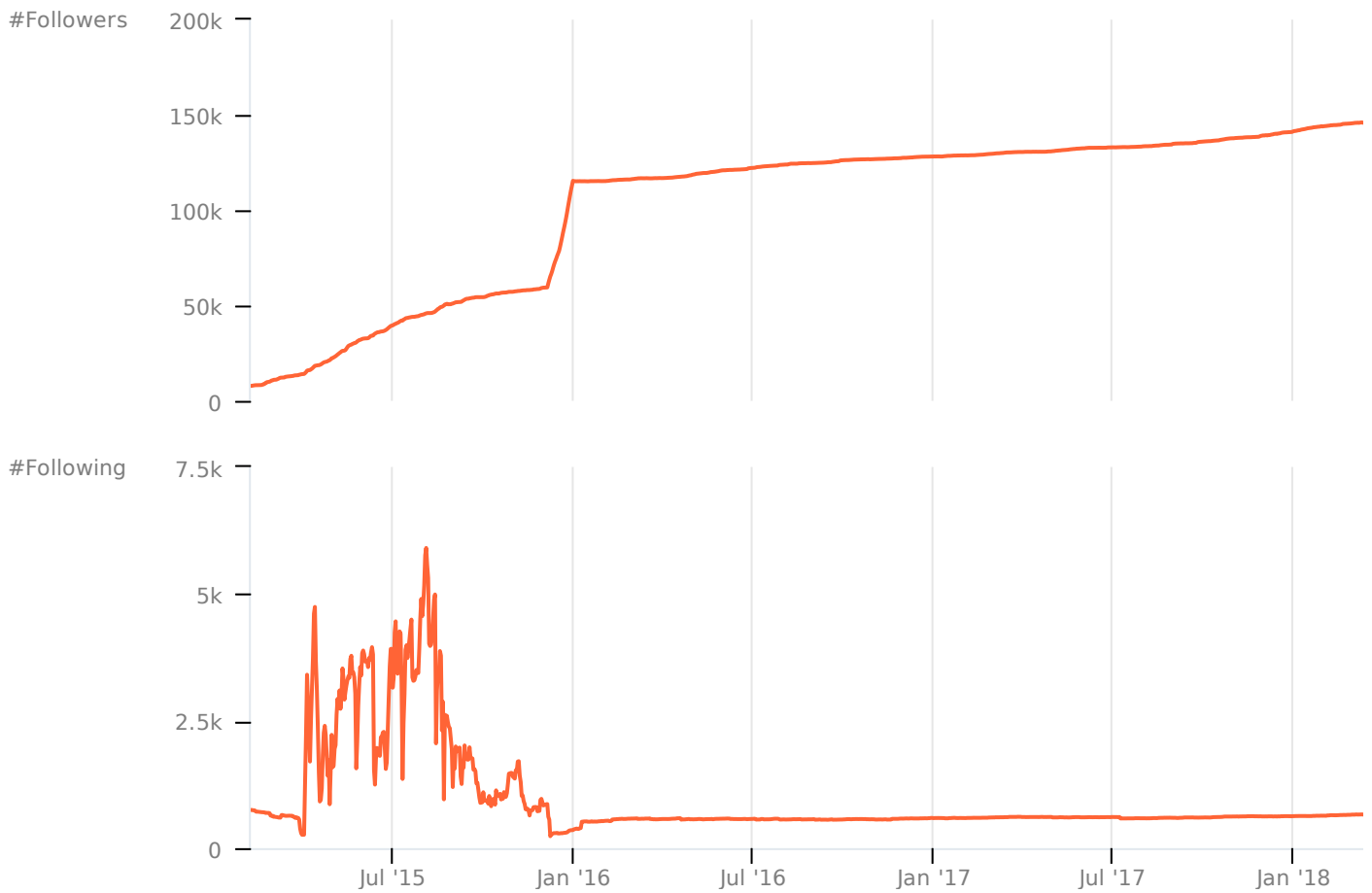
Followers Quality

● Excellent

84.9% of followers (130.1K) look authentic, similar accounts have 69.7% of authentic followers on average

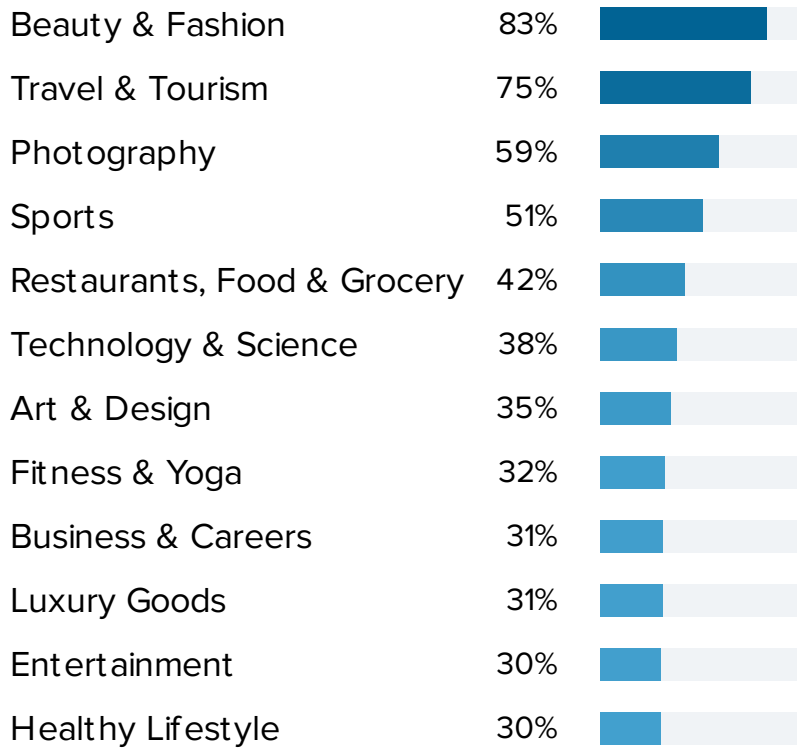
Followers & Following

4-week follower growth: +1,501 (+0.98%)



Audience Interests

@brunomaltor audience is interested in:



Engagement

Compared to average values for similar accounts (by number of followers)

Avg Likes

Avg Comments

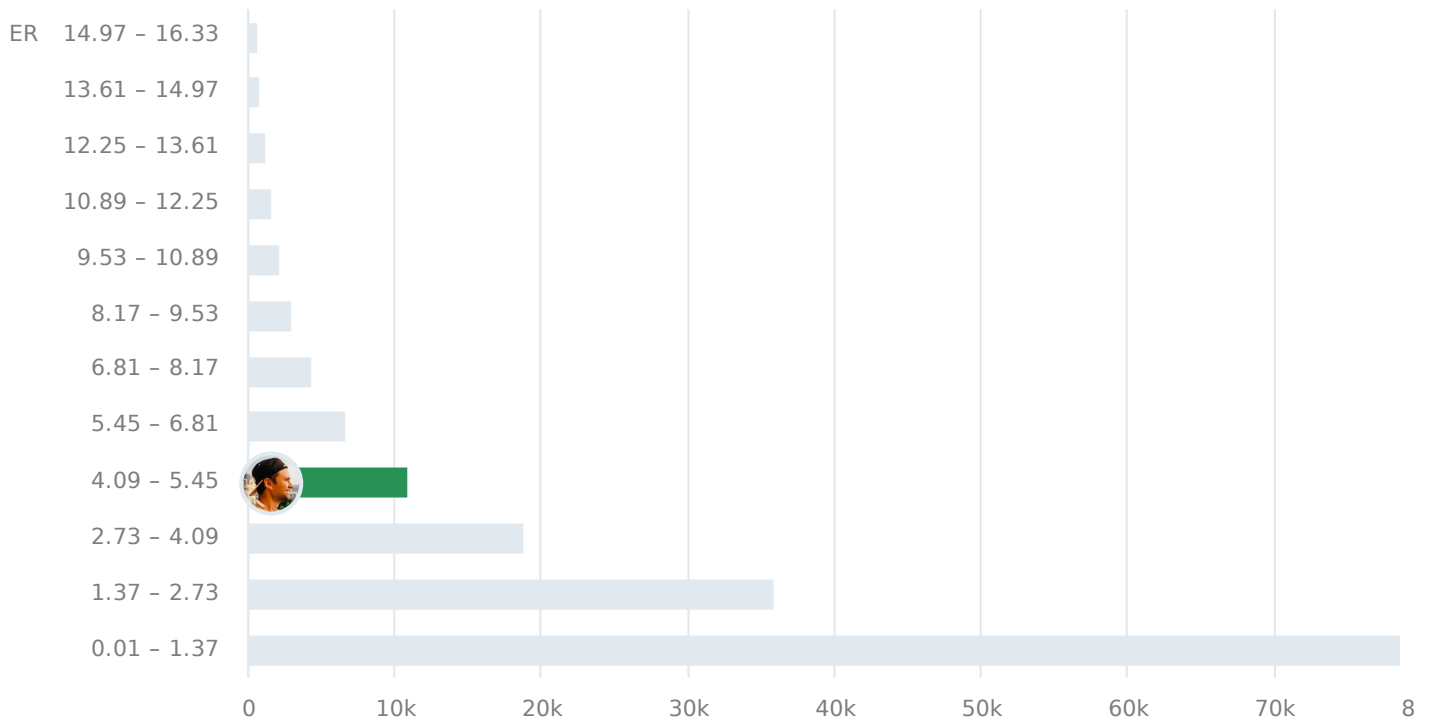
7.1K

145

Engagement Rate

● **4.68% Excellent**

4.68% of followers like or comment the content, similar accounts receive **1.44%** engagements



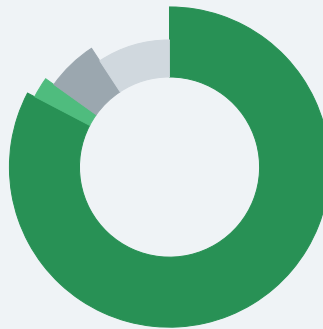
Authentic Engagement

● Excellent

84.9% of account's activity looks authentic. Similar accounts have 69.3% of authentic activity in average

Engagement by Type

● Real People	82.7%
● Influencers	2.2%
● Mass followers	5.9%
● Suspicious Accounts	9.2%



Comments Authenticity

● Good

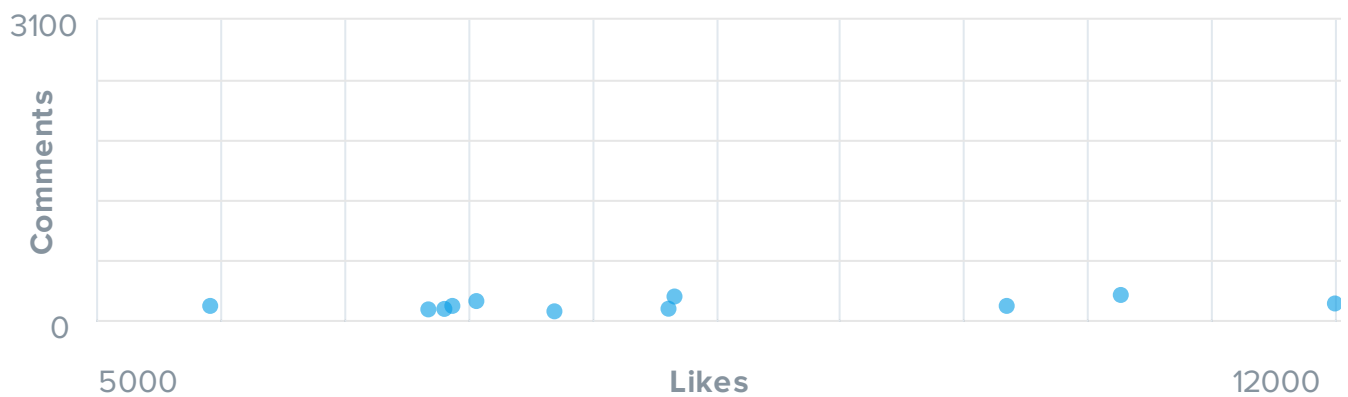
Most of 4769 recent comments look authentic.

Likes-Comment Ratio

● Good

@brunomaltor receives **2 comments** per 100 likes, similar accounts receive **1.2 comments** per 100 likes.

12 most recent posts likes/comments



Brand Mentions

Non-ad vs advertising posts for 30 days

Advertising Performance

● Normal

@brunomaltor average ER is **4.68%** and their advertisement posts average ER is **3.51%**

Post Frequency

● Low

@brunomaltor makes **2.33** post/week

Advertising Post Frequency

● Good

@brunomaltor makes **0.67** ad post/week that's **29%** of their content.

Brand Mentions

● 4 brands

@brunomaltor mentioned 4 brands from **Electronics, TV Channel** and **News & Media Website** categories in last 30d

 Hype Auditor

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