



@hanaleiswan

HANALEIS ...

Followers

93.9K

ER

4.89%


Fashion

Modeling

Styling

✉ media@hanaleiswan.com ...

Audience data calculated on 11 May 2019.

 Global Rank
Worldwide **149,866**

 Country Rank **12,192**
Turkey

 Category Rank **2,777**
Beauty & Fashion in
Turkey

Quality Audience 65.1K	Authentic Engagement 3.2K per post
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Audience Quality Score

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

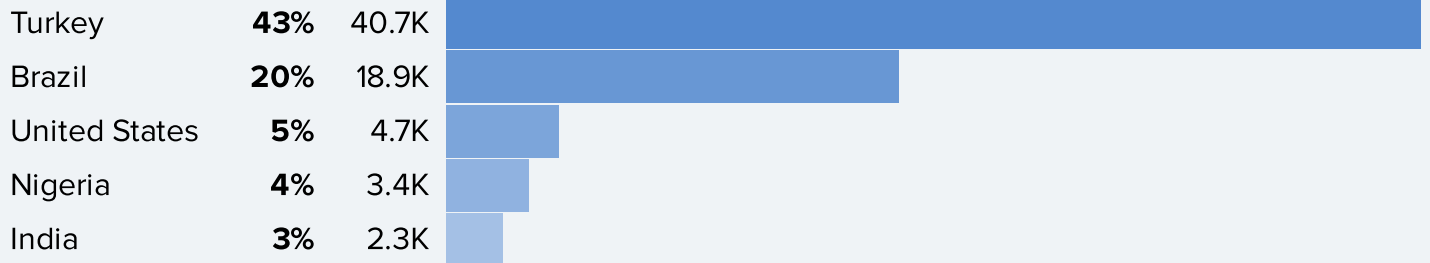
77
of 100

Good

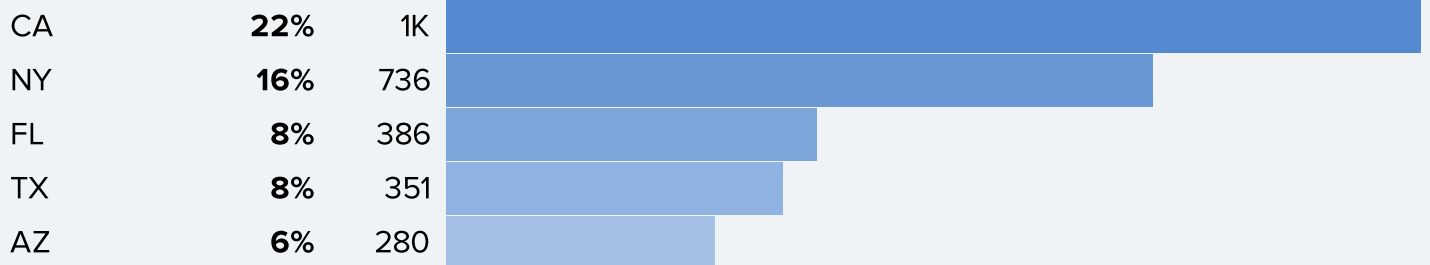
Highly engaged audience of real people.

Audience

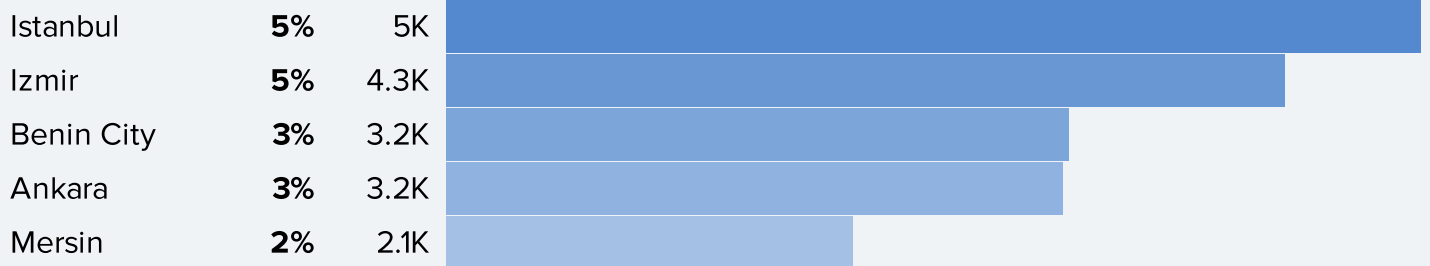
Country



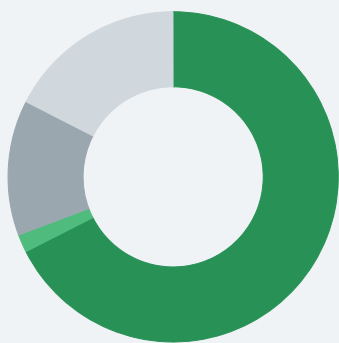
US states



City

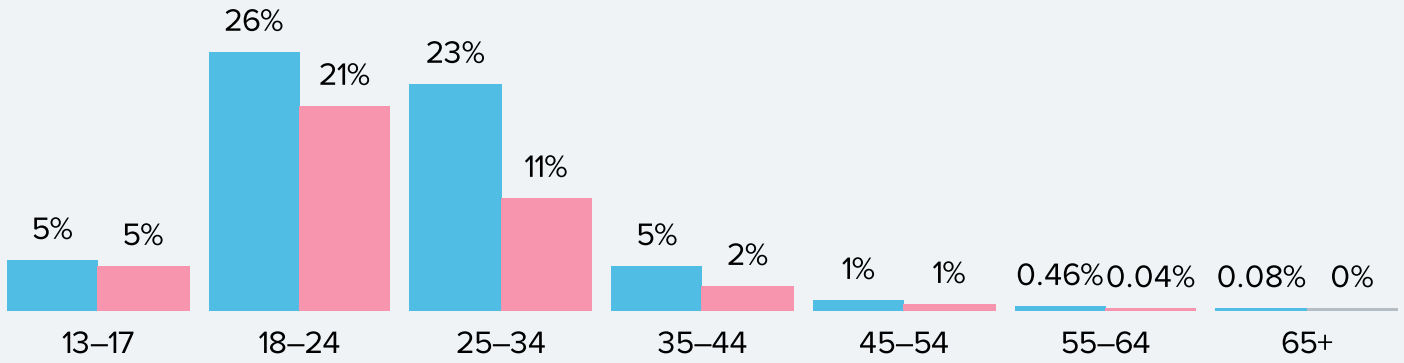


Audience Type

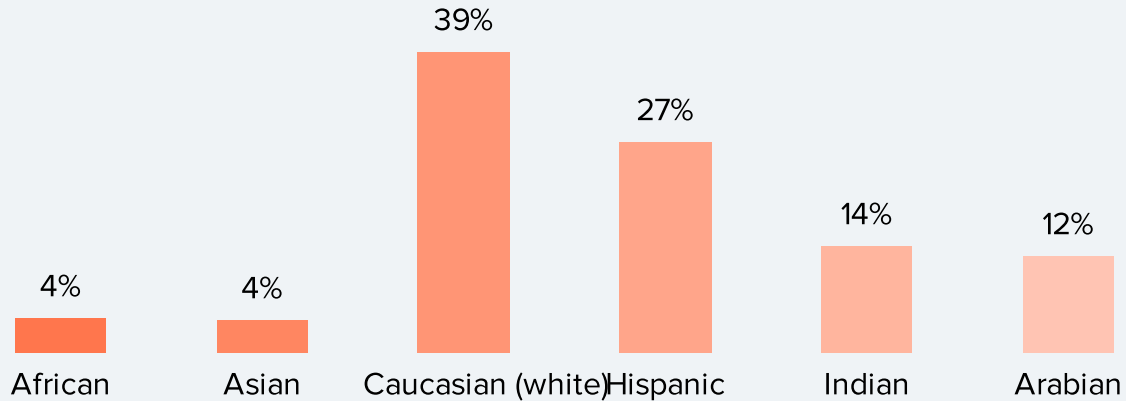


 Real People	67.5%	63.5K
 Influencers	1.7%	1.6K
 Mass followers	13.3%	12.4K
 Suspicious Accounts	17.5%	16.4K

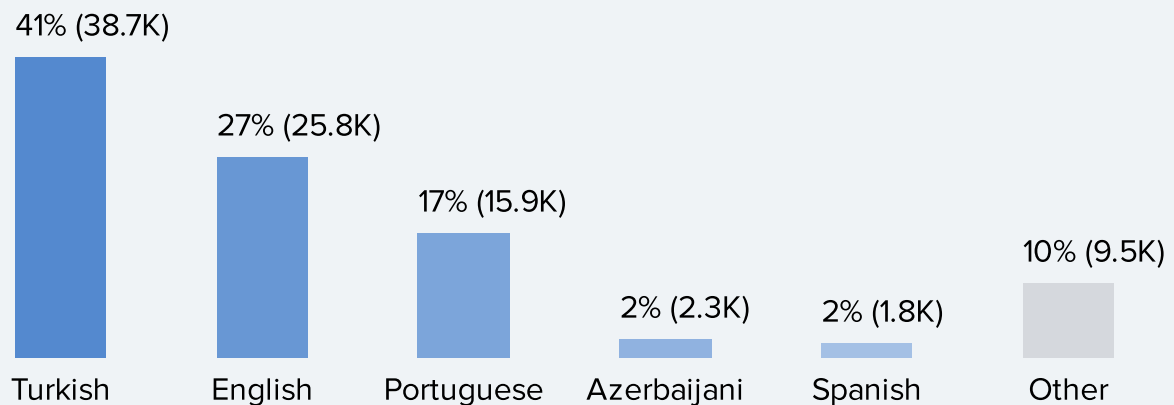
Age & Gender



Ethnicity



Language



Audience Reachability

● Very Good

86.8% of audience have less than 1,500 followings, similar accounts have 80% in average

Audience Authenticity

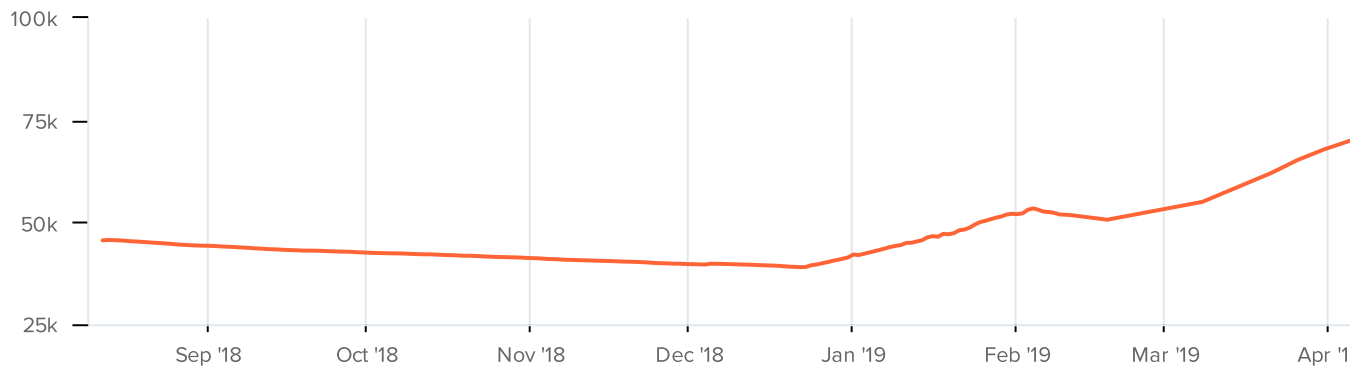
● Very Good

69.3% of audience look authentic, similar accounts have 61.5% of authentic audience on average

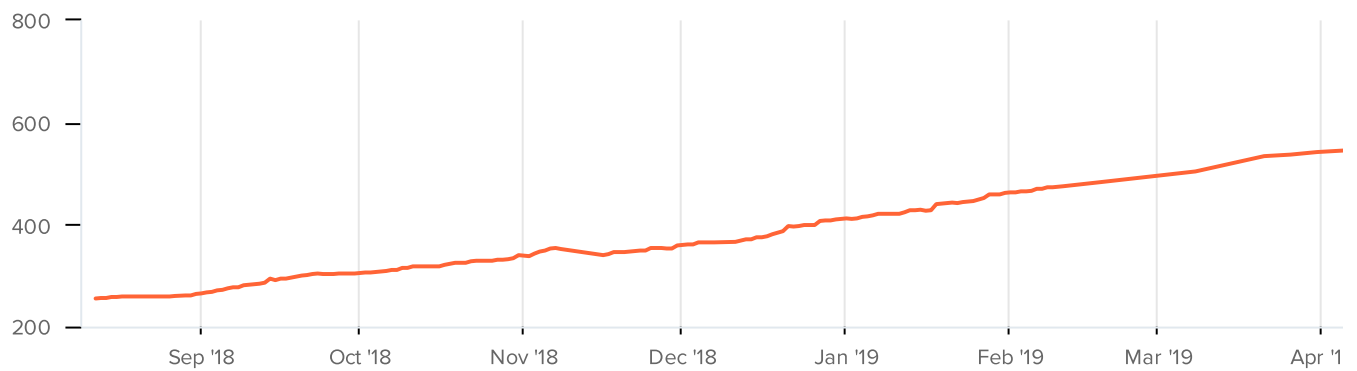
Followers & Following

+20,147 followers last 4 weeks +21.44%

Followers



Following



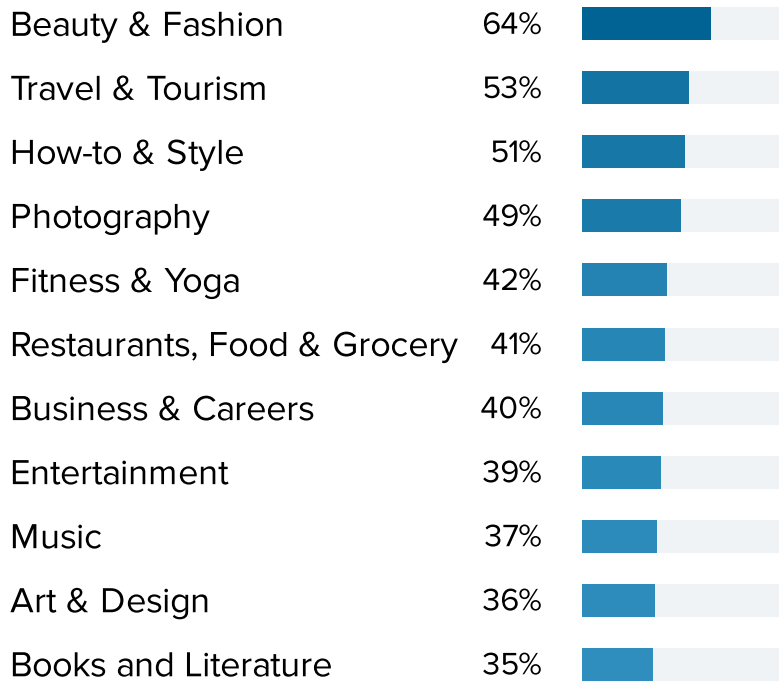
Growth

● Organic

No "incentivised following" patterns detected on followers & following graphs.

Audience Interests

@hanaleiswan audience is interested in:



Engagement

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

Avg Likes

4.6K

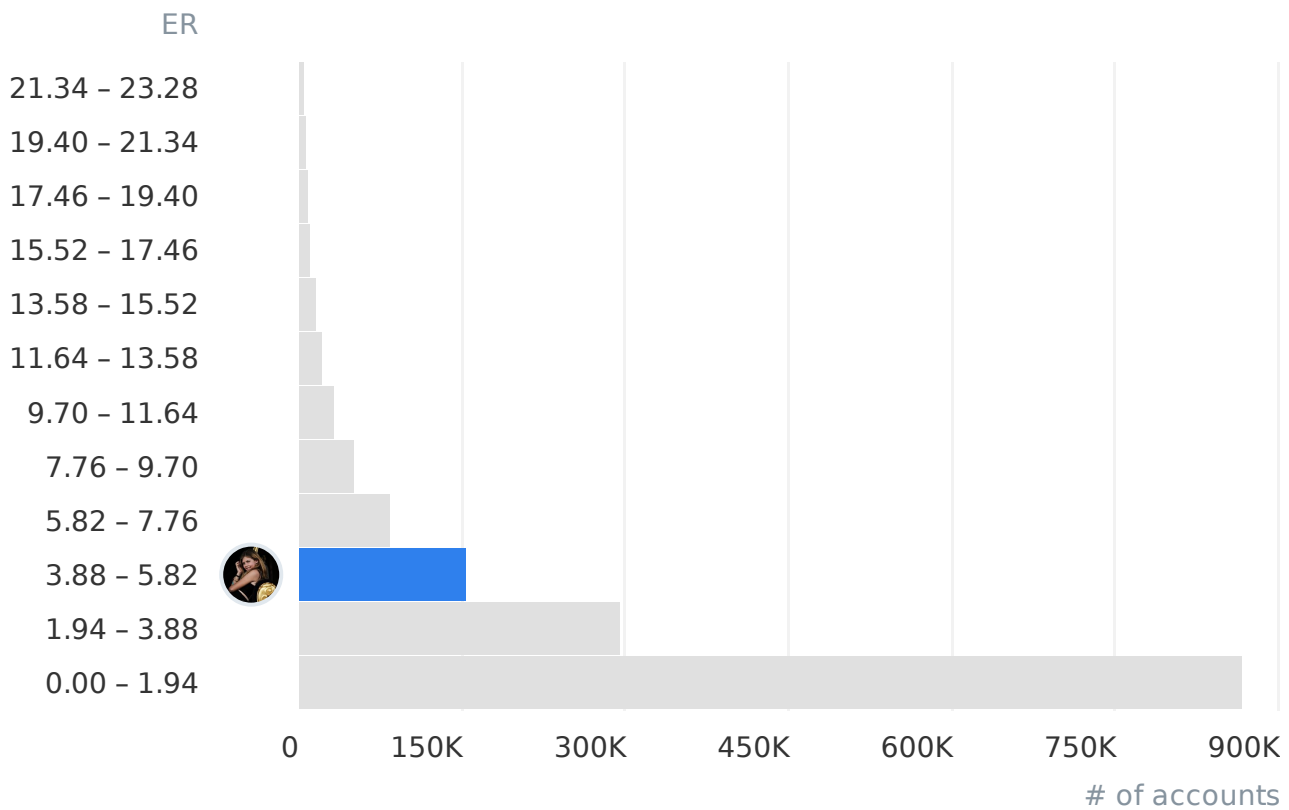
Avg Comments

24

Engagement Rate

● **4.89% Excellent**

4.89% of audience like or comment the content, similar accounts receive **1.56%** engagements



Likes spread

● **Good**

Spread in likes between posts is **28%** similar accounts have **47.8%**

Comments Authenticity

● **Good**

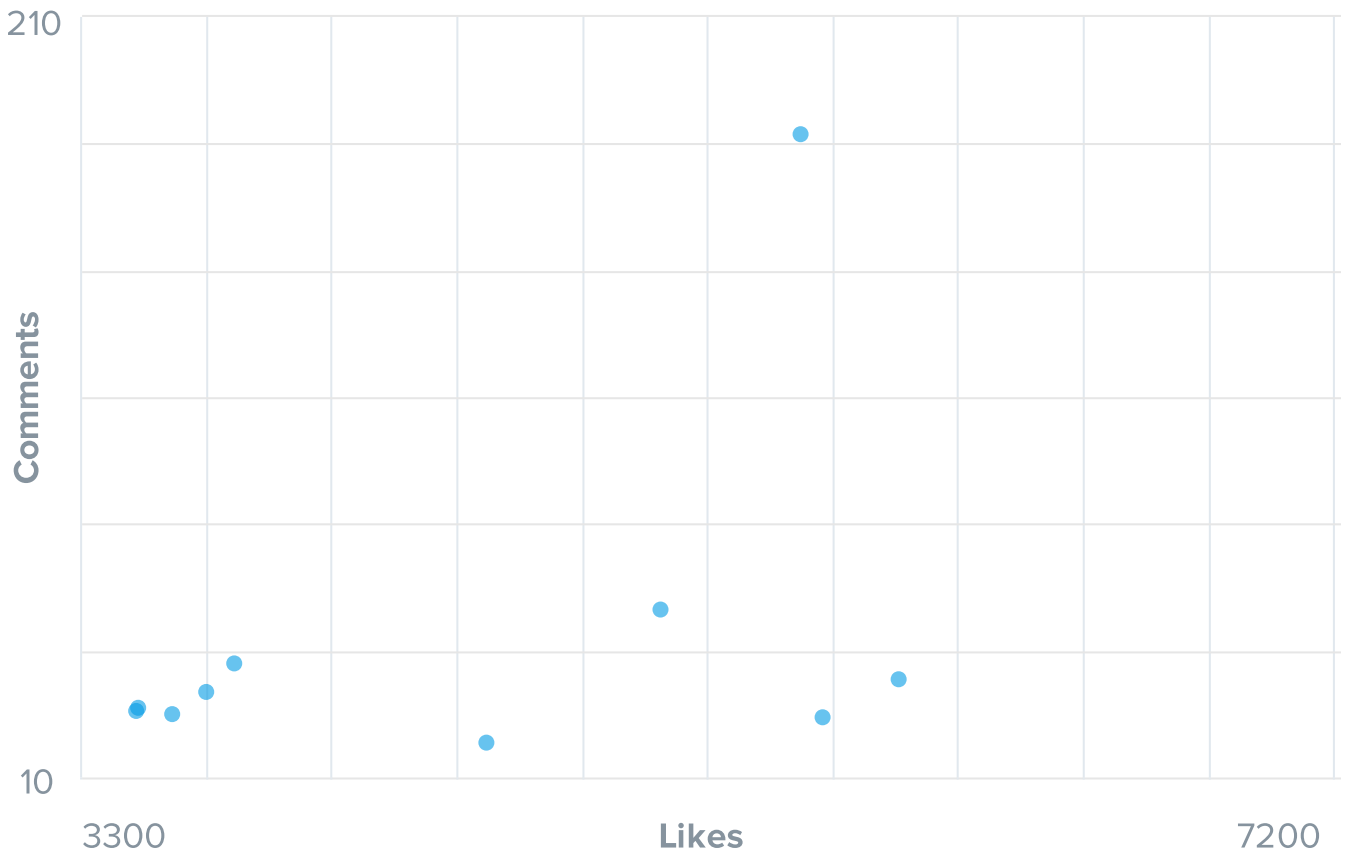
Most of 517 recent comments looks authentic.

Likes-Comment Ratio

● Good

@hanaleiswan receives **0.5 comments** per 100 likes, similar accounts receive **2.3 comments** per 100 likes.

12 most recent posts likes/comments



Estimated post price

\$175–\$315

Brand Mentions

Non-ad vs advertising posts for 180 days

Advertising Performance

● Normal

@hanaleiswan average ER is **4.89%** and their advertisement posts average ER is **2.29%**

Post Frequency

● Low

@hanaleiswan makes **3.58** post/week

Advertising Post Frequency

● Low

@hanaleiswan makes **0.31** ad post/week that's **9%** of their content.

Brand Mentions

● 15 brands

@hanaleiswan mentioned 15 brands from **Beauty & Fashion**, **Movies and TV** and **Business & Careers** categories in last 180d