

Influencer Name Private
@privateinfluencer

Living Motions Client Instagram Report
1 May 2023



LIVING *Motions*
MANAGEMENT LLC

Instagram Report
@whatrobineats

DATE:
1 May 23



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<div>Followers</div> <div>71.8K +4% per 30 days</div> <div><div></div>Excellent</div>	<div>Engagement Rate</div> <div>0.97% 0%</div> <div><div></div>Average</div>	<div>Categories</div> <div><div>Sweets & Bakery</div><div>Food & Cooking</div><div>Health & Medicine</div></div>
<div>Quality audience</div> <div>43.8K</div>	<div>Authentic engagement</div> <div>424 per post</div>	<div>Post Frequency</div> <div>8.32/week</div> <div><div></div>Average</div>

Audience Quality Score

63
of 100

Average

Average values of core metrics for 30 posts

PROS & CONS

- Quality of active audience could be improved
- High comments activity, though its authenticity could be improved
- Some of the recent comments look inauthentic
- Average likes activity
- Authentic Follower Activity Detected

Worldwide
Global rank

#720,988

United States of America
Country rank

#150,732

N/A
Category rank



Audience

Quality audience

43.8K 61%

Top country

United States of America 66%

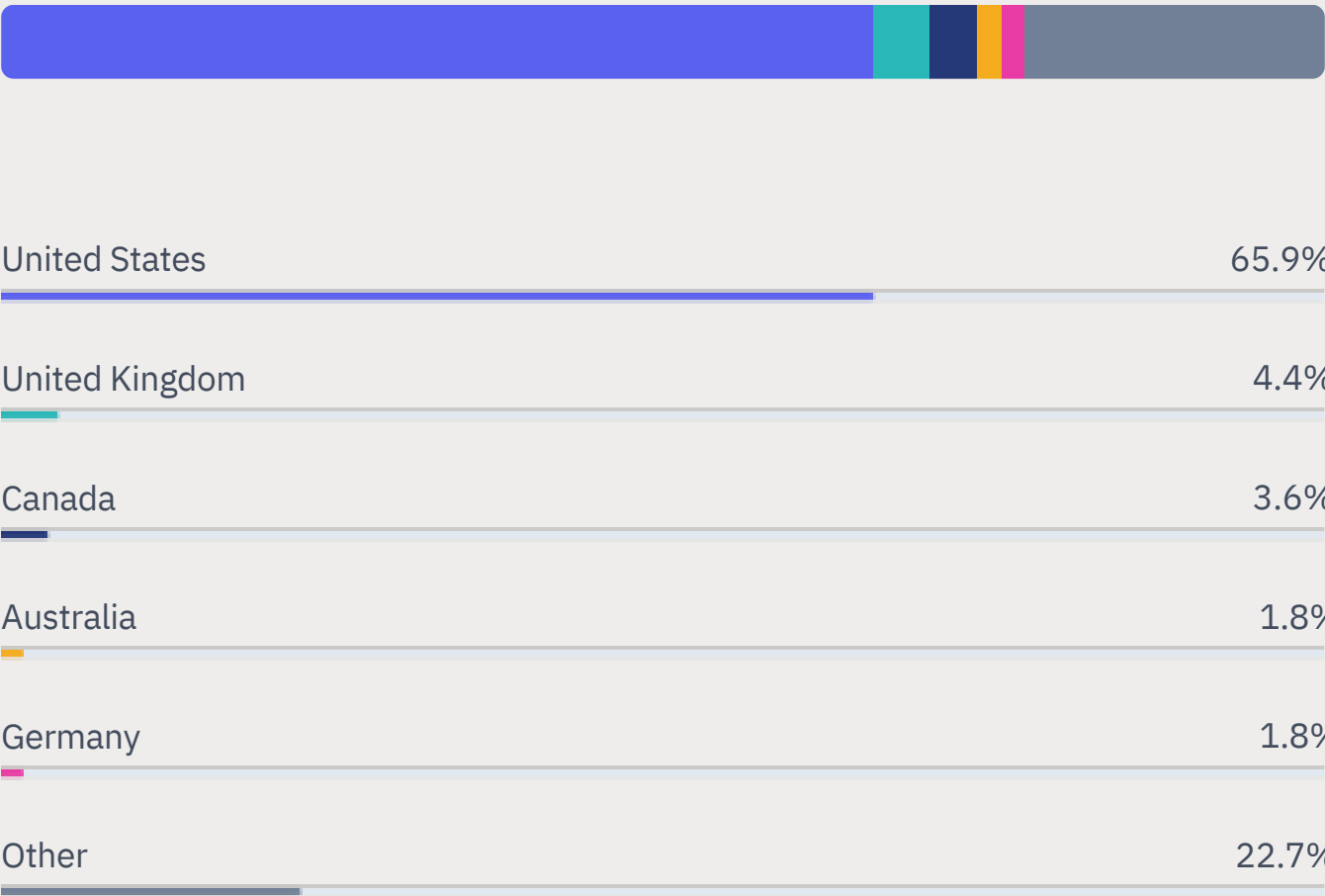
Top gender

Female 78%

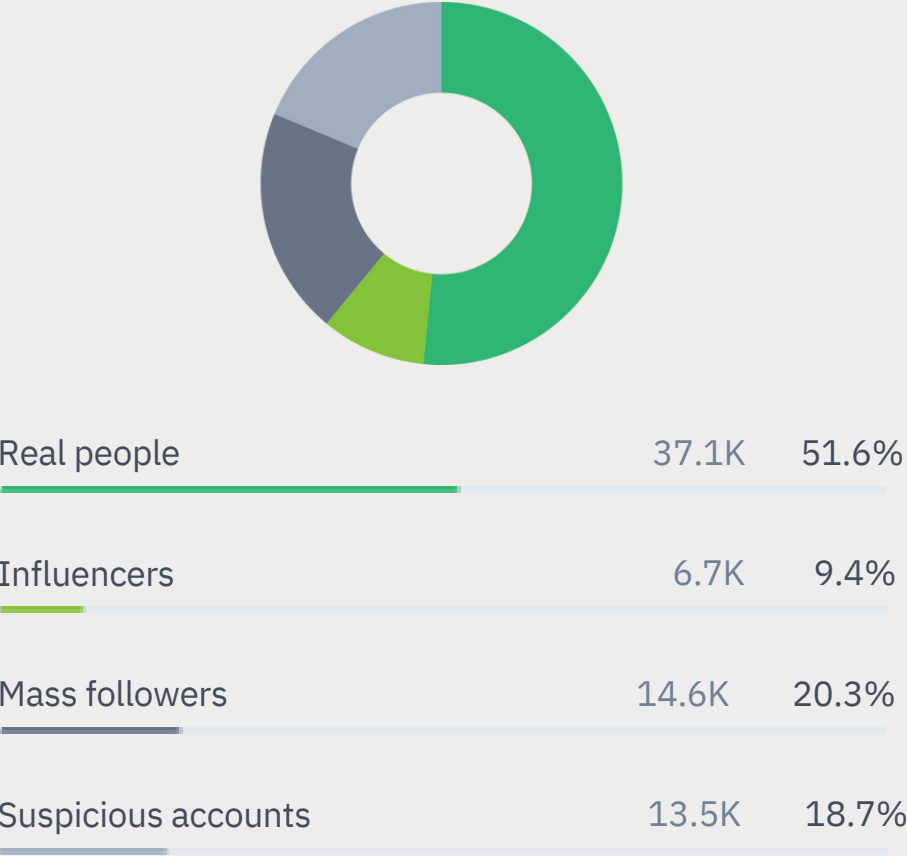
Top age

25-34 50%

Countries



Audience Type





US states



California	21.6%
New York	10.1%
Texas	4.9%
Illinois	3.6%
Washington, D.C.	2.5%
Other	57.4%

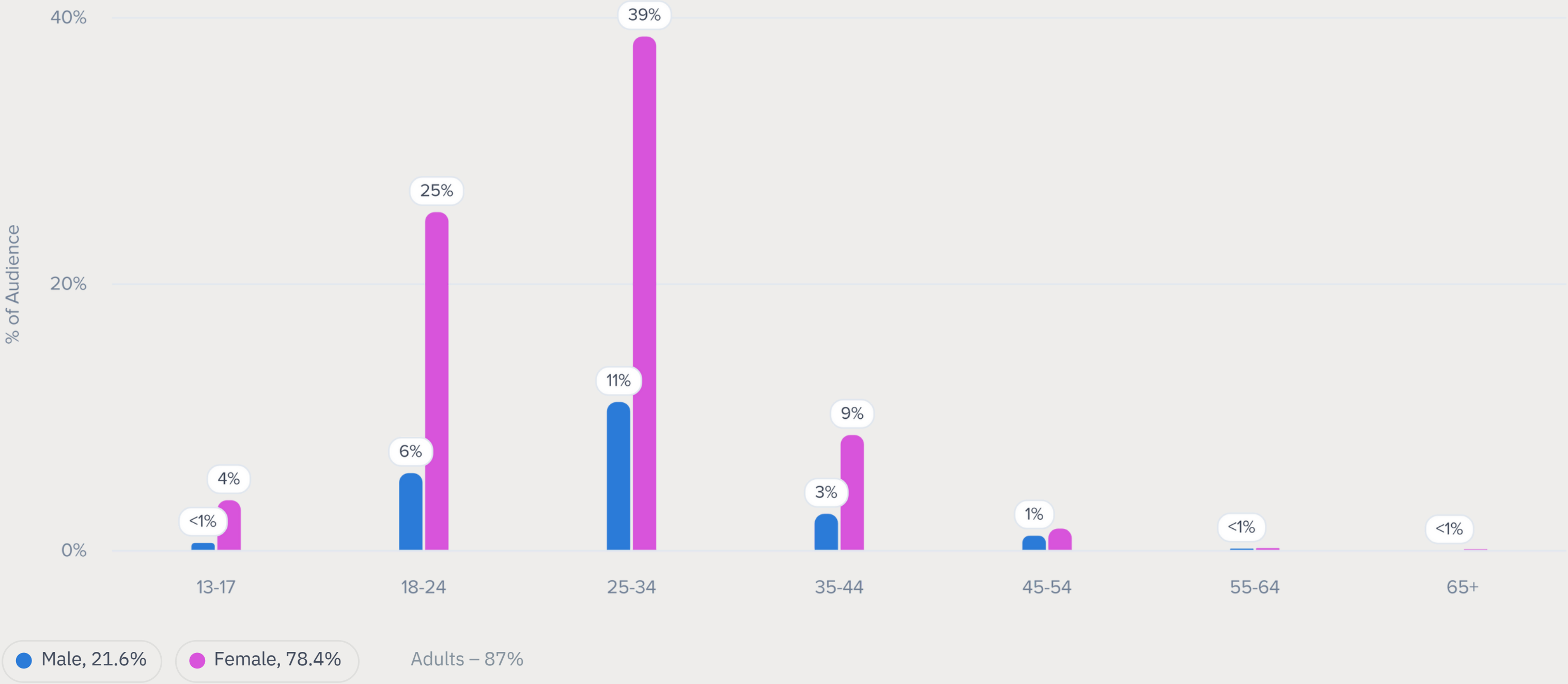
Cities



San Diego	8.8%
New York City	8.5%
Los Angeles	8.3%
Chicago	3.5%
San Francisco	2.7%
Other	68.1%

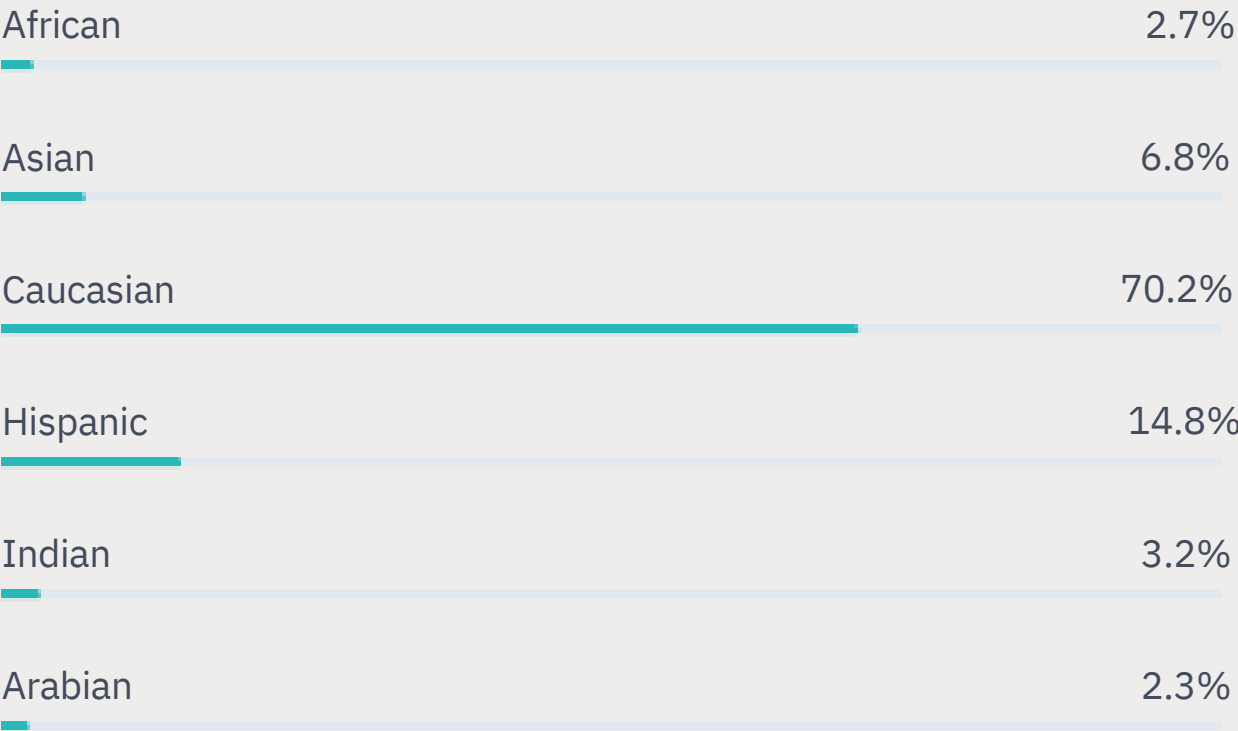


Age & Gender

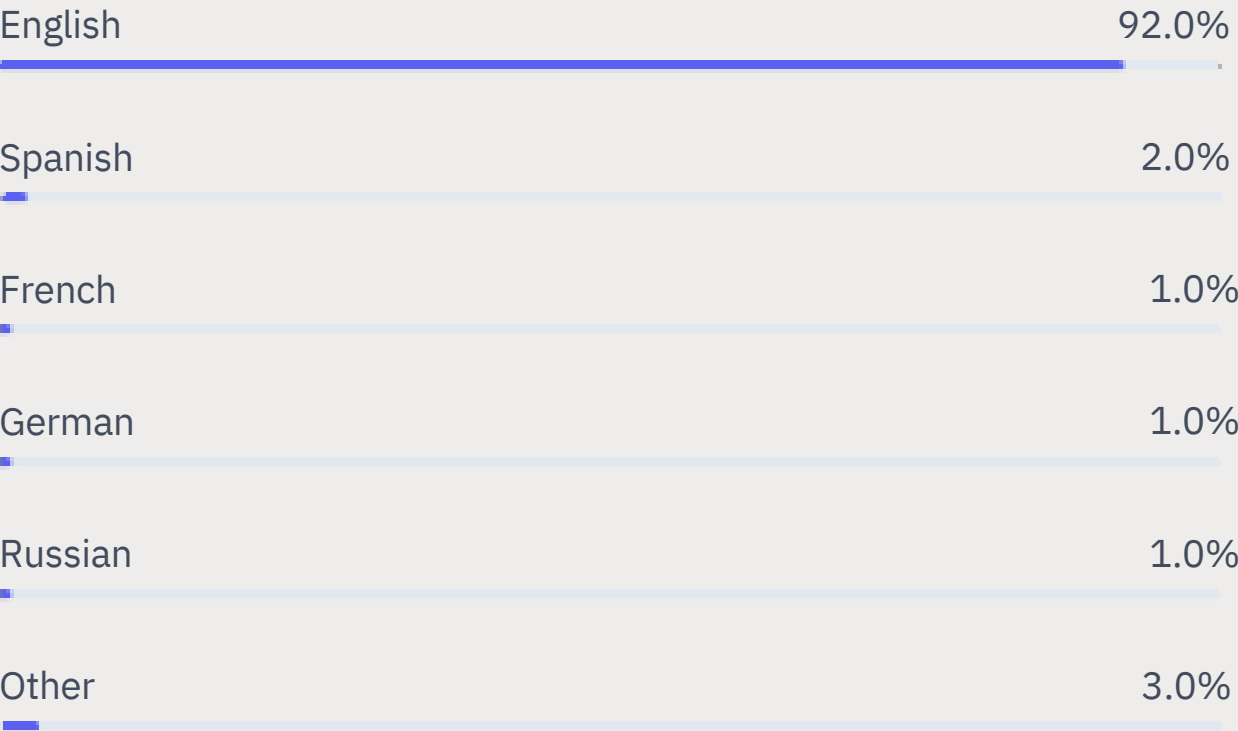




Ethnicity



Languages





Estimated Reach Rate

13.2K–23.2K Per Post // 970–2.6K Per Story Frame

Audience Reachability

● Average
79.7% of audience have less than 1,500 followings, similar accounts have 79.71% on average

Estimated Impressions

NEW

Rate 9.9K

Audience Authenticity

● Average
60.97% of audience look authentic, similar accounts have 60.38% of authentic audience on average

Audience Education Level

No education	0.2%
Incomplete primary	<0.1%
Primary	2.4%
Lower secondary	9.8%
Upper secondary	52.7%
Post secondary	34.9%

Audience Marital Status

Single	57.2%
Married	37.1%
Widowed	0.4%
Divorced	5.3%



Audience Interests

Sweets & Bakery	89.0%
Health & Medicine	87.0%
Food & Cooking	87.0%
Fitness & Gym	73.0%
Family	58.0%
Trainers & Coaches	57.0%
Clothing & Outfits	49.0%
Cinema & Actors/actresses	47.0%
Beauty	46.0%

Audience Yearly Household Income

\$0K—5K	1.2%
\$5K—10K	2.9%
\$10K—25K	12.1%
\$25K—50K	21.0%
\$50K—75K	17.5%
\$75K—100K	13.2%
\$100K—150K	16.4%
\$150K—200K	8.2%
\$200K+	7.8%



Growth

Yearly growth

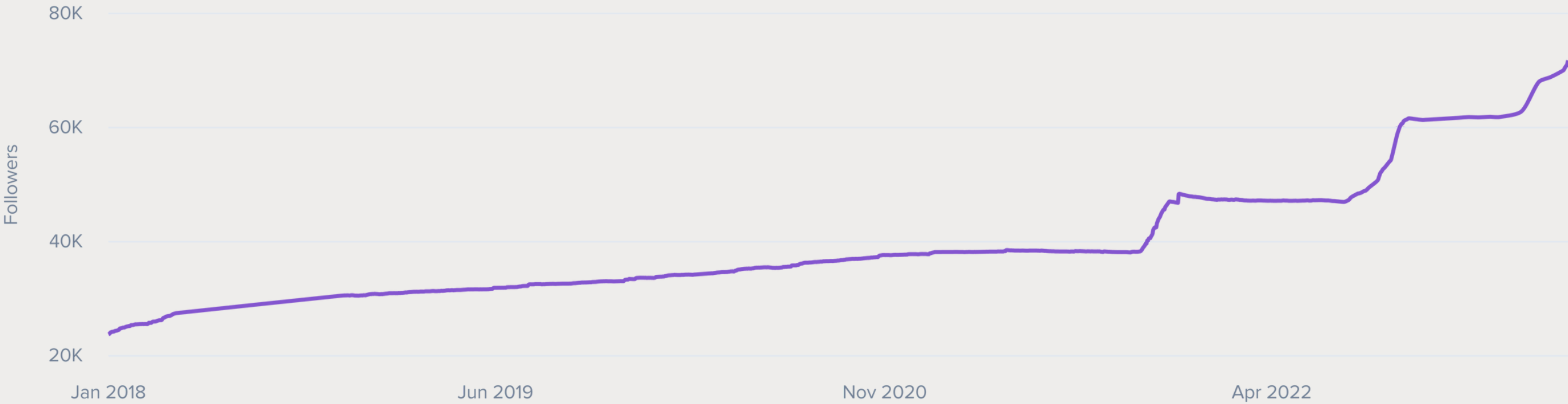
● 52.35% Excellent

@privateinfluencer grew by **24.6K followers** in the last year. Accounts of similar size have a growth rate **15.25%** per year

Follower growth

● Abnormal growth more than 12 month ago

Abnormal growth detected on followers graph more than 12 month ago





Following dynamics

● Organic

No "incentivized following" patterns detected on following graph.





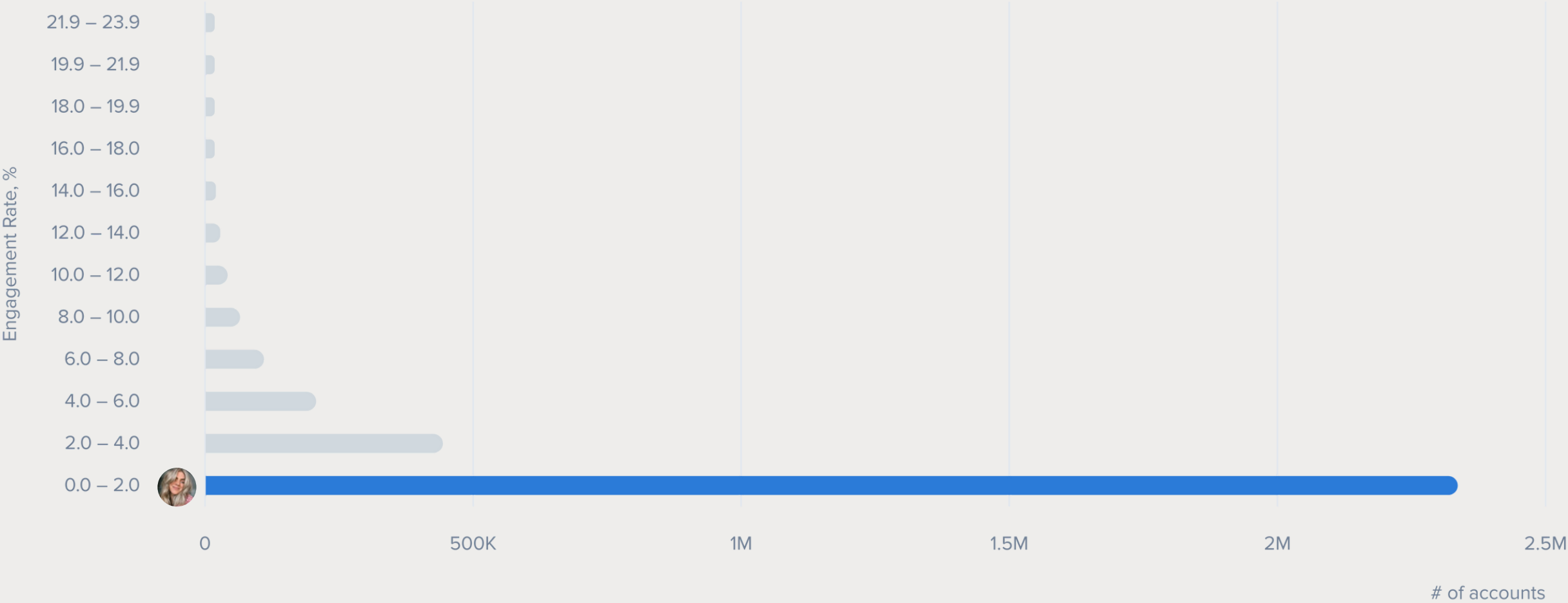
Engagement

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

Avg. likes	Avg. comments
814	58

Engagement Rate

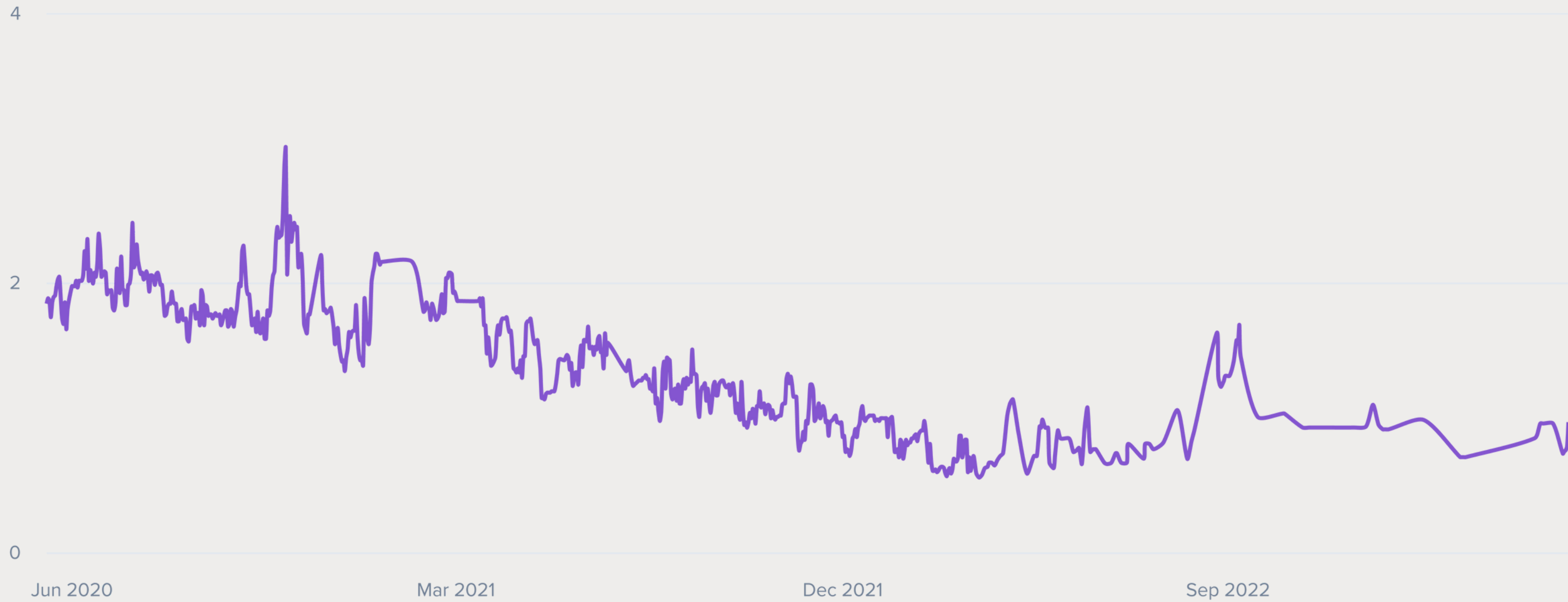
● 0.97% Average
0.97% of audience like or comment the content, similar accounts receive 0.74% engagements





Engagement Rate History

NEW





Comment Rate

- 0.1% High comments activity, though its authenticity could be improved

@privateaccount receives comments from **0.1%** of their audience. Similar accounts receive comments from **0.02%** of their audience.

Like-Comment Ratio

- Good

@privateaccount receives **8.68 comments** per 100 likes, similar accounts receive **3.90 comments** per 100 likes.

Likes spread

- Good

Spread in likes between posts is **74%** similar accounts have **69.62%**

12 most recent posts likes/comments

Comments Authenticity

- Could be improved

Most of **837** recent comments might come from accounts that participate in Instagram Pods or are accounts that are regularly engaging with this influencer to generate her engagement growth.



Value

Est. Price \$1000 – 3000 Per Post
\$60 – 150 Per Story Frame

CPE

● \$0.09–0.5 Excellent
Compared to average market values

EMV

● \$10,000–30,500 Excellent
Estimated cost to gain the same reach through paid social ad with similar audience. Based on est. post price you'll get **\$10.34** value for each \$1 you pay. [Learn more](#)



Content

Brand Safety Analysis

● Safe

0 of 9 negative content patterns found

Negative content background check:

● Alcohol

● Toxic content

● Religious content

● Negative sentiments

● Offensive content

● Political content

● Crime-related

● content Adult content

● Pranks

Sentiment analysis of posts comment N/A

Data is being calculated, check back in 24 hours.

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Content

Avg. Likes	Avg. Comments	Avg. Views	Avg. ER	Deleted
814	58	9.1K	0.97% <div><div></div>Average</div>	0 <div><div></div>Similar accounts deleted 2–5 posts</div>





Hashtags

Tracks the last 30 days. To analyze a hashtag's popularity among other brands and influencers for the last 3 months, click on it and generate a Mention Analytics report

home	22 posts	ER: 1.27%
g	22 posts	1.27%
yle	22 posts	1.27%
	posts	1.27%
	22 posts	1.27%
	22 posts	1.27%
	22 posts	1.27%
on	22 posts	1.27%
	22 posts	1.27%
	22 posts	1.27%



Brand Mentions

Non-ad vs advertising posts for 180 days

Advertising Performance

● Normal

@privateinfluencer average Engagement Rate is **0.97%** and their advertisement posts average ER is **0.93%**

Post Frequency

● Average

@privateinfluencer makes **8.32** post/week

Advertising Post Frequency (Including Affiliates)

● Average

@privateinfluencer makes **4.24** ad posts/week that’s **5.96%** of their content (including affiliates).

Advertising Post Frequency (Excluding Affiliates)

● Average

@privateinfluencer makes **1.24** ad posts/month that’s **3.72%** of their content (exluding affiliates).



Content Structure
@privateinstagram

Central Theme: Health & Fitness

Building your Brand
(Post Ideas)

- 3 Reasons you should workout at the gym over working out at home (Hook: 3 Reasons NOT to Workout at Home)
- Running Newbie: My top 3 running shoes
- I started seeing results when (3-5 common things people say you should do that you stopped doing to see results) e.g., undereating, only training legs, etc.
- What I eat to fuel my body during a 12 hr hospital shift
- Let's run *X* miles (get ready with me short clips)
- Standing Ab Workout (Standing Ab Workout)
- POV: You are trying to workout at home with dogs

Selling
(Post Ideas)

- Brand Deals
- 1:1 Coaching

Building your Credibility
(Post Ideas)

- Best exercises to improve running form (Hook: Why your running form is hurting you)
- Common misconceptions about running/lifting (Hook: 3 Things you believe about running that are wrong)
- One thing I would never do again: only doing cardio hoping to tone up/lean out (Hook: Why running doesn't make you lean?)
- Lifting cues: RDL, Bulgarian Split Squat, Military Press, etc. (What is a lifting cue?)
- 4 moves to target glutes (4 Workouts you didn't know target your glutes)
- (Get a mini mic and start talking through your workouts as you film. Explain cues, workout splits, etc.)
- 3 reasons you're not building muscle (eating enough, prioritizing protein, progressive overload)
- Why ____ may be hurting you...
- Signs that you need to work out
- 5 Things you Didn't Know Will make your workout NOT worth it
- Why I don't recommend **Insert something that is commonly recommended**
- Signs you are working out too much (If you believe this is possible then make a post about those signs, if you don't then make a post about how that isn't possible)
- 5 Reasons you're tired all the time (Hook: 5 Reasons you're tired all the time, from a Nurse and Fitness Coach) (Connecting working out to exhaustion)
- How to engage your core in a workout without having lower back pain
- Modified vs Advanced workout options



Content Structure @privateinstagram

Central Theme: Fueling Your Body

Building your Brand (Post Ideas)

- How to fuel your body for a run
- Niche grocery haul (e.g., high protein, meal prep, real food, etc.)
- High-protein desserts for the gym girls
- Best protein pancakes of your LIFE
- A week of high protein easy dinners
- 1 week of easy healthy breakfasts
- 3 quick pre-workout snacks (3 Foods you didn't know would fuel your workout more than pre-workout)
- Registered Nurse + Fitness Coach's favorite bulk snack items from Costco
- 3 Ingredient Smoothie Bowl
- How a Nurse + Fitness Coach Fuels up for a Run
- Things mt future kids will never hear me say ('I can't eat that, I'm trying to be good' 'I'll have to exercise if I eat that') (Or just sayings people commonly say that you don't agree with because of where you have come from)

Selling (Post Ideas)

- Brand Deals
- 1:1 Coaching

Building your Credibility (Post Ideas)

- 4 Nutrients to minimize muscle soreness
- 3 ways to use cottage cheese in your breakfasts to increase protein (blend into banana egg pancakes, mix with avocado on toast, add to chia seed pudding or overnight oats) (Hook: High carb breakfast that isn't eggs)
- Video about adrenal glands and eating healthy (Hook: are you exhausted during the day yet energized at night?)
- 'I feel so good when I don't eat in the morning and I just drink coffee' Reveal: 'Those are stress hormones' (Hook: "I don't eat breakfast and it doesn't affect my energy")
- Can you really gain muscle while losing fat (This can be a reel where you tell people whether or not they can but you want the hook to be your first line that you say)
- 5 Nutrition Mistakes Athletes Make (Relying on supplements instead of food,
- 3 Goals that don't include dieting (1. Consume the same amount of protein I'm grams that you weigh in pounds, 2. Drink 1/2 your body weight in water ounces a day, 3. Cook at home at least 4 times a week)
- Can eating a low amount of carbs affect how your work out?
- 4 Ways a calorie deficit will poorly affect workout performance
- Video about eating high protein, Adequate Calories, Protein, Timing ie when you eat (Hook: The most important thing you need to do if you want results in the gym)