



@jestrudo  Poland

Natalia Lis | jestr...

Followers

19K

ER

5.01%

Audience data calculated on 03 Nov 2018.



Global Rank

Worldwide

533,591



Country Rank

Poland

3,243



Category Rank

N/A

Quality Audience

15.2K

Authentic Engagement

761
per post

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

95
of 100

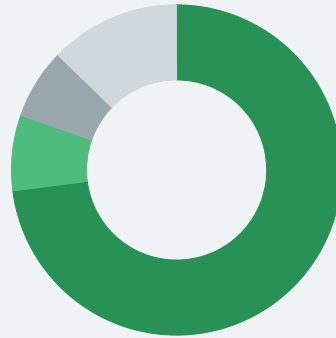
Excellent

Highly engaged audience of real people.

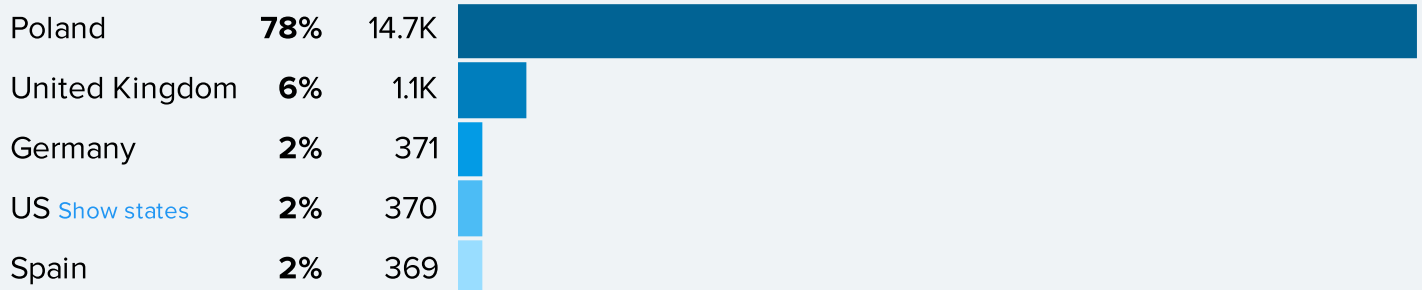
Audience

Audience Type

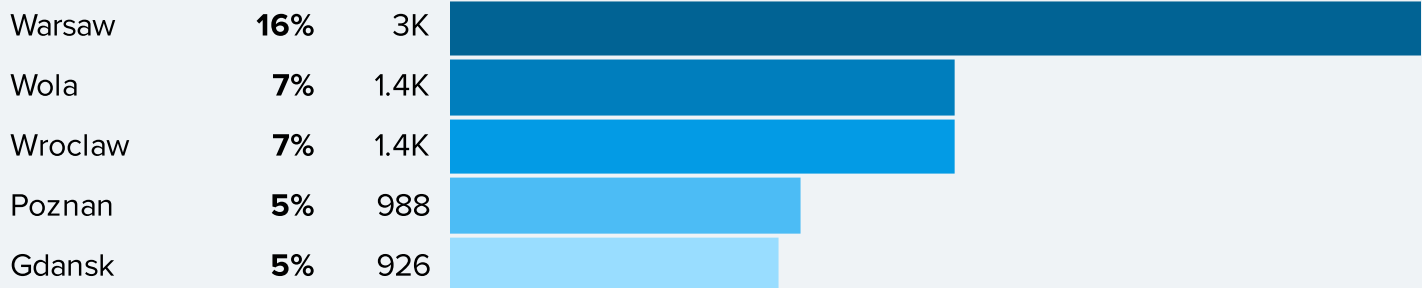
Real People	73%	13.8K
Influencers	7.4%	1.4K
Mass followers	6.9%	1.3K
Suspicious Accounts	12.8%	2.4K



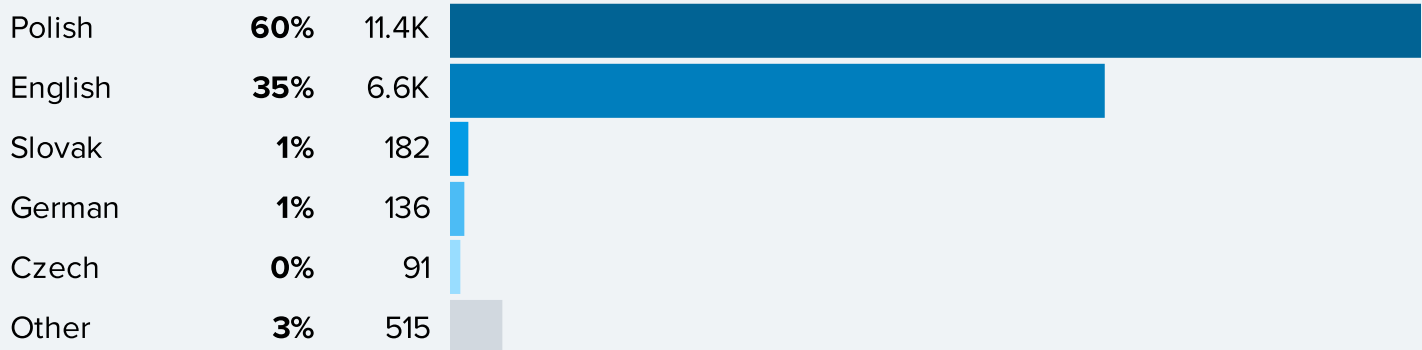
Demography



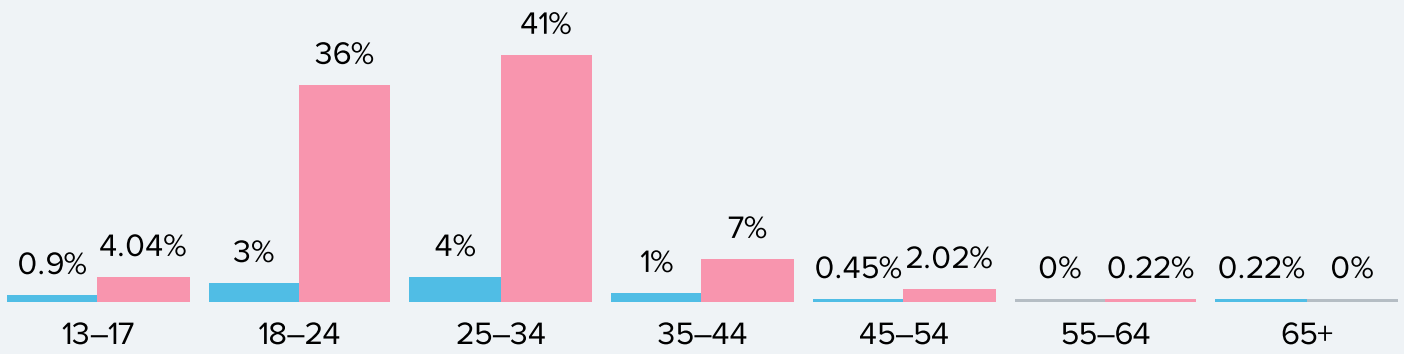
City



Language



Age ● Male 10% ● Female 90%



Audience Reachability

● Excellent

93.1% of audience have less than 1,500 followings, similar accounts have 79% in average

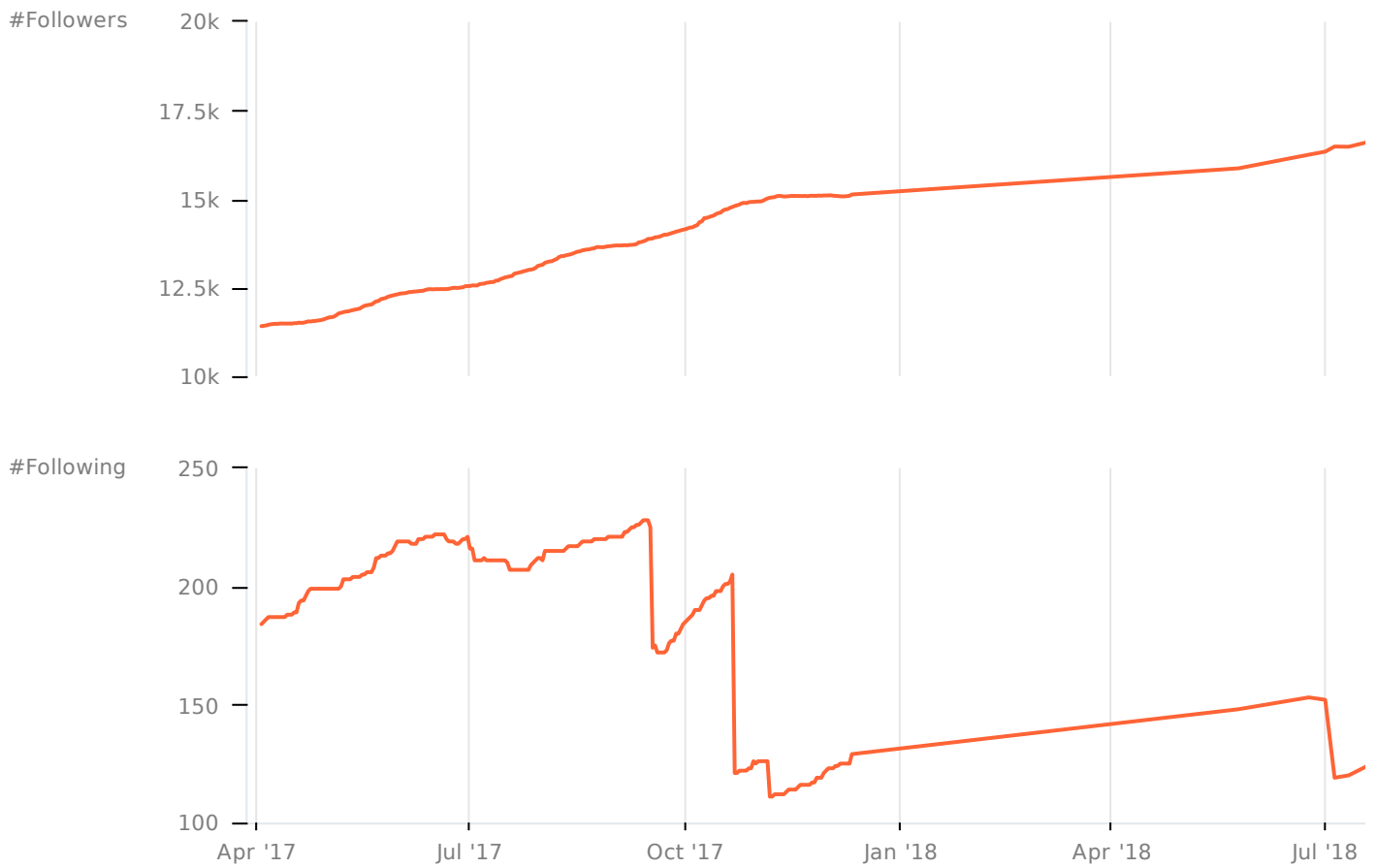
Audience Authenticity

● Excellent

80.4% of audience look authentic, similar accounts have 56.8% of authentic audience on average

Followers & Following

+1,329 followers last 4 weeks +7.01%



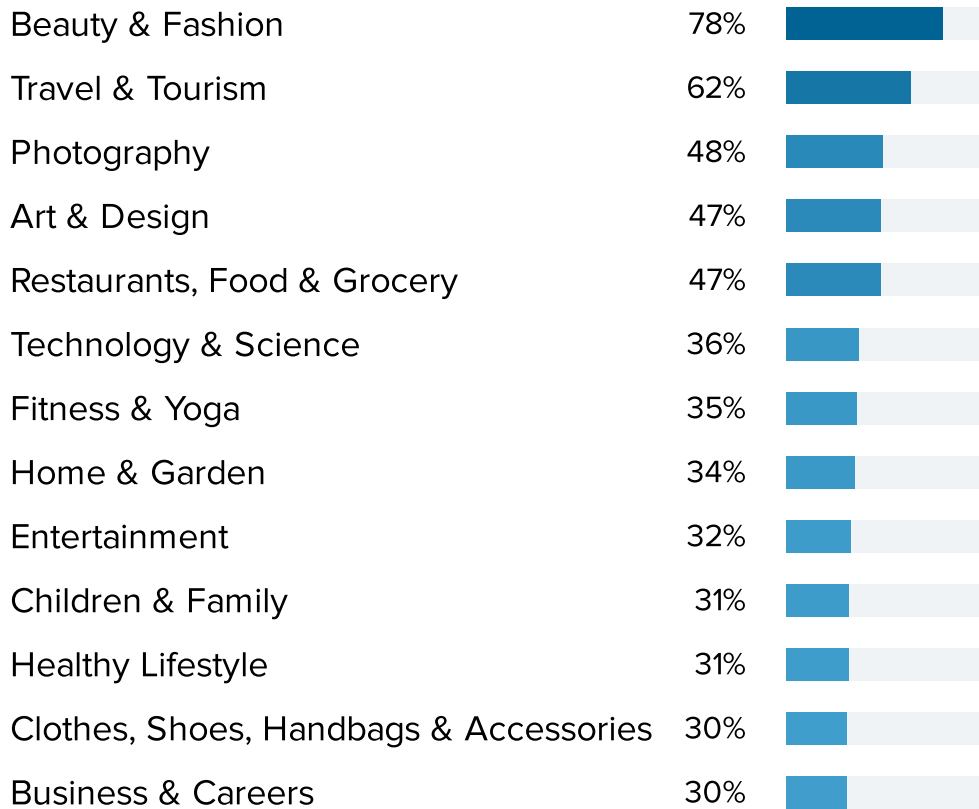
Growth

● Organic

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

Audience Interests

@jestrudo audience is interested in:



Engagement

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

Avg Likes Avg Comments

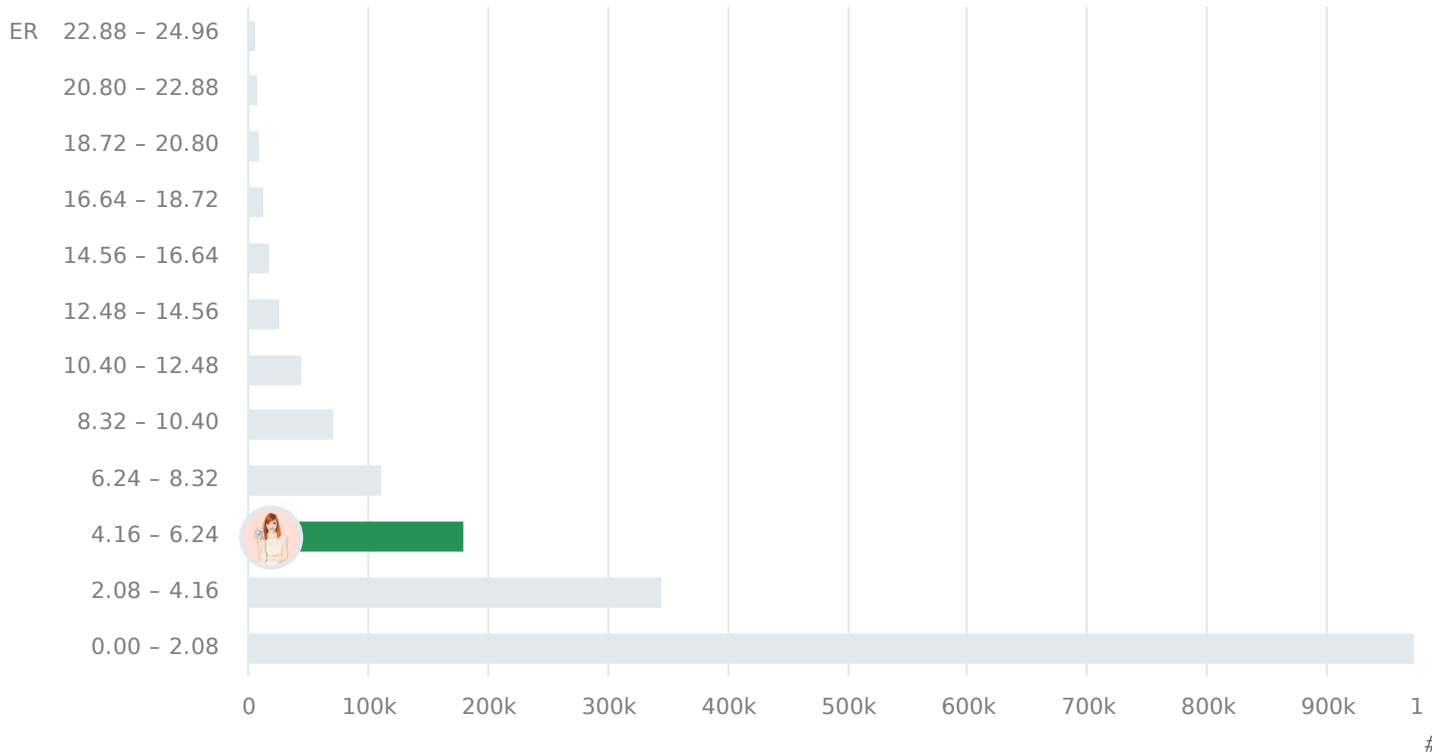
929

42

Engagement Rate

● **5.01% Excellent**

5.01% of audience like or comment the content, similar accounts receive **1.82%** engagements



Likes spread

● **Good**

Spread in likes between posts is **55.7%** similar accounts have **39.4%**

Comments Authenticity

● **Good**

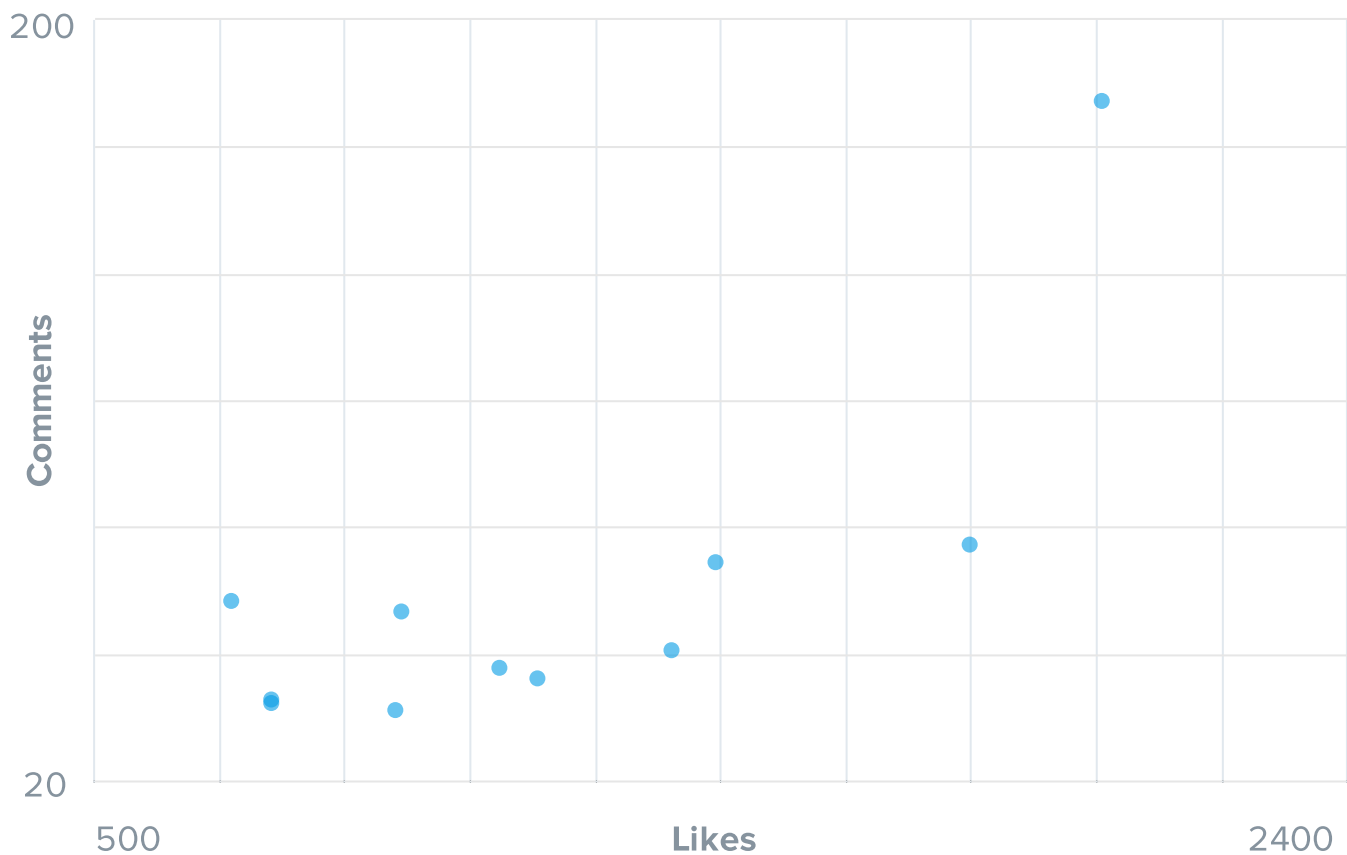
Most of 728 recent comments look authentic.

Likes-Comment Ratio

● Good

@jestrudo receives **4.5 comments** per 100 likes, similar accounts receive **3.1 comments** per 100 likes.

12 most recent posts likes/comments



Brand Mentions

Non-ad vs advertising posts for 30 days

Advertising Performance

● **Low**

@jestrudo average ER is **5.01%** and their advertisement posts average ER is **3.67%**

Post Frequency

● **Below Average**

@jestrudo makes **4.2** post/week

Advertising Post Frequency

● **Low**

@jestrudo makes **0.6** ad post/week that's **14%** of their content.

Brand Mentions

● **7 brands**

@jestrudo mentioned 7 brands from **Community Organization**, **Photography Videography** and **Social Media Agency** categories in last 30d