



@jestrudo Warsaw, Poland

Natalia Lis

Followers

24.7K

ER ?

2.65%

Photography

Creator



kontakt@jestrudo.pl

Audience data calculated on 17 Jan 2020.

Track growth

Compare

PDF

Add to List

Global Rank Worldwide 874,202

Country Rank Poland 6,432

Category Rank Photography in Poland 114

Quality Audience 19.9K

Authentic Engagement 527 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

86 of 100

Very Good

- High percent of authentic audience
- High likes activity
- Very good comments activity

### Audience

#### Country City

Poland	74%	18.2K
United Kingdom	5%	1.1K
Germany	3%	792
United States	2%	562
Italy	2%	477

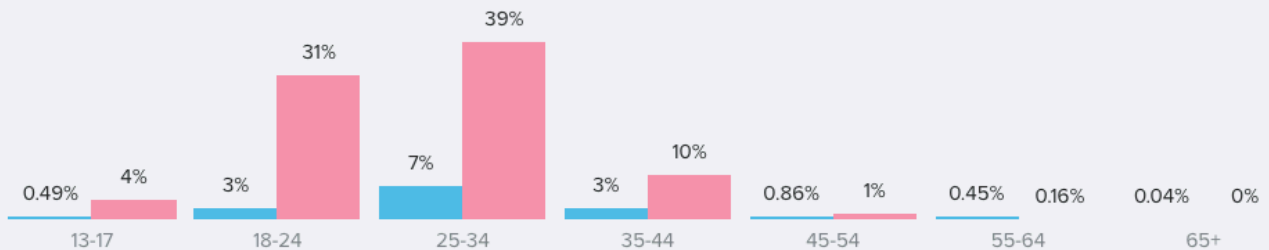
#### Audience Type ?

Real People	76.1%	18.8K
Influencers ?	4.4%	1.1K
Mass followers ?	7.2%	1.8K
Suspicious Accounts ?	12.3%	3K



#### Age & Gender Ethnicity Language

Male 14% Female 86%



Estimated Reach 3K — 20K

What's that ?

Do you find this value accurate?



Audience Reachability Excellent

What's that ?

92.8% of audience have less than 1,500 followings, similar accounts have 80.5% in average

Audience Authenticity Excellent

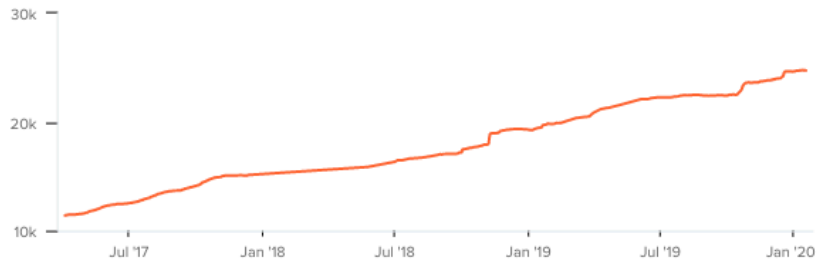
What's that ?

80.5% of audience look authentic, similar accounts have 62.3% of authentic audience on average

## Followers & Following

+127 followers last 4 weeks +0.51%

### Followers



### Following



### Growth

● Organic

*What's that?* [?](#)

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

### Audience Interests

@jestrudo audience is interested in:



[View all](#)

## Engagement

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

Avg Likes      Avg Comments

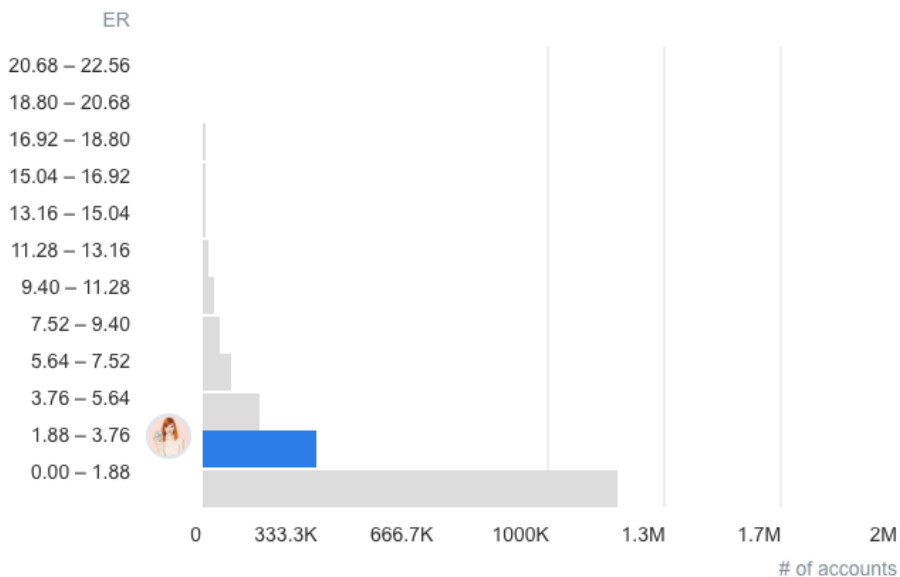
**645**      **19**

### Engagement Rate

● 2.65% High

*What's that?* [?](#)

2.65% of audience like or comment the content, similar accounts receive 1.19% engagements



### Likes spread

● Good

What's that ?

Spread in likes between posts is **72%** similar accounts have **49.7%**

### Comments Authenticity

● Good

What's that ?

Most of 280 recent comments looks authentic.

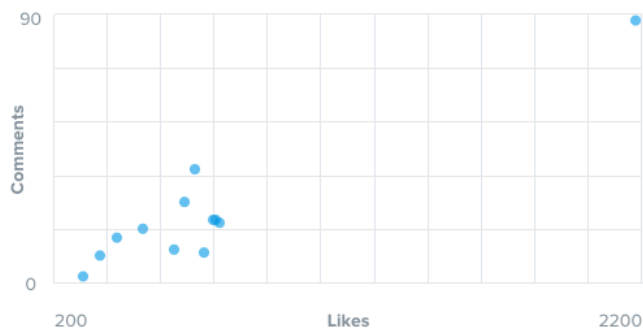
### Likes-Comment Ratio

● Good

What's that ?

@jestrudo receives **2.9 comments** per 100 likes, similar accounts receive **2.7 comments** per 100 likes.

12 most recent posts likes/comments



### Estimated post price

\$10-\$134

What's that ?

Do you find Estimated post price relevant?



### Estimated stories price

\$27-\$100

What's that ?

Do you find Estimated stories price relevant?



## Brand Mentions

Non-ad vs advertising posts for 180 days

### Advertising Performance

● Normal

What's that ?

@jestrudo average ER is **2.65%** and their advertisement posts average ER is **2.6%**

### Post Frequency

● Below Average

What's that ?

@jestrudo makes **4.26** post/week

### Advertising Post Frequency

● Low

What's that ?

@jestrudo makes **0.41** ad post/week that's **10%** of their content.

### Brand Mentions

● 10 brands

What's that ?

All categories 10

Beauty & Fashion 3

Clothes, Shoes, Handbags & Accessories 2

Photography 1

Travel & Tourism 1

Restaurants, Food & Grocery 1

Art & Design 1

Other 1

Canon

@canonpolska

Canon Polska

2 mentions

ER: 2.55% ?



@allaboutlife.pl

AllAboutLife.pl

2 mentions

ER: 3.49% ?



@flatlay

FLATLAY®

2 mentions

ER: 2.13% ?



@lunaby\_sleepwear

Lunaby

1 mention

ER: 3.39% ?

