



@olivier_lambert

Olivier Lambert

Lifestyle

Fashion

Travel

36 Posts

12.9K Followers

2.03% ER

Report generated on 10 Jul 2018.

 **Global Rank** Worldwide

1,155,738

 **Quality Followers**

9.6K

 **Authentic Engagement**

199 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

85
of 100

Very Good

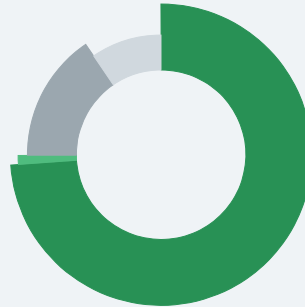
Average activity, no suspicious likes or comments.

Followers

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

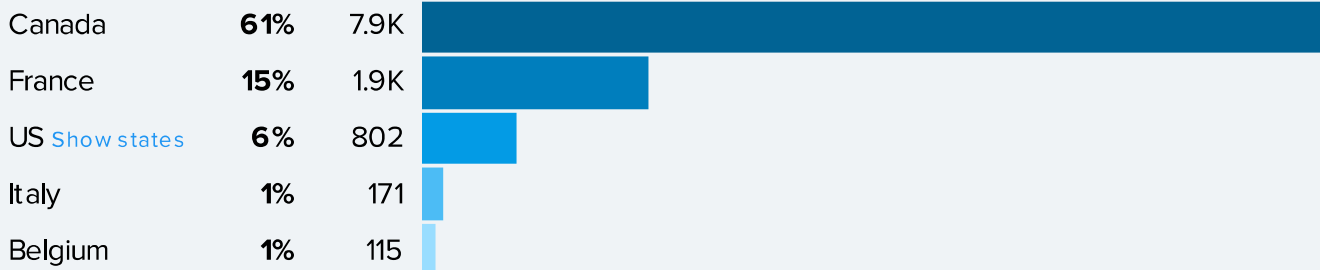
Audience Type

Real People	73.9%	9.5K
Influencers	1%	128
Mass followers	15.6%	2K
Suspicious Accounts	9.5%	1.2K

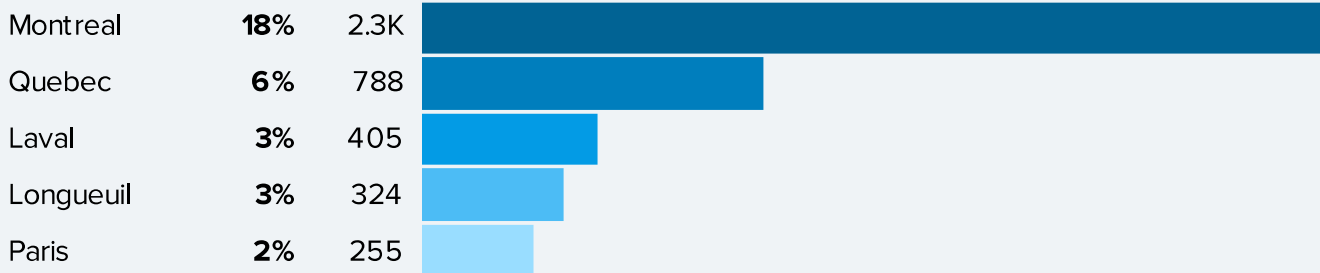


Core: **Female 50%**

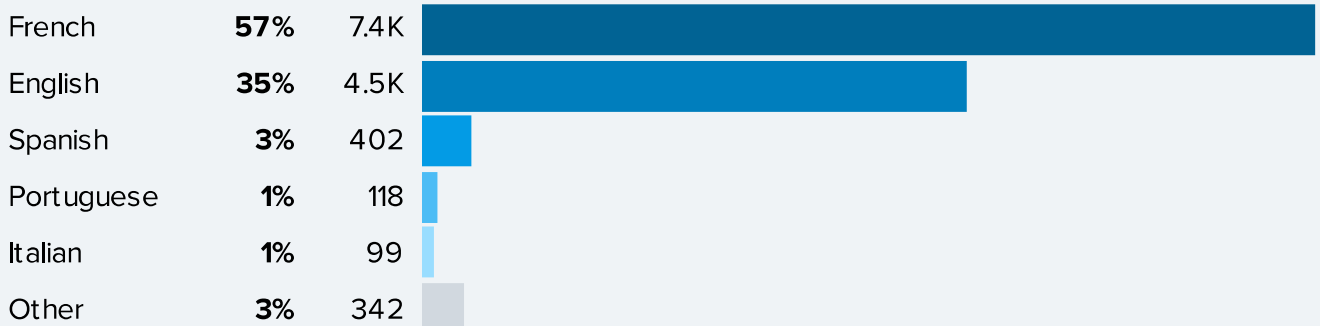
Demography ?



City



Language



Followers Reachability

● Excellent

84.4% of followers have less than 1500 followings, similar accounts have 57.6% in average

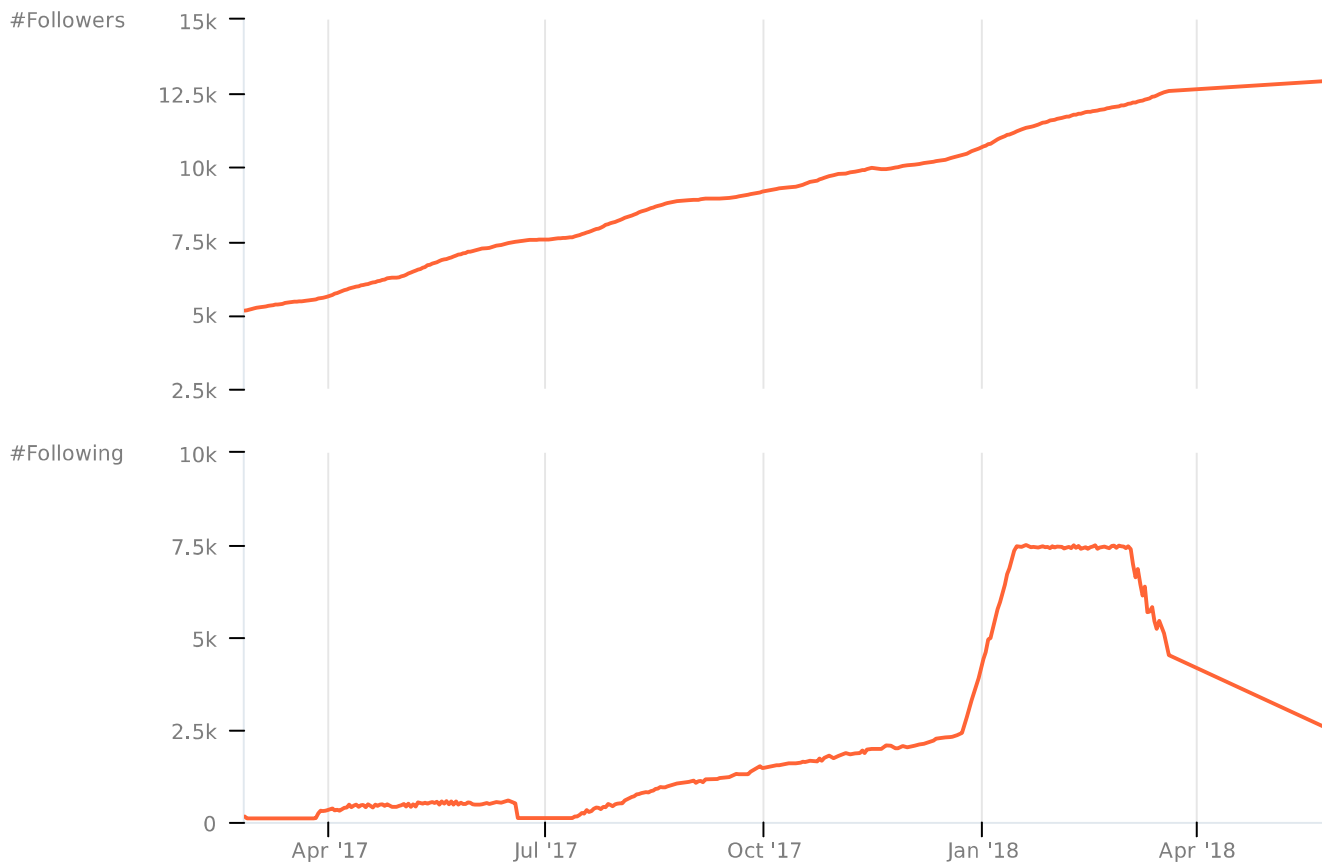
Followers Quality

● Excellent

74.9% of followers (9.6K) look authentic, similar accounts have 49% of authentic followers on average

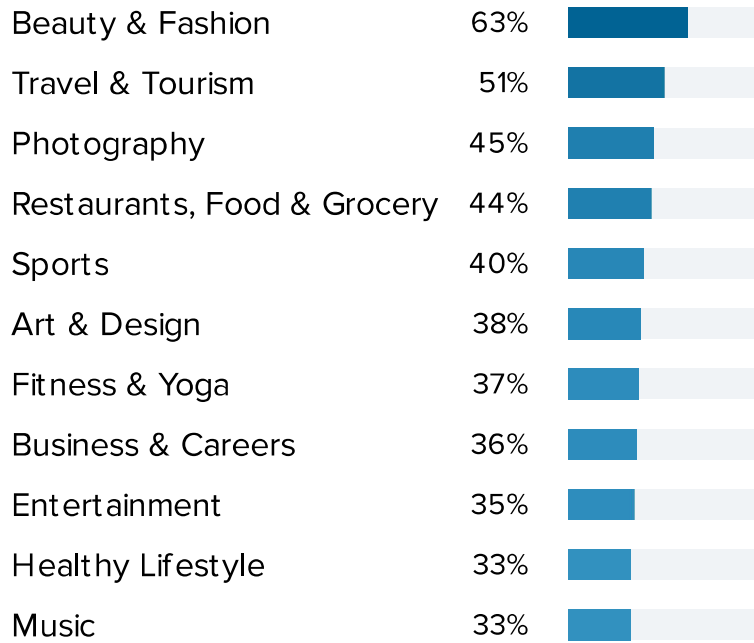
Followers & Following

4-week follower growth: +482 (+3.74%)



Audience Interests

@olivier_lambert audience is interested in:



Engagement

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

Avg Likes

Avg Comments

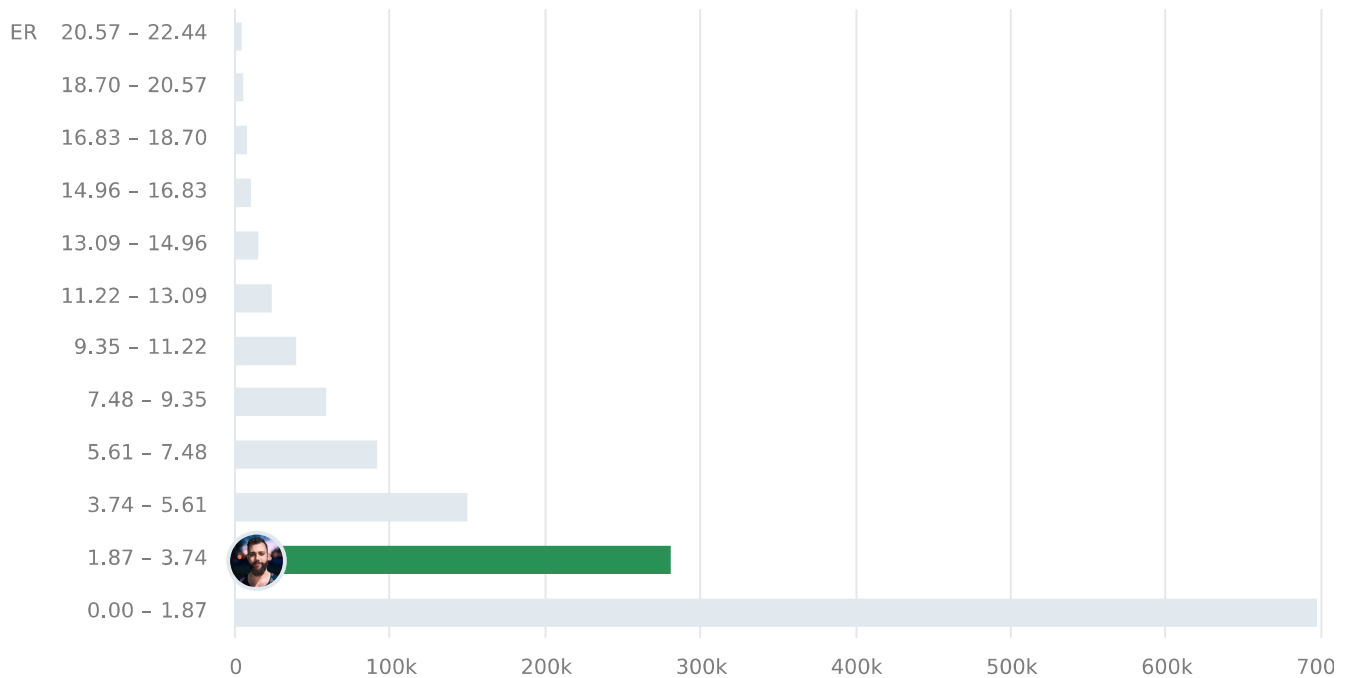
259

6

Engagement Rate

2.03% Good

2.03% of followers like or comment the content, similar accounts receive **1.86%** engagements



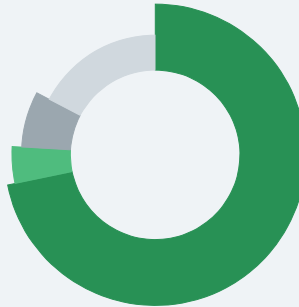
Authentic Engagement

● Excellent

75.9% of account's activity looks authentic. Similar accounts have 61.9% of authentic activity in average

Engagement by Type

● Real People	71.8%
● Influencers	4.1%
● Mass followers	6.8%
● Suspicious Accounts	17.3%



Comments Authenticity

● Average

Some of 108 recent comments might come from Instagram pods.

Likes-Comment Ratio

● Good

@olivier_lambert receives 2.3 comments per 100 likes, similar accounts receive 2.8 comments per 100 likes.

12 most recent posts likes/comments

