



@lydianeautourdumonde Chandler, Canada

Lydiane autour du monde

Lifestyle

Sports

732 Posts

52.6K Followers

2.44% ER

Report generated on 10 Jul 2018.

 **Global Rank** Worldwide

288,710

 **Quality Followers**

44.8K

 **Authentic Engagement**

1.1K 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

90
of 100

Very Good

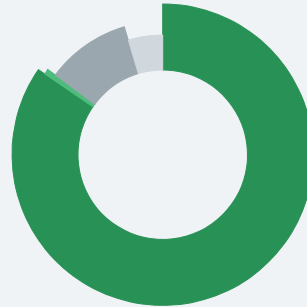
Highly engaged audience of real people.

Followers

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

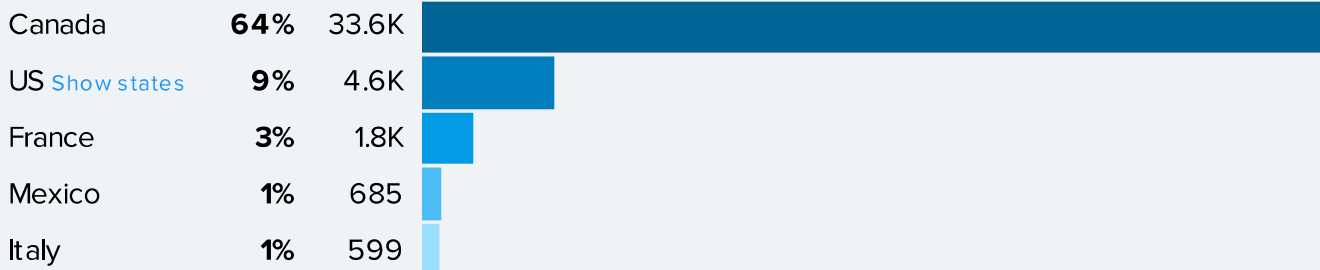
Audience Type

Real People	84.6%	44.5K
Influencers	0.6%	315
Mass followers	10.2%	5.4K
Suspicious Accounts	4.6%	2.4K

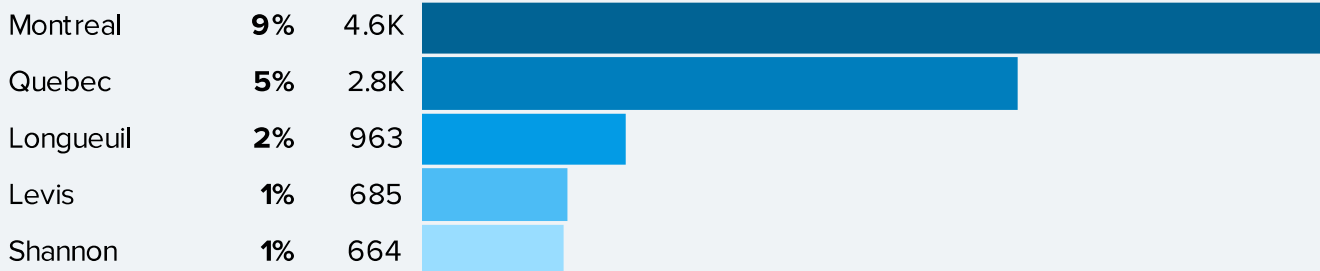


Core: **Female 63.4%**

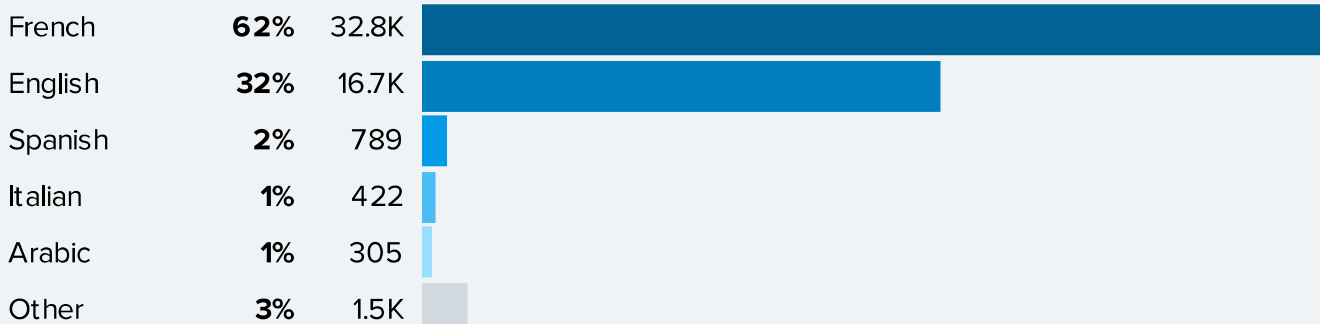
Demography ?



City



Language



Followers Reachability

● Excellent

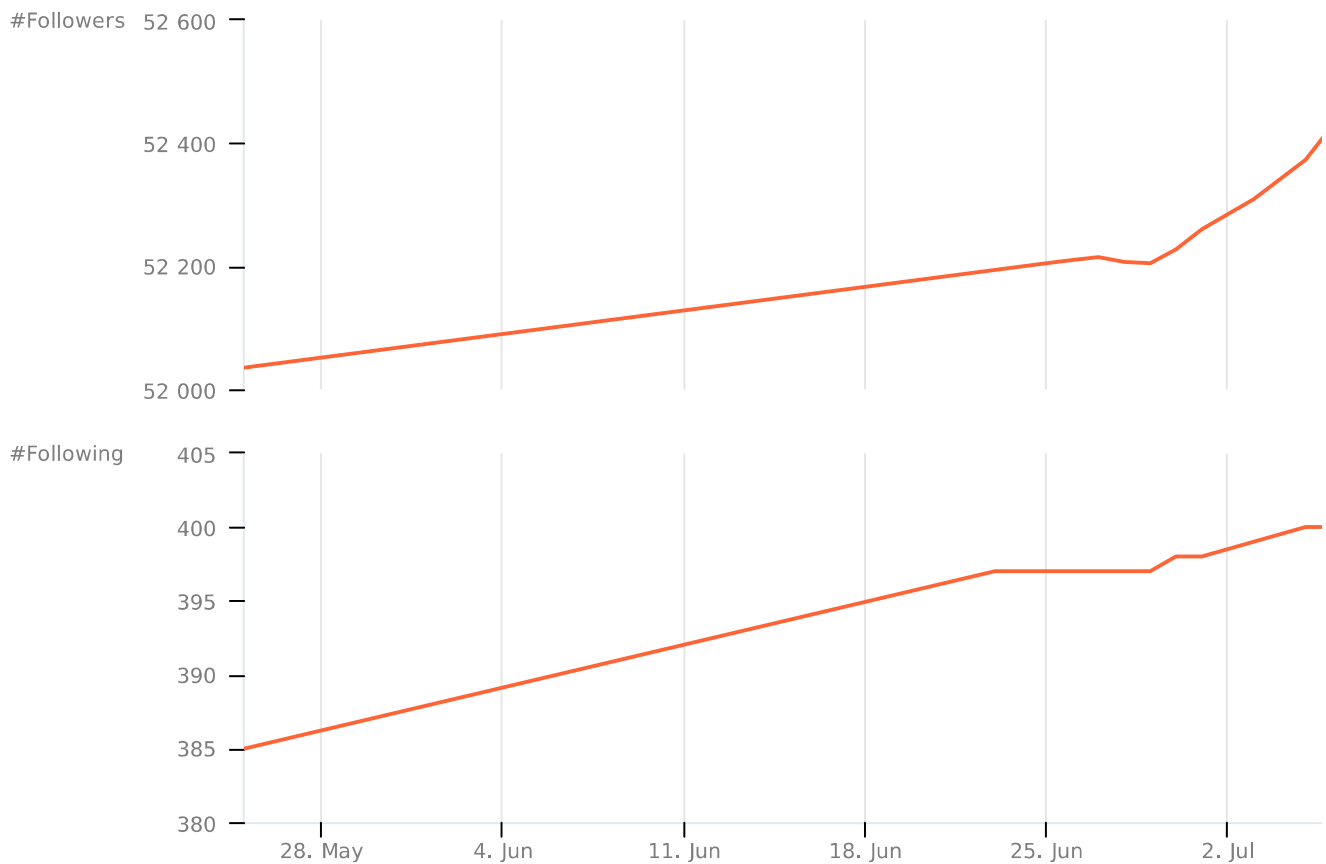
89.8% of followers have less than 1500 followings, similar accounts have 67.5% in average

Followers Quality

● Excellent

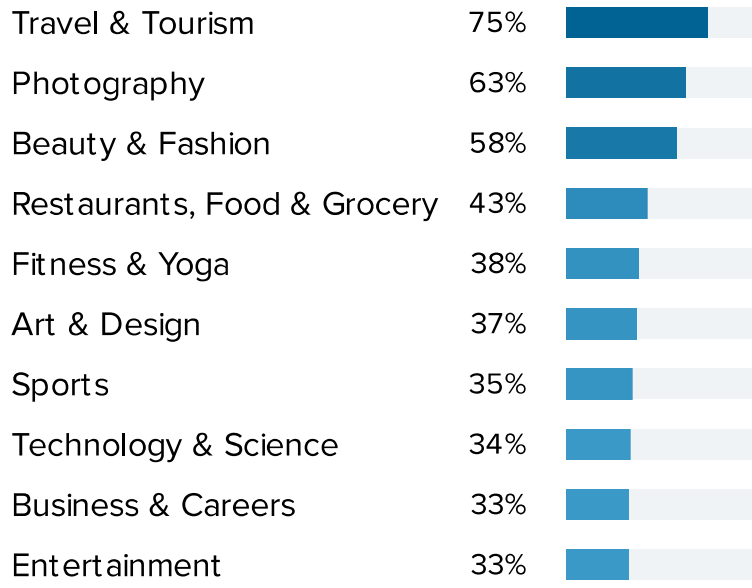
85.2% of followers (44.8K) look authentic, similar accounts have 58% of authentic followers on average

Followers & Following



Audience Interests

@lydianeautourdumonde audience is interested in:



Engagement

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

Avg Likes

Avg Comments

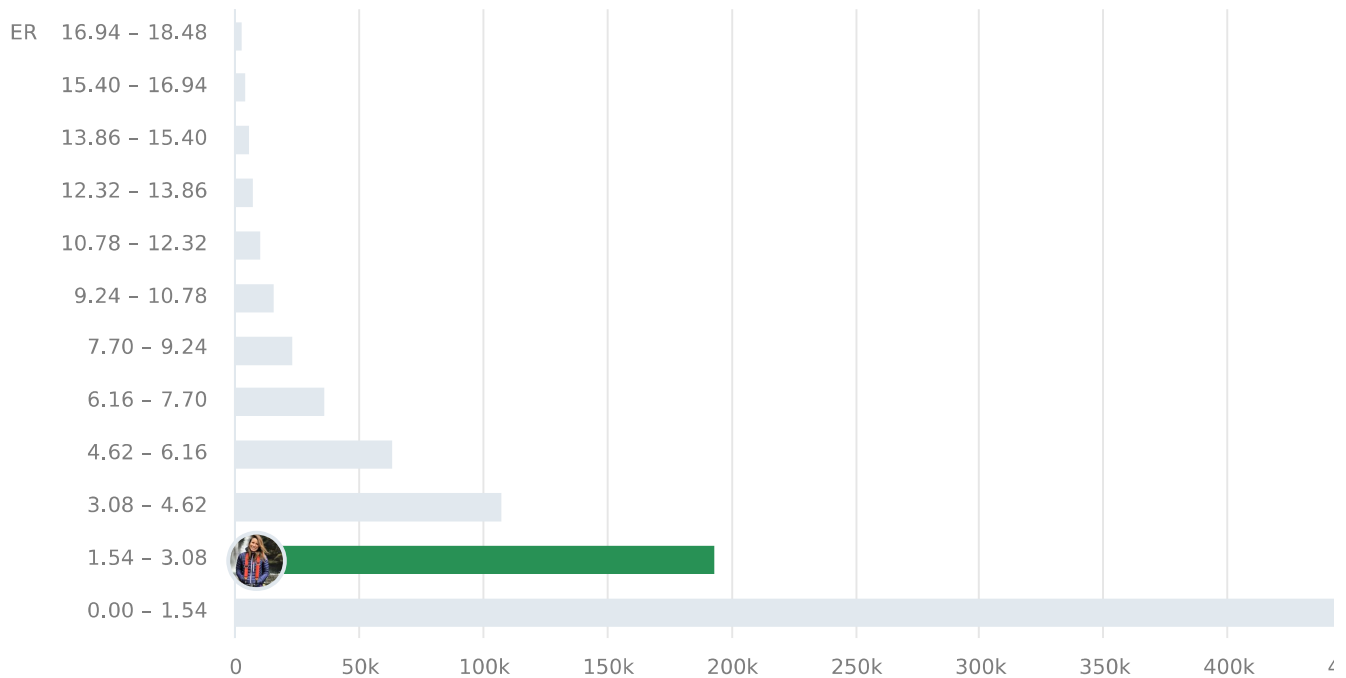
1.3K

22

Engagement Rate

● 2.44% Good

2.44% of followers like or comment the content, similar accounts receive **1.57%** engagements



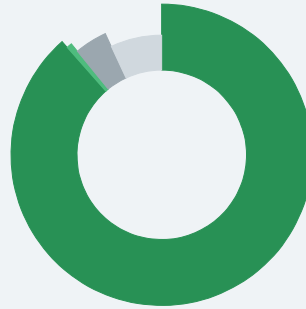
Authentic Engagement

● Excellent

89.1% of account's activity looks authentic. Similar accounts have 64.4% of authentic activity in average

Engagement by Type

● Real People	88.5%
● Influencers	0.6%
● Mass followers	4%
● Suspicious Accounts	6.9%



Comments Authenticity

● Good

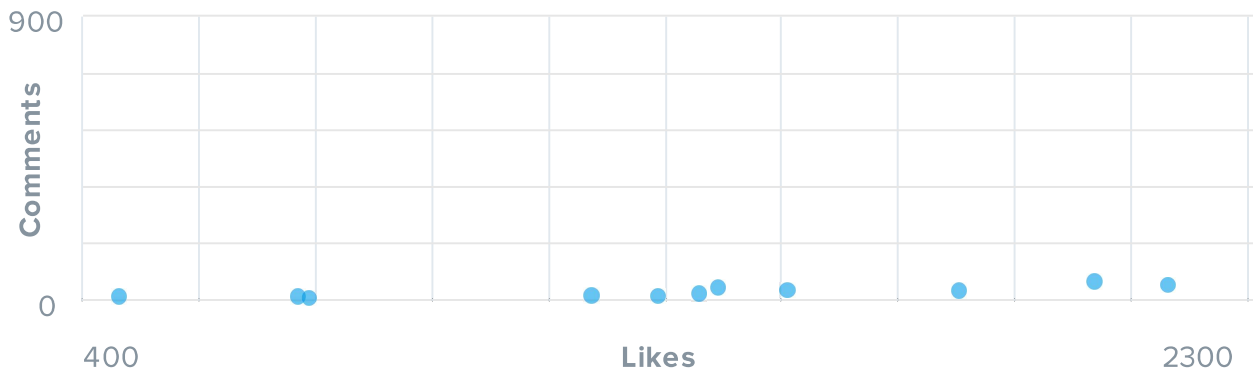
Most of 1134 recent comments look authentic.

Likes-Comment Ratio

● Good

@lydianeautourdumonde receives 1.7 comments per 100 likes, similar accounts receive 1.9 comments per 100 likes.

12 most recent posts likes/comments



Brand Mentions

Non-ad vs advertising posts for 30 days

Advertising Performance

● **Low**

@lydianeautourdumonde average ER is **2.44%** and their advertisement posts average ER is **1.28%**

Post Frequency

● **Low**

@lydianeautourdumonde makes **2.6** post/week

Advertising Post Frequency

● **Good**

@lydianeautourdumonde makes **0.6** ad post/week that's **23%** of their content.

Brand Mentions

● **4 brands**

@lydianeautourdumonde mentioned 4 brands from **Camera/Photo** and **Sunglasses & Eyewear Store** categories in last 30d

 HypeAuditor

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