



@elisabeth.rioux Andros Town, Bahamas

Elisabeth Rioux 

Modeling

Fashion

710 Posts

1.6M Followers

10.86% ER

Report generated on 10 Jul 2018.

 **Global Rank** *Worldwide*

2,922

 **Quality Followers**

1M

 **Authentic Engagement**

996K 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

50
of 100

Average

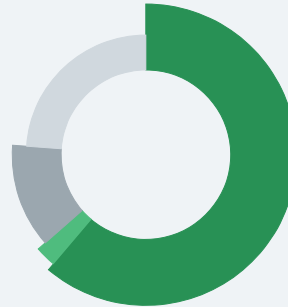
High activity, though likes and comments authenticity might be improved.

Followers

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

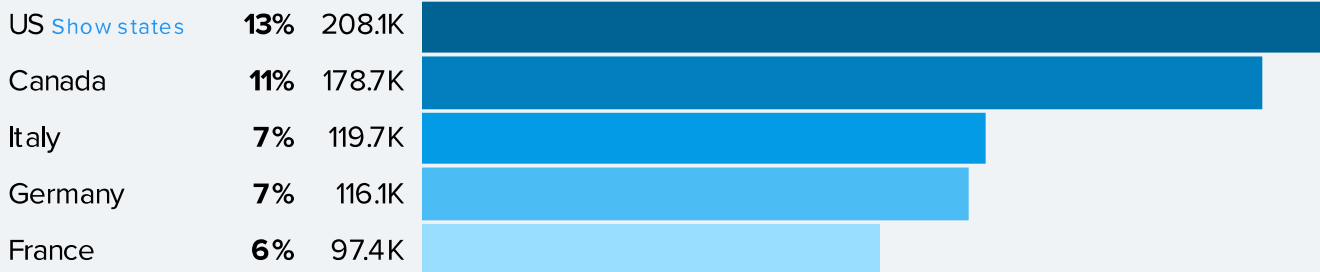
Audience Type

Real People	61.2%	984.5K
Influencers	2.4%	38K
Mass followers	12.6%	202.4K
Suspicious Accounts	23.9%	384K

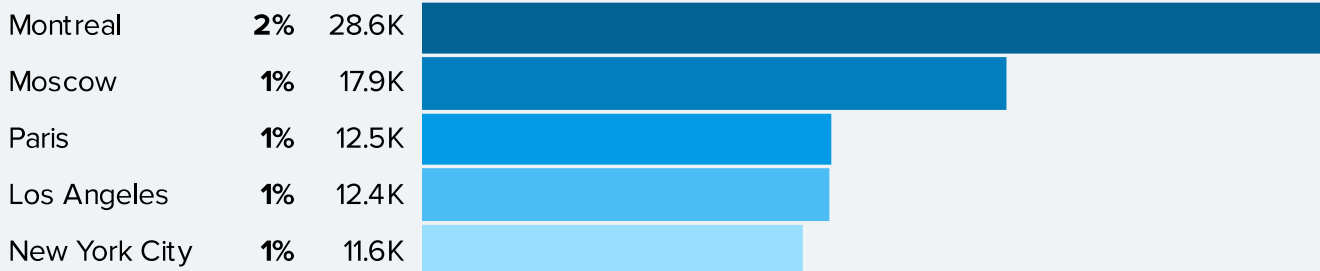


Core: **Female 59.4%**

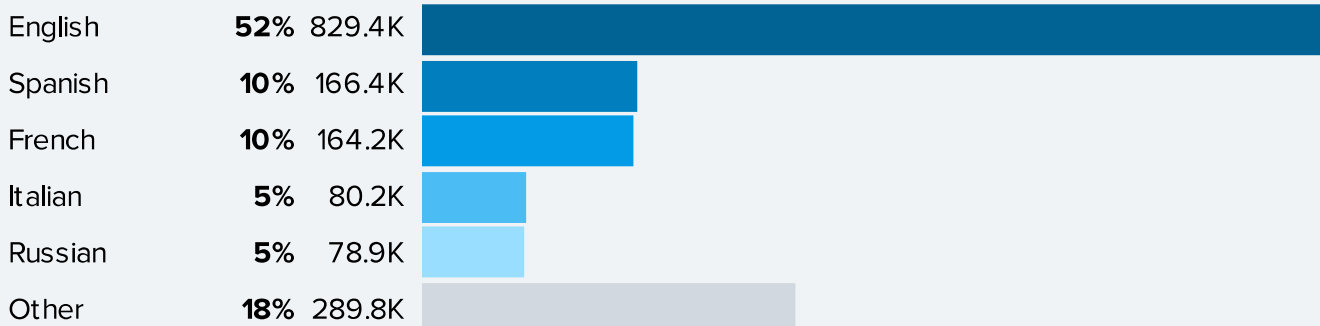
Demography ?



City



Language



Followers Reachability

● Average

87.4% of followers have less than 1500 followings, similar accounts have 88.1% in average

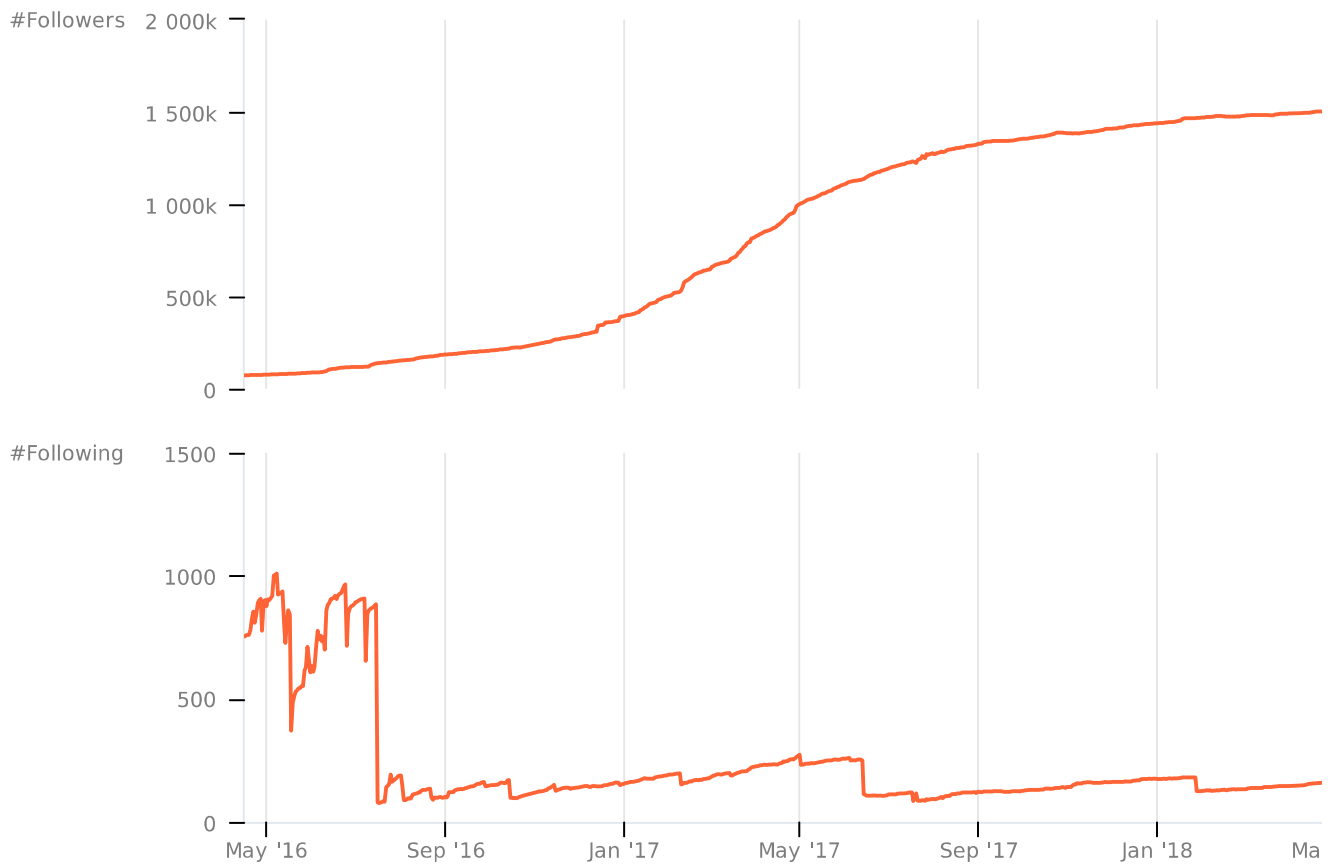
Followers Quality

● Might be improved

63.6% of followers (1M) look authentic, similar accounts have 74.7% of authentic followers on average

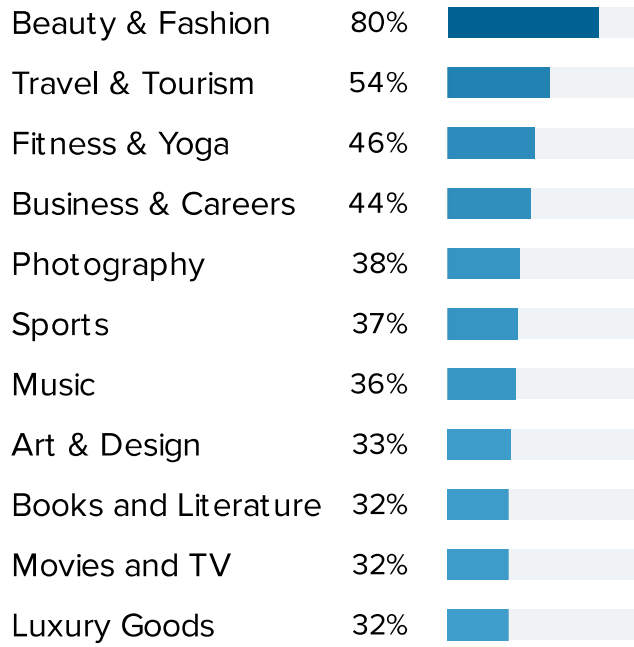
Followers & Following

4-week follower growth: +33,545 (+2.08%)



Audience Interests

@elisabeth.rioux audience is interested in:



Engagement

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

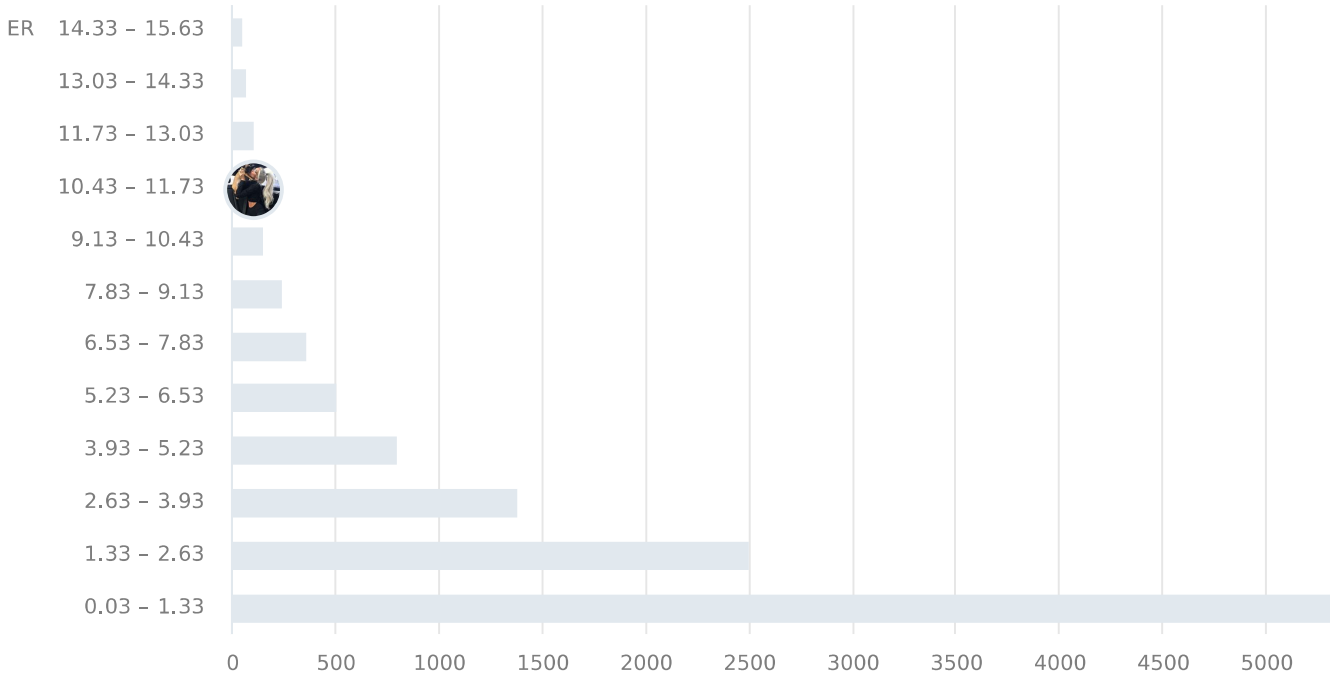
Avg Likes Avg Comments

174.4K **710**

Engagement Rate

10.86% Excellent

10.86% of followers like or comment the content, similar accounts receive **1.49%** engagements



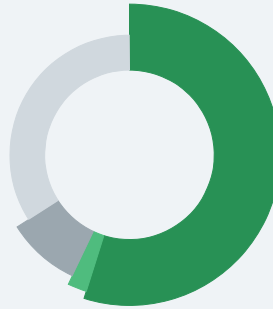
Authentic Engagement

● **Might be improved**

57% of account's activity looks authentic. Similar accounts have **73.7%** of authentic activity in average

Engagement by Type

● Real People	54.9%
● Influencers	2.2%
● Mass followers	8.9%
● Suspicious Accounts	34.1%

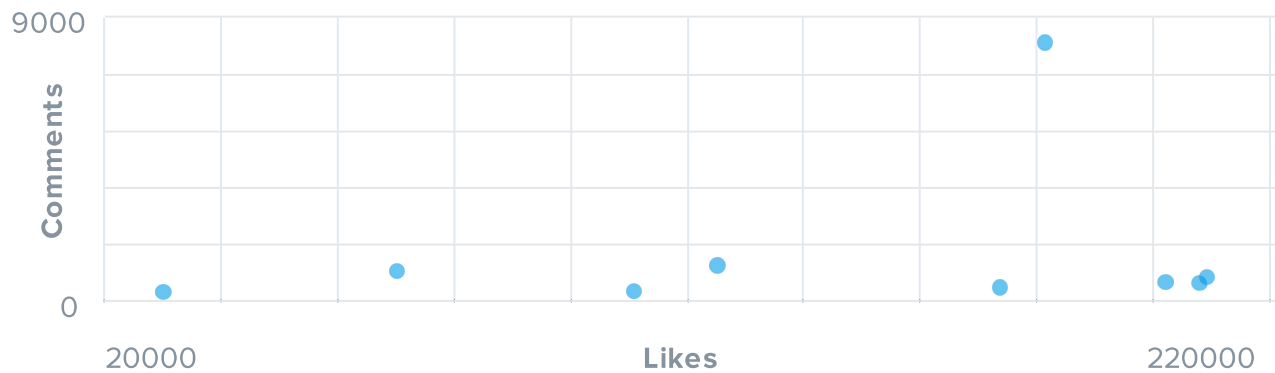


Likes-Comment Ratio

● **Good**

@elisabeth.rioux receives **0.4 comments** per 100 likes, similar accounts receive **0.8 comments** per 100 likes.

12 most recent posts likes/comments



Brand Mentions

Non-ad vs advertising posts for 30 days

Advertising Performance

● Normal

@elisabeth.rioux average ER is **10.86%** and their advertisement posts average ER is **9.29%**

Post Frequency

● Good

@elisabeth.rioux makes **4.2** post/week

Advertising Post Frequency

● Average

@elisabeth.rioux makes **1.8** ad post/week that's **43%** of their content.

Brand Mentions

● 8 brands

@elisabeth.rioux mentioned 8 brands from **Community, Local Business** and **Clothing (Brand)** categories in last 30d

 HypeAuditor

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