



@filatovpoker  Sochi, Russia

Poker Pro Anat...

Sports

Followers
20.4K

ER
2.45%

Report generated on 16 Oct 2018



Global Rank
Worldwide

779,753



Country Rank
Russia

60,540



Category Rank
Sports in Russia

2,125

Quality
Followers

13.6K

Authentic
Engagement

422
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

88
of 100

Very Good

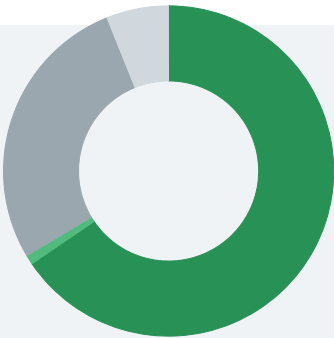
Highly engaged audience of real people.

Followers

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

Audience Type

Real People	65.5%	13.4K
Influencers	0.9%	186
Mass followers	27.5%	5.6K
Suspicious Accounts	6.1%	1.2K



Demography ?

Russia	53%	10.9K	
US Show states	6%	1.3K	
Ukraine	6%	1.3K	
Belarus	3%	537	
Brazil	3%	529	

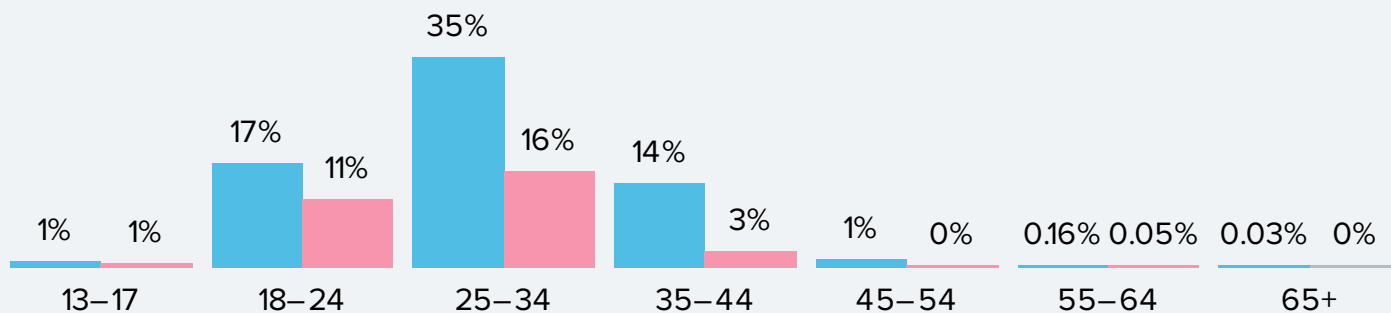
City

Moscow	8%	1.6K	
Saint Petersburg	4%	788	
Sochi	3%	563	
Novosibirsk	3%	546	
Krasnaya Polyana	2%	381	

Language

Russian	47%	9.5K	
English	26%	5.4K	
Serbian	4%	776	
Spanish	4%	718	
Portuguese	3%	623	
Other	17%	3.4K	

Age ● Male 69% ● Female 31%



Followers Reachability

● Very Good

72.5% of followers have less than 1500 followings, similar accounts have **62%** in average

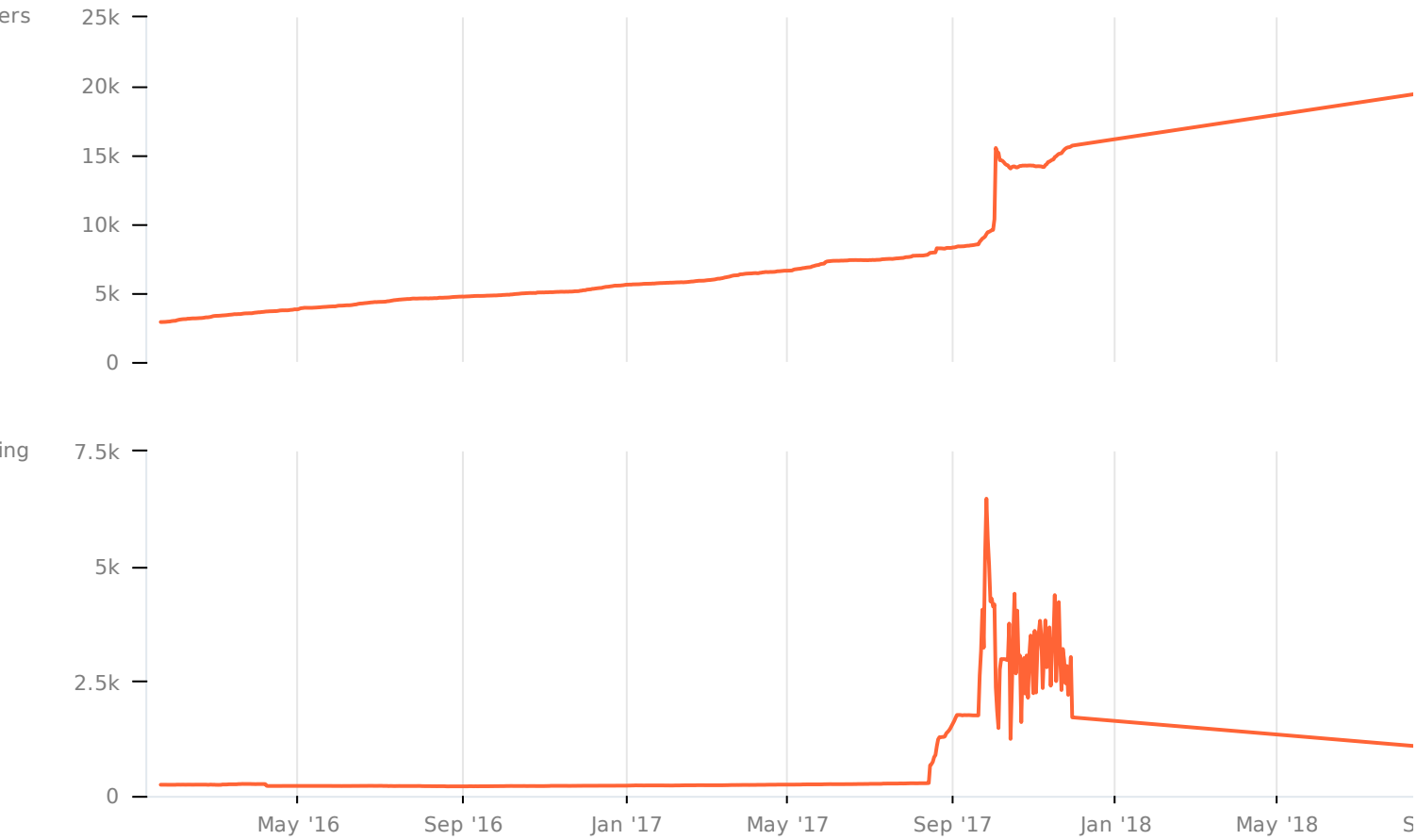
Followers Quality

● Very Good

66.4% of followers look authentic, similar accounts have **53.4%** of authentic followers on average

Followers & Following

+410 followers last 4 weeks +2.01%



Audience Interests

@filatovpoker audience is interested in:

Beauty & Fashion	52%	<div><div></div></div>
Travel & Tourism	48%	<div><div></div></div>
Photography	46%	<div><div></div></div>
Fitness & Yoga	44%	<div><div></div></div>
Movies and TV	38%	<div><div></div></div>
Sports	36%	<div><div></div></div>
Music	35%	<div><div></div></div>
Cars & Motorbikes	35%	<div><div></div></div>
Luxury Goods	34%	<div><div></div></div>
Art & Design	34%	<div><div></div></div>
Business & Careers	34%	<div><div></div></div>
Restaurants, Food & Grocery	33%	<div><div></div></div>
Books and Literature	32%	<div><div></div></div>

Engagement

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

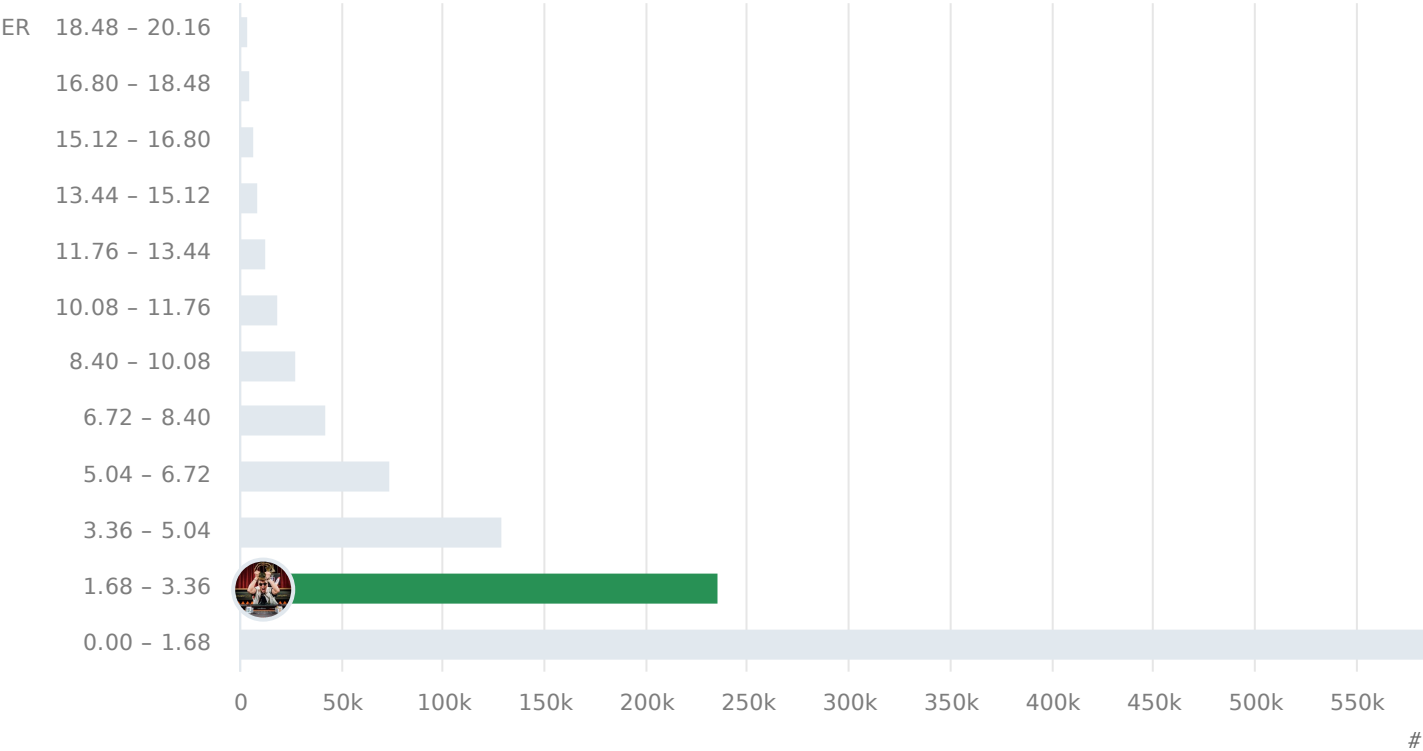
Avg Likes Avg Comments

493 12

Engagement Rate

● 2.45% Good

2.45% of followers like or comment the content, similar accounts receive 1.55% engagements



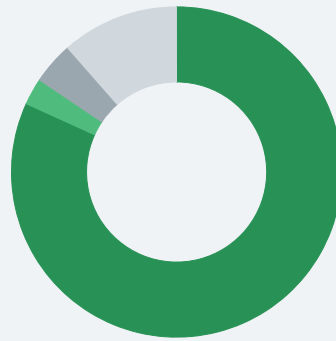
Authentic Engagement

● Excellent

84.4% of account's activity looks authentic. Similar accounts have **60.7%** of authentic activity in average

Engagement by Type

● Real People	81.8%
● Influencers	2.6%
● Mass followers	4.1%
● Suspicious Accounts	11.5%



Comments Authenticity

● Good

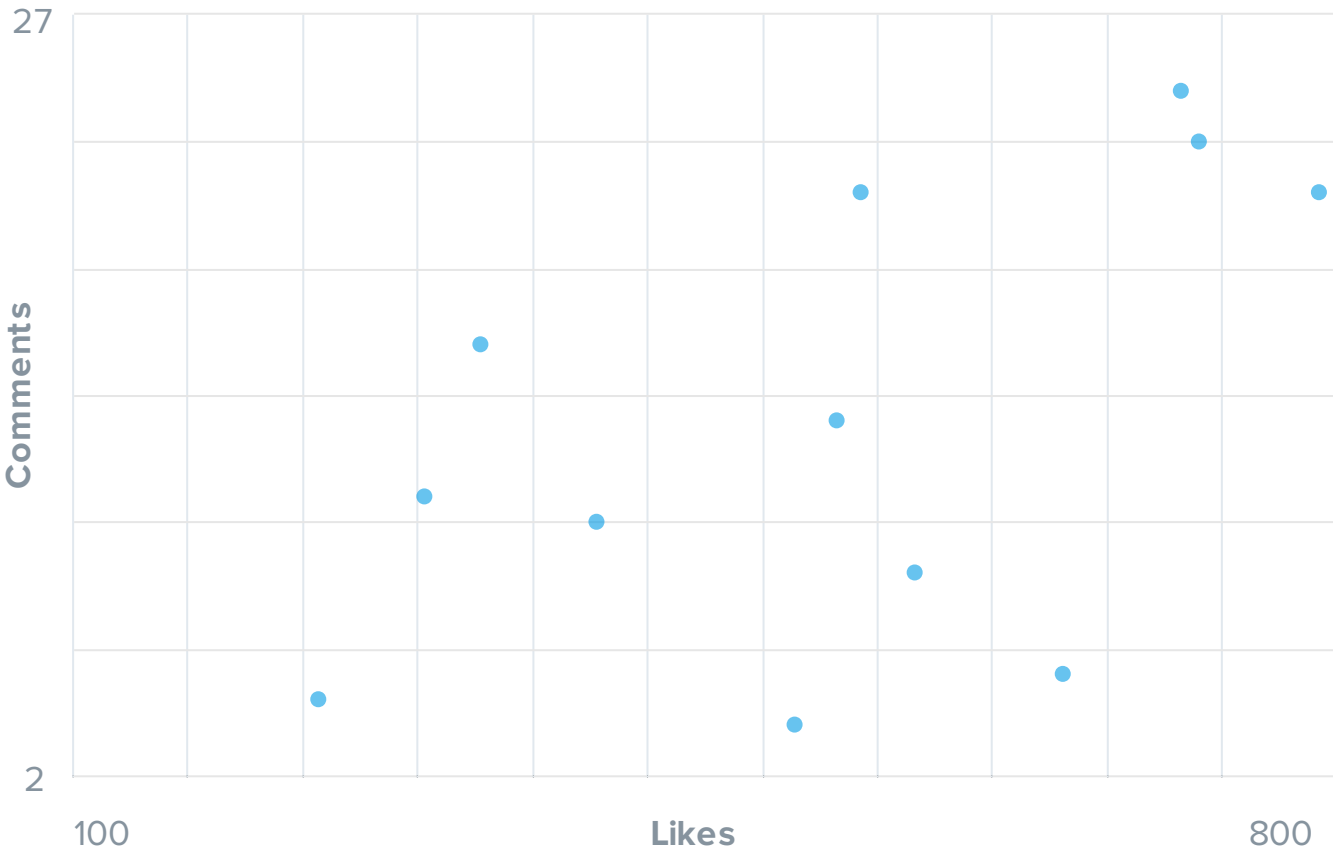
Most of 167 recent comments look authentic.

Likes-Comment Ratio

● Good

@filatovpoker receives **2.4 comments** per 100 likes, similar accounts receive **2.1 comments** per 100 likes.

12 most recent posts likes/comments



Brand Mentions

Non-ad vs advertising posts for 30 days

Advertising Performance

● High

@filatovpoker average ER is **2.45%** and their advertisement posts average ER is **4.13%**

Post Frequency

● Low

@filatovpoker makes **3.33** post/week

Advertising Post Frequency

● Low

@filatovpoker makes **0.5** ad post/week that's **15%** of their content.

Brand Mentions

● 4 brands

@filatovpoker mentioned 4 brands from **Product/Service** category in last 30d