



@theartofbujo

Featured Gorgeous Bujo Spreads

1.5K Posts

41.2K Followers

2.8% ER

Report generated on 11 Jul 2018.

 **Global Rank** Worldwide

363,587

 **Quality Followers**

33.9K

 **Authentic Engagement**

967 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

81
of 100

Very Good

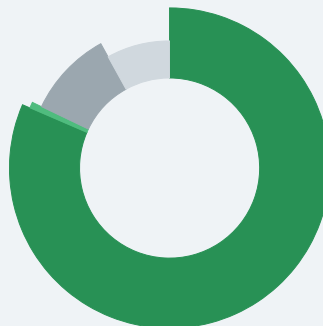
Highly engaged audience of real people.

Followers

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

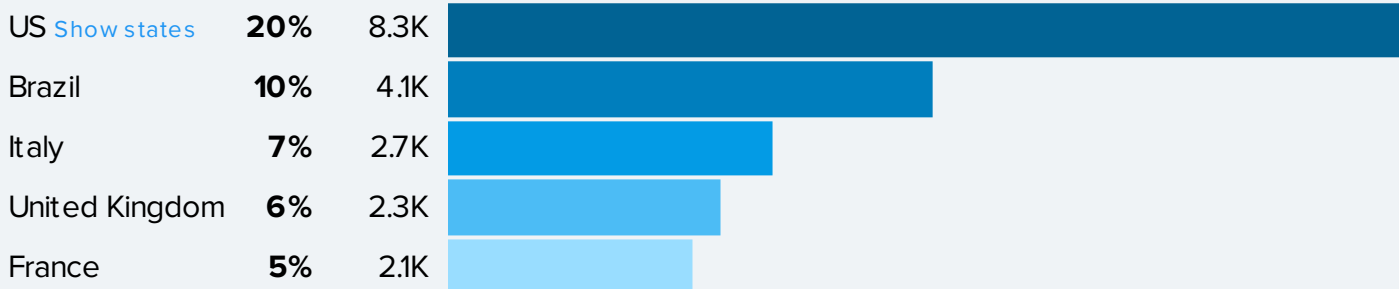
Audience Type

Real People	81.5%	33.6K
Influencers	0.6%	260
Mass followers	9.9%	4.1K
Suspicious Accounts	8%	3.3K

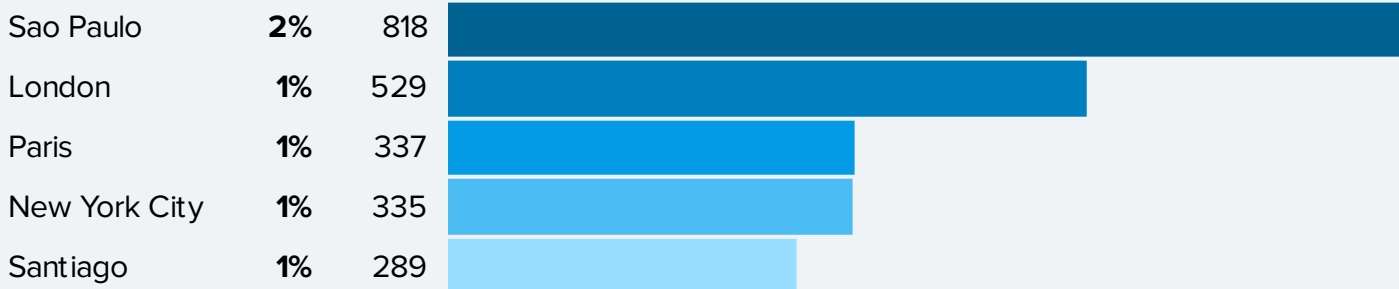


Core: **Female 76.3%**

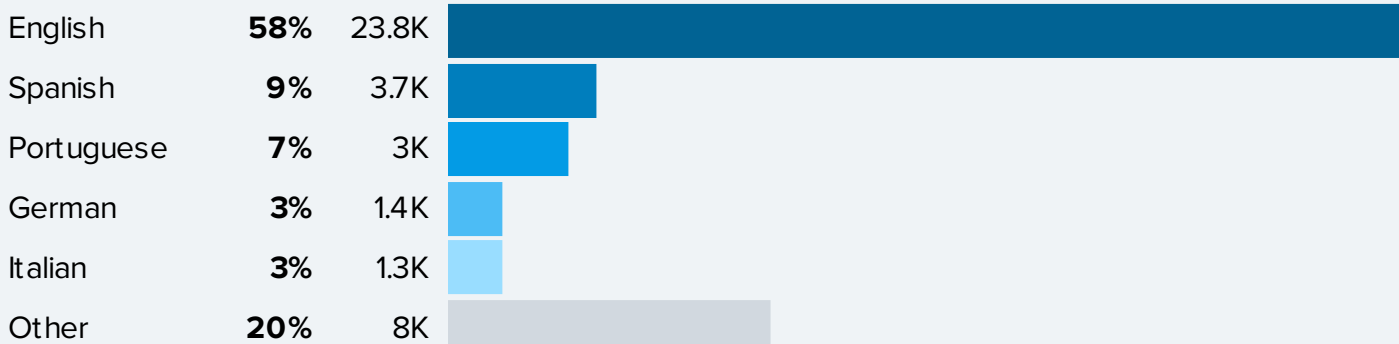
Demography ?



City



Language



Followers Reachability

● Excellent

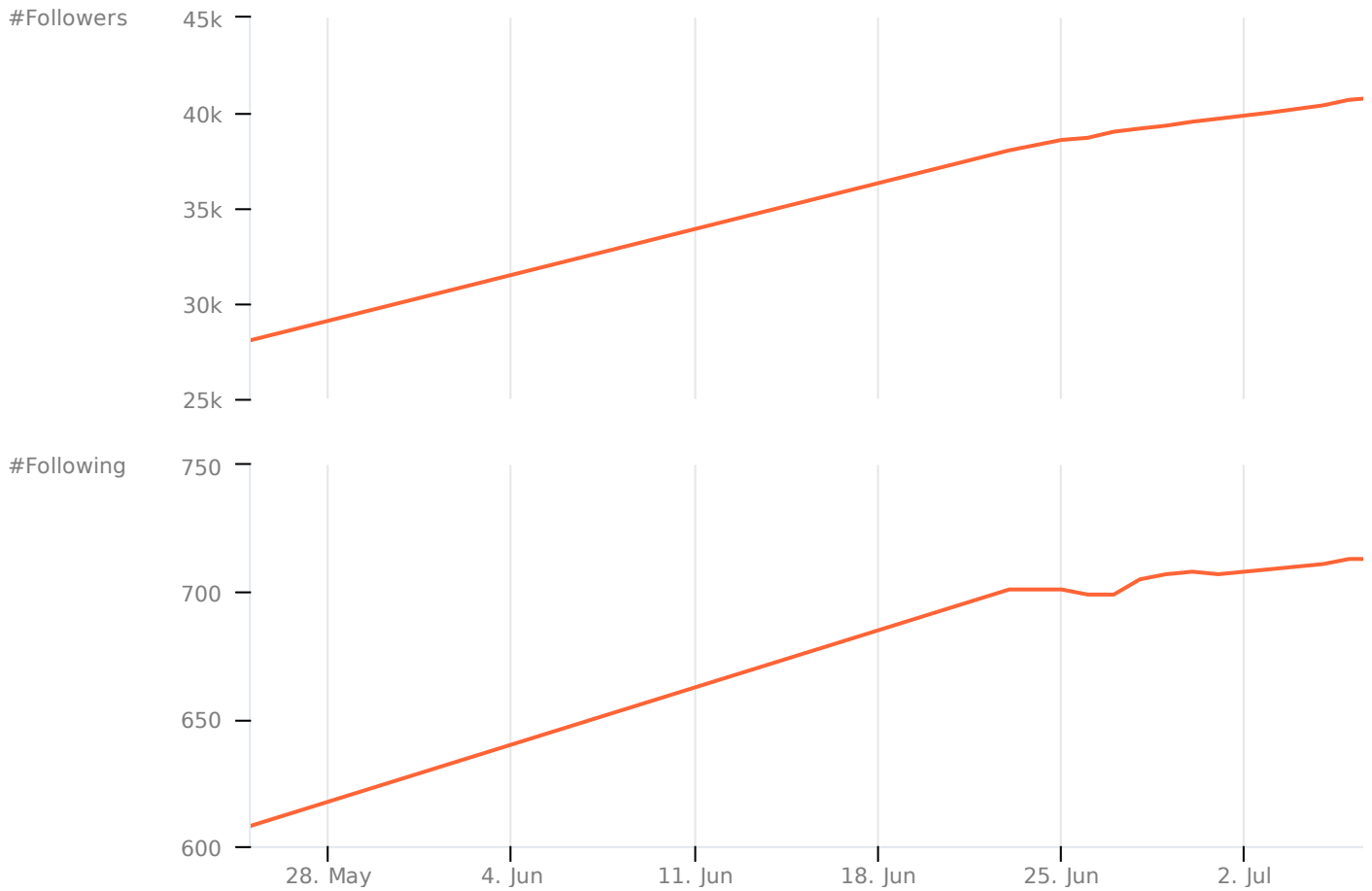
90.1% of followers have less than 1500 followings, similar accounts have 67.5% in average

Followers Quality

● Excellent

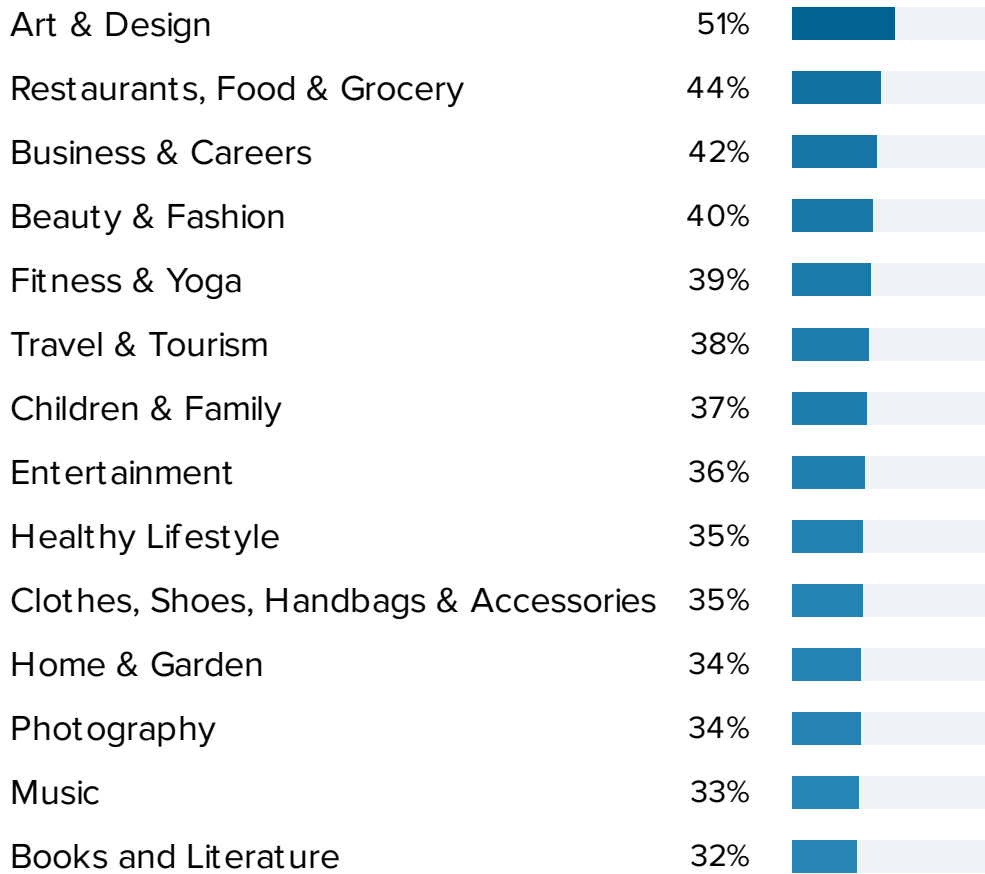
82.1% of followers (33.9K) look authentic, similar accounts have 58% of authentic followers on average

Followers & Following



Audience Interests

@theartofbujo audience is interested in:



Engagement

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

Avg Likes

Avg Comments

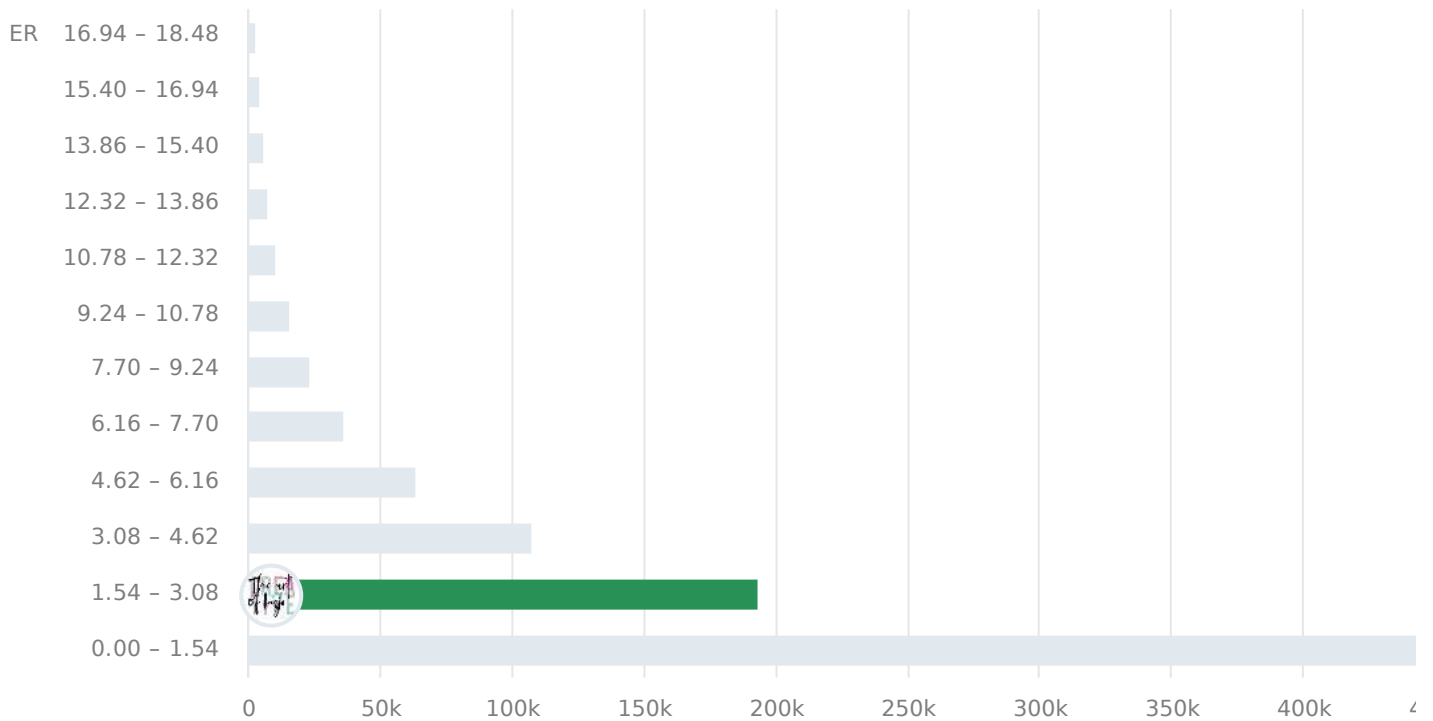
1.2K

4

Engagement Rate

2.8% Very Good

2.8% of followers like or comment the content, similar accounts receive 1.57% engagements



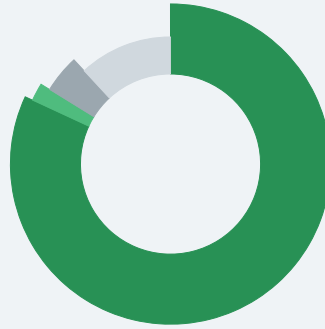
Authentic Engagement

● Excellent

83.8% of account's activity looks authentic. Similar accounts have 64.4% of authentic activity in average

Engagement by Type

● Real People	81.9%
● Influencers	1.9%
● Mass followers	4.3%
● Suspicious Accounts	11.9%



Comments Authenticity

● Too few comments

Not enough comments to make a statistical conclusion

Likes-Comment Ratio

● Good

@theartofbujo receives 0.3 comments per 100 likes, similar accounts receive 1.9 comments per 100 likes.

12 most recent posts likes/comments

