



@theartofbujo July 09, 2018

# Featured Gorgeous B...

1,625

Engagements

37,256

Followers



## Popular # and @

#Bulletjournal

@Myinner\_creative

#Bulletjournalspread

@Rosekpaperco

#Bujoinspiration

## Influencer Brand Affinity

Pantone Inc

## Influencer Interests

Art & Design

Shopping & Retail

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# Audience Data



96.65%

Audience Credibility

14.27%

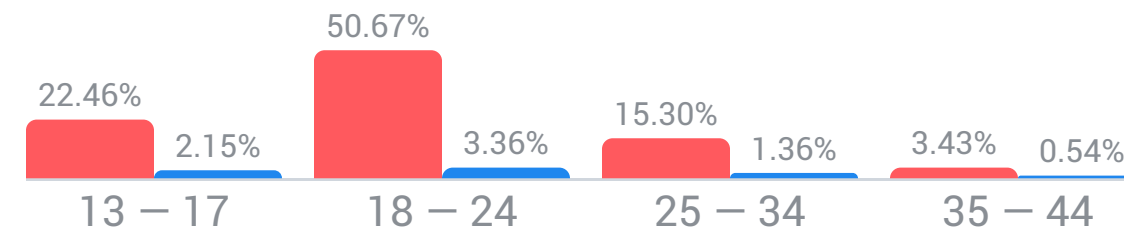
Notable Engagements

31.07%

Paid Post Performance

## Age and Gender Split

Female 91.92% Male 8.08%



## Audience Brand Affinity

	Walt Disney	13.77%
	Apple	13.09%
	Starbucks	11.38%
	Harry Potter	9.66%
	Faber-Castell	6.15%

## Audience Interests

	Art & Design	44.79%
	Restaurants, Food ...	43.07%
	Friends, Family & R...	35.89%
	Television & Film	35.01%
	Clothes, Shoes, Han...	34.61%

## Location by Country

	United States	19.33%
	Brazil	8.60%
	Italy	5.39%

## Location by City

	London	1.49%
	São Paulo	1.44%
	New York City	1.30%
	Los Angeles	1.25%
	Mexico City	1.16%

# GENDER, AGE AND ETHNICITY

## Gender split

Gender	Percent	Engagements
Male	8.08%	131
Female	91.92%	1,494

## Age split

Age	Percent	Engagements
13-17	24.61%	400
18-24	54.04%	878
25-34	16.66%	271
35-44	3.97%	65
45-64	0.73%	12

## Ethnicity

Group	Percent	Engagements
White / Caucasian	67.47%	1,096
Hispanic American	11.45%	186
Asian	21.08%	343

## Female Age Split

Age	Percent	Engagements
13-17	22.46%	365
18-24	50.67%	823
25-34	15.3%	249
35-44	3.43%	56
45-64	0.61%	10

## Male Age Split

Age	Percent	Engagements
13-17	2.15%	35
18-24	3.36%	55
25-34	1.36%	22
35-44	0.54%	9
45-64	0.12%	2

# INFLUENCERS POPULAR #HASHTAGS AND @MENTIONS

## Top recent #Hashtags

Hashtag	Percent
#bulletjournal	99.80%
#bulletjournalspread	98.38%
#bujoinspiration	98.38%
#myinnercreative	95.56%
#bujo	87.68%
#stationeryaddict	63.64%
#planwithme	62.22%
#theartofbujo	62.22%
#discoverbulletjournal	62.22%
#todolist	62.22%

## Top recent @Mentions

Mention	Percent
@myinner_creative	98.99%
@rosekpaperco	9.07%

# LOCATION BY COUNTRY

Category	Criteria	Percent	Engagements
Location: by Country	United States	19.33%	314
Location: by Country	Brazil	8.6%	140
Location: by Country	Italy	5.39%	88
Location: by Country	France	5.07%	82
Location: by Country	Germany	4.65%	76
Location: by Country	United Kingdom	4.51%	73
Location: by Country	Indonesia	4.04%	66
Location: by Country	Mexico	3.9%	63
Location: by Country	Poland	3.3%	54
Location: by Country	Russia	2.97%	48
Location: by Country	Spain	2.88%	47
Location: by Country	Canada	2.83%	46
Location: by Country	Malaysia	1.86%	30
Location: by Country	Chile	1.77%	29
Location: by Country	Netherlands	1.72%	28

# LOCATION BY COUNTRY

Category	Criteria	Percent	Engagements
Location: by Country	Australia	1.44%	23
Location: by Country	Philippines	1.44%	23
Location: by Country	India	1.35%	22
Location: by Country	Thailand	1.35%	22
Location: by Country	Argentina	1.12%	18
Location: by Country	Viet Nam	1.02%	17

# LOCATION BY US STATE

Category	Criteria	Percent	Engagements
Location: by United States of America state	California	3.67%	60
Location: by United States of America state	New York	1.81%	29
Location: by United States of America state	Texas	1.67%	27
Location: by United States of America state	Florida	1.49%	24
Location: by United States of America state	Illinois	0.79%	13
Location: by United States of America state	Georgia	0.6%	10
Location: by United States of America state	Washington	0.51%	8
Location: by United States of America state	Pennsylvania	0.51%	8

# LOCATION BY CITY

Category	Criteria	Percent	Engagements
Location: by City	London	1.49%	24
Location: by City	São Paulo	1.44%	23
Location: by City	New York City	1.3%	21
Location: by City	Los Angeles	1.25%	20
Location: by City	Mexico City	1.16%	19
Location: by City	Paris	1.07%	17
Location: by City	Rio de Janeiro	0.98%	16
Location: by City	Moscow	0.88%	14
Location: by City	Santiago	0.84%	14
Location: by City	Toronto	0.7%	11
Location: by City	Chicago	0.7%	11
Location: by City	Singapore	0.65%	11
Location: by City	Jakarta	0.6%	10
Location: by City	Hong Kong	0.56%	9
Location: by City	Warsaw	0.56%	9

# LANGUAGES OF AUDIENCE

Category	Criteria	Percent	Engagements
Native language	English	55.85%	907
Native language	Spanish	9.23%	150
Native language	Portuguese	7.41%	120
Native language	French	4.77%	77
Native language	German	4.25%	69
Native language	Italian	3.4%	55
Native language	Russian	3.28%	53
Native language	Polish	2.28%	37
Native language	Chinese	1.25%	20
Native language	Dutch	1.18%	19
Native language	Indonesian	1.15%	19



# INFLUENCER BRAND AFFINITY

Category

Criteria

Brands:Art & Design

Pantone Inc

# AUDIENCE INTERESTS

Category	Criteria	Percent	Engagements
Interest	Art & Design	44.79%	728
Interest	Restaurants, Food & Grocery	43.07%	700
Interest	Friends, Family & Relationships	35.89%	583
Interest	Television & Film	35.01%	569
Interest	Clothes, Shoes, Handbags & Accessor...	34.61%	562
Interest	Travel, Tourism & Aviation	34.53%	561
Interest	Camera & Photography	34.37%	559
Interest	Toys, Children & Baby	31.14%	506
Interest	Pets	30.18%	490
Interest	Beauty & Cosmetics	28.94%	470
Interest	Coffee, Tea & Beverages	28.58%	464
Interest	Electronics & Computers	25.71%	418
Interest	Music	22.71%	369
Interest	Shopping & Retail	20.04%	326
Interest	Healthy Lifestyle	19.16%	311

# AUDIENCE INTERESTS

Category	Criteria	Percent	Engagements
Interest	Fitness & Yoga	17.17%	279
Interest	Home Decor, Furniture & Garden	15.53%	252
Interest	Sports	15.45%	251
Interest	Cars & Motorbikes	11.58%	188
Interest	Wedding	11.46%	186
Interest	Jewellery & Watches	11.06%	180
Interest	Beer, Wine & Spirits	9.62%	156
Interest	Gaming	8.78%	143
Interest	Activewear	8.58%	139
Interest	Luxury Goods	5.91%	96
Interest	Business & Careers	5.27%	86
Interest	Healthcare & Medicine	4.51%	73

# AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Engagements
Brands:Television & Film; Friends, Family and Relationship...	Walt Disney	13.77%	224
Brands:Music; Electronics & Computers	Apple	13.09%	213
Brands:Coffee, Tea & Beverages	Starbucks	11.38%	185
Brands:Television & Film	Harry Potter	9.66%	157
Brands:Art & Design	Faber-Castell	6.15%	100
Brands:Television & Film	Netflix	5.83%	95
Brands:Electronics & Computers	Amazon	5.63%	91
Brands:Art & Design	Staedtler	4.27%	69
Brands:Television & Film	Star Wars	4.27%	69
Brands:Camera & Photography	Polaroid	4.19%	68
Brands:Television & Film	DC Entertainment	3.91%	64
Brands:Shopping & Retail	Etsy	3.75%	61
Brands:Shopping & Retail; Home Decor, Furniture & Garden	IKEA	3.51%	57
Brands:Television & Film; Gaming; Toys, Children & Baby	Pokemon	3.43%	56
Brands:Camera & Photography; Travel, Tourism & Aviatio...	Travelgram	3.11%	51

# AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Engagements
Brands:Television & Film	Marvel Entertainment	2.63%	43
Brands:Restaurants, Food & Grocery	Nutella	2.63%	43
Brands:Activewear; Clothes, Shoes, Handbags & Accessor...	Nike	2.59%	42
Brands:Television & Film	HBO	2.4%	39
Brands:Activewear; Clothes, Shoes, Handbags & Accessor...	Converse	2.36%	38
Brands:Beauty & Cosmetics	MAC Cosmetics	2.32%	38
Brands:Activewear	Adidas	2.28%	37
Brands:Camera & Photography; Electronics & Computers	Canon	2.24%	36
Brands:Clothes, Shoes, Handbags & Accessories; Toys, Ch...	Zara	2%	32
Brands:Clothes, Shoes, Handbags & Accessories	Vans	1.96%	32
Brands:Jewellery & Watches	Swatch	1.96%	32
Brands:Beauty & Cosmetics	Sephora	1.84%	30
Brands:Restaurants, Food & Grocery	OREO	1.8%	29
Brands:Beauty & Cosmetics	Urban Decay Cosmetics	1.8%	29
Brands:Clothes, Shoes, Handbags & Accessories	Primark	1.76%	29

# AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Engagements
Brands:Electronics & Computers	Samsung Group	1.76%	29
Brands:Coffee, Tea & Beverages	Coca-Cola	1.72%	28
Brands:Beauty & Cosmetics	Lush	1.72%	28
Brands:Toys, Children & Baby	Lego	1.64%	27
Brands:Restaurants, Food & Grocery	McDonald's	1.64%	27
Brands:Camera & Photography	Nikon	1.64%	27
Brands:Television & Film	Universal	1.64%	27
Brands:Beauty & Cosmetics	Maybelline	1.6%	26
Brands:Art & Design; Shopping & Retail	Prismacolor	1.56%	25
Brands:Beauty & Cosmetics	NYX Cosmetics	1.56%	25
Brands:Sports	The Olympic Games	1.48%	24
Brands:Shopping & Retail	AliExpress	1.36%	22
Brands:Beauty & Cosmetics	Too Faced Cosmetics	1.32%	21
Brands:Television & Film	Pixar	1.28%	21
Brands:Electronics & Computers; Gaming	Nintendo	1.24%	20

# AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Engagements
Brands:Television & Film	BBC	1.2%	19
Brands:Electronics & Computers	Sony	1.2%	19
Brands:Beauty & Cosmetics	Anastasia Beverly Hills	1.12%	18
Brands:Travel, Tourism & Aviation; Electronics & Computers	Google	1.12%	18
Brands:Gaming	Pokemon Go	1.12%	18
Brands:Music	Spotify Music	1.08%	18
Brands:Shopping & Retail	Walmart	1.04%	17
Brands:Gaming	Activision Blizzard	1%	16
Brands:Beauty & Cosmetics	L'Oréal Paris	1%	16
Brands:Jewellery & Watches; Luxury Goods	Tiffany & Co	1%	16
Brands:Beauty & Cosmetics	essie	0.96%	16
Brands:Camera & Photography	Fujifilm	0.96%	16
Brands:Jewellery & Watches	Pandora	0.96%	16
Brands:Beauty & Cosmetics	Tarte Cosmetics	0.96%	16
Brands:Luxury Apparel; Clothes, Shoes, Handbags & Acce...	Christian Dior	0.92%	15

# AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Engagements
Brands:Camera & Photography; Electronics & Computers	Snapseed	0.88%	14
Brands:Shopping & Retail	Hema	0.88%	14
Brands:Gaming	PlayStation	0.88%	14
Brands:Camera & Photography	GoPro	0.84%	14
Brands:Coffee, Tea & Beverages	Coffeegram	0.8%	13
Brands:Clothes, Shoes, Handbags & Accessories	Forever 21	0.8%	13
Brands:Camera & Photography	A Game of Tones	0.76%	12
Brands:Art & Design; Electronics & Computers	Adobe	0.76%	12
Brands:Television & Film	CBS	0.76%	12
Brands:Clothes, Shoes, Handbags & Accessories	Guess	0.76%	12
Brands:Restaurants, Food & Grocery	Lindt	0.76%	12
Brands:Home Décor, Furniture & Garden; Home Decor, Fu...	Ball mason jar	0.72%	12
Brands:Jewellery & Watches; Luxury Apparel; Beauty & C...	Chanel	0.72%	12
Brands:Shopping & Retail; Clothes, Shoes, Handbags & A...	Influenster	0.72%	12
Brands:Jewellery & Watches	SWAROVSKI	0.72%	12



# AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Engagements
Brands:Cars & Motorbikes; Cars	Volkswagen	0.72%	12
Brands:Television & Film	CBS Television Studios	0.68%	11
Brands:Restaurants, Food & Grocery	Dunkin' Donuts	0.68%	11
Brands:Restaurants, Food & Grocery	Ferrero	0.68%	11
Brands:Art & Design	Pantone Inc	0.68%	11
Brands:Television & Film	Summit Entertainment	0.68%	11
Brands:Electronics & Computers	musical.ly	0.68%	11
Brands:Cars & Motorbikes; Cars	Audi	0.64%	10
Brands:Clothes, Shoes, Handbags & Accessories	Kate Spade	0.64%	10
Brands:Jewellery & Watches	Daniel Wellington	0.6%	10
Brands:Activewear	Puma	0.6%	10
Brands:Beauty & Cosmetics	Revlon	0.6%	10
Brands:Clothes, Shoes, Handbags & Accessories	Victoria's Secret	0.6%	10
Brands:Television & Film	Marvel	0.6%	10
Brands:Television & Film	Showtime	0.6%	10

# AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Engagements
Brands:Gaming	The Sims	0.6%	10
Brands:Travel, Tourism & Aviation	Airbnb	0.56%	9
Brands:Clothes, Shoes, Handbags & Accessories	Bershka	0.56%	9
Brands:Shopping & Retail	Costco	0.56%	9
Brands:Shopping & Retail; Clothes, Shoes, Handbags & A...	ASOS	0.52%	8
Brands:Shopping & Retail; Beauty & Cosmetics	Bath & Body Works	0.52%	8
Brands:Beauty & Cosmetics	Clinique	0.52%	8
Brands:Music; Art & Design; Camera & Photography	Coachella	0.52%	8
Brands:Clothes, Shoes, Handbags & Accessories	Dr. Martens	0.52%	8
Brands:Beauty & Cosmetics	Garnier	0.52%	8
Brands:Luxury Apparel; Clothes, Shoes, Handbags & Acce...	Yves Saint Laurent	0.52%	8

# GLOSSARY & FAQ

**Deep Social** is a freemium influencer ranking, discovery and AI-driven analytics platform. Providing its 24,239 customers with in-depth insights into demographic & psychographic data of 47,722,998 influencers and their audience.

**Audience Data** Please note that all of our data is proprietary metrics based on estimated data and not necessary reflective of actual data. Estimated audience data for influencer accounts is updated each month for free.

**API access** Audience Data is also available via API in JSON format. Please refer to API documentation at <https://docs.deep.social/>.

**Influencers** Accounts with more than 1,000 followers.

**Engagements** The average sum of likes and comments on the last 30 posts.

**Rankings** Currently Deep Social ranks the most influential accounts by the absolute size of their active audience for 5,276 different locations, gender and location-gender segments. Rankings are also split by account size like weight categories in boxing ranging from 1k to >1m followers. According to our research in April 2018 there are 357,779 accounts that have ranked in the top 100 in different categories. You can find out how your friends and favorite influencers rank by entering their @handle at <https://ranking.deep.social/>.

# GLOSSARY & FAQ

**Audience Credibility** To establish the audience credibility score for active audience we take into account factors such as an account's avatar and bio description, number of posts, number of accounts followed vs following ratio, number of likes received vs number of likes given ratio. Please note that the audience credibility is based only on active engaged audience (likes) i.e. a high credibility score does not necessarily indicate "real followers" - the account may still have bought fake followers, the engagement rate could be very low but those few engagements are real and therefore the credibility score could still be high. Influencers with genuine audience will attain scores of 80 or above.

**Notable Engagements** Shows what percentage of engagements is from influencers. Notable Engagements for a 0.99 quantile can largely differ from 3% to 61%.

**Paid Post Performance** Shows how disclosed sponsored posts perform compared to organic posts in terms of the average number of engagements they receive. Paid Post Performance for a 0.99 quantile can largely differ from 11% to 276% which means that sometimes you can overpay by 9 times for a post if you base your pricing on average engagements as, for example, instead of usual average 10,000 engagements you might get just 1,100 on your sponsored post. Please note that we take into account disclosure by Paid Partnerships feature and by 38 sponsored posts' hashtags including #ad, #sponsored, #paid as well as others.

**Brand Affinity** We determine brand affinities by analyzing posts for caption texts, @mentions, #hashtags and location tags. Interests. We determine brand affinities by analyzing posts for caption texts, @mentions, #hashtags and location tags.

**Ethnicity** We determine audience ethnicity by analyzing the profile picture, text in the profile description (bio) and selfies in recent posts. This is only available for the audience as an aggregated percentage.

**Age** We determine audience age by analyzing the profile picture, text in the profile description (bio) and selfies in recent posts. This is only available for the audience as an aggregated percentage.

**Gender** We determine audience gender by analyzing the profile picture, name, text in the profile description (bio) and selfies in the recent posts.

# GLOSSARY & FAQ

**Location** We determine audience location (country, state, city) by analyzing location tags, language and caption of the recent posts and text in profile description (bio).

**Language** We determine audience language by analyzing caption of the recent posts.

**Popular #hashtags** Most frequently used #hashtags on the last 30 posts.

**Popular @mentions** Most frequently used @mentions on the last 30 posts.

**Sponsored Posts** Posts disclosed either by Paid Partnerships feature or by 38 sponsored posts' hashtags including #ad, #sponsored, #paid as well as others.

**Popular Posts** Most popular posts by the absolute number of engagements they received.

**Influencer contact details.** Access to influencer contact information including email, phone, WhatsApp, Skype, Snapchat, Twitter, YouTube, Viber, BBM, Telegram, WeChat, Kik Messenger, LINE and such.

Do you have any further questions? Please refer to our FAQ section at <https://help.deep.social/>.