



@sarahemmerich August 16, 2018

SARAH EMMERICH

🇩🇪 Frankfurt



856

Engagements

40,942

Followers



Popular # and @

- #Hkmambassador
- @Sarahemmerich
- #Werbung
- @Hunkemoller
- #Blogged
- @Nickgeringer
- #Frankfurt
- @Zara
- #Doutzenstories

Influencer Brand Affinity

- Apple
- GLAMGLOW
- Hunkemoller
- Hunkemöller
- Zara

Influencer Interests

- 🖥️ Electronics & Computers
- 🛍️ Shopping & Retail
- 🧘 Fitness & Yoga
- 🍴 Restaurants, Food & Groc...
- 💄 Beauty & Cosmetics

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Audience Data



98.10%

Audience Credibility

46.99%

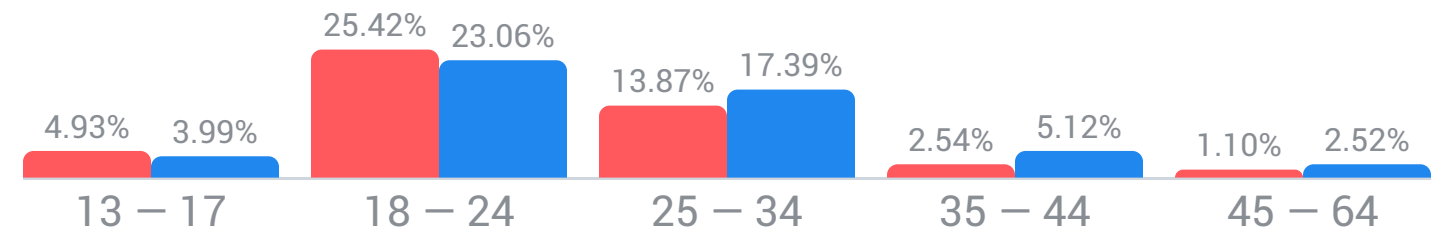
Notable Engagements

111.00%

Paid Post Performance

Age and Gender Split

● Female 45.37% ● Male 54.63%



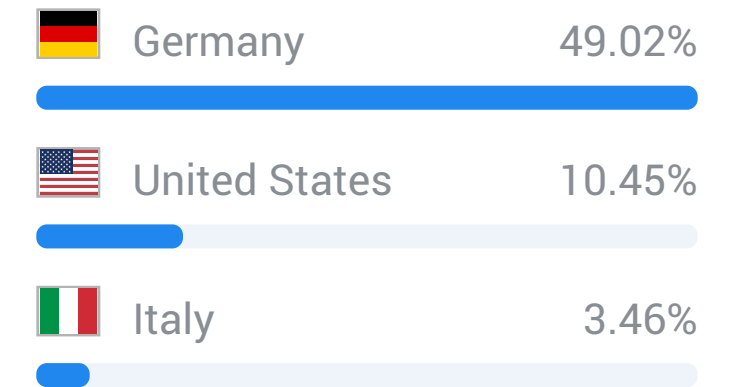
Audience Brand Affinity

- Apple 19.08%
- Nike 16.37%
- Zara 13.02%
- Travelgram 11.06%
- Adidas 10.80%

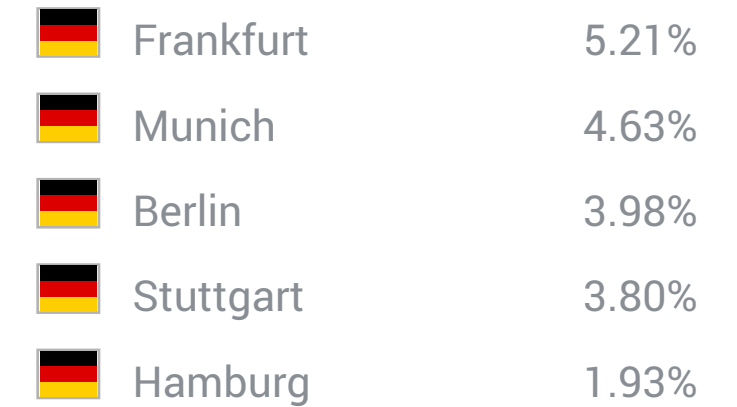
Audience Interests

- 👕 Clothes, Shoes, Han... 61.71%
- ✈️ Travel, Tourism & A... 59.23%
- 📷 Camera & Photogra... 55.89%
- 🍴 Restaurants, Food ... 53.88%
- 👥 Friends, Family & R... 52.79%

Location by Country



Location by City



Rankings



Top 77 Influencer

with account size:

 Overall

and largest audience:

 Germany

 Business & Careers

Total number of rankings: 2

GENDER, AGE AND ETHNICITY

Gender split

Gender	Percent	Followers	Engagements
Male	54.63%	22,366	468
Female	45.37%	18,576	388

Age split

Age	Percent	Followers	Engagements
13-17	8.92%	3,651	76
18-24	48.48%	19,850	415
25-34	31.25%	12,796	268
35-44	7.66%	3,138	66
45-64	3.62%	1,482	31
65+	0.06%	25	1

Ethnicity

Group	Percent	Followers	Engagements
African Descent	5.33%	2,180	46
White / Caucasian	84.51%	34,599	723
Asian	7.23%	2,962	62
Hispanic American	2.93%	1,201	25

Female Age Split

Age	Percent	Followers	Engagements
13-17	4.93%	2,019	42
18-24	25.42%	10,409	218
25-34	13.87%	5,677	119
35-44	2.54%	1,041	22
45-64	1.1%	451	9
65+	0.01%	6	0

Male Age Split

Age	Percent	Followers	Engagements
13-17	3.99%	1,632	34
18-24	23.06%	9,441	197
25-34	17.39%	7,118	149
35-44	5.12%	2,097	44
45-64	2.52%	1,031	22
65+	0.05%	19	0

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	Germany	49.02%	20,070	420
Location: by Country	United States	10.45%	4,280	89
Location: by Country	Italy	3.46%	1,415	30
Location: by Country	Austria	3.01%	1,234	26
Location: by Country	United Kingdom	2.52%	1,033	22
Location: by Country	Spain	2.02%	826	17
Location: by Country	Switzerland	2%	819	17
Location: by Country	France	1.75%	717	15
Location: by Country	Indonesia	1.72%	704	15
Location: by Country	India	1.53%	625	13
Location: by Country	Australia	1.41%	579	12
Location: by Country	Brazil	1.35%	553	12
Location: by Country	Turkey	1.27%	520	11
Location: by Country	Thailand	1.16%	474	10
Location: by Country	Russia	1.15%	470	10

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	Netherlands	1.13%	464	10
Location: by Country	Canada	1.01%	415	9

LOCATION BY US STATE

Category	Criteria	Percent	Followers	Engagements
Location: by United States of America state	California	3.21%	1,313	27
Location: by United States of America state	New York	1.7%	698	15
Location: by United States of America state	Florida	0.96%	392	8
Location: by United States of America state	Texas	0.54%	220	5
Location: by United States of America state	Georgia	0.27%	112	2
Location: by United States of America state	Illinois	0.24%	99	2
Location: by United States of America state	Pennsylvania	0.19%	79	2

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Frankfurt	5.21%	2,132	45
Location: by City	Munich	4.63%	1,895	40
Location: by City	Berlin	3.98%	1,629	34
Location: by City	Stuttgart	3.8%	1,556	33
Location: by City	Hamburg	1.93%	790	17
Location: by City	Los Angeles	1.82%	747	16
Location: by City	New York City	1.58%	645	13
Location: by City	Cologne	1.55%	635	13
Location: by City	London	1.29%	526	11
Location: by City	Düsseldorf	1.15%	470	10
Location: by City	Vienna	1.11%	454	9
Location: by City	Paris	0.61%	250	5
Location: by City	Nuremberg	0.6%	247	5
Location: by City	Istanbul	0.51%	211	4

LANGUAGES OF AUDIENCE

Category	Criteria	Percent	Followers	Engagements
Native language	English	45.26%	18,531	387
Native language	German	37.66%	15,420	322
Native language	Spanish	2.83%	1,160	24
Native language	Italian	1.97%	807	17
Native language	Russian	1.9%	777	16
Native language	Portuguese	1.88%	768	16
Native language	French	1.3%	532	11
Native language	Turkish	1.28%	523	11

INFLUENCER BRAND AFFINITY

Category	Criteria
Brands:Electronics & Computers	Apple
Brands:Beauty & Cosmetics	GLAMGLOW
Brands:Clothes, Shoes, Handbags & Accessories	Hunkemoller
Brands:Clothes, Shoes, Handbags & Accessories	Hunkemöller
Brands:Clothes, Shoes, Handbags & Accessories	Zara
Brands:Cars & Motorbikes	Lamborghini
Brands:Friends, Family & Relationships	Tinder

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Clothes, Shoes, Handbags & Ac...	61.71%	25,267	528
Interest	Travel, Tourism & Aviation	59.23%	24,249	507
Interest	Camera & Photography	55.89%	22,882	478
Interest	Restaurants, Food & Grocery	53.88%	22,058	461
Interest	Friends, Family & Relationships	52.79%	21,615	452
Interest	Fitness & Yoga	41.87%	17,142	358
Interest	Sports	41.71%	17,077	357
Interest	Cars & Motorbikes	37.81%	15,481	324
Interest	Electronics & Computers	37.29%	15,268	319
Interest	Beauty & Cosmetics	36.76%	15,051	315
Interest	Art & Design	36.4%	14,902	312
Interest	Healthy Lifestyle	35.83%	14,670	307
Interest	Music	34.44%	14,101	295
Interest	Toys, Children & Baby	34.12%	13,968	292
Interest	Coffee, Tea & Beverages	32.97%	13,497	282

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Pets	30.11%	12,327	258
Interest	Shopping & Retail	29.33%	12,010	251
Interest	Activewear	29.06%	11,897	249
Interest	Television & Film	27.93%	11,435	239
Interest	Beer, Wine & Spirits	26.84%	10,989	230
Interest	Luxury Goods	25.54%	10,459	219
Interest	Business & Careers	20.81%	8,519	178
Interest	Jewellery & Watches	20.43%	8,364	175
Interest	Home Decor, Furniture & Garden	19.69%	8,060	169
Interest	Wedding	18.08%	7,401	155
Interest	Healthcare & Medicine	10.09%	4,130	86
Interest	Gaming	9.78%	4,004	84
Interest	Tobacco & Smoking	4.22%	1,726	36

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Electronics & Computers; Music	Apple	19.08%	7,812	163
Brands:Clothes, Shoes, Handbags & Accesso...	Nike	16.37%	6,703	140
Brands:Clothes, Shoes, Handbags & Accesso...	Zara	13.02%	5,329	111
Brands:Electronics & Computers; Camera & ...	Travelgram	11.06%	4,528	95
Brands:Activewear	Adidas	10.8%	4,421	92
Brands:Cars & Motorbikes; Cars	Mercedes-Benz	7.68%	3,145	66
Brands:Cars & Motorbikes; Cars	Audi	7.2%	2,948	62
Brands:Television & Film; Toys, Children & B...	Walt Disney	6.92%	2,834	59
Brands:Coffee, Tea & Beverages	Starbucks	6.73%	2,757	58
Brands:Clothes, Shoes, Handbags & Accesso...	Gucci	6.69%	2,737	57
Brands:Cars & Motorbikes; Cars	BMW	6.63%	2,715	57
Brands:Electronics & Computers; Camera & ...	Canon	5.68%	2,327	49
Brands:Cars & Motorbikes; Cars	Porsche	5.61%	2,298	48
Brands:Television & Film	Netflix	5.29%	2,165	45
Brands:Clothes, Shoes, Handbags & Accesso...	Ray-Ban	4.8%	1,965	41

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	ASOS	4.52%	1,852	39
Brands:Clothes, Shoes, Handbags & Accesso...	Vans	4.28%	1,752	37
Brands:Clothes, Shoes, Handbags & Accesso...	Louis Vuitton	4.2%	1,719	36
Brands:Electronics & Computers	Amazon	4.15%	1,700	36
Brands:Camera & Photography	GoPro	4.04%	1,655	35
Brands:Activewear	Puma	3.91%	1,600	33
Brands:Beauty & Cosmetics	MAC Cosmetics	3.88%	1,587	33
Brands:Clothes, Shoes, Handbags & Accesso...	Converse	3.8%	1,555	33
Brands:Cars & Motorbikes; Cars	Volkswagen	3.7%	1,516	32
Brands:Camera & Photography	Nikon	3.43%	1,406	29
Brands:Clothes, Shoes, Handbags & Accesso...	Calvin Klein	3.38%	1,383	29
Brands:Clothes, Shoes, Handbags & Accesso...	Tommy Hilfiger	3.34%	1,367	29
Brands:Clothes, Shoes, Handbags & Accesso...	Levi's	3.26%	1,335	28
Brands:Luxury Goods; Luxury Apparel; Beau...	Chanel	3.24%	1,328	28
Brands:Clothes, Shoes, Handbags & Accesso...	Christian Dior	3.24%	1,328	28

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Cars & Motorbikes; Cars	Ferrari	3.13%	1,280	27
Brands:Clothes, Shoes, Handbags & Accesso...	Michael Kors	3.06%	1,254	26
Brands:Television & Film	Star Wars	3.02%	1,238	26
Brands:Television & Film	DC Entertainment	2.98%	1,218	25
Brands:Cars & Motorbikes; Cars	Lamborghini	2.98%	1,218	25
Brands:Restaurants, Food & Grocery	Nutella	2.91%	1,193	25
Brands:Clothes, Shoes, Handbags & Accesso...	Guess	2.88%	1,180	25
Brands:Electronics & Computers	Sony	2.55%	1,044	22
Brands:Clothes, Shoes, Handbags & Accesso...	Yves Saint Laurent	2.46%	1,008	21
Brands:Jewellery & Watches	Daniel Wellington	2.44%	999	21
Brands:Coffee, Tea & Beverages	Red Bull	2.4%	983	21
Brands:Clothes, Shoes, Handbags & Accesso...	Vogue	2.39%	979	20
Brands:Travel, Tourism & Aviation	Lufthansa	2.37%	970	20
Brands:Electronics & Computers	Samsung Group	2.34%	960	20
Brands:Coffee, Tea & Beverages	Coca-Cola	2.34%	957	20

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	Prada	2.29%	937	20
Brands:Camera & Photography	Polaroid	2.25%	921	19
Brands:Clothes, Shoes, Handbags & Accesso...	Polo Ralph Lauren	2.23%	915	19
Brands:Shopping & Retail; Home Decor, Fur...	IKEA	2.17%	889	19
Brands:Luxury Goods; Jewellery & Watches	Rolex	2.16%	886	19
Brands:Music	Spotify Music	2.07%	847	18
Brands:Camera & Photography	A Game of Tones	2.01%	824	17
Brands:Electronics & Computers	Beats Electronics	1.98%	811	17
Brands:Business & Careers	Commerzbank	1.95%	798	17
Brands:Television & Film	Marvel Entertainment	1.87%	766	16
Brands:Television & Film	National Geographic	1.86%	763	16
Brands:Cars & Motorbikes; Cars	Ford	1.86%	760	16
Brands:Clothes, Shoes, Handbags & Accesso...	Hugo Boss	1.86%	760	16
Brands:Clothes, Shoes, Handbags & Accesso...	Armani	1.85%	756	16
Brands:Gaming	PlayStation	1.82%	743	16

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	Versace	1.79%	734	15
Brands:Camera & Photography; Music; Art &...	Coachella	1.77%	724	15
Brands:Activewear	Reebok	1.76%	721	15
Brands:Electronics & Computers; Travel, Tou...	Google	1.74%	714	15
Brands:Cars & Motorbikes; Cars	Honda	1.68%	688	14
Brands:Beauty & Cosmetics	NYX Cosmetics	1.66%	679	14
Brands:Clothes, Shoes, Handbags & Accesso...	OOTD Magazine	1.66%	679	14
Brands:Television & Film	HBO	1.65%	675	14
Brands:Travel, Tourism & Aviation	Airbnb	1.64%	672	14
Brands:Television & Film	Harry Potter	1.64%	672	14
Brands:Jewellery & Watches	SWAROVSKI	1.61%	659	14
Brands:Clothes, Shoes, Handbags & Accesso...	Sunnies Studios	1.61%	659	14
Brands:Clothes, Shoes, Handbags & Accesso...	Supreme	1.59%	653	14
Brands:Restaurants, Food & Grocery	McDonald's	1.56%	637	13
Brands:Electronics & Computers	musical.ly	1.56%	637	13

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Luxury Goods; Jewellery & Watches	Tiffany & Co	1.49%	611	13
Brands:Sports	NFL	1.46%	598	13
Brands:Activewear	Under Armour	1.45%	595	12
Brands:Jewellery & Watches	Cluse	1.44%	588	12
Brands:Clothes, Shoes, Handbags & Accesso...	Hermès	1.43%	585	12
Brands:Luxury Goods; Luxury Apparel	Burberry	1.41%	575	12
Brands:Cars & Motorbikes; Cars	Bentley	1.39%	569	12
Brands:Clothes, Shoes, Handbags & Accesso...	Hollister Co	1.39%	569	12
Brands:Cars & Motorbikes; Cars	Nissan	1.38%	566	12
Brands:Cars & Motorbikes	Yamaha	1.37%	559	12
Brands:Beauty & Cosmetics; Shopping & Ret...	Myprotein	1.35%	553	12
Brands:Cars & Motorbikes; Cars	Tesla Motors	1.35%	553	12
Brands:Business & Careers	FOREX	1.33%	546	11
Brands:Clothes, Shoes, Handbags & Accesso...	UGG	1.33%	546	11
Brands:Clothes, Shoes, Handbags & Accesso...	Lacoste	1.33%	543	11

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	ESPRIT	1.32%	540	11
Brands:Cars & Motorbikes; Cars	McLaren	1.31%	536	11
Brands:Cars & Motorbikes; Cars	Chevrolet	1.31%	536	11
Brands:Cars & Motorbikes; Cars	Maserati	1.29%	530	11
Brands:Travel, Tourism & Aviation	Geocaching	1.27%	520	11
Brands:Beauty & Cosmetics	L'Oréal Paris	1.25%	511	11
Brands:Activewear	ASICS	1.25%	511	11
Brands:Clothes, Shoes, Handbags & Accesso...	Topshop	1.21%	494	10
Brands:Gaming; Sports	FIFA	1.2%	491	10
Brands:Gaming; Sports	NBA	1.2%	491	10
Brands:Clothes, Shoes, Handbags & Accesso...	Valentino	1.2%	491	10
Brands:Cars & Motorbikes; Cars	Toyota	1.18%	485	10
Brands:Gaming	Activision Blizzard	1.18%	482	10
Brands:Music	SoundCloud	1.16%	475	10
Brands:Activewear	New Balance	1.16%	475	10

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Fitness & Yoga	Clever Fit	1.15%	472	10
Brands:Cars & Motorbikes; Cars	Bugatti	1.13%	462	10
Brands:Clothes, Shoes, Handbags & Accesso...	Primark	1.11%	456	10
Brands:Clothes, Shoes, Handbags & Accesso...	Dolce & Gabbana	1.11%	452	9
Brands:Clothes, Shoes, Handbags & Accesso...	Zalando	1.09%	446	9
Brands:Clothes, Shoes, Handbags & Accesso...	Forever 21	1.07%	440	9
Brands:Beauty & Cosmetics	Sephora	1.07%	436	9
Brands:Beauty & Cosmetics	Urban Decay Cosmetics	1.03%	423	9
Brands:Electronics & Computers; Travel, Tou...	Travelstoke	1.03%	423	9
Brands:Cars & Motorbikes; Motorbikes	Harley-Davidson	1.03%	420	9
Brands:Cars & Motorbikes; Cars	Rolls-Royce	1%	410	9
Brands:Beer, Wine & Spirits	Aperol	0.99%	404	8
Brands:Clothes, Shoes, Handbags & Accesso...	Victoria's Secret	0.99%	404	8
Brands:Clothes, Shoes, Handbags & Accesso...	Christian Louboutin	0.99%	404	8
Brands:Restaurants, Food & Grocery	OREO	0.98%	401	8

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Electronics & Computers; Art & Design	Adobe	0.96%	394	8
Brands:Clothes, Shoes, Handbags & Accesso...	Bershka	0.96%	394	8
Brands:Clothes, Shoes, Handbags & Accesso...	Moschino	0.96%	394	8
Brands:Activewear; Shopping & Retail	Sneakerhead	0.96%	391	8
Brands:Cars & Motorbikes; Cars	Fiat	0.96%	391	8
Brands:Cars & Motorbikes; Cars	Land Rover	0.96%	391	8
Brands:Beauty & Cosmetics	Maybelline	0.94%	385	8
Brands:Television & Film	Universal	0.93%	381	8
Brands:Beer, Wine & Spirits	Augustiner Helles	0.92%	375	8
Brands:Beauty & Cosmetics	Huda Beauty	0.92%	375	8
Brands:Clothes, Shoes, Handbags & Accesso...	GIVENCHY	0.92%	375	8
Brands:Jewellery & Watches	Pandora	0.89%	365	8
Brands:Restaurants, Food & Grocery	Ferrero	0.88%	362	8
Brands:Luxury Goods; Luxury Apparel	Balenciaga	0.88%	362	8
Brands:Cars & Motorbikes; Cars	Jaguar	0.88%	362	8

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	KARL LAGERFELD	0.88%	359	8
Brands:Beer, Wine & Spirits	Heineken	0.87%	356	7
Brands:Restaurants, Food & Grocery	Lindt	0.87%	356	7
Brands:Television & Film; Toys, Children & B...	Pokemon	0.87%	356	7
Brands:Beauty & Cosmetics	Anastasia Beverly Hills	0.87%	356	7
Brands:Clothes, Shoes, Handbags & Accesso...	Superdry	0.87%	356	7
Brands:Clothes, Shoes, Handbags & Accesso...	Timberland	0.86%	352	7
Brands:Clothes, Shoes, Handbags & Accesso...	Fendi	0.85%	349	7
Brands:Beer, Wine & Spirits	Jack Daniels	0.84%	346	7
Brands:Toys, Children & Baby	Lego	0.84%	346	7
Brands:Television & Film	Marvel	0.84%	346	7
Brands:Cars & Motorbikes; Cars	Suzuki	0.84%	346	7
Brands:Clothes, Shoes, Handbags & Accesso...	Calzedonia	0.84%	346	7
Brands:Electronics & Computers; Home Dec...	Braun	0.84%	343	7
Brands:Clothes, Shoes, Handbags & Accesso...	Urban Outfitters	0.84%	343	7

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	boohoo	0.84%	343	7
Brands:Fitness & Yoga	Freeletics	0.83%	339	7
Brands:Beer, Wine & Spirits	Guinness	0.83%	339	7
Brands:Camera & Photography	Selfiegram	0.83%	339	7
Brands:Clothes, Shoes, Handbags & Accesso...	Pull&Bear	0.82%	336	7
Brands:Cars & Motorbikes; Cars	Aston Martin	0.81%	330	7
Brands:Clothes, Shoes, Handbags & Accesso...	Hunkemöller	0.81%	330	7
Brands:Electronics & Computers; Gaming	Nintendo	0.8%	326	7
Brands:Camera & Photography	Fujifilm	0.78%	320	7
Brands:Restaurants, Food & Grocery	Pizza Lover	0.77%	313	7
Brands:Cars & Motorbikes; Cars	Subaru	0.75%	307	6
Brands:Beer, Wine & Spirits	Paulaner	0.74%	304	6
Brands:Beer, Wine & Spirits	Moët & Chandon	0.74%	304	6
Brands:Travel, Tourism & Aviation	Bellagio	0.74%	304	6
Brands:Television & Film; Sports	WWE	0.73%	297	6

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Cars & Motorbikes	Rover	0.73%	297	6
Brands:Sports	UFC	0.72%	294	6
Brands:Travel, Tourism & Aviation	Hilton	0.72%	294	6
Brands:Music	Tomorrowland	0.72%	294	6
Brands:Sports	The Olympic Games	0.71%	291	6
Brands:Cars & Motorbikes; Cars	Opel	0.71%	291	6
Brands:Clothes, Shoes, Handbags & Accesso...	Madewell	0.71%	291	6
Brands:Business & Careers	Paypal	0.69%	284	6
Brands:Coffee, Tea & Beverages	Coffeegram	0.69%	284	6
Brands:Shopping & Retail; Restaurants, Foo...	PowerFood	0.69%	284	6
Brands:Luxury Goods; Luxury Apparel; Jewel...	Cartier	0.69%	284	6
Brands:Electronics & Computers	Microsoft	0.69%	284	6
Brands:Beauty & Cosmetics; Shopping & Ret...	BeautyGram Inc	0.68%	278	6
Brands:Cars & Motorbikes; Cars	Dodge	0.68%	278	6
Brands:Electronics & Computers; Camera & ...	Snapseed	0.66%	271	6

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	KENZO	0.66%	268	6
Brands:Cars & Motorbikes	Great Wall	0.65%	265	6
Brands:Travel, Tourism & Aviation	Boeing	0.64%	262	5
Brands:Luxury Goods; Luxury Apparel; Beau...	TOM FORD	0.64%	262	5
Brands:Electronics & Computers; Gaming	Xbox	0.64%	262	5
Brands:Clothes, Shoes, Handbags & Accesso...	Marc Jacobs	0.63%	259	5
Brands:Luxury Goods; Luxury Apparel	Dsquared	0.62%	255	5
Brands:Shopping & Retail	Harrods	0.62%	252	5
Brands:Luxury Goods; Luxury Apparel	BALMAIN	0.62%	252	5
Brands:Clothes, Shoes, Handbags & Accesso...	Stradivarius	0.62%	252	5
Brands:Beauty & Cosmetics	Make Up For Ever	0.61%	249	5
Brands:Beauty & Cosmetics	Garnier	0.61%	249	5
Brands:Beauty & Cosmetics	essie	0.61%	249	5
Brands:Camera & Photography	Leica	0.61%	249	5
Brands:Clothes, Shoes, Handbags & Accesso...	GAP	0.61%	249	5

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	Nakd	0.61%	249	5
Brands:Beauty & Cosmetics; Healthy Lifestyle	Herbalife	0.59%	242	5
Brands:Beauty & Cosmetics; Fitness & Yoga	SHREDZ	0.58%	239	5
Brands:Electronics & Computers	Huawei	0.58%	239	5
Brands:Restaurants, Food & Grocery	Snickers	0.57%	233	5
Brands:Luxury Goods	Moncler	0.56%	229	5
Brands:Clothes, Shoes, Handbags & Accesso...	Oakley	0.56%	229	5
Brands:Shopping & Retail	Edeka	0.55%	226	5
Brands:Travel, Tourism & Aviation	Jumeirah	0.55%	226	5
Brands:Cars & Motorbikes	Ducati	0.55%	226	5
Brands:Clothes, Shoes, Handbags & Accesso...	Hunkemoller	0.55%	226	5
Brands:Clothes, Shoes, Handbags & Accesso...	The North Face	0.55%	226	5
Brands:Beauty & Cosmetics	Lush	0.54%	223	5
Brands:Electronics & Computers	Bose	0.54%	223	5
Brands:Cars & Motorbikes	Haima	0.54%	223	5

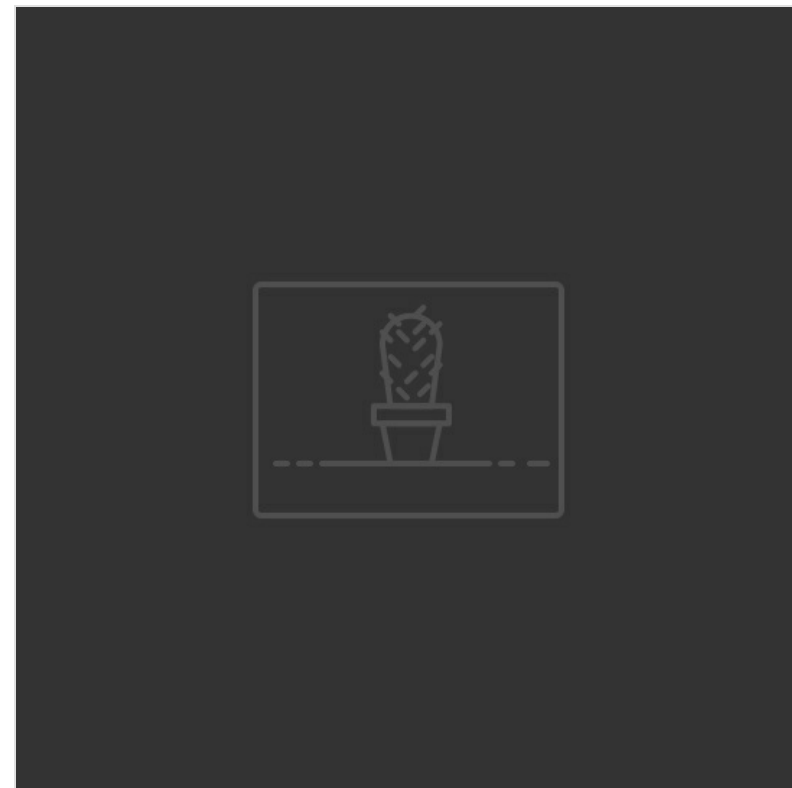
AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	FashionNova	0.54%	223	5
Brands:Clothes, Shoes, Handbags & Accesso...	Dr. Martens	0.54%	223	5
Brands:Clothes, Shoes, Handbags & Accesso...	Abercrombie & Fitch	0.54%	223	5
Brands:Travel, Tourism & Aviation	TripAdvisor	0.54%	220	5
Brands:Television & Film	Summit Entertainment	0.54%	220	5
Brands:Beauty & Cosmetics	Tarte Cosmetics	0.54%	220	5
Brands:Beauty & Cosmetics	Lancôme	0.54%	220	5
Brands:Cars & Motorbikes; Cars	Alfa Romeo	0.54%	220	5
Brands:Clothes, Shoes, Handbags & Accesso...	MISSGUIDED	0.54%	220	5
Brands:Healthy Lifestyle	Alpro	0.53%	217	5
Brands:Fitness & Yoga	Foodspring	0.53%	217	5
Brands:Beer, Wine & Spirits	Beck`s	0.53%	217	5
Brands:Travel, Tourism & Aviation	Ryanair	0.53%	217	5
Brands:Beauty & Cosmetics	Too Faced Cosmetics	0.53%	217	5
Brands:Shopping & Retail	KaDeWe	0.52%	213	4

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beauty & Cosmetics	Olaplex	0.52%	213	4
Brands:Luxury Goods; Jewellery & Watches	Montblanc	0.52%	213	4
Brands:Cars & Motorbikes; Cars	Volvo	0.52%	213	4
Brands:Travel, Tourism & Aviation	HYATT	0.51%	210	4
Brands:Beauty & Cosmetics	Clinique	0.51%	210	4
Brands:Cars & Motorbikes; Cars	Cadillac	0.51%	210	4
Brands:Cars & Motorbikes	Maybach	0.51%	210	4
Brands:Jewellery & Watches; Shopping & Ret...	Breitling	0.51%	207	4
Brands:Luxury Goods; Jewellery & Watches	Omega	0.51%	207	4
Brands:Cars & Motorbikes	Mitsubishi	0.51%	207	4

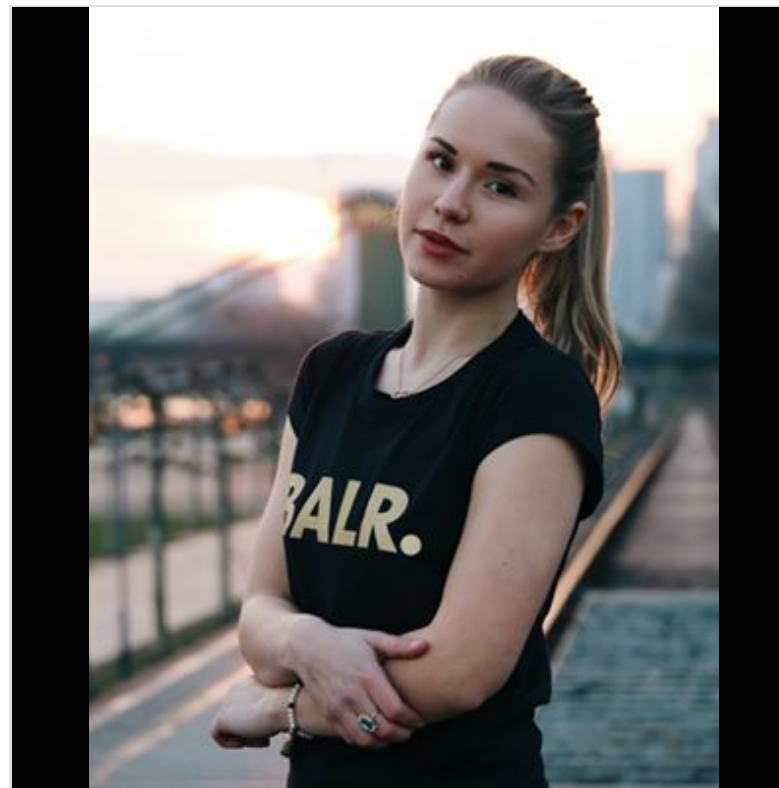
SPONSORED POSTS



Happy Friday guys Wish you all a great Easter Weekend & hope you enjoy some time with your loved ones For everyone who's doing some online shopping this ...

Likes	Comments
1,325	63

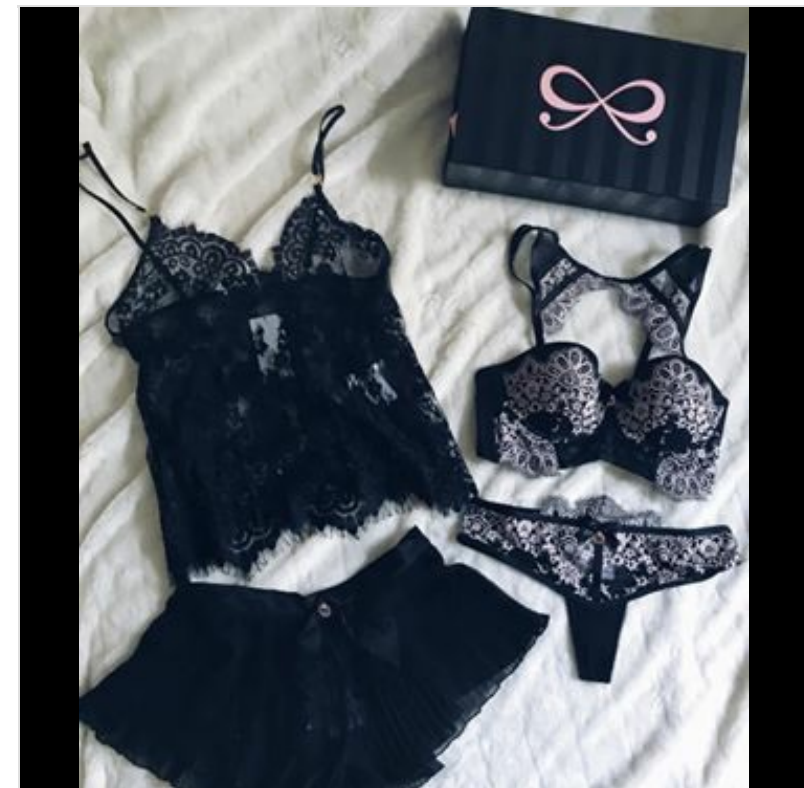
Date (UTC)
30 March 2018 08:23



first warm days in Frankfurt ☺❤ shot some with @casopho for @balr - who is excited for a discount code this weekend? #LifeOfABalr #Balr #sponsored

Likes	Comments
1,111	89

Date (UTC)
26 March 2018 08:05



@hunkemoller treating me right and it's not even christmas ☺*ad #hkmambassador #sponsored #DoutzenStories

Likes	Comments
645	38

Date (UTC)
17 November 2017 05:30

SPONSORED POSTS



Amazing day in another beautiful german city perfect day for my @hunkemoller overknee tights ✨I'm an overknees freak☺️ #sponsored #HKMlegs #HKMambassador

Likes Comments
1,023 **50**

Date (UTC)
 01 November 2017 04:58



You think you know but you don't know. New favorite sweater by @siksilk / Photo by @_desirephotography / Thanks @styleheadsberlin #advertisement

Likes Comments
1,105 **68**

Date (UTC)
 22 October 2017 05:44

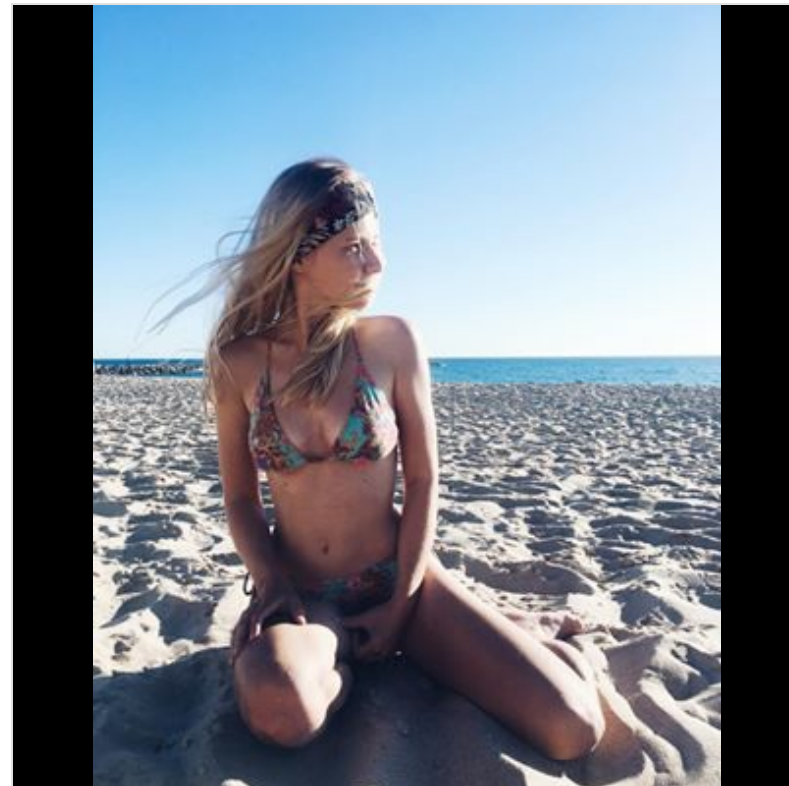


Mornings in my @siksilk leisure suit thanks @styleheadsberlin #friyay #advertisement

Likes Comments
1,117 **41**

Date (UTC)
 20 October 2017 12:06

SPONSORED POSTS



A day at the beach... guys, you can #WIN a brand new @wayomdesign turban and a shoutout by ME! To win, you only have to follow @wayomdesign and me, and ...

Likes Comments
946 61

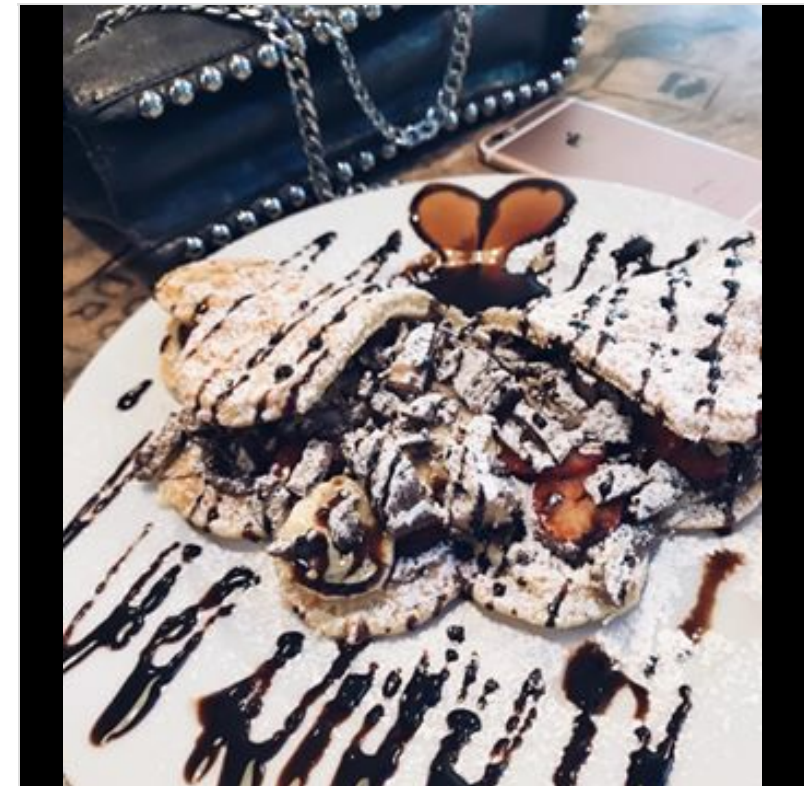
Date (UTC)
12 September 2017 10:32



Already in love with our home for the next 10 days aaand I just discovered my love for turbans, especially on the run☐☐☐☐♀ because they are so practical! Check o ...

Likes Comments
724 29

Date (UTC)
08 September 2017 02:05

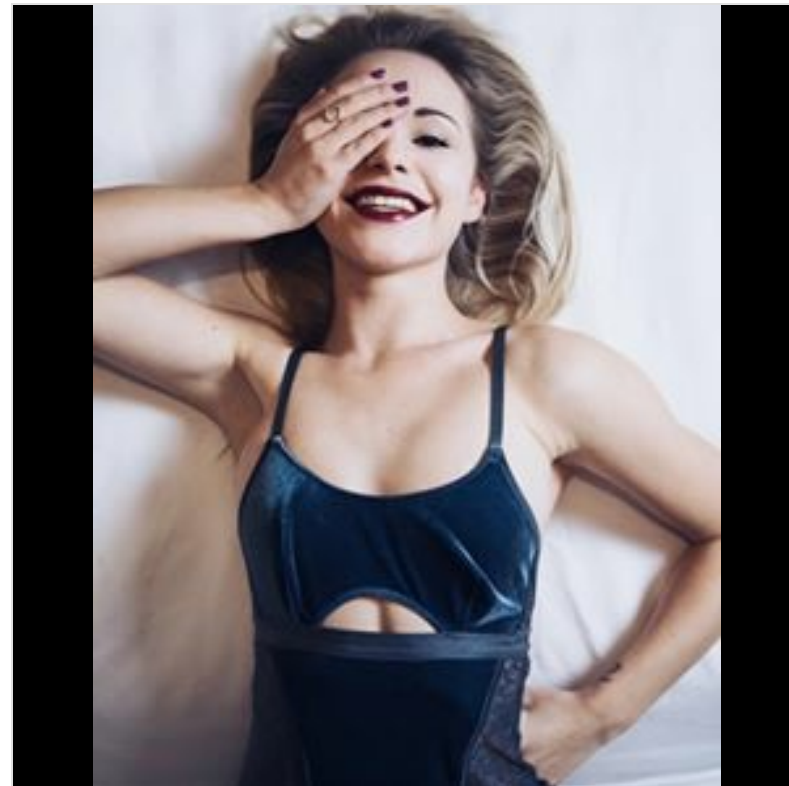


Never let a week pass without a good waffle ☺ @waffleworld34 ✨ #frankfurt #waffleworld34 #food #sponsored

Likes Comments
90 3

Date (UTC)
20 August 2017 02:31

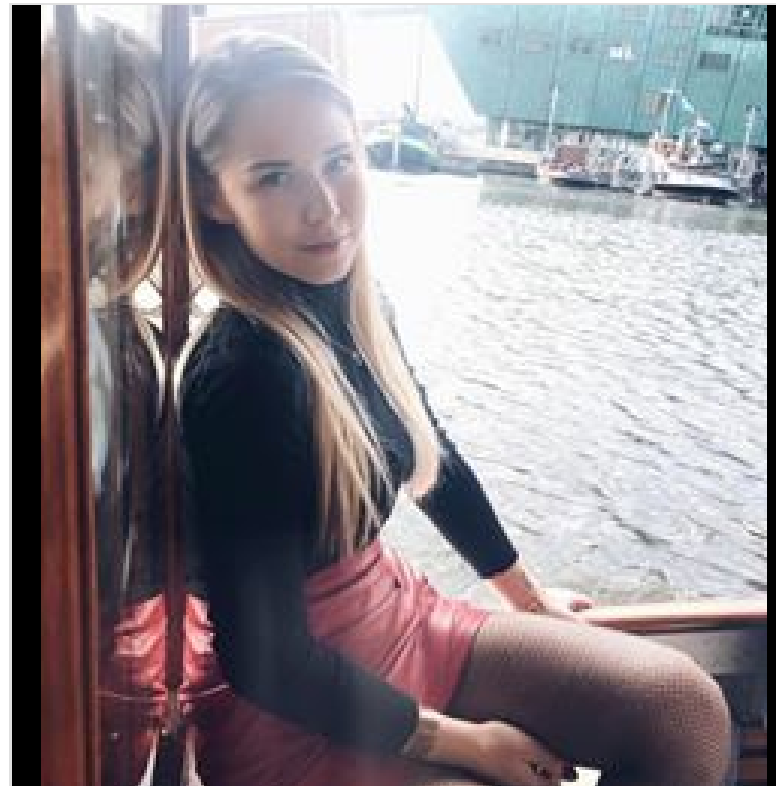
POPULAR POSTS



"i'm an over thinker so if u don't give me an answer I'll come up with one." - @alexisren
 2018 is the year I don't have any space for cold people in my life anymore. the wo ...
 by @sarahemmerich

Likes	Comments
2,804	126

Date (UTC)
 09 January 2018 12:35



Airplane Thoughts from yesterday.. Why doing what you love is so powerful ❤️ (caution: very personal) My goal is to inspire as many of you out there to live a life y ...
 by @sarahemmerich

Likes	Comments
2,525	101

Date (UTC)
 07 March 2018 07:07



✈️ Go out there and do. Do create. Create change. You might not change the world 🌍 but you might change someone's world, which is equal 🗣️ And maybe by accide ...
 by @sarahemmerich

Likes	Comments
2,247	69

Date (UTC)
 14 December 2017 10:30

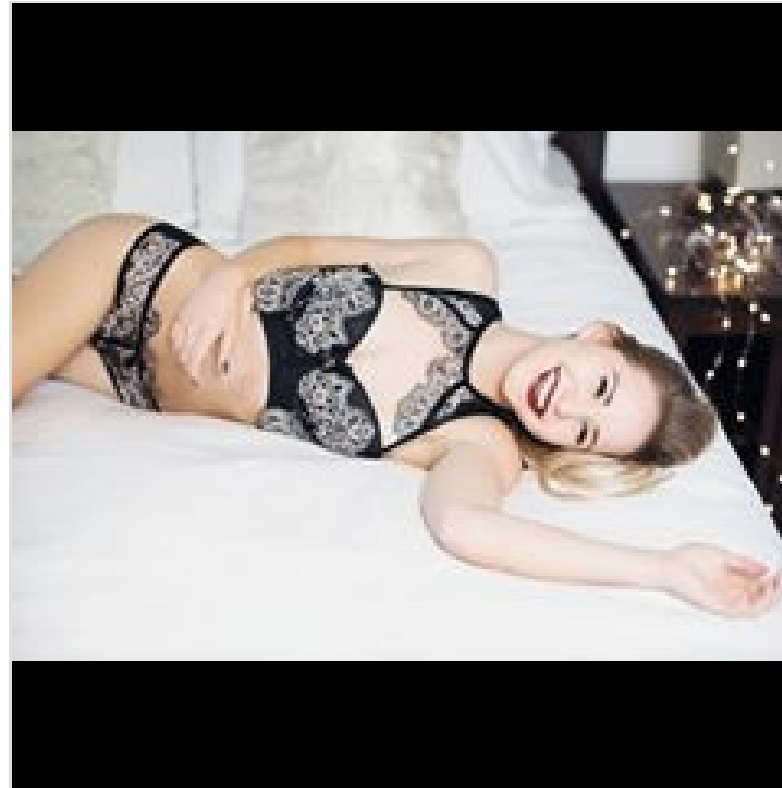
POPULAR POSTS



9.12.1965 - 16.12.2017 Rest in peace, Dad.
 "Life is short. Break the rules. Forgive quickly. Kiss slowly. Love truly. Laugh uncontrollably. And never regret anythi ...
 by @sarahemmerich

Likes	Comments
2,142	170

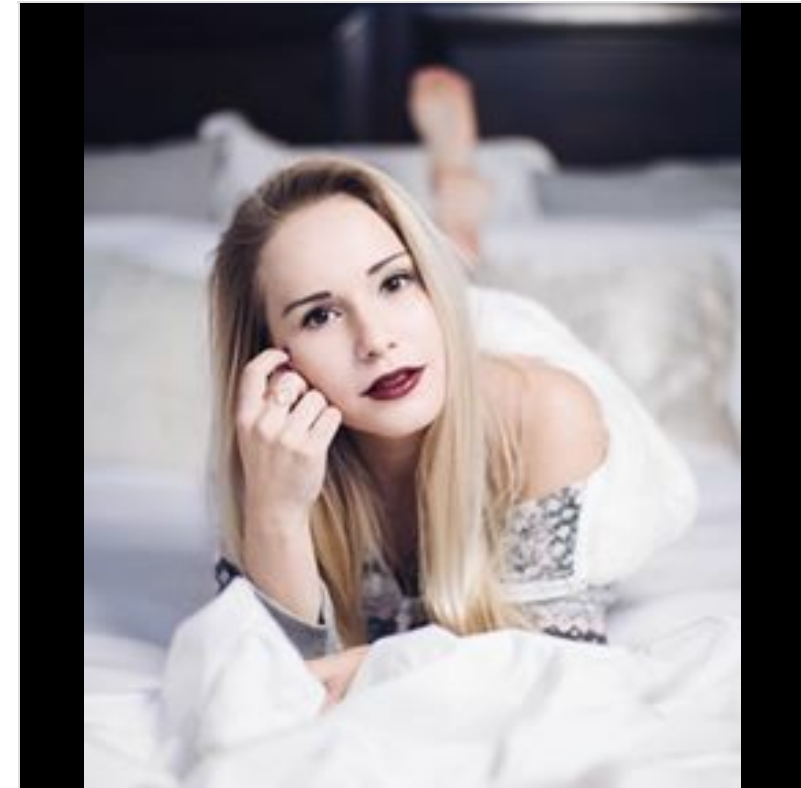
Date (UTC)
 21 December 2017 08:24



happy friday from home 🙈 in my favorite #doutzenstories set 😊 feeling good about yourself and your body can be fucking hard. trust me, there were times where I wou ...
 by @sarahemmerich

Likes	Comments
1,964	89

Date (UTC)
 15 December 2017 03:44

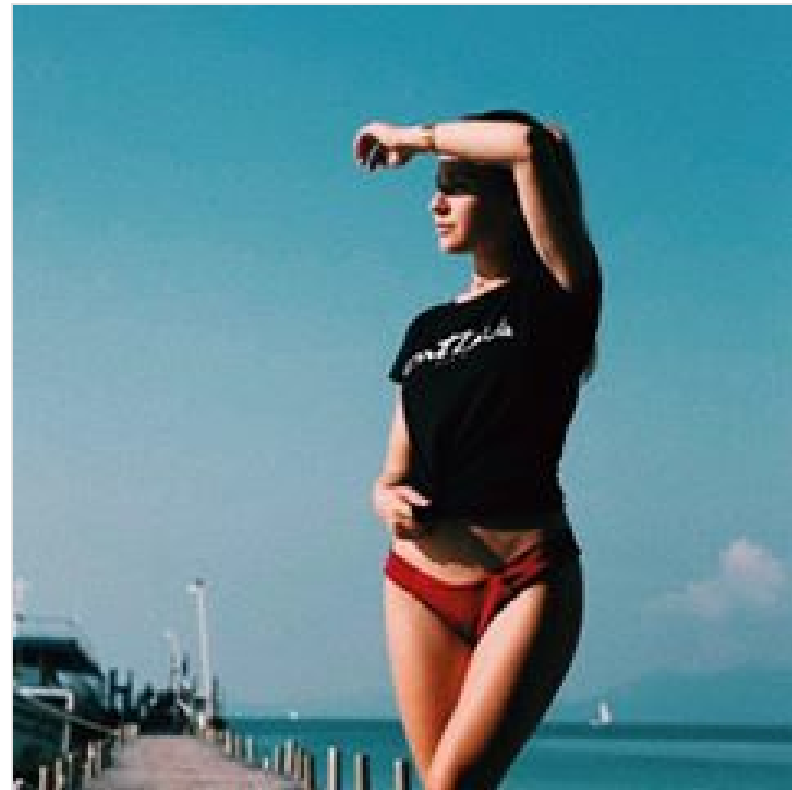


happy monday 🥰 what are you working on this week guys? i'm starting office life today since i'm a new part of the @worldfitnessday team - don't be surp ...
 by @sarahemmerich

Likes	Comments
1,925	94

Date (UTC)
 22 January 2018 01:20

POPULAR POSTS



I got lost but look at everything I found 🌿
C'est La fucking Vie @cestlavie_clothing ❤️
Advertisement

by @sarahemmerich

Likes	Comments
1,848	64

Date (UTC)
13 December 2017 05:22



bye 2017. after everything that has happened, i still look forward to many more lessons in 2018 🌿

by @sarahemmerich

Likes	Comments
1,802	95

Date (UTC)
31 December 2017 06:07



by @sarahemmerich

Likes	Comments
1,765	54

Date (UTC)
16 December 2017 11:23

GLOSSARY & FAQ

Deep Social is a freemium influencer ranking, discovery and AI-driven analytics platform. Providing its 38,441 customers with in-depth insights into demographic & psychographic data of 47,722,998 influencers and their audience.

Audience Data. Our data is based only on active audience (likes) for the last 30 days from the date specified at the bottom of this report. Engaged users are the ones who actively engage with the influencer content and are more likely to react to promotions and take actions such as purchase. Hence, our data could be different from official Influencer audience insights as Influencer user insights for audience-related metrics are based on historical followers, only available for business accounts and only for lifetime timeframe. Moreover, according to our research of Influencer audience half of historical followers just passively follow and either don't use social network anymore or use it under a different account. Please note that audience data for influencer accounts is updated each month for free. 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 of Influencer audience in April 2018 there are 357,779 Influencer 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 Influencer @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 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 an 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 both 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.

GLOSSARY & FAQ

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.

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.

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