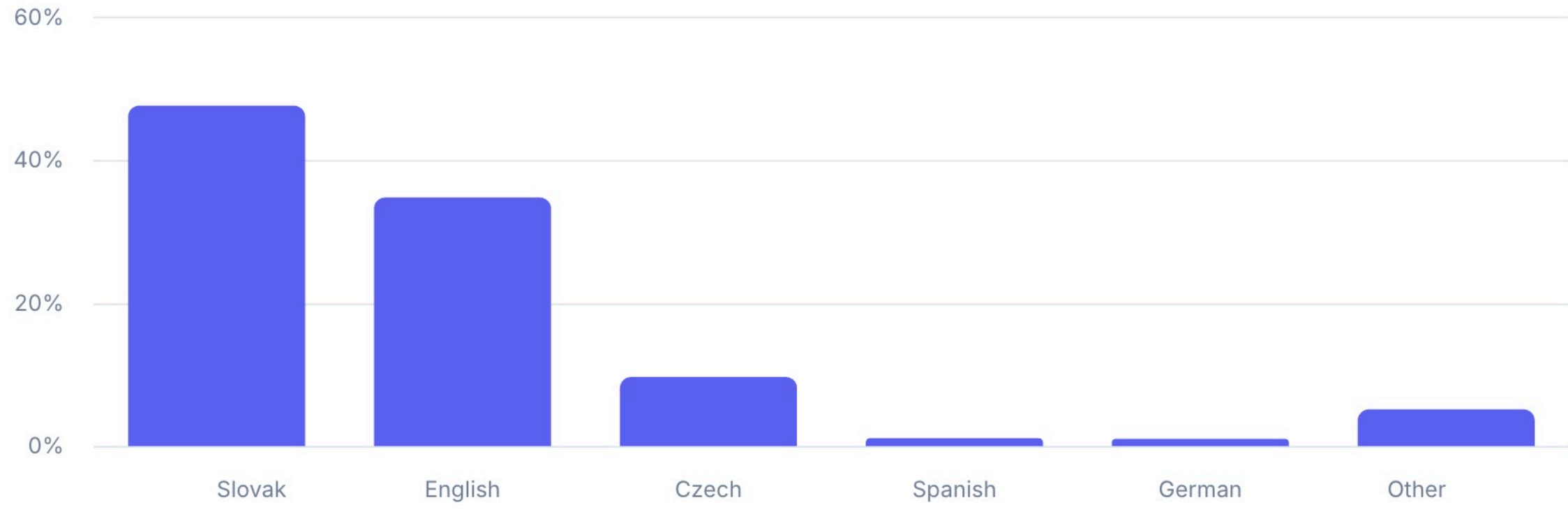


Demographics

Age & Gender Languages



Interests

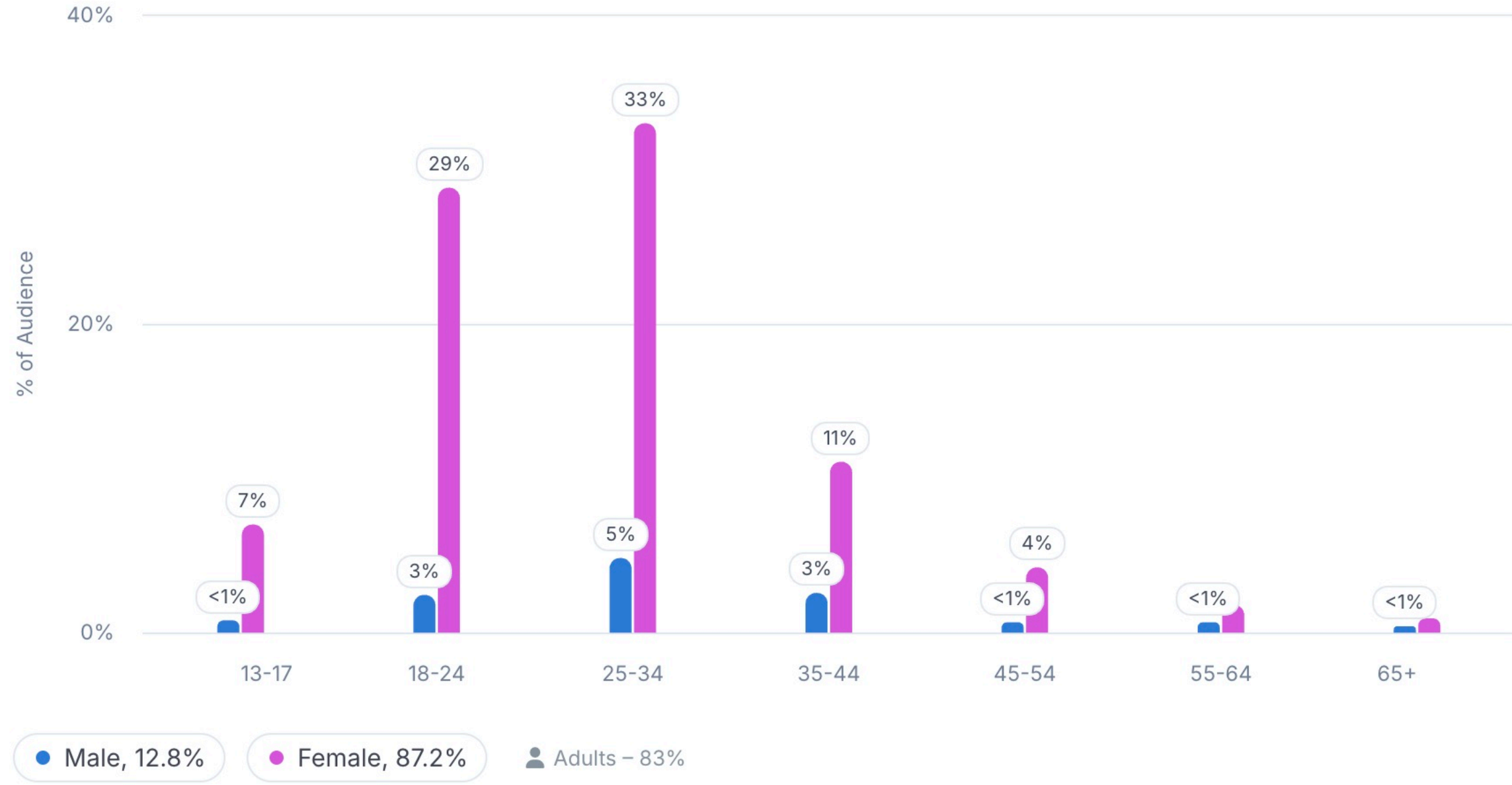


View all



Demographics

Age & Gender Languages



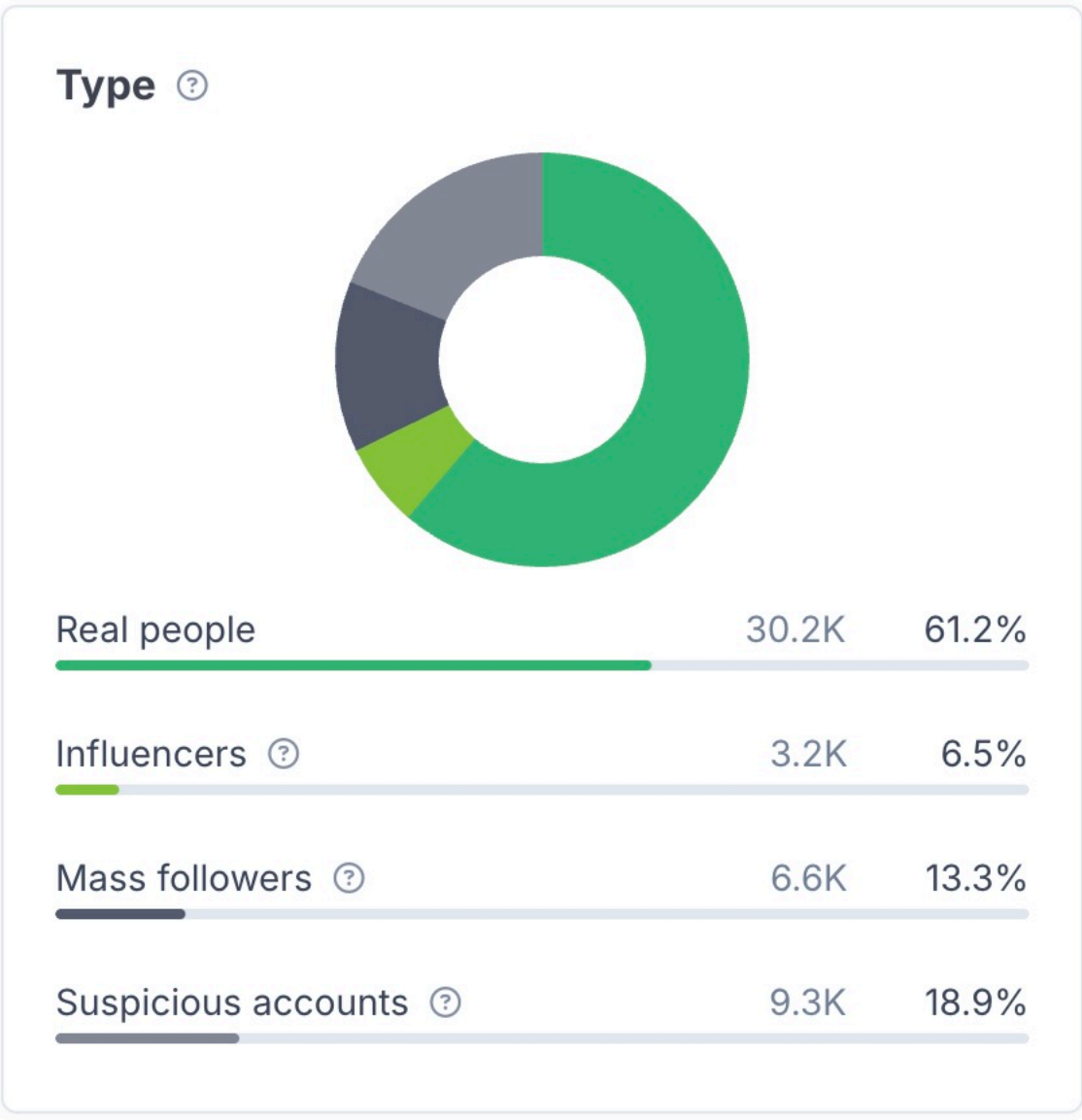
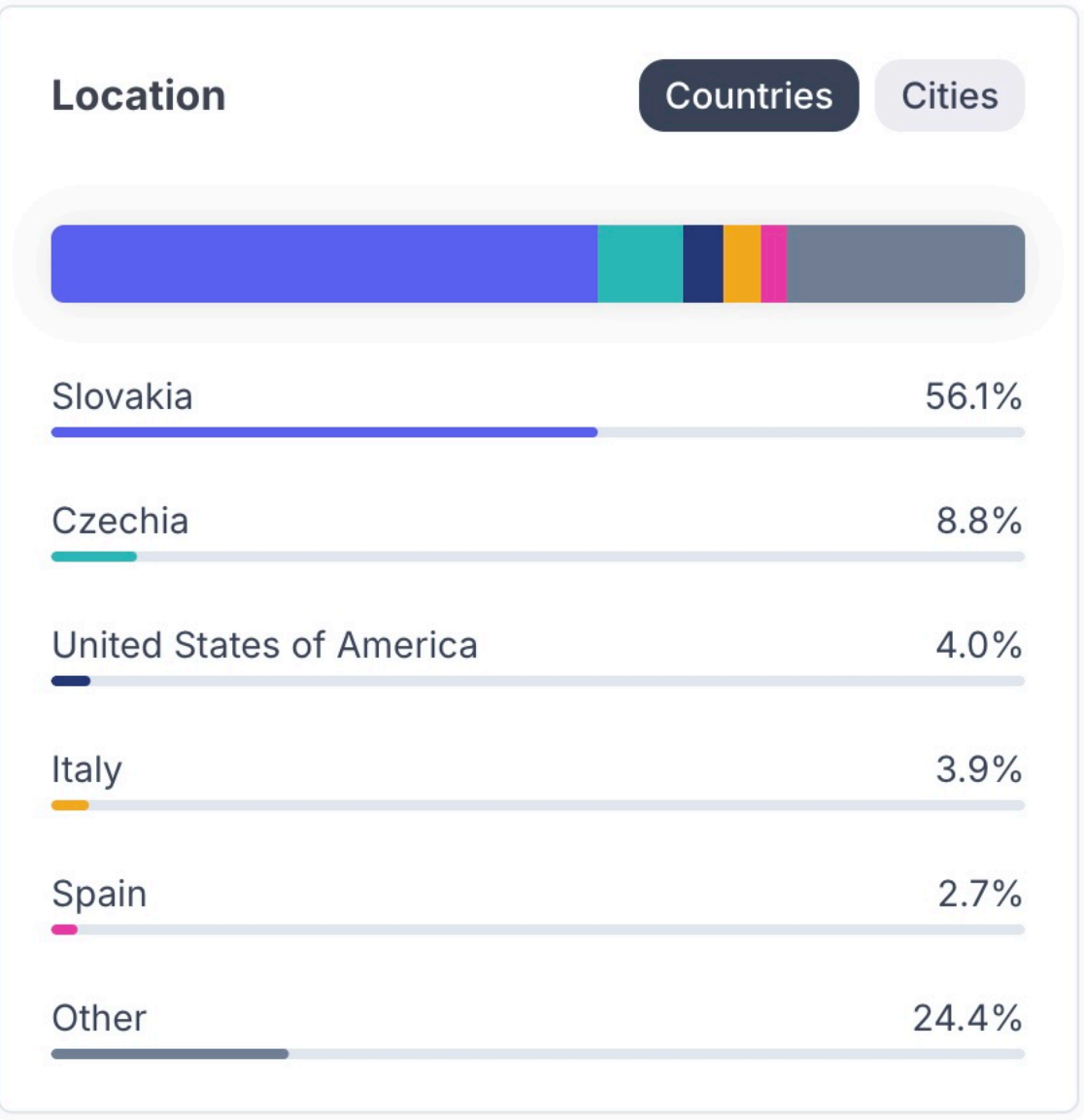
Interests ?



Active audience

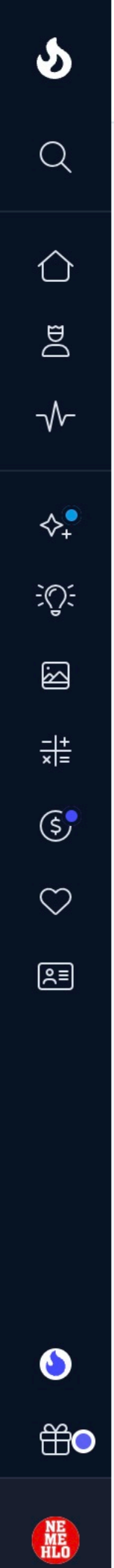
Audience analytics

Quality audience [?] 33.4K 68%	Top country Slovakia 56%	Top gender Female 87%	Top age 25-34 38%
---	------------------------------------	---------------------------------	-----------------------------



Demographics

Age & Gender Languages



Profile > **Jana Tomas's report**

Last updated 2 Dec

Overview Audience Growth Engagement Value Content Sponsored content Similar accounts

 **@janatini**

Creative Director · Visual Artist Founder @byjanatini @janatomas.studio Forbes Top Talent 2020 janatomas@gmail.com

Shopping & Fashion Travel Fashion Fashion Trends Luxury Fashion Women's Fashion +5

Account Health Score ?

80 /100

Good

Pros & cons:

- Quality of active audience could be improved
- Very good likes activity
- Very good comments activity
- Anomalies in followers chart were detected

AHS metric combines audience quality, engagement rate and it's authenticity into one metric, [learn more](#).

Active audience

Audience analytics

Quality audience ?
33.4K 68%

Top country
Slovakia 56%

Top gender
Female 87%

Top age
25-34 38%

Location





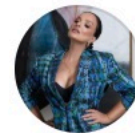
Countries Cities

Type ?

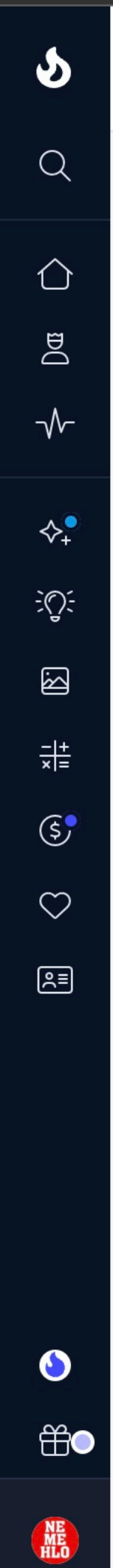


Similar accounts

Learn from their strategies to boost your growth rate

 Jana Kurilakova ✓ @janakurilak	Followers 35.5K -0.0%	ER ● 1.76%	Categories Lifestyle, Fashion
 Martina Takáčová @martina.takacova	Followers 85.2K +1.5%	ER ● 1.28%	Categories Lifestyle
 Jana Šimkovičová ✓ @janasimkovic	Followers 36.4K -0.0%	ER ● 0.35%	Categories Fitness & Gym, Trainers & Coaches
 Ivana Gaborik ✓ @iversanns	Followers 253.2K +0.1%	ER ● 1.84%	Categories Lifestyle, Fashion
 DanielaTWiINS ✓ @danielatwiins	Followers 202.7K -0.0%	ER ● 0.65%	Categories Music

Show more



Overview Audience Growth Engagement Value Content **Sponsored content** Similar accounts

Sponsored content


Performance analytics of potentially sponsored content featuring brand mentions.

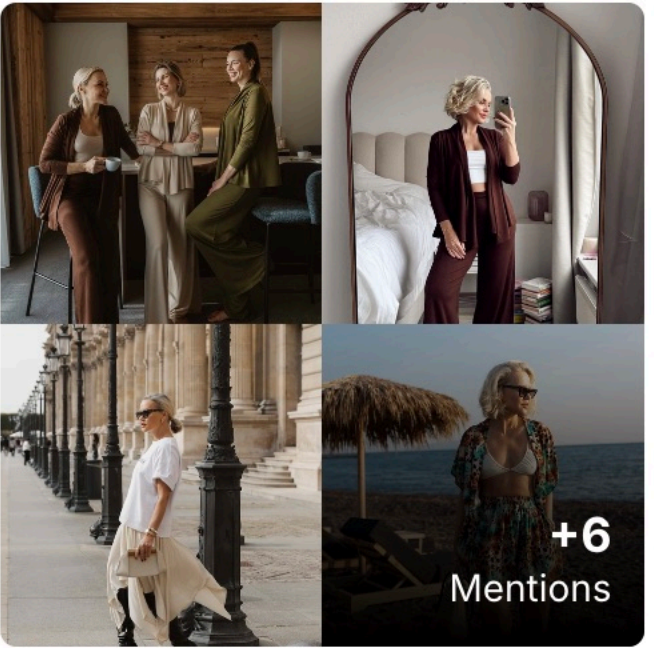
Ad ER performance **Low** ?
0.03% lower than their average ER (1.34%)

Ad post frequency **Normal** ?
<1 posts per week (30% of their content)

Brand mentions ?
29 brands have been mentioned by @janatini


All categories 29 Clothing & Outfits 13 Fashion 12 Accessories & Jewellery 7 Other 10

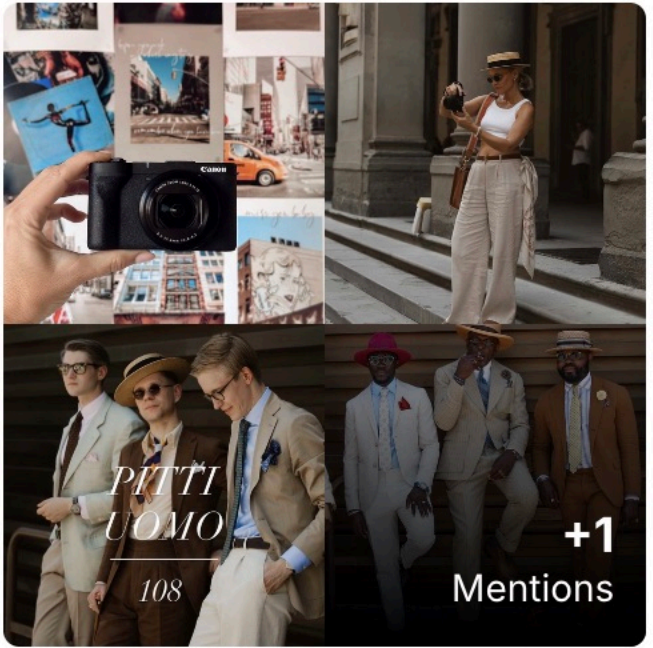
 **@byjanatini**
10 mentions



+6
Mentions


last mention Sat


 **@canonczsk**
5 mentions



+1
Mentions

last mention 31 Jul

 **@larocheposay**
1 mention



last mention 12 Jun

View all



Brand safety analysis Safe ?
0 of 9 negative content patterns found ?

- Alcohol ?
- Toxic content ?
- Religious content ?
- Negative sentiments ?
- Offensive content ?
- Political content ?
- Crime-related content ?
- Adult content ?
- Pranks ?

Hashtags

Last 30 days ?

1 #byjanatini 2 posts	ER: 0.03%	6 #loccitane 1 post	0.03%
2 #kašmír 1 post	0.02%	7 #loccitaneczsk 1 post	0.03%
3 #cashmere 1 post	0.02%	8 #weekendgetaways 1 post	0.04%
4 #winterlooks 1 post	0.02%	9 #thisisslovakia 1 post	0.04%
5 #janatini 1 post	0.02%	10 #elementslovnica 1 post	0.04%

Sponsored content

Performance analytics of potentially sponsored content featuring brand mentions.

Ad ER performance Low ?
0.03% lower than their average ER (1.34%)

Ad post frequency Normal ?
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- Overview
- Audience
- Growth
- Engagement
- Value**
- Content
- Sponsored content
- Similar accounts

Value

Integration price ⓘ
Integration price

Estimated post price
\$190–560

Estimated story price
\$20–50

Content

Content

Most recent ▾

Last 30 days ▾

- All media
- Posts
- Reels
- Carousels

Avg. ER **N/A** ⓘ
0%

Average likes ⓘ
0

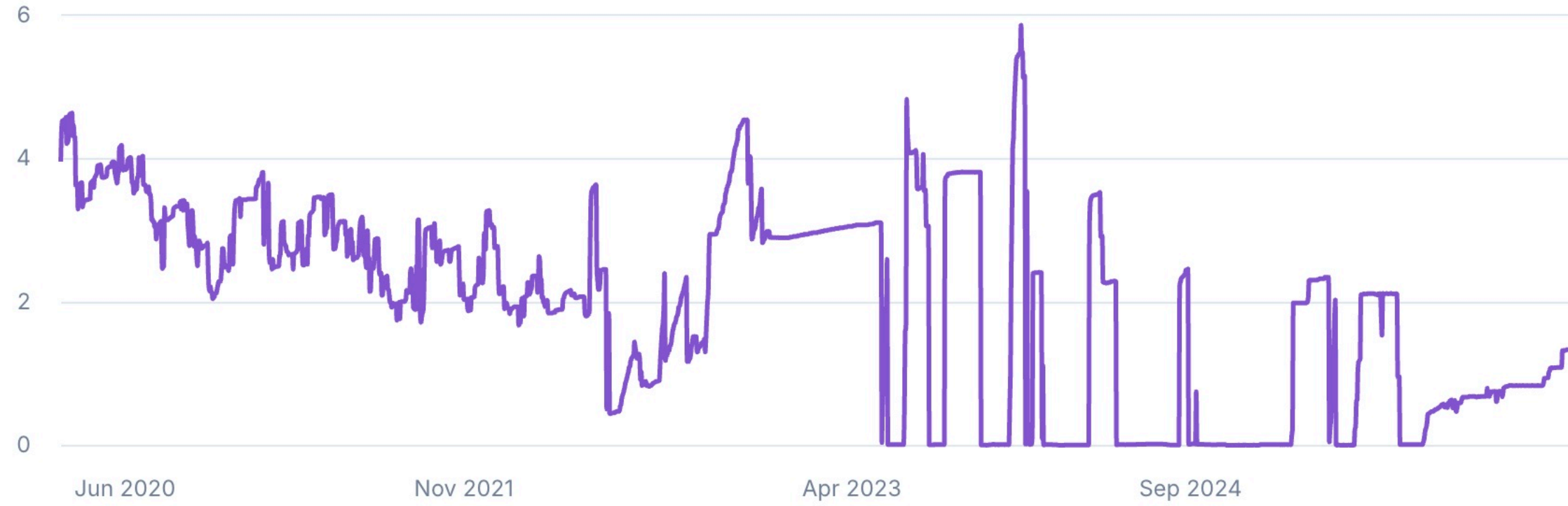
Average comments
12

Average views ⓘ
18.1K



Engagement rate history

All time ▾



Comment rate Very Good

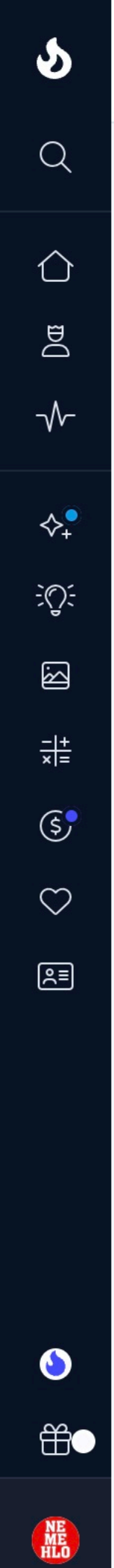
0.06% Similar accounts receive comments from 0.02% of their audience.

Comments authenticity Very Good

Most of 915 comments looks authentic.

Comments-to-likes ratio Good

@janatini receives 3.08 comments per 100 likes. Similar accounts receive 4.98 comments per 100 likes.



Engagement rate

Average engagement

Average likes

0 -100% for the last 30 days

Average comments

12 -61% for the last 30 days

Engagement rate Good

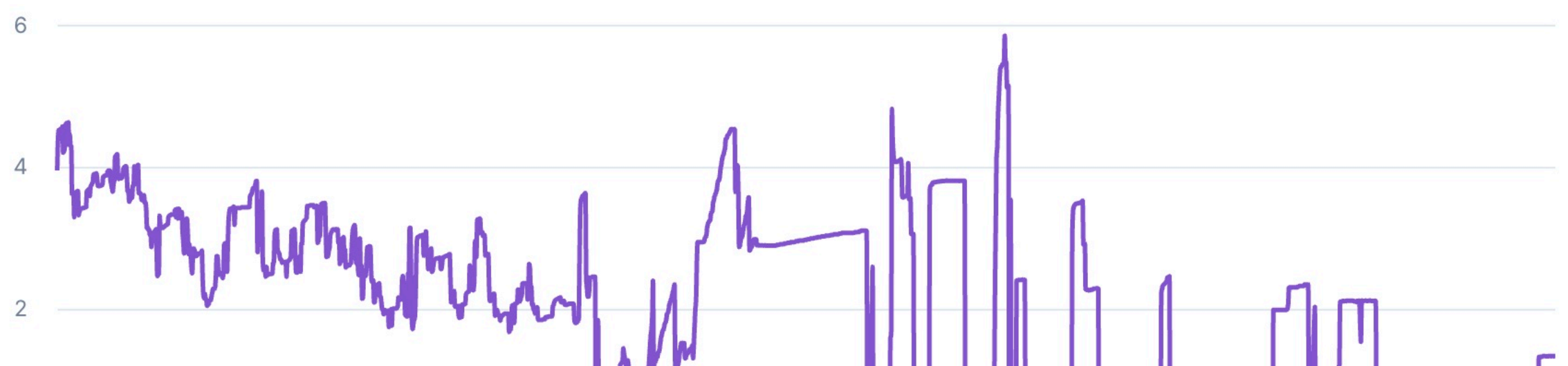
1.34% Better than 73% of influencers of similar account size



• This account has hidden likes
The influencer has hidden their likes, so we can't accurately assess their engagement rate

Engagement rate history

All time



Top mentions

Mentions from these accounts may have helped grow @janatini audience



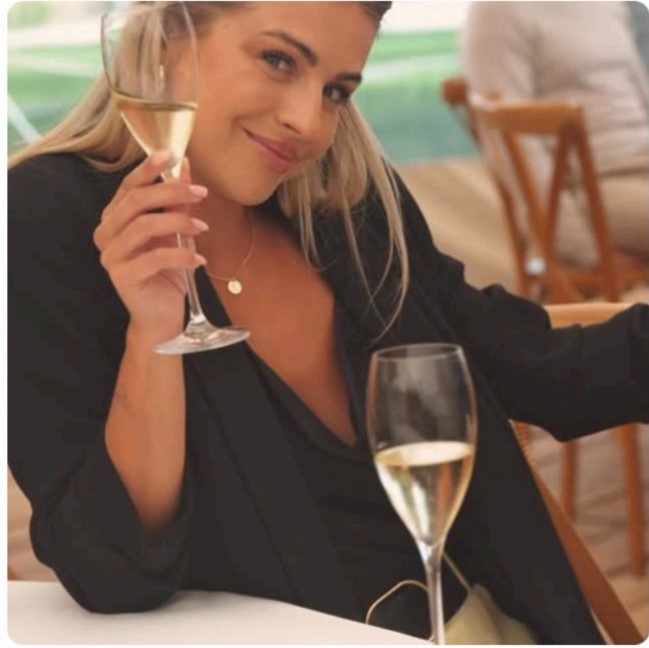
@paula_malo_mua
1.8K · 1 mention



last mention 8 Oct



@chateau_ruban
5.5K · 1 mention



last mention 25 Sep



@novesta
77.9K · 1 mention



last mention 26 Jun

View all

Engagement rate

Average engagement

Average likes

0 -100% for the last 30 days

Average comments

12 -61% for the last 30 days



Growth

Yearly growth Low

-1.73% @janatini declined by 854 followers in the last year. Accounts of similar size have grown 13.00% in the last year

Follower growth Low ⓘ

Last 365 days ▾

-1.73% @janatini declined by 854 followers in the last year. Accounts of similar size have grown 13.00% in the last year



Top mentions ⓘ

Mentions from these accounts may have helped grow @janatini audience

 **@paula_malo_mua**
1.8K · 1 mention

 **@chateau_ruban**
5.5K · 1 mention

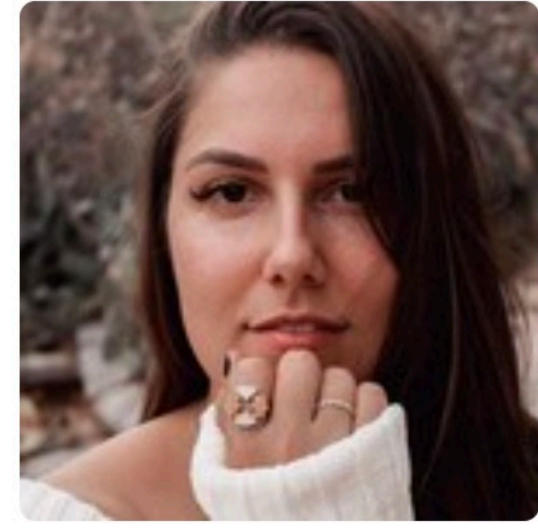
 **@novesta**
77.9K · 1 mention



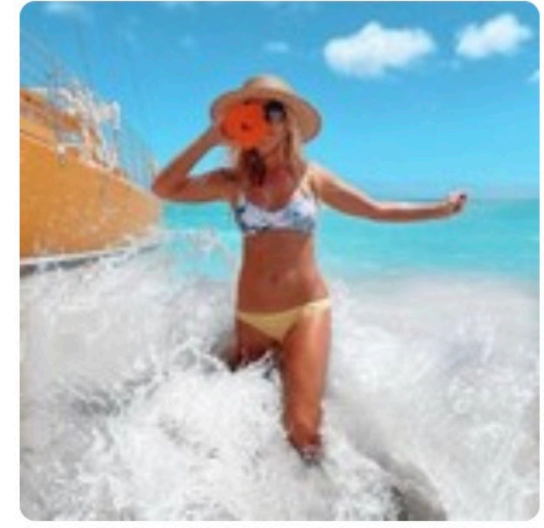
Overview Audience Growth Engagement Value Content Sponsored content Similar accounts

Notable commenters

Marc Jacobs 12.3M KARL LAGERFELD 6.7M Intimissimi 4.3M Adaleta Avdić 640.4K



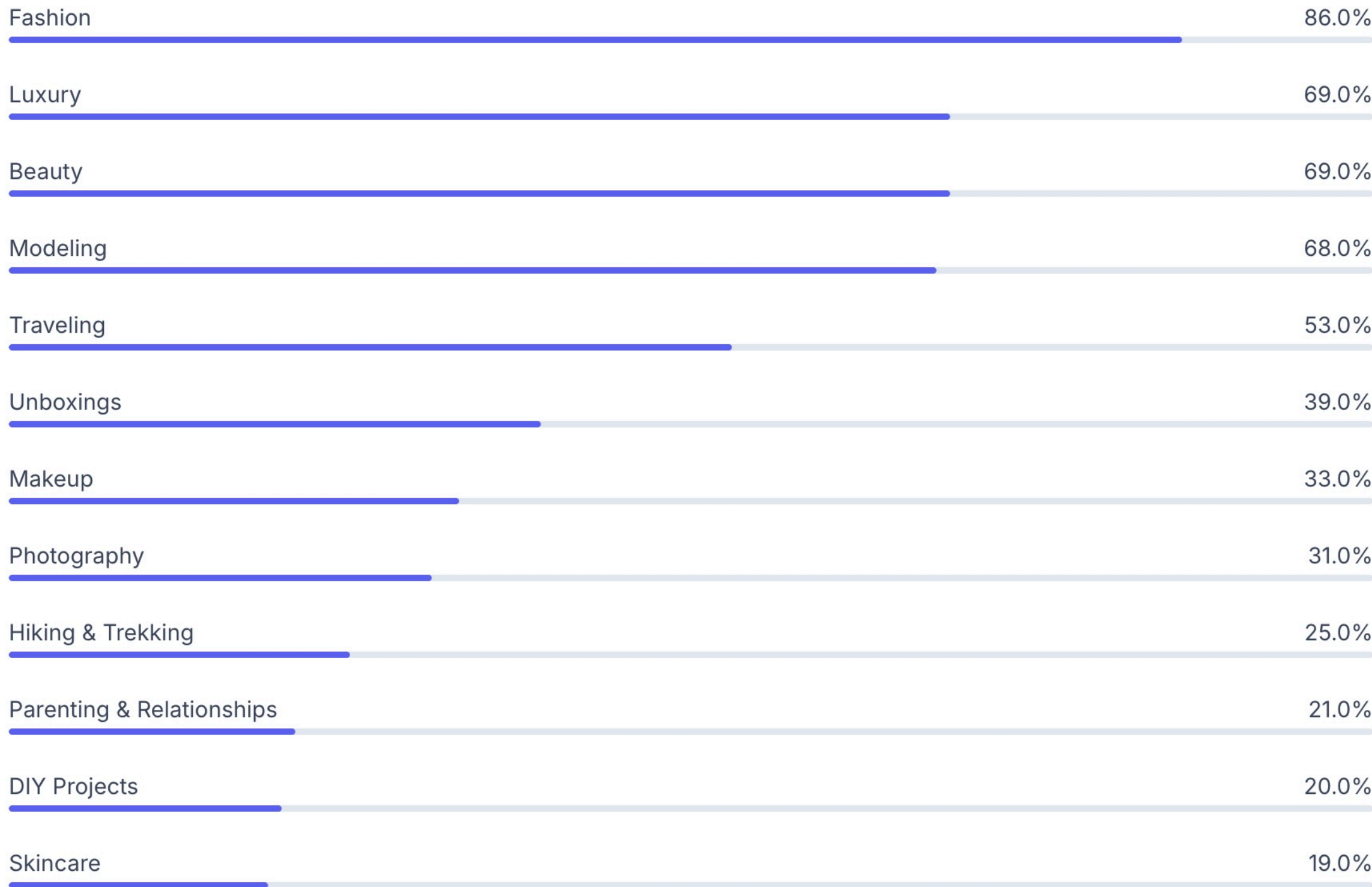
Monica D 🌸 Ha... 477.7K Andrea Verešová... 421K Bianka Ruman... 348.3K Ruska Turmani... 312.3K



Lucie Zelinková 266.9K Ivana Gaborik 253.2K Andrea Ena U Ta... 244K Milan Bez Mapy 239.8K



Interests ?



Notable commenters ?

- Marc Jacobs 12.3M
- KARL LAGERFELD 6.7M
- Intimissimi 4.3M
- Adaleta Avdić 640.4K

