



@khomenko.tv

Moscow, Russia

# Александр ХО...

Video Blogger

Posts

764

Followers

1.5M

ER

11.76%

Report generated on 02 Aug 2018.

Global



Rank

Worldwide

2,119

Country



Rank

Russia

54

Quality



Followers

1.2M

Authentic



Engagement

138.9K

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

90  
of 100

Very Good

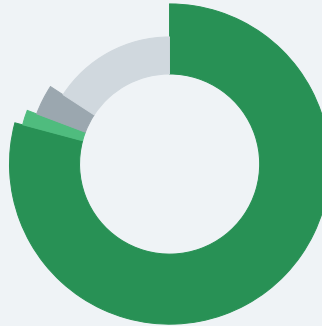
Highly engaged audience of real people.

# Followers

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

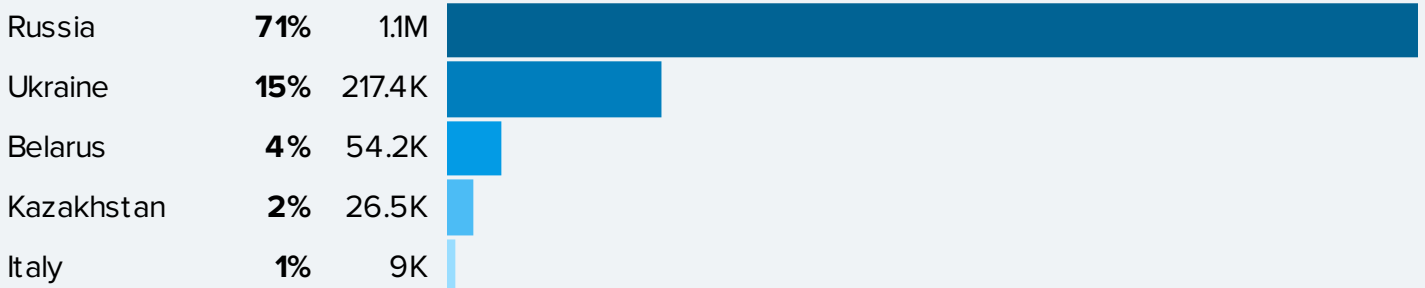
## Audience Type

Real People	79.2%	1.2M
Influencers	1.6%	23.6K
Mass followers	3.4%	51.1K
Suspicious Accounts	15.8%	235K

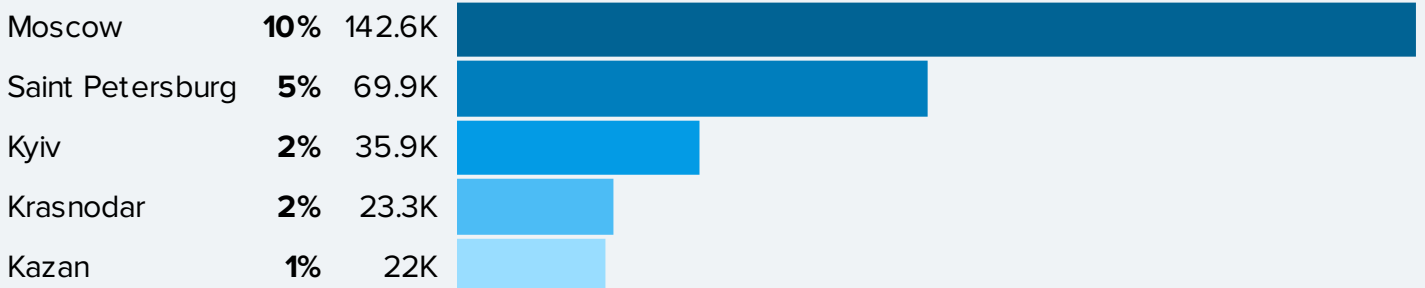


Core: **Female 69.95%**

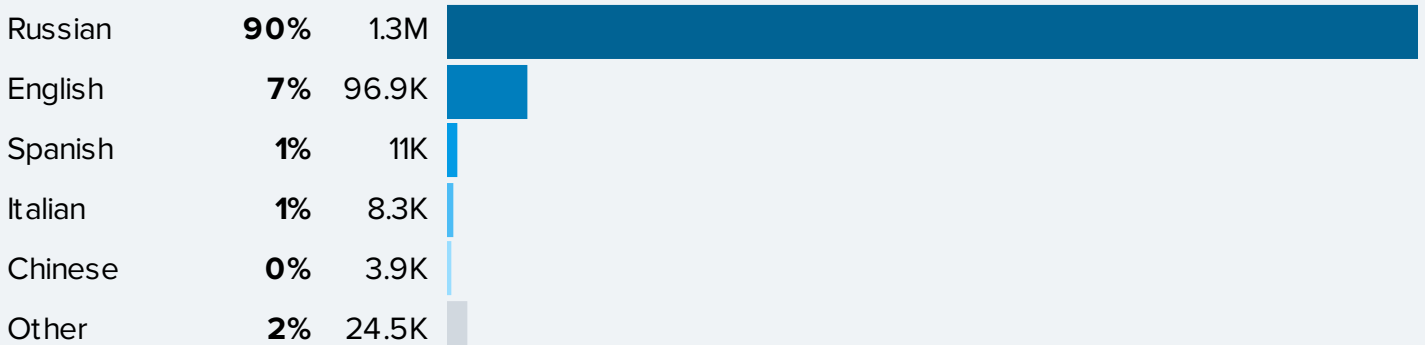
## Demography ?



## City



## Language



## Followers Reachability

● Excellent

96.6% of followers have less than 1500 followings, similar accounts have 88.3% in average

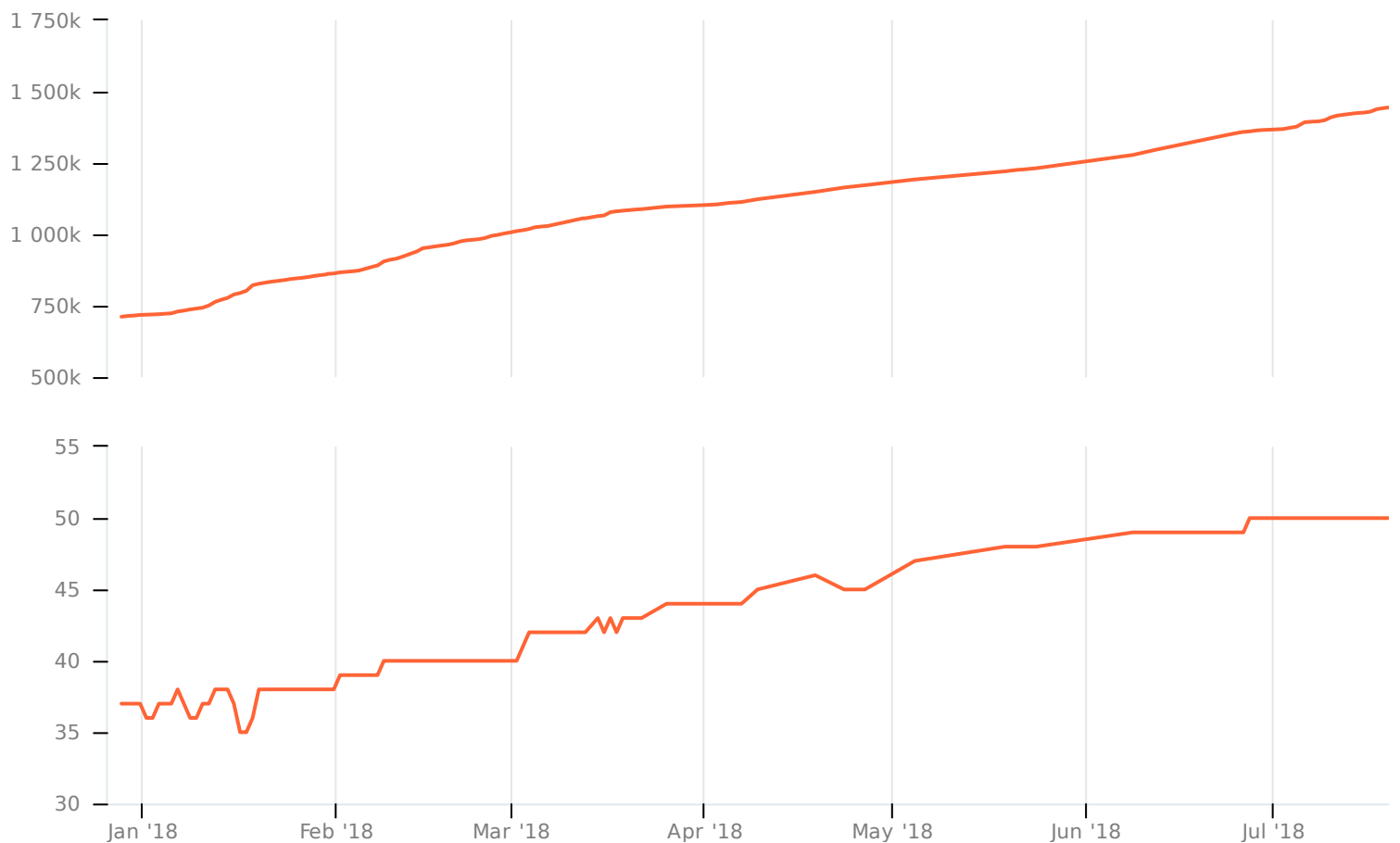
## Followers Quality

● Very Good

80.8% of followers look authentic, similar accounts have 76% of authentic followers on average

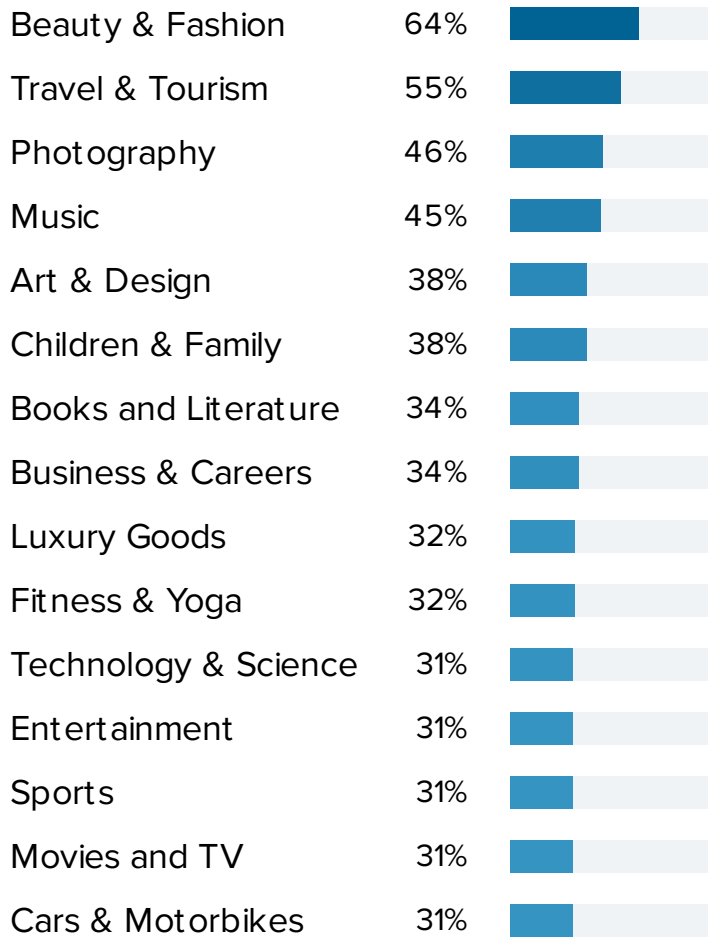
## Followers & Following

+109,319 followers last 4 weeks +7.35%



# Audience Interests

@khomenko.tv audience is interested in:



# Engagement

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

Avg Likes

Avg Comments

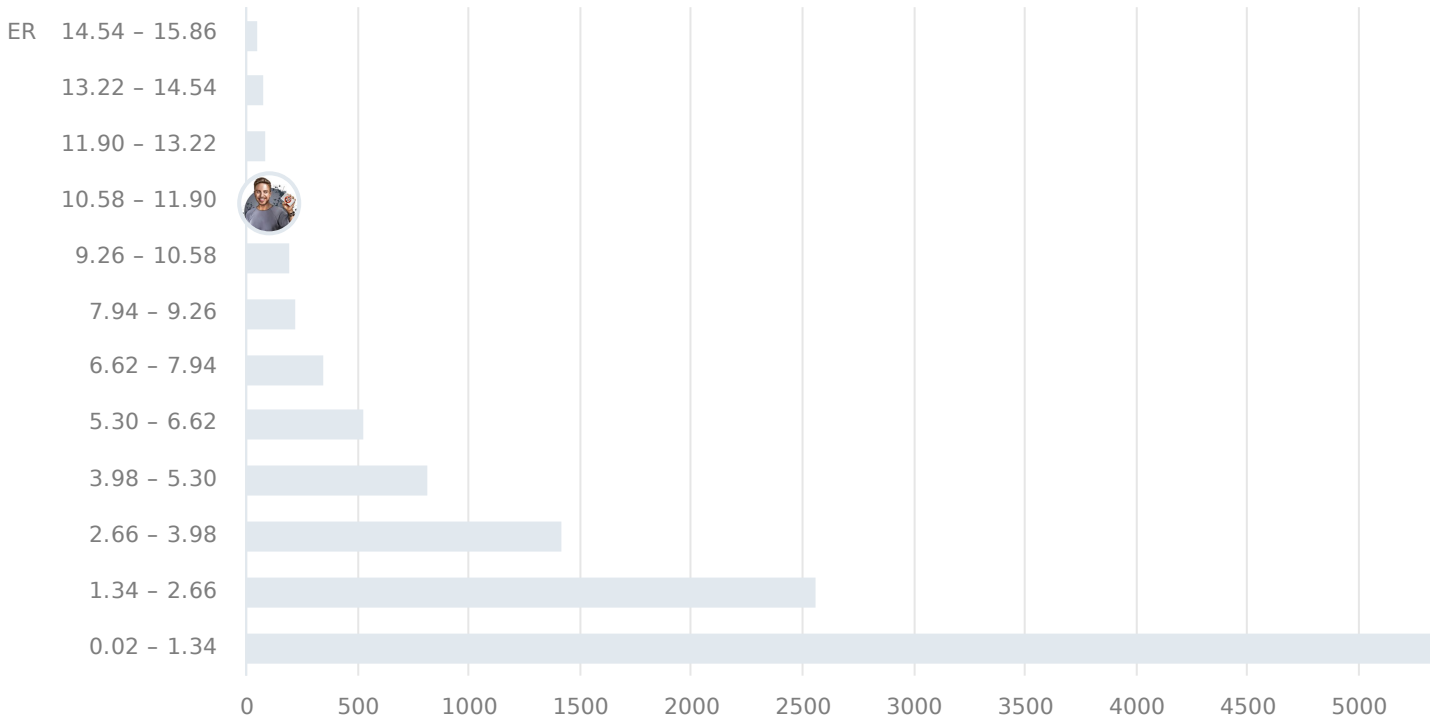
**174.5K**

**516**

## Engagement Rate

● **11.76% Excellent**

**11.76%** of followers like or comment the content, similar accounts receive **1.47%** engagements



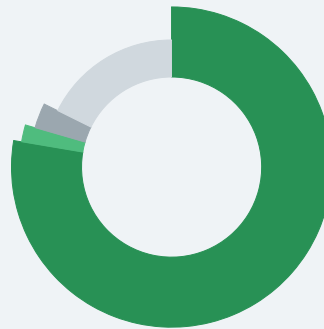
## Authentic Engagement

### ● Very Good

79.5% of account's activity looks authentic. Similar accounts have 74.6% of authentic activity in average

### Engagement by Type

● Real People	77.7%
● Influencers	1.8%
● Mass followers	2.8%
● Suspicious Accounts	17.7%

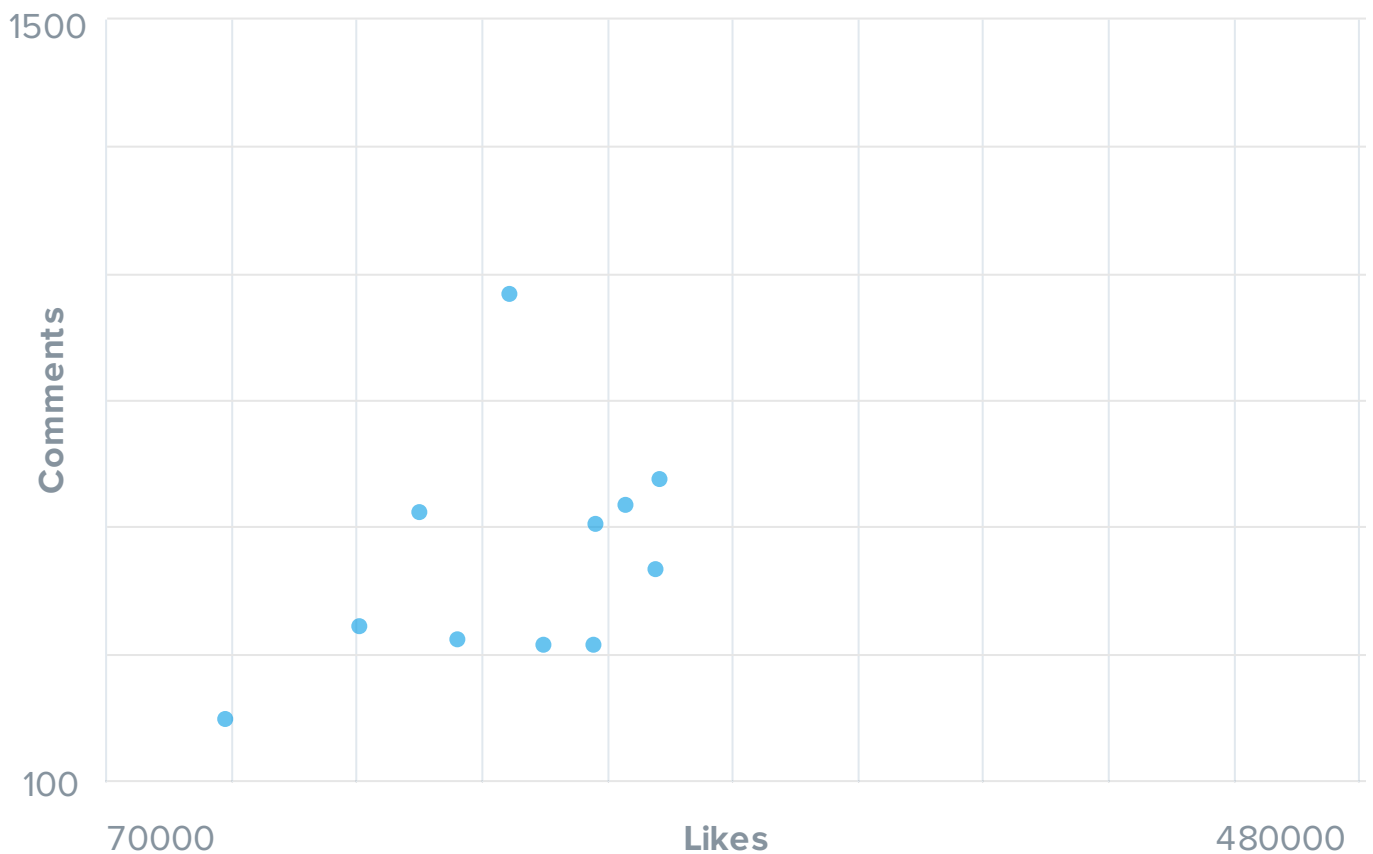


## Likes-Comment Ratio

### ● Good

@khomenko.tv receives **0.3 comments** per 100 likes, similar accounts receive **0.9 comments** per 100 likes.

### 12 most recent posts likes/comments



# Brand Mentions

Non-ad vs advertising posts for 30 days

## Advertising Performance

### ● Normal

@khomenko.tv average ER is **11.76%** and their advertisement posts average ER is **8.86%**

## Post Frequency

### ● Low

@khomenko.tv makes **3** post/week

## Advertising Post Frequency

### ● Low

@khomenko.tv makes **0.2** ad post/week that's **7%** of their content.

## Brand Mentions

### ● 1 brand

@khomenko.tv mentioned 1 brand from **Financial Service** category in last 30d