

# HypeAuditor

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## Instagram Competitor Comparison

'''

**GENERATED ON:**

17 Mar 26

**COUNTRY:**

Worldwide

**DATE RANGE:**

18 Sep 25 — 17 Mar 26

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## All Mentions



# Overview



<b>Campaign Reach</b>	10M	👑 85.6M	23.3M	8.8M
<b>Total Audience</b>	69.5M	👑 604.3M	167.5M	73.5M
<b>CPE</b>	\$1.55	\$1.63	👑 \$1.47	\$2.05
<b>Budget</b>	\$77.5K - 232.2K	👑 \$363.4K - 1.1M	\$52.9K - 158.3K	\$27K - 81K
<b>EMV</b>	\$11.1M	👑 \$126.8M	\$18.3M	\$2.7M
<b>Influencers</b>	993	👑 5.4K	2.1K	422
<b>Mentions</b>	1.8K	👑 11.3K	3.2K	648

# Content Insights



Average ER

1.49%

1.5%

1.85%

0.39%

Mentions

1.8K

11.3K

3.2K

648

Post Performance

Average

Good

Good

Good



Cost Efficiency

Good

Good

Good

Low



Quality Audience

Good

Good

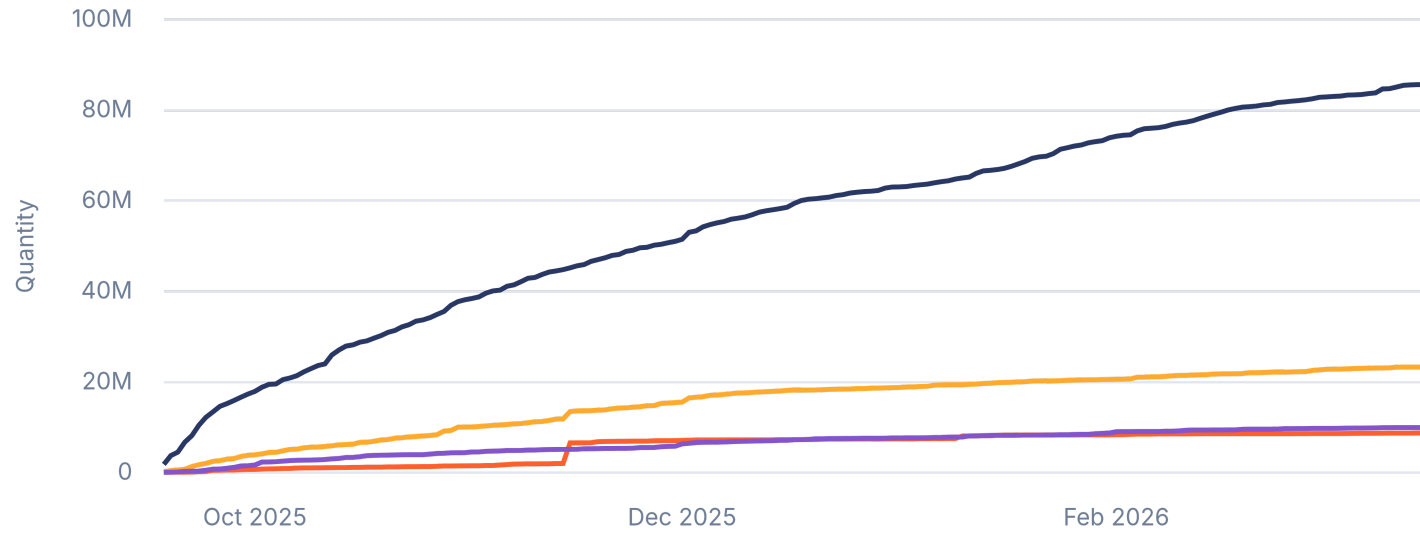
Good

Good



# Activity

## Reach



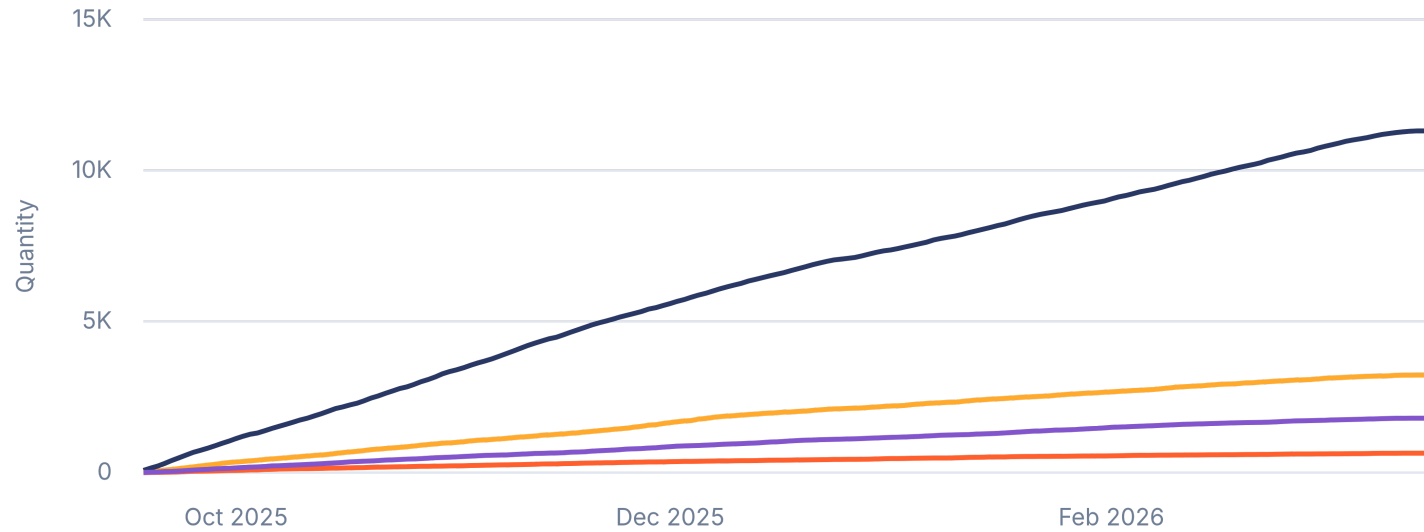
boohoo

asos

prettyletthing

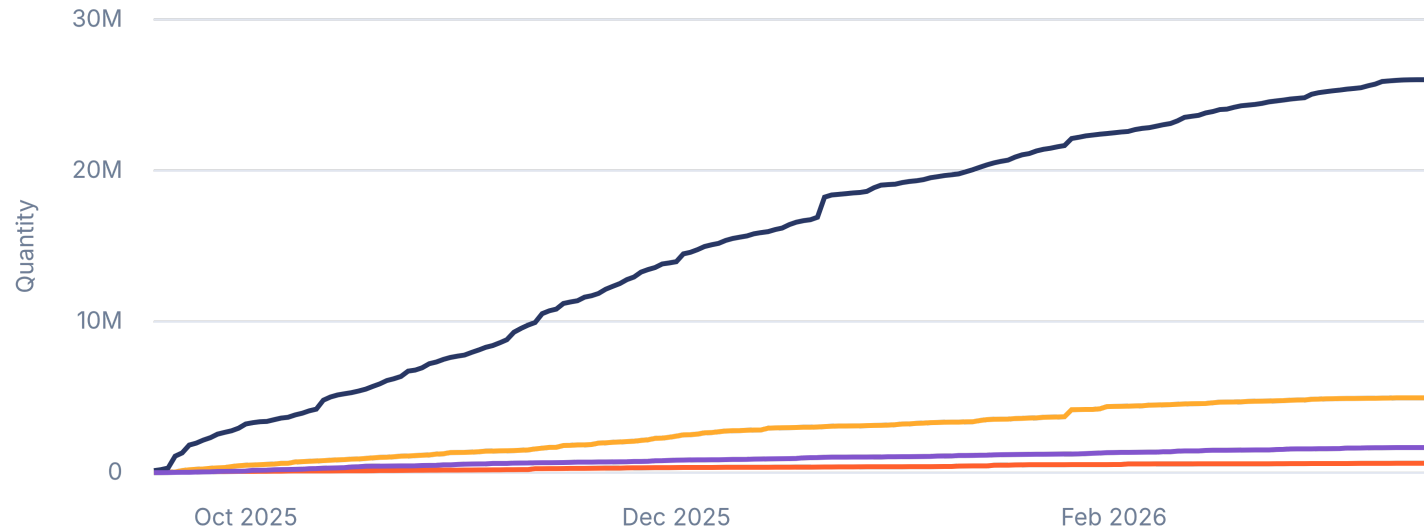
missguided

# Posts



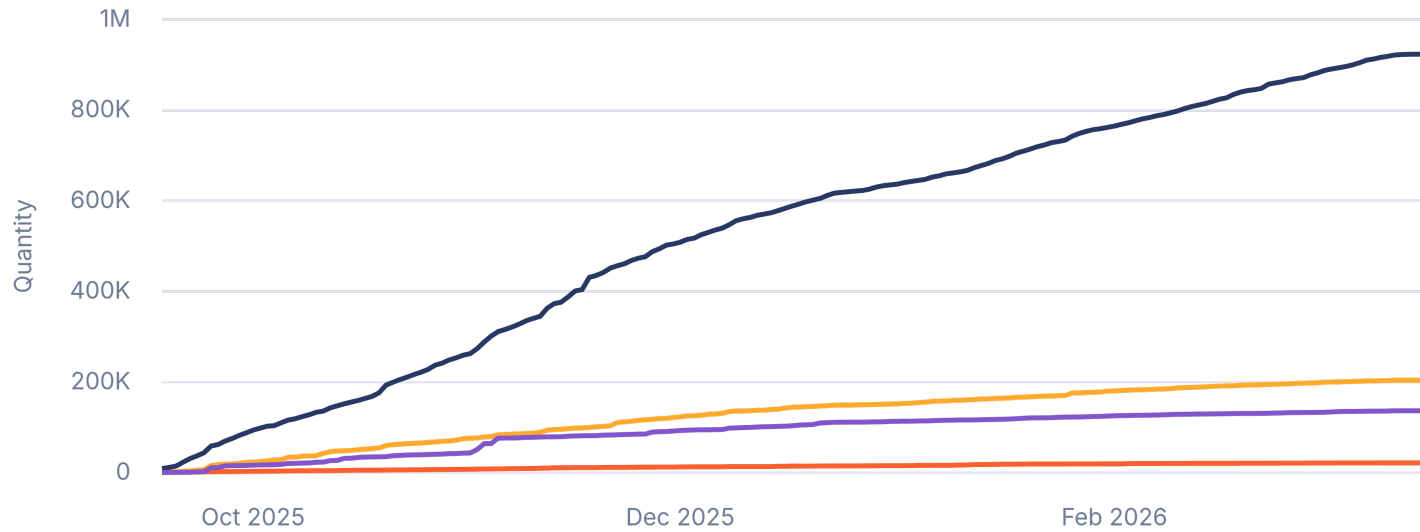
- boohoo
- asos
- prettyletthing
- missguided

# Likes



- boohoo
- asos
- prettyletthing
- missguided

## Comments



- boohoo
- asos
- prettyletthing
- missguided

# Audience



**Total Audience**

69.5M

👑 604.3M

167.5M

73.5M

**Total Quality Audience**

47M

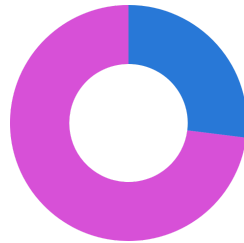
👑 423.2M

113.2M

53.1M

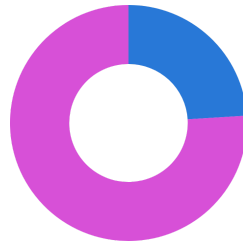
## Audience Gender

boohoo



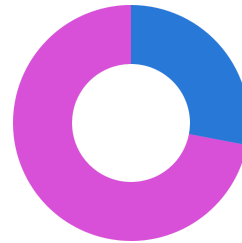
• Male • 27%  
• Female • 73%

asos



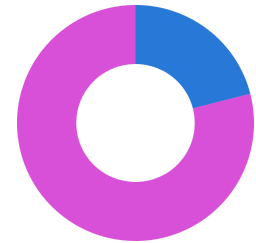
• Male • 24%  
• Female • 76%

prettylittlething



• Male • 28%  
• Female • 72%

missguided



• Male • 21%  
• Female • 79%

**Audience Gender**

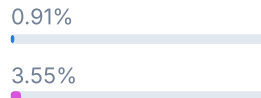
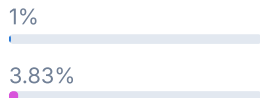
boohoo

asos

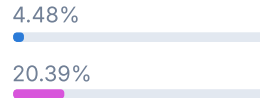
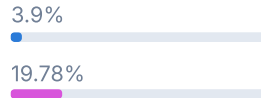
prettylittlething

missguided

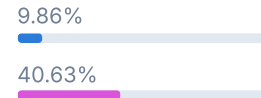
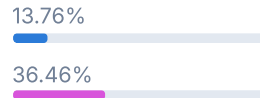
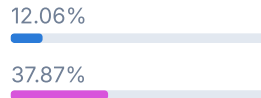
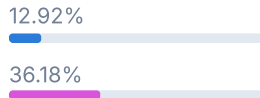
13-17



18-24



25-34



35-44



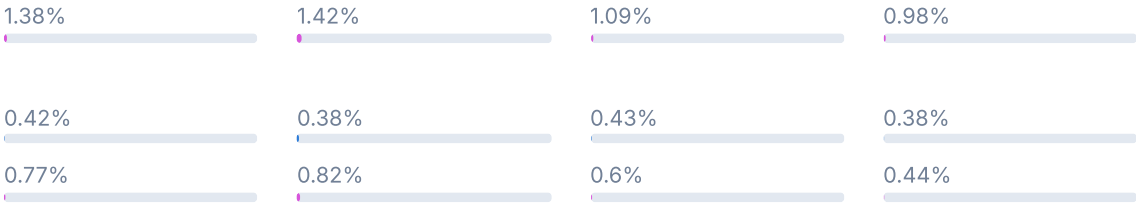
45-54



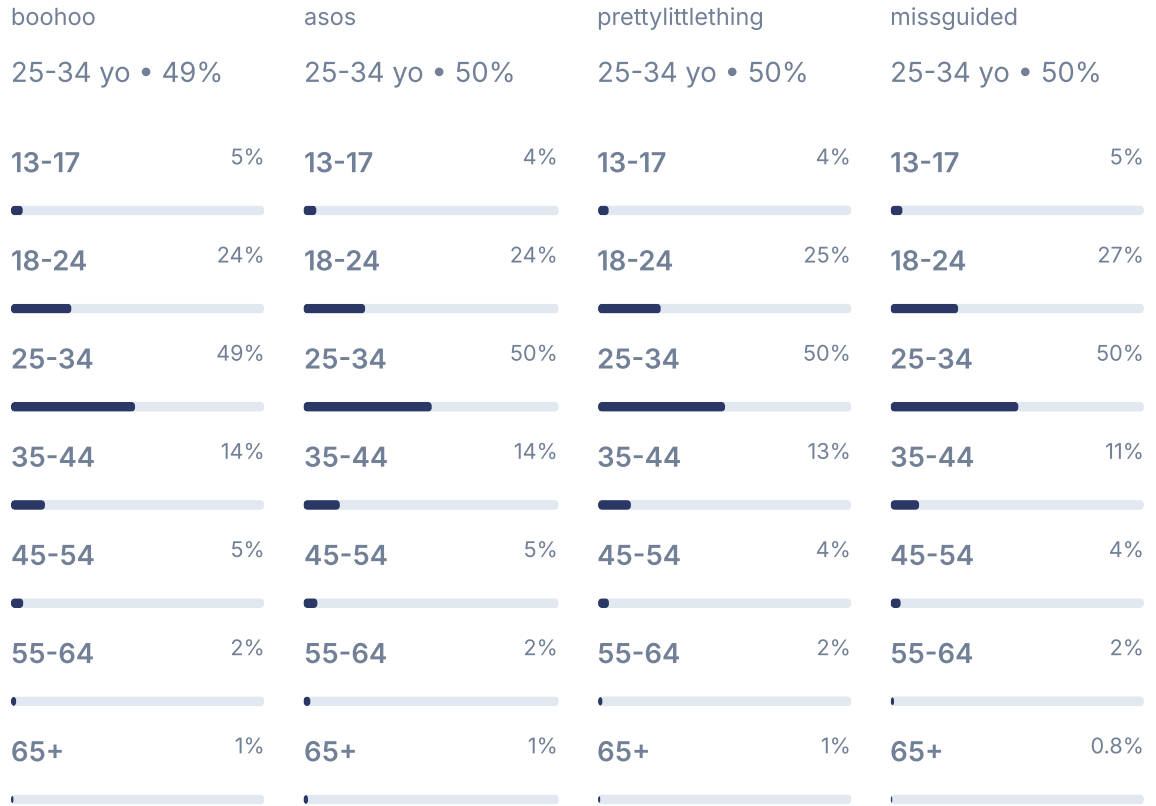
55-64



65+



**Audience Age**



**Audience Countries**

boohoo

**United Kin...**

22.16% 15.34M

**United Stat...**

20.2% 13.98M

**France**

9.72% 6.73M

**India**

2.41% 1.67M

**Canada**

2.26% 1.56M

asos

**United Stat...**

23.76% 143.39M

**United Kin...**

17.8% 107.44M

**France**

5.51% 33.23M

**Canada**

2.69% 16.21M

**Germany**

2.65% 16.01M

prettylittlething

**United Stat...**

23.09% 38.51M

**United Kin...**

16.03% 26.73M

**France**

5.6% 9.34M

**Iran**

3.67% 6.12M

**India**

2.99% 4.98M

missguided

**United Stat...**

20.68% 15.17M

**United Kin...**

7.75% 5.69M

**Brazil**

7.37% 5.41M

**Italy**

4.96% 3.64M

**Spain**

3.68% 2.7M

## Audience Cities



# Influencers

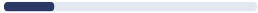
Top Influencers`  
Category



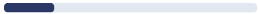
Lifestyle 275



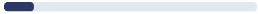
Fashion 247



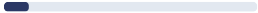
Beauty 246



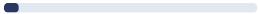
Clothing & ... 143



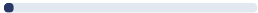
Family 117



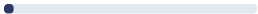
Modeling 71



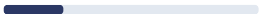
Shows 50



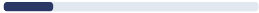
Music 48



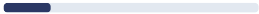
Lifestyle 1568



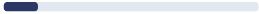
Fashion 1273



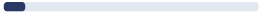
Beauty 1232



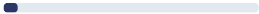
Clothing & ... 879



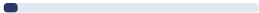
Family 556



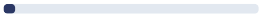
Modeling 370



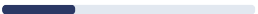
Music 353



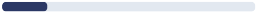
Shows 301



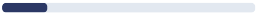
Lifestyle 698



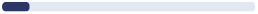
Fashion 432



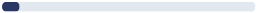
Beauty 429



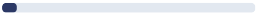
Clothing & ... 264



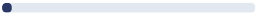
Modeling 173



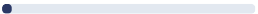
Family 151



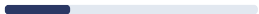
Music 103



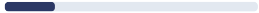
Shows 90



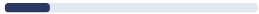
Lifestyle 140



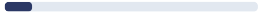
Fashion 110



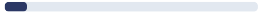
Beauty 98



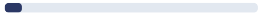
Clothing & ... 61



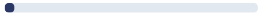
Modeling 46



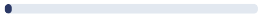
Music 35



Family 20



Shows 14



## Top Languages

boohoo

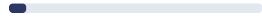
English

Posts: 1526



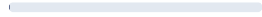
French

119



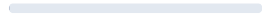
Spanish

9



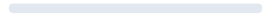
Arabic

5



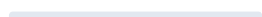
Ukrainian

4



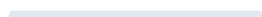
German

3



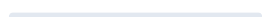
Russian

3



Portuguese

2



asos

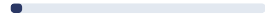
English

Posts: 9781



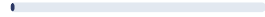
French

376



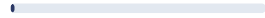
Spanish

145



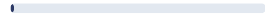
German

116



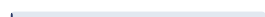
Russian

80



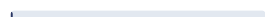
Italian

37



Polish

33



Arabic

32



prettylittlething

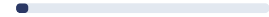
English

Posts: 2669



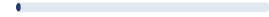
French

160



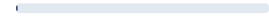
Spanish

45



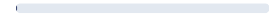
Portuguese

23



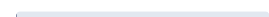
Russian

19



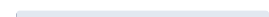
Arabic

11



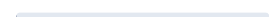
German

8



Ukrainian

8



missguided

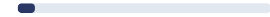
English

Posts: 520



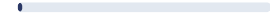
Spanish

44



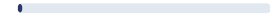
Portuguese

14



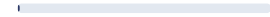
French

13



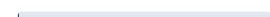
Italian

8



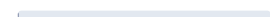
Persian

4



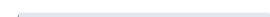
Russian

3

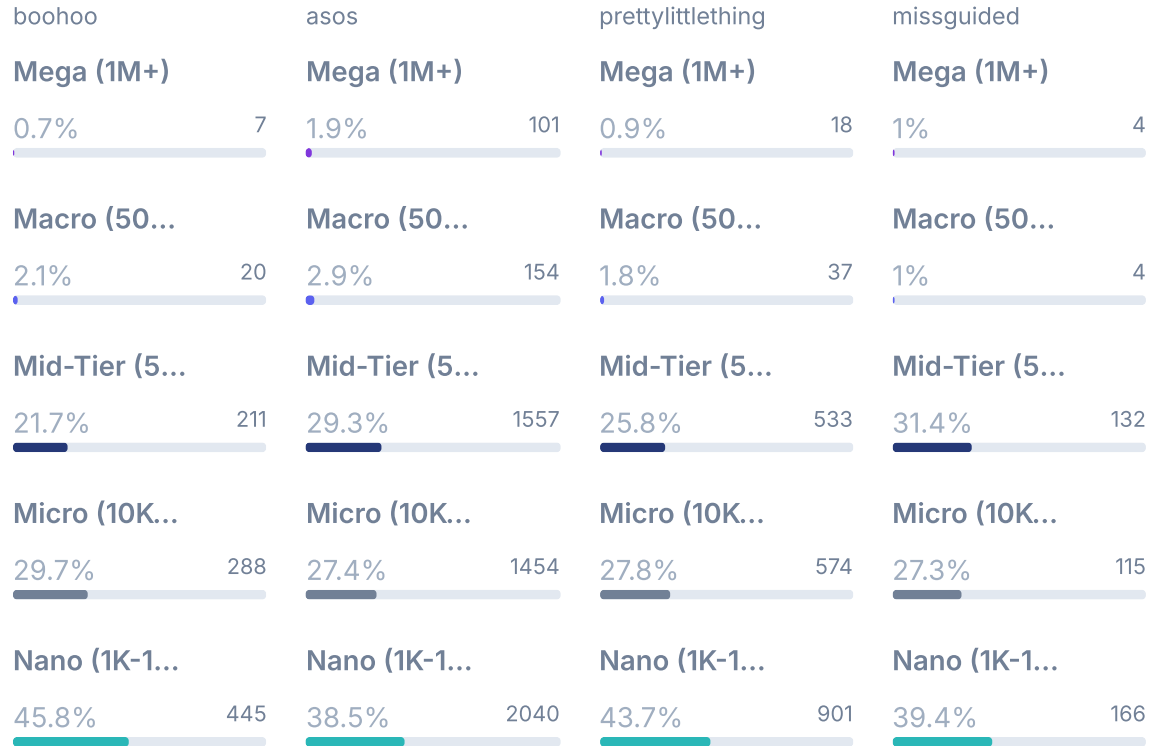


Polish

3

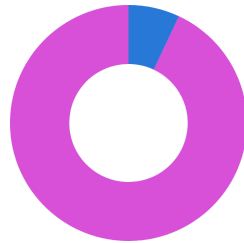


**Influencers`  
Account Size**



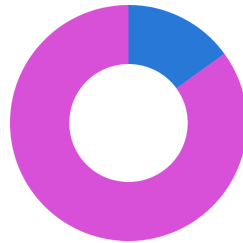
## Influencers' Gender

boohoo



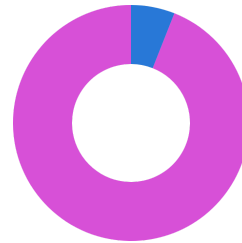
• Male • 7%  
• Female • 93%

asos



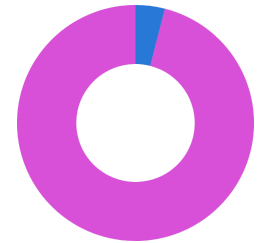
• Male • 15%  
• Female • 85%

prettylittlething



• Male • 6%  
• Female • 94%

missguided



• Male • 4%  
• Female • 96%

**Influencers` Gender**

boohoo

asos

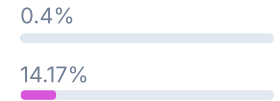
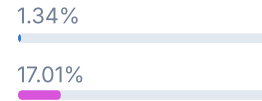
prettylittlething

missguided

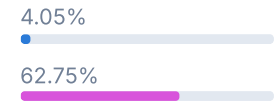
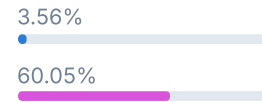
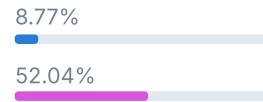
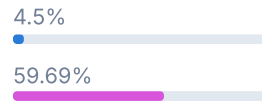
13-17



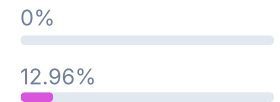
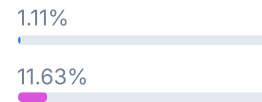
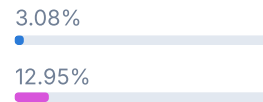
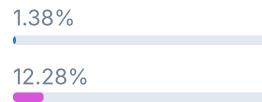
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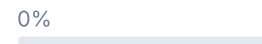
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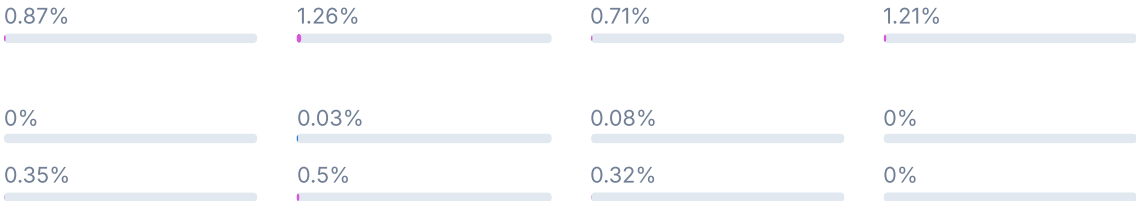
45-54



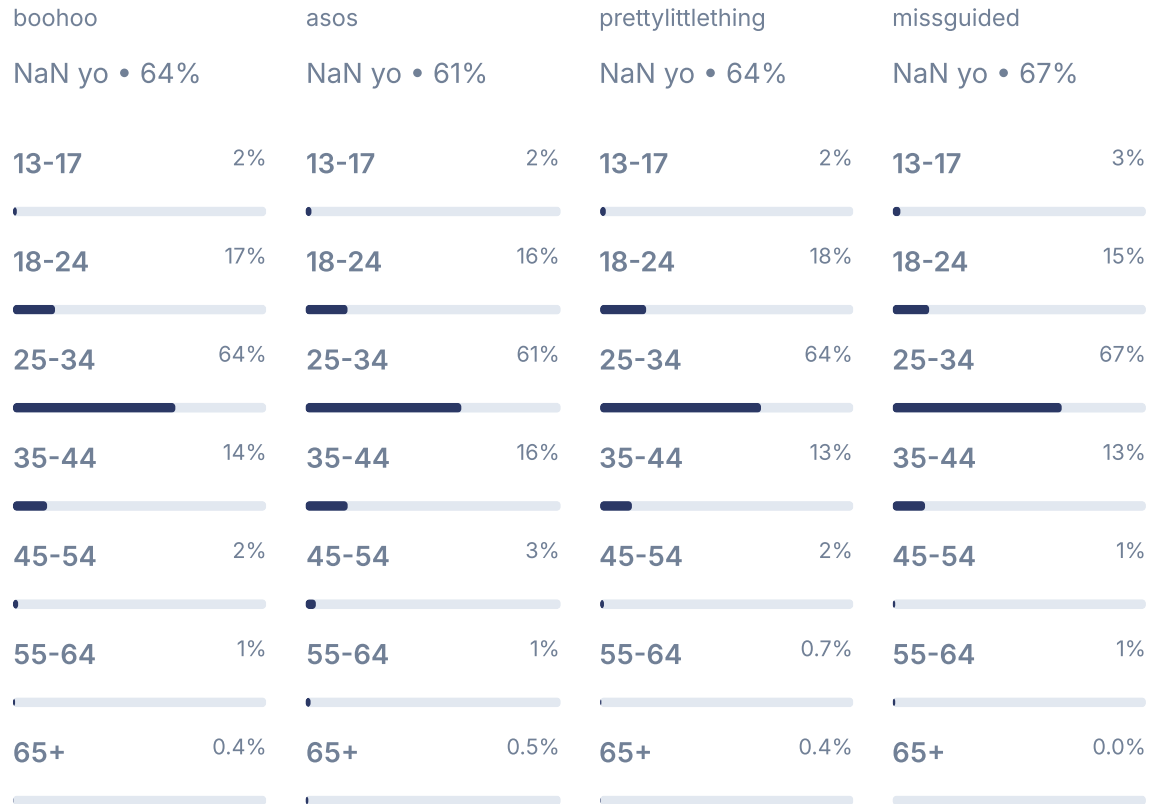
55-64



65+



## Influencers' Age



















**Influencers` AQS  
Breakdown:**

N/A

**Influencers` AQS  
Breakdown:**

N/A

## Top Influencers

- |   |  |    |   |    |  |
|---|--|----|---|----|--|
| 1 | <br>SHEIN.COM<br>missguided<br>Reach: 4.5M            | 6  | <br>PERRIE SIAN<br>asos<br>Reach: 934.6K   | 11 | <br>Maryam Malik<br>asos<br>Reach: 594.1K         |
| 2 | <br>Elnaz Golrokh<br>prettylittlething<br>Reach: 1.6M | 7  | <br>Leonie Hanne<br>prettylittlething<br>Reach: 748.6K   | 12 | <br>Natasha Oakley<br>missguided<br>Reach: 530.8K |
| 3 | <br>Molly-Mae<br>asos<br>Reach: 1.3M                  | 8  | <br>Yanissa <br>asos<br>Reach: 671.2K | 13 | <br>Mai مَي<br>asos<br>Reach: 526K                |
| 4 | <br>Amybeth<br>asos<br>Reach: 1.1M                    | 9  | <br>Janet<br>asos<br>Reach: 599.1K   | 14 | <br>Laraib Rahim<br>asos<br>Reach: 501.6K         |
| 5 | <br>e.l.f. Cosmetics<br>asos<br>Reach: 1.1M           | 10 | <br>Georgia Louise<br>asos<br>Reach: 597.8K  | 15 | <br>kelsey<br>boohoo<br>Reach: 396.6K             |

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**boohoo**

19 days ago



• ER 265.91%

♡ 23.2K    💬 56



**boohoo**

2 months ago



• ER 106.63%

♡ 23.9K    💬 96



**boohoo**

2 months ago



• ER 32.75%

♡ 853    💬 60



boohoo

19 days ago



• ER 265.91%

♡ 23.2K    💬 56



boohoo

2 months ago



• ER 106.63%

♡ 23.9K    💬 96



boohoo

2 months ago



• ER 32.75%

♡ 853    💬 60



**boohoo**

19 days ago



• ER 265.91%

♡ 23.2K    💬 56



**boohoo**

2 months ago



• ER 106.63%

♡ 23.9K    💬 96



**boohoo**

2 months ago



• ER 32.75%

♡ 853    💬 60