



@projekt86official  Jerusalem, Israel

Projekt 86 Drift ...

Cars

Followers

36.2K

ER

2.75%

Report generated on 29 Aug 2018



Global Rank

Worldwide

377,665



Country Rank

Poland

3,312



Category Rank

Cars & Motorbikes in
Poland

33

Quality
Followers

19.5K

Authentic
Engagement

866
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

70
of 100

Good

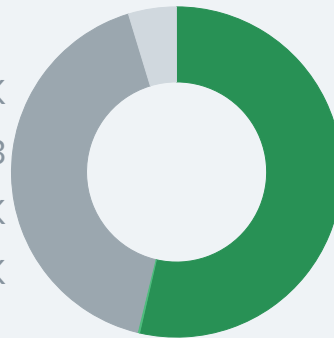
Highly engaged audience of real people.

Followers

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

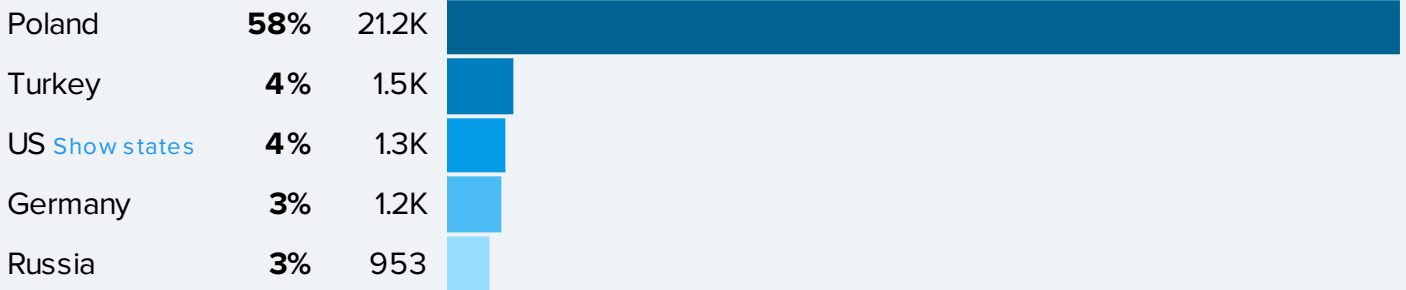
Audience Type

Real People	53.6%	19.4K
Influencers	0.2%	83
Mass followers	41.5%	15K
Suspicious Accounts	4.7%	1.7K

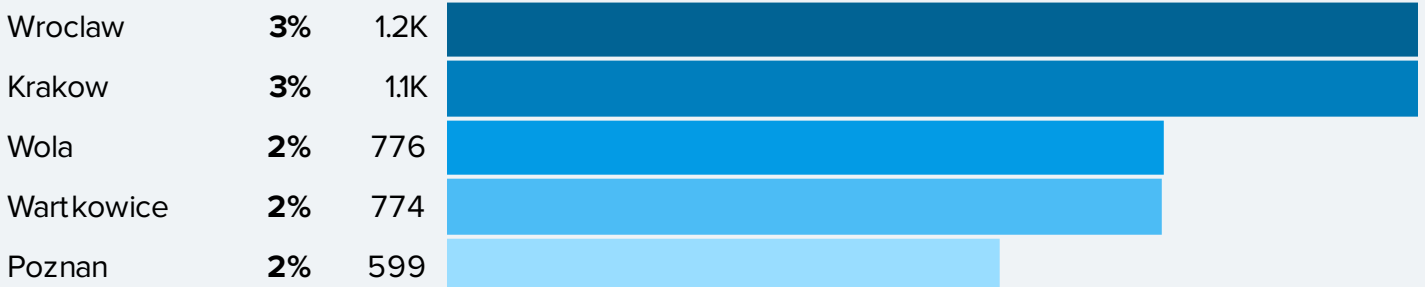


Core: **Male 84.6%**

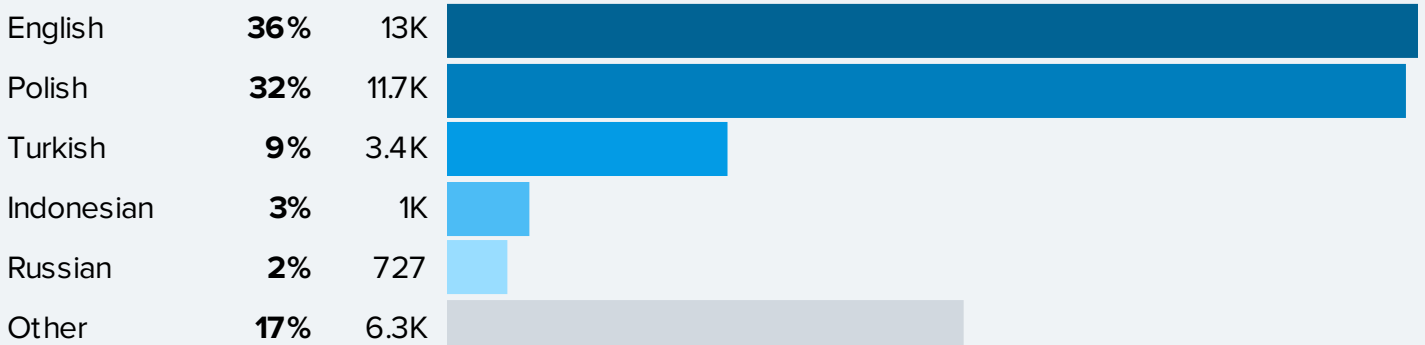
Demography ?



City



Language



Followers Reachability

● Average

58.5% of followers have less than 1500 followings, similar accounts have 63.3% in average

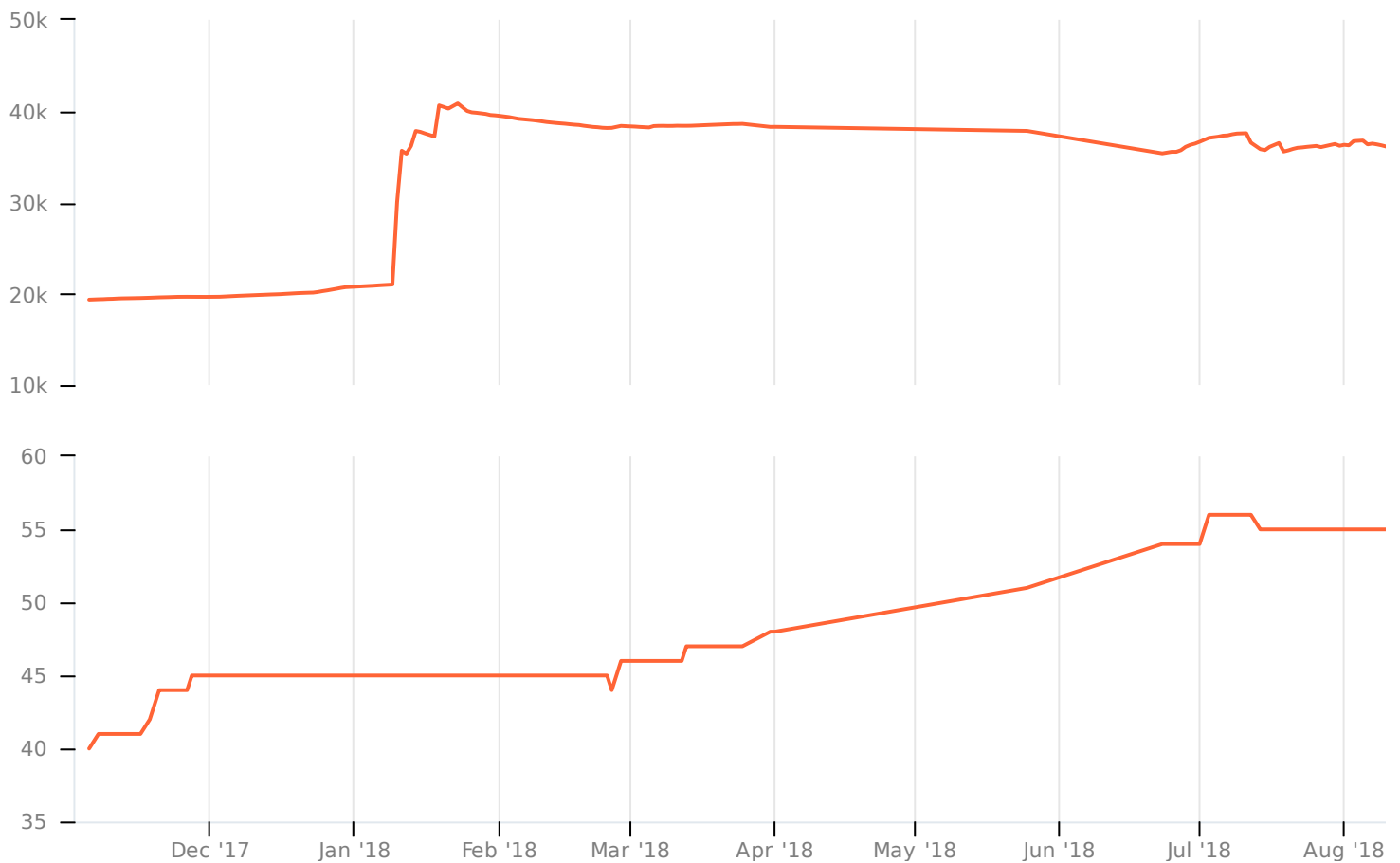
Followers Quality

● Good

53.8% of followers look authentic, similar accounts have 54.4% of authentic followers on average

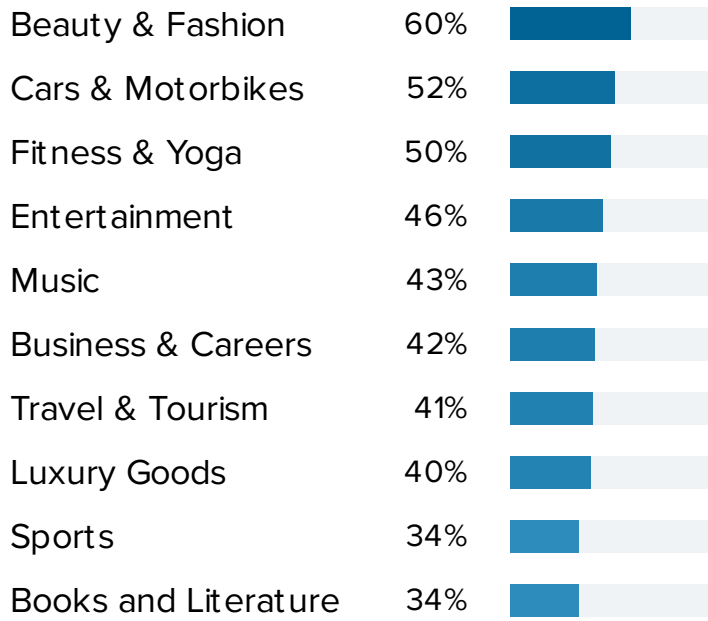
Followers & Following

+6 followers last 4 weeks +0.02%



Audience Interests

@projekt86official audience is interested in:



Engagement

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

Avg Likes

Avg Comments

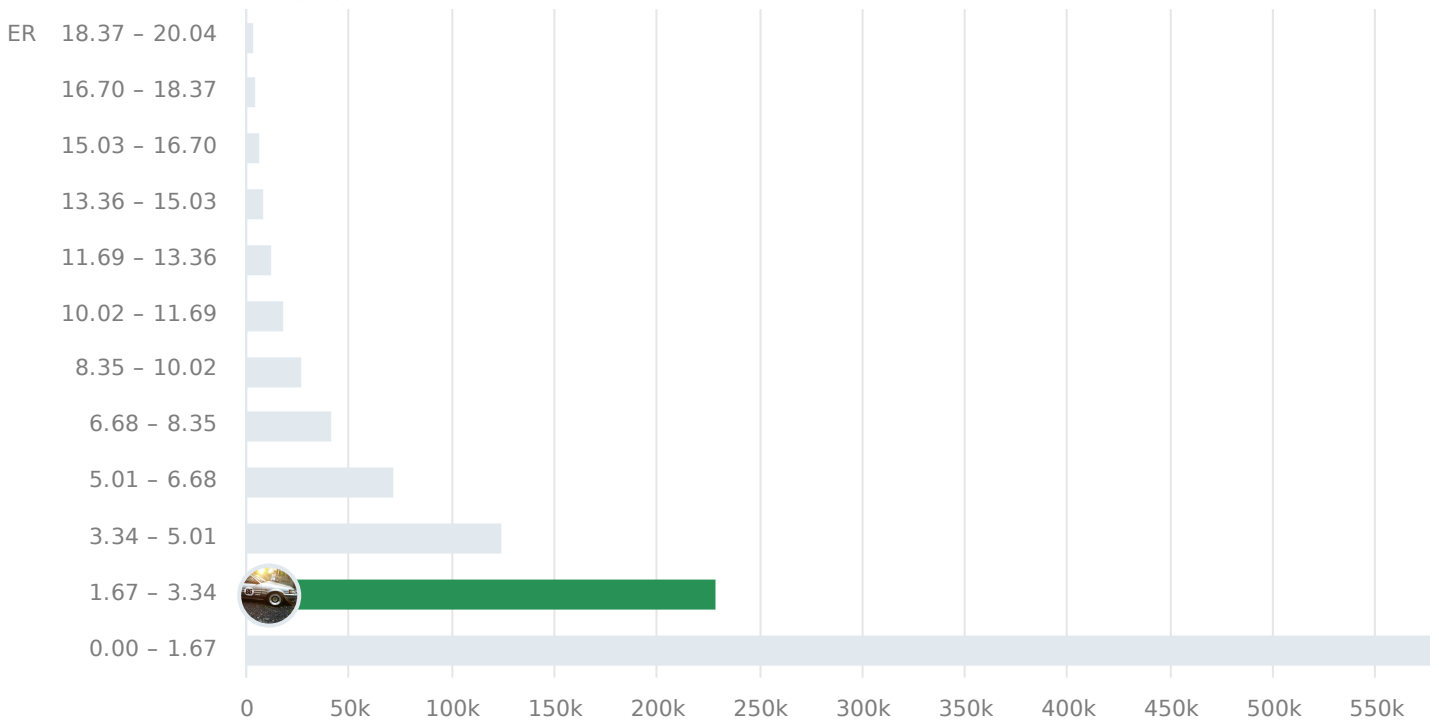
993

2

Engagement Rate

● 2.75% Very Good

2.75% of followers like or comment the content, similar accounts receive **1.57%** engagements



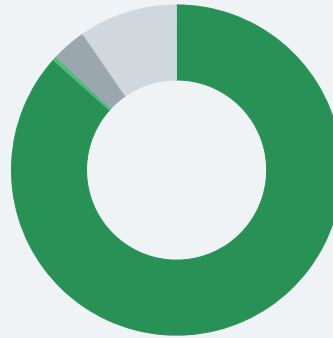
Authentic Engagement

● Excellent

87% of account's activity looks authentic. Similar accounts have 61.8% of authentic activity in average

Engagement by Type

● Real People	86.6%
● Influencers	0.4%
● Mass followers	3.4%
● Suspicious Accounts	9.6%



Comments Authenticity

● Too few comments

Not enough comments to make a statistical conclusion

Likes-Comment Ratio

● Bad

@projekt86official receives **0.2 comments** per 100 likes, similar accounts receive **2 comments** per 100 likes.

12 most recent posts likes/comments

