

# HypeAuditor

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## Instagram report

lennardy

**DATE:**

29 Jul 22



## Overview

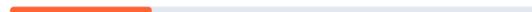
Audience Quality Score

**80** of 100

Good



Top Country: Singapore 26.9%



Top City: Singapore 26.9%



Top Audience: Female 25-34 25.6%



Followers

**132.3K**

Quality Audience

**97.4K**

Engagement Rate

**3.3%**

Estimated Post Price

**\$600—\$790**

4 Week Followers Growth

**+17.2K**

Authentic Engagement

**3.2K** per post

Estimated Reach

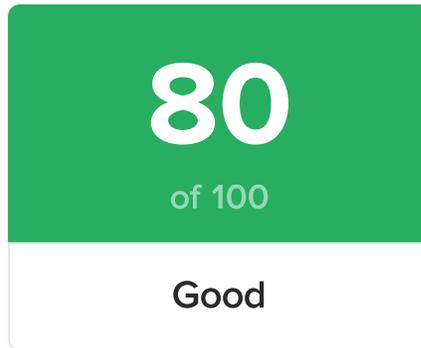
**10K—55K**

Estimated Story Price

**\$350—\$650**



## Audience Quality Score

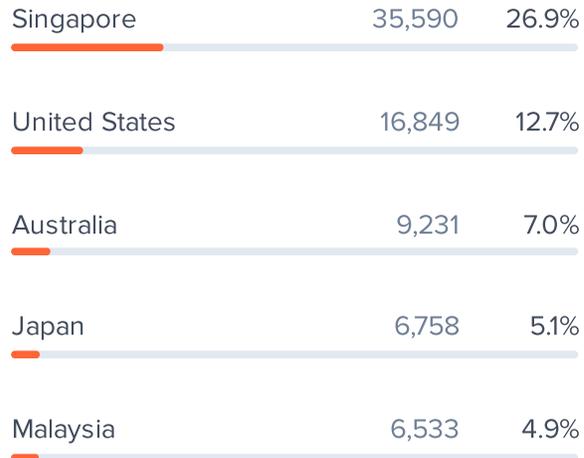


- High percent of authentic audience
- High likes activity
- High comments activity

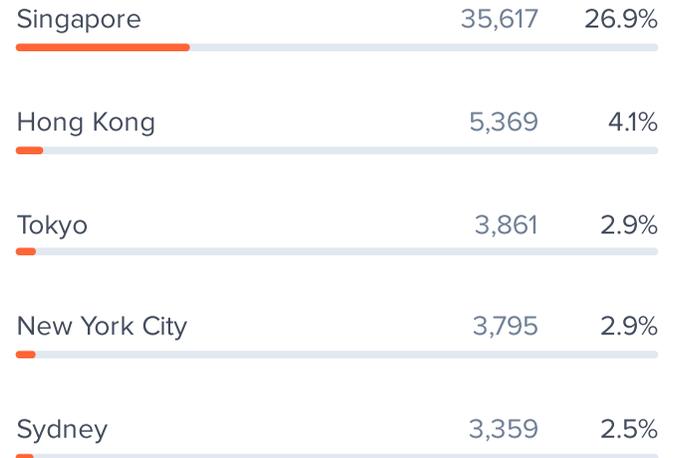
AQS is a 1 to 100 metric which combines audience quality (not number), engagement rate and it's authenticity into one metric



### Audience Countries

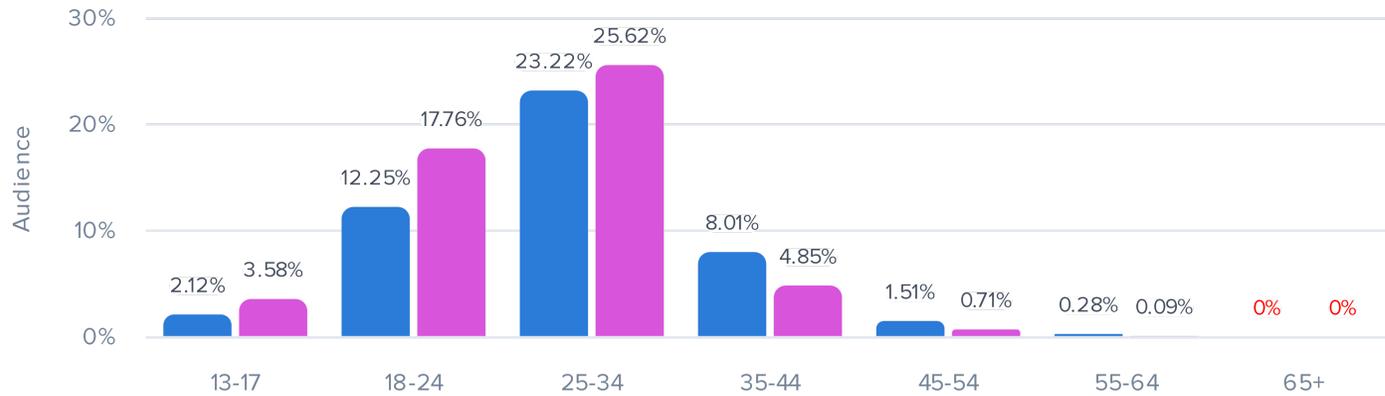


### Audience Cities





## Audience



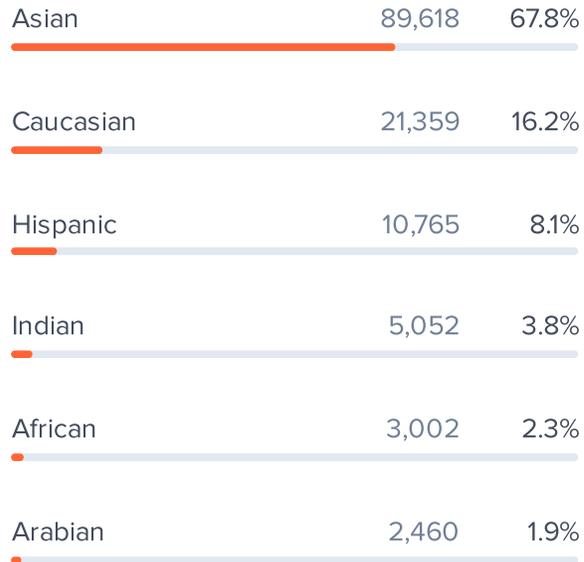
Male 47.39%

Female 52.61%

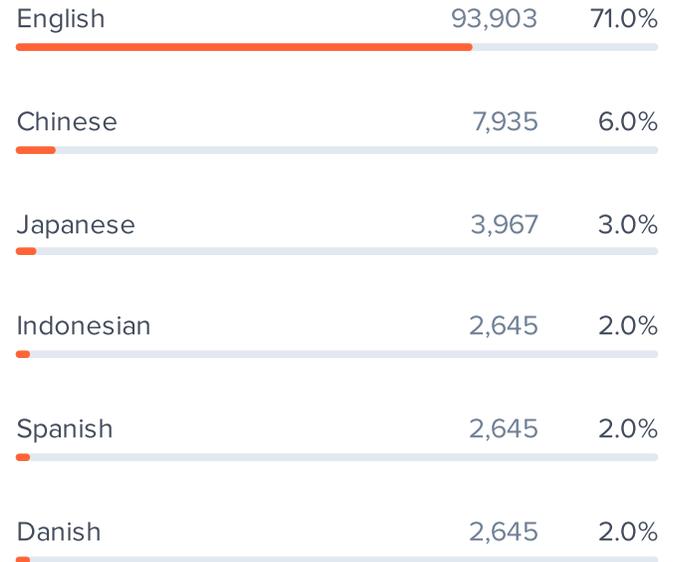
Adults 85.94%



## Audience Ethnicity



## Audience Language





### Audience Type



Real People	90,227	68.2%
Suspicious Accounts	17,418	13.2%
Mass followers	17,418	13.2%
Influencers	7,181	5.4%

### Estimated Reach

10K—55K

### Audience Reachability

● Average

86.8% of audience have less than 1,500 followings, similar accounts have 85.4% in average

### Audience Authenticity

● Good

73.7% of audience look authentic, similar accounts have 68.0% of authentic audience on average



HypeAuditor Instagram report  
LENNARDY - Lennard Yeong

Date created  
29 Jul 2022

## Notable Followers



**@vjwoonsen**  
Woonsen

9.4M followers



**@theartofplating**  
The Art of Plating

907.4K followers



**@gastroart**  
Gastro Art

581.4K followers



**@sukhmanigambhir**  
Sukhmani

424.3K followers



**@jeanetteaw**  
Jeanette Aw 欧萱

415.2K followers



**@ayusarasw**  
Putu Ayu Saraswati

303.8K followers



**@gabiekook**

Gabie Kook

297.5K followers



**@thestaffcanteen**

The Staff Canteen

207.5K followers



**@elin.sullivan**

elin.sullivan

205.1K followers



**@yannyyc**

Chan Wing Yan Yanny

195.5K followers



**@junesawitri**

Sawitri Rochanapruk

189.6K followers



**@chantalleng**

Chantalle Ng 黄暄婷

183.9K followers



**@misstamchiak**

MISSTAMCHIAK.com

182K followers



**@theyearofelan**

elan gale

181.3K followers



**@immichellechong**

Michelle Chong 庄米雪

177.4K followers



**@noel.lin**



177K followers



**@bobbychinn**

Bobby Chinn

174.9K followers



**@xinlinnn**

XinLin Khaw 欣琳

164.5K followers



**@little\_meg\_siu\_meg**

little\_meg\_siu\_meg

164.1K followers



**@food\_feels**

Food Feels

160.6K followers



**@carnivorr**

Kaitlin Orr • Copenhagen Food + Tr...

147.9K followers



**@bellakuan**

Isabella

142.8K followers



**@anna\_en**

Anna En

140K followers



**@sharonau13**

Sharon Au

138.7K followers



**@kym\_ng**  
Kym Ng 鐘琴

138.1K followers



**@tumblinbumblincrumblincookie**  
Lin霖

131.5K followers



**@hangrydiary**  
Hangrydiary Food + Travel

128.3K followers



**@nicolechen.tv**  
Nicole Chen 陈玲

126K followers



**@jmeteo**  
Jaime Teo

118K followers



**@thesilverchef**  
Ian Low

115.8K followers



**@rwsentosa**  
Resorts World Sentosa

114.5K followers



**@saranya.homemade**  
Saranya P.

112.6K followers



**@heyrozz**  
ROZZ

112.6K followers



**@ixta.belfrage**

Ixta 🍷

109.1K followers



**@hongsta\_gram**

Dan Hong

108K followers



**@chefakiraback**

Akira Back (🇯🇵🇯🇵🇯🇵🇯🇵🇯🇵🇯🇵)

107.5K followers



**@diana.chan.au**

Diana Chan | MasterchefAU 🏆👨🍳

104.9K followers



**@andershusa**

Anders Husa | Copenhagen Food &...Julien Royer

104.4K followers



**@chef\_julien**

103.3K followers



**@aurellasekar**

Mermaid 🧜‍♀️

101.4K followers



**@junkfoodonthego**

JunkFoodOnTheGo

100.9K followers





## Growth Analysis

### 4 Week Followers Growth

**+17.2K** +14.96%

### Yearly Growth Rate

**Excellent**

**56.6%**

@lennardy grew by **47.8K followers** in the last year. Accounts of similar size have a growth rate **34.9%** per year

### Followers growth

**Organic**

No abnormal growths or negative trends detected on followers graphs.

### Following dynamics

**Organic**

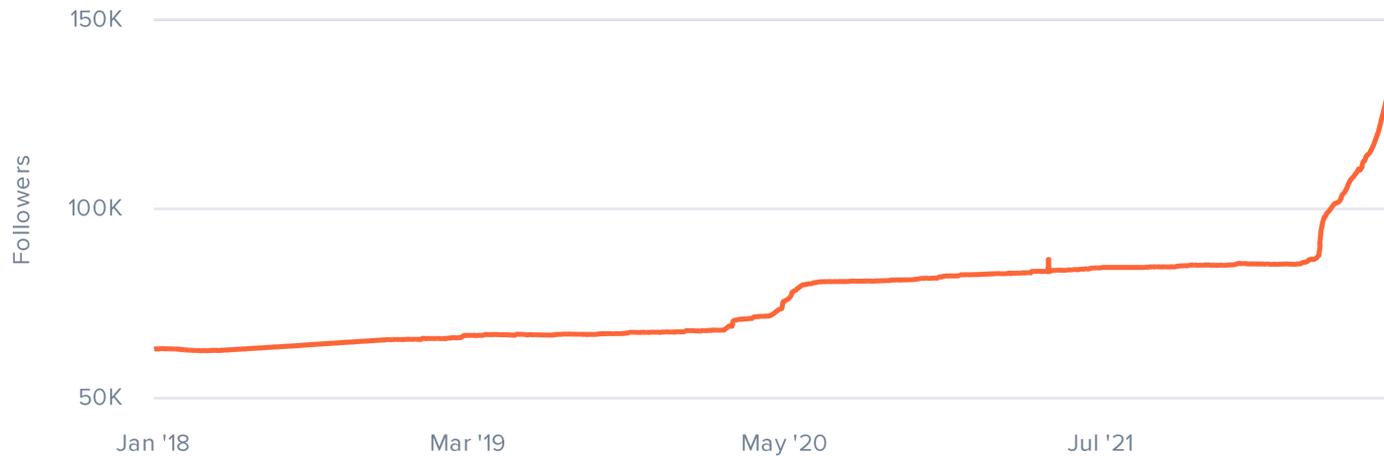
No "incentivized following" patterns detected on following graph.



## Followers growth

### ● Organic

No abnormal growths or negative trends detected on followers graphs.





## Following dynamics

### ● Organic

No "incentivized following" patterns detected on following graph.





## Audience Interests

Food & Cooking 115,065 87.0%

Sweets & Bakery 113,742 86.0%

Cinema & Actors/actresses 99,194 75.0%

Travel 85,968 65.0%

Nature & landscapes 83,323 63.0%

Shows 82,000 62.0%

Family 76,710 58.0%

Photography 74,065 56.0%

Beauty 71,419 54.0%

Health & Medicine 68,774 52.0%

Fitness & Gym 67,452 51.0%

Alcohol 64,806 49.0%

Lifestyle 58,193 44.0%

Art/Artists 55,548 42.0%



### Audience Brand Affinity



MICHELIN guide (o...



Daily Art 🎨



McDonald's



Vogue



Food Insider



BuzzFeed



Harper's BAZAAR



lululemon



Netflix US



KOI Dessert Bar



SGAG



noma



**The Art of Plating**



**Little Miss Bento**



**Noma Projects**



**thesmartlocal.com**



**Gourmeffe**



**ChefsAlert**



**Mae Tan**



**Singapore Foodie**



### Audience Yearly Household Income

0k-5k 4,404 3.3%

5k-10k 8,821 6.7%

10k-25k 25,102 19.0%

25k-50k 32,125 24.3%

50k-75k 22,695 17.2%

75k-100k 15,051 11.4%

100k-150k 15,408 11.7%

150k-200k 5,660 4.3%

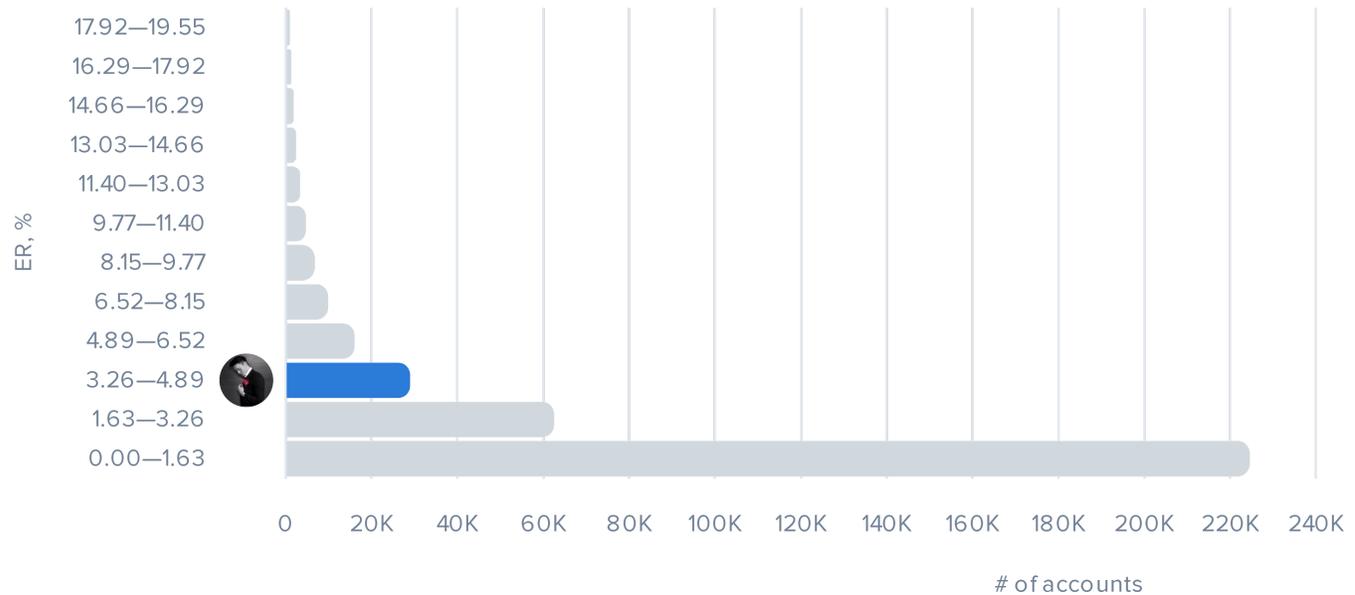
200k+ 2,989 2.3%



## Engagement Rate

● Good

3.30% of audience like or comment the content, similar accounts receive 1.07% engagements





## Engagement

Avg Likes per post

**4.3K**

Likes spread

● **Good**

Spread in likes between posts is **75.00%**  
similar accounts have **56.00%**

Likes-Comment Ratio

● **Good**

@lennardy receives **0.9** comments per  
100 likes, similar accounts receive **1.7**  
comments per 100 likes.

Avg Comments per post

**37**

Comments Rate

**0.03%**

**High comments activity**  
@lennardy receives comments from  
**0.03%** of their audience. Similar accounts  
receive comments from **0.02%** of their  
audience.

Comments Authenticity

● **Good**

Most of 532 recent comments looks  
authentic.



## Value

Est. Post Price

**\$600—\$790**

Est. Story Price

**\$350—\$650**

Est. Cost Per Engagement (CPE)

● **\$0.17 Could be improved**

Compared to average market values

Earned Media Value (EMV)

**\$800—\$2,000**

Estimated cost to gain the same reach through paid social ad with similar audience. Based on est. post price you'll get **\$2.0** value for each \$1 you pay.



## Rankings

Our AI thoroughly analyses and ranks bloggers by quality audience and authentic engagement. We gather raw data from different sources, depersonalize and clusterize it. Our AI takes only real audience and authentic engagement into consideration. Algorithm ranks influencers and forms the global top, updated daily. The lower the number — the better.

Global Rank

**327,982**

Country Rank

**58**

in Singapore

Category Rank

**2**

Sweets & Bakery in Singapore



## 29 Brand Mentions

Non-ad vs advertising posts for 180 days

### Post Frequency

● Low

@lennardy makes **0.08** post/week

### Adv. Post Frequency

● Average

@lennardy makes **0.08** ad post/week that's **50%** of their content.

### Adv. Performance

● Low

@lennardy average ER is **5.18%** and their advertisement posts average ER is **1.57%**

Accessories & Jewellery 3 10.3%

Shopping & Retail 3 10.3%

Alcohol 2 6.9%

Luxury 2 6.9%

Sweets & Bakery 2 6.9%

Lifestyle 2 6.9%

Cars & Motorbikes 2 6.9%

Beauty 2 6.9%

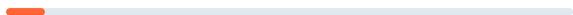
Family 1 3.4%

Shows 1 3.4%

Food & Cooking 2 6.9%



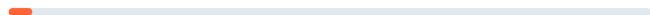
Clothing & Outfits 2 6.9%



Nature & landscapes 1 3.4%



Travel 1 3.4%





## Brand Mentions



**@senokoenergy**  
Senoko Energy

1 mention • 0.26% ER



ALCOHOL

Cloudy Bay

1 mention • 0.51% ER



LUXURY

OMEGA

1 mention • 0.60% ER



**@cedricgroletopera**  
Cedric Grolet Opéra

1 mention • 0.66% ER



**@cloudstreet.sg**  
Cloudstreet

1 mention • 1.10% ER



SWEETS & BAKERY

DON DON DONKI Singapore

1 mention • 0.47% ER



CLOTHING & OUTFITS

Diesel

1 mention • 0.07% ER



@krisshop

KrisShop

1 mention • 0.15% ER



SWEETS & BAKERY

Maison Pierre Hermé Paris

1 mention • 0.42% ER



@paragon.sg

Paragon

1 mention • 0.34% ER



@dupainetdesidees

DU PAIN ET DES IDEES

1 mention • 2.20% ER



@shangriлахotels

Shangri-La

2 mentions • 0.24% ER



CLOTHING & OUTFITS

Boggi Milano

1 mention • 0.17% ER



FOOD & COOKING

Les Enfants Du Marché

1 mention • 1.20% ER



LIFESTYLE

Shangri-La Paris

3 mentions • 0.20% ER



**@ishopchangi**

iShopChangi

1 mention • 0.42% ER



**SHOWS**

DBS Bank

1 mention • 0.12% ER



**@odetterestaurant**

Odette

1 mention • 1.31% ER



**ALCOHOL**

Tippling Club

1 mention • 0.30% ER



**CARS & MOTORBIKES**

Mercedes-Benz Singapore

1 mention • 0.44% ER



**NATURE & LANDSCAPES**

France.fr

1 mention • 0.56% ER



**LIFESTYLE**

Racines Paris

1 mention • 0.22% ER



**ACCESSORIES & JEWELLERY**

Seastainable Co.

1 mention • 0.95% ER



**SHOPPING & RETAIL**

Jo Malone London

1 mention • 0.10% ER



ACCESSORIES & JEWELLERY

Vacheron Constantin

1 mention • 1.16% ER



BEAUTY

MU/SE

1 mention • 0.49% ER



**@nakedfinn**

Naked Finn

1 mention • 0.77% ER



CARS & MOTORBIKES

BMW Singapore

1 mention • 0.21% ER



**@therarehoneycompany**

The Rare Honey Company

1 mention • 0.74% ER



## Methodology & Glossary

### Quality Audience

Quality Audience metrics reflects the number of followers whose activity is not identified as suspicious.

### Engagement Rate (ER)

Percent of the audience who like or comment the posts (engage with the content).

### Estimated Reach

Estimated number of people who see this influencer post.

### Estimated Post Price

We use influencer country, followers number, engagement rate and overall audience quality to estimate post price using machine learning trained on market values. Actual price might be different.

### Estimated Stories Price

We use influencer country, followers number, engagement rate and overall audience quality to estimate stories price using machine learning trained on market values. Actual price might be different.

### Audience Quality Score (AQS)

Audience Quality Score is a 1-100 metric, a benchmark that measures the quality of influencer's audience. The AQS is dynamic and takes the overall performance of Instagram influencers within the same tier into account.

### Adults

The audience are 21 years old or older

### Audience Reachability

Audience who follow less than 1,500 accounts are considered reachable. They probably see most of the influencer's posts.

### Audience Authenticity

Audience who don't look suspicious are considered quality.

### Growth analysis

Growth analysis identifies follow/unfollow patterns, sudden spikes and declines to check if audience is organic.

### Likes spread

Difference in number of likes between posts. If the spread is too low it might indicate that blogger have paid for artificial likes. Normally, followers like some posts more than others. That's why it's suspicious if all posts have the same amount of likes.

### Likes-Comment Ratio

Likes-Comments Ratio shows if the blogger gets more likes or more comments. Significant difference from similar accounts might mean that either comments or likes number was increased artificially.

### Comments Rate

Comment rate is a % of influencer's audience who comment on their most recent 12 posts.

### Comments Authenticity

Comments to giveaways and contests, spammy comments, and comments that come from Instagram Pods are considered

### **Audience Type**

Audience types and demography reflect active and engaged audience to be more representative.

### **Influencers**

Accounts with >5,000 followers

### **Mass followers**

Accounts who have more than 1500 followings. They use automatic tools for Follow/Unfollow, namely subscribe to an influencer to make them follow back. Mass followers don't see the influencer's posts.

### **Suspicious Accounts**

Instagram bots and people who use specific services for likes, comments and followers purchase are identified as Suspicious Accounts.

inauthentic.

### **Advertising Performance**

Number of likes and comments received by posts with brand mentions compared to the same number for posts without mentions of brands (non-personal business accts). Note: posts like this might be not paid.

### **Post Frequency**

Number of posts per week.

### **Advertising Post Frequency**

Number of posts with brand (non-personal business accts) mentions per week. Note: posts like this might be not paid.

### **Brand Mentions**

Mentions of non-personal business accts in photo descriptions.  
Note: posts like this might be not paid.