



**@leomessi** ✓

Leo Messi



**530**  
posts

**140m**  
followers

**230**  
following

**3.4%**  
engagement

Bienvenidos a la cuenta oficial de Instagram de Leo Messi / Welcome to the official Leo Messi Instagram account

📍 Andalucía, Spain

📍 Cataluña, Spain

#### SOCIAL NETWORKS & WEBSITES

📷 [@leomessi](#)

🌐 <http://www.messi.com/>

**63**

OF 100

QUALITY SCORE

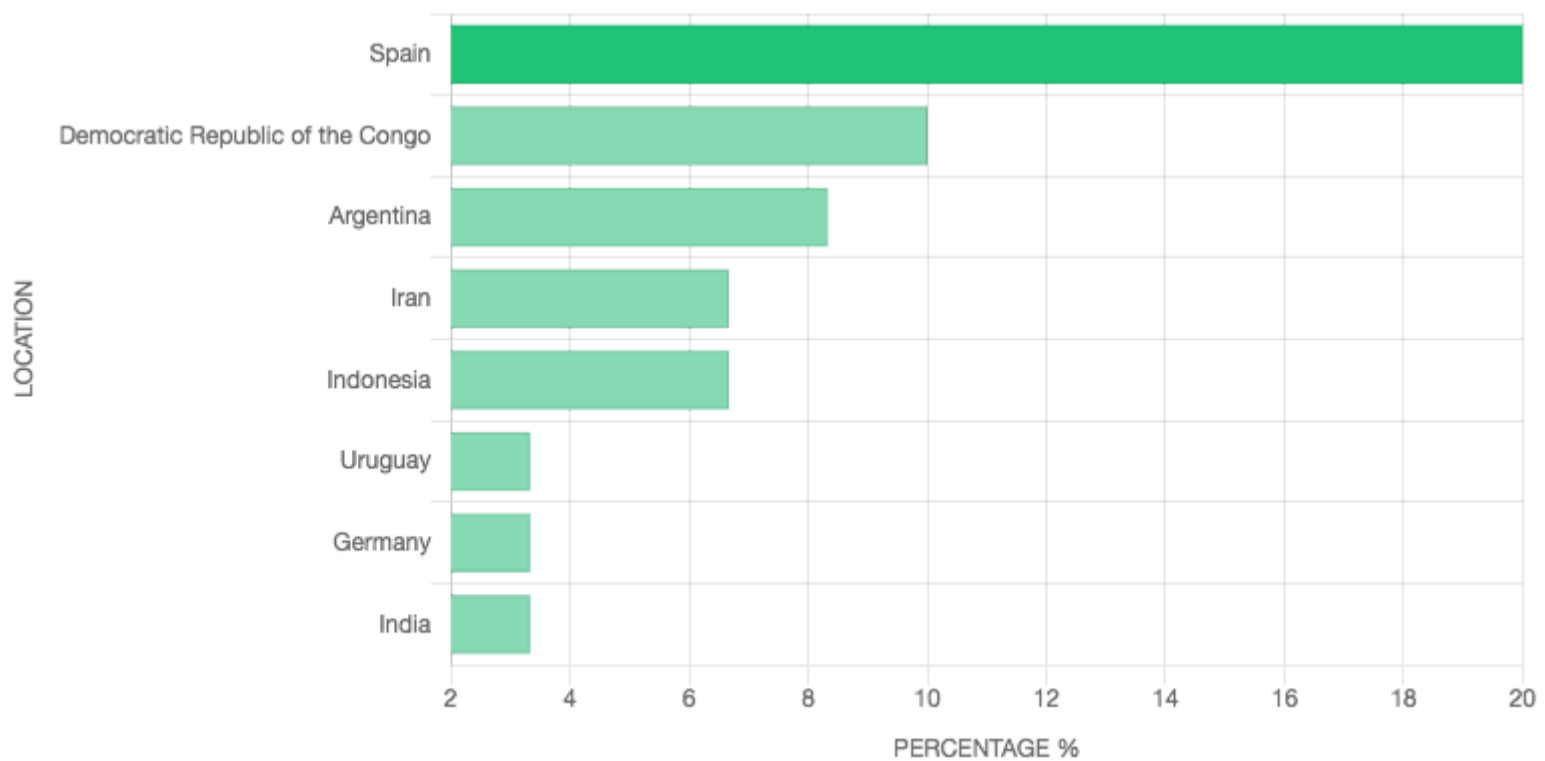
**Good**

Healthy values in most indicators.

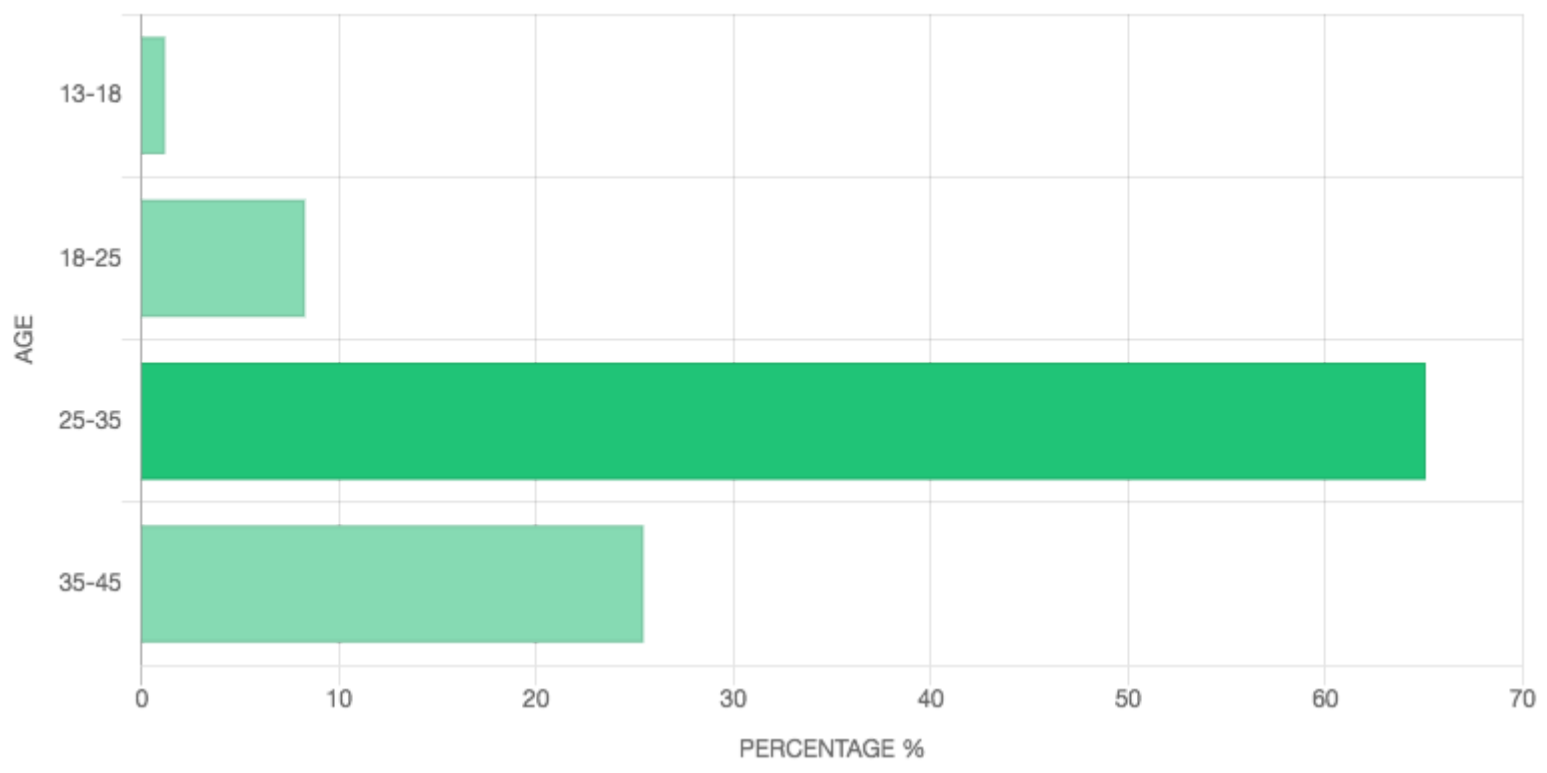
## Audience analytics

We analyze the followers, likers and commenters of the influencer in order to get a good picture of what the influencer's audience looks like.

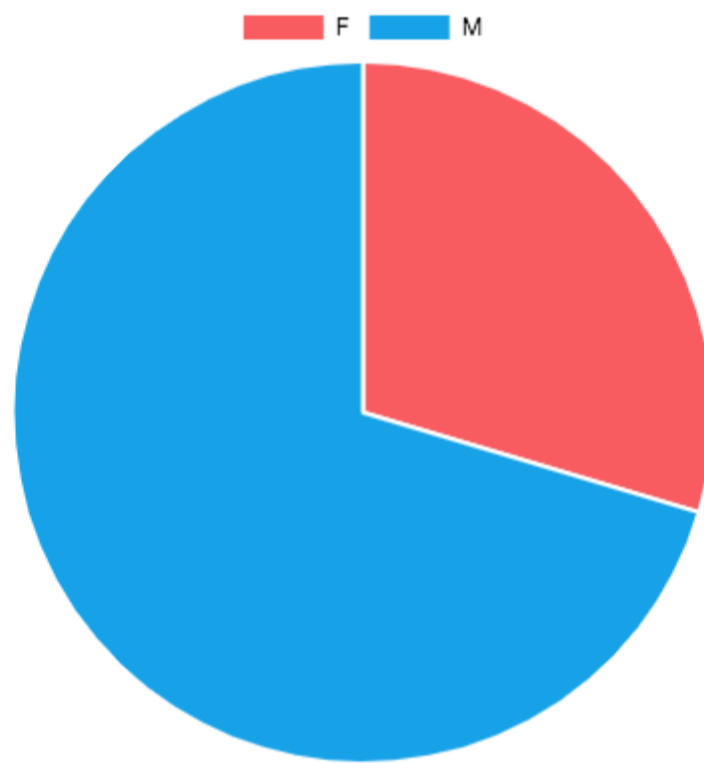
### Audience Location



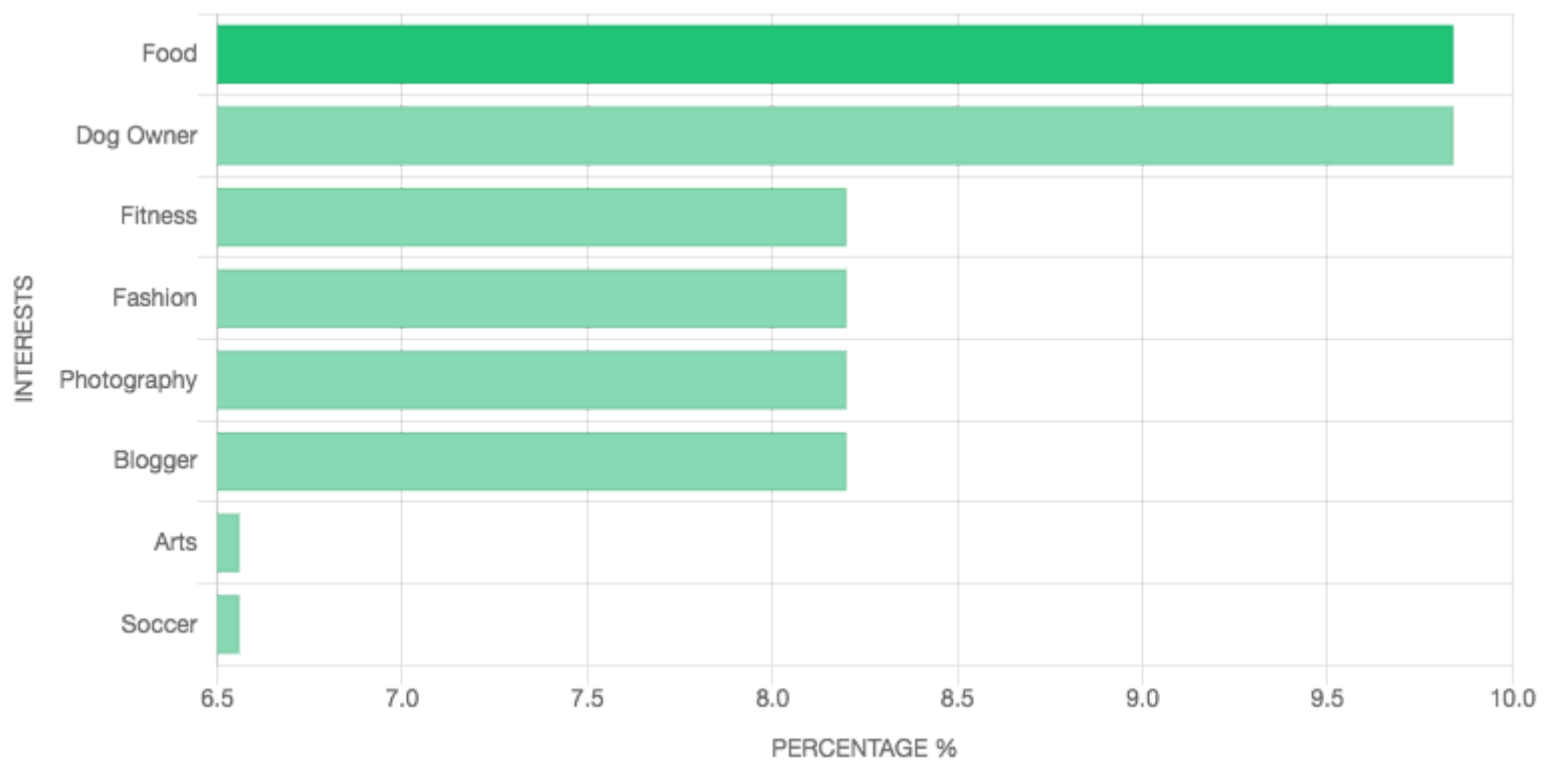
### Audience Age



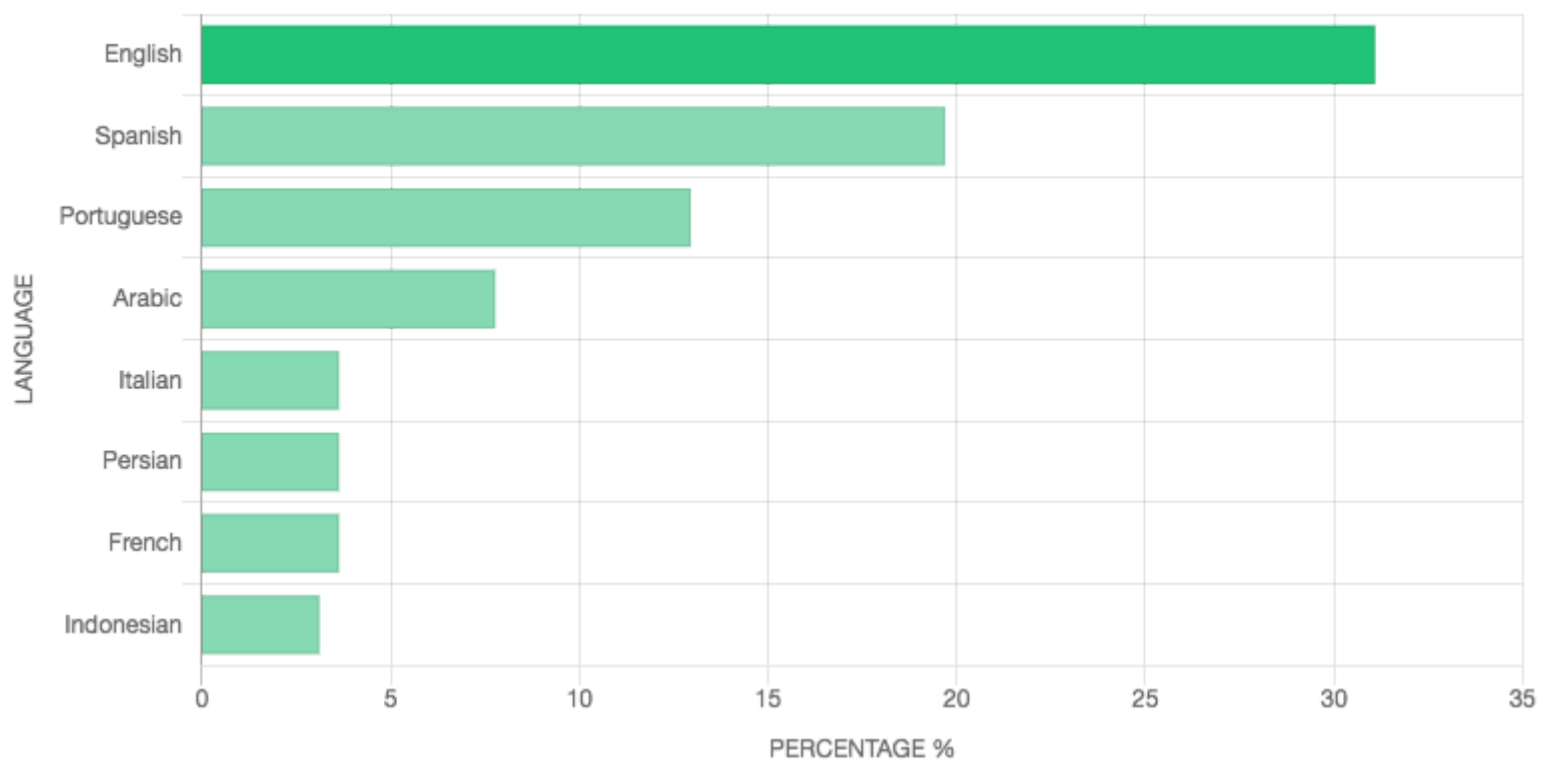
### Audience Gender



### Audience Interests



### Audience Language

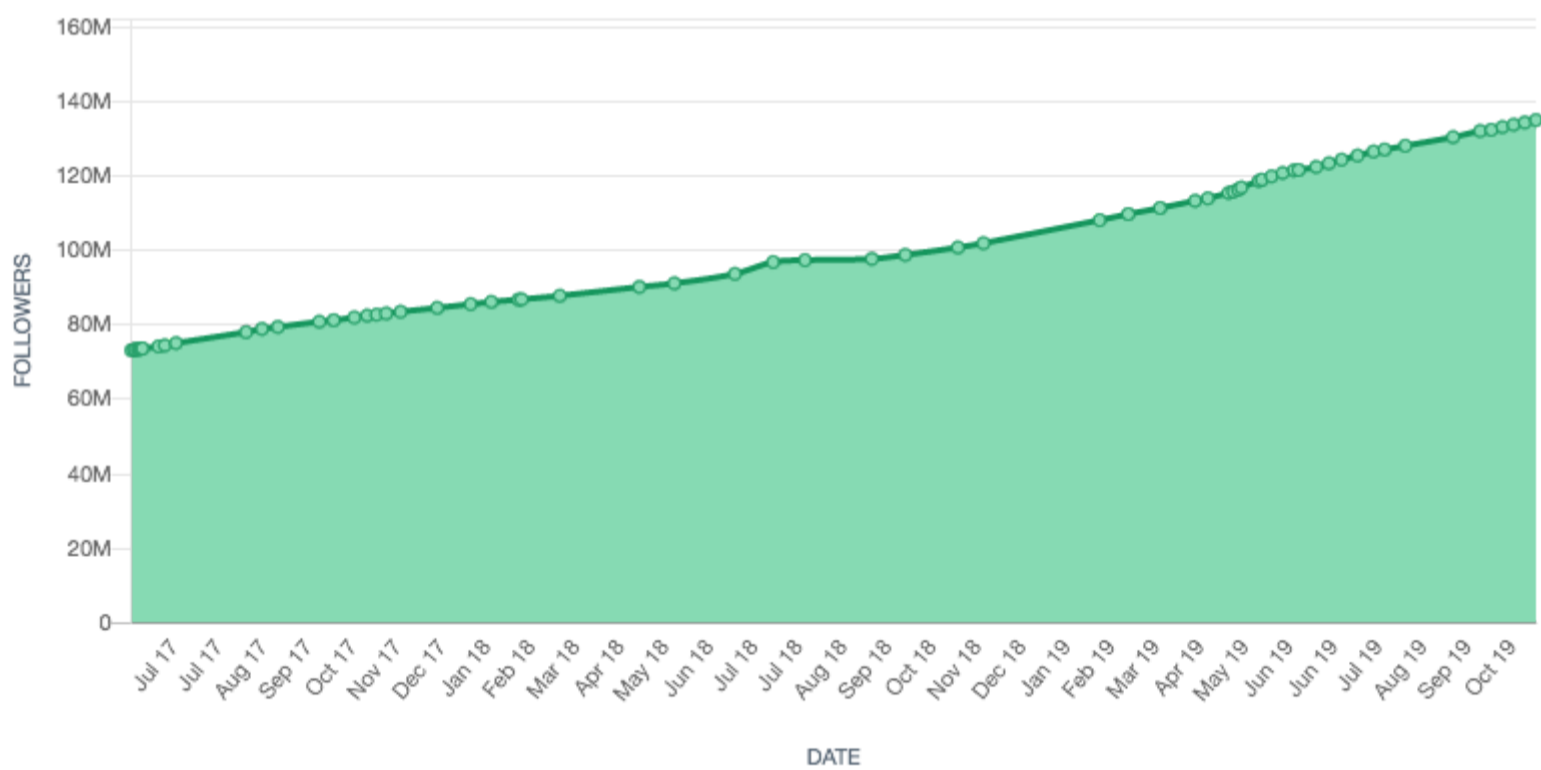


## Profile analytics

### Follower growth rate 📘 Why care?

2.0% in the last 4 weeks

#### Follower evolution

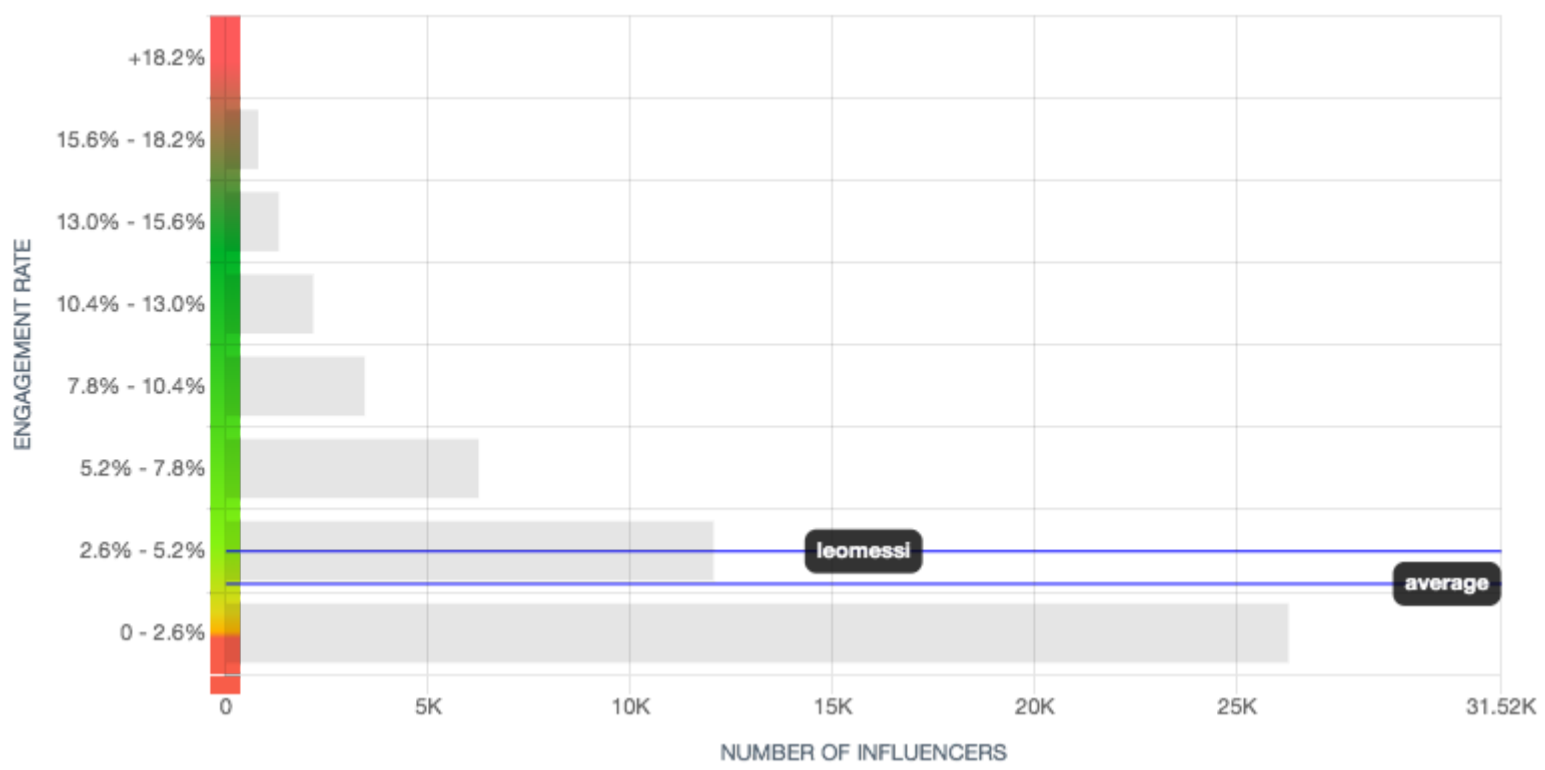


### Engagement rate 📘 Why care?

● 3.4% - High

About 30% of influencers in the segment of **250k+** followers have a higher engagement. The average engagement for this segment is **2.5%**.

#### Engagement rate distribution ( followers segment)

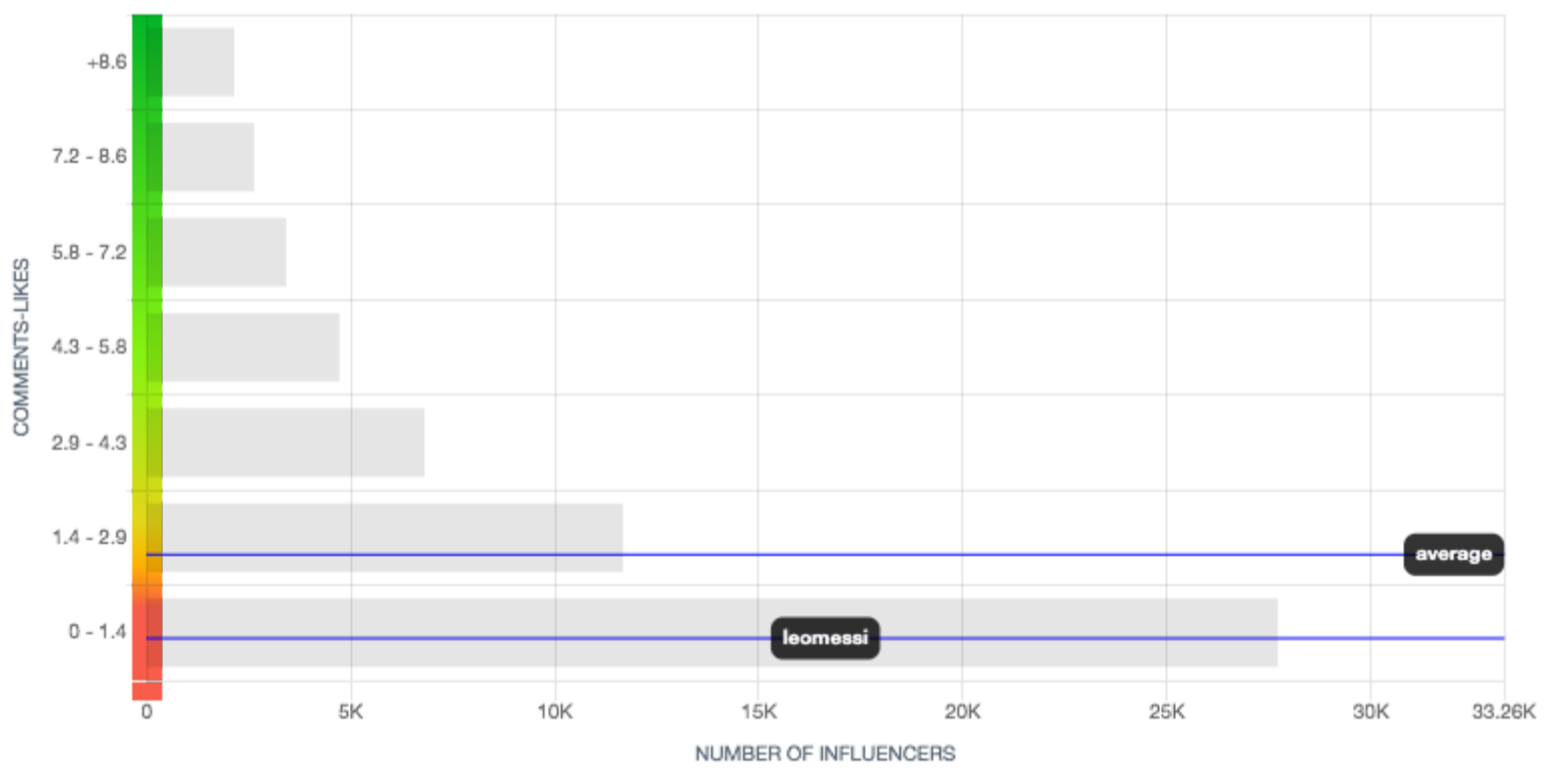


### Comments/likes ratio 📄 Why care?

● 0.6 - Low

About 70% of influencers in the segment of **250k+** followers have a higher comments/likes ratio. The average comments/likes ratio for this segment is **1.7**.

#### Comments/likes ratio distribution (followers segment)



### Post frequency 📄 Why care?

3.7 posts per week

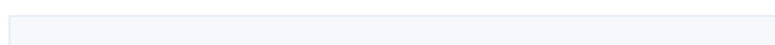
### Followers/following ratio 📄 Why care?

600k followers per 1 following

## Post metrics

### Photo post metrics

Photo post metrics are the average metrics for the last 12 photo posts.



Estimated cost of promotional **post\***

**\$270k — \$500k**

**4536368**  
Avg likes

**25782**  
Avg comments

## Video post metrics

Video post metrics correspond to the metrics of the latest detected video post.

Estimated cost of promotional **video\***

**\$160k — \$300k**

**1493755**  
Views

**608994**  
Likes

**4934**  
Comments

\*These ranges may vary by country, depending on whether the influencer is a personality outside of social networks or other external reasons.

## Brand mentions

17% of branded posts (1.0% average engagement rate) ⓘ *Why care?*

We calculate the number of posts with a mention to a brand in the caption in the last 12 posts. Average engagement rate of these posts is **lower** than total engagement rate (3.4%).



[@jacobandco](#)

Personal Goods & General Merchandise Stores - 1 posts

**608994**  
Total likes

**4934**  
Total comments

**0.5%**  
Avg engagement



[@adidasfootball](#)

Personal Goods & General Merchandise Stores - 1 posts

**1940686**  
Total likes

**16069**  
Total comments

**1.4%**  
Avg engagement