





















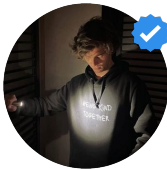
SUMMARY REPORT

NUMBER OF INFLUENCER	TOT. INFLUENCING VALUE	TOT. FOLLOWERS	AVG INFLUENCING VALUE
12	20,39mln	32,57mln	1,70mln
AVG FOLLOWERS	AVG LIKES	AVG COMMENTS	AVG VIEWS
2,71mln	96.093	995	1,03mln

USER LIST

USERNAME	INFLUENCING	FOLLOWERS	AVG LIKES	AVG COMMENTS	AVG VIDEO VIEWS
  djokernole	5,89mln	14,64mln	252.795	3.206	3,21mln
  carlitosalcarazz	5,63mln	5,19mln	302.092	2.583	2,08mln
  janniksin	3,47mln	2,66mln	186.607	1.819	1,94mln
  alexzverev123	1,46mln	2,09mln	108.084	788,9	905.694
  medwed33	765.038	1,27mln	59.541	860	576.200
  matberrettini	724.237	1,75mln	53.847	551,8	1,30mln
  grigordimitrov	582.039	1,16mln	38.536	526,4	540.314
  stefanostsipas98	529.755	1,93mln	37.630	474	586.580
  andreyrublev	460.939	575.762	47.446	631,5	325.452
  casperruud	431.072	674.633	31.852	173,4	286.721
  hubihurkacz	261.917	265.643	18.732	191	263.789
  alexdeminaur	190.155	362.015	15.955	130,2	309.782

REPORT DESCRIPTION



andreyrublev

Andrey Rublev

575.762
FOLLOWERS

471
FOLLOWING

322
POST

INFO USER

MACRO CATEGORY
Sport, Fitness & Health

MICRO CATEGORY
Tennis

S.R.P.
Common user

LOCATION
Russia

PROFILE LANGUAGE
70.2% English

P.O.D.
0%

MAIN ANALYTICS

INFLUENCING VALUE

460.939

504.423
SPONSORED

It represents the main output of Inflead's algorithm. It measures the real reach of the influencer, as the number of users he/she is able to influence through his/her content.

EFFICENCY

80.1%

87.6%
SPONSORED

It measures the actual impact of the influencer's contents given his/her followers count.

EARNED MEDIA VALUE

€4.056

It expresses the cost necessary to reach an equivalent number of users similar in interests and age compared to those reached by the profile through sponsored on the social network.

AUDIENCE

LANGUAGES
-

COUNTRY
-

CITY
-

INTERACTIONS

575.762

FOLLOWERS

Week Followers Growth: +430
Month Followers Growth: +9.483

471

FOLLOWING

Week Following Growth: +0
Month Following Growth: +1

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	8.4%	47.446	631,5	325.452



carlitosalcarazz

Carlos Alcaraz Garfia

5,19mln
FOLLOWERS

818
FOLLOWING

811
POST

INFO USER

MACRO CATEGORY
Sport, Fitness & Health

MICRO CATEGORY
Tennis

S.R.P.
Common user

LOCATION
Murcia
Spain

PROFILE LANGUAGE
53.5% Spanish
46.5% English

P.O.D.
0%

MAIN ANALYTICS

INFLUENCING VALUE

5,63mln 1,78mln
SPONSORED

It represents the main output of Inflead's algorithm. It measures the real reach of the influencer, as the number of users he/she is able to influence through his/her content.

EFFICENCY

108.4% 34.2%
SPONSORED

It measures the actual impact of the influencer's contents given his/her followers count.

EARNED MEDIA VALUE

€50.886

It expresses the cost necessary to reach an equivalent number of users similar in interests and age compared to those reached by the profile through sponsored on the social network.

AUDIENCE

LANGUAGES

44.9% Spanish
22.9% English
9.0% Portuguese

COUNTRY

32.2% Spain
8.6% United States
7.9% Brazil

CITY

2.4% Madrid
1.6% Barcelona
1.6% São Paulo
1.2% Paris
1.1% Valencia
1.1% Murcia

AGE & GENDER

TOT

F 31.5%
M 68.5%

13-17

F 1.8%
M 2.7%

18-24

F 9.9%
M 19.1%

25-34

F 12.7%
M 28.9%

35-44

F 5.1%
M 13.4%

45-64

F 2%
M 4.4%

65+

F 0%
M 0%

INTERESTS

43.4% Sport, Fitness & Health
39.2% Travel, Nature & Leisure
38.3% Family & Couples
32.0% Photography
29.4% Restaurants & Bars
24.6% Lifestyle, Fashion & Beauty

NOTABLE FOLLOWERS

16.47%

Shows what percentage of followers are influencers. Notable Followers for a 0.99 quantile can largely differ from 1% to 20%.

AUDIENCE CREDIBILITY

87.31%

To establish the followers credibility score for historical followers we take into account factors such as an account's avatar and bio description, number of posts, number of accounts followed vs following ratio. Influencers with a genuine audience will attain scores of 80 or above.

INTERACTIONS

5,19mln

FOLLOWERS

Week Followers Growth: +76.513
Month Followers Growth: +437.962

818

FOLLOWING

Week Following Growth: +9
Month Following Growth: +16

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	5.9%	302.092	2.583	2,08mln



grigordimitrov

Grigor Dimitrov



1,16mIn
FOLLOWERS

744
FOLLOWING

552
POST

INFO USER

 MACRO CATEGORY Sport, Fitness & Health	 MICRO CATEGORY Tennis	 S.R.P. Common user
 LOCATION Sofia Bulgaria	 PROFILE LANGUAGE 100.0% English	 P.O.D. 0%

MAIN ANALYTICS

INFLUENCING VALUE	EFFICENCY	EARNED MEDIA VALUE
<div>582.039334.672 SPONSORED</div> <p>It represents the main output of Inflead's algorithm. It measures the real reach of the influencer, as the number of users he/she is able to influence through his/her content.</p>	<div>50.4%29.0% SPONSORED</div> <p>It measures the actual impact of the influencer's contents given his/her followers count.</p>	<div>€5.122</div> <p>It expresses the cost necessary to reach an equivalent number of users similar in interests and age compared to those reached by the profile through sponsored on the social network.</p>

AUDIENCE

 LANGUAGES -	 COUNTRY -	 CITY -
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INTERACTIONS

1,16mIn

FOLLOWERS

Week Followers Growth: +9.189
Month Followers Growth: +9.189

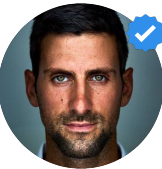
744

FOLLOWING

Week Following Growth: +4
Month Following Growth: +4

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	3.4%	38.536	526,4	540.314



djokernole

Novak Djokovic



14,64mln

FOLLOWERS

1.593

FOLLOWING

1.344

POST

INFO USER

MACRO CATEGORY

Sport, Fitness & Health

MICRO CATEGORY

Tennis

S.R.P.

Common user

LOCATION

Belgrade
Serbia

PROFILE LANGUAGE

100.0% English

P.O.D.

0%

MAIN ANALYTICS

INFLUENCING VALUE

5,89mln

1,96mln
SPONSORED

It represents the main output of Infeed's algorithm. It measures the real reach of the influencer, as the number of users he/she is able to influence through his/her content.

EFFICENCY

40.3%

13.4%
SPONSORED

It measures the actual impact of the influencer's contents given his/her followers count.

EARNED MEDIA VALUE

€53.286

It expresses the cost necessary to reach an equivalent number of users similar in interests and age compared to those reached by the profile through sponsored on the social network.

AUDIENCE

LANGUAGES

40.2% English

16.2% Spanish

7.8% Portuguese

COUNTRY

9.6% United States

8.5% Italy

6.6% Brazil

CITY

1.9% Belgrade

1.5% São Paulo

1.5% London

1.2% New York City

1.0% Melbourne

0.8% Los Angeles

AGE & GENDER

TOT

F 36.7%

M 63.3%

13-17

F 2.1%

M 2.3%

18-24

F 11%

M 16.9%

25-34

F 14.7%

M 27.4%

35-44

F 6%

M 12.7%

45-64

F 2.8%

M 4.1%

65+

F 0%

M 0%

INTERESTS

40.7% Family & Couples

40.4% Sport, Fitness & Health

34.5% Travel, Nature & Leisure

31.7% Photography

30.1% Restaurants & Bars

28.1% Lifestyle, Fashion & Beauty

NOTABLE FOLLOWERS

11.3%

Shows what percentage of followers are influencers. Notable Followers for a 0.99 quantile can largely differ from 1% to 20%.

AUDIENCE CREDIBILITY

77.68%

To establish the followers credibility score for historical followers we take into account factors such as an account's avatar and bio description,number of posts, number of accounts followed vs following ratio. Influencers with a genuine audience will attain scores of 80 or above.

INTERACTIONS

14,64mln

FOLLOWERS

Week Followers Growth: +20.820
Month Followers Growth: +113.270

1.593

FOLLOWING

Week Following Growth: +3
Month Following Growth: +15

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	1.7%	252.795	3.206	3,21mln



alexdeminaur

Alex De Minaur

362.015
FOLLOWERS

364
FOLLOWING

567
POST

INFO USER

 MACRO CATEGORY Sport, Fitness & Health	 MICRO CATEGORY Tennis	 S.R.P. Common user
 LOCATION Monaco Monaco	 PROFILE LANGUAGE 87.6% English	 P.O.D. 0%

MAIN ANALYTICS

INFLUENCING VALUE

190.155 112.143
SPONSORED

It represents the main output of Inflead's algorithm. It measures the real reach of the influencer, as the number of users he/she is able to influence through his/her content.

EFFICENCY

52.5% 31.0%
SPONSORED

It measures the actual impact of the influencer's contents given his/her followers count.

EARNED MEDIA VALUE

€1.673

It expresses the cost necessary to reach an equivalent number of users similar in interests and age compared to those reached by the profile through sponsored on the social network.

AUDIENCE

 LANGUAGES -	 COUNTRY -	 CITY -
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INTERACTIONS

362.015

FOLLOWERS

Week Followers Growth: +23.909
Month Followers Growth: +23.909

364

FOLLOWING

Week Following Growth: +4
Month Following Growth: +4

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	4.4%	15.955	130,2	309.782



medwed33

Medvedev Daniil



1,27mIn

FOLLOWERS

287

FOLLOWING

481

POST

INFO USER



MACRO CATEGORY

Lifestyle, Fashion & Beauty



MICRO CATEGORY

Casual, Streetwear & Sport Fashion



S.R.P.

Common user



LOCATION

Madrid
Spain



PROFILE LANGUAGE

64.3% English
35.7% Russian



P.O.D.

0%

MAIN ANALYTICS

INFLUENCING VALUE

765.038

153.008
SPONSORED

It represents the main output of Inlead's algorithm. It measures the real reach of the influencer, as the number of users he/she is able to influence through his/her content.

EFFICENCY

60.4%

12.1%
SPONSORED

It measures the actual impact of the influencer's contents given his/her followers count.

EARNED MEDIA VALUE

€6.108

It expresses the cost necessary to reach an equivalent number of users similar in interests and age compared to those reached by the profile through sponsored on the social network.

AUDIENCE



LANGUAGES

32.1% English
24.4% Russian
14.3% Spanish



COUNTRY

21.0% Russia
12.4% United States
7.1% Italy



CITY

7.1% Moscow
2.8% Saint Petersburg
1.9% New York City
1.1% London
1.1% Paris
1.0% São Paulo

AGE & GENDER

TOT

F 26.6%
M 73.4%

13-17

F 1.4%
M 3.2%

18-24

F 8.6%
M 20.6%

25-34

F 10.4%
M 31.9%

35-44

F 4.3%
M 13.3%

45-64

F 2%
M 4.4%

65+

F 0%
M 0.1%

INTERESTS

50.8% Sport, Fitness & Health
36.7% Family & Couples
36.2% Travel, Nature & Leisure
30.6% Photography
28.3% Restaurants & Bars
24.7% Lifestyle, Fashion & Beauty

NOTABLE FOLLOWERS

12.3%

Shows what percentage of followers are influencers. Notable Followers for a 0.99 quantile can largely differ from 1% to 20%.

AUDIENCE CREDIBILITY

78.3%

To establish the followers credibility score for historical followers we take into account factors such as an account's avatar and bio description, number of posts, number of accounts followed vs following ratio. Influencers with a genuine audience will attain scores of 80 or above.

INTERACTIONS

1,27mln

FOLLOWERS

Week Followers Growth: +271
Month Followers Growth: +7.113

287

FOLLOWING

Week Following Growth: +0
Month Following Growth: -2

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	4.6%	59.541	860	576.200



hubihurkacz

Hubert Hurkacz



265.643

FOLLOWERS

371

FOLLOWING

546

POST

INFO USER

 <div>MACRO CATEGORY Sport, Fitness & Health</div>	 <div>MICRO CATEGORY Tennis</div>	 <div>S.R.P. Common user</div>
 <div>LOCATION Monaco Monaco</div>	 <div>PROFILE LANGUAGE 93.3% English</div>	 <div>P.O.D. 0%</div>

MAIN ANALYTICS

<div>INFLUENCING VALUE</div> <div>261.917134.152 SPONSORED</div> <div>It represents the main output of Inflead's algorithm. It measures the real reach of the influencer, as the number of users he/she is able to influence through his/her content.</div>	<div>EFFICENCY</div> <div>98.6%50.5% SPONSORED</div> <div>It measures the actual impact of the influencer's contents given his/her followers count.</div>	<div>EARNED MEDIA VALUE</div> <div>€2.305</div> <div>It expresses the cost necessary to reach an equivalent number of users similar in interests and age compared to those reached by the profile through sponsored on the social network.</div>
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AUDIENCE

 <div>LANGUAGES -</div>	 <div>COUNTRY -</div>	 <div>CITY -</div>
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INTERACTIONS

265.643

FOLLOWERS

Week Followers Growth: +17.301
Month Followers Growth: +17.301

371

FOLLOWING

Week Following Growth: +6
Month Following Growth: +6

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	7.1%	18.732	191	263.789



alexzverev123

Alexander Zverev



2,09mln
FOLLOWERS

98
FOLLOWING

870
POST

INFO USER

 MACRO CATEGORY Sport, Fitness & Health	 MICRO CATEGORY Tennis	 S.R.P. Common user
 LOCATION Berlin Germany	 PROFILE LANGUAGE 100.0% English	 P.O.D. 0%

MAIN ANALYTICS

INFLUENCING VALUE

1,46mln 639.187
SPONSORED

It represents the main output of Inflead's algorithm. It measures the real reach of the influencer, as the number of users he/she is able to influence through his/her content.

EFFICENCY

69.6% 30.5%
SPONSORED

It measures the actual impact of the influencer's contents given his/her followers count.

EARNED MEDIA VALUE

€12.812

It expresses the cost necessary to reach an equivalent number of users similar in interests and age compared to those reached by the profile through sponsored on the social network.

AUDIENCE

 LANGUAGES -	 COUNTRY -	 CITY -
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INTERACTIONS

2,09mln

FOLLOWERS

Week Followers Growth: +104.561
Month Followers Growth: +104.561

98

FOLLOWING

Week Following Growth: -1
Month Following Growth: -1

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	5.2%	108.084	788,9	905.694



stefanostsitsipas98

Stefanos Tsitsipas



1,93mIn
FOLLOWERS

210
FOLLOWING

1.125
POST

INFO USER



MACRO CATEGORY

Sport, Fitness & Health



MICRO CATEGORY

Tennis



S.R.P.

Common user



LOCATION

Monaco
Monaco



PROFILE LANGUAGE

100.0% English



P.O.D.

0%

MAIN ANALYTICS

INFLUENCING VALUE

529.755

456.178
SPONSORED

It represents the main output of Inflead's algorithm. It measures the real reach of the influencer, as the number of users he/she is able to influence through his/her content.

EFFICENCY

27.5%

23.7%
SPONSORED

It measures the actual impact of the influencer's contents given his/her followers count.

EARNED MEDIA VALUE

€4.662

It expresses the cost necessary to reach an equivalent number of users similar in interests and age compared to those reached by the profile through sponsored on the social network.

AUDIENCE



LANGUAGES

-



COUNTRY

-



CITY

-

INTERACTIONS

1,93mln

FOLLOWERS

Week Followers Growth: -107
Month Followers Growth: +17.672

210

FOLLOWING

Week Following Growth: +0
Month Following Growth: +0

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	2%	37.630	474	586.580



janniksin

Jannik Sinner



2,66mln

FOLLOWERS

98

FOLLOWING

537

POST

INFO USER



MACRO CATEGORY

Sport, Fitness & Health



MICRO CATEGORY

Tennis



S.R.P.

Common user



LOCATION

milan
Italy



PROFILE LANGUAGE

74.0% English
26.0% Italian



P.O.D.

0%

MAIN ANALYTICS

INFLUENCING VALUE

3,47mln

776.939
SPONSORED

It represents the main output of Inflead's algorithm. It measures the real reach of the influencer, as the number of users he/she is able to influence through his/her content.

EFFICIENCY

130.2%

29.2%
SPONSORED

It measures the actual impact of the influencer's contents given his/her followers count.

EARNED MEDIA VALUE

€31.068

It expresses the cost necessary to reach an equivalent number of users similar in interests and age compared to those reached by the profile through sponsored on the social network.

AUDIENCE



LANGUAGES

54.3% Italian
23.6% English
6.2% Spanish



COUNTRY

61.2% Italy
5.7% United States
3.1% France



CITY

5.3% Milan
2.9% Rome
1.5% Turin
1.0% Naples
0.8% Bologna
0.8% London

AGE & GENDER

TOT

F 23%
M 77%

13-17

F 1.7%
M 2.7%

18-24

F 8.5%
M 20.3%

25-34

F 7.7%
M 30.1%

35-44

F 3.2%
M 15.6%

45-64

F 1.9%
M 8.2%

65+

F 0%
M 0.1%

INTERESTS

57.1% Sport, Fitness & Health
43.2% Family & Couples
40.8% Travel, Nature & Leisure
38.9% Photography
38.3% Restaurants & Bars
33.8% Lifestyle, Fashion & Beauty

NOTABLE FOLLOWERS

14.16%

Shows what percentage of followers are influencers. Notable Followers for a 0.99 quantile can largely differ from 1% to 20%.

AUDIENCE CREDIBILITY

84.75%

To establish the followers credibility score for historical followers we take into account factors such as an account's avatar and bio description, number of posts, number of accounts followed vs following ratio. Influencers with a genuine audience will attain scores of 80 or above.

INTERACTIONS

2,66mIn

FOLLOWERS

Week Followers Growth: +32.243
Month Followers Growth: +164.180

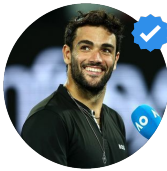
98

FOLLOWING

Week Following Growth: -1
Month Following Growth: -1

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	7.1%	186.607	1.819	1,94mIn



matberrettini

Matteo Berrettini

1,75mIn
FOLLOWERS

471
FOLLOWING

420
POST

INFO USER

MACRO CATEGORY
Sport, Fitness & Health

MICRO CATEGORY
Tennis

S.R.P.
Common user

LOCATION
London
United Kingdom

PROFILE LANGUAGE
82.4% English
17.6% Italian

P.O.D.
0%

MAIN ANALYTICS

INFLUENCING VALUE

724.237 672.505
SPONSORED

It represents the main output of Inflead's algorithm. It measures the real reach of the influencer, as the number of users he/she is able to influence through his/her content.

EFFICENCY

41.3% 38.4%
SPONSORED

It measures the actual impact of the influencer's contents given his/her followers count.

EARNED MEDIA VALUE

€6.522

It expresses the cost necessary to reach an equivalent number of users similar in interests and age compared to those reached by the profile through sponsored on the social network.

AUDIENCE

LANGUAGES

58.7% Italian
25.7% English
5.0% Spanish

COUNTRY

61.8% Italy
6.4% United States
5.6% United Kingdom

CITY

5.1% Milan
3.7% Rome
2.5% London
2.3% Naples
1.5% Turin
1.0% New York City

AGE & GENDER

TOT

F 55%
M 45%

13-17

F 2.5%
M 1.6%

18-24

F 18.1%
M 11.3%

25-34

F 23.1%
M 18.9%

35-44

F 7.7%
M 9.2%

45-64

F 3.5%
M 4%

65+

F 0%
M 0%

INTERESTS

51.1% Family & Couples
46.0% Travel, Nature & Leisure
45.8% Photography
43.8% Restaurants & Bars
39.8% Lifestyle, Fashion & Beauty
39.6% Sport, Fitness & Health

NOTABLE FOLLOWERS

16.44%

Shows what percentage of followers are influencers. Notable Followers for a 0.99 quantile can largely differ from 1% to 20%.

AUDIENCE CREDIBILITY

86.24%

To establish the followers credibility score for historical followers we take into account factors such as an account's avatar and bio description, number of posts, number of accounts followed vs following ratio. Influencers with a genuine audience will attain scores of 80 or above.

INTERACTIONS

1,75mln

FOLLOWERS

Week Followers Growth: +3.198
Month Followers Growth: +460

471

FOLLOWING

Week Following Growth: +1
Month Following Growth: +5

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	3.1%	53.847	551,8	1,30mln

INTERACTIONS

674.633

FOLLOWERS

Week Followers Growth: +4.473
Month Followers Growth: +26.192

644

FOLLOWING

Week Following Growth: +1
Month Following Growth: +5

POST ANALYSIS

	ENGAGEMENT	AVG LIKES	AVG COMMENTS	AVG VIEWS
ALL POSTS	4.7%	31.852	173,4	286.721