



@juanmerodio May 25, 2018
Juan Merodio Madrid



+13 rankings

140
Engagements

9,274
Followers



Popular # and @

#Marketingdigital

@Teddypom2018

@Jaimechicheri

#Emprendedores

@Vickysastresantiago

#Marketing

Influencer Brand Affinity

Renault

Tesla Motors

Booking.com

Air Canada

Iberia

Influencer Interests

Electronics & Computers

Pets

Television & Film

Music

Travel, Tourism & Aviation

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Audience Data



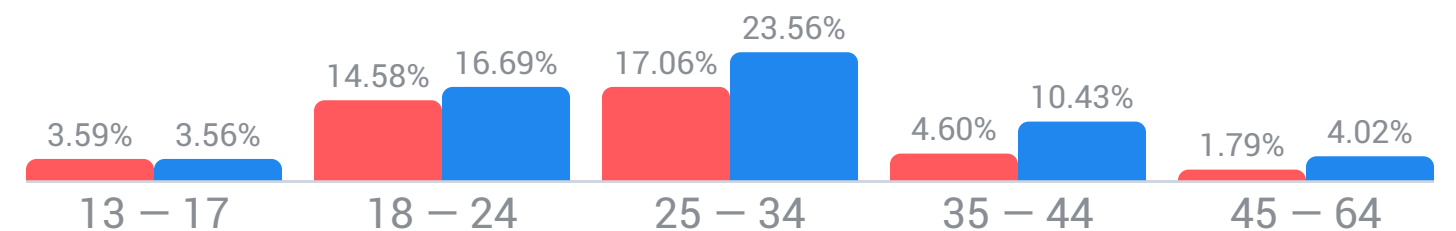
99.18%
Audience Credibility

53.96%
Notable Engagements

102.03%
Paid Post Performance

Age and Gender Split

● Female 42.47% ● Male 57.53%



Audience Brand Affinity

Apple 16.00%

Walt Disney 9.33%

Amazon 8.30%

Netflix 7.38%

Starbucks 6.07%

Audience Interests

Travel, Tourism & A... 46.40%

Friends, Family & R... 43.46%

Restaurants, Food ... 43.42%

Clothes, Shoes, Han... 40.77%

Camera & Photogra... 39.58%

Location by Country

Spain 23.62%

United States of A... 15.33%

Brazil 14.64%

Location by City

Madrid 5.03%

São Paulo 3.13%

Barcelona 2.47%

Los Angeles 2.31%

Toronto 1.90%

Rankings



Top 69 Influencer

with account size:

 5k - 10k followers

and largest audience:

 Spain

 Males

 Healthy Lifestyle



Top 80 Influencer

with account size:

 5k - 10k followers

and largest audience:

 Madrid, ES

 Males

 Electronics & Computers
Total number of rankings: 14

GENDER, AGE AND ETHNICITY

Gender split

Gender	Percent	Followers	Engagements
Female	42.47%	3,939	59
Male	57.53%	5,335	81

Ethnicity

Group	Percent	Followers	Engagements
Asian	4.27%	396	6
White / Caucasian	62.07%	5,756	87
Hispanic American	30.68%	2,846	43
African Descent	2.99%	277	4

Age split

Age	Percent	Followers	Engagements
13-17	7.15%	663	10
18-24	31.27%	2,900	44
25-34	40.62%	3,767	57
35-44	15.03%	1,394	21
45-64	5.8%	538	8
65+	0.12%	11	0

Female Age Split

Age	Percent	Followers	Engagements
13-17	3.59%	333	5
18-24	14.58%	1,353	20
25-34	17.06%	1,582	24
35-44	4.6%	426	6
45-64	1.79%	166	3
65+	0.03%	2	0

Male Age Split

Age	Percent	Followers	Engagements
13-17	3.56%	330	5
18-24	16.69%	1,548	23
25-34	23.56%	2,185	33
35-44	10.43%	968	15
45-64	4.02%	372	6
65+	0.1%	9	0

INFLUENCERS POPULAR #HASHTAGS AND @MENTIONS

Top recent #Hashtags

Hashtag	Percent
#marketingdigital	41.84%
#marketing	36.88%
#emprendedores	36.17%
#marketingtips	34.75%
#negocios	24.11%
#digitalmarketing	22.70%
#emprendedor	22.70%
#motivacion	21.99%
#exito	21.28%
#emprendimiento	21.28%

Top recent @Mentions

Mention	Percent
@teddypom2018	23.81%
@jaimechicheri	19.05%
@vickysastresantiago	14.29%
@danielo_flash	4.76%
@cnnee	4.76%
@muroexe	4.76%
@united	4.76%
@cipriquintas	4.76%
@pabloherrerros	4.76%
@carlos_baute	4.76%

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	Spain	23.62%	2,191	33
Location: by Country	United States of America	15.33%	1,422	21
Location: by Country	Brazil	14.64%	1,358	20
Location: by Country	Colombia	5.62%	521	8
Location: by Country	Venezuela	4.68%	434	7
Location: by Country	Canada	3.61%	335	5
Location: by Country	Mexico	2.92%	271	4
Location: by Country	United Kingdom	2.53%	234	4
Location: by Country	Argentina	2.19%	203	3
Location: by Country	Australia	1.69%	157	2
Location: by Country	Dominican Republic	1.64%	152	2
Location: by Country	India	1.62%	150	2
Location: by Country	Chile	1.48%	137	2
Location: by Country	Panama	1.48%	137	2
Location: by Country	Peru	1.46%	135	2

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	Ecuador	1.37%	127	2
Location: by Country	Italy	1.35%	125	2
Location: by Country	Germany	1.26%	117	2

LOCATION BY US STATE

Category	Criteria	Percent	Followers	Engagements
Location: by United States of America state	California	4%	371	6
Location: by United States of America state	Florida	2.53%	234	4
Location: by United States of America state	New York	1.96%	181	3
Location: by United States of America state	Texas	0.76%	71	1
Location: by United States of America state	New Jersey	0.43%	40	1
Location: by United States of America state	Georgia	0.39%	36	1
Location: by United States of America state	Illinois	0.39%	36	1

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Madrid	5.03%	467	7
Location: by City	São Paulo	3.13%	290	4
Location: by City	Barcelona	2.47%	229	3
Location: by City	Los Angeles	2.31%	214	3
Location: by City	Toronto	1.9%	177	3
Location: by City	New York City	1.67%	155	2
Location: by City	London	1.57%	145	2
Location: by City	Bogotá	1.32%	122	2
Location: by City	Rio de Janeiro	1.21%	112	2
Location: by City	Belo Horizonte	1.05%	97	1
Location: by City	Santiago	1.03%	96	1
Location: by City	Miami	0.94%	87	1
Location: by City	Valencia	0.94%	87	1
Location: by City	Mexico City	0.85%	79	1
Location: by City	Caracas	0.71%	66	1

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Buenos Aires	0.64%	59	1
Location: by City	Guayaquil	0.62%	58	1

LANGUAGES OF AUDIENCE

Category	Criteria	Percent	Followers	Engagements
Native language	Spanish	52.39%	4,859	73
Native language	English	26.14%	2,424	37
Native language	Portuguese	17.69%	1,641	25
Native language	German	0.74%	69	1
Native language	Italian	0.61%	57	1
Native language	Russian	0.5%	47	1
Native language	French	0.3%	28	0

INFLUENCER BRAND AFFINITY

Category	Criteria
Brands:Cars & Motorbikes	Renault
Brands:Cars & Motorbikes	Tesla Motors
Brands:Travel, Tourism & Aviation	Booking.com
Brands:Travel, Tourism & Aviation	Air Canada
Brands:Travel, Tourism & Aviation	Iberia
Brands:Television & Film	CNN
Brands:Electronics & Computers	Google
Brands:Electronics & Computers	Samsung Group
Brands:Electronics & Computers	Adobe

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Travel, Tourism & Aviation	46.4%	4,303	65
Interest	Friends, Family & Relationships	43.46%	4,030	61
Interest	Restaurants, Food & Grocery	43.42%	4,027	61
Interest	Clothes, Shoes, Handbags & Ac...	40.77%	3,781	57
Interest	Camera & Photography	39.58%	3,671	55
Interest	Electronics & Computers	38.13%	3,536	53
Interest	Business & Careers	37.42%	3,471	52
Interest	Art & Design	32.57%	3,021	46
Interest	Television & Film	31.6%	2,930	44
Interest	Toys, Children & Baby	30.75%	2,852	43
Interest	Fitness & Yoga	30.57%	2,835	43
Interest	Music	29.86%	2,770	42
Interest	Sports	29.74%	2,758	42
Interest	Coffee, Tea & Beverages	26.59%	2,466	37
Interest	Cars & Motorbikes	26.39%	2,448	37

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Healthy Lifestyle	24.57%	2,279	34
Interest	Pets	22.91%	2,124	32
Interest	Beauty & Cosmetics	22%	2,041	31
Interest	Beer, Wine & Spirits	19.24%	1,785	27
Interest	Shopping & Retail	18.68%	1,732	26
Interest	Luxury Goods	14.83%	1,376	21
Interest	Wedding	12.14%	1,126	17
Interest	Activewear	11.4%	1,057	16
Interest	Home Decor, Furniture & Garden	11.26%	1,044	16
Interest	Gaming	10.36%	960	14
Interest	Jewellery & Watches	10.29%	954	14
Interest	Healthcare & Medicine	8.3%	770	12

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Music; Electronics & Computers	Apple	16%	1,484	22
Brands:Friends, Family and Relationships; To...	Walt Disney	9.33%	865	13
Brands:Electronics & Computers	Amazon	8.3%	770	12
Brands:Television & Film	Netflix	7.38%	685	10
Brands:Coffee, Tea & Beverages	Starbucks	6.07%	563	9
Brands:Television & Film	Star Wars	5.35%	496	7
Brands:Travel, Tourism & Aviation; Electronic...	Google	5.22%	484	7
Brands:Activewear; Clothes, Shoes, Handba...	Nike	4.99%	463	7
Brands:Camera & Photography; Travel, Touri...	Travelgram	4.97%	461	7
Brands:Business & Careers; Electronics & Co...	WordPress	4.73%	438	7
Brands:Television & Film	DC Entertainment	3.88%	360	5
Brands:Camera & Photography	GoPro	3.79%	351	5
Brands:Music	Spotify Music	3.33%	309	5
Brands:Camera & Photography; Electronics ...	Canon	3.33%	309	5
Brands:Activewear	Adidas	3.26%	302	5

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Television & Film	HBO	3.2%	297	4
Brands:Coffee, Tea & Beverages	Coca-Cola	2.81%	261	4
Brands:Electronics & Computers	Microsoft	2.73%	253	4
Brands:Toys, Children & Baby; Clothes, Shoe...	Zara	2.73%	253	4
Brands:Electronics & Computers	Samsung Group	2.71%	251	4
Brands:Art & Design; Electronics & Computers	Adobe	2.66%	246	4
Brands:Camera & Photography	Nikon	2.64%	245	4
Brands:Cars; Cars & Motorbikes	Lamborghini	2.46%	228	3
Brands:Healthy Lifestyle	VidaSana	2.43%	225	3
Brands:Cars; Cars & Motorbikes	BMW	2.32%	215	3
Brands:Restaurants, Food & Grocery	Nutella	2.3%	213	3
Brands:Cars; Cars & Motorbikes	Ferrari	2.27%	210	3
Brands:Television & Film	Marvel Entertainment	2.18%	202	3
Brands:Cars; Cars & Motorbikes	Tesla Motors	2.18%	202	3
Brands:Art & Design	Pantone Inc	2.16%	200	3

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beauty & Cosmetics	MAC Cosmetics	2.14%	199	3
Brands:Cars; Cars & Motorbikes	Mercedes-Benz	2.11%	195	3
Brands:Business & Careers	FOREX	2.04%	189	3
Brands:Television & Film	Harry Potter	1.98%	184	3
Brands:Toys, Children & Baby	Lego	1.93%	179	3
Brands:Electronics & Computers	Sony	1.89%	176	3
Brands:Travel, Tourism & Aviation	Airbnb	1.89%	176	3
Brands:Cars; Cars & Motorbikes	Honda	1.77%	164	2
Brands:Gaming; Toys, Children & Baby; Tele...	Pokemon	1.73%	161	2
Brands:Cars; Cars & Motorbikes	Porsche	1.72%	159	2
Brands:Activewear; Clothes, Shoes, Handba...	Converse	1.68%	156	2
Brands:Cars; Cars & Motorbikes	Ford	1.65%	153	2
Brands:Restaurants, Food & Grocery	McDonald's	1.65%	153	2
Brands:Cars; Cars & Motorbikes	Toyota	1.59%	148	2
Brands:Coffee, Tea & Beverages	Cafecito	1.58%	146	2

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Luxury Apparel; Luxury Goods; Cloth...	Gucci	1.54%	143	2
Brands:Cars; Cars & Motorbikes	Audi	1.52%	141	2
Brands:Travel, Tourism & Aviation	LATAM	1.52%	141	2
Brands:Gaming; Electronics & Computers	Nintendo	1.5%	140	2
Brands:Business & Careers	Paypal	1.45%	135	2
Brands:Cars; Cars & Motorbikes	Volkswagen	1.43%	133	2
Brands:Coffee, Tea & Beverages	Red Bull	1.38%	128	2
Brands:Sports; Gaming	NBA	1.38%	128	2
Brands:Cars; Cars & Motorbikes	Chevrolet	1.35%	125	2
Brands:Television & Film	Marvel	1.33%	123	2
Brands:Clothes, Shoes, Handbags & Accesso...	Ray-Ban	1.27%	118	2
Brands:Music	SoundCloud	1.27%	118	2
Brands:Electronics & Computers	Beats Electronics	1.26%	117	2
Brands:Clothes, Shoes, Handbags & Accesso...	Vogue	1.26%	117	2
Brands:Travel, Tourism & Aviation; Electronic...	Uber	1.26%	117	2

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Electronics & Computers	musical.ly	1.24%	115	2
Brands:Television & Film	National Geographic	1.24%	115	2
Brands:Sports	NFL	1.24%	115	2
Brands:Healthy Lifestyle; Beauty & Cosmetics	Herbalife	1.22%	113	2
Brands:Cars; Cars & Motorbikes	Nissan	1.15%	107	2
Brands:Gaming	PlayStation	1.15%	107	2
Brands:Sports	UFC	1.15%	107	2
Brands:Jewellery & Watches; Beauty & Cosm...	Chanel	1.15%	107	2
Brands:Clothes, Shoes, Handbags & Accesso...	Vans	1.1%	102	2
Brands:Gaming	Activision Blizzard	1.06%	99	1
Brands:Home Decor, Furniture & Garden; Sh...	IKEA	1.03%	95	1
Brands:Jewellery & Watches; Luxury Goods	Rolex	1.01%	94	1
Brands:Coffee, Tea & Beverages	Pepsi	0.99%	92	1
Brands:Beer, Wine & Spirits	Heineken	0.99%	92	1
Brands:Coffee, Tea & Beverages	Coffeeegram	0.97%	90	1

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Shopping & Retail	Walmart	0.97%	90	1
Brands:Luxury Apparel; Luxury Goods; Cloth...	Louis Vuitton	0.94%	87	1
Brands:Beer, Wine & Spirits	Guinness	0.94%	87	1
Brands:Beauty & Cosmetics; Luxury Apparel...	Christian Dior	0.92%	85	1
Brands:Friends, Family & Relationships	Tinder	0.92%	85	1
Brands:Camera & Photography	Polaroid	0.9%	84	1
Brands:Gaming	Pokemon Go	0.9%	84	1
Brands:Sports; Gaming	FIFA	0.89%	82	1
Brands:Shopping & Retail	El Corte Ingles	0.89%	82	1
Brands:Activewear	Puma	0.87%	80	1
Brands:Luxury Apparel; Luxury Goods; Cloth...	Yves Saint Laurent	0.87%	80	1
Brands:Luxury Apparel; Luxury Goods; Cloth...	Prada	0.85%	79	1
Brands:Cars; Cars & Motorbikes	Bentley	0.83%	77	1
Brands:Television & Film	Pixar	0.81%	76	1
Brands:Camera & Photography	A Game of Tones	0.81%	76	1

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Sports	The Olympic Games	0.81%	76	1
Brands:Restaurants, Food & Grocery	OREO	0.8%	74	1
Brands:Shopping & Retail	Alibaba	0.8%	74	1
Brands:Beauty & Cosmetics	Sephora	0.76%	71	1
Brands:Cars & Motorbikes	Yamaha	0.74%	69	1
Brands:Travel, Tourism & Aviation	TripAdvisor	0.74%	69	1
Brands:Jewellery & Watches	Pandora	0.74%	69	1
Brands:Jewellery & Watches	SWAROVSKI	0.73%	67	1
Brands:Electronics & Computers	Huawei	0.71%	66	1
Brands:Clothes, Shoes, Handbags & Accesso...	Guess	0.71%	66	1
Brands:Sports; Television & Film	WWE	0.69%	64	1
Brands:Motorbikes; Cars & Motorbikes	Harley-Davidson	0.67%	62	1
Brands:Electronics & Computers	Intel	0.66%	61	1
Brands:Electronics & Computers	Kickstarter	0.66%	61	1
Brands:Business & Careers	MasterCard Incorporated	0.66%	61	1

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Jewellery & Watches; Luxury Goods	Tiffany & Co	0.66%	61	1
Brands:Activewear	Reebok	0.64%	59	1
Brands:Gaming; Electronics & Computers	Oculus	0.62%	57	1
Brands:Television & Film	Movistar	0.6%	56	1
Brands:Cars; Cars & Motorbikes	Maserati	0.6%	56	1
Brands:Cars; Cars & Motorbikes	McLaren	0.6%	56	1
Brands:Clothes, Shoes, Handbags & Accesso...	Tommy Hilfiger	0.6%	56	1
Brands:Travel, Tourism & Aviation	Geocaching	0.6%	56	1
Brands:Electronics & Computers	Nokia	0.58%	54	1
Brands:Television & Film	Universal	0.58%	54	1
Brands:Cars; Cars & Motorbikes	Mazda	0.58%	54	1
Brands:Cars; Cars & Motorbikes	Cadillac	0.58%	54	1
Brands:Clothes, Shoes, Handbags & Accesso...	Calvin Klein	0.58%	54	1
Brands:Travel, Tourism & Aviation	Iberia	0.58%	54	1
Brands:Luxury Apparel; Clothes, Shoes, Han...	Versace	0.58%	54	1

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Cars; Cars & Motorbikes	Fiat	0.57%	53	1
Brands:Clothes, Shoes, Handbags & Accesso...	Supreme	0.57%	53	1
Brands:Clothes, Shoes, Handbags & Accesso...	Primark	0.57%	53	1
Brands:Art & Design; Camera & Photograph...	Coachella	0.57%	53	1
Brands:Clothes, Shoes, Handbags & Accesso...	Lacoste	0.55%	51	1
Brands:Travel, Tourism & Aviation	Iberostar Hotels & Resorts	0.55%	51	1
Brands:Toys, Children & Baby	PLAYMOBIL	0.55%	51	1
Brands:Cars; Cars & Motorbikes	Bugatti	0.53%	49	1
Brands:Travel, Tourism & Aviation	Bellagio	0.53%	49	1
Brands:Gaming; Electronics & Computers	Xbox	0.53%	49	1
Brands:Beauty & Cosmetics	L'Oréal Paris	0.53%	49	1
Brands:Jewellery & Watches; Luxury Goods	Omega	0.53%	49	1
Brands:Shopping & Retail	Etsy	0.53%	49	1
Brands:Electronics & Computers	Philips	0.51%	48	1
Brands:Television & Film	Warner Bros	0.51%	48	1

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Cars; Cars & Motorbikes	Jaguar	0.51%	48	1
Brands:Camera & Photography; Electronics ...	Snapseed	0.51%	48	1
Brands:Gaming	Grand Theft Auto	0.51%	48	1
Brands:Business & Careers; Electronics & Co...	Salesforce	0.51%	48	1
Brands:Luxury Apparel; Luxury Goods; Cloth...	Hermès	0.51%	48	1
Brands:Sports	Los Angeles Lakers	0.51%	48	1
Brands:Restaurants, Food & Grocery	Chipotle Mexican Grill	0.51%	48	1
Brands:Restaurants, Food & Grocery	Ferrero	0.51%	48	1

SPONSORED POSTS



JuanMerodio
Disrupt or be disrupted

**APRENDE A
CREAR UN CANAL
EN YOUTUBE
CON POCO
PRESUPUESTO**

Crear un canal de #Youtube, es cada vez más recomendable en nuestra estrategia empresarial o de marca, ya que el consumo de videos está aumentando notableme ...

Likes	Comments
138	7

Date (UTC)
07 March 2018 10:57

“

Una empresa que no gestiona lo que dicen de ellos en internet, está perdiendo rentabilidad

JUAN MERODIO

JuanMerodio
Disrupt or be disrupted

Y vosotros, ¿gestionáis la reputación de vuestra empresa o de vuestra marca personal? #marketing #branding #socialmedia #business #marketingdi ...

Likes	Comments
183	0

Date (UTC)
05 March 2018 08:08

<<El marketing digital evoluciona mucho más rápido de lo que somos capaces de asumir>>



@JUANMERODIO

El marketing digital evoluciona mucho más rápido de lo que somos capaces de asumir su evolución, por lo que uno de los grandes retos que tenemos es como mantenerr ...

Likes	Comments
194	12

Date (UTC)
02 March 2018 10:20

SPONSORED POSTS

JuanMerodio
DISRUPT OR BE DISRUPTED

Como etiquetar los videos de Youtube

Un buen video sin los datos correctos pierde casi todo su potencial.
Aprende a etiquetar los videos mediante la estructura de las 12 etiquetas.

- 1** 4 keywords específicas de 1 palabra que describan el video.
- 2** 4 keywords compuestas de 2-3 palabras relacionadas.
- 3** 4 keywords genéricas que describan el video en una palabra.

www.juanmerodio.com

Likes	Comments
128	3

Date (UTC)
28 February 2018 12:44

SPONSORED POSTS



Cada vez se oye más hablar del #marketing de influencia y es muy probable que te hayas preguntado cómo puedes seleccionar a los #influencers más adecuados para...

Likes 135
Comments 4

Date (UTC)
01 February 2018 09:32



¿Cómo conseguir clientes en Internet? • • •
• • #marketing #branding #socialmedia
#business #marketingdigital #entrepreneur
#startup #digitalmarketing #advertisi...

Likes 164
Comments 14

Date (UTC)
29 January 2018 05:14



Siempre invierte parte de lo que obtengas de beneficios en formación, te permitirá seguir creciendo como profesional • • • • •
#marketing #branding #socialmedia ...

Likes 167
Comments 8

Date (UTC)
24 January 2018 06:55

POPULAR POSTS



Está tu propósito en el lugar adecuado?
#emprendedores #emprenderonline
#sueños #zonadecomfort #dreamers
#marketingdigital #marketingonline
by @juanmerodio

Likes Comments
367 8

Date (UTC)
21 March 2018 09:34

<<El empleado
es el activo
más importante
de una
empresa>>



@JUANMERODIO

Que el empleado es el activo más
importante de una empresa, creo que
muchas no lo tienen claro, aunque digan
que si, porque lo que importa son los
by @juanmerodio

Likes Comments
315 10

Date (UTC)
02 February 2018 10:09



Dónde quieres estar? #motivacion
#motivationalquotes #learning #sucessful
#marketing #marketingdigital
#marketingonline #empreendedorism
by @juanmerodio

Likes Comments
284 9

Date (UTC)
20 February 2018 09:42

POPULAR POSTS



💪 Keep trying!! • • • • #emprender #emprendedor #exito #emprendimiento #liderazgo #emprendedores #dinero #negocios #motivacion
by @juanmerodio

Likes	Comments
283	12

Date (UTC)

26 March 2018 08:08



¡Feliz día del Community Manager a todos los que trabajan en ello cada día!
#communitymanager #redessociales #seo #publicidad #marketingdigital #socialmedia
by @juanmerodio

Likes	Comments
279	15

Date (UTC)

22 January 2018 07:34



Primer día de paseo de @teddypom2018 🐶
#emprendedores #pomerania #pomeranian #dog #dogs #puppy #doginstagram #doglove #instadog #cutedog #puppy ...
by @juanmerodio

Likes	Comments
276	11

Date (UTC)

26 February 2018 12:34

POPULAR POSTS



Los 10 consejos de Steve Jobs:

- 1 Ama todo lo que haces.
- 2 No toleres a la gente poco comprometida.
- 3 Trabaja en equipo.
- 4 Ponte en los zapatos de tus clientes.
- 5 Sé el mejor, pero no exclusivo.
- 6 Redefine el juego contra tu competencia.
- 7 Cuida tu salud.
- 8 No seas conformista.
- 9 No sólo es el producto, también la presentación.
- 10 Responde... ¿Estás orgulloso de tu trabajo?

Enseñanzas de#lunes #motivacion #esfuerzo #recompensa #deseo #fuerza #empreendedorismo #emprendedores

by @juanmerodio

Likes

275

Comments

6

Date (UTC)

12 March 2018 09:28



EL MARKETING DIGITAL EXITOSO CONSISTE EN UNA SUCESIÓN DE INTENTOS DE ACCIONES FALLIDOS, QUE TE ACERCAN HASTA LLEGAR A TU OBJETIVO

Keep going! • • • • #marketingdigital #empreendedorismo #marketingonline #digitalmarketing #geracaodevalor #contentmarketing #marketingtips

by @juanmerodio

Likes

268

Comments

7

Date (UTC)

15 January 2018 12:58



Hoy conferencia sobre marketing y transformación digital para el sector del automóvil con Renault, y me han puesto camerino y todo 🍷 #marketingdigital

by @juanmerodio

Likes

267

Comments

14

Date (UTC)

27 January 2018 09:58

GLOSSARY & FAQ

Deep Social is a freemium Instagram ranking, discovery and AI-driven analytics platform. Providing its 21,650 customers with in-depth insights into demographic & psychographic data of 43,388,760 influencers and their audience.

Audience Data. Our data is based only on active engaged audience (likes) for the last 30 days from the date specified at the bottom of this report. Engaged users are the ones who actively engage with the influencer content and are more likely to react to promotions and take actions such as purchase. Hence, our data could be different from official Instagram audience insights as Instagram user insights for audience-related metrics are based on historical followers, only available for business accounts and only for lifetime timeframe. Moreover, according to our research of Instagram audience half of historical followers just passively follow and either don't use Instagram anymore or use it under a different account. Please note that audience data for influencer accounts is updated each month for free. Audience Data is also available via API in JSON format. Please refer to API documentation at <https://docs.deep.social/>.

Influencers. Instagram accounts with more than 1,000 followers.

Engagements. The average sum of likes and comments on the last 30 posts.

Rankings. Currently Deep.Social ranks most influential Instagram accounts by the absolute size of their active engaged audience for 5,276 different locations, gender and location-gender segments. Rankings are also split by account size like weight categories in boxing ranging from 1k to >1m followers. According to our research of Instagram audience in April 2018 there are [459,000] Instagram accounts that have ranked in top 100 in different categories. You can find out how your friends and favourite Instagrammers rank by entering their Instagram @handle at <https://ranking.deep.social/>

Audience Credibility. To establish the audience credibility score for active engaged audience we take into account factors such as account's avatar and bio description, number of posts, number of accounts followed vs following ratio, number of likes received vs number of likes given ratio. Please note that the audience credibility is based only on active engaged audience (likes) i.e. a high credibility score does not necessarily indicate "real followers" - the account may still have bought fake followers, the engagement rate could be very low but those few engagements are real and therefore the credibility score could still be high. Influencers with genuine audience will attain scores of 80 or above.

GLOSSARY & FAQ

Notable Engagements. Shows what percentage of engagements is from influencers. Notable Engagements for 0.99 quantile can largely differ from 3% to 61%

Paid Post Performance. Shows how disclosed sponsored posts perform compared to organic posts in terms of average number of engagements they receive. Paid Post Performance for 0.99 quantile can largely differ from 11% to 276% which means that sometimes you can overpay 9 times for a post if you base your pricing on average engagements as, for example, instead of usual average 10,000 engagements you might get just 1,100 on your sponsored post. Please note that we take into account disclosure both by Instagram Paid Partnerships feature and by 38 sponsored posts including #ad, #sponsored, #paid and others.

Brand Affinity. We determine brand affinities by analyzing posts for caption texts, @mentions, #hashtags and location tags.

Interests. We determine brand affinities by analyzing posts for caption texts, @mentions, #hashtags and location tags.

Ethnicity. We determine engaged audience ethnicity by analyzing profile picture, text in profile description (bio) and selfies in the recent posts. Only available for the audience as an aggregated percentage.

Age. We determine engaged audience age by analyzing profile picture, text in profile description (bio) and selfies in the recent posts. Only available for the audience as an aggregated percentage.

Gender. We determine engaged audience gender by analyzing profile picture, name, text in profile description (bio) and selfies in the recent posts.

Location. We determine engaged audience location (country, state, city) by analyzing location tags, language and caption of the recent posts and text in profile description (bio).

Language. We determine engaged audience language by analyzing caption of the recent posts

Popular #hashtags. Most frequently used #hashtags on the last 30 posts.

GLOSSARY & FAQ

Popular @mentions. Most frequently used @mentions on the last 30 posts.

Sponsored Posts. Posts disclosed either by Instagram Paid Partnerships feature or by 38 sponsored posts' hashtags including #ad, #sponsored, #paid and others.

Popular Posts. Most popular posts by the absolute number of engagements they received.

Influencer contact details. Access to influencer contact information including email, phone, WhatsApp, Skype, Snapchat, Facebook, Twitter, YouTube, Viber, BBM, Telegram, WeChat, Kik Messenger, LINE and such. Feature is only available through API to those subscribed to 1,000 accounts or more. Please note that contact details might be not available for some influencers as we display only public information that can be found on Instagram profile.

Have any further questions? Please refer to our FAQ section at <https://help.deep.social/>.