

@chiaraFerragni



33 Anni Milan, Italy Entrepreneur - Fashion Designer

Chiara Ferragni

Leo's mama and digital entrepreneur Boss baby. Founder

@chiaraFerragnicollection WATCH MY DOC

@chiaraFerragniunposted ON PRIME VIDEO

FOLLOWERS  
**21.93mil**

POSTS  
**13722**

FOLLOWING  
**1222**

INTERAZIONI MEDIE  
**508.5mila**

REACH POST STIMATO: **4.38mil - 6.56mil**

REACH STORIES STIMATO: **218.8mila - 1.09mil**

PREZZO POST STIMATO: **fino a 51.4K€**

PREZZO STORY STIMATO: **fino a 16.6K€**

**AFFIDABILITÀ  
MEDIA**

powered by

## QUALITÀ ACCOUNT

71

### RANKING

Globale **5676°**

Italia **1202°**

Fashion **3234°**

### FAKE DETECTOR

Acquisto like **BASSA**

Gruppi engagement **BASSA**

Follow/unfollow **BASSA**

### PERFORMANCE

Engagement rate **2.32%**

Migliore del 68% degli influencer simili

Commenti/like **1 ogni 414 like**

Peggior del 93% degli influencer simili

Crescita follower giornaliera **+11.6mila**

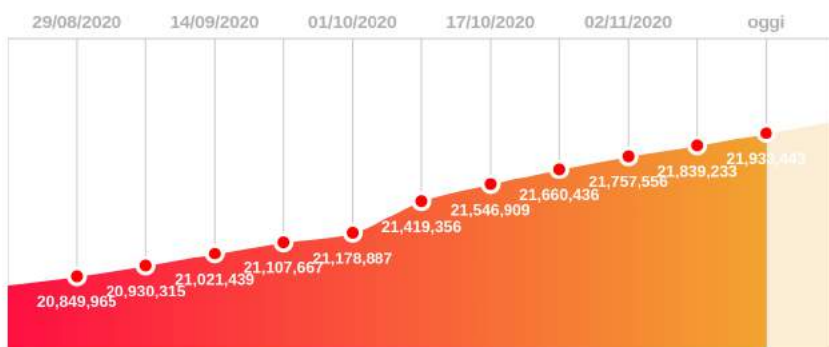
Migliore del 78% degli influencer simili

Qualità immagini **3.8/10**

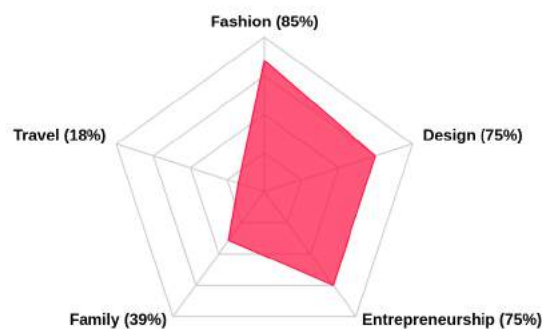
Migliore del 67% degli influencer

### CRESCITA FOLLOWER (LIFETIME)

**21.93mil**

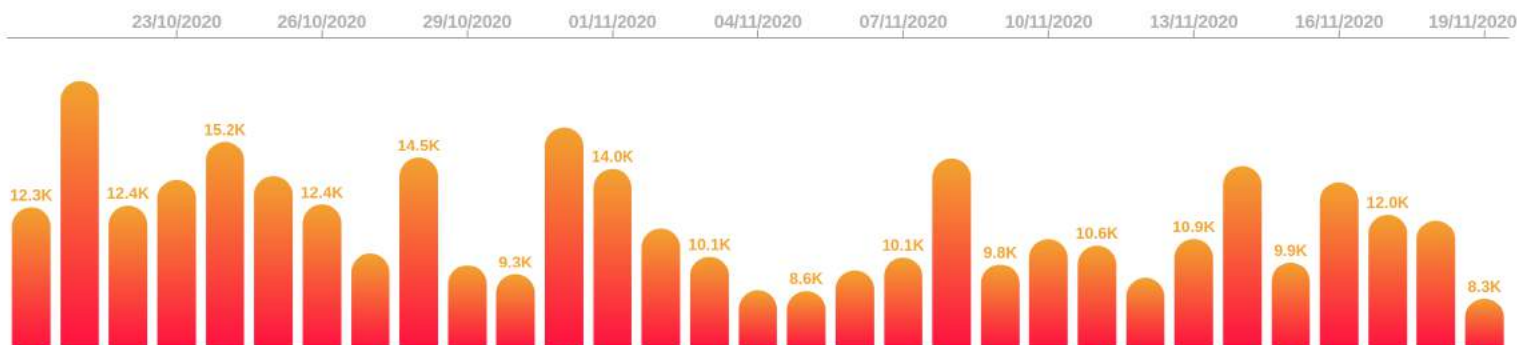


### INTERESSI DELL'AUDIENCE



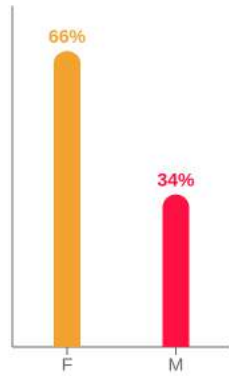
### CRESCITA FOLLOWER (MONTH)

**352.8mila**

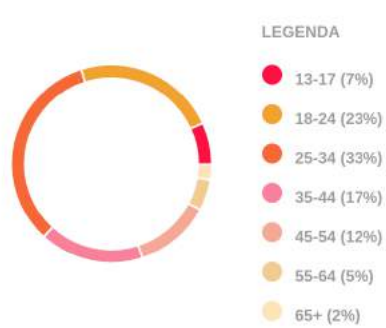


AUDIENCE POWERED BY

PER GENERE



PER ETÀ



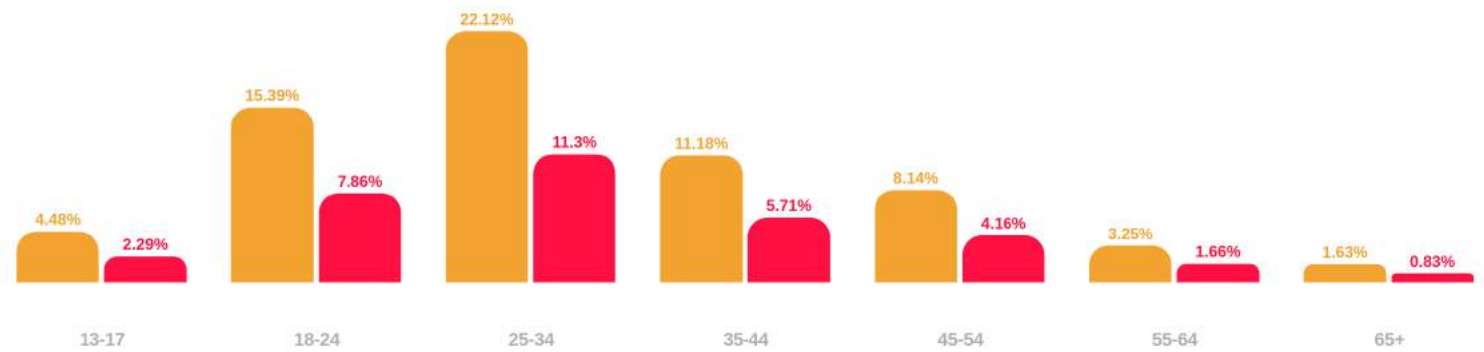
PER NAZIONALITÀ



PER LINGUA



PER ETÀ E PER GENERE



**POST TOTALI**  
13722

**POST ANALIZZATI**  
100

**ENGAGEMENT MEDIO**  
2.49%

**LIKE MEDI**  
540.2mila

**N° COMMENTI MEDIO**  
1470.8

**POST GIORNALIERI**  
3.81

**MIGLIORI 10 POST**

**Publicata il** 29-10-2020  
**Engagement** 9.14%  
**Commenti** 13.1mila  
**Like** 1.97mil

**Publicata il** 12-11-2020  
**Engagement** 5.61%  
**Commenti** 3640  
**Like** 1.22mil

**Publicata il** 06-11-2020  
**Engagement** 5.23%  
**Commenti** 2901  
**Like** 1.13mil

**Publicata il** 24-10-2020  
**Engagement** 5.03%  
**Commenti** 2330  
**Like** 1.09mil

**Publicata il** 12-11-2020  
**Engagement** 4.84%  
**Commenti** 5186  
**Like** 1.05mil

**Publicata il** 02-11-2020  
**Engagement** 4.48%  
**Commenti** 3925  
**Like** 973.3mila

**Publicata il** 13-11-2020  
**Engagement** 4.34%  
**Commenti** 4952  
**Like** 942.7mila

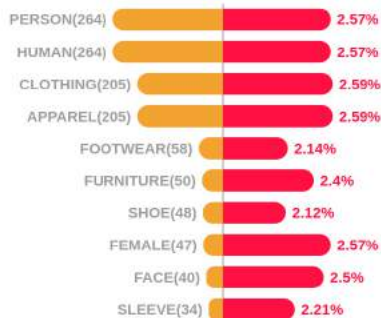
**Publicata il** 29-10-2020  
**Engagement** 4.31%  
**Commenti** 2137  
**Like** 932.4mila

**Publicata il** 10-11-2020  
**Engagement** 4.18%  
**Commenti** 2471  
**Like** 906.8mila

**Publicata il** 31-10-2020  
**Engagement** 4.03%  
**Commenti** 1603  
**Like** 874.4mila

**UTILIZZO HASHTAG (MONTH)**

● Utilizzo Hashtag ● Engagement Rate

**UTILIZZO OGGETTI (MONTH)**

● Utilizzo Oggetti ● Engagement Rate

**POST TOTALI**  
**127**
**ENGAGEMENT MEDIO**  
**1.83%**
**COMMENTI MEDI**  
**1130**
**LIKE MEDI**  
**352.1mila**
**TOP 10 COLLABORAZIONI**

 <b>@calzedonia</b> Post in adv: <b>31</b> Ultimo post: <b>15-11-2020</b> Engagement: <b>2.19%</b> Like: <b>435.9mila</b>	 <b>@amazonprimevideo</b> Post in adv: <b>14</b> Ultimo post: <b>25-04-2020</b> Engagement: <b>1.18%</b> Like: <b>220.5mila</b>	 <b>@intimissimiofficial</b> Post in adv: <b>14</b> Ultimo post: <b>21-10-2020</b> Engagement: <b>1.97%</b> Like: <b>368.7mila</b>	 <b>@lancomeofficial</b> Post in adv: <b>14</b> Ultimo post: <b>04-11-2020</b> Engagement: <b>1.44%</b> Like: <b>280.7mila</b>	 <b>@chiaraferragnicollection</b> Post in adv: <b>11</b> Ultimo post: <b>30-10-2020</b> Engagement: <b>1.73%</b> Like: <b>333.1mila</b>
 <b>@capellipantene</b> Post in adv: <b>10</b> Ultimo post: <b>27-06-2020</b> Engagement: <b>1.12%</b> Like: <b>203.8mila</b>	 <b>@chiaraferragniunposted</b> Post in adv: <b>9</b> Ultimo post: <b>04-12-2019</b> Engagement: <b>1.40%</b> Like: <b>248.8mila</b>	 <b>@apmmonaco</b> Post in adv: <b>8</b> Ultimo post: <b>16-11-2020</b> Engagement: <b>2.16%</b> Like: <b>438.5mila</b>	 <b>@makingthecuttv</b> Post in adv: <b>8</b> Ultimo post: <b>25-04-2020</b> Engagement: <b>1.13%</b> Like: <b>220.6mila</b>	 <b>@manuelemameli</b> Post in adv: <b>8</b> Ultimo post: <b>04-11-2020</b> Engagement: <b>1.46%</b> Like: <b>264.0mila</b>

**TOP 5 COLLABORAZIONI**

 #ad Pubblicata il: <b>09-10-2020</b> Username: <b>@intimissi...</b> Engagement: <b>5.58%</b> Commenti: <b>7062</b> Like: <b>1.20mil</b>	 #ad Pubblicata il: <b>06-11-2020</b> Username: <b>@calzedonia</b> Engagement: <b>5.23%</b> Commenti: <b>2941</b> Like: <b>1.14mil</b>	 #ad Pubblicata il: <b>06-09-2020</b> Username: <b>@apmmonaco</b> Engagement: <b>3.71%</b> Commenti: <b>3519</b> Like: <b>779.1mila</b>	 #ad Pubblicata il: <b>20-10-2020</b> Username: <b>@calzedonia</b> Engagement: <b>3.51%</b> Commenti: <b>1757</b> Like: <b>761.6mila</b>	 #ad Pubblicata il: <b>25-07-2020</b> Username: <b>@calzedonia</b> Engagement: <b>3.48%</b> Commenti: <b>1676</b> Like: <b>718.4mila</b>
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🕒 33 Anni 📍 Milan, Italy 🧑 Entrepreneur - Fashion Designer

**Chiara Ferragni**

Watch my documentary "Chiara Ferragni Unposted" on Amazon Prime Video ❤️

**FOLLOWERS**  
**3.70mil**

**POSTS**  
**199**

**FOLLOWING**  
**125**

**INTERAZIONI MEDIE**  
**336.7mila**

**ENGAGEMENT**  
**9.10%**

**VISUALIZZAZIONI MEDIE**  
**2.38mil**

### QUALITÀ ACCOUNT

72

#### RANKING

🌐 Globale **111°**  
🇮🇹 Italia **10°**

#### PERFORMANCE

**Engagement rate** 9.10%  
*Migliore del 86% degli influencer simili*

**Crescita follower giornaliera** +10mila  
*Migliore del 86.5% degli influencer simili*

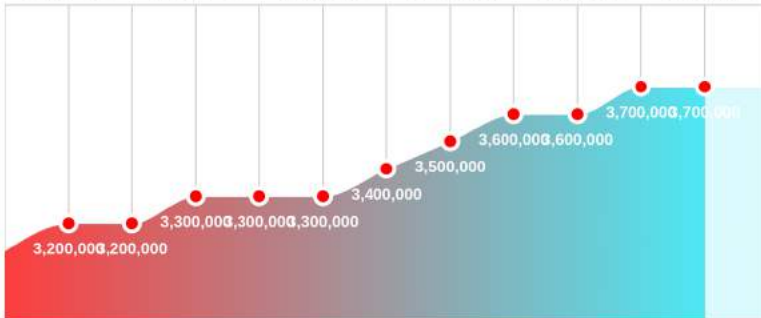
**Commenti/like** 1 ogni 273 like  
*Peggior del 81% degli influencer simili*

**Video views medie** 2.38mil  
*Migliore del 72% degli influencer simili*

#### CRESCITA FOLLOWER (LIFETIME)

**3.70mil**

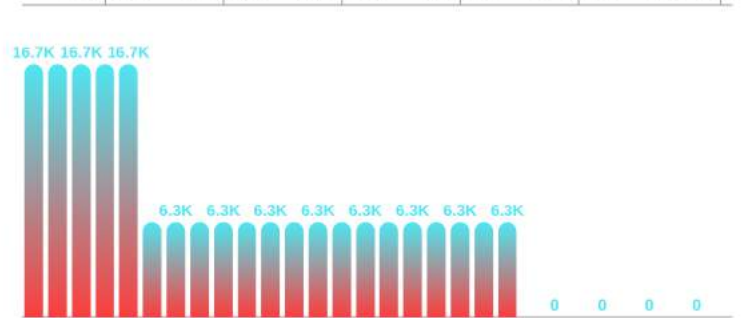
30/08/2020 15/09/2020 01/10/2020 17/10/2020 02/11/2020 17/11/2020



#### CRESCITA FOLLOWER (MONTH)

**200mila**

22/10/2020 27/10/2020 01/11/2020 06/11/2020 11/11/2020 17/11/2020



**VIDEO TOTALI**  
13722

**VIDEO ANALIZZATI**  
78

**ENGAGEMENT MEDIO**  
10.4%

**LIKE MEDI**  
353.1mila

**N° COMMENTI MEDIO**  
1539.3

**VIDEO GIORNALIERI**  
0.50

MIGLIORI 10 VIDEO



Publicata il **20-09-2020**  
Engagement **36.18%**  
Views **19.90mil**  
Like **1.30mil**  
Commenti **2476**



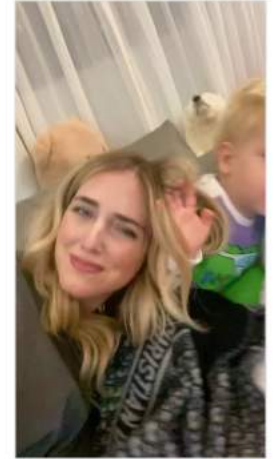
Publicata il **12-10-2020**  
Engagement **29.91%**  
Views **7.40mil**  
Like **1.10mil**  
Commenti **6829**



Publicata il **19-07-2020**  
Engagement **27.88%**  
Views **1.60mil**  
Like **945.3mila**  
Commenti **2578**



Publicata il **03-09-2020**  
Engagement **25.36%**  
Views **7.50mil**  
Like **910.7mila**  
Commenti **2306**



Publicata il **03-10-2020**  
Engagement **25.12%**  
Views **4.90mil**  
Like **925.4mila**  
Commenti **3990**



Publicata il **07-11-2020**  
Engagement **22.63%**  
Views **4.90mil**  
Like **833mila**  
Commenti **4188**



Publicata il **28-06-2020**  
Engagement **22.09%**  
Views **3.40mil**  
Like **659.8mila**  
Commenti **2761**



Publicata il **10-08-2020**  
Engagement **22.07%**  
Views **32.3mila**  
Like **770.2mila**  
Commenti **2259**



Publicata il **02-10-2020**  
Engagement **21.21%**  
Views **5.10mil**  
Like **780mila**  
Commenti **4741**



Publicata il **18-07-2020**  
Engagement **20.92%**  
Views **455mila**  
Like **709.5mila**  
Commenti **1940**

**POST TOTALI**  
**6**
**ENGAGEMENT MEDIO**  
**7.20%**
**COMMENTI MEDI**  
**969**
**LIKE MEDI**  
**255.8mila**
**TOP 10 COLLABORAZIONI**

 <b>@officialbabykmusic</b> Post in adv: <b>2</b> Ultimo post: <b>16-10-2020</b> Engagement: <b>9.60%</b> Like: <b>305.9mila</b>	 <b>@capellipantene_italia</b> Post in adv: <b>1</b> Ultimo post: <b>16-10-2020</b> Engagement: <b>5.62%</b> Like: <b>207.4mila</b>	 <b>@fraferragni</b> Post in adv: <b>1</b> Ultimo post: <b>19-10-2020</b> Engagement: <b>4.94%</b> Like: <b>182.2mila</b>	 <b>@ginengine</b> Post in adv: <b>1</b> Ultimo post: <b>25-09-2020</b> Engagement: <b>10.38%</b> Like: <b>372.6mila</b>	 <b>@valentinaferragni</b> Post in adv: <b>1</b> Ultimo post: <b>19-10-2020</b> Engagement: <b>4.94%</b> Like: <b>182.2mila</b>
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**TOP 5 COLLABORAZIONI**

Pubblicata il: <b>27-06-2020</b> Engagement: <b>13.57%</b> Views: <b>3.70mil</b> Like: <b>404.5mila</b> Commenti: <b>2740</b>	Pubblicata il: <b>25-09-2020</b> Engagement: <b>10.38%</b> Views: <b>4.40mil</b> Like: <b>372.6mila</b> Commenti: <b>1083</b>	Pubblicata il: <b>10-11-2020</b> Engagement: <b>7.72%</b> Views: <b>1.80mil</b> Like: <b>284.7mila</b> Commenti: <b>1022</b>	Pubblicata il: <b>16-10-2020</b> Engagement: <b>5.62%</b> Views: <b>1.60mil</b> Like: <b>207.4mila</b> Commenti: <b>681</b>	Pubblicata il: <b>19-10-2020</b> Engagement: <b>4.94%</b> Views: <b>1.60mil</b> Like: <b>182.2mila</b> Commenti: <b>661</b>