



@alexmorgan13 May 18, 2018

Alex Morgan

172,897

Engagements

5,135,504

Followers



Popular # and @

- #Championsleague @Orlpride
- #Ad @Allie_long_
- #Nobadstuff @Lifetimetv
- #Lyon @Ashlynharris24
- #Uswnt @Alikrieger

Influencer Brand Affinity

- The Olympic Games
- soccerbible
- Mapfre
- Toyota
- Eurosport

Influencer Interests

- Electronics & Computers
- Coffee, Tea & Beverages
- Wedding
- Activewear
- Television & Film

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Audience Data



99.12%

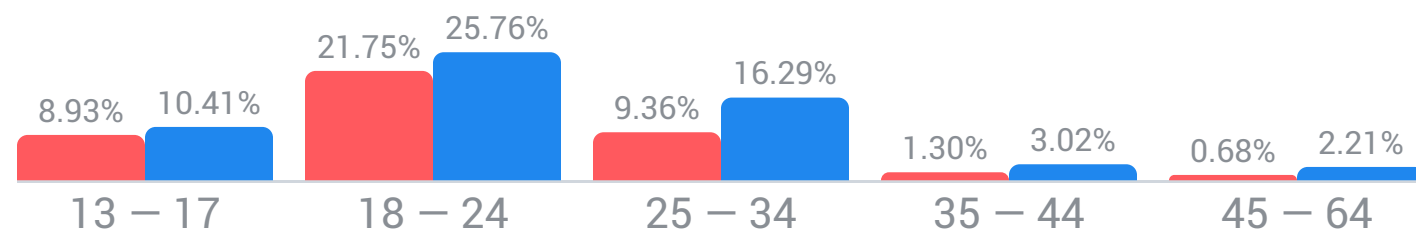
Audience Credibility

6.91%

Notable Engagements

Age and Gender Split

● Female **46.86%** ● Male **53.14%**



Audience Brand Affinity

- Nike 11.60%
- Walt Disney 11.10%
- Adidas 8.29%
- Apple 6.63%
- DC Entertainment 6.46%

Audience Interests

- Sports 47.80%
- Friends, Family & Relationships 40.02%
- Television & Film 26.68%
- Toys, Children & Baby 25.52%
- Camera & Photography 23.86%

Location by Country

- United States of America 40.09%
- Mexico 7.91%
- Spain 4.16%

Location by City

- Los Angeles 2.87%
- Mexico City 1.88%
- New York City 1.47%
- Chicago 0.64%
- Istanbul 0.64%

GENDER, AGE AND ETHNICITY

Gender split

Gender	Percent	Followers	Engagements
Female	46.86%	2,406,267	81,012
Male	53.14%	2,729,237	91,885

Age split

Age	Percent	Followers	Engagements
13-17	19.34%	993,092	33,434
18-24	47.51%	2,439,946	82,146
25-34	25.65%	1,317,447	44,354
35-44	4.33%	222,126	7,478
45-64	2.88%	148,084	4,986
65+	0.29%	14,808	499

Ethnicity

Group	Percent	Followers	Engagements
White / Caucasian	68.22%	3,503,495	117,952
Hispanic American	22.33%	1,146,909	38,613
Asian	4.2%	215,600	7,259
African Descent	5.25%	269,500	9,073

Female Age Split

Age	Percent	Followers	Engagements
13-17	8.93%	458,362	15,432
18-24	21.75%	1,117,203	37,613
25-34	9.36%	480,815	16,188
35-44	1.3%	66,848	2,251
45-64	0.68%	34,693	1,168
65+	0.07%	3,469	117

Male Age Split

Age	Percent	Followers	Engagements
13-17	10.41%	534,730	18,003
18-24	25.76%	1,322,744	44,533
25-34	16.29%	836,632	28,167
35-44	3.02%	155,279	5,228
45-64	2.21%	113,391	3,818
65+	0.22%	11,339	382

INFLUENCERS POPULAR #HASHTAGS AND @MENTIONS

Top recent #Hashtags

Hashtag	Percent
#championsleague	7.06%
#ad	4.71%
#nobadstuff	3.53%
#lyon	3.53%
#uswnt	3.53%
#teamol	3.53%
#isiphotos	3.53%
#prideinplayoffs	2.35%
#blueshaquilleonealcarrasco	2.35%
#usavger	2.35%

Top recent @Mentions

Mention	Percent
@orlpride	21.18%
@allie_long_	10.59%
@lifetimetv	8.24%
@ashlynharris24	7.06%
@alikrieger	5.88%
@beatsbydre	4.71%
@jessicahouara	4.71%
@kelleyohara	3.53%
@els_9_france	3.53%
@chobani	3.53%

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	United States of America	40.09%	2,059,018	69,321
Location: by Country	Mexico	7.91%	406,385	13,682
Location: by Country	Spain	4.16%	213,728	7,196
Location: by Country	India	3.52%	180,616	6,081
Location: by Country	Indonesia	2.93%	150,513	5,067
Location: by Country	Italy	2.93%	150,513	5,067
Location: by Country	Colombia	2.7%	138,472	4,662
Location: by Country	Argentina	2.58%	132,451	4,459
Location: by Country	Brazil	2.23%	114,390	3,851
Location: by Country	Chile	2.11%	108,369	3,648
Location: by Country	Turkey	1.99%	102,349	3,446
Location: by Country	France	1.93%	99,339	3,344
Location: by Country	Iran, Islamic Republic of	1.7%	87,298	2,939
Location: by Country	United Kingdom	1.64%	84,287	2,838
Location: by Country	Russian Federation	1.17%	60,205	2,027

LOCATION BY US STATE

Category	Criteria	Percent	Followers	Engagements
Location: by United States of America state	California	7.62%	391,334	13,175
Location: by United States of America state	Texas	3.22%	165,564	5,574
Location: by United States of America state	Florida	2.64%	135,462	4,561
Location: by United States of America state	New York	2.4%	123,421	4,155
Location: by United States of America state	Georgia	1.47%	75,257	2,534
Location: by United States of America state	New Jersey	1.47%	75,257	2,534
Location: by United States of America state	Illinois	1.41%	72,246	2,432
Location: by United States of America state	Ohio	1.23%	63,215	2,128
Location: by United States of America state	Pennsylvania	1.17%	60,205	2,027
Location: by United States of America state	North Carolina	1.17%	60,205	2,027
Location: by United States of America state	Michigan	0.82%	42,144	1,419
Location: by United States of America state	Washington	0.76%	39,133	1,318
Location: by United States of America state	Massachusetts	0.7%	36,123	1,216
Location: by United States of America state	Wisconsin	0.7%	36,123	1,216
Location: by United States of America state	Virginia	0.64%	33,113	1,115

LOCATION BY US STATE

Category	Criteria	Percent	Followers	Engagements
Location: by United States of America state	Arizona	0.64%	33,113	1,115
Location: by United States of America state	Missouri	0.59%	30,103	1,013
Location: by United States of America state	South Carolina	0.59%	30,103	1,013
Location: by United States of America state	Oregon	0.59%	30,103	1,013

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Los Angeles	2.87%	147,503	4,966
Location: by City	Mexico City	1.88%	96,328	3,243
Location: by City	New York City	1.47%	75,257	2,534
Location: by City	Chicago	0.64%	33,113	1,115
Location: by City	Istanbul	0.64%	33,113	1,115
Location: by City	Santiago	0.64%	33,113	1,115
Location: by City	Barcelona	0.59%	30,103	1,013
Location: by City	Rio de Janeiro	0.53%	27,092	912

LANGUAGES OF AUDIENCE

Category	Criteria	Percent	Followers	Engagements
Native language	English	48.91%	2,511,543	84,556
Native language	Spanish	21.39%	1,098,640	36,988
Native language	Portuguese	2.74%	140,524	4,731
Native language	Chinese	2.34%	120,084	4,043
Native language	Arabic	2.29%	117,529	3,957
Native language	Indonesian	2.14%	109,864	3,699
Native language	French	2.14%	109,864	3,699
Native language	Turkish	2.09%	107,309	3,613
Native language	Italian	1.94%	99,644	3,355
Native language	Persian	1.94%	99,644	3,355
Native language	Amharic	1.74%	89,424	3,011
Native language	Swahili	1.54%	79,204	2,667
Native language	Russian	1.39%	71,539	2,409

INFLUENCER BRAND AFFINITY

Category	Criteria
Brands:Sports	The Olympic Games
Brands:Sports	soccerbible
Brands:Business & Careers	Mapfre
Brands:Cars & Motorbikes	Toyota
Brands:Television & Film	Eurosport
Brands:Television & Film	ESPN
Brands:Activewear	Nike
Brands:Electronics & Computers	Beats Electronics
Brands:Coffee, Tea & Beverages	Coca-Cola

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Sports	47.8%	2,455,001	82,653
Interest	Friends, Family & Relationships	40.02%	2,055,053	69,187
Interest	Television & Film	26.68%	1,370,035	46,125
Interest	Toys, Children & Baby	25.52%	1,310,468	44,120
Interest	Camera & Photography	23.86%	1,225,373	41,255
Interest	Restaurants, Food & Grocery	23.28%	1,195,590	40,252
Interest	Travel, Tourism & Aviation	22.78%	1,170,061	39,392
Interest	Music	20.88%	1,072,201	36,098
Interest	Cars & Motorbikes	19.55%	1,004,125	33,806
Interest	Activewear	19.14%	982,851	33,090
Interest	Clothes, Shoes, Handbags & Ac...	18.14%	931,794	31,371
Interest	Electronics & Computers	13.75%	706,291	23,779
Interest	Pets	13.75%	706,291	23,779
Interest	Fitness & Yoga	13.67%	702,037	23,635
Interest	Art & Design	13.34%	685,018	23,062

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Coffee, Tea & Beverages	12.59%	646,725	21,773
Interest	Beer, Wine & Spirits	12.43%	638,215	21,487
Interest	Beauty & Cosmetics	11.6%	595,667	20,054
Interest	Wedding	11.35%	582,903	19,625
Interest	Gaming	10.94%	561,629	18,908
Interest	Shopping & Retail	7.04%	361,655	12,176
Interest	Healthy Lifestyle	7.04%	361,655	12,176
Interest	Home Decor, Furniture & Garden	3.81%	195,719	6,589
Interest	Business & Careers	3.56%	182,955	6,160
Interest	Jewellery & Watches	3.23%	165,936	5,587
Interest	Luxury Goods	2.57%	131,898	4,441

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	Nike	11.6%	595,667	20,054
Brands:Friends, Family and Relationships; To...	Walt Disney	11.1%	570,139	19,195
Brands:Activewear	Adidas	8.28%	425,477	14,325
Brands:Music; Electronics & Computers	Apple	6.63%	340,381	11,460
Brands:Television & Film	DC Entertainment	6.46%	331,872	11,173
Brands:Coffee, Tea & Beverages	Starbucks	5.88%	302,088	10,170
Brands:Sports; Gaming	FIFA	5.14%	263,796	8,881
Brands:Television & Film	Star Wars	3.48%	178,700	6,016
Brands:Television & Film	Netflix	3.4%	174,445	5,873
Brands:Gaming	PlayStation	2.82%	144,662	4,870
Brands:Camera & Photography	GoPro	2.49%	127,643	4,297
Brands:Sports	NFL	2.32%	119,133	4,011
Brands:Television & Film	Harry Potter	2.24%	114,879	3,868
Brands:Sports; Gaming	NBA	2.24%	114,879	3,868
Brands:Sports	The Olympic Games	2.07%	106,369	3,581

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Clothes, Shoes, Handbags & Accesso...	Vans	2.07%	106,369	3,581
Brands:Toys, Children & Baby; Gaming; Tele...	Pokemon	2.07%	106,369	3,581
Brands:Restaurants, Food & Grocery	McDonald's	1.91%	97,860	3,295
Brands:Sports	Los Angeles Lakers	1.82%	93,605	3,151
Brands:Gaming	Pokemon Go	1.74%	89,350	3,008
Brands:Cars; Cars & Motorbikes	Toyota	1.74%	89,350	3,008
Brands:Television & Film	Marvel Entertainment	1.66%	85,095	2,865
Brands:Camera & Photography; Electronics ...	Canon	1.66%	85,095	2,865
Brands:Cars; Cars & Motorbikes	Honda	1.57%	80,841	2,722
Brands:Coffee, Tea & Beverages	Coca-Cola	1.57%	80,841	2,722
Brands:Sports; Television & Film	WWE	1.49%	76,586	2,578
Brands:Clothes, Shoes, Handbags & Accesso...	Converse	1.49%	76,586	2,578
Brands:Cars; Cars & Motorbikes	Chevrolet	1.49%	76,586	2,578
Brands:Restaurants, Food & Grocery	Nutella	1.41%	72,331	2,435
Brands:Television & Film	HBO	1.33%	68,076	2,292

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Television & Film	Marvel	1.24%	63,822	2,149
Brands:Activewear	Puma	1.24%	63,822	2,149
Brands:Cars; Cars & Motorbikes	Audi	1.24%	63,822	2,149
Brands:Cars; Cars & Motorbikes	Mercedes-Benz	1.24%	63,822	2,149
Brands:Beer, Wine & Spirits	Busch	1.24%	63,822	2,149
Brands:Travel, Tourism & Aviation; Camera &...Travelgram		1.24%	63,822	2,149
Brands:Shopping & Retail	Walmart	1.16%	59,567	2,005
Brands:Electronics & Computers	Sony	1.08%	55,312	1,862
Brands:Cars; Cars & Motorbikes	Lamborghini	1.08%	55,312	1,862
Brands:Coffee, Tea & Beverages	Red Bull	1.08%	55,312	1,862
Brands:Gaming	Activision Blizzard	0.99%	51,057	1,719
Brands:Sports; Gaming	NHL	0.99%	51,057	1,719
Brands:Electronics & Computers; Gaming	Xbox	0.99%	51,057	1,719
Brands:Cars; Cars & Motorbikes	Nissan	0.99%	51,057	1,719
Brands:Coffee, Tea & Beverages	Pepsi	0.99%	51,057	1,719

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Camera & Photography	Nikon	0.99%	51,057	1,719
Brands:Beer, Wine & Spirits	Budweiser	0.99%	51,057	1,719
Brands:Sports	UEFA	0.91%	46,802	1,576
Brands:Clothes, Shoes, Handbags & Accesso...	Ray-Ban	0.91%	46,802	1,576
Brands:Electronics & Computers	Beats Electronics	0.91%	46,802	1,576
Brands:Toys, Children & Baby	Lego	0.91%	46,802	1,576
Brands:Music	Spotify Music	0.91%	46,802	1,576
Brands:Beer, Wine & Spirits	Heineken	0.91%	46,802	1,576
Brands:Activewear	Under Armour	0.83%	42,548	1,432
Brands:Activewear	ASICS	0.83%	42,548	1,432
Brands:Cars; Cars & Motorbikes	Volkswagen	0.83%	42,548	1,432
Brands:Cars; Cars & Motorbikes	Subaru	0.83%	42,548	1,432
Brands:Music	Tomorrowland	0.83%	42,548	1,432
Brands:Restaurants, Food & Grocery	Chipotle Mexican Grill	0.83%	42,548	1,432
Brands:Television & Film	AMC	0.75%	38,293	1,289

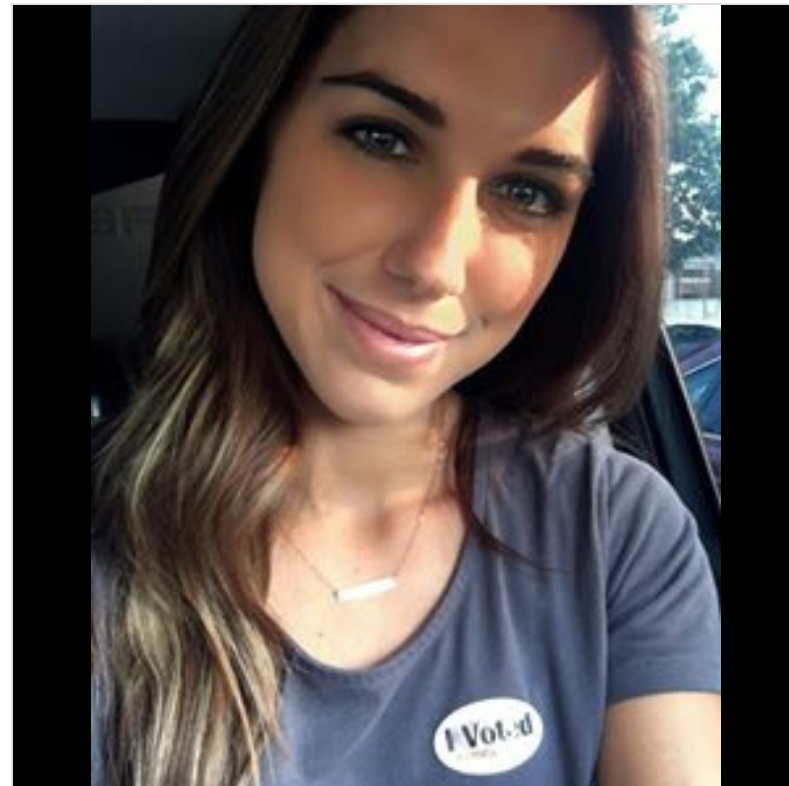
AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Electronics & Computers	Amazon	0.75%	38,293	1,289
Brands:Toys, Children & Baby; Television & Fi...	Transformers	0.75%	38,293	1,289
Brands:Toys, Children & Baby; Clothes, Shoe...	Zara	0.75%	38,293	1,289
Brands:Cars; Cars & Motorbikes	BMW	0.75%	38,293	1,289
Brands:Music; Television & Film	MTV	0.75%	38,293	1,289
Brands:Camera & Photography	Polaroid	0.75%	38,293	1,289
Brands:Beauty & Cosmetics	MAC Cosmetics	0.75%	38,293	1,289
Brands:Art & Design; Camera & Photograph...	Coachella	0.75%	38,293	1,289
Brands:Sports	UFC	0.66%	34,038	1,146
Brands:Clothes, Shoes, Handbags & Accesso...	Hollister Co	0.66%	34,038	1,146
Brands:Electronics & Computers	Qualcomm	0.66%	34,038	1,146
Brands:Electronics & Computers; Gaming	Nintendo	0.66%	34,038	1,146
Brands:Electronics & Computers	Samsung Group	0.66%	34,038	1,146
Brands:Electronics & Computers	musical.ly	0.66%	34,038	1,146
Brands:Cars; Cars & Motorbikes	Ford	0.66%	34,038	1,146

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Beer, Wine & Spirits	Guinness	0.66%	34,038	1,146
Brands:Beauty & Cosmetics	Gillette	0.66%	34,038	1,146
Brands:Television & Film	Universal	0.58%	29,783	1,003
Brands:Television & Film	CBS	0.58%	29,783	1,003
Brands:Television & Film	National Geographic	0.58%	29,783	1,003
Brands:Activewear	Reebok	0.58%	29,783	1,003
Brands:Gaming	Grand Theft Auto	0.58%	29,783	1,003
Brands:Cars; Cars & Motorbikes	Mazda	0.58%	29,783	1,003
Brands:Cars; Cars & Motorbikes	Ferrari	0.58%	29,783	1,003
Brands:Music	SoundCloud	0.58%	29,783	1,003
Brands:Business & Careers; Electronics & Co...	Verizon	0.58%	29,783	1,003
Brands:Business & Careers	Vodafone	0.58%	29,783	1,003

POPULAR POSTS

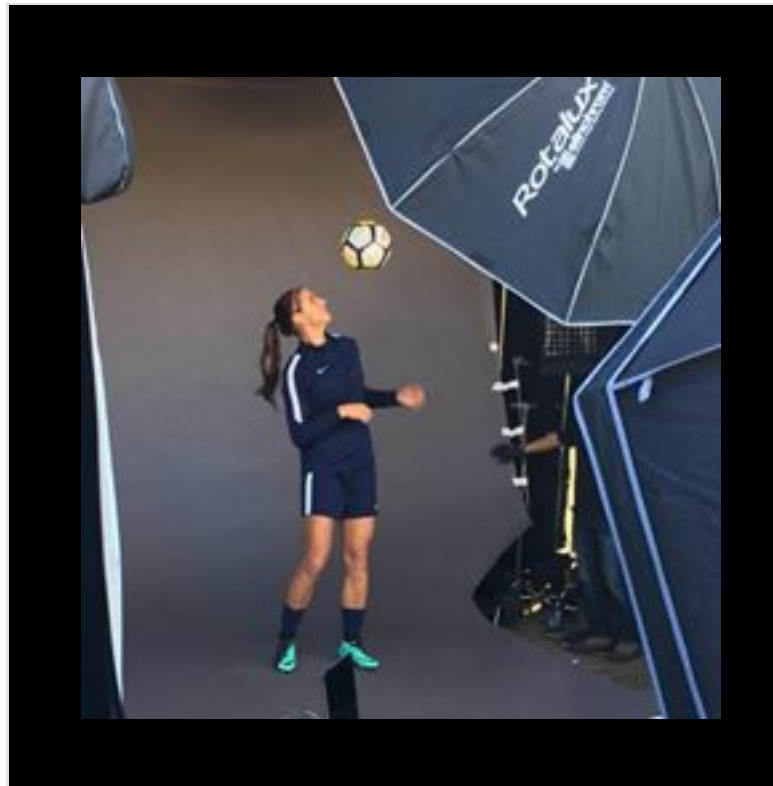


Heading in with #USWNT tomorrow, last thing on my to do list... VOTE! #imwithher 🙋

by @alexmorgan13

Likes	Comments
363,698	5,092

Date (UTC)
04 November 2016 09:21

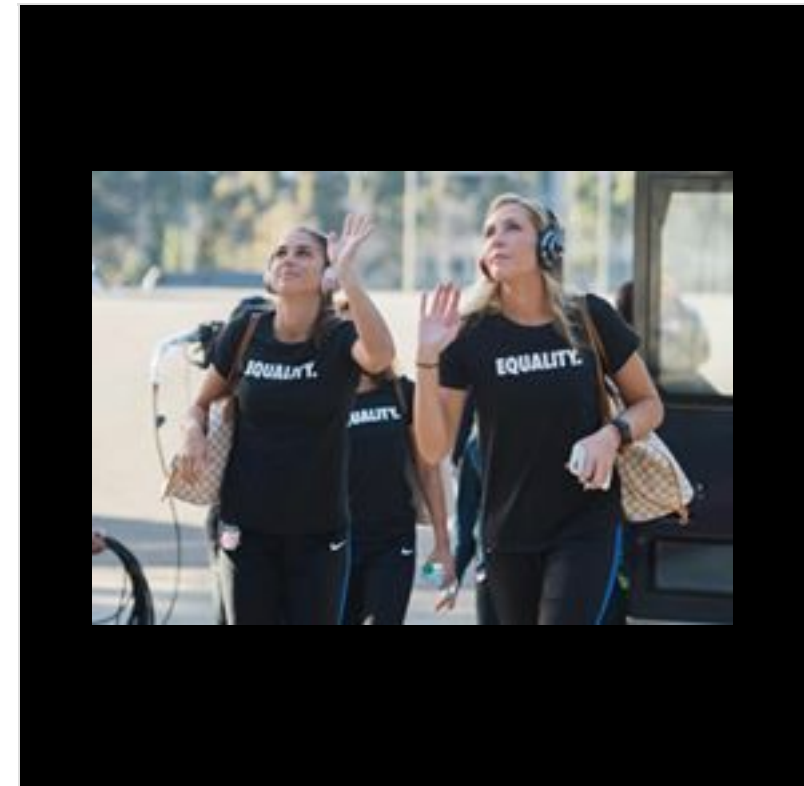


Lights, camera, action 🎥

by @alexmorgan13

Likes	Comments
305,351	1,153

Date (UTC)
26 January 2018 08:17



We must work everyday, until we all win. #EQUALITY 📷 Brad Smith @isiphotos

by @alexmorgan13

Likes	Comments
292,894	935

Date (UTC)
24 January 2018 07:22

POPULAR POSTS



Game day! @orlpride v @washingtonspirit at 330pmET on @lifetimetv

by @alexmorgan13

Likes	Comments
291,800	1,437

Date (UTC)
08 July 2017 05:05



When your emotional level is ALL OVER the place in 120+ minutes and it ends on a high! Feeling overwhelmed and complete in this moment. Allez OL!

by @alexmorgan13

Likes	Comments
286,201	1,723

Date (UTC)
01 June 2017 11:39



Just resting up for our game tomorrow with this lovely! 📷 : Sonnnnn

by @alexmorgan13

Likes	Comments
283,761	1,114

Date (UTC)
08 August 2016 06:45

POPULAR POSTS

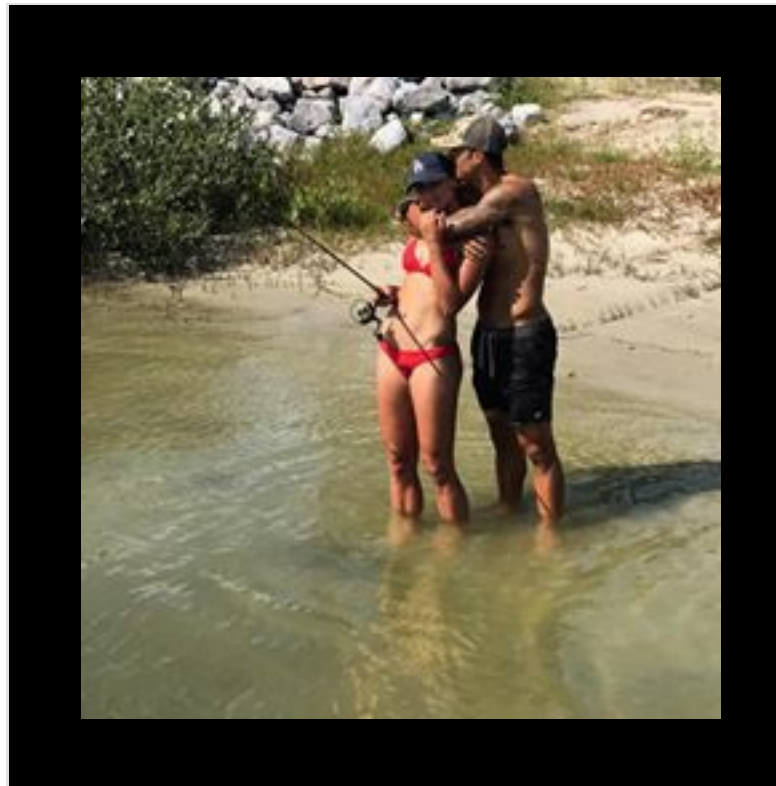


Enjoying today with the pup and my #techpack

by @alexmorgan13

Likes	Comments
280,357	1,379

Date (UTC)
01 September 2016 08:31



I mean, I really love you but, I mean, I also really want to fish. Thanks to the hubby for the best birthday, I think I'll keep him.

by @alexmorgan13

Likes	Comments
276,544	1,457

Date (UTC)
03 July 2017 12:30



3. #usavcol 🍷 📷
#sidelinesportsphotography

by @alexmorgan13

Likes	Comments
266,898	1,479

Date (UTC)
09 August 2016 06:02

GLOSSARY & FAQ

Deep Social. An influencer ranking, discovery and analytics platform providing in-depth insights into demographic & psychographic data of 43,388,760 Instagram 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).

GLOSSARY & FAQ

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

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

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/>.