STARLECTA · INFLUENCER ANALYSIS

Dyson · Most Viewed Reels and Story Posts

Last 30 days · 3 Oct – 1 Nov 2026

The most viewed Reels and story posts among Dyson content, by Instagram views

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DYSON REELS	MOST VIEWED	POST	STORY POSTS
30	2.6M	7	40
by views	@gizematilaa	by engagement	base 580 stories

Prepared by: **Starlecta**

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Scope, ranking and evidence

Short method

SCOPE AND RANKING

Universe
Turkish Instagram creators tracked by Starlecta. Period 3 Oct – 1 Nov 2026 (TRT, 30 days). Dyson: 1,064 account-content rows (338 Reels, 709 stories, 17 posts).

Reels
Top 30 by Reels views; each Reels is counted once. Engagement is (likes + comments) / views.

Post
Top 10 by likes plus comments. Engagement is (likes + comments) / followers. Where the like count is hidden, likes are counted as 0 and shown as "hidden".

Story
Instagram shows story view counts only to the account owner. Story posts are sorted by the follower count of the sharing account (most followers first; ties by account name). The table shows the first 40 posts.

Note
The creators on the cards are the accounts that published the post; a brand relationship is confirmed only by Instagram's paid-partnership label. The Strong signal and Mention classes are not confirmation of a collaboration.

Product lines and tags
This report also covers product-line tags (#dysonairwrap etc.) and brand tags in stories; the panel counts only verified brand tokens and links.

Figures
View counts were read from Instagram on 2 Nov 2026; for the 13 Dyson Reels that could not be read, the first recorded measurement was used (base 338 Dyson Reels). Instagram co-author information is taken from the post's own response where available.

IN NUMBERS

- Most viewed Dyson Reels: @gizematilaa, 2,558,152 views (18 Oct).
- The first 30 Reels gathered 23,749,279 views.
- Pool: 302 distinct Dyson Reels with a recorded view count (excluding news, shop and deal accounts).
- Story posts: 580 Dyson stories from 373 creators; the first 40 posts are listed by follower count.

EVIDENCE LABELS

CODE	EVIDENCE	REELS	STORY	POST	TOTAL
E1	Paid-partnership label Instagram label	2	0	0	2
	Paid-partnership label: @dysonturkiye Dyson tagged as sponsor (strongest)				0
E2	Dyson co-author A Dyson account is a co-author of the post	0	0	0	0
E3	Ad disclosure (#reklam/#işbirliği/#tanıtım) In the post or Reels caption, no organic note	118	0	9	127
E4	Dyson link dyson.com.tr link; in stories only	0	544	0	544
E5	Campaign tag #dysonileiyibak, #dysonileiyinefes, #dysonileikoniksaclar, #dysonrutinim	11	0	0	11
E6	Dyson account tag/mention tag, @mention or story mention	153	176	9	338
E7	Hashtag only #dyson or a product-line hashtag; no other evidence	129	0	3	132

RELATIONSHIP CLASS

Collaboration evidence	E1 or E2 is present; or, in the same row, E3 together with E4, E5 or E6.
Strong signal	E5 or E4 is present; or two or more Dyson posts carry E6.
Mention	All other matches.

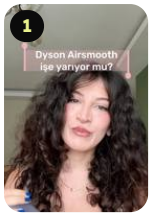
Paid-partnership label is Instagram's own label; **ad disclosure (#reklam/#işbirliği/#tanıtım)** is the tag in the caption.

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Dyson's most viewed Reels (1/3)

Top 30 Dyson Reels by views · base 302 distinct Reels · Instagram views

1



@gizematilaa — 13K · Micro · 18 Oct

Views **2,558,152** · Likes 36,897 · Comments 399

1.46% per view · instagram.com/reel/Deo6P7coZ8Y

Mention · Tagged the Dyson account

Evidence: Tagged the Dyson account

2



@bizimki.neyerneuyur — 72K · Micro · 15 Oct

Views **2,440,121** · Likes 15,806 · Comments 1,379

0.70% per view · instagram.com/reel/DehqndPvezo

Mention · Tagged the Dyson account

Evidence: Tagged the Dyson account

3



@zynpbnlsy — 21K · Micro · 14 Oct

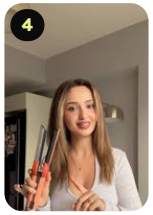
Views **1,798,046** · Likes 4,154 · Comments 948

0.28% per view · instagram.com/reel/Ded1OmYoTjB

Mention · Tagged the Dyson account

Evidence: Tagged the Dyson account

4



@busrarii — 78K · Micro · 25 Oct

Views **1,585,757** · Likes 6,706 · Comments 115

0.43% per view · instagram.com/reel/De7GX_oo3Vs

Mention · Tagged the Dyson account

Evidence: Tagged the Dyson account

5



@sidelyaze — 28K · Micro · 8 Oct

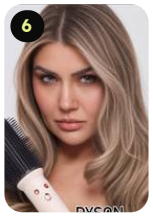
Views **1,412,774** · Likes 5,569 · Comments 48

0.40% per view · instagram.com/reel/DePjBhHo-W1

Mention · Hashtag only

Evidence: Hashtag only

6



@angel_model_riyadh — 98K · Micro · 9 Oct

Views **1,278,298** · Likes hidden · Comments 19

0.00% per view (hidden likes counted as 0) · instagram.com/reel/DeQLPLtI6Yh

Mention · Tagged the Dyson account

Evidence: Tagged the Dyson account · Co-author: @model_angel__riyadh

7



@feyzakaraabulut — 249K · Macro · 23 Oct

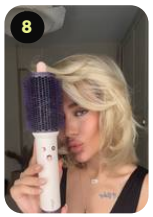
Views **1,219,933** · Likes 9,836 · Comments 591

0.85% per view · instagram.com/reel/De2IYfwxiDw

Collaboration evidence · Ad disclosure · Tagged the Dyson account

Evidence: Ad disclosure, Tagged the Dyson account

8



@besteaydnnnn — 199K · Macro · 25 Oct

Views **1,171,724** · Likes 11,506 · Comments 402

1.02% per view · instagram.com/reel/De69W2JoSEh

Mention · Hashtag only

Evidence: Hashtag only

9



@edaozblog — 310K · Macro · 11 Oct

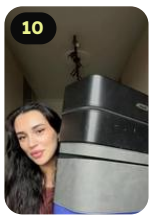
Views **1,043,215** · Likes 500 · Comments 117

0.06% per view · instagram.com/reel/DeXSxLBNc_H

Mention · Hashtag only

Evidence: Hashtag only

10



@busracitaak — 489K · Macro · 30 Oct

Views **939,197** · Likes 6,221 · Comments 137

0.68% per view · instagram.com/reel/DfHl84DI-O1

Collaboration evidence · Ad disclosure · Tagged the Dyson account

Evidence: Ad disclosure, Tagged the Dyson account

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Dyson's most viewed Reels (2/3)

Top 30 Dyson Reels by views · base 302 distinct Reels · Instagram views

11



@cerens.agca — 39K · Micro · 28 Oct

Views **782,795** · Likes 1,709 · Comments 11

0.22% per view · instagram.com/reel/DfCkMFVAUUj

Mention | Hashtag only

Evidence: Hashtag only

12



@mertbayantemur — 1.6M · Mega · 26 Oct

Views **567,324** · Likes 1,831 · Comments 103

0.34% per view · instagram.com/reel/De-AzGBitM7

Mention | Ad disclosure

Evidence: Ad disclosure

13



@canancablogu — 220K · Macro · 26 Oct

Views **555,921** · Likes 16,738 · Comments 24,817

7.47% per view · instagram.com/reel/De92-66x1q8

Mention | Ad disclosure

Evidence: Ad disclosure

14



@makeupbytac — 443K · Macro · 16 Oct

Views **487,160** · Likes 10,795 · Comments 44

2.22% per view · instagram.com/reel/DekDx7DNvPX

Mention | Tagged the Dyson account

Evidence: Tagged the Dyson account

15



@nowsporturkiye — 323K · Macro · 23 Oct

Views **479,598** · Likes 8,952 · Comments 116

1.89% per view · instagram.com/reel/De0MPQ5OTRl

Mention | Tagged the Dyson account

Evidence: Tagged the Dyson account · Co-author: @ersinduzen

16



@dilarabydaily — 57K · Micro · 21 Oct

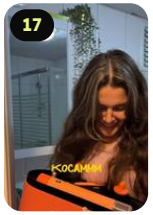
Views **421,080** · Likes 652 · Comments 7

0.16% per view · instagram.com/reel/Dewxg9Ws_S4

Mention | Hashtag only

Evidence: Hashtag only

17



@aysealtuncu1 — 13K · Micro · 6 Oct

Views **412,684** · Likes 5,281 · Comments 22

1.29% per view · instagram.com/reel/DeKTScXKHM2

Collaboration evidence | Ad disclosure | Tagged the Dyson account

Evidence: Ad disclosure, Tagged the Dyson account

18



@nowsporturkiye — 323K · Macro · 22 Oct

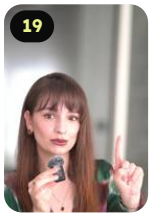
Views **402,467** · Likes 19,556 · Comments 169

4.90% per view · instagram.com/reel/Dez2yueu0gA

Mention | Tagged the Dyson account

Evidence: Tagged the Dyson account

19



@heytuvba — 537K · Macro · 22 Oct

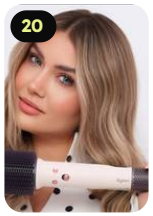
Views **398,217** · Likes 4,713 · Comments 33

1.19% per view · instagram.com/reel/DezJTUYswPs

Collaboration evidence | Ad disclosure | Campaign tag

Evidence: Ad disclosure, Campaign tag, Tagged the Dyson account · #dysonileiyibak #dysonrutinim

20



@angel_model_riyadh — 98K · Micro · 11 Oct

Views **396,384** · Likes hidden · Comments 2

0.00% per view (hidden likes counted as 0) · instagram.com/reel/DeVVVYbI91C

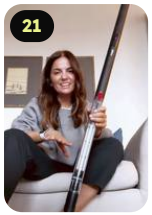
Mention | Tagged the Dyson account

Evidence: Tagged the Dyson account

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Dyson's most viewed Reels (3/3)

Top 30 Dyson Reels by views · base 302 distinct Reels · Instagram views

21 

@iremguzey 130K · Macro · 28 Oct

Views **380,898** · Likes 1,076 · Comments 75

0.30% per view · instagram.com/reel/DfCq5wxoSp9

Mention | Ad disclosure

Evidence: Ad disclosure

22 

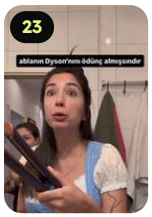
@zeynepbusrau 222K · Macro · 22 Oct

Views **374,068** · Likes 2,981 · Comments 14

0.80% per view · instagram.com/reel/DezoW4ZN1TW

Mention | Tagged the Dyson account

Evidence: Tagged the Dyson account

23 

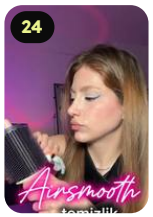
@duyger 103K · Macro · 3 Oct

Views **363,922** · Likes 502 · Comments 11

0.14% per view · instagram.com/reel/DeC9B1ZxB_o

Mention | Hashtag only

Evidence: Hashtag only

24 

@fundaarcak 12K · Micro · 16 Oct

Views **345,431** · Likes 1,736 · Comments 69

0.52% per view · instagram.com/reel/DejR7HHI7fN

Mention | Hashtag only

Evidence: Hashtag only

25 

@laraezgisonmez0 16K · Micro · 20 Oct

Views **339,764** · Likes 1,038 · Comments 50

0.32% per view · instagram.com/reel/DetWcjpNYH-

Mention | Hashtag only

Evidence: Hashtag only

26 

@edaozblog 310K · Macro · 28 Oct

Views **329,028** · Likes 293 · Comments 11

0.09% per view · instagram.com/reel/DfC7Ssdtou3

Mention | Hashtag only

Evidence: Hashtag only

27 

@ilayda.kayatekin 107K · Macro · 3 Oct

Views **321,532** · Likes 564 · Comments 15

0.18% per view · instagram.com/reel/DeCX1-cAnbR

Mention | Hashtag only

Evidence: Hashtag only

28 

@lenamarinozdemir 506K · Macro · 26 Oct

Views **321,293** · Likes 6,116 · Comments 425

2.04% per view · instagram.com/reel/De9rissKYIM

Collaboration evidence | Ad disclosure | Tagged the Dyson account

Evidence: Ad disclosure, Tagged the Dyson account

29 

@simge__unal 559K · Macro · 31 Oct

Views **316,314** · Likes hidden · Comments 0

0.00% per view (hidden likes counted as 0) · instagram.com/reel/DfKBUYUuFz6

Collaboration evidence | Ad disclosure | Tagged the Dyson account

Evidence: Ad disclosure, Tagged the Dyson account

30 

@nurcanliseyler 250K · Macro · 7 Oct

Views **306,182** · Likes 446 · Comments 58

0.16% per view · instagram.com/reel/DeM6GJWoCFG

Mention | Tagged the Dyson account

Evidence: Tagged the Dyson account

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Dyson's posts with the most engagement

Top 7 by likes plus comments; where the like count is hidden, likes are counted as 0

	CREATOR	LIKES + COMMENTS	LIKES	COMMENTS	PER FOLLOWER	EVIDENCE	CAMPAIGN TAGS	LINK
1	 **@vogueturkiye** 698K · Macro · 16 Oct	357	340	17	0.05%	Collaboration evidence Ad disclosure, Tagged the Dyson account		link
2	 **@aleynasusumur** 7.8K · Nano · 19 Oct	88	77	11	1.12%	Collaboration evidence Ad disclosure, Tagged the Dyson account		link
3	 **@havaforum** 2.6M · Mega · 6 Oct	55	hidden	55	0.00%	Collaboration evidence Ad disclosure, Tagged the Dyson account		link
4	 **@zeyneppinartasdemir** 20K · Micro · 8 Oct	30	hidden	30	0.15%	Mention Tagged the Dyson account		link
5	 **@havaforum** 2.6M · Mega · 12 Oct	21	hidden	21	0.00%	Collaboration evidence Ad disclosure, Tagged the Dyson account		link
6	 **@iiremadas** 72K · Micro · 14 Oct	9	hidden	9	0.01%	Mention Tagged the Dyson account		link
7	 **@kiyaslabana** 34K · Micro · 20 Oct	0	hidden	0	0.00%	Mention Hashtag only		link

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Dyson story posts (1/2)

Sorted by follower count · posts 1–20 · base 580 stories, 373 creators

	ACCOUNT	FOLLOWERS	SEGMENT	DATE	CLASS	EVIDENCE (LINK / MENTION / SPONSOR STICKER)
1	**@atikailesi** Atik Ailesi	4,299,059	Mega	7 Oct	Mention	Tagged the Dyson account
2	**@kizlarin.sirlari** Gamze	2,618,998	Mega	26 Oct	Strong signal	Dyson link
3	**@tam_kararinda** Kaan Yarman	1,905,277	Mega	1 Nov	Strong signal	Dyson link
4	**@seydaerdogan** Şeyda Erdoğan	1,780,405	Mega	28 Oct	Mention	Tagged the Dyson account
5	**@mertbayantemur** Mert Bayantemur	1,620,445	Mega	27 Oct	Strong signal	Dyson link
6	**@mertbayantemur** Mert Bayantemur	1,620,445	Mega	26 Oct	Strong signal	Dyson link
7	**@mertbayantemur** Mert Bayantemur	1,620,445	Mega	24 Oct	Strong signal	Dyson link
8	**@mertbayantemur** Mert Bayantemur	1,620,445	Mega	24 Oct	Strong signal	Dyson link
9	**@trendy.shoppings** Hatice Kayan	1,591,098	Mega	14 Oct	Strong signal	Dyson link
10	**@trendy.shoppings** Hatice Kayan	1,591,098	Mega	11 Oct	Strong signal	Dyson link
11	**@ekinkollama** Ekin Kollama	1,133,481	Mega	30 Oct	Strong signal	Dyson link
12	**@berkerbasmanav** Berker Başmanav	1,112,044	Mega	30 Oct	Mention	Tagged the Dyson account
13	**@aysun_kitchen** Aysun Çetin	968,216	Macro	27 Oct	Strong signal	Dyson link
14	**@petekal** Petek Alemdar	933,338	Macro	8 Oct	Mention	Tagged the Dyson account
15	**@aslisumen** Aslı Sümen Bann	869,172	Macro	28 Oct	Collaboration evidence	Tagged the Dyson account
16	**@aslisumen** Aslı Sümen Bann	869,172	Macro	28 Oct	Collaboration evidence	Tagged the Dyson account
17	**@amazon.tr** Amazon TR	780,434	Macro	28 Oct	Strong signal	Dyson link
18	**@mendeburlemur** Mendebur Lemur	761,697	Macro	26 Oct	Strong signal	Dyson link
19	**@mendeburlemur** Mendebur Lemur	761,697	Macro	23 Oct	Strong signal	Dyson link
20	**@drgulec** Tuba Gulec, MD	737,959	Macro	27 Oct	Strong signal	Tagged the Dyson account

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Dyson story posts (2/2)

Sorted by follower count · posts 21–40 · base 580 stories, 373 creators

	ACCOUNT	FOLLOWERS	SEGMENT	DATE	CLASS	EVIDENCE (LINK / MENTION / SPONSOR STICKER)
21	**@drgulec** Tuba Gulec, MD	737,959	Macro	10 Oct	Strong signal	Tagged the Dyson account
22	**@eve.lazim.olur** Evine Lazım Olacak Ürünler!	723,865	Macro	27 Oct	Strong signal	Dyson link
23	**@seraygurell** Seray Gürel	704,179	Macro	26 Oct	Strong signal	Dyson link
24	**@saadetalgan** Saadet Algan	662,249	Macro	31 Oct	Collaboration evidence	Tagged the Dyson account
25	**@saadetalgan** Saadet Algan	662,249	Macro	19 Oct	Collaboration evidence	Tagged the Dyson account
26	**@tuncokburcu** Burcu Tuncok	638,437	Macro	11 Oct	Strong signal	Dyson link
27	**@sebibebi** Sebile Ölmez ®	605,872	Macro	26 Oct	Strong signal	Dyson link
28	**@damyskitchen** Damla Seftalicioglu	603,546	Macro	24 Oct	Strong signal	Dyson link
29	**@guleninblogu** Gülen Okur	592,426	Macro	27 Oct	Strong signal	Dyson link
30	**@guleninblogu** Gülen Okur	592,426	Macro	23 Oct	Strong signal	Dyson link
31	**@guleninblogu** Gülen Okur	592,426	Macro	13 Oct	Strong signal	Dyson link
32	**@guleninblogu** Gülen Okur	592,426	Macro	9 Oct	Strong signal	Dyson link
33	**@sunumtakintisi** Hülya Karasakız ✨	565,714	Macro	26 Oct	Strong signal	Dyson link
34	**@simge__unal** Simge Ünal	558,789	Macro	26 Oct	Collaboration evidence	Tagged the Dyson account
35	**@simge__unal** Simge Ünal	558,789	Macro	26 Oct	Collaboration evidence	Tagged the Dyson account
36	**@_aslihan_kaya_** ASLIHAN KAYA	540,439	Macro	27 Oct	Strong signal	Dyson link
37	**@seckinayazlar** Seckin Ayazlar	525,473	Macro	26 Oct	Strong signal	Dyson link
38	**@ozgedndrrr** Özge Dindar	516,323	Macro	30 Oct	Collaboration evidence	Tagged the Dyson account
39	**@ozgedndrrr** Özge Dindar	516,323	Macro	26 Oct	Collaboration evidence	Tagged the Dyson account
40	**@lenamarinozdemir** Lena Marin Özdemir	505,558	Macro	27 Oct	Collaboration evidence	Tagged the Dyson account

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