

STARLECTA WEEKLY SECTOR REPORT

Influencer Marketing Competitive Analysis

Home and living

19 October – 25 October 2026 (7 days) · Instagram posts, reels and stories · Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October

English Home

IKEA

Madame Coco

Bella Maison

This report covers the 4 brands with the most creator content in Home and living for the week of 19–25 October 2026.

149 of the 152 reels in the period were analysed from the video itself.

CONTENTS
282

contents naming a brand

CREATORS
181

distinct accounts

BRAND
4

home and living

PERIOD
7

days

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Executive summary

This report covers the 4 brands with the most creator content in Home and living for the week of 19–25 October 2026.

CONTENTS

282

7 days · 291 assignments per brand

CREATORS

181

19 accounts in 2+ brands

STORY SHARE

38%

of 291 brand assignments

LARGEST VOLUME

English Home

91 contents · 61 creators

KEY FINDINGS

- In 19–25 October 2026, four brands appeared in 282 distinct contents from 181 accounts: English Home 91, IKEA 90, Madame Coco 72, Bella Maison 38.
- English Home leads the four brands with 91 contents; IKEA follows with 90 contents and 64 accounts, while English Home has 61 accounts.
- Of the 282 contents, 152 are reels, 110 are stories and 20 are posts; the reels share is 82.2% at IKEA and the story share is 70.8% at Madame Coco.
- Rising brand of the week Bella Maison: its content count rose from 15 in 12–18 October to 38; 14 of the increase came from stories and 8 from reels.
- Excluding deal and news accounts, 54 contents remain for English Home, 78 for IKEA, 30 for Madame Coco and 25 for Bella Maison.
- 28 of Madame Coco's 51 stories came out on 20 October; a duvet was announced at a price of 630 TL with a 250 TL coupon.
- Excluding deal accounts, the most-played reel is from IKEA: a review of a Hemnes daybed, 1,340,468 plays.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) on non-story contents: Bella Maison 75.0%, Madame Coco 19.0%, IKEA 11.8%, English Home 8.3%.

WHAT THE COMPARISON SHOWS

- Format: IKEA 82.2% reels; English Home 56.0% reels and 35.2% stories; Madame Coco 70.8% and Bella Maison 57.9% stories.
- Scale: median followers Bella Maison 68,306, Madame Coco 58,561, English Home 31,490, IKEA 19,221.5; 73.5% of IKEA accounts are nano or micro.
- Median reels plays: IKEA 17,896, Madame Coco 11,926.5, Bella Maison 9,476, English Home 7,018.
- Content share of repeat accounts: Madame Coco 51.4%, English Home 50.0%, IKEA 40.0%, Bella Maison 34.2%.
- Of 181 accounts, 19 appeared in more than one brand; 8 after excluding deal and news accounts. Most shared accounts are between English Home and Madame Coco (4).

Comparison table

Volume, format, creator pool, disclosure and performance; brands ordered by 7-day volume.

BRAND	CONTENTS 7 D	CREATORS	FORMAT MIX STORY · REELS · POST	MACRO+MEGA CONTENT SHARE	REPEAT CREATOR SHARE	AD DISCLOSURE	CO- AUTHORED POST	MEDIAN REELS PLAYS	MEDIAN ER POST PER FOLLOWER	MEDIAN ER REELS PER PLAY
English Home	91	61	<div><div></div><div></div><div></div></div> <div>35% · 56% · 9%</div>	5.4%	50.0%	8.3%	2.2%	7,018 n=41	0.67% n=5	1.21% n=36
IKEA	90	64	<div><div></div><div></div><div></div></div> <div>6% · 82% · 12%</div>	12.2%	40.0%	11.8%	4.4%	17.9 K n=62	0.76% n=9	0.75% n=55
Madame Coco	72	50	<div><div></div><div></div><div></div></div> <div>71% · 26% · 3%</div>	20.8%	51.4%	19.0%	0.0%	11.9 K n=12	1.42% n=2	1.29% n=9
Bella Maison	38	29	<div><div></div><div></div><div></div></div> <div>58% · 40% · 3%</div>	15.8%	34.2%	75.0%	2.6%	9,476 n=11	— n=0	1.85% n=10

Story Reels Post

Period 19 October – 25 October 2026. Format mix is by distinct content (Contents 7 d column); macro+mega share, repeat creator share, ad disclosure and co-authored post are over account-content rows (a post published jointly by two accounts is one content and two rows). Account-content rows: English Home 92, IKEA 90, Madame Coco 72, Bella Maison 38; posts and reels only: 60, 85, 21, 16. Macro 250 K–1 M, mega 1 M+ followers. Repeat creator share: share of content produced by accounts that posted the brand 2+ times in the period. Ad disclosure: share of posts and reels carrying a #reklam / #işbirliği / #tanıtım tag; includes the 'Ücretsiz #reklam' tag on gifted products, excludes contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) (stories are not part of this rate). Co-authored post: content published with Instagram's co-author feature. Plays are for reels only. ER = (likes + comments) rate, two separate medians: per follower for posts, per play for reels; the two use different denominators and are not comparable with each other. n = account-content rows entering the median; contents with hidden like counts excluded.

Scope and method

Data source, brand matching, media analysis and limits.

DATA SOURCE

- Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October; posts, reels and stories.
- Period: 19 October – 25 October 2026 (7 days). Last 9-week series for the weekly trend (from the week of 24 August 2026).
- Total 282 contents, 181 distinct accounts; the 9 contents naming more than one brand were counted separately for each brand.
- Followers, category and audience (gender, age, city) information come from Starlecta profile data.
- Even if a brand's tag, mention and link appear several times in the same content, the content was counted once for that brand.
- Posts from the brands' own accounts were not counted; contents excluded in 19–25 October: IKEA 1 (1 story).

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in the caption text. The brands are the top 4 by content count in the weekly ranking (tag and link matching; the brand's own account and deal accounts excluded). Frequently matched accounts:

English Home @englishhome

IKEA @ikea, @ikeaturkiye

Madame Coco @madamecocotr, @madamecoco

Bella Maison @bellamaison

MEDIA ANALYSIS

- 269 unique creatives were analysed visually: images directly, videos through the opening frame and a 4-frame summary.
- 149 of the 152 reels in the period were analysed from the video itself: four frames, the opening frame and audio. The audio of 58 videos containing speech was transcribed; the communication language was taken from these transcripts and the captions.
- For each creative, content type, tone, product placement, setting, whether the creator is on camera, call to action and period/occasion were classified.
- Repeats of the same image across different accounts (perceptual similarity) were grouped as a single creative.

LIMITS AND READING NOTES

- The universe is not all of Instagram; absolute volumes are a lower bound. The number of tracked accounts grew over the last 9 weeks; weekly trends show direction.
- For story contents, visibility is measured by content count; ad disclosure and performance are computed over posts and reels. Ad disclosure includes the 'Ücretsiz #reklam' tag on gifted products; contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) do not enter the rate.
- Sector news and deal/discount accounts were flagged separately; overlap and creative selections were prepared excluding these accounts.
- A brand name appearing is not evidence of a paid collaboration.
- The tracked account base widened on 24–26 October: posts and reels of the new accounts were completed 90 days back, while their stories exist from the day they were added. Therefore story counts are not directly comparable across weeks; the weekly change was counted with the same matching in both weeks.

Visibility share, format and follower segment

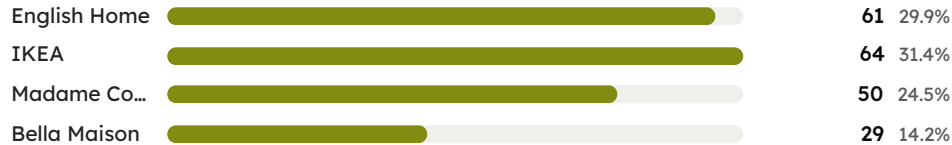
Which brand is how visible, in which format and with accounts of what size?

VISIBILITY SHARE

CONTENT COUNT AND SHARE · N = 291 BRAND ASSIGNMENTS

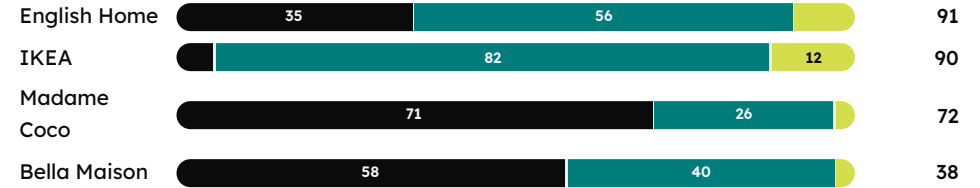


CREATOR COUNT AND SHARE · N = 204 BRAND-ACCOUNT PAIRS



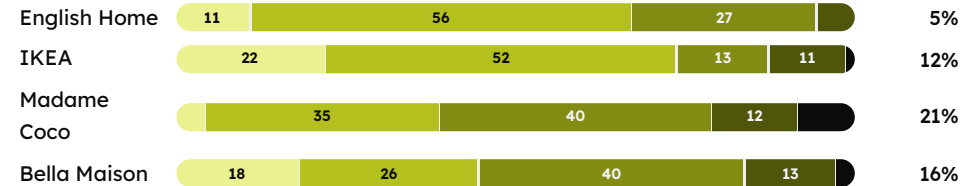
FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



Story Reels Post

FOLLOWER SEGMENT, CONTENT SHARE · MACRO+MEGA SHARE ON THE RIGHT

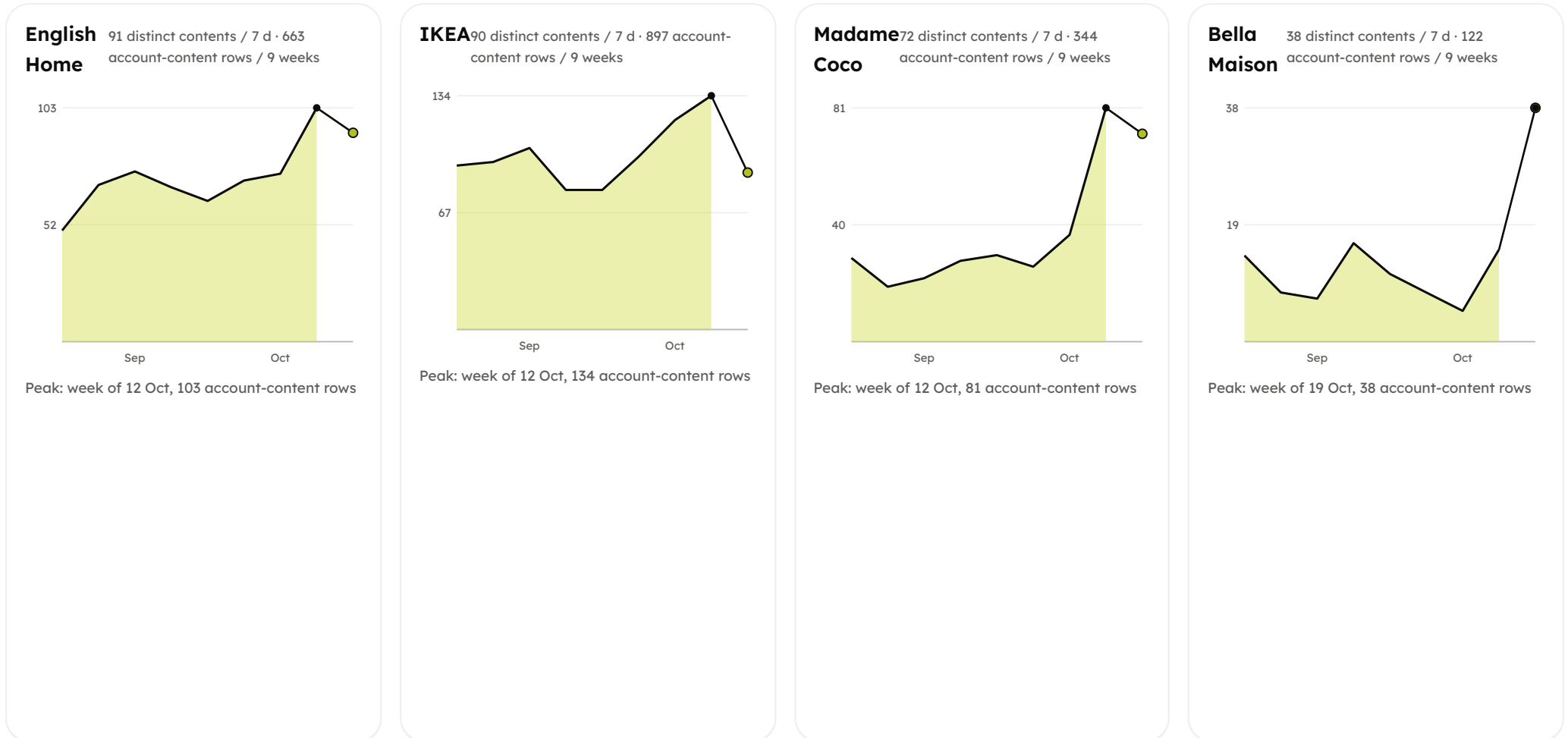


Nano <10 K Micro 10–50 K Mid 50–250 K Macro 250 K–1 M Mega 1 M+

Period 19 October – 25 October 2026; contents naming more than one brand were counted for each brand. Follower segment is by the account's current follower count.

Last 9 weeks (24 Aug–25 Oct 2026)

Campaign waves: which brand concentrated when?

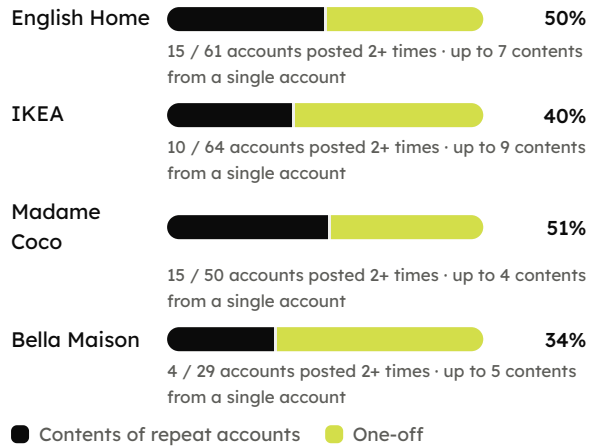


Weekly account-content rows (a co-authored content is a separate row for each account; the distinct content count is in the comparison table) (weeks starting Monday), 24 August – 25 October 2026, n = 2,026 account-content rows. Each panel's vertical scale is its own; see the previous page for the level across brands. The series shows the nine weeks from the week of 24 August to the report week with the same matching. The tracked account base widened on 24–26 October: posts and reels of the new accounts were completed 90 days back, while their stories exist from the day they were added. Therefore story counts are not directly comparable across weeks; the weekly change was counted with the same matching in both weeks. The last point is the report week. Because the number of tracked accounts grew during the period, trends show direction; early weeks may look low.

Creator pool, disclosure and timing

Continuity with the same accounts or visibility with a broad pool? How is disclosure done, when is it posted?

REPEAT AND ONE-OFF CREATORS



DISCLOSURE AND BRAND LINK

BRAND	AD LABEL	CO-AUTHORED POST	BRAND TAG	PAID PARTNERSHIP	N
English Home	8%	2%	42%	0%	60
IKEA	12%	4%	32%	0%	85
Madame Coco	19%	0%	17%	0%	21
Bella Maison	75%	3%	0%	0%	16

Ad label: #reklam/#işbirliği/#tanıtım (including gifted 'Ücretsiz #reklam'; excluding 'reklam değil/yok' (not an ad)), within posts+reels (n = account-content rows). Co-authored post, brand tag and Instagram paid-partnership label are over all account-content rows (counts in the comparison table note).

POSTING DAY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hour
English Home	26	12	13	15	14	6	13	21:00
IKEA	18	16	18	12	12	14	10	20:00
Madame Coco	8	40	24	7	7	10	4	20:00
Bella Maison	10	5	29	16	21	3	16	15:00

Inline percent: distribution of contents across the days of the week (Turkey time). Dark cell marks the brand's busiest days; the last column is the busiest hour. n = the brand's 7-day account-content rows (English Home 92 ... Bella Maison 38).

Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS

	English Home	IKEA	Madame Coco	Bella Maison
English Home	42	1	4	0
IKEA	1	58	1	1
Madame Coco	4	1	24	1
Bella Maison	0	1	1	20

Diagonal: the brand's creator count. Cell: number of accounts that posted both brands in the period. News and deal accounts excluded; n = 136 accounts, 8 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT COMPETITORS

IKEA – English Home 1 shared

Creator 01

IKEA – Madame Coco 1 shared

Creator 02

IKEA – Bella Maison 1 shared

Creator 03

English Home – Madame Coco 4 shared

Creator 04, Creator 05, Creator 06, Creator 07

Madame Coco – Bella Maison 1 shared

Creator 08

REGULAR CREATORS POSTING FOR MULTIPLE BRANDS · CONTENT COUNT

Creator 08 451 K followers

Madame Coco 1 Bella Maison 1

Creator 03 322 K followers

IKEA 1 Bella Maison 1

Creator 04 99.4 K followers

English Home 1 Madame Coco 1

Creator 05 57.1 K followers

English Home 1 Madame Coco 1

Creator 02 20.6 K followers

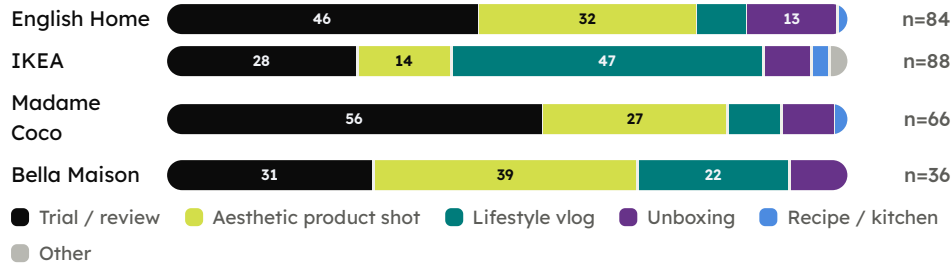
IKEA 1 Madame Coco 1

News and deal accounts were excluded because they inflate the raw overlap.

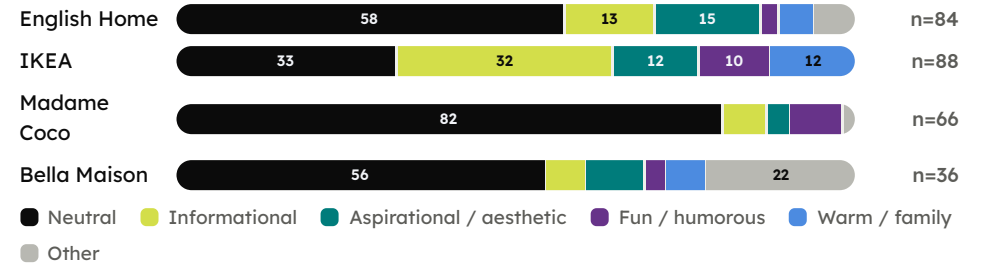
Creative and communication comparison

How brands build their contents: type, tone, product placement, setting and call.

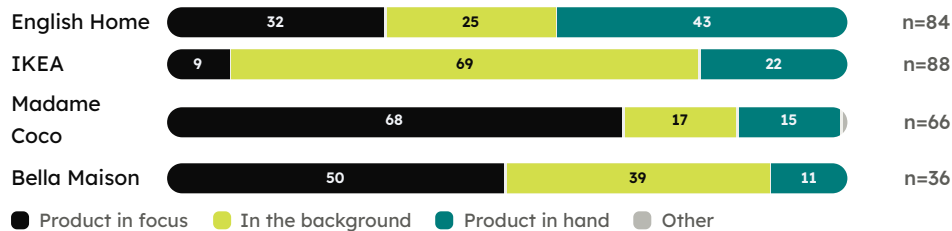
CONTENT TYPE



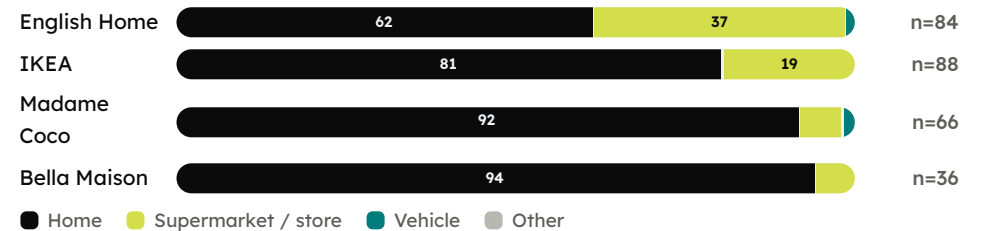
tone



PRODUCT PLACEMENT



SETTING

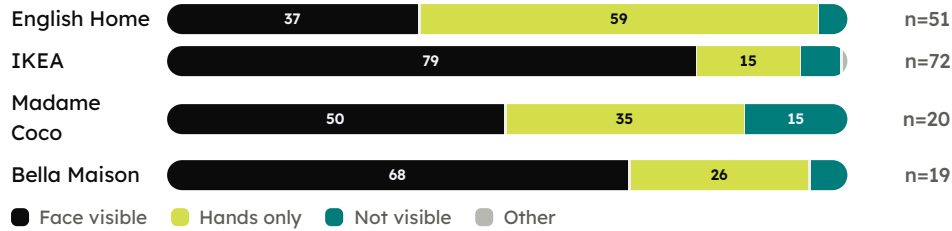


Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

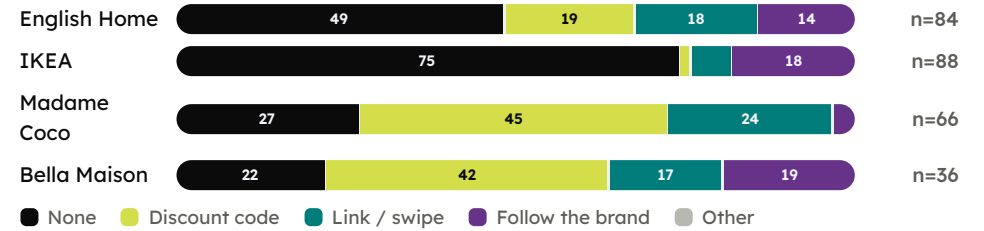
Creative and communication comparison (continued)

How brands build their contents: type, tone, product placement, setting and call.

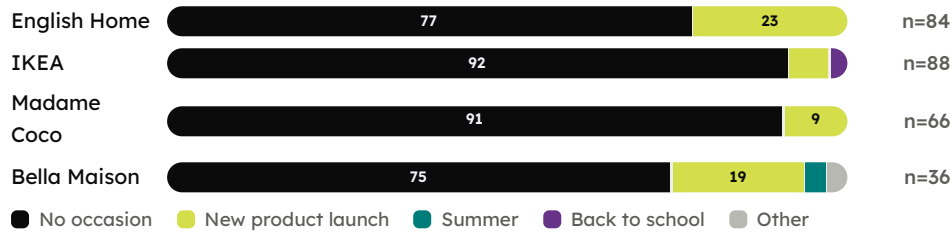
IS THE CREATOR ON CAMERA? (VIDEOS)



CALL TO ACTION



PERIOD / OCCASION



Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

English Home

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
91	61	35% · 56% · 9%	7,018	0.67%	1.21%	8%
19–25 October 2026		story · reels · post	n = 41 reels	median, per follower · n = 5	median, per play · n = 36	posts+reels, n = 60 · co-authored post 2%

Reels

Creator 09
551 K plays · 19 Oct

Reels

Creator 10
177 K plays · 23 Oct

Reels

Creator 11
28.1 K plays · 21 Oct

Reels

Creator 12
7,018 plays · 20 Oct

Reels

Creator 13
9,877 plays · 20 Oct

Reels

Creator 14
14.6 K plays · 22 Oct

Reels

Creator 15
18.2 K plays · 19 Oct

Reels

Creator 16
4,582 plays · 20 Oct

Reels

Creator 17
51.8 K plays · 24 Oct

Post

Creator 05
ER 2.2% per follower · 19 Oct

SUMMARY

English Home led the four brands with 91 contents in 19–25 October; it appeared with trousseau cups and A101 and BİM weekly-catalogue announcements, with 37 contents from deal accounts.

- English Home appeared in 91 distinct contents from 61 accounts in 19–25 October 2026; 56.0% of the contents are reels, 35.2% stories and 8.8% posts.
- English Home leads with 91 contents; IKEA follows with 90 contents and 64 accounts, while English Home has 61 accounts.
- 37 of the 91 contents came from deal-flagged accounts; Creator 18 alone shared 7 contents.
- Median reels plays 7,018 (41 account-content rows); the most-played reel received 550,848 plays.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) in 5 of the 60 non-story account-content rows (8.3%); 25 rows have an organic note such as 'reklam değil' or 'reklam yok' (not an ad) in the caption.

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 18 deal	Shopping & deals	43.8 K	7
Creator 19 deal	Shopping & deals	96.9 K	5
Creator 09	Food and drink	20.8 K	5
Creator 20 deal	Shopping & deals	19.6 K	4
Creator 21 deal	Shopping & deals	25.7 K	3

English Home · campaigns and collaborations

Standout campaigns in the period, with example contents

CAMPAIGN

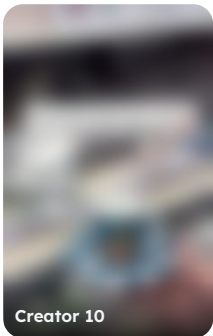
A101 and BİM weekly-catalogue announcements

19–25 Oct 2026

English Home products were announced in the A101 weekly catalogue on 22 October (glass cutting board 139 ₺) and in the BİM weekly catalogue (cup varieties 239 ₺); A101 appears in 7 of the 59 contents.



Creator 12



Creator 10

Creator 12 Reel showing the series arriving in the A101 catalogue in a romantic, vintage tone; 7,018 plays.

Creator 10 Reel announcing the cup varieties arriving at BİM at a price of 239 ₺; 176,954 plays.

CAMPAIGN

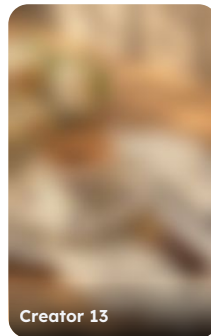
New cup and mug series

19–25 Oct 2026

In their 'new arrivals' content, creators showed cups, mugs and vintage dinner sets through unboxing and store tours; cups or mugs appear in 21 of the 59 contents.



Creator 11



Creator 13

Creator 11 Aesthetic reel showing stoneware cups in close-up; 28,127 plays.

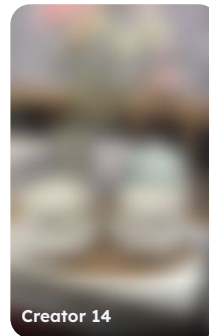
Creator 13 Short reel presenting the new arrivals like an unboxing; 9,877 plays.

CAMPAIGN

Trousseau preparation

19–25 Oct 2026

'Çeyiz' (trousseau) appears in 13 of the 59 non-story contents; cups and bathroom sets were presented as trousseau suggestions; in some captions the link is in the story.



Creator 14



Creator 12

Creator 14 Trousseau suggestion saying 'the most beautiful cup I have seen'; link in the story, 14,598 plays.

Creator 12 Reel describing the red-outline series on white ceramic; 3,442 plays.

CAMPAIGN

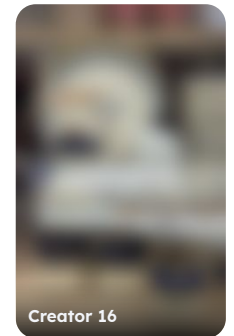
Factory outlet and store tours

19–25 Oct 2026

Creators touring a store and a factory outlet showed their shopping baskets; #mağazaturu appears in 4 contents.



Creator 15



Creator 16

Creator 15 Shopping tour of the factory outlet store in Sakarya; 18,233 plays.

Creator 16 New bathroom set and cups on a store tour; 4,582 plays.

English Home · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 62.3% of the 61 accounts are nano or micro; median followers 31,490, 5.4% of contents come from macro accounts, no mega accounts.
- Repeat accounts carried 50.0% of contents; a single account shared at most 7 contents (Creator 18, deal-flagged).
- 88.1% of accounts appeared only at English Home among the four brands (excluding deal and news accounts).
- There are 4 shared accounts with Madame Coco: Creator 04, Creator 05, Creator 06, Creator 07; 1 with IKEA (Creator 01).
- 34.4% of accounts are in the home and living category and 31.1% in shopping and deals; 90.2% are women.

PLATFORM AND FORMAT

- 51 reels, 8 posts, 32 stories; story share 35.2%.
- Median reels ER per play 1.21% (n=36); for posts per follower 0.67% (n=5).
- Busiest day Monday (26.1%), busiest hour 21:00.
- Most-played reel is from Creator 09: 550,848 plays, ER per play 0.53%.

CREATIVE APPROACH

- Of the 84 analysed creatives, 46.4% are trial and review, 32.1% product shots and 13.1% unboxing.
- The product was shot in hand in 42.9% and alone in 32.1%; setting 61.9% home, 36.9% store.
- In 51 videos the creator appears with only their hands in 58.8% and with their face in 37.3%; speech was transcribed in 31.4% of the videos.
- 48.8% of creatives have no call; 17.9% have a link or swipe call and 19.0% a discount-code call.

CONTENT STRUCTURES

- Weekly-catalogue announcement: date heading ('22 October in the A101 catalogue') → product close-up → price; brand tag in the caption.
- Unboxing: shipping box or bag → close-up of the product → 'new arrivals' note.
- Aesthetic product shot: close-up of a cup or mug, music, short text; no speech.
- Story: product-page screenshot, price and coupon text, link sticker.

COMMUNICATION LANGUAGE

Short, excited and price-focused; 'new arrivals' and 'send to your friend' calls.

"Girls, have you seen the new bathroom set?"

"Send this to your friend who is preparing her trousseau, for ideas"

"Those cups I will leave to my girls as an inheritance"

"I finally found the ideal size I was looking for"

- A101 and BİM announcements carry day and price emphasis: '22 October in the A101 catalogue', glass cutting board 139 ₺, cup varieties 239 ₺.
- Of 31 story creatives, 14 have a discount code and 12 a link call; stories show product name and price.
- 5 of the 59 contents have a 'send' call in the caption; it repeats in cup, mug and bathroom-set reels.

DATA NOTE

- Only 1 content ahead of IKEA (91 / 90); 37 of English Home's contents are from deal-flagged accounts and were not used as collaboration examples.
- 6 reels and 2 posts are shared with Madame Coco; counted in both brands.
- Weekly volume is affected by the widening of the account base; story counts are not directly comparable across weeks.

STANDOUT CREATIVES



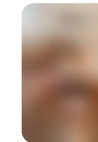
Creator 09

Reel about the 'ideal size' of a coffee-side cup; 550,848 plays; the caption and on-screen text emphasise the size.



Creator 10

Short announcement reel for the cup varieties arriving at BİM; 176,954 plays.



Creator 11

Stoneware close-up saying 'Those cups I will leave to my girls'; 28,127 plays, ER per play 1.49%.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@englishhome 24

TOP HASHTAGS · CONTENTS

#englishhome 20

#fincan 5

#fincantakımı 5

#kahvefincanı 4

#alışveriş 3

#bim 3

News and deal accounts excluded.

IKEA

Figures, creative selection and summary

CONTENTS · 7 D

90

19–25 October 2026

CREATORS

64

FORMAT

6% · 82% · 12%

story · reels · post

MEDIAN REELS PLAYS

17.9 K

n = 62 reels

ER · POST

0.76%

median, per follower · n = 9

ER · REELS

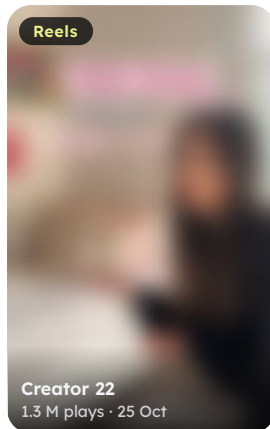
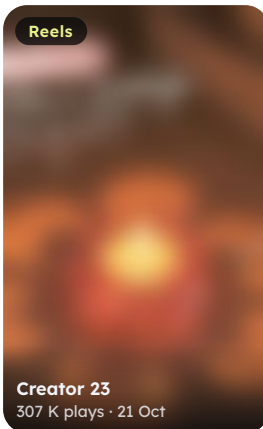
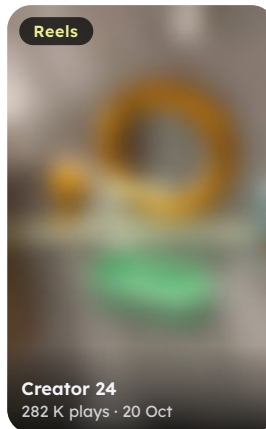
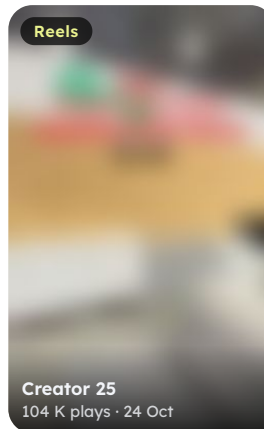
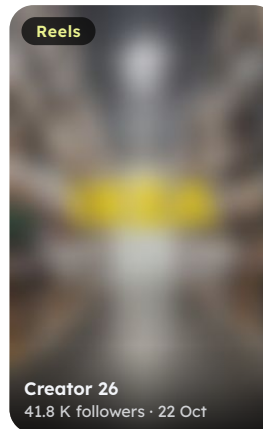
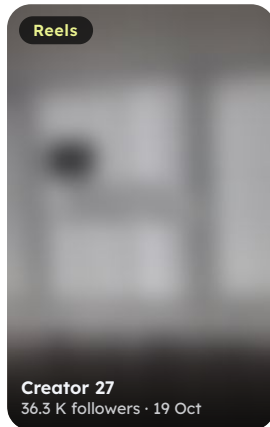
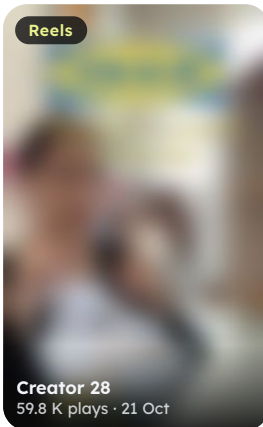
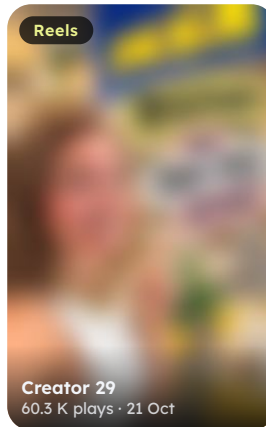
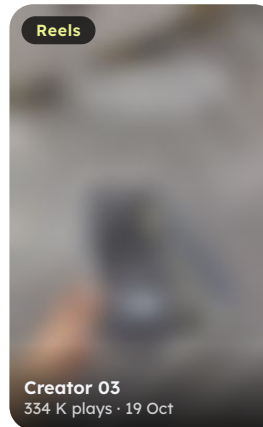
0.75%

median, per play · n = 55

AD DISCLOSURE

12%

posts+reels, n = 85 · co-authored post 4%



SUMMARY

IKEA was talked about in 19–25 October mainly through reels, by many small accounts; the standout contents are users' own reviews, not brand collaborations.

- IKEA appeared in 90 contents from 64 accounts in 19–25 October 2026 (English Home leads with 91); 82.2% are reels, 12.2% posts, 5.6% stories.
- Excluding deal and news accounts, 78 of the 90 contents remain; the lowest deal-account share of the four brands.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) on 11.8% of non-story contents; 36 of the 85 contents have an organic note such as 'reklam değil' or 'reklam yok' (not an ad) in the caption.
- Median reels plays 17,896 (62 reels); excluding deal accounts, the most-played reel received 1,340,468 plays.
- Content count fell from 134 in 12–18 October to 90; the drop is in reels (from 107 to 74).

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 25	Home & living	13.2 K	9
Creator 31 deal	Home & living	35.2 K	6
Creator 32	Unclear	6,845	4
Creator 30	Home & living	681 K	3
Creator 33	Unclear	52.8 K	3

IKEA · campaigns and collaborations

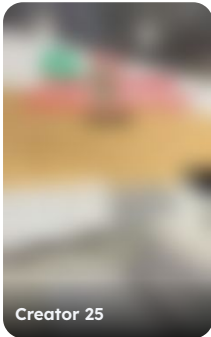
Standout campaigns in the period, with example contents

CAMPAIGN

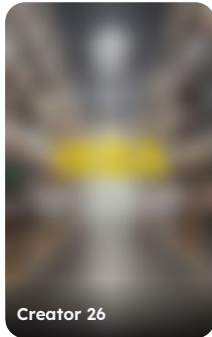
Bargain corner (imperfect items) series

19–25 Oct 2026

Creator 25 toured the in-store bargain corner and showed scratched items at half price; 'fırsat köşesi' (bargain corner) appears in the caption of 8 of the 90 contents.



Creator 25



Creator 26

Creator 25 Reel showing finds in the bargain corner; 104,295 plays.

Creator 26 Reel touring the bargain corner from start to finish; discounted prices are given in the narration.

CAMPAIGN

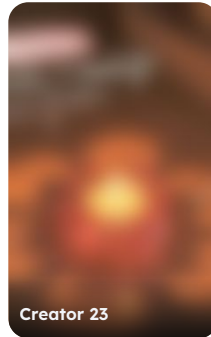
Affordable product discovery

19–25 Oct 2026

Products found on a store trip were described with price and use: pleated curtain 189 ₺, kitchen tools, candles and lighting.



Creator 27



Creator 23

Creator 27 Reel cutting and hanging a 189 ₺ pleated curtain at home.

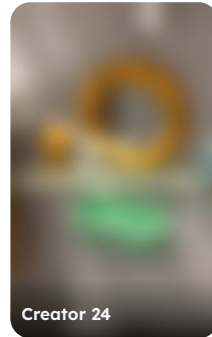
Creator 23 Shopping for the 'famous IKEA candle holder'; 306,580 plays.

CAMPAIGN

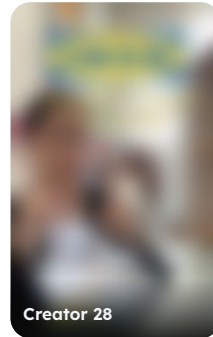
Children and family products

19–25 Oct 2026

A children's bathroom set and toy furniture were mentioned by product name on mother and educator accounts.



Creator 24



Creator 28

Creator 24 Reel recommending a children's toothbrushing set by product name; 282,161 plays.

Creator 28 Toy selection through a therapist's eyes; 59,813 plays.

CAMPAIGN

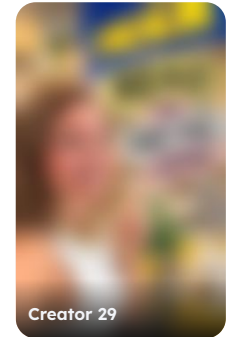
Critical usage reviews

19–25 Oct 2026

Long-term use and 'useless products' videos without an ad note; pros and cons were stated openly.



Creator 22



Creator 29

Creator 22 Reel reviewing the Hemnes daybed after a year and a half of use; 1,340,468 plays.

Creator 29 Reel ranking IKEA's 'most useless' products; 60,257 plays.

IKEA · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 73.5% of the 64 accounts are nano or micro; median followers 19,221.5, 1 mega account (Creator 34, 2,619,803).
- Repeat accounts carried 40.0% of contents; most contents from Creator 25 (9).
- 94.8% of accounts appeared only at IKEA among the four brands (excluding deal and news accounts).
- There is one shared account each with English Home, Madame Coco and Bella Maison: Creator 01, Creator 02, Creator 03.
- 35.9% of accounts are in the home and living category and 15.6% in parenting; 81.2% are women.

PLATFORM AND FORMAT

- 74 reels, 11 posts, 5 stories; story share 5.6%.
- Median reels ER per play 0.75% (n=55); for posts per follower 0.76% (n=9).
- Busiest day Monday (17.8%), busiest hour 20:00.
- From 134 contents in 12–18 October to 90: reels fell from 107 to 74, stories from 19 to 5.

CREATIVE APPROACH

- Of the 88 analysed creatives, 46.6% are lifestyle vlogs, 28.4% trial and review and 13.6% product shots.
- The product is in the background in 69.3% of creatives; setting is 80.7% home. IKEA appears as part of home life.
- In 72 videos the creator's face appears in 79.2%; speech was transcribed in 30.6% of the videos.
- 75.0% of creatives have no call; 18.2% have a follow-the-brand call; a discount-code call only 1.1%.

CONTENT STRUCTURES

- User review: on-camera narration, word-by-word subtitles, ranking of pros and cons.
- Shopping tour: store and bargain-corner visit, product name and price text, the question 'which one did you like'.
- Home moment: decoration or coffee corner, music, short text; IKEA product in the background.
- Organisation and adaptation: repurposing the product (display stand, vanity), close-up hands.

COMMUNICATION LANGUAGE

Personal experience and question: 'does anyone use it', 'are you satisfied'; ad note frequent.

"Does anyone use it? Are you satisfied?"

"If I could, I would install it everywhere in the house"

"Look at what I found in the IKEA bargain corner"

"Were these sold at Ikea too?"

- 36 of the 85 non-story contents have an organic note such as 'reklam değil' or 'reklam yok' (not an ad); ad disclosure (#reklam/#işbirliği/#tanıtım) 11.8%.
- Product name and price are given in speech or on-screen text; the product code is written in 2 captions.
- Questions and comment calls are frequent in captions: 'would you buy it if you were me', 'what did you think'.

DATA NOTE

- #ikea appears in 64 of the 90 contents; only 4 stories match the brand's product link. Matching is mostly tag-based.
- The brand's own account's 1 story was not counted.
- An IKEA reel from an account flagged as a deal account was the week's highest with 1,399,598 plays; it was not used as an example.

STANDOUT CREATIVES



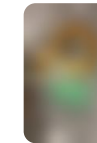
Creator 22

Most-played reel of the week excluding deal accounts (1,340,468 plays): the pros of the Hemnes daybed and its narrow 80 cm seat.



Creator 23

'Famous IKEA candle holder' reel: 306,580 plays, ER per play 1.41%.



Creator 24

Reel recommending the children's bathroom set by product name; 282,161 plays.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@ikeaturkiye 24

@ikea 8

TOP HASHTAGS · CONTENTS

#ikea 56

#indirim 8

#fırsat 7

#dekorasyon 6

#fırsatürünü 6

#evdekorasyonu 5

News and deal accounts excluded.

Madame Coco

Figures, creative selection and summary

CONTENTS · 7 D

72

19–25 October 2026

CREATORS

50

FORMAT

71% · 26% · 3%

story · reels · post

MEDIAN REELS PLAYS

11.9 K

n = 12 reels

ER · POST

1.42%

median, per follower · n = 2

ER · REELS

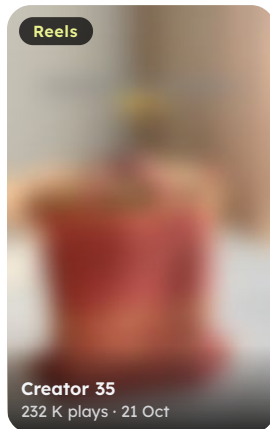
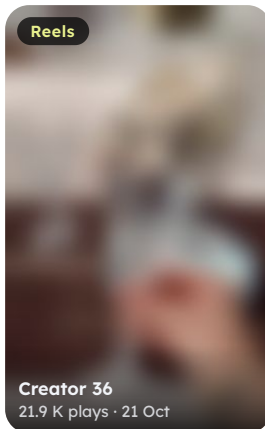
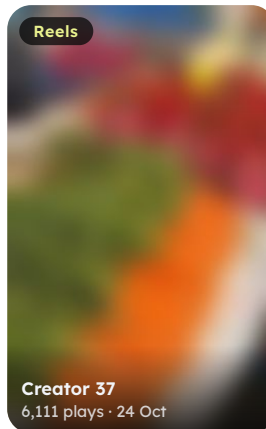
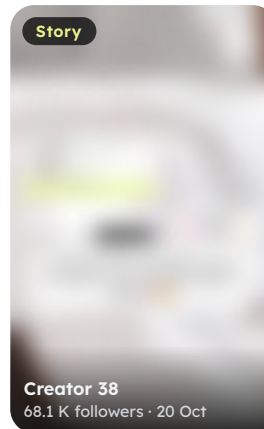
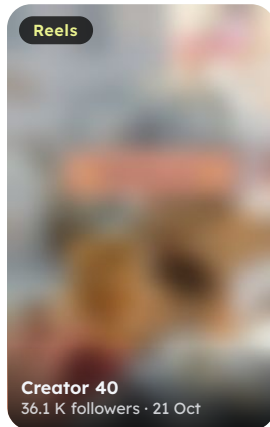
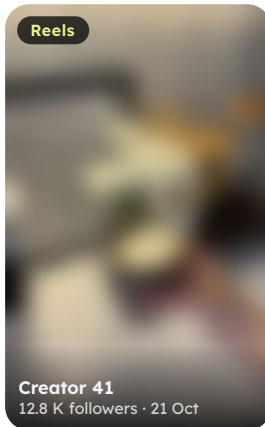
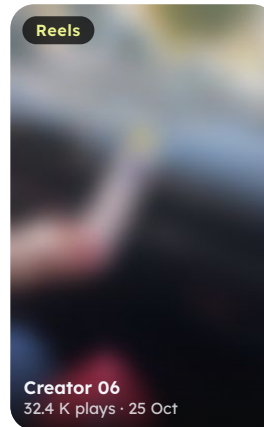
1.29%

median, per play · n = 9

AD DISCLOSURE

19%

posts+reels, n = 21 · co-authored post 0%



SUMMARY

Madame Coco stood out in 19–25 October with story-heavy content and the duvet and bedding coupon wave on 20 October; most of its contents came from deal accounts.

- Madame Coco appeared in 72 contents from 50 accounts in 19–25 October 2026; 70.8% of contents are stories, 26.4% reels.
- Only 30 of the 72 contents are from outside deal and news accounts; 28 of the 51 stories came out on 20 October.
- In 14 of the 48 story creatives, the double Leonce duvet appears in the on-screen text; two stories state the 630 TL price with a 250 TL coupon.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) on 19.0% of the 21 non-story contents; median reels plays 11,926.5 (12 reels).
- Content count fell from 81 in 12–18 October to 72; stories dropped from 66 to 51, reels rose from 12 to 19.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 43 deal	Shopping & deals	128 K	4
Creator 44 deal	Shopping & deals	115 K	4
Creator 45 deal	Shopping & deals	1.6 M	3
Creator 46 deal	Shopping & deals	97.0 K	3
Creator 07	Food and drink	10.5 K	3

Madame Coco · campaigns and collaborations

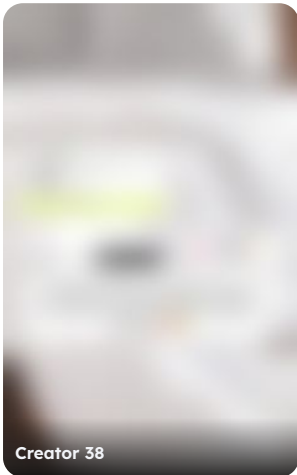
Standout campaigns in the period, with example contents

CAMPAIGN

Leonce duvet and bedding coupon

19–25 Oct 2026

On 20–21 October, many stories announced the same duvet and bedding products with coupon prices: duvet 630 TL, bedding set 679 TL.



Creator 38



Creator 39

Creator 38 Story showing the duvet product page with the coupon price.

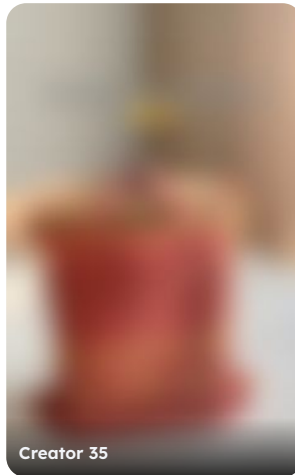
Creator 39 Story from the account with 1 million followers: 'discounted prices until 1 November'.

CAMPAIGN

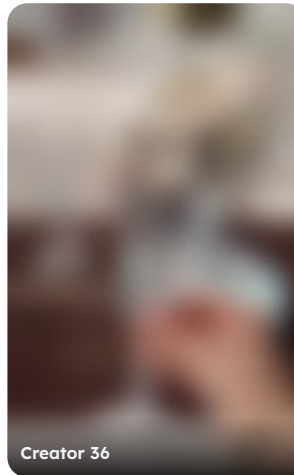
Breakfast and cup sets

19–25 Oct 2026

A bird-patterned breakfast set and Pinterest-style cups were shown through unboxing and table setting.



Creator 35



Creator 36

Creator 35 Reel unboxing the blue breakfast set from a Madame Coco bag; 231,936 plays.

Creator 36 Reel about a glass and tumbler collection; links in highlights, 21,900 plays.

CAMPAIGN

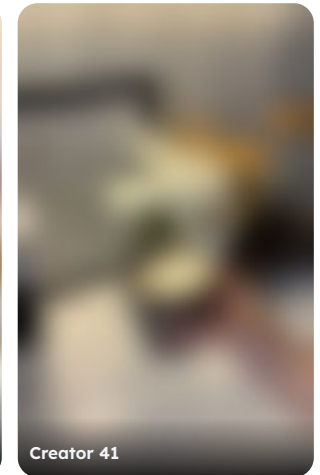
Viral mugs and cups

19–25 Oct 2026

Textured mugs in the store were called 'viral'; creators showed what they bought on a store trip.



Creator 40



Creator 41

Creator 40 Store tour reel asking 'is it viral now'.

Creator 41 Unboxing reel about what was bought from the viral mugs.

Madame Coco · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 46.0% of the 50 accounts are nano or micro; median followers 58,561, 8.3% of contents are from mega accounts.
- Repeat accounts carried 51.4% of contents; at most 4 contents.
- 75.0% of accounts appeared only at Madame Coco among the four brands (excluding deal and news accounts).
- There are 4 shared accounts with English Home, and one each with IKEA and Bella Maison.
- 52.0% of accounts are in the shopping and deals category; 88.0% are women.

CREATIVE APPROACH

- Of the 66 creatives, 56.1% are trial and review and 27.3% product shots; the product is alone and centred in 68.2%.
- Discount-code call in 45.5% of creatives, link call in 24.2%; 27.3% have no call.
- Tone is 81.8% neutral; 92.4% of creatives take place in a home setting (product-page images in stories).
- In 20 videos the creator's face appears in 10 and only their hands in 7; speech was transcribed in 35.0% of the videos.

COMMUNICATION LANGUAGE

Price- and coupon-focused language in stories; aesthetics and 'viral' emphasis in reels.

“Let's bring the blue lovers here”

“You will love this breakfast set”

“I bought from the Madame Coco viral mugs!!!”

“YOU USED A 250 TL COUPON 629 TL”

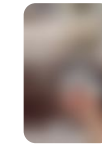
- Story on-screen texts give the product name and price: duvet 630 TL, bedding set 679 TL.
- 9 of the 21 non-story contents carry a #reklam tag; 5 of them also have an organic note such as 'reklam değil' or 'reklam yok', so 4 count as ad disclosure (19.0%); stories have no caption, so no tag.
- The word 'viral' repeats in mug and cup reels.

STANDOUT CREATIVES



Creator 35

Most-played reel (231,936 plays): unboxing of a bird-patterned blue breakfast set from a Madame Coco bag.



Creator 36

Glass and tumbler collection reel; 21,900 plays, links in highlights.



Creator 37

Reel holding favourite kitchen and table pieces up to the camera in a ranking; 6,111 plays, ER per play 1.29%.

PLATFORM AND FORMAT

- 19 reels, 2 posts, 51 stories; story share 70.8%.
- Median reels ER per play 1.29% (n=9); for posts per follower 1.42% (n=2, small base).
- Busiest day Tuesday (40.3%), busiest hour 20:00.
- 28 of the 51 stories came out on 20 October and 12 on 21 October; 50 matched the product link.

CONTENT STRUCTURES

- Coupon story: product-page screenshot → price and coupon text → link sticker.
- Unboxing: Madame Coco bag → taking out plates and cups → table setting.
- Store tour: shelf footage → 'viral' mug → showing what was bought.
- Order-summary story: order screen and price, 'run' call.

DATA NOTE

- 7 of Madame Coco's 19 reels are shared with another brand (6 English Home, 1 IKEA); counted in both brands.
- Most stories are from deal accounts; 26 flagged accounts produced 42 of the 72 contents.
- The reels count is small (19); plays and ER medians are over a small base.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@madamecocotr 10

TOP HASHTAGS · CONTENTS

#madamecoco 6

#profiterol 3

#profiteroles 3

#tatlitarifleri 3

#çikolata 3

#fincan 2

News and deal accounts excluded.

Bella Maison

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
38	29	58% · 40% · 3%	9,476	—	1.85%	75%
19–25 October 2026		story · reels · post	n = 11 reels	median, per follower · n = 0	median, per play · n = 10	posts+reels, n = 16 · co-authored post 3%

Reels

Creator 47
256 K plays · 19 Oct

Reels

Creator 48
98.0 K plays · 19 Oct

Reels

Creator 49
2,945 plays · 22 Oct

Reels

Creator 50
21.3 K followers · 21 Oct

Reels

Creator 51
284 K followers · 22 Oct

Reels

Creator 52
5,520 plays · 23 Oct

Story

Creator 53
7,965 followers · 25 Oct

Story

Creator 54
96.4 K followers · 25 Oct

Reels

Creator 55
220 K plays · 21 Oct

Story

Creator 08
451 K followers · 21 Oct

SUMMARY

Bella Maison rose in 19–25 October around the Grandma collection with PR-box and nostalgic table reels; most of the increase came from stories.

- Bella Maison appeared in 38 contents from 29 accounts in 19–25 October 2026; 57.9% of contents are stories, 39.5% reels.
- Content count rose from 15 in 12–18 October to 38; 14 of the increase came from stories (from 8 to 22) and 8 from reels (from 7 to 15).
- Ad disclosure (#reklam/#işbirliği/#tanıtım) on 75.0% of the 16 non-story contents; the highest disclosure rate of the four brands.
- The Grandma collection appears in 8 of the 16 non-story contents; median reels plays 9,476 (11 reels).
- All 22 stories matched the product link; 14 of the 21 story creatives have a discount-code call.

TOP POSTING ACCOUNTS			
ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 53	Food and drink	7,965	5
Creator 44 deal	Shopping & deals	115 K	4
Creator 47	Fashion & style	260 K	2
Creator 56 deal	Shopping & deals	31.5 K	2
Creator 45 deal	Shopping & deals	1.6 M	1

Bella Maison · campaigns and collaborations

Standout campaigns in the period, with example contents

CAMPAIGN

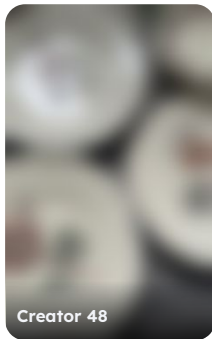
Grandma collection: nostalgic tables

19–25 Oct 2026

80s table atmosphere and floral plates; reels tagged as ad and collaboration described the collection in the same nostalgic language.



Creator 47



Creator 48

Creator 47 Retro table video set up in the store; 255,955 plays.

Creator 48 Reel praising the Grandma collection for its patterns and colours, with a collaboration note; 98,027 plays.

CAMPAIGN

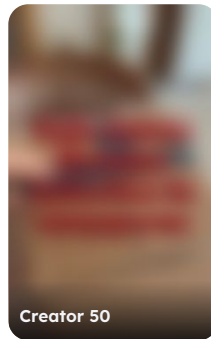
Atabulvarı branch and table setup

19–25 Oct 2026

The nostalgic table and floral-pattern plates set up at the branch highlighted the store experience.



Creator 47



Creator 50

Creator 47 Nostalgia-themed day at the Atabulvarı branch; 124,451 plays.

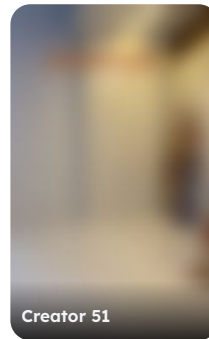
Creator 50 Reel describing the Grandma collection as inspired by grandmothers' homes.

CAMPAIGN

PR boxes and gift packages

19–25 Oct 2026

A gift or PR box is mentioned in the caption of 5 of the 16 non-story contents; unboxing and thank-you messages stood out.



Creator 51



Creator 52

Creator 51 Reel from the account with 284,099 followers saying 'my first PR boxes'.

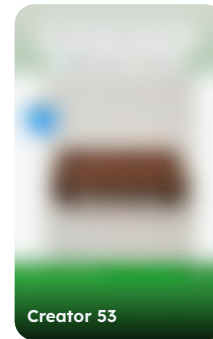
Creator 52 Reel presenting the PR parcel as inspiration for trousseau shopping; 5,520 plays.

CAMPAIGN

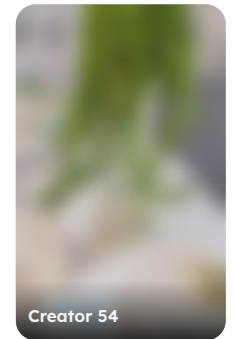
Discount and coupon stories

19–25 Oct 2026

Stories gave the product name with coupon price and discount emphasis; on 25 October one account shared 5 stories in a row.



Creator 53



Creator 54

Creator 53 Discount story for a wooden serving piece.

Creator 54 #reklam #işbirliği story announcing a 400 TL coupon.

Bella Maison · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 41.3% of the 29 accounts are nano or micro; median followers 68,306 (highest of the four brands).
- Repeat accounts carried 34.2% of contents; at most 5 contents (Creator 53, stories).
- Large accounts: stories from Creator 45 (1,554,976 followers) and Creator 08 (450,658).
- 90.0% of accounts appeared only at Bella Maison among the four brands (excluding deal and news accounts).
- 34.5% of accounts are in the food and drink category and 27.6% in shopping and deals; 89.7% are women.

PLATFORM AND FORMAT

- 15 reels, 1 post, 22 stories; story share 57.9%.
- Median reels ER per play 1.85% (n=10); no base for post ER.
- Busiest day Wednesday (28.9%), busiest hour 15:00.
- From 15 contents in 12–18 October to 38; stories from 8 to 22, reels from 7 to 15.

CREATIVE APPROACH

- Of the 36 analysed creatives, 38.9% are product shots, 30.6% trial and review and 22.2% lifestyle vlogs.
- The product was shot alone in 50.0%; 94.4% of creatives take place in a home setting.
- Tone is 55.6% neutral, 19.4% nostalgic; 19.4% of creatives read as a new product launch.
- In 19 videos the speech share is 47.4%; 41.7% of creatives have a discount-code call.

CONTENT STRUCTURES

- Nostalgia reel: retro outfit or store entrance → table setup → floral plates and glasses.
- PR box: unboxing → showing the product → thank-you and gift note.
- Coupon story: product page → price and coupon text → link sticker.
- Table narration: narration starting with 'the soul of a table' that foregrounds the plate detail.

COMMUNICATION LANGUAGE

Nostalgic and emotional; emphasis on 'the elegance of the past' and 'grandma's table'; coupon language in stories.

"Some pieces remind us of the elegance of the past"

"The most beautiful memories of the past sometimes come back to life in a small detail"

"Sometimes a single detail changes the soul of a table"

"I had a PR parcel I was eagerly waiting for"

- 'Grandma' appears in 8 of the 16 non-story contents; the captions use similar nostalgic sentences.
- The brand's account (@bellamaisontr) is mentioned in 12 contents; thank-you and gift notes are frequent.
- Stories write the product name and coupon amount directly.

DATA NOTE

- Most of the increase is from stories; stories are affected by the widening of the account base and are not directly comparable.
- Small base: 15 reels, 1 post; medians are over 10–11 reels.
- 5 of the 16 non-story contents carry a gift or PR-box note; 5 stories from a single account (Creator 53).

STANDOUT CREATIVES



Creator 47

Most-played reel (255,955 plays): retro Grandma table set up in the store.



Creator 48

Reel praising the Grandma collection, with collaboration and gift notes; 98,027 plays, ER per play 1.88%.



Creator 49

Reel describing a gift package; 390 likes on 2,945 plays, ER per play 13.98%.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

The brand match came from hashtags and description text.

TOP HASHTAGS · CONTENTS

#bellamaison 14

#grandmacollection 5

#evdekorasyonu 2

#kahvaltıkımı 2

#mutfakdüzeni 2

News and deal accounts excluded.

Additional insights

Examples drawn from competitor activity that enrich the analysis; supporting data below.

RISING BRAND OF THE WEEK: BELLA MAISON

Bella Maison's content count rose from 15 in 12–18 October to 38 in 19–25 October (153.3% increase). Most of the increase came from stories (from 8 to 22); reels rose from 7 to 15.

Account-content rows over two weeks with the same matching: Bella Maison 15 → 38, IKEA 134 → 90, Madame Coco 81 → 72. Stories are affected by the account-base widening on 24–26 October.

REEL OF THE WEEK

The IKEA reel shared on 25 October was the week's most-played excluding deal accounts. The creator sits on a Hemnes daybed and describes a year and a half of use: praises the concept, says the 80 cm width makes it hard to sit on as a sofa. No ad note.

Creator 22 (182,579 followers), a video with word-by-word on-screen subtitles: 1,340,468 plays, 26,646 likes, 212 comments; ER per play 2.00%. An IKEA reel from an account flagged as a deal account is higher at 1,399,598 plays.

STORY OR REELS?

IKEA leaned on reels; English Home worked mostly through reels while also using stories (35.2%). Madame Coco and Bella Maison are story-heavy; most stories are product pages and coupon announcements.

Reels share: IKEA 82.2%, English Home 56.0%, Bella Maison 39.5%, Madame Coco 26.4%. 50 of Madame Coco's 51 stories and all 22 of Bella Maison's stories matched the product link.

CREATOR SPREAD: BROAD BASE AND LARGE ACCOUNTS

IKEA and English Home built a broad base with many nano and micro accounts; mid and large accounts stood out at Madame Coco.

Nano and micro account share: IKEA 73.5%, English Home 62.3%, Madame Coco 46.0%, Bella Maison 41.3%. 8.3% of Madame Coco contents are from mega accounts.

DEAL ACCOUNTS ARE THE SECTOR'S NOISE

At Madame Coco and English Home a large part of the content comes from deal accounts; at IKEA this share is lowest. Deal announcements show the brand's price, not its narrative.

Content remaining after excluding deal and news accounts: English Home 54 of 91, Madame Coco 30 of 72, Bella Maison 25 of 38, IKEA 78 of 90.

ENGLISH HOME LEADS IN VOLUME, IKEA CLOSE BEHIND

English Home and IKEA are the top two of the four brands with 91 distinct contents and 90 contents; by account count IKEA has 64 and English Home 61. From deal-flagged accounts, 37 contents came to English Home and 11 to IKEA.

In account-content rows English Home is 92 and IKEA 90 (a co-authored reel creates a row on two accounts); distinct contents are 91 to 90.

Opportunities

Areas to differentiate for your brand, drawn from rivals' creator activity.

OPPORTUNITIES FOR YOUR BRAND

- 1 IKEA's most-played reel was a user's long-term review stating pros and cons. For your brand, an honest account of duration of use builds trust.
- 2 Madame Coco's stories piled up on a single coupon price on 20 October. For your brand, pairing a coupon announcement with a usage video offers a story beyond price.
- 3 Bella Maison described the Grandma collection with nostalgic table setups. For your brand, a table-video series around a single collection theme builds recall.
- 4 English Home products appeared often in trousseau-preparation content. For your brand, product-set suggestions in a trousseau-list format take the buyer straight to the list.
- 5 IKEA's bargain-corner series produced 9 contents from a single account. For your brand, an in-store discovery tour offers a repeatable series format.
- 6 Deal accounts produced 42 of Madame Coco's 72 contents and 37 of English Home's 91. For your brand, measuring creator content outside these accounts separately makes the brand's narrative visible.

Panel view: share and performance

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.
Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

SHARE OF TRACKED CONTENT

English Home

38.8%

76 contents · 48 creators · -2.5 pp previous week

IKEA

17.3%

34 contents · 30 creators · -5.7 pp previous week

Madame Coco

34.2%

67 contents · 45 creators · +0.7 pp previous week

Bella Maison

9.7%

19 contents · 11 creators · +7.5 pp previous week

PERFORMANCE

BRAND	CONTENTS	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
English Home	76 32 Story · 8 Post · 36 Reel	1,926,329 26 of 36 Reel (72.2%)	19,752 25 of 44 · 17 hidden likes	1,039,305 32 of 32 Story	107,156 44 of 44
IKEA	34 4 Story · 6 Post · 24 Reel	2,285,763 19 of 24 Reel (79.2%)	18,312 22 of 30 · 8 hidden likes	204,791 4 of 4 Story	152,898 30 of 30
Madame Coco	67 51 Story · 2 Post · 14 Reel	133,019 8 of 14 Reel (57.1%)	3,308 8 of 16 · 8 hidden likes	2,535,427 51 of 51 Story	29,535 16 of 16
Bella Maison	19 19 Story · 0 Post · 0 Reel	—	—	695,969 19 of 19 Story	—

Measured counters, the Story model and the reach estimate are separate fields; none is added to another. —: no such counter in that row.

Counted with the panel's method (link evidence, verified account and hashtag tags).

Panel view: quality and audience

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.

Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

QUALITY (MEAN SQS)

English Home	<div><div></div></div>	65.6
	48 creators with SQS · Nano 69.3 · Micro 65.9 · Macro 63.1	
IKEA	<div><div></div></div>	67.8
	29 creators with SQS · Nano 69.9 · Micro 68.9 · Macro 61.3	
Madame Coco	<div><div></div></div>	65.2
	45 creators with SQS · Nano 74.2 · Micro 65.6 · Macro 64.6 · Mega 59.0	
Bella Maison	<div><div></div></div>	63.8
	11 creators with SQS · Nano 58.6 · Micro 67.2 · Macro 64.2 · Mega 47.7	

Each row is the mean stored SQS (0-100) of the unique creators who shared the brand.

AUDIENCE (COMMENTERS)

English Home	<div><div>Women 85%</div><div>Men 15%</div></div>
	Largest age band: 25-34 55% · Largest city: İstanbul 21% · Largest country: Türkiye 96%
IKEA	<div><div>Women 88%</div><div>Men 12%</div></div>
	Largest age band: 25-34 61% · Largest city: İstanbul 22% · Largest country: Türkiye 97%
Madame Coco	<div><div>Women 84%</div><div>Men 16%</div></div>
	Largest age band: 25-34 58% · Largest city: İstanbul 20% · Largest country: Türkiye 98%
Bella Maison	<div><div>Women 86%</div><div>Men 14%</div></div>
	Largest age band: 25-34 57% · Largest city: İstanbul 19% · Largest country: Türkiye 98%

Average of the sharing creators' commenter profiles (equal weight per creator). Commenters are a sample: not followers, not reached people.

Counted with the panel's method (link evidence, verified account and hashtag tags).

Data glossary and method notes

Terms used in the report and calculation notes.

DATA GLOSSARY

Content	A post, reel or story naming the brand name, brand account or brand hashtag.
Creator	The tracked account that shared the content; brand accounts excluded.
Follower segment	Nano <10 K · Micro 10–50 K · Mid 50–250 K · Macro 250 K–1 M · Mega 1 M+.
Repeat creator	An account that posted the same brand 2+ times in the period.
Ad disclosure	#reklam, #işbirliği, #tanıtım tag (including gifted 'Ücretsiz #reklam'; excluded if noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself)); within posts and reels.
Co-authored post	Content published jointly by two accounts with Instagram's co-author feature.
Paid partnership	Instagram's 'Paid partnership' label.
Plays	Number of reel plays; measured only for reels.
ER	Engagement rate, percent: for reels (likes + comments) / plays (per play), for posts (likes + comments) / followers (per follower). Medians are given separately for the two types; they are not comparable because the denominators differ.
Overlap	Number of accounts that posted both brands in the period; news and deal accounts excluded.
News / deal account	Accounts that share sector news or discounts; flagged separately.

METHOD NOTES

- Period 19–25 October 2026 (Monday–Sunday, Turkey time); the brands are the top four brands with the most contents in the weekly ranking.
- 149 of the 152 reels in the period were analysed from the video itself.
- The weekly series counts account-content rows (English Home 92, distinct contents 91); change is with the same matching, percentages only on a base of 10 and above.
- Contents of deal accounts are included in the counts but were not shown as collaboration examples; the brands' own accounts' posts were not counted.
- Values are taken from the data reading on 29 October 2026; the 9 contents naming two brands were counted in both brands.
- Timestamps were interpreted as Turkey time (UTC+3).
- Contents naming more than one brand were counted separately for each brand; totals may exceed the content count.
- Co-authored contents published on multiple accounts with the same description and time are separate rows per account.
- Audience distributions are averages weighted by creators' follower counts.