

Influencer report



Creator I01

@creator-i01

Fashion & Style

Macro

Sample Report

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Executive summary & Starlecta assessment

**Creator I01**

@creator-i01 · Turkey

Verified

Macro

Fashion & Style

SQS

87

Stored

Followers

270,000

Stored

Overall engagement rate

4.02%

Stored

Reel engagement rate

2.86%

Stored

Starlecta assessment

- The engagement rate on ad content is 2.10%; on non-ad content it is 3.09%.
- The audience is 98.6% Turkey-based and 93.9% Turkish-speaking; a clear fit for Turkey-focused campaigns.
- The account focuses on Fashion & Style, while Makeup Tutorials stands out among the audience interest signals; this may be a cross-category opportunity.

Analysis coverage

10,000

engaged people analysed

22,000

comments analysed

Identity and brand fit

Content and persona analysis

Produces Fashion & Style-focused content; main areas: Bride To Be, Bachelorette Party Planning, Bridal Diary.

Seen in the profile and content

- No notable profile finding.

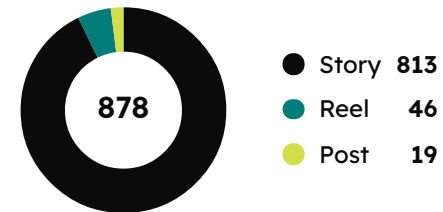
Prominent content topics

Bride To Be Bachelorette Party Planning Bridal Diary
Turkish Wedding Content Creator Bridal Lifestyle Bride Outfits

Other topics

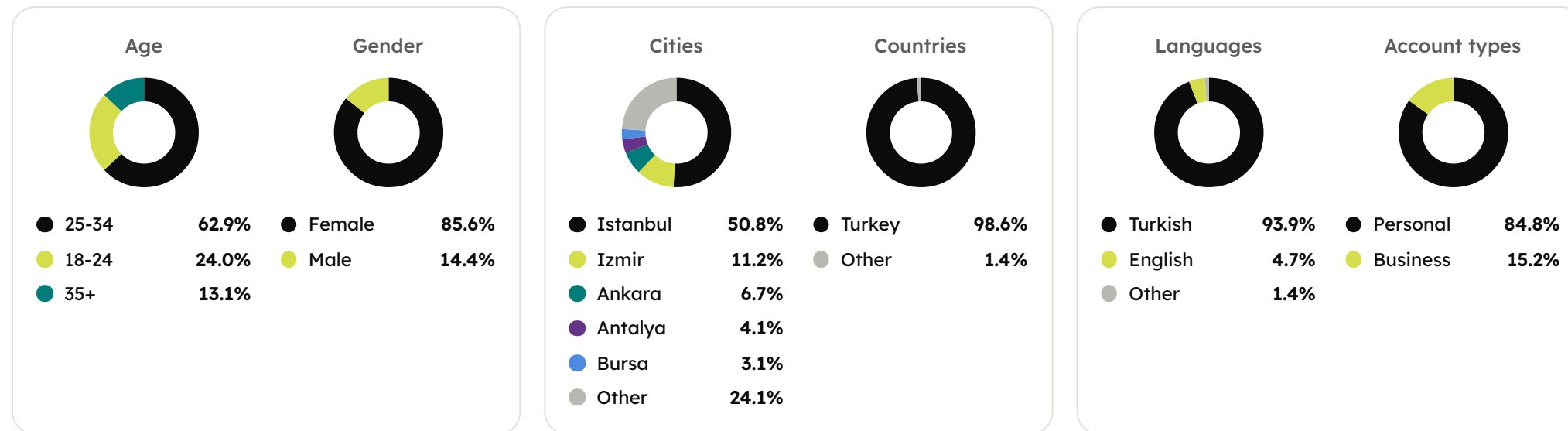
Fashion Girls Trip Bridal Accessories

Format mix (90 days)



Audience profile

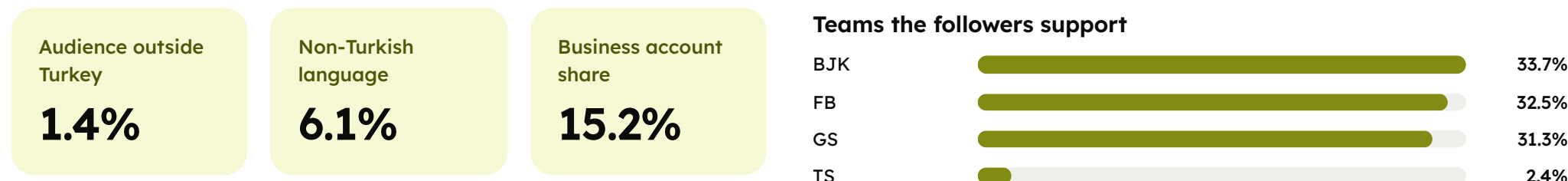
Demographics estimated from commenters



Prominent audience interest signals



Interests inferred from the commenters' engagement network; not a share of people.



Audience quality and performance

Audience quality

Engaged-audience authenticity

72.64%

Stored

Loyal audience / repeat commenters

18.10%

Stored

Sentiment analysis



Positive 90% · Neutral 5% · Negative 5%

Performance by format

Overall engagement rate

4.02%

Stored

Reel engagement rate

2.86%

Stored

Last 10 Reels views (average)

490,000

Actual counter

Total 4,900,000 · 10/10 Reels measured

Estimated views for a typical Story

No comparison data could be built for a Story view estimate on this account

Estimated visibility per post

13,000

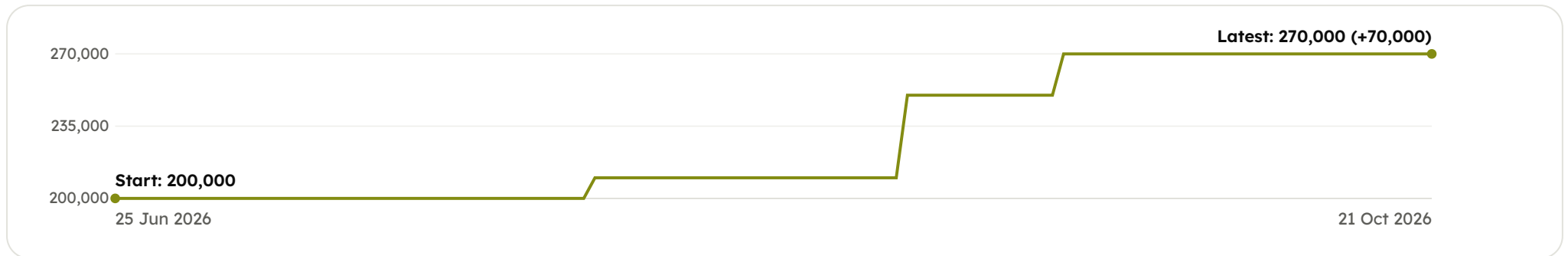
Estimate

Actual counters and estimates are labelled separately and never added together; methods are on the last page.

Trend and publishing pattern

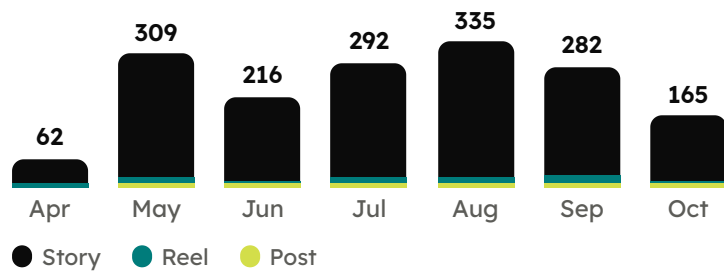
Only the real measurement span is drawn; missing history is not filled in

Follower trend



Actual measurement span: 118 days · 113 data points · vertical axis covers 200,000–270,000 followers

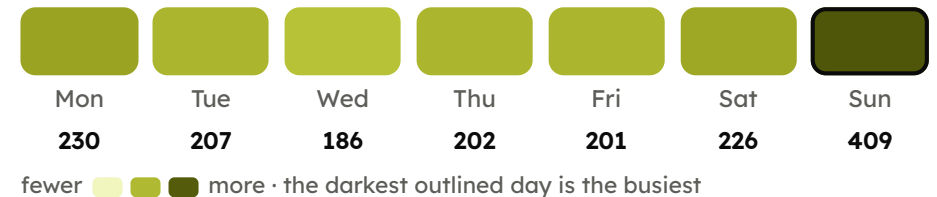
Monthly output



Active days

Last 30 days: 28 · last 90 days: 85 · gap: average 1.05 days · longest 3 days

Busiest days



Monthly engagement and views

Measured engagement and Reel views by month

Monthly post and Reel engagement

May	· median 4,100	· total 460,000	(18/18)
June	· median 4,600	· total 150,000	(20/20)
July	· median 5,100	· total 120,000	(19/20)
August	· median 5,200	· total 160,000	(14/17)
September	· median 18,000	· total 600,000	(28/28)
1–21 October	· month in progress	· median 10,000	· total 150,000 (11/12)

Monthly Reel views

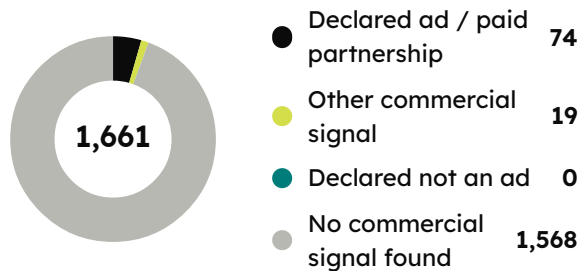
May	· median 270,000	· total 14,000,000	(11/11)
June	· median 220,000	· total 3,000,000	(10/10)
July	· median 280,000	· total 5,100,000	(13/13)
August	· median 270,000	· total 7,100,000	(12/12)
September	· median 560,000	· total 15,000,000	(20/20)
1–21 October	· month in progress	· median 430,000	· total 4,300,000 (8/8)

The two tables use different units and are not comparable; the measured/eligible count is next to each row.

Commercial history and brand fit

Ad classes, engagement comparison and brand evidence

Content breakdown



Last 180 days · 25 Apr – 21 Oct 2026 · 1,661 items — all in these four rows (4% declared ads, 1% other commercial signals).

Engagement on ad content

2.10%

Actual counter

Engagement on non-ad content

3.09%

Actual counter

Link evidence

122 marketplace links found · 12 links fully resolved to product/brand level

Comparison

Non-ad content is stronger (3.09% vs 2.10%).

Brand evidence verified against the catalogue

- Brand A — 9 items (brand tag)
- Brand B — 2 items (brand tag)
- Brand C — 2 items (brand tag)
- Brand D — 2 items (brand tag)
- Brand E — 1 item (brand tag)
- Brand F — 1 item (brand tag)
- Brand G — 1 item (brand tag)
- Brand H — 1 item (commercial product link)

The list is limited to evidence matching the brand catalogue and is not claimed to be complete; class definitions are on the last page.

Content portfolio

Recent and best content

Recent content

Media omitted in sample	Media omitted in sample	Media omitted in sample	Media omitted in sample	Media omitted in sample	Media omitted in sample
story · 21 Oct	story · 21 Oct	story · 21 Oct	story · 21 Oct	story · 21 Oct	story · 21 Oct

Best performing (engagement)

Media omitted in sample	Media omitted in sample	Media omitted in sample	Media omitted in sample	Media omitted in sample	Media omitted in sample
reel · 16 May	reel · 2 Sep	post · 3 Sep	post · 20 Sep	post · 1 Jun	reel · 3 Sep
350,000 likes · 1,900 comments · 9,500,000 views	110,000 likes · 1,500 comments · 2,400,000 views	41,000 likes · 130 comments	39,000 likes · 210 comments	38,000 likes · 160 comments	36,000 likes · 300 comments · 1,200,000 views
		Ad (declared)	Ad (declared)	Ad (declared)	Ad (declared)

Story tiles have no likes/comments fields; the ranking is by engagement only, views are a separate unit.

Position

Place relative to similar accounts

Position relative to similar accounts

- Overall engagement rate: **Top 10%** among 784 similar accounts in the Fashion & Style category
- 30-day growth: **Top 17%** among 4,311 similar accounts with a similar follower count

Campaign suggestion

Concrete campaign use

Concrete campaign suggestion

- Brands with a collaboration signal in past content: Brand A, Brand B, Brand C, Brand D, Brand E.
- Can be considered for campaigns in Fashion & Style.
- Regular Story production suits Story-led campaigns.

Method and data coverage

What is measured and what is estimated

Content window: last 180 days · data as of: 22 Oct 2026

Anonymized sample. Names are illustrative. Followers, likes, comments and views are rounded to 2 significant figures; ratios, shares and peer bands are unchanged.

What did we measure?

- **Stored:** A measurement calculated daily and stored in the system.
- **Actual counter:** Taken from the real counter the platform returns.
- **Estimate:** A value modelled from the account’s own history.
- **Peer model:** A value modelled from the median of similar accounts.
- **Views:** Gross plays, not unique reach.

How to read it

Class definitions and source reading

- **Declared ad:** Content carrying the account’s own disclosure wording; a disclosure is not proof of payment.
- **Paid partnership:** The platform’s official collaboration/sponsor label.
- **Other commercial signal:** A product/brand link or a known brand tag; not counted as an ad on its own.
- **Declared not an ad:** The account explicitly wrote that it is not an ad.
- **No commercial signal found:** No measurable commercial evidence; this does not prove the content is non-commercial.

Limitations

- The Story estimate comes from the peer median view ratio, not from the account’s own Reels.
- Audience percentages come from engaged commenters; the follower list is not scanned.
- Non-ad means no ad marker was found; it does not guarantee the content is non-commercial.
- Shared engaged people are a commenter overlap (repeat comments count once), not shared followers. Raw commenter IDs stay in the analysis database.
- Comments are capped at 1,000 per content item; all stored unique commenter IDs are compared, with no random sampling or extrapolation.

SQS component contributions

Engagement **23.6 pts**

Story tempo **16.9 pts**

Recency **15.0 pts**

Real audience **10.2 pts**

Growth **9.1 pts**

Loyal audience **8.1 pts**

Sentiment **4.2 pts**

data coverage **100%**

SQS weights: Engagement 25% · Story tempo 20% · Real audience 15% · Recency 15% · Loyal audience 10% · Growth 10% · Sentiment 5%

Each component value is multiplied by its own weight; the contributions add up to the SQS.