

SAMPLE REPORT

Top 10 creator profiles — sample analysis

The accounts ranking highest on both followers and brands linked · 21 July – 18 October 2026 (90 days) · Instagram posts, reels and stories

10 accounts selected by the average of their follower rank and brand-count rank. For each: the engagement, SQS, audience, trust and sentiment data from the Starlecta profile page, and the brands they linked to. The brand count is **observed brand placement**; it does not confirm a contract or a paid partnership.

HIGHLIGHTS

- The 10 selected accounts have **1.4M–5.3M** followers (27.1M in total) and linked to **27–78** different brands in 90 days.
- **8 of the 10** accounts shared no Retailer A link in the period; Retailer A links appeared only on @creator-07 (391 items) and @creator-04 (3 items).
- SQS ranges from 47 to 79, highest @creator-10 (79); for 3 accounts ER could not be measured over the last 90 days (fewer than 3 measurable items).

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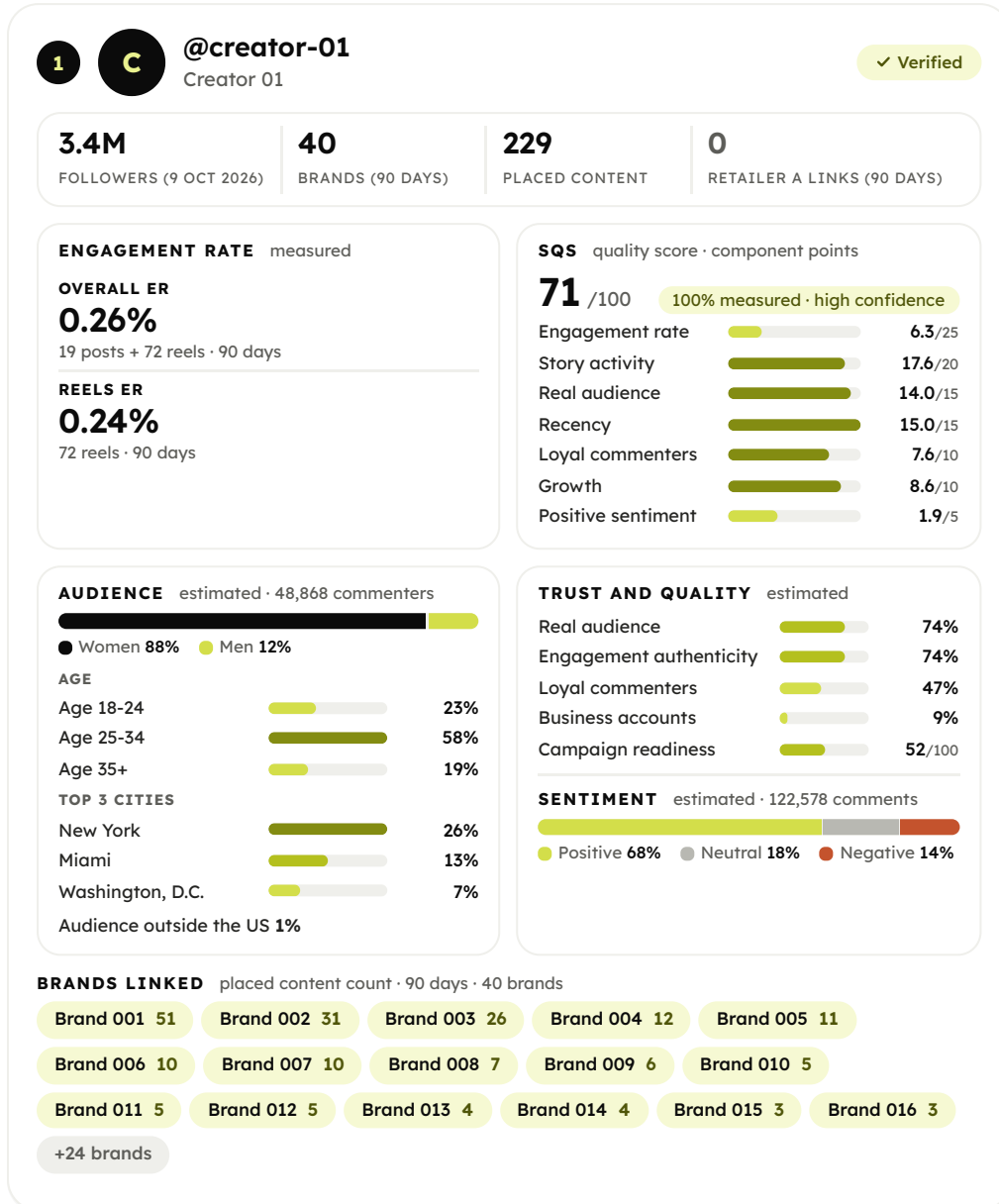
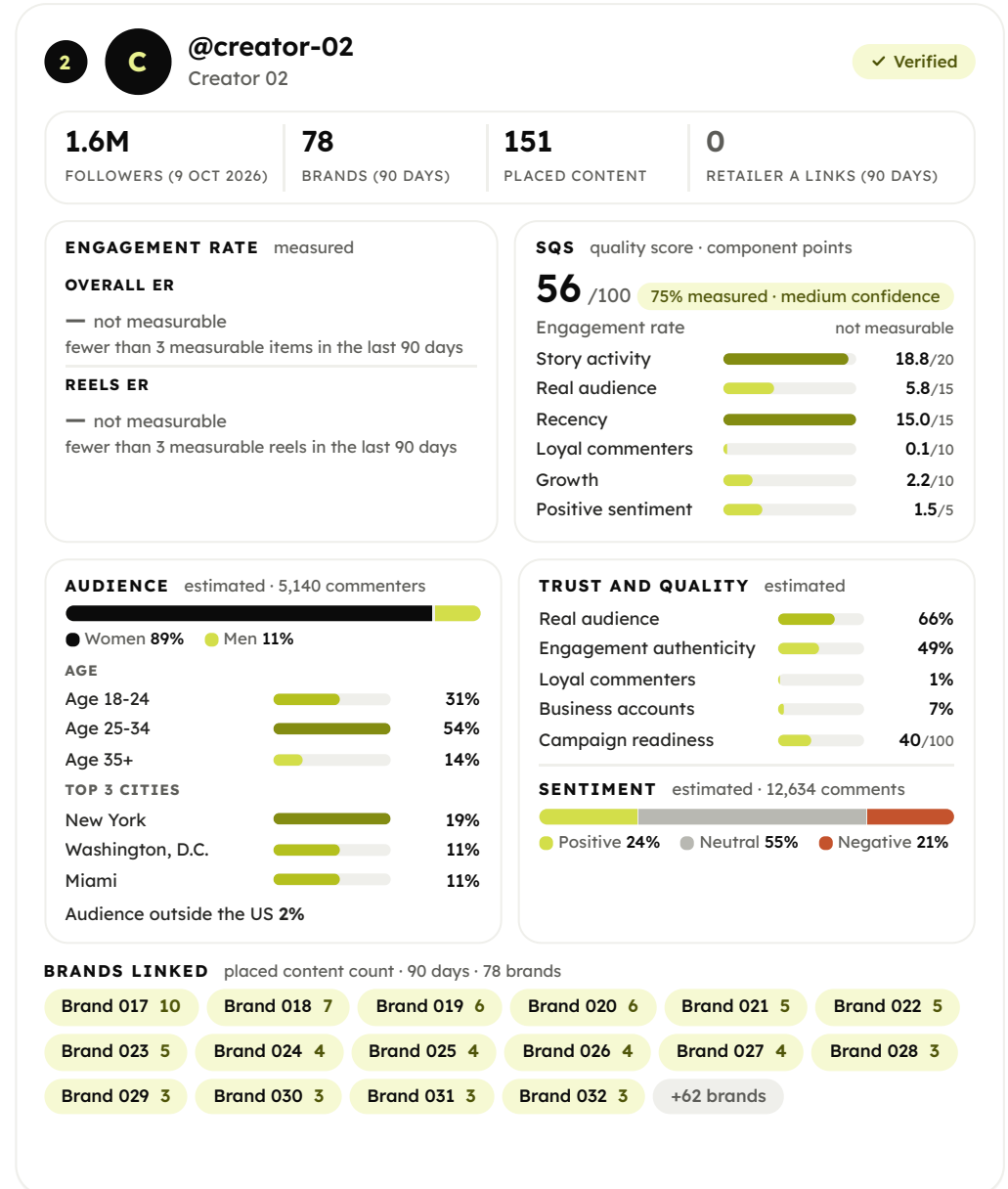
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Creator profiles · 1-2

Followers measured 9 October 2026; brands, placed content and Retailer A links 21 July – 18 October 2026. Profile data as of 19 October 2026.



Creator profiles · 3-4

Followers measured 9 October 2026; brands, placed content and Retailer A links 21 July – 18 October 2026. Profile data as of 19 October 2026.

3

C

@creator-03
 Creator 03

✓ Verified

2.4M

39

127

0

FOLLOWERS (9 OCT 2026)

BRANDS (90 DAYS)

PLACED CONTENT

RETAILER A LINKS (90 DAYS)

ENGAGEMENT RATE measured

OVERALL ER

— not measurable
fewer than 3 measurable items in the last 90 days

REELS ER

— not measurable
fewer than 3 measurable reels in the last 90 days

SQS quality score · component points

69 /100 75% measured · medium confidence

Engagement rate not measurable

Story activity 16.5/20

Real audience 6.4/15

Recency 15.0/15

Loyal commenters 9.6/10

Growth 5.6/10

Positive sentiment 3.5/5

AUDIENCE estimated · 37,564 commenters

Women 93% Men 7%

AGE

Age 18-24 16%

Age 25-34 57%

Age 35+ 27%

TOP 3 CITIES

New York 20%

Washington, D.C. 8%

Miami 8%

Audience outside the US 2%

TRUST AND QUALITY estimated

Real audience 66%

Engagement authenticity 91%

Loyal commenters 91%

Business accounts 13%

Campaign readiness 41/100

SENTIMENT estimated · 171,352 comments

Positive 81% Neutral 14% Negative 5%

BRANDS LINKED placed content count · 90 days · 39 brands

Brand 017 28 Brand 033 8 Brand 034 7 Brand 035 6 Brand 036 5 Brand 037 5

Brand 038 5 Brand 039 5 Brand 040 4 Brand 041 4 Brand 042 4 Brand 043 4

Brand 044 3 Brand 045 3 Brand 005 3 Brand 046 3 +23 brands

4

C

@creator-04
 Creator 04

✓ Verified

1.6M

49

75

3

FOLLOWERS (9 OCT 2026)

BRANDS (90 DAYS)

PLACED CONTENT

RETAILER A LINKS (90 DAYS)

ENGAGEMENT RATE measured

OVERALL ER

0.01%
3 posts + 7 reels · 90 days

REELS ER

0.01%
7 reels · 90 days

SQS quality score · component points

47 /100 100% measured · high confidence

Engagement rate 0.4/25

Story activity 19.5/20

Real audience 9.2/15

Recency 15.0/15

Loyal commenters 0.2/10

Growth 2.3/10

Positive sentiment 0.8/5

AUDIENCE estimated · 4,921 commenters

Women 88% Men 12%

AGE

Age 18-24 29%

Age 25-34 56%

Age 35+ 15%

TOP 3 CITIES

New York 25%

Miami 12%

Washington, D.C. 10%

Audience outside the US 2%

TRUST AND QUALITY estimated

Real audience 68%

Engagement authenticity 46%

Loyal commenters 2%

Business accounts 8%

Campaign readiness 53/100

SENTIMENT estimated · 11,750 comments

Positive 41% Neutral 42% Negative 17%

BRANDS LINKED placed content count · 90 days · 49 brands

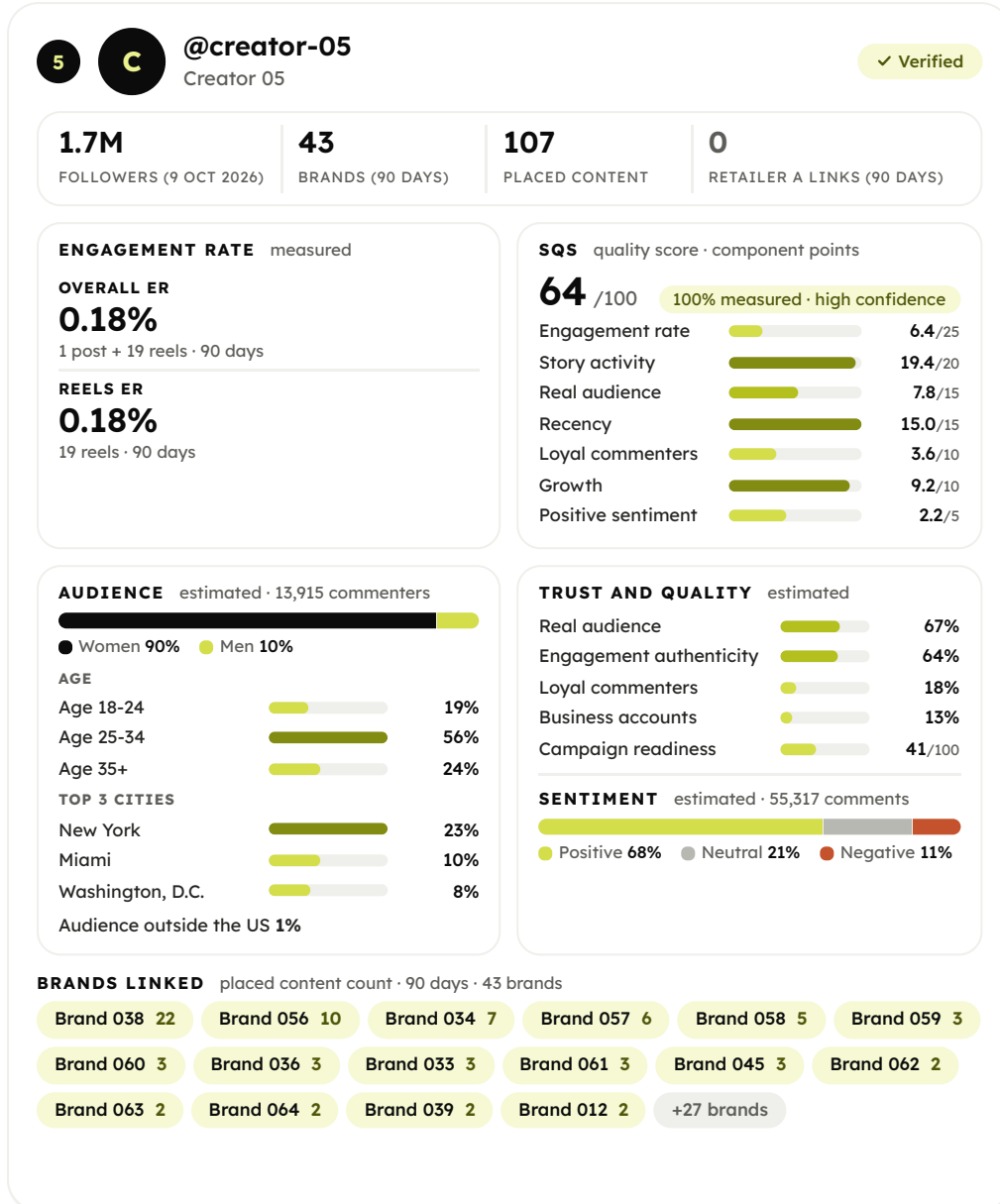
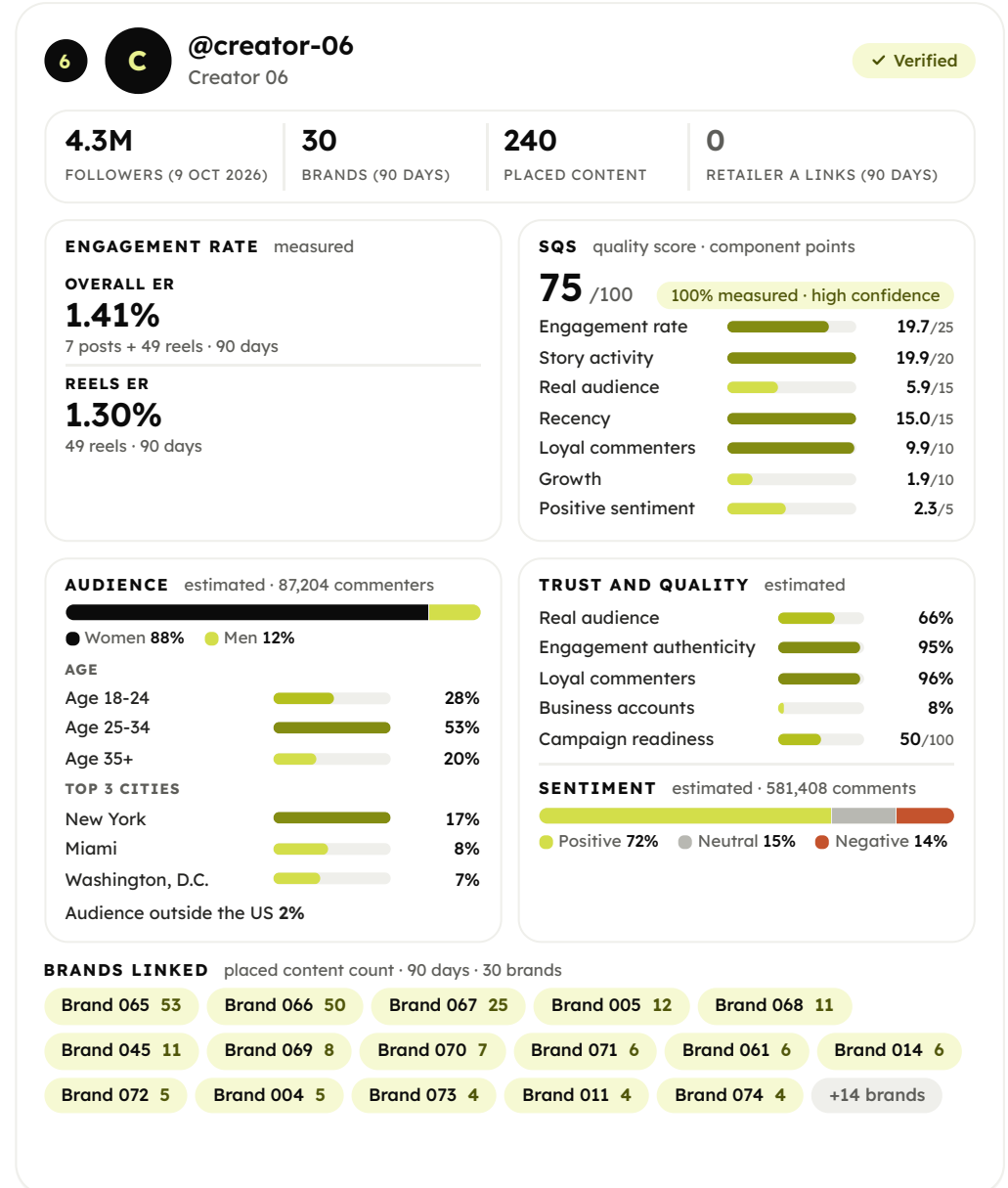
Brand 026 4 Brand 020 4 Brand 023 4 Brand 018 3 Brand 047 3 Brand 028 2

Brand 048 2 Brand 049 2 Brand 050 2 Brand 021 2 Brand 051 2 Brand 052 2

Brand 032 2 Brand 053 2 Brand 054 2 Brand 055 2 +33 brands

Creator profiles · 5-6

Followers measured 9 October 2026; brands, placed content and Retailer A links 21 July – 18 October 2026. Profile data as of 19 October 2026.



Creator profiles · 7-8

Followers measured 9 October 2026; brands, placed content and Retailer A links 21 July – 18 October 2026. Profile data as of 19 October 2026.

7 **C** **@creator-07**
Creator 07

1.4M FOLLOWERS (9 OCT 2026) **45** BRANDS (90 DAYS) **231** PLACED CONTENT **391** RETAILER A LINKS (90 DAYS)

ENGAGEMENT RATE measured

OVERALL ER
0.40%

61 posts + 22 reels · 90 days

REELS ER

— not measurable
fewer than 3 measurable reels in the last 90 days

SQS quality score · component points

68 /100 100% measured · high confidence

Engagement rate 9.0/25
Story activity 20.0/20
Real audience 8.7/15
Recency 15.0/15
Loyal commenters 8.6/10
Growth 5.8/10
Positive sentiment 0.6/5

AUDIENCE estimated · 30,473 commenters

Women 85% Men 15%

AGE

Age 18-24 26%
Age 25-34 54%
Age 35+ 19%

TOP 3 CITIES

New York 27%
Miami 12%
Washington, D.C. 8%

Audience outside the US 2%

TRUST AND QUALITY estimated

Real audience 68%
Engagement authenticity 46%
Loyal commenters 61%
Business accounts 8%
Campaign readiness 11/100

SENTIMENT estimated · 130,331 comments

Positive 38% Neutral 16% Negative 46%

8 **C** **@creator-08**
Creator 08

✓ Verified

2.0M FOLLOWERS (9 OCT 2026) **35** BRANDS (90 DAYS) **78** PLACED CONTENT **0** RETAILER A LINKS (90 DAYS)

ENGAGEMENT RATE measured

OVERALL ER
0.30%

1 post + 9 reels · 90 days

REELS ER

0.30%
9 reels · 90 days

SQS quality score · component points

72 /100 100% measured · high confidence

Engagement rate 11.0/25
Story activity 18.0/20
Real audience 6.2/15
Recency 15.0/15
Loyal commenters 9.0/10
Growth 8.7/10
Positive sentiment 3.9/5

AUDIENCE estimated · 27,564 commenters

Women 93% Men 7%

AGE

Age 18-24 14%
Age 25-34 57%
Age 35+ 29%

TOP 3 CITIES

New York 20%
Washington, D.C. 8%
Miami 8%

Audience outside the US 2%

TRUST AND QUALITY estimated

Real audience 66%
Engagement authenticity 73%
Loyal commenters 73%
Business accounts 15%
Campaign readiness 35/100

SENTIMENT estimated · 141,614 comments

Positive 85% Neutral 12% Negative 4%

BRANDS LINKED placed content count · 90 days · 45 brands

Brand 075 41 Brand 076 29 Brand 077 27 Brand 078 11 Brand 079 9
Brand 080 8 Brand 081 7 Brand 082 7 Brand 083 6 Brand 084 5 Brand 085 5
Brand 086 5 Brand 087 4 Brand 049 4 Brand 088 4 Brand 089 4 +29 brands

BRANDS LINKED placed content count · 90 days · 35 brands

Brand 034 7 Brand 017 6 Brand 090 5 Brand 048 5 Brand 033 5 Brand 036 4
Brand 091 3 Brand 037 3 Brand 092 3 Brand 069 3 Brand 045 3 Brand 035 2
Brand 056 2 Brand 093 2 Brand 094 2 Brand 004 2 +19 brands

Creator profiles · 9-10

Followers measured 9 October 2026; brands, placed content and Retailer A links 21 July – 18 October 2026. Profile data as of 19 October 2026.

9 **C** **@creator-09**
Creator 09

✓ Verified

3.4M

FOLLOWERS (9 OCT 2026)

28

BRANDS (90 DAYS)

87

PLACED CONTENT

0

RETAILER A LINKS (90 DAYS)

ENGAGEMENT RATE measured

OVERALL ER

— not measurable
fewer than 3 measurable items in the last 90 days

REELS ER

— not measurable
fewer than 3 measurable reels in the last 90 days

SQS quality score · component points

67 /100 75% measured · medium confidence

Engagement rate not measurable

Story activity 18.6/20

Real audience 10.2/15

Recency 15.0/15

Loyal commenters 5.9/10

Growth 2.2/10

Positive sentiment 2.3/5

AUDIENCE estimated · 19,219 commenters

● Women 81% ● Men 19%

AGE

Age 18-24 31%

Age 25-34 56%

Age 35+ 13%

TOP 3 CITIES

New York 24%

Miami 10%

Washington, D.C. 8%

Audience outside the US 2%

TRUST AND QUALITY estimated

Real audience 69%

Engagement authenticity 47%

Loyal commenters 31%

Business accounts 8%

Campaign readiness 58/100

SENTIMENT estimated · 98,868 comments

● Positive 76% ● Neutral 19% ● Negative 5%

10 **C** **@creator-10**
Creator 10

✓ Verified

5.3M

FOLLOWERS (9 OCT 2026)

27

BRANDS (90 DAYS)

84

PLACED CONTENT

0

RETAILER A LINKS (90 DAYS)

ENGAGEMENT RATE measured

OVERALL ER

0.45%

2 posts + 15 reels · 90 days

REELS ER

0.48%

15 reels · 90 days

SQS quality score · component points

79 /100 100% measured · high confidence

Engagement rate 13.7/25

Story activity 19.6/20

Real audience 12.1/15

Recency 15.0/15

Loyal commenters 9.6/10

Growth 6.5/10

Positive sentiment 2.0/5

AUDIENCE estimated · 64,310 commenters

● Women 91% ● Men 9%

AGE

Age 18-24 23%

Age 25-34 54%

Age 35+ 23%

TOP 3 CITIES

New York 21%

Miami 8%

Washington, D.C. 7%

Audience outside the US 2%

TRUST AND QUALITY estimated

Real audience 71%

Engagement authenticity 95%

Loyal commenters 91%

Business accounts 10%

Campaign readiness 84/100

SENTIMENT estimated · 248,951 comments

● Positive 60% ● Neutral 28% ● Negative 12%

BRANDS LINKED placed content count · 90 days · 27 brands

Brand 057 12 Brand 104 10 Brand 105 9 Brand 034 8 Brand 106 6 Brand 107 4

Brand 108 3 Brand 095 3 Brand 109 3 Brand 110 3 Brand 111 2 Brand 112 2

Brand 113 2 Brand 114 2 Brand 115 2 Brand 116 2 +11 brands

BRANDS LINKED placed content count · 90 days · 28 brands

Brand 095 9 Brand 004 9 Brand 096 7 Brand 097 7 Brand 034 6 Brand 098 5

Brand 072 5 Brand 064 5 Brand 005 5 Brand 099 3 Brand 006 3 Brand 100 3

Brand 061 3 Brand 101 2 Brand 102 2 Brand 103 1 +12 brands

Method and definitions

Selection rule, what is counted, profile field definitions and limits.

SELECTION AND COUNTS

- **Selection:** the top 10 accounts by the average of their follower rank and brand-count rank. Candidate pool: the 3,804 Instagram accounts with at least one observed brand placement in 90 days; ties are decided by brand count.
- **Followers:** latest measurement (9 October 2026); the same value is used for the ranking and on the cards.
- **Brand count:** distinct brands with at least one observed link placement in the period 21 July – 18 October 2026. The catalogue brand of the product the link resolves to; if the product did not resolve, the brand the link matched.
- **Placed content:** a post, reel or story carrying at least one brand link.
- **Retailer A links (90 days):** the number of content items carrying a link to Retailer A (an online retailer), independent of brand matching. 0 means no Retailer A link was observed in the period.
- **Brand list:** the 16 most frequent brands with their placed-content counts; the remaining brands as "+N".

PROFILE DATA

- **ER (measured):** (likes + comments) / followers × 100; weighted median of the posts and reels of the last 90 days. Reels ER covers reels only. With fewer than 3 measurable items: "not measurable".
- **SQS:** a 0–100 quality score computed daily. Components (maximum points): engagement rate 25, story activity 20, real audience 15, recency 15, loyal commenters 10, growth 10, positive sentiment 5. A component that cannot be measured is taken as average and the card shows "not measurable"; the "measured" share shows how much of the score rests on data.
- **Audience (estimated):** gender, age and city split from a scan of the accounts that comment; not the whole follower base.
- **Trust and quality (estimated):** real audience = share of scanned commenters counted as real people; engagement authenticity = share of comments that look organic; loyal commenters = share who comment again; business accounts = business accounts among commenters; campaign readiness = a 0–100 score based on sponsored-content history and audience response.
- **Sentiment (estimated):** the positive / neutral / negative tone of comments.

DATA DATE AND LIMITS

- Brand data read as of 19 October 2026 18:22, profile data as of 19 October 2026 19:16 (US Eastern time). SQS computed on the morning of 19 October, the audience scan as of 18 October.
- Tags without links, @mentions, captions and hashtags are not counted; WhatsApp and Telegram are out of scope.
- Of the 769,154 Instagram links in the period, 67,474 matched a brand; unmatched links do not enter the brand count.
- Catalogue labels that are not brands are excluded: Other, General Brands, General, generic, Unspecified, Miscellaneous; one domain-shaped record; one brand record made only of digits. "Visit the X Store" records were counted together with brand X.
- The method does not separate an account's own brand from third-party brands.
- Measured and estimated values are labelled separately; missing values show as "— not measurable".
- Anonymized sample. Names and locations are illustrative. City and country names are stand-ins, not measured locations.