

InfluencEye API Documentation (V1)

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Support: support@influenceeye.com

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July 15, 2019	<p>Note: No new methods, but the data has changed.</p> <ul style="list-style-type: none">● Audience data updates<ul style="list-style-type: none">○ audienceAge structure changed○ in addition to audienceLanguages (languages by followers bios) two new objects added -- commentsLanguages (languages by comments) and mergedAudienceCommentsLanguages (combination of the two)○ countryCode added to countries object
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	<ul style="list-style-type: none"> ● Separate statistics for Instagram photos and videos <ul style="list-style-type: none"> ○ Instagram statistics now can be examined separately by all posts, images posts only and video posts only (see new <code>contentStatistics</code> object) ○ Same for posts dynamics (see new <code>imageDynamics</code> and <code>videoDynamics</code> objects) ○ You can also see number of Instagram photo posts and videos posts in <code>contentType</code> (it worked only for Twitter earlier) ○ Number of Instagram photo posts, video posts and views per video posts can be found in <code>imagesTotalPosts</code>, <code>videoTotalPosts</code>, <code>videoViewsPerPost</code> respectively ● Posting frequency <ul style="list-style-type: none"> ○ In addition to <code>mediaCount</code> (total number of posts) we added <code>mediaCountPerPeriod</code> (number of posts per last 6 months, on UI one can choose different periods) and <code>postsFrequency</code> (frequency of posting per 6 months) ● Median values <ul style="list-style-type: none"> ○ Median values for engagement rate, video views, likes, dislikes, comments added (see <code>engagementRateMedian</code>, <code>likesMedian</code>, <code>dislikesViewsMedian</code>, <code>commentsMedian</code>) ● Business accounts for Instagram <ul style="list-style-type: none"> ○ You can find whether this is a business Instagram account by checking <code>isBusinessAccount</code> (in <code>businessCategoryName</code> you'll find business category of that account)
June 17, 2019	<ul style="list-style-type: none"> ● Method /profile/forceUpdateByUsername added ● Description for method <code>/profile/forceUpdateById</code> updated ● Methods /profile/statusById and /profile/statusByUsername added
April 26, 2019	<ul style="list-style-type: none"> ● Search API added
April 11, 2019	<ul style="list-style-type: none"> ● Profile API added (initial release)

Description

InfluencEye API provides discovery and analytics for social accounts on Instagram, Youtube, Twitter, and Twitch. There are about 10M+ such accounts as at April 2019 in the InfluencEye database.

This is what you need to start using it:

1. Understand your API quota depending on your agreement with InfluencEye
2. Receive API key from InfluencEye team
3. Read this document to learn how to integrate the API into your systems

API Quota and Limits

Analytics API and Discovery API have separate limits and are tracked differently.

Usage of Analytics API depends on your agreement with InfluencEye. Typically, we offer packages of 2000, 5000, and 10,000 profile requests. You can buy as many packages as you want and use them within a year. For example, if you need 7,000 requests, you can buy either 5,000+2,000 pack or 10,000 pack (the latter is cheaper). If you need 25,000 requests, it's better for you to buy 2×10,000+5,000 package.

With each profile request you can either:

- get profile performance and audience data via [/profile/findById](#) or [/profile/findByUsername](#) methods, or
- force immediate update of the profile or import new profile via [/profile/forceUpdateById](#) or [/profile/forceUpdateByUsername](#) methods
- **Note:** You can use methods [/profile/statusById](#) and [/profile/statusByUsername](#) as a *free check* of whether profile exists in our database and when it was last updated

Analytics API also has an alternative billing when you pay only for *unique* profile requests (and don't pay for *recurrent* requests to the profiles requested within the last 30 days).

Please contact us at info@influenceeye.com for more details.

Discovery API has a flat price per month for unlimited searches. But since [/search](#) method returns only basic profile's stats, you'd need to additionally buy Analytics API.

To check your current quota please use free [/status](#) method.

Rate limit of Analytics API and Discovery API is 40 requests per minute.

API Requests

The API can be accessed over HTTPS, with data returned in JSON format. Discovery API supports POST requests (search filters are part of request). Analytics API and status API support GET requests (you pass all parameters as query parameters).

The base URL is

```
https://app.influenceeye.com/api/v1
```

The following methods are supported:

- [Search and filter](#) profiles

```
https://app.influencEye.com/api/v1/search
```

- Get profile analytics by [platform/channel ID](#) or [username](#)

```
https://app.influencEye.com/api/v1/profile/findById  
https://app.influencEye.com/api/v1/profile/findByUsername
```

- Send profile for immediate update (or import new profile) by [platform/channel ID](#) or [username](#)

```
https://app.influencEye.com/api/v1/profile/forceUpdateById  
https://app.influencEye.com/api/v1/profile/forceUpdateByUsername
```

- Get profile's last updated time by [platform/channel ID](#) or [username](#)

```
https://app.influencEye.com/api/v1/profile/statusById  
https://app.influencEye.com/api/v1/profile/statusByUsername
```

- Get API [status and quota](#)

```
https://app.influencEye.com/api/v1/status
```

API Authentication

Each API request must have `apiKey` parameter added, e.g.

```
https://app.influencEye.com/api/v1/status?apiKey=xxx
```

Otherwise, you'll get Forbidden 403 response.

Parameter `apiKey` is given to each API client and must be kept in secret.

Error handling

In case of an error, the response is 4xx/5xx of the following JSON format:

```
{  
  "error": "Error message."  
}
```

List of validated errors:

Error message	Status	Description
Missing parameter 'apiKey'	400	API key is missing
Invalid path: /api/v1/xxx	400	Unsupported API method
Method 'GET' is not supported. Supports only [POST]	400	You must make request using POST (search API only)
Method 'GET' is not supported. Supports only [POST]	400	You must make request using GET (profile API only)
JSON parse error	400	JSON with input parameters has invalid parameters or invalid format (search API only)
Parameter 'aaa' has invalid value 'xxx'	400	Invalid query parameter
Invalid API key	403	API key is unknown or blocked
Quota limit has been reached	403	Your quota limit has been reached, so you are not able to request or update <i>new</i> profiles until the end of period
No profile with id/username=xxx	404	Account or channel doesn't exist in the InfluencEye database
Server error. Try again later.	500	Server error

API Methods

Method /search

Method `/search` allows you to search and filter influencer profiles.

The method URL

```
https://app.influenceye.com/api/v1/search?apiKey=xxx
```

This method must be called using POST and have header `Content-Type: application/json`. All parameters except `apiKey` must be passed as JSON:

```
{
  "network": "instagram",
  "query": "beauty",
  "followersCount": {"from": 100000, "to": null},
  "audienceLocation": ["us", "ca"],
  "audienceGender": "male",
  "audienceLanguage": ["en"],
  "page": 4
}
```

The following parameters are supported:

Parameter	Mandatory	Description
apiKey	Yes	Your API key
network	Yes	Platform name: <ul style="list-style-type: none"> • instagram • youtube • twitter • twitch
query	No	Search query, e.g. beauty or food+photographer
followersCount	No	Number of influencer followers, which is defined as from/to range (null is used for no limit)
audienceLocation	No	This filter contains list of ISO country codes, e.g. for ["us", "ca"] it will show influencers with primary audience either from the US, or Canada
audienceGender	No	Primary audience gender, e.g. male/female
audienceLanguage	No	This filter contains list of ISO language codes, e.g. for

		["en"] it will show influencers whose audience primary language is english
page	No	Each search request returns up to 50 profiles, so using <code>page</code> parameter you can navigate through the whole list (<code>page=1</code> is default value)

Response is

```
200 OK
```

```
{
  "count": 9,
  "page": 1,
  "total": 9,
  "network": "instagram",
  "profiles": [
    "346152102",
    "342186896",
    ...
  ]
}
```

Description:

- `count` — number of returned profiles (max number is 50, use `page` to navigate through the list)
- `page=1, 2, 3, ..` — page number starting from 1 with max 50 profiles per page
- `total` — total number of relevant profiles
- `profiles` — list of profiles, e.g. channel ID for Youtube (UC-IHJZR3Gqxm24_Vd_AJ5Yw for [PewDiePie's channel](#)) or internal platform ID for other platforms:
 - 25025320 for [instagram](#) account
 - 12 for [Jack Dorsey](#) twitter
 - 19571641 for [ninja](#) account on Twitch

Method /profile/findById

Method `/profile/findById` provides access to profile stats and audience data by channel ID (Youtube) or internal platform ID (Instagram, Twitter, Twitch).

Note: Get profile analytics by @username using method [/profile/findByUsername](#)

The method URL

```
https://app.influenceye.com/api/v1/profile/findById?apiKey=xxx
```

This method must be called using GET. Below is the list of supported parameters:

Parameter	Mandatory	Description
apiKey	Yes	Your API key
network	Yes	Platform name: <ul style="list-style-type: none"> • instagram • youtube • twitter • twitch
id	Yes	Channel ID for Youtube, e.g. UC-IHJZR3Gqxm24_Vd_AJ5Yw for PewDiePie's channel Internal platform ID for other platforms: <ul style="list-style-type: none"> • 25025320 for instagram account • 12 for Jack Dorsey twitter • 19571641 for ninja account on Twitch

Response is

```
200 OK
```

```
{
  "id": "UCC9OUrOsnXyDAN0bBDHL7KA",
  "categories": ...
}
```

See all response parameters in [Appendix](#).

Method /profile/findByUsername

Method `/profile/findByUsername` provides access to profile stats and audience data by `@username` (only for Instagram, Twitter, and Twitch).

Note: Get profile analytics by Youtube channel ID or internal platform ID (Instagram, Twitter, Twitch) using method [/profile/findById](#)

The method URL

```
https://app.influenceye.com/api/v1/profile/findByUsername?apiKey=xxx
```

This method must be called using GET. Below is the list of supported parameters:

Parameter	Mandatory	Description
apiKey	Yes	Your API key
network	Yes	Platform name: <ul style="list-style-type: none"> • instagram • twitter • twitch <p>Note: This method doesn't support Youtube. Use <code>/profile/findById</code> instead</p>
username	Yes	Profile's username: <ul style="list-style-type: none"> • davidbeckham for https://www.instagram.com/davidbeckham/ • katyperry for https://twitter.com/katyperry • shroud for https://www.twitch.tv/shroud

Response is

```
200 OK
```

```
{
  "id": "UCC90UrOsnXyDAN0bBDHL7KA",
  "categories": ...
}
```

See all response parameters in [Appendix](#).

Method `/profile/forceUpdateById`

If you're not satisfied with the time of profile's last update, you may use `/profile/forceUpdateById` to send it for immediate update. Also with this method you can import a profile which is missing on the platform.

Note: This method works with channel ID (Youtube) or internal platform ID (Instagram, Twitter, Twitch). To update/import profiles using `@username`, please use method [/profile/forceUpdateByUsername](#)

The time of profile last update is returned as timestamp in `lastUpdatedTime` parameter of profile analytics response:

```
{
  ...
  "lastUpdatedTime": 1543660228000,
  ...
}
```

The method URL

`https://app.influenceye.com/api/v1/profile/forceUpdateById?apiKey=xxx`

This method must be called using GET. Below is the list of supported parameters:

Parameter	Mandatory	Description
apiKey	Yes	Your API key
network	Yes	Platform name: <ul style="list-style-type: none"> • instagram • youtube • twitter • twitch
id	Yes	Channel ID for Youtube, e.g. UC-IHJZR3Gqxm24_Vd_AJ5Yw for PewDiePie's channel Internal platform ID for other platforms: <ul style="list-style-type: none"> • 25025320 for instagram account • 12 for Jack Dorsey twitter • 19571641 for ninja account on Twitch

Response is

```
200 OK
```

```
{
  "status": "success",
  "message": "User added to update queue. Wait 10-15 minutes before getting result"
}
```

Profile will be sent to update/import queue only if you have enough quota per current period.

Method /profile/forceUpdateByUsername

If you're not satisfied with the time of profile last update, you may use `/profile/forceUpdateByUsername` to send it for immediate update. Also with this method you can import a profile which is missing on the platform.

Note: This method works with @username (Instagram, Twitter, Twitch). To update/import Youtube profiles using channel ID, please use method [/profile/forceUpdateById](#)

The time of profile last update is returned as timestamp in `lastUpdatedTime` parameter of profile analytics response:

```
{
  ...
  "lastUpdatedTime": 1543660228000,
  ...
}
```

The method URL

`https://app.influenceye.com/api/v1/profile/forceUpdateByUsername?apiKey=xxx`

This method must be called using GET. Below is the list of supported parameters:

Parameter	Mandatory	Description
apiKey	Yes	Your API key
network	Yes	Platform name: <ul style="list-style-type: none"> • instagram • twitter • twitch <p>Note: This method doesn't support Youtube. Use <code>/profile/findById</code> instead</p>
username	Yes	Profile's username: <ul style="list-style-type: none"> • davidbeckham for https://www.instagram.com/davidbeckham/ • katyperry for https://twitter.com/katyperry • shroud for https://www.twitch.tv/shroud

Response is

```
200 OK
```

```
{
  "status": "success",
  "message": "User added to update queue. Wait 10-15 minutes before getting
result"
}
```

Profile will be sent to update/import queue only if you have enough quota per current period.

Method /profile/statusById

Check if profile exists and when it was updated last time. This call *doesn't* affect your quota, so you can use it as a free check of profile's status.

Note: This method works with channel ID (Youtube) or internal platform ID (Instagram, Twitter, Twitch). To get profile's status by @username, please use method [/profile/statusByUsername](#)

The method URL

```
https://app.influenceye.com/api/v1/profile/statusById?apiKey=xxx
```

This method must be called using GET. Below is the list of supported parameters:

Parameter	Mandatory	Description
apiKey	Yes	Your API key
network	Yes	Platform name: <ul style="list-style-type: none"> ● instagram ● youtube ● twitter ● twitch
id	Yes	Channel ID for Youtube, e.g. UC-IHJZR3Gqxm24_Vd_AJ5Yw for PewDiePie's channel Internal platform ID for other platforms: <ul style="list-style-type: none"> ● 25025320 for instagram account ● 12 for Jack Dorsey twitter ● 19571641 for ninja account on Twitch

Response contains `lastUpdatedTime` timestamp as well as profile id and username

```
200 OK
```

```
{
  "socialType": "youtube",
  "id": "UC-1HJZR3Gqxm24_Vd_AJ5Yw",
  "username": "PewDiePie",
  "lastUpdatedTime": 1556878184000
}
```

Method `/profile/statusByUsername`

Check if profile exists and when it was updated last time. This call *doesn't* affect your quota, so you can use it as a free check of profile's status.

Note: This method works with `@username` (Instagram, Twitter, Twitch). To get profile's status by Youtube profile's status, please use method [/profile/statusById](#)

The method URL

```
https://app.influenceye.com/api/v1/profile/statusByUsername?apiKey=xxx
```

This method must be called using GET. Below is the list of supported parameters:

Parameter	Mandatory	Description
apiKey	Yes	Your API key
network	Yes	Platform name: <ul style="list-style-type: none"> • instagram • twitter • twitch <p>Note: This method doesn't support Youtube. Use /profile/findById instead</p>
username	Yes	Profile's username: <ul style="list-style-type: none"> • davidbeckham for https://www.instagram.com/davidbeckham/ • katyperry for https://twitter.com/katyperry • shroud for https://www.twitch.tv/shroud

Response contains `lastUpdatedTime` timestamp as well as profile id and username

```
200 OK
```

```
{
  "socialType": "instagram",
  "id": "145753000",
  "username": "enzoknol",
  "lastUpdatedTime": 1560157667000
}
```

Method /status

Get your API quota status using the following GET request:

```
https://app.influenceeye.com/api/v1/status?apiKey=xxx
```

This method must be called using GET. Below is the list of supported parameters:

Parameter	Mandatory	Description
<code>apiKey</code>	Yes	Your API key

Response is

```
200 OK
```

```
{
  "profilesViewed": 158,
  "totalLimit": 3000,
  "periodInDays": 30,
  "searchesPerformed": 210,
  "searchesLimit": 1000,
  "newSearchPeriodStartsAt": "2019-05-26 00:00:00 UTC"
}
```

Description:

- `profilesViewed` — number of unique profiles viewed per current period
- `totalLimit` — your quota of unique profiles per period0
- `periodInDays` — your period (in days) for profile API
- `searchesPerformed` — number of searches made per current period
- `searchesLimit` — your quota of searches per current period
- `newSearchPeriodStartsAt` — when next search API period starts

Profile status is being updated each 10 minutes.

Appendix: List of profile response fields

The fields below are returned in both profile methods — [/profile/findById](#) and [/profile/findByUsername](#).

Profile information (id, username, location, contacts, ...)

Parameter	Description	Example
id	Channel ID (Youtube) or internal platform ID (Instagram, Twitter, Twitch)	"id": "12995776"
lastUpdatedTime	Timestamp of profile's last update time	"lastUpdatedTime": 1553540752000
socialType	Platform: <ul style="list-style-type: none"> instagram youtube twitter twitch 	"socialType": "instagram"
username	Username (Youtube) or @username (Instagram, Twitter, Twitch)	"userName": "gigihadid"
fullName	Channel name (Youtube) or user full name (Instagram, Twitter, Twitch)	"fullName": "Gigi Hadid"
createdAt	Timestamp of profile creation time (Youtube, Twitter) or 0 (Instagram, Twitch)	"createdAt": 1516338649000
verified	Verified account on Twitter — true/false (Twitter) and null (other platforms)	"verified": true
link	Profile link	"link": "https://www.instagram.com/gigihadid"
picture	Avatar image	"picture": "https://scontent-amt2-1.cdninstagram.com/vp/1d8_8498320104897904640_n.jpg?_nc_ht=scontent-amt2-1.cdninstagram.com"

contact	List of recognized public influencer contacts (emails, phones, websites)	<pre>"contact": { "emails": ["user@example.com"], "phones": [], "websites": ["https://example.com",] }</pre>
socialAccounts	List of recognized influencer social accounts (on Instagram you'll find mentions of Youtube, Facebook, Twitter, etc)	<pre>"socialAccounts": { "youtube": "... }</pre>
location	Predicted influencer location, i.e. country code (country), US state (subdivision), city name (city)	<pre>"location": { "country": "US", "subdivision": "MI", "city": "Ann Arbor", "showName": null, "featureCode": null }</pre>
locationShowName	Influencer location in readable form	<pre>"locationShowName": "Turin, Italy"</pre>
gender	Predicted influencer gender (male, female, unknown)	<pre>"gender": "male",</pre>
lang	Predicted influencer language (showName). Has null value for unrecognized language.	<pre>"lang": { "count": null, "percent": null, "showName": "English" }</pre>
categories	List of top influencer categories. These are predicted categories (like Fashion, Sports) for Instagram, Twitter, and Twitch (counts and percents are null). For Youtube these are the most popular video categories of influencer's channel (count and percent fields have values).	<pre>"categories": [{ "category": "Entertainment", "subcategories": null, "count": 69, "percent": 98 }, { "category": "People & Blogs", "subcategories": null, "count": 1, "percent": 1 }]</pre>

<code>isBusinessAccount</code>	Whether this is business account in Instagram or not (null for other platforms)	<code>"isBusinessAccount": true</code>
<code>businessCategoryName</code>	Category name for business account on Instagram (null for other platforms)	<code>"businessCategoryName": "Creators & Celebrities"</code>
<code>broadcasterType</code>	Whether streamer is a Twitch partner (only for Twitch, null for other platforms)	<code>"broadcasterType": "partner"</code>

Profile data (posts, engagement rate, likes, hashtags, ...)

Parameter	Description	Example
<code>generalStatistics</code>	<p>Big object with profile data. Please note that there are more profile data fields not included here (see them below).</p> <p><code>avgComments</code> contains average number of comments per post/video/tweet (null for Twitch).</p> <p><code>avgLikes</code> contains average number of likes per post/video/tweet (0 for Twitter and null for Twitch and).</p> <p><code>engagementRate</code> contains average engagement rate (percentage). This is ratio of engagements to number of followers for Instagram, Youtube, and Twitter. For Twitch this is ratio of average stream viewers to number of followers.</p> <p><code>totalPosts</code> contains the total number of posts/video/tweets (0 for Twitch).</p> <p><code>percentSponsored</code> contains percentage of detected sponsored posts (Instagram, Youtube, and Twitter only)</p> <p><code>dynamics</code> contains dynamics (timestamp and value) of main metrics:</p> <ul style="list-style-type: none"> <code>totalPosts</code> — number of 	<pre>"generalStatistics": { "avgComments": 4206.8181818182, "avgLikes": 1308338.0606060605, "engagementRate": 2.79891127, "totalPosts": 2850, "percentSponsored": 6, "groupedPosts": { "aggregation": "month", "values": [{ "date": { "year": 2018, "month": 6, "week": null, "day": null }, "value": 17 },], "startDate": 1522091157000, "finishDate": 1553540757000 }, "postsByWeekDays": { "aggregation": "day_of_week", "values": [</pre>

	<p>posts, video, tweets</p> <ul style="list-style-type: none"> • <code>commentsPerPost</code> — average comments • <code>likesPerPost</code> — average likes • <code>engagementRates</code> — dynamics of engagement rate • <code>followersCount</code> — dynamics of followers • <code>viewsPerPost</code> — average video views • <code>dislikesPerPost</code> — average dislikes • <code>viewCount</code> — number of video views • <code>likesCount</code> — number of likes • <code>dislikesCount</code> — number of dislikes • <code>commentsCount</code> — number of comments • <code>tweetsPerDay</code> — frequency of tweets • <code>retweetsPerTweet</code> — average retweets <p>Note: New objects <code>imageDynamics</code> and <code>videoDynamics</code> contain separate dynamics for images and videos (this was made for Instagram only).</p> <p><code>viewPerPost</code> contains average number of video views (Youtube and Twitch only)</p> <p><code>dislikePerPost</code> contains average number of dislikes per video (Youtube only, null for other platforms)</p> <p><code>totalViewCount</code> contains total number of video views (Youtube and Twitch only)</p> <p><code>commentsCount</code> contains total number of comments (null for Twitch)</p> <p><code>likesCount</code> contains total number</p>	<pre>"wednesday", "tuesday", "monday"], "startDate": 1522091157000, "finishDate": 1553540757000 }, "dynamics": { "totalPosts": [{ "timestamp": 1492136330000, "value": 2431 }, { "timestamp": 1503015218000, "value": 2479 },], "commentsPerPost": [{ "timestamp": 1492136330000, "value": 5674.4344262295 }, { "timestamp": 1503015218000, "value": 5300.3421052632 },], "likesPerPost": [{ "timestamp": 1492136330000, "value": 1290976.6803278688 },], "engagementRates": [{</pre>
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	<p>of likes (null for Twitch)</p> <p>dislikesCount contains total number of dislikes (only for Youtube, null for other platforms)</p> <p>sharesCount contains total number of retweets (Twitter only, null for other platforms)</p> <p>engagementRateMedian, likesMedian, viewsMedian, commentsMedian contain median values of respective metrics.</p> <p>imagesTotalPosts contains total number of image posts per period (Instagram only).</p> <p>videoTotalPosts contains total number of video posts per period (Instagram only).</p> <p>videoViewsPerPost contains number of video posts views per period (Instagram only).</p>	<pre>"timestamp": 1492136330000, "value": 3.15564437 },], "followersCount": [{ "timestamp": 1492136330000, "value": 34338668 },], "viewPerPost": null, "dislikesPerPost": null, "viewCount": null, "likesCount": [{ "timestamp": 1492136330000, "value": 157499155 },], "dislikesCount": null, "commentsCount": [{ "timestamp": 1492136330000, "value": 692281 },], "tweetsPerDay": null, "retweetsPerTweet": null }, "viewPerPost": 6932845.0, "commentsCount": 969644, "likesCount": 304583161, "possibleSensitive": false, "engagementRateMedian": 2.95057668, "likesMedian": 3630988.0, "viewsMedian": 5033192.0, "commentsMedian": 0.0, "imagesTotalPosts": 61, "videoTotalPosts": 17,</pre>
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		<pre>"videoViewsPerPost": 6932845.0 }</pre>
<p>contentStatistics</p>	<p>Separate metrics for all posts, video posts and image posts per selected period (6 months for API, on UI one can select different periods). For Instagram all sections have values (all, images, videos). For other platforms only all object has values (it will contain stats for Youtube videos and Twitter tweets).</p> <p>totalPosts contains total number of posts per period (same as mediaCountPerPeriod, see below)</p> <p>engagementRate contains engagement rate per post</p> <p>engagementRateMedian contains median value of engagement rate per post</p> <p>likesCount contains total number of likes</p> <p>likesPerPost contains average value of likes per post</p> <p>likesMedian contains median value of likes per post</p> <p>commentsCount contains total number of comments</p> <p>commentsPerPost contains average number of comments per post</p> <p>commentsMedian contains median value of comments per post</p> <p>viewsPerPost contains average number of views per post</p> <p>viewsMedian contains median value of views per post</p>	<pre>"contentStatistics": { "all": { "commentsCount": 969644, "commentsMedian": 0.0, "engagementRate": 3.16993017, "engagementRateMedian": 0.0295057668, "likesCount": 304583161, "likesMedian": 3630988.0, "likesPerPost": 3904912.3205128205, "commentsPerPost": 4629.3606557377, "totalPosts": 78, "viewsPerPost": null, "viewsMedian": 5033192.0 }, "video": { "commentsCount": null, "commentsMedian": 7349.0, "engagementRate": 7.09889396, "engagementRateMedian": null, "likesCount": null, "likesMedian": 1387324.0, "likesPerPost": 1823231.4117647058, "commentsPerPost": 16611.2352941176, "totalPosts": 17, "viewsPerPost": 6932845.0, "viewsMedian": null }, "images": { "commentsCount": 282391, "commentsMedian": 7349.0, "engagementRate": 3.6384396100000003,</pre>

		<pre>"engagementRateMedian": null, "likesCount": 30994934, "likesMedian": 1387324.0, "likesPerPost": 508113.6721311475, "commentsPerPost": null, "totalPosts": 61, "viewsPerPost": null, "viewsMedian": null } }</pre>
mediaCount	Total number of posts	"mediaCount": 2850
mediaCountPerPeriod	Number of posts per selected period (6 months for API, on UI one can select different periods)	"mediaCountPerPeriod": 78
postsFrequency	<p>Average number of posts within the selected period (6 months).</p> <p>period can be:</p> <ul style="list-style-type: none"> • day • week • month • 3months • 6months • year 	<pre>"postsFrequency": { "period": "week", "postNumber": 3 }</pre>
following	Number of followings (null for Youtube)	"following": "982"
engagementRateLevel	Percentile of engagement rate level, e.g. how good is influencer's ER compared to similar influencers by number of followers. In the example level 65.34 means that ER (find it in generalStatistics) is better than 65% of similar influencers.	"engagementRateLevel": 65.3465346535
sentiment	Sentiment (percentage) of influencer posts' comments (Instagram and Youtube only, null for other platforms)	<pre>"sentiment": { "negative": 15, "neutral": 43, "positive": 42 }</pre>

retweetsPerTweet	Average number of retweets per tweet (Twitter only, null for other platforms)	"retweetsPerTweet": 15372.3008849558
tweetsPerDay	Average number of tweets per day (Twitter only, null for other platforms)	"tweetsPerDay": 1.0555169207
contentOrigin	Number of influencer's tweets by type (own tweets (ownTweets), replies, retweets). For other platforms this is null.	"contentOrigin": { "replies": 0, "retweets": 0, "ownTweets": 381 }
contentType	Number of influencer's posts/tweets by content type (Instagram and Twitter only, null for other platforms)	"contentType": { "photo": 305, "text": 76 } "contentType": { "photo": 61, "video": 17 }
topMentions	Top Twitter accounts mentioned in influencer's tweets (Twitter only, null for other platforms)	"topMentions": [{ "count": 187, "id": "217428534", "screenName": "imgmodels" }, { "count": 174, "id": "16516077", "screenName": "bellahadid" }
postBrands	List of brands mentioned in influencer's posts (with counts)	"postBrands": [{ "count": 51, "percent": null, "showName": "Maybelline" }, { "count": 33, "percent": null,

		<pre>"showName": "Tommy Hilfiger" }]</pre>
allBrandNames	List of brands mentioned in influencer's posts (without counts)	<pre>"allBrandNames": ["medusa", "maybelline"]</pre>
topDomains	Top website domains mentioned in influencer's tweets (Twitter only, null for other platforms)	<pre>"topDomains": [{ "count": 72, "domain": "twitter.com", "percent": 64 }]</pre>
tweetsSentiment	Tweets sentiment (Twitter only, null for other platforms)	<pre>"tweetsSentiment": { "negative": 12, "neutral": 47, "positive": 41 }</pre>
sponsoredBrands	List of brands mentioned in sponsored posts (with counts, Instagram only)	<pre>"sponsoredBrands": [{ "count": 10, "percent": null, "showName": "max mara" }, { "count": 8, "percent": null, "showName": "Tommy Hilfiger" }]</pre>
hashTags	List of hashtags in influencer's posts sorted by count	<pre>"hashTags": [{ "count": 42, "hashTag": "ad" }, { "count": 22, "hashTag": "tommyxgigi" }</pre>

		<pre> }] </pre>
avgViewers	Average number of streams viewers (Twitch only, null for other platforms)	<pre> "avgViewers": 33157.9707526915 </pre>
streamsAnalytics	<p>Big object with streams analytics (Twitch only, null for other platforms).</p> <p>Contains the following information:</p> <ul style="list-style-type: none"> • avgDurationLive — average daily live hours • avgViewers — average stream viewers • avgViewersAggregatedByWeek — dynamics of average stream viewers grouped by week • languages — list of languages used in streams • maxViewers — max stream viewers • maxViewersAggregatedByWeek — dynamics of max stream viewers grouped by week • streamsAnalyzed — number of analyzed streams • topGames — list of top games sorted by average viewers • topStreams — list of top streams with additional info like duration, average and max viewers, language, etc • daysOfWeek — average viewers per day/hour • avgHoursAggregatedPerWeek — average daily live hours grouped by week 	<pre> "streamsAnalytics": { "avgDurationLive": 8.2604106651, "avgViewers": 33157.9707526915, "avgViewersAggregatedByWeek": { "(2018, 10, 40)": "25126.3807641634" }, "languages": [["en",279]], "maxViewers": 111335, "maxViewersAggregatedByWeek": { "(2018, 10, 40)": "59443" }, "streamsAnalyzed": 279, "topDaysOfWeek": ["friday", "monday", "thursday"], "topGames": [{ "id": "506343", "name": "", "value": null, "boxArtUrl": "", "avgViewersCount": 55852.25 },], "topStreams": [{ "duration": 4.2179877778, </pre>

		<pre> "id": "29659296512", "image": "https://static-cdn.jtvnw .net/previews-ttv/live_us er_shroud-{width}x{height }.jpg", "title": "PUBG PGI Charity Squads!!!! FOLLOW @shroud FOR DATES! ", "type": "live", "avgViewers": 87610.7777777778, "finishedAt": 1532716203000, "gameId": null, "language": "en", "maxViewers": 111335, "startedAt": 1532701019000, "userId": "37402112", "avgViewersByGame": [{ "id": "493057", "name": "PLAYERUNKNOWN'S BATTLEGROUNDS", "value": 87610.7777777778, "boxArtUrl": "https://static-cdn.jtvnw .net/ttv-boxart/PLAYERUNK NOWN%27S%20BATTLEGROUNDS- {width}x{height}.jpg", "avgViewersCount": null }], "durationGames": [{ "id": "493057", "name": "PLAYERUNKNOWN'S BATTLEGROUNDS", "value": 1, "boxArtUrl": "https://static-cdn.jtvnw .net/ttv-boxart/PLAYERUNK </pre>
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		<pre> NOWN%27S%20BATTLEGROUND- {width}x{height}.jpg", "avgViewersCount": null }], "maxViewersByGame": [{ "id": "493057", "name": "PLAYERUNKNOWN'S BATTLEGROUND", "value": 111335, "boxArtUrl": "https://static-cdn.jtvnw .net/ttv-boxart/PLAYERUNK NOWN%27S%20BATTLEGROUND- {width}x{height}.jpg", "avgViewersCount": null }] },], "daysOfWeek": { "0": { "0": 38130.2702702703, "23": 38037.0540540541 } }, "avgHoursAggregatedPerWee k": { "(2018, 10, 40)": [{ "id": "506274", "name": "", "value": 9.1085086754, "boxArtUrl": "", "avgViewersCount": null },] } } </pre>
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Posts (top, sponsored)

Parameter	Description	Example
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topPosts	<p>List of top 10 influencer's posts by engagement rate:</p> <ul style="list-style-type: none"> • ID (id) • link (link) • duration (duration) in seconds • title (title) • picture (imageUrl) • description (description) • likes (likes) • dislikes (dislikes) • comments (comments) • creation timestamp (created) • views (views) • retweets (retweets) 	<pre>"topPosts": [{ "id": "1947355068686407886", "type": "GraphSidecar", "link": "https://www.instagram.com /p/BsGZR4QnBjO/", "thumbnail": null, "duration": null, "title": null, "imageUrl": "https://scontent-lht6-1.c dinstagram.com/vp/12b32ef 7f5cc5e9a2165d8cff2e33ce7/ 5CB66359/t51.2885-15/e35/4 7581619_2011800262453392_7 149926414929411975_n.jpg?_ nc_ht=scontent-lht6-1.cdni nstagram.com", "videoUrl": null, "description": "Just a spoon ...", "likes": 2786234, "comments": 7468, "created": 1546362835000, "retweets": 0, "dislikes": null, "views": null }]</pre>
	<p>List of top 10 recognized sponsored posts:</p> <ul style="list-style-type: none"> • ID (id) • link (link) • duration (duration) in seconds • title (title) • picture (imageUrl) • description (description) • likes (likes) • dislikes (dislikes) • comments (comments) • creation timestamp (created) • views (views) 	<pre>"topSponsoredPosts": [{ "id": "1990087097483935396", "type": "GraphSidecar", "link": "https://www.instagram.com /p/BueNavVnj6k/", "thumbnail": null, "duration": null, "title": null, "imageUrl": "https://scontent-cdt1-1.c</pre>

	<ul style="list-style-type: none"> ● retweets (retweets) 	<pre> dninstagram.com/vp/2cf210e 9963ad9b58cdd4690b815f3dc/ 5D176888/t51.2885-15/e35/5 3117296_178893503086789_15 70074166258260236_n.jpg?_n c_ht=scontent-cdt1-1.cdnin stagram.com", "videoUrl": null, "description": "it ain't all ...", "likes": 2451124, "comments": 8271, "created": 1551456890000, "retweets": 0, "dislikes": null, "views": null },]</pre>
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Audience data

<p><code>audienceStatistics</code></p>	<p>Big object with audience statistics. Please note that there are audience stats fields not included here (see them below).</p> <p><code>audienceLanguages</code> contains a list of audience languages (detected by followers bios) sorted by count/percentage.</p> <p><code>commentsLanguages</code> contains a list of audience languages (detected by comments) sorted by count/percentage.</p> <p><code>mergedAudienceCommentsLanguages</code> contains a list of audience languages (combined from bios and comments) sorted by count/percentage.</p> <p><code>audienceGender</code> contains percentages of male and female followers.</p> <p><code>audienceAccountType</code> contains</p>	<pre> "audienceStatistics": { "audienceLanguages": [{ "count": 4912, "percent": 84, "showName": "English" }, "commentsLanguages": [{ "count": 529, "lang": "en", "percent": 49, "showName": "English" }, "mergedAudienceCommentsL anguages": [{ "count": 807, "lang": "es", "percent": 15, "showName": "Spanish" }, { "count": 287, "percent": 4, "showName": "Russian" }</pre>
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	<p>percentage of audience types (Instagram and Twitter only):</p> <ul style="list-style-type: none"> ● <code>massFollower</code> — mass followers and suspicious accounts (will be separated in the next release) ● <code>nonPersonal</code> — detected non-personal accounts (brands, fan pages, communities, media) ● <code>personal</code> — detected personal accounts <p><code>countries</code> contains a list of audience countries sorted by count/percentage.</p> <p><code>followers</code> contains number of influencer's followers/subscribers.</p> <p><code>topCities</code> contains a list of audience cities sorted by count/percentage.</p> <p><code>audienceInterestsCategories</code> contains a list of audience interests sorted by count/percentage.</p> <p><code>audienceSubscribers</code> contains a distribution (percentage) of followers by number of subscriptions (only for Youtube, null for other platforms):</p> <ul style="list-style-type: none"> ● 0 — no subscribers ● 1-100 — 1-99 subscribers ● 100-1K — 100-999 subscribers ● 1K-5K — 1000-4999 subscribers ● 5K+ — 5000+ subscribers <p><code>audienceAge</code> contains audience age percentage distribution (only for Youtube, null for other platforms):</p> <ul style="list-style-type: none"> ● 0-17 — Under 18 ● 18-24 — age group 18-24 ● 25-34 — age group 25-34 ● 35-44 — age group 35-44 ● 45-54 — age group 45-54 ● 55-64 — 55 and older 	<pre> },], "audienceGender": { "male": 31, "female": 69 }, "audienceAccountType": { "personal": 85, "nonPersonal": 1, "massFollower": 14 }, "countries": [{ "count": 198, "percent": 14, "countryCode": "US", "showName": "United States" }, { "count": 87, "percent": 6, "countryCode": "DE", "showName": "Germany" },], "followers": 46894837, "topCities": [{ "count": 61, "percent": 6, "showName": "New York City" },], "audienceInterestsCategories": [{ "category": "beauty and fashion", "subcategories": [], "count": 852, "percent": 7 },], "audienceSubscribers": { "0": 62, "1-100": 38, "5K+": 0, "1K-5K": 0, </pre>
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	<p>creators and observers are Youtube only fields (they are 0 for other platforms):</p> <ul style="list-style-type: none"> creators — subscribers with own Youtube videos observers — subscribers without own Youtube videos 	<pre>"100-1K": 0 }, "audienceAge": { "0-17": 16, "18-24": 36, "25-34": 24, "35-44": 23, "45-54": 1, "55-64": 0 }, "creators": 37, "observers": 63 }]</pre>
reachability	<p>How likely is reachable influencer's audience (Instagram only, null for other platforms).</p> <p>Contains percentages:</p> <ul style="list-style-type: none"> reachable — followers with 0-300 followers easyReachable — followers with 301-1000 followers hardlyReachable — followers with 1000+ followers 	<pre>"reachability": { "absolute": 4410.3115776785, "distribution": { "reachable": 52, "easyReachable": 31, "hardlyReachable": 17 }, "ratio": 0.7006054929 }</pre>
audienceAnalyzed	<p>Number of analyzed followers accounts</p>	<pre>"audienceAnalyzed": 300</pre>
lastTweetPosted	<p>How active is influencer's audience — when did they post their last tweet? (Twitter only, null for other platforms).</p> <p>Contains counts for the following periods:</p> <ul style="list-style-type: none"> 1day — 1 day ago 7days — 7 days ago 14days — 14 days ago 30days — 30 days ago 90days — 90 days ago <p>To get percentages you must divide count by audienceAnalyzed (see above).</p>	<pre>"lastTweetPosted": { "14days": 0, "90days": 1, "7days": 0, "1day": 0, "30days": 0 }</pre>
followersGrowthRate	<p>Approximated growth of number of followers in the last 30 days (must be multiplied by 100 to get percentage)</p>	<pre>"followersGrowthRate": 0.1072469446, "followersGrowthRate": null</pre>

Similar profiles

Parameter	Description	Example
<code>similarUsersAudienceIds</code>	List of similar profiles by audience (location, gender, interests). Contains Channel IDs (Youtube) or internal platform IDs (Instagram, Twitter, Twitch).	<pre>"similarUsersTextIds": ["UCqLJF9SFT-CG2pEW0g1sORw", "UCbwMZHCMpBiOWfYLBOH-9Qw"]</pre>
<code>similarUsersTextIds</code>	List of similar profiles by text of posts and description. Contains Channel IDs (Youtube) or internal platform IDs (Instagram, Twitter, Twitch).	<pre>"similarUsersTextIds": ["1553540752000", "20097342"]</pre>
<code>followers</code>	List of identified influencer accounts (5K+ followers) who comment this profile most. Contains Channel IDs (Youtube) or internal platform IDs (Instagram, Twitter, Twitch).	<pre>"followers": ["UCDsYEsRwxUOzDpopgh1YGQA", "UCMeFKdncik9dhpZ5MxNeCDw", "UCOJ1VGaFSSaROqtr15e_zAw"]</pre>
<code>followings</code>	List of identified influencer accounts (5K+ followers) whom this profile comments most. Contains Channel IDs (Youtube) or internal platform IDs (Instagram, Twitter, Twitch).	<pre>"followings": ["12995776", "184692323",]</pre>