



Nike 

@nike — Business account

204M ▲ 2.27%

Followers

3.2M

Avg Views

13K

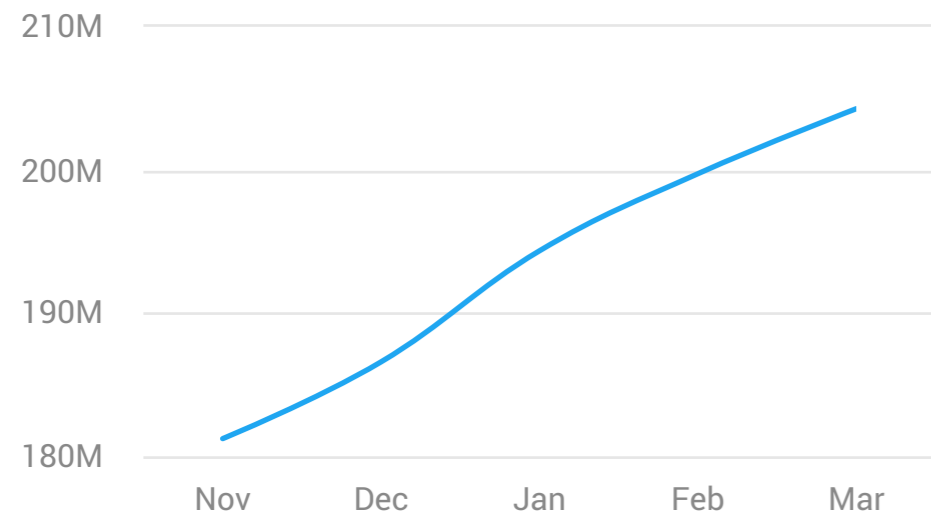
Avg Comments

174K ▼ 19.53%

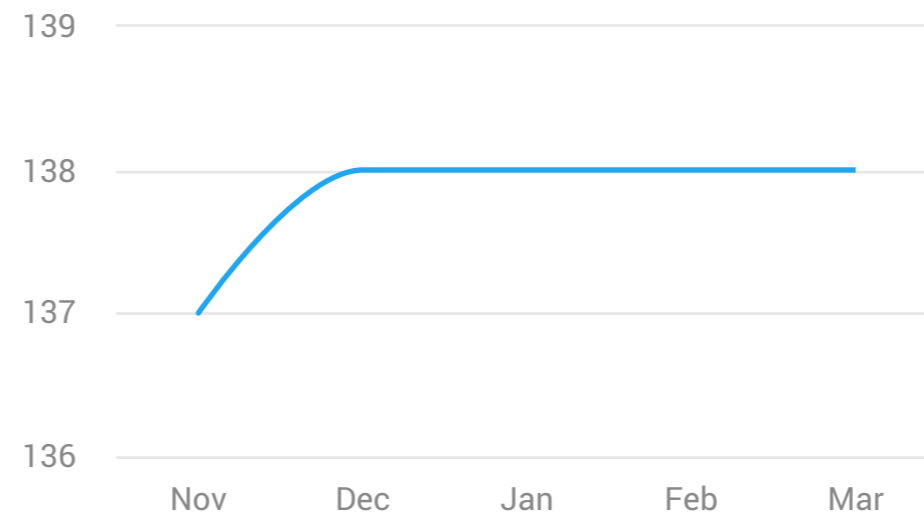
Avg Likes

Influencer Details

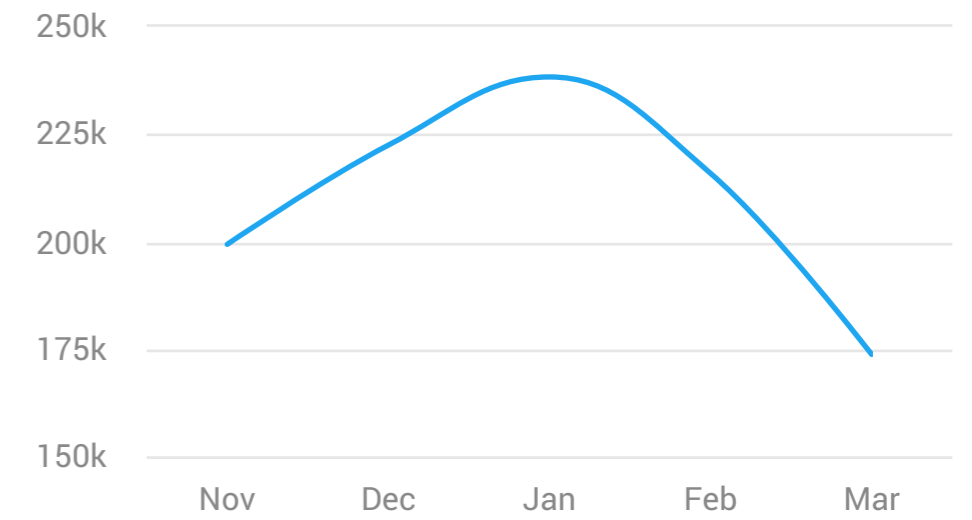
Followers ▲ 2.27% this month



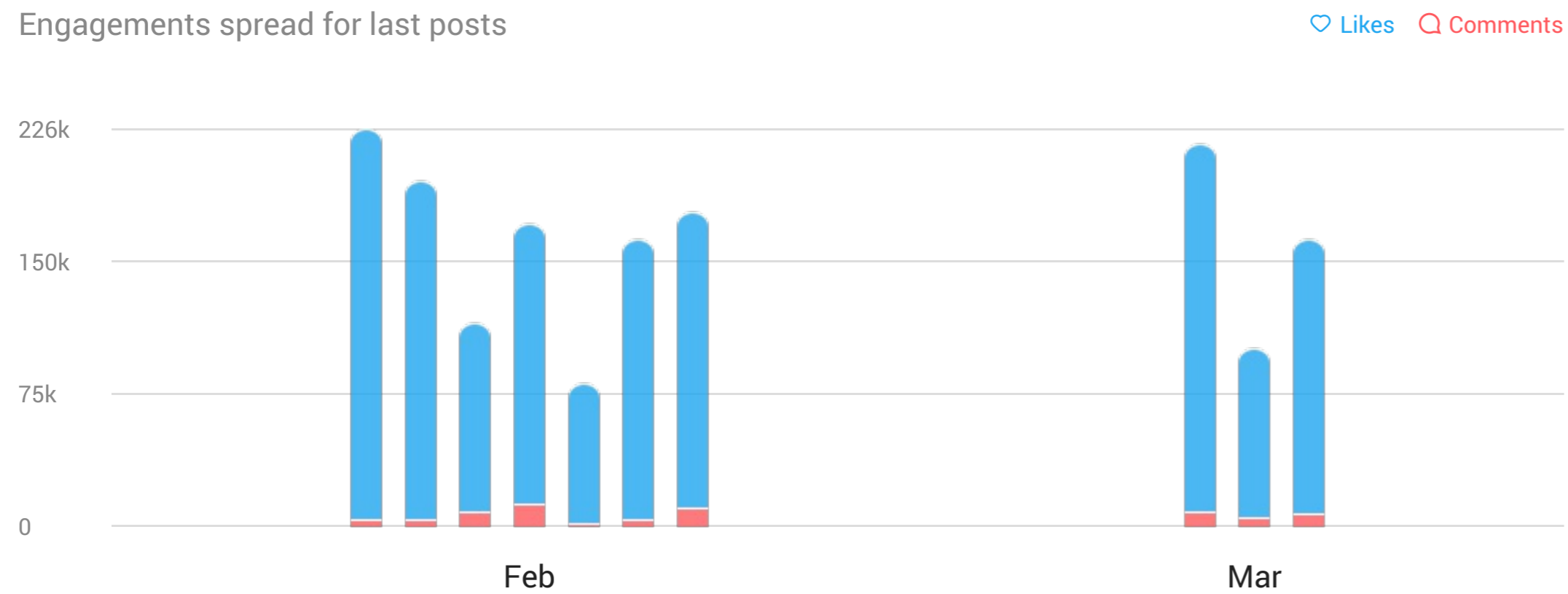
Following



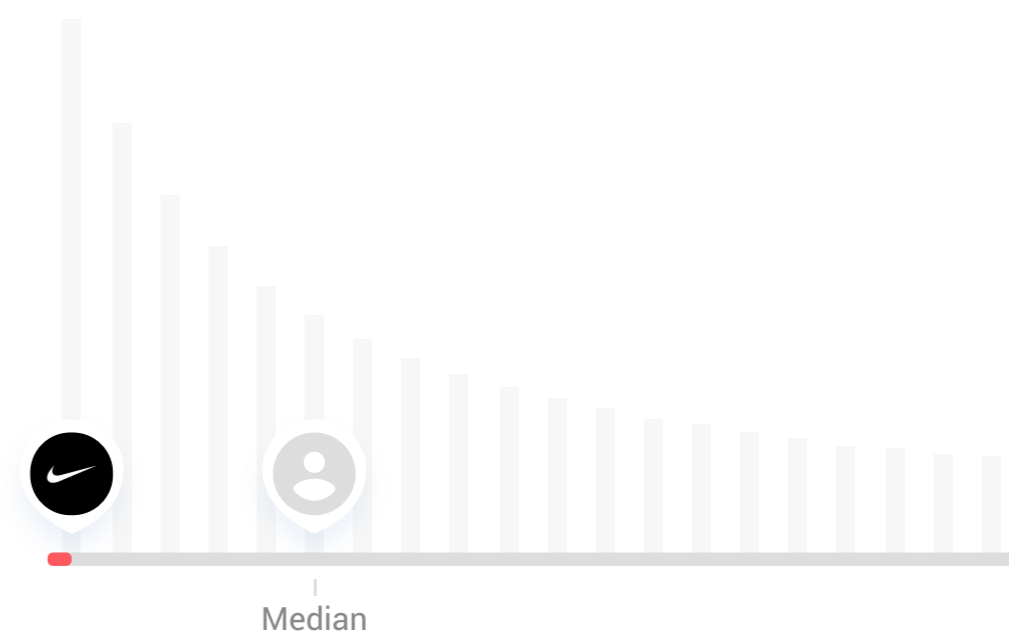
Likes



Engagements spread for last posts





Engagement Rate **0.09%**



Influencer Details






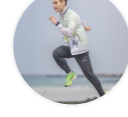

Influencer Interests

-  Sports
-  Camera & Photography


Popular # and @

- #justdoit
- #youcantstopus
- #untilweallwin
- #playfortheworld
- #stopasianhate
- #playinside
- @as davidelliott
- @serenawilliams
- @sabrina_i
- @childotu
- @erynncpatrick
- @xtongc

Lookalikes

-  [@coachdaveroca](#)
Coach Roca 🏀🏃 Make The Play 😎
-  [@nikerunning](#)
Nike Run Club
-  [@nicolehause](#)
Nicole Hause
-  [@nikewomen](#)
Nike Women
-  [@szymanski__11](#)
Sebastian Szymański
-  [@ssunghojang](#)
장성호
-  [@conicerundolo](#)
- Maria Constanza -

Influencer Brand Affinity

-  The Olympic Games

TopicTensor®

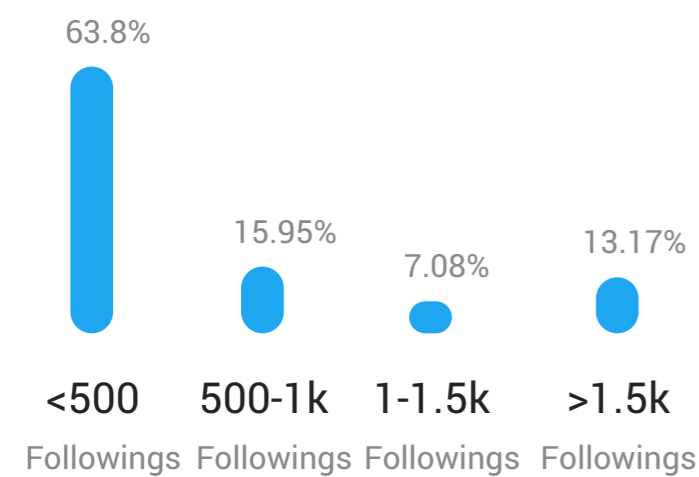


Audience Details by Followers

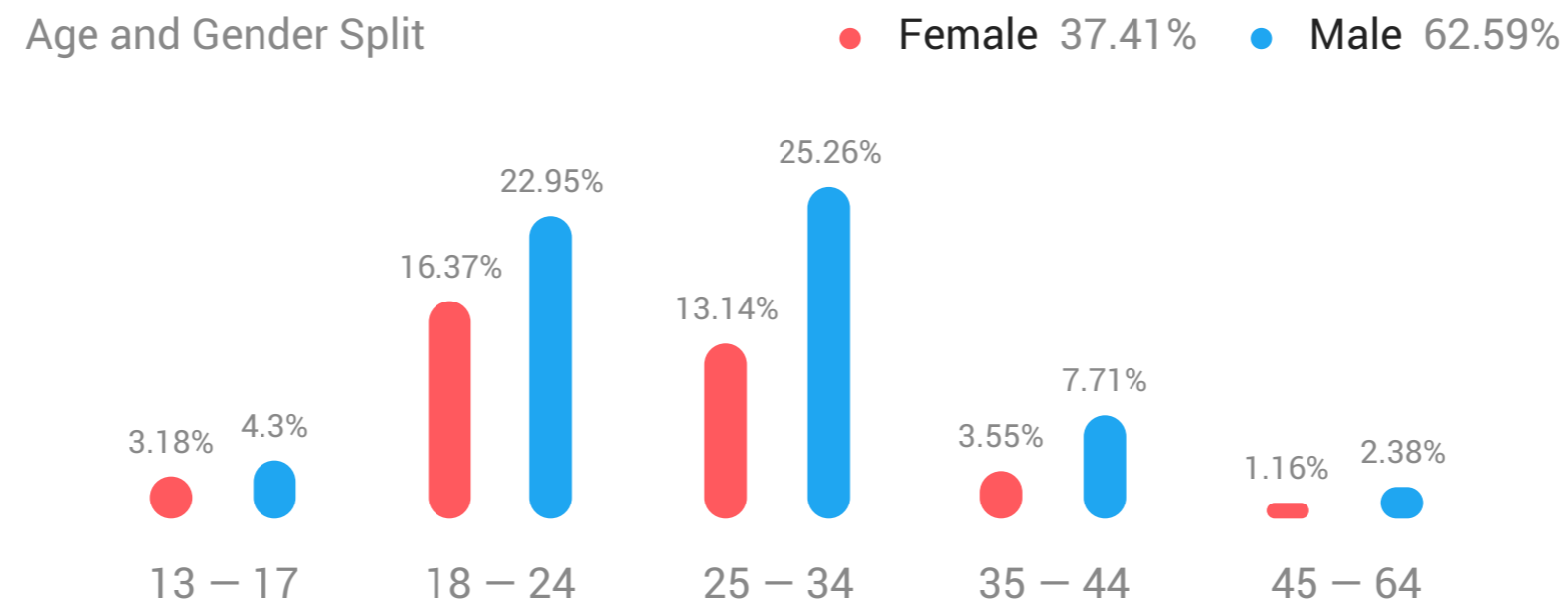
 **73.05%**

Followers Credibility

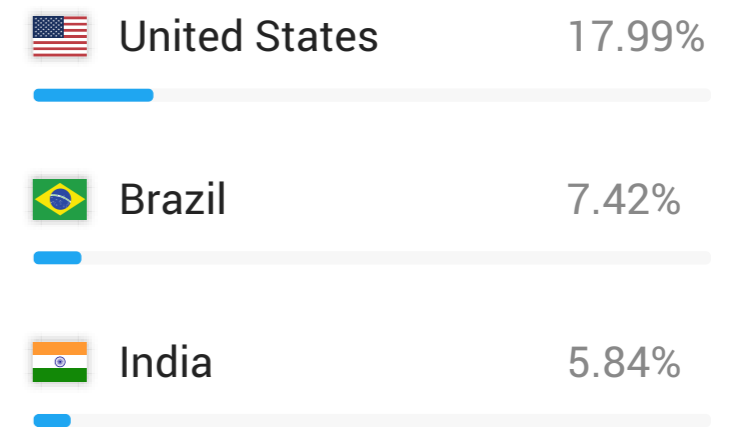
Audience Reachability



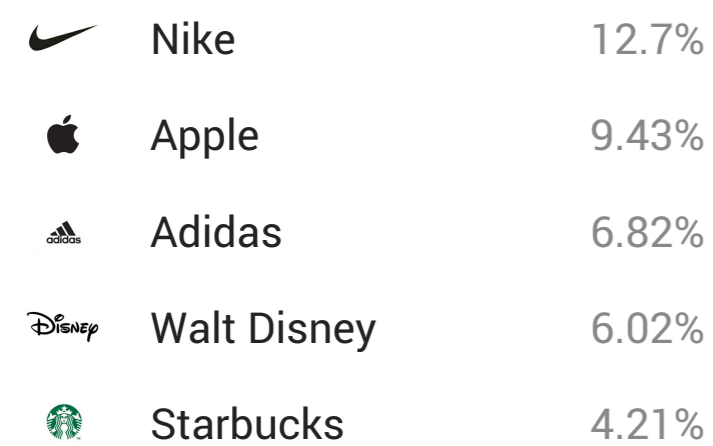
Age and Gender Split



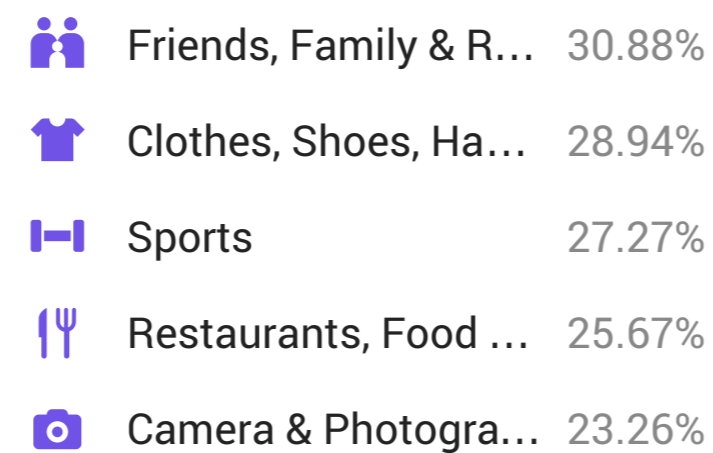
Location by Country



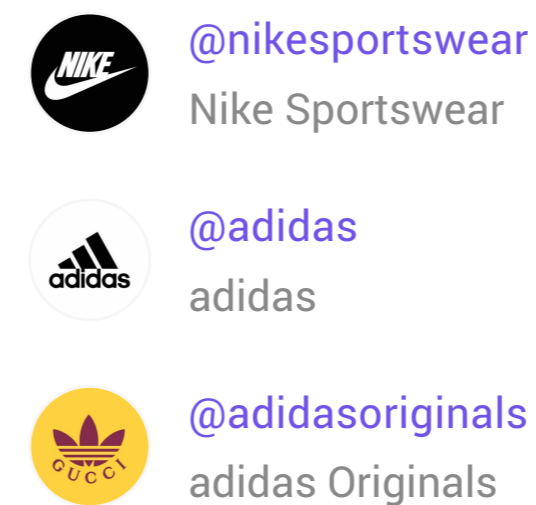
Audience Brands



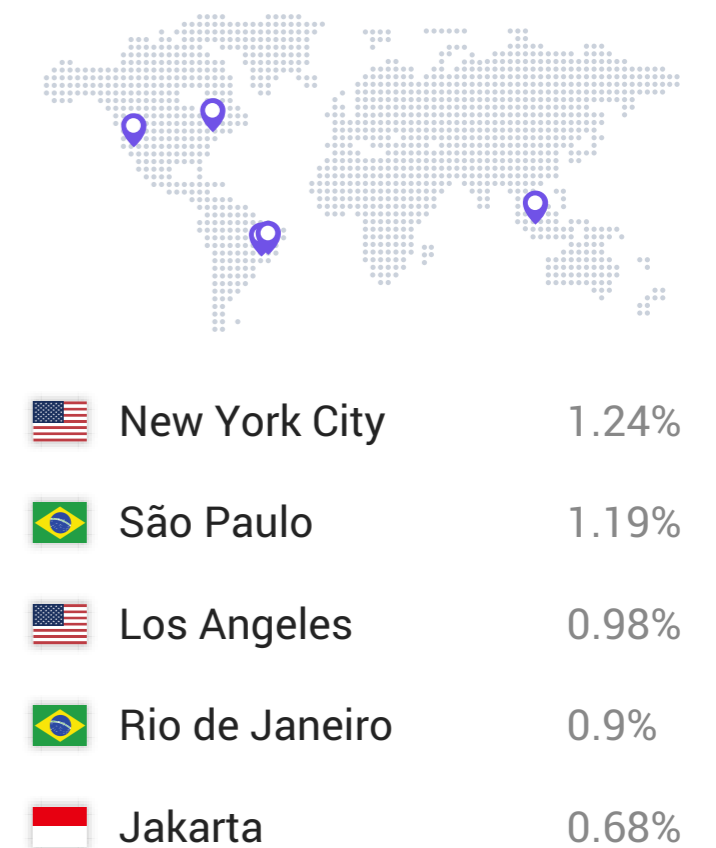
Audience Interests


















Audience lookalikes


















Location by City

































Lookalikes (similar topics)

Influencer	Likes	Followers
 Coach Roca 🏀🏃 Make The Play 😎 @coac...	28	4.3k
 Nike Run Club @nikerunning	18k	5.7m
 Nicole Hause @nicolehause	4.9k	63k
 Nike Women @nikewomen	3.9k	7.4m
 Sebastian Szymański @szymanski__11	5.3k	55k
 장성호 @ssunghojang	174	1.7k
 - Maria Constanza - @conicerundolo	4.4k	33k
 Nike LA @nikela	1.5k	337k
 高錦璋 @wei___5	3.3k	16k
 @nikechicago	2.5k	95k
 Sho Nakata10 @shonakata_official	46k	375k
 ゆりやんレトリィバァ @yuriyan.retriever	19k	937k
 Ayden Uhler @aydenuhler	84	2.1k
 Evan Mehdi Fournier @evanfournier10	18k	285k
 Nitipong Selanon @selanon	1.2k	31k

Influencer	Likes	Followers
 Emil Forsberg @eforsberg10	19k	199k
 Don Amorim @odonamorim	615	4.4k
 sharky @ohnosharky	30k	298k
 남윤미 @yyyy_mmmm	295	6.7k
 Stanislav Magkeev @magkeevss	1.4k	7.3k
 Viktor Tsygankov 🇺🇦 @viktortsygankov	12k	143k
 Magomed Ozdov @om.27	4.3k	96k
 Фёдор Чалов @chal_f9	11k	91k
 谷毛唯嘉 #3 @maoweijia1204	3.2k	20k
 Георгий Джикия #14 @georgiy_14	15k	173k
 PITSAMAI SORNSAI @psornsai19	240	2.4k
 Mohamadou Sumareh @sumareh_jnr26	24k	223k
 Utah Royals FC @utahroyalsfc	4.8k	72k
 Patricio Garino @patogarino	6.1k	63k
 Sean McGorty @spmcgorty12	24	9.3k

Audience Lookalikes

Influencer	Likes	Followers
 Nike Sportswear @nikesportswear	8.6k	8m
 adidas @adidas	19k	26m
 adidas Originals @adidasoriginals	114k	34m
 Nike Run Club @nikerunning	18k	5.7m
 Nike Women @nikewomen	3.9k	7.4m
 Nike Training Club @niketraining	1.7k	1.8m
 Nike Football (Soccer) @nikefootball	188k	44m
 adidas Running @adidasrunning	4.5k	2.5m
 PUMA @puma	78k	12m
 Nike Basketball @nikebasketball	53k	13m
 Under Armour @underarmour	6.8k	8.5m
 adidas Women @adidaswomen	9.9k	2.9m
 adidas Basketball @adidasbasketball	5.4k	2.8m
 adidas Football @adidasfootball	82k	31m
 adidas London @adidaslondon	23k	1.5m

Influencer	Likes	Followers
 adidas Brasil @adidasbrasil	40k	4.4m
 adidas_es @adidas_es	5.9k	1m
 Jordan @jumpman23	75k	23m
 New Balance @newbalance	48k	6.5m
 NikeNYC @nikenyc	1.5k	593k
 Nike London @nikelondon	5.3k	755k
 Nike Skateboarding @nikesb	42k	6.7m
 Foot Locker @footlocker	13k	12m
 Nike LA @nikela	1.5k	337k
 vans @vans	40k	17m
 PUMA Sportstyle @pumasportstyle	24k	1.7m
 Nike Football @usnikefootball	17k	2.5m
 Beats by Dre @beatsbydre	4.4k	3.9m
 Reebok @reebok	3.2k	3.8m
 Under Armour Women @underarmourwomen	1.7k	904k

Popular #hashtags

Hashtag	Percent
#justdoit	34.48%
#youcantstopus	17.24%
#untilweallwin	13.79%
#playfortheworld	10.34%
#stopasianhate	3.45%
#playinside	3.45%
#bhm	3.45%
#weplayreal	3.45%
#betrue	3.45%
#mambamentality	3.45%
#youcantstopourvoice	3.45%
#bornready	3.45%
#nike2020	3.45%
#flyease	3.45%
#victoryswim	3.45%

Popular @mentions

Mention	Percent
@asdaidelliott	3.2%
@serenawilliams	3.2%
@sabrina_i	3.2%
@childotu	2.4%
@erynnpatrick	2.4%
@xtongc	2.4%
@kipchogeeliud	2.4%
@castersemenya800m	2.4%
@aja22wilson	2.4%

Gender Split

Gender	Followers
Male	127,863,538 / 62.59%
Female	76,421,338 / 37.41%

Ethnicity

Group	Followers
Hispanic	32,567,095 / 15.94%
African American	16,945,839 / 8.3%
White / Caucasian	115,231,583 / 56.41%
Asian	39,540,359 / 19.36%

Languages of Audience

Language	Followers
English	95,285,208 / 46.64%
Spanish	26,866,117 / 13.15%
Portuguese	14,123,848 / 6.91%
Arabic	11,667,526 / 5.71%
Russian	8,239,013 / 4.03%
French	8,187,738 / 4.01%
Indonesian	5,936,110 / 2.91%
Persian	5,117,336 / 2.51%
Italian	4,810,296 / 2.35%
German	4,349,838 / 2.13%

Age Split

Age	Followers
13-17	15,278,262 / 7.48%
18-24	80,331,555 / 39.32%
25-34	78,446,210 / 38.4%
35-44	23,001,660 / 11.26%
45-64	7,227,599 / 3.54%

Male Age Split

Age	Followers
13-17	8,779,347 / 4.3%
18-24	46,888,282 / 22.95%
25-34	51,596,640 / 25.26%
35-44	15,743,827 / 7.71%
45-64	4,855,647 / 2.38%

Female Age Split

Age	Followers
13-17	6,498,915 / 3.18%
18-24	33,443,273 / 16.37%
25-34	26,849,570 / 13.14%
35-44	7,257,833 / 3.55%
45-64	2,371,952 / 1.16%

Location by Country

Country	Followers
 United States	36,746,968 / 17.99%
 Brazil	15,151,605 / 7.42%
 India	11,929,624 / 5.84%
 Indonesia	10,623,426 / 5.2%
 United Kingdom	7,314,624 / 3.58%
 Italy	6,705,038 / 3.28%
 Russia	6,269,707 / 3.07%
 France	6,269,707 / 3.07%
 Mexico	6,182,477 / 3.03%
 China	5,137,560 / 2.51%
 Germany	4,963,510 / 2.43%
 Argentina	4,963,510 / 2.43%
 Spain	4,353,924 / 2.13%
 Philippines	3,483,057 / 1.71%
 Egypt	3,396,032 / 1.66%
 Colombia	3,309,006 / 1.62%
 Turkey	3,221,981 / 1.58%
















Location by US State

State	Followers
California	5,311,815 / 2.6%
New York	3,221,981 / 1.58%
Florida	2,873,471 / 1.41%
Texas	1,828,554 / 0.9%
Georgia	1,741,529 / 0.85%
Illinois	1,219,172 / 0.6%
New Jersey	1,219,172 / 0.6%













Location by City by Followers

City	Followers
 New York City	2,525,165 / 1.24%
 São Paulo	2,438,140 / 1.19%
 Los Angeles	2,002,809 / 0.98%
 Rio de Janeiro	1,828,554 / 0.9%
 Istanbul	1,393,223 / 0.68%
 Jakarta	1,393,223 / 0.68%
 Santiago	1,306,197 / 0.64%
 Mexico City	1,219,172 / 0.6%
 Moscow	1,219,172 / 0.6%
 London	1,131,942 / 0.55%
 Paris	1,131,942 / 0.55%

Audience Interest Affinity

Interest	Followers	Followers affinity
 Friends, Family & Relationships	63,088,073 / 30.88%	1.19
 Clothes, Shoes, Handbags & Accessories	59,128,010 / 28.94%	1.16
 Sports	55,714,001 / 27.27%	1.67
 Restaurants, Food & Grocery	52,436,659 / 25.67%	1.08
 Camera & Photography	47,520,748 / 23.26%	1.07
 Travel, Tourism & Aviation	44,926,330 / 21.99%	1.11
 Toys, Children & Baby	43,424,223 / 21.26%	1.08
 Television & Film	40,556,472 / 19.85%	1.16
 Electronics & Computers	40,010,419 / 19.59%	1.35
 Activewear	39,873,752 / 19.52%	2.70
 Cars & Motorbikes	37,552,463 / 18.38%	1.24
 Music	37,006,205 / 18.12%	1.11
 Fitness & Yoga	36,596,410 / 17.91%	1.59
 Art & Design	31,953,627 / 15.64%	0.99
 Pets	30,315,058 / 14.84%	0.99

Audience Brand Affinity

Brand	Followers	Followers affinity
 Nike	25,945,201 / 12.7%	2.38
 Apple	19,254,054 / 9.43%	0.85
 Adidas	13,928,551 / 6.82%	1.49
 Walt Disney	12,289,778 / 6.02%	0.69
 Starbucks	8,602,845 / 4.21%	0.85
 Trip	8,193,254 / 4.01%	0.84
 NBA	5,189,040 / 2.54%	2.66
 DC Entertainment	5,052,578 / 2.47%	0.69
 BMW	4,642,782 / 2.27%	1.01
 Vans	4,642,782 / 2.27%	1.32
 Travelgram	4,506,320 / 2.21%	0.92
 Netflix	4,096,525 / 2.01%	0.57
 Puma	4,096,525 / 2.01%	2.29
 Gucci	3,823,600 / 1.87%	1.10
 Star Wars	3,823,600 / 1.87%	0.82

Influencer Brand Affinity

Brand



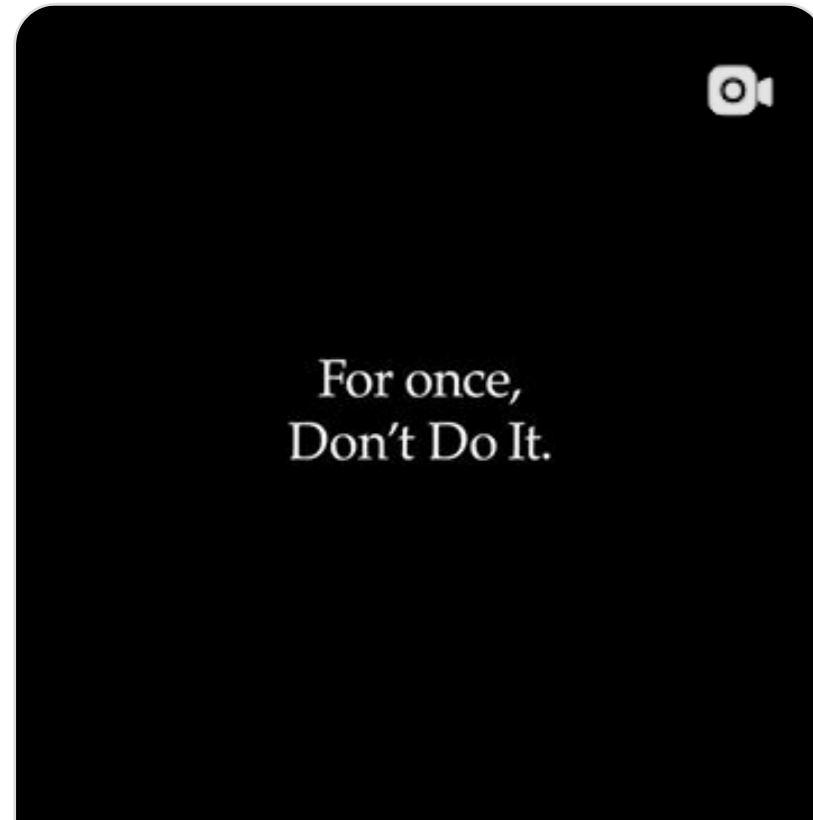
The Olympic Games

Interest



Sports

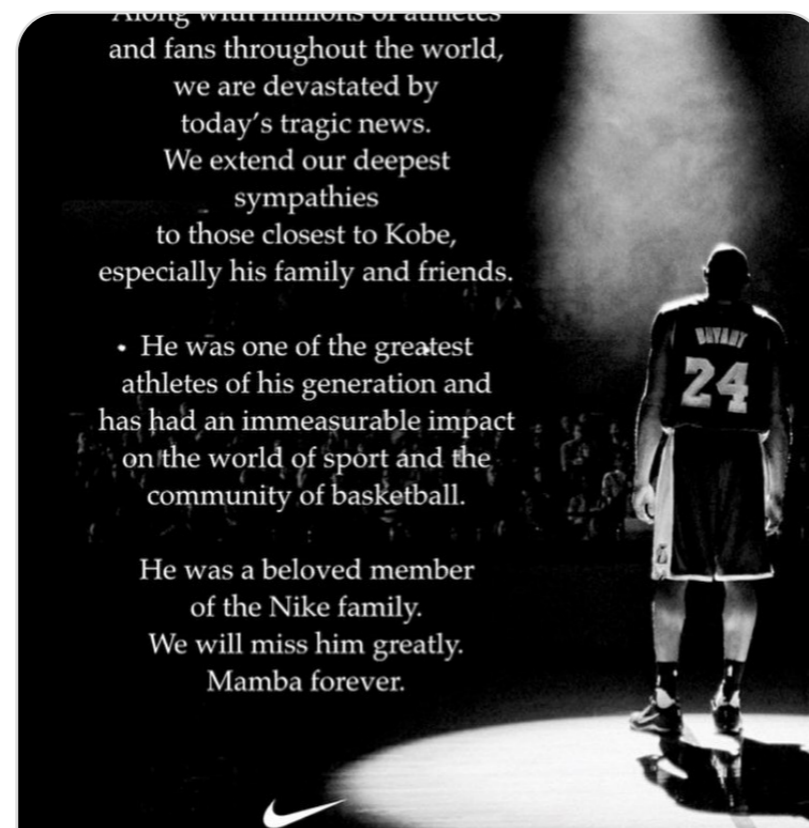
Popular Posts



May 29, 2020 22:50

Let's all be part of the change.
#UntilWeAllWin

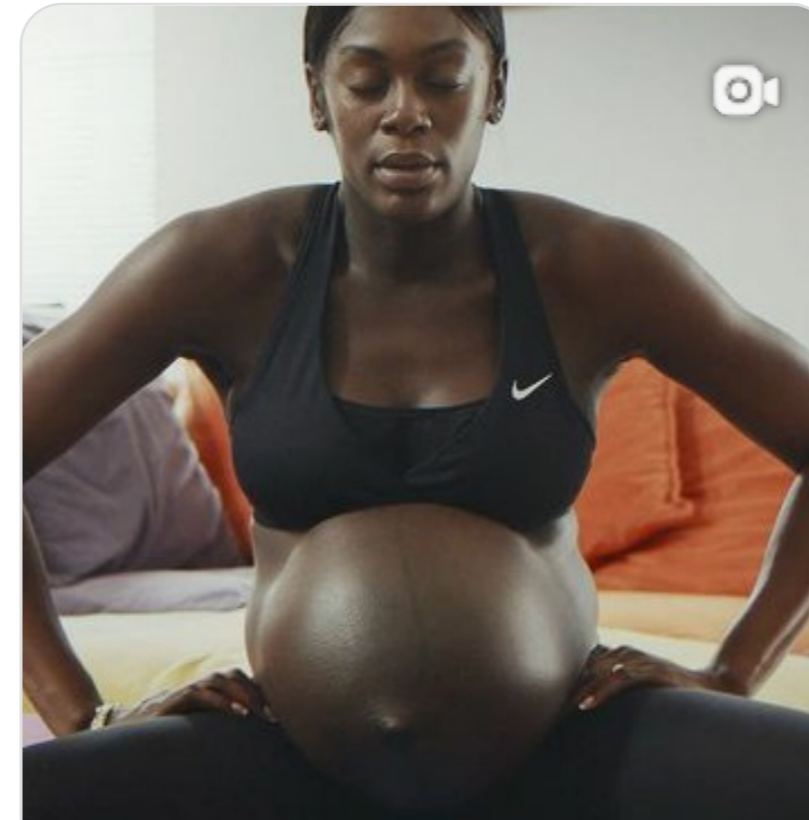
Likes	Comments
5,468,661	42,448



January 26, 2020 23:03

Mamba forever. Our condolences to Kobe and Gianna's family and everyone involved in today's tragedy.

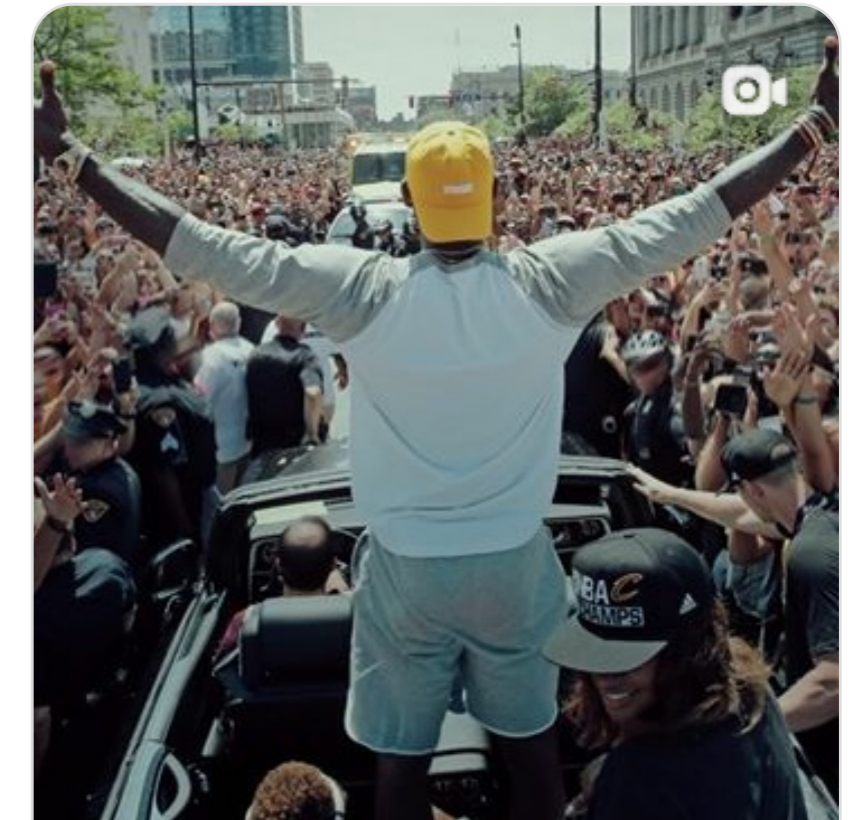
Likes	Comments
2,280,083	11,440



March 14, 2021 08:00

To every mother, everywhere:
you are the toughest athlete.

Likes	Comments
1,242,604	20,470



May 23, 2020 15:00

No matter what we're up against, we are never too far down to come back.
#YouCantStopUs See link in bio to join us.

Likes	Comments
1,229,850	9,269

Popular Posts



April 8, 2020 15:00

We may not be playing together, but we'll keep moving forward—all 7.8 billion of us.
#PlayForTheWorld

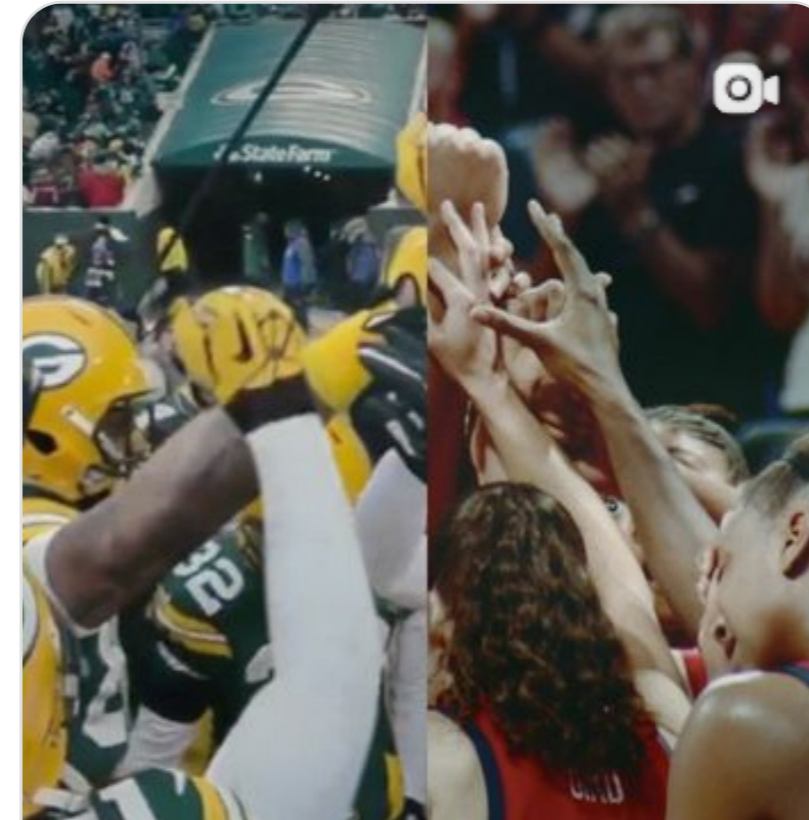
Likes	Comments
1,217,677	13,351



August 23, 2020 14:06

Kobe taught us to be better. A better scorer, better mentor, better father, better champion. Today, on his birthday, we continue his endless pursuit of better. Explore #MambaMentality. Link...

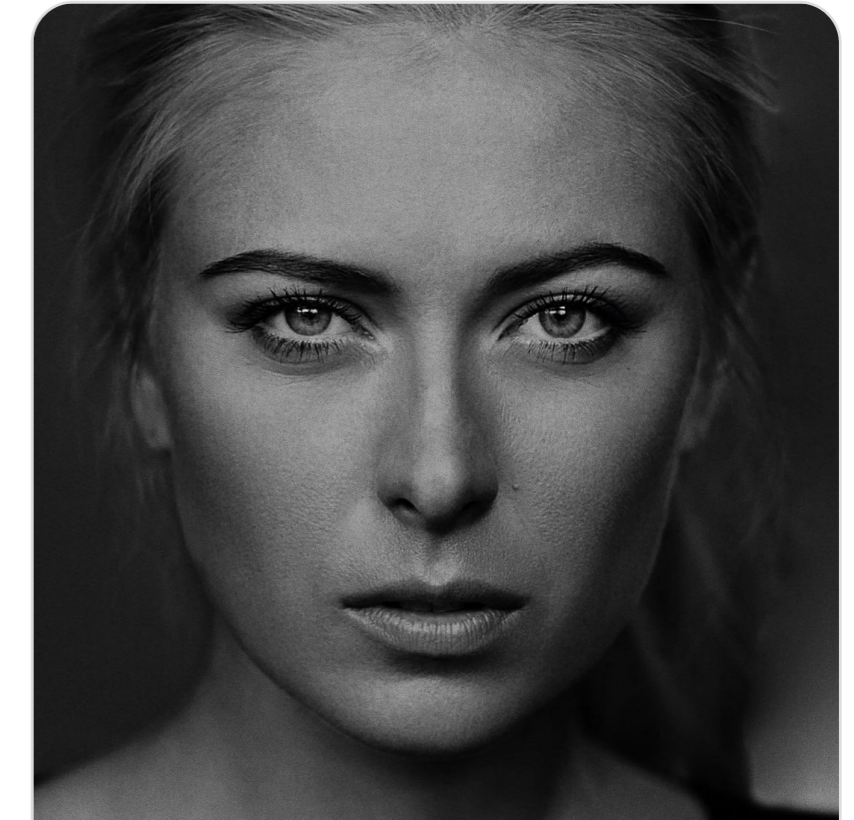
Likes	Comments
963,723	9,897



July 30, 2020 14:35

Nothing can stop what we can do together. You can't stop sport. Because #YouCantStopUs. Join us. Link in bio.

Likes	Comments
926,696	14,946



February 26, 2020 15:01

They wanted you to smile more. They wanted you to be more polite. They wanted you to scream a little softer. They wanted you to be less aggressive when you won. They wanted you to walk away w...

Likes	Comments
765,781	4,514

Contacts

 <https://m.tiktok.com/h5/share/usr/208464585232822272.html>  Checked