



EMILY | NAIL ARTIST

@beautybyemily__x — Business account

5K ▲ 0.81%

Followers

 **St Helens**

Location

4K

Avg Views

30

Avg Comments

906 ▲ 19.53%

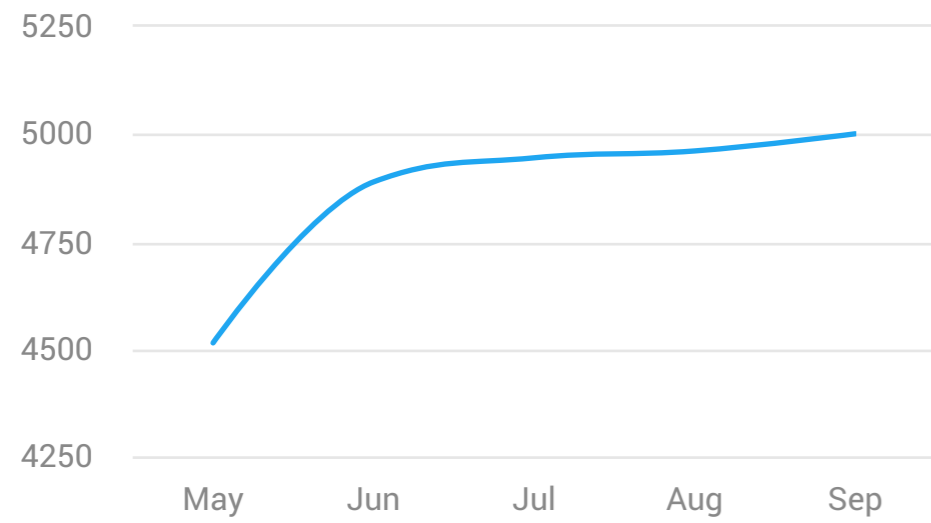
Avg Likes

5.9K

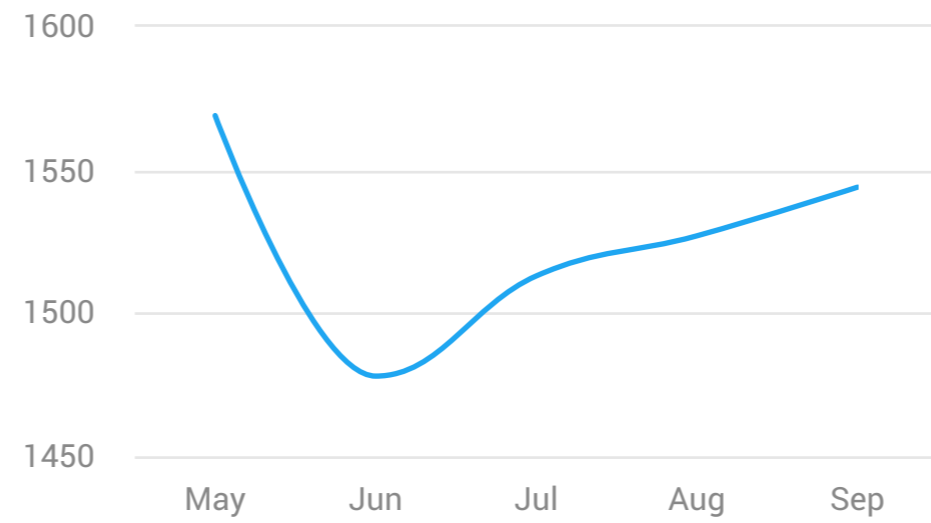
Avg Reels Plays

Influencer Details

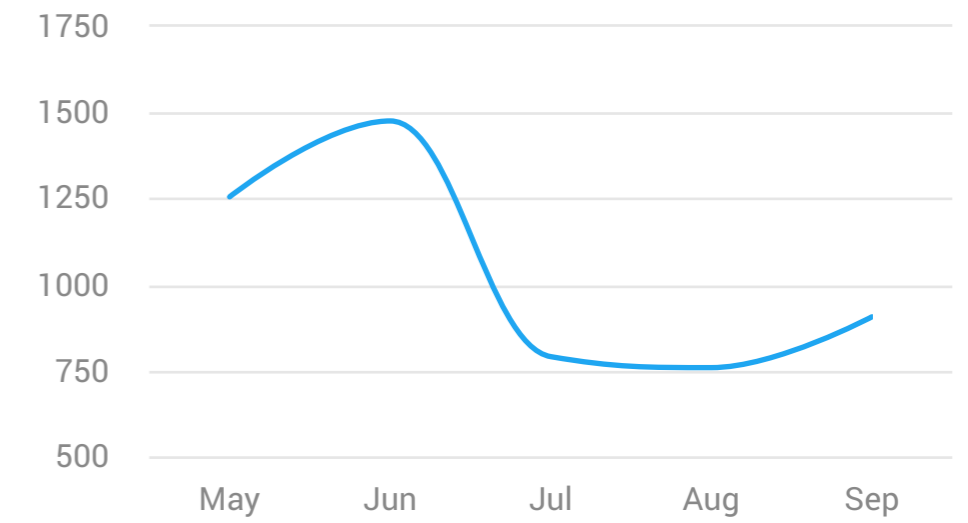
Followers ▲ 0.81% this month



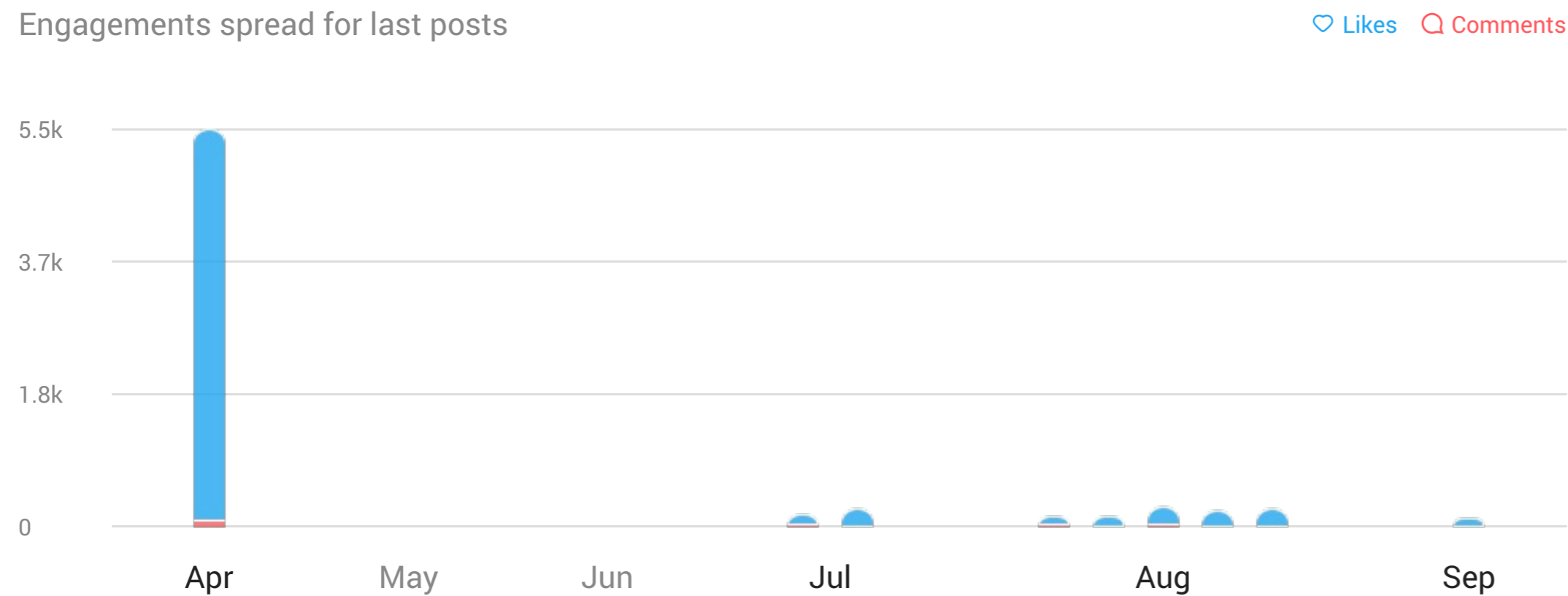
Following ▲ 1.11% this month



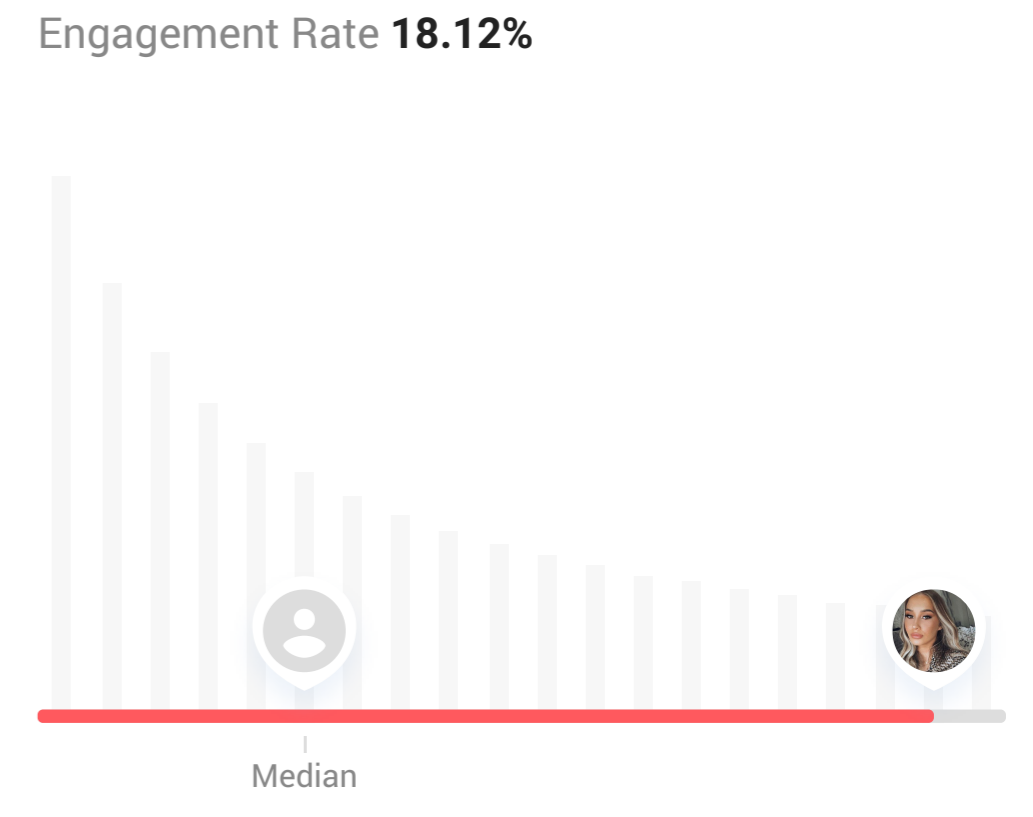
Likes



Engagements spread for last posts








Engagement Rate **18.12%**



Influencer Details


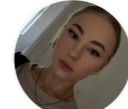





Influencer Interests

-  Music
-  Art & Design
-  Luxury Goods
-  Beauty & Cosmetics
-  Clothes, Shoes, Handbags & Accessories






Popular # and @

- #sthelensnails
- #nailsofinstagram
- #biabnails
- #sthelens
- #gelnails
- #prettylittlething
- #biab
- @the_gelbottle_inc
- @wellgeluk
- @nailsby_gelpolish
- @lilly_beau
- @brillbirduk
- @themaniclubco

Lookalikes

-  [@evebettsbeauty_](#)
📈 Eve Betts Beauty
-  [@_nailsbyemma_](#)
Emma • Nail Artist
-  [@truebeautybycarrie](#)
Carrie Williams 📈
-  [@_nailsbybec_](#)
nails by bec
-  [@beautybound_x](#)
BEAUTYBOUND | KATIE
-  [@nailsbyabbie_](#)
-  [@nailsbyriannaa](#)
Rianna - Nail Artist

Influencer Brand Affinity

-  ASOS
-  boohoo
-  Coachella
-  Fendi
-  Glossybox

TopicTensor®



Audience Details by Followers

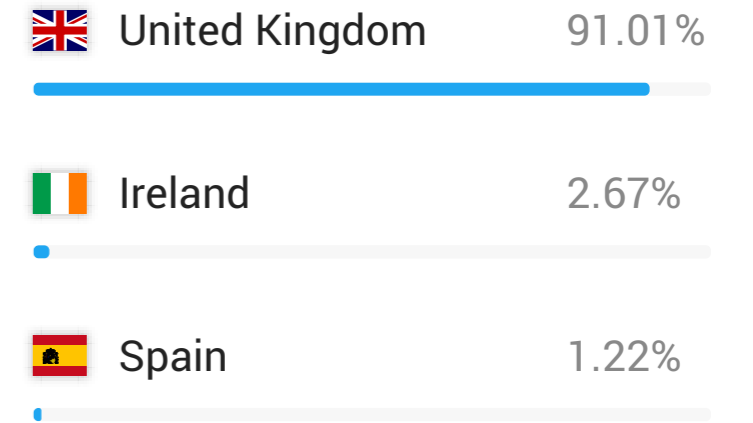
91.74%

Followers Credibility

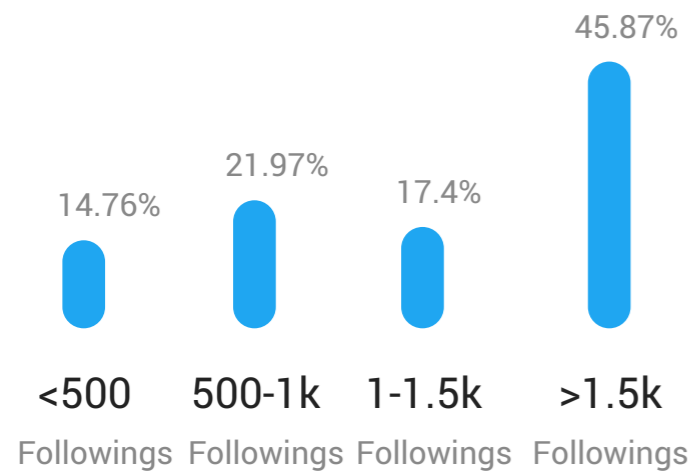
61.83%

Notable Followers

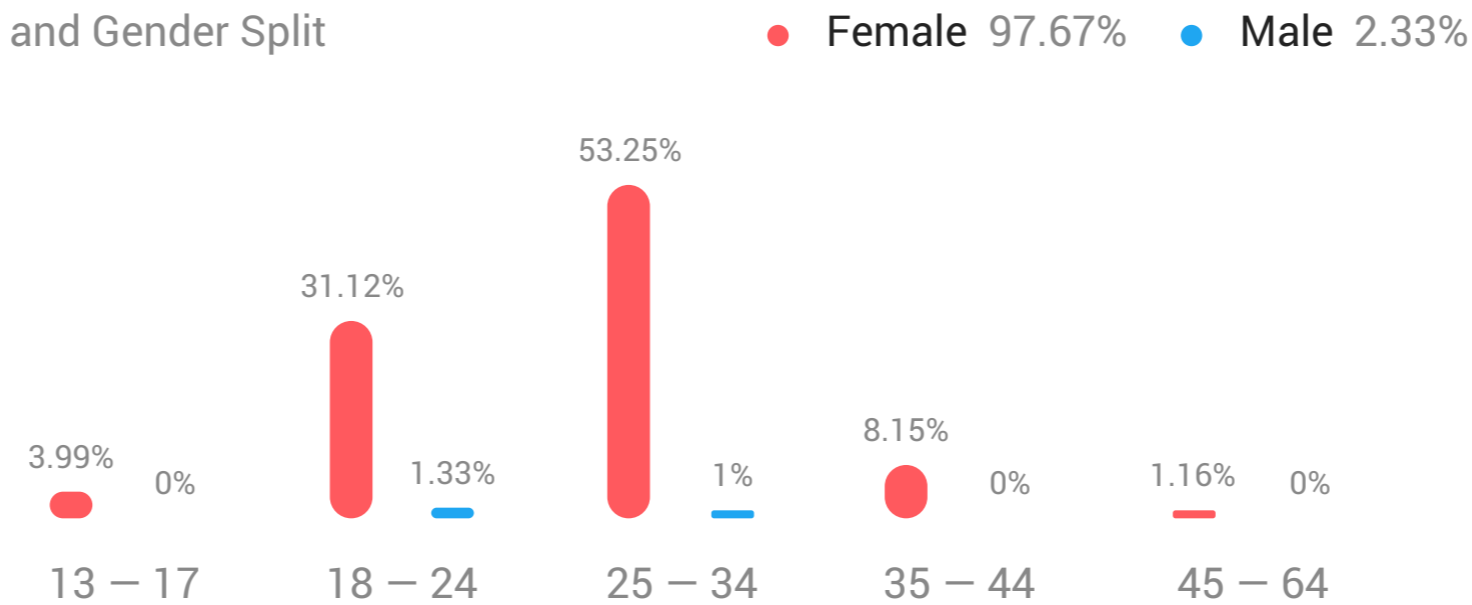
Location by Country



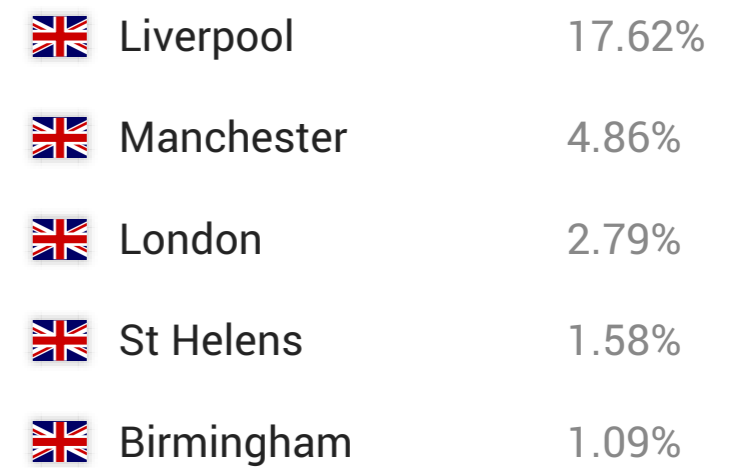
Audience Reachability



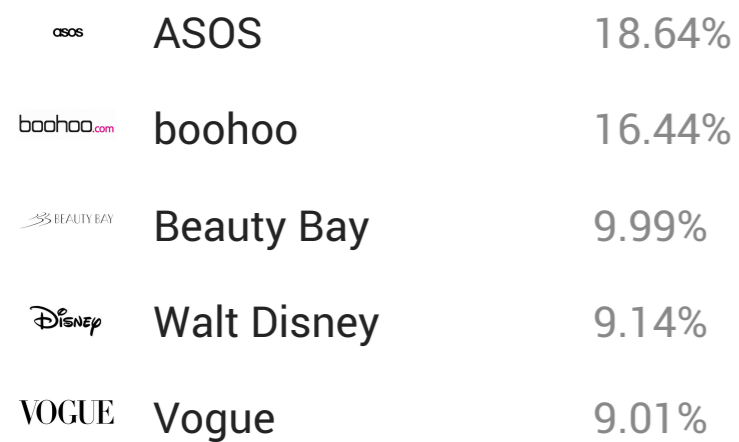
Age and Gender Split



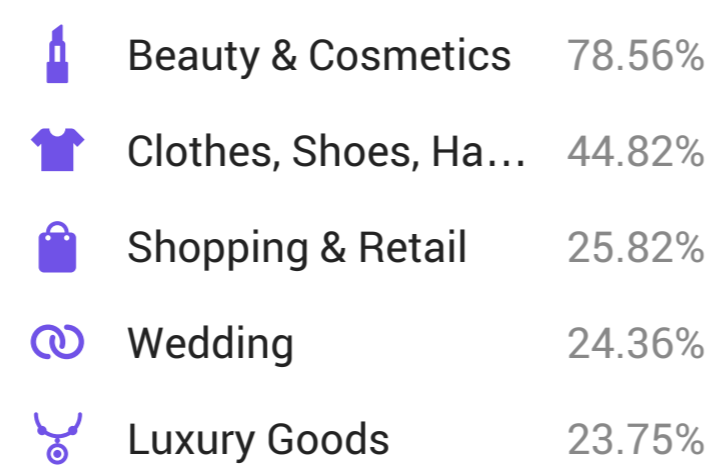
Location by City



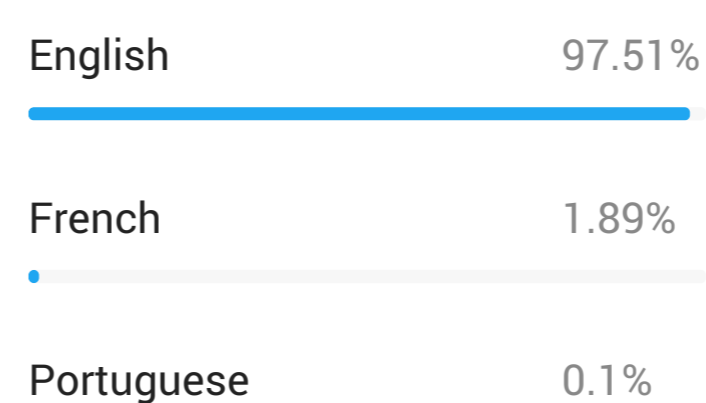
Audience Brands


















Audience Interests


















Language




































Notable Followers

Influencer	Likes	Followers
 @gelsbybry Bryony Howell	12k	293k
 @nailsbynicole__ Nicole Marien Liverpo...	19k	179k
 @cle.makeup Cal	533	128k
 @natalieholtnailartist Natalie Holt	22k	121k
 @ellejamesmakeup Elle James	4.4k	100k
 @isabellewarburton Isabelle Warburton	1.4k	80k
 @amyguynailartist nail artist mentor educ...	16k	79k
 @nailsbycharlx Nails By Charl ❤️	14k	54k
 @brillbirduk BrillBird UK	178	50k
 @thecurlgirl_ THECURLGIRL. ®	236	43k
 @itsasecretuk Its A Secret...	388	39k
 @simplybeauty_bridgend Acrylic Gel BIAB	276	37k
 @bysarahnailartist BY SARAH ❤️	1.4k	31k
 @faithjamesnails FAITH JAMES NAILS B...	742	27k
 @sthelensbeautyacademy St. Helens Aca...	136	26k

Influencer	Likes	Followers
 @themaniclubco The Mani Club	499	26k
 @atlnailsuk ATL Nails	32	23k
 @bycarajayne NAIL ARTIST - MANCHESTER	83	23k
 @catherine_amy_aesthetics Dream-Believe-M...	151	22k
 @bysadiedaisy SADIE DAISY	391	22k
 @scouseadventurer HIKING ADVENTURE EX...	524	20k
 @rackstarnails ★ RackStarnails ★	363	19k
 @beautyindustryapproval Beauty Industry App...	118	18k
 @lauren__opal Nail Artist & Educator 🌙	203	18k
 @nailartbychlo Chloe Birks - Nail Art by Chlo	1.9k	17k
 @northwesttraining_college D 𠄎几毛 & D𠄎...	30	17k
 @lizforshaw I AM YOUR GUIDE-CONSCIOUS PSYC...	265	16k
 @corrinnabianca Corrinna Bianca Nail Artist	5.9k	16k
 @instaglam_lpl INSTAGLAM	99	15k
 @katieashenailsandbeauty •KATIE ASHE•	18	15k

Lookalikes (similar topics)

Influencer	Likes	Followers
 @evebettsbeauty_  Eve Betts Beauty	555	63k
 @_nailsbyemma_ Emma • Nail Artist	12k	43k
 @truebeautybycarrie Carrie Williams 	156	4.2k
 @_nailsbybec_ nails by bec	18k	12k
 @beautybound__x BEAUTYBOUND KATIE	131	2.1k
 @nailsbyabbie__	31	6k
 @nailsbyrianna_ <i>Rianna - Nail Artist</i>	148	9.4k
 @thenailroommanchester THE NAIL RO...	2.5k	37k
 @nailartbychlo Chloe Birks - Nail Art by Chlo	1.9k	17k
 @liv4nails_ LIV4Nails	218	30k
 @meganjnails Megan Jack Nails	0	7.8k
 @nailsbyolivialouise Nails By Olivia Louise	82	1.2k
 @natalieholtnailartist Natalie Holt	22k	121k
 @thenailedit__ <i>Danielle Smith Nail Tech..</i> ★	36	1.2k
 @allnailss_ Aimee L Link	7.5k	77k

Influencer	Likes	Followers
 @tori.nailedit Nail artist & Luxury manicurist	488	85k
 @_get_polished_ Liverpool Nail Artist	190	7.3k
 @kelseymarchnails Kelsey March	4.3k	20k
 @emilys.gelnails EMILY FARRELL NAIL ARTIST	96	10k
 @nailsbybeff Bethany Moreton - Nail Artist	120	9.9k
 @samanthanails1 Sammi's Beauty Room ✨	12	4.1k
 @nudeynails NudeyNails and Lashes - Nail C...	65	2.9k
 @lh.nailtechnician LAURA HENRY NAIL TEC...	265	1.6k
 @_nailsbylucyj Lucy J 	163	2.1k
 @bycarajayne NAIL ARTIST - MANCHESTER	83	23k
 @trudy_tantalize <i>Trudy Hickman</i>	24	5.6k
 @_nails.byamyx Amy Ramsay	73	5k
 @bysophiegillespie_ BY SOPHIE GILLESPIE	276	13k
 @fiellenails Fi Ellen Nails Fiona Ellen	796	3.6k
 @nailsbyem__x Nails By Emily	34	2k

Popular #hashtags

Hashtag	Percent
#sthelensnails	55.56%
#nailsofinstagram	54.25%
#biabnails	49.67%
#sthelens	49.02%
#gelnails	41.83%
#prettylittlething	40.52%
#biab	39.22%
#amyscoolgang	37.91%
#sthelensbusiness	37.91%
#teddybiab	37.25%
#liverpoolnailtech	35.29%
#frenchnails	33.99%
#naturalnails	30.72%
#nails	28.76%
#mollymae	28.1%

Popular @mentions

Mention	Percent
@the_gelbottle_inc	81.82%
@wellgeluk	42.86%
@nailsby_gelpolish	28.57%
@lilly_beau	23.38%
@brillbirduk	14.94%
@themaniclubco	14.29%
@navyprotools	10.39%
@jelliegelpolish	9.74%
@bysarah____	9.09%
@willowacademy_lj	7.14%
@glossifyofficial	6.49%
@missguided	3.9%
@beautybyrhianna_j	3.25%
@prettylittlething	3.25%
@nailsby_uk	2.6%

Popular #hashtags

Hashtag	Percent
#thegelbottleinc	25.49%
#scratchmagazine	24.84%
#nailart	24.84%
#nailtech	24.18%
#pinknails	23.53%
#nailsoftheday	23.53%
#nailsonfleek	22.88%
#gelbottle	22.88%
#bysarahlive	22.88%
#liverpoolnails	20.92%
#nailsnailsnails	19.61%
#summernails	16.99%
#newnails	16.99%
#gelmani	15.03%
#thegelbottle	14.38%

Popular @mentions

Mention	Percent
@nailstampingqueenuk	2.6%
@mua_hannahtaylor	2.6%

Gender Split

Gender	Followers
Female	4,885 / 97.67%
Male	116 / 2.33%

Ethnicity

Group	Followers
White / Caucasian	4,797 / 95.92%
Hispanic	12 / 0.24%
Asian	192 / 3.84%

Languages of Audience

Language	Followers
English	4,877 / 97.51%
French	94 / 1.89%
Portuguese	5 / 0.1%
Italian	5 / 0.1%
Polish	5 / 0.1%
Spanish	5 / 0.1%
Turkish	5 / 0.1%
Arabic	5 / 0.1%

Age Split

Age	Followers
13-17	200 / 3.99%
18-24	1,623 / 32.44%
25-34	2,713 / 54.24%
35-44	408 / 8.15%
45-64	58 / 1.16%








Male Age Split

Age	Followers
18-24	66 / 1.33%
25-34	50 / 1%

Female Age Split

Age	Followers
13-17	200 / 3.99%
18-24	1,556 / 31.12%
25-34	2,663 / 53.25%
35-44	408 / 8.15%
45-64	58 / 1.16%

Location by Country

Country	Followers
 United Kingdom	4,551 / 91.01%
 Ireland	134 / 2.67%
 Spain	61 / 1.22%
 The Netherlands	43 / 0.85%
 United States	43 / 0.85%
 United Arab Emir...	24 / 0.49%
 Greece	12 / 0.24%
















Location by US State

State	Followers
New York	12 / 0.24%
California	6 / 0.12%
Nevada	6 / 0.12%
Illinois	6 / 0.12%
Michigan	6 / 0.12%
Ohio	6 / 0.12%












Location by City by Followers

City	Followers
 Liverpool	881 / 17.62%
 Manchester	243 / 4.86%
 London	140 / 2.79%
 St Helens	79 / 1.58%
 Birmingham	55 / 1.09%
 Edinburgh	49 / 0.97%
 Amsterdam	36 / 0.73%
 Dublin	36 / 0.73%
 Glasgow	36 / 0.73%
 Wirral District	30 / 0.61%
 Stoke-on-Trent	30 / 0.61%
 West Lancashire	30 / 0.61%










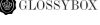





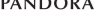






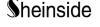
Audience Interest Affinity

Interest	Followers	Followers affinity
 Beauty & Cosmetics	3,929 / 78.56%	5.22
 Clothes, Shoes, Handbags & Accessories	2,242 / 44.82%	1.82
 Shopping & Retail	1,291 / 25.82%	2.84
 Wedding	1,218 / 24.36%	2.59
 Luxury Goods	1,188 / 23.75%	4.09
 Toys, Children & Baby	1,029 / 20.58%	1.11
 Art & Design	956 / 19.12%	1.21
 Business & Careers	914 / 18.27%	4.43
 Healthy Lifestyle	902 / 18.03%	1.93
 Jewellery & Watches	883 / 17.66%	3.73
 Restaurants, Food & Grocery	853 / 17.05%	0.75
 Friends, Family & Relationships	792 / 15.83%	0.65
 Electronics & Computers	713 / 14.25%	1.06
 Camera & Photography	682 / 13.64%	0.63
 Television & Film	524 / 10.48%	0.65

Audience Brand Affinity

Brand	Followers	Followers affinity
 ASOS	932 / 18.64%	61.88
 boohoo	822 / 16.44%	129.88
 Beauty Bay	499 / 9.99%	189.19
 Walt Disney	457 / 9.14%	1.12
VOGUE Vogue	451 / 9.01%	12.05
ZARA Zara	372 / 7.43%	4.73
 MAC Cosmetics	347 / 6.94%	5.63
PANDORA Pandora	335 / 6.7%	8.70
 Tiffany & Co	305 / 6.09%	7.54
 Amazon	292 / 5.85%	2.10
 Apple	292 / 5.85%	0.57
 L'Oréal Paris	262 / 5.24%	10.42
CHANEL Chanel	244 / 4.87%	4.18
 Sheinside	244 / 4.87%	8.81
 shein	244 / 4.87%	11.00

Influencer Brand Affinity

Brand	Interest
 ASOS	 Clothes, Shoes, Handbags & Accessories
 boohoo	 Clothes, Shoes, Handbags & Accessories
 Coachella	 Music  Art & Design
 Fendi	 Luxury Goods
 Glossybox	
 H&M	
 MISSGUIDED	 Clothes, Shoes, Handbags & Accessories
 NETFLIX Netflix	 Television & Film
 PANDORA Pandora	
 Travelgram	 Electronics & Computers  Travel, Tourism & Aviation  Camera & Photography
 ZARA Zara	 Clothes, Shoes, Handbags & Accessories
 Sheinside	

Popular Posts



April 19, 2022 20:07

Lemonade flower mani 🌸🍋
@the_gelbottle_inc - BIAB 18
Lemonade @themaniclubco -
Feeling Blue @wellgeluk
Blossom Lavender Inspo -
@_nailsbybethany Prep -
@lilly.beau &a...

Likes
5,529

Comments
96



February 21, 2022 22:23

Another swirly french set 🧑‍🎨🍷 -
Products used -
@the_gelbottle_inc Teddy BIAB
🧸 Bling ✨ Topcoat @wellgeluk
Baby Blue @nailsby.uk Wish I
was drunk 💙 - PREP -
@lilly.beau INSP...

Likes
1,918

Comments
35



February 16, 2022 22:52

Simple and sparkly ✨ -
@the_gelbottle_inc BIAB Daisy
💙 Vegas ✨ Prep- @lilly.beau -
Inspo- @bysarah____
#minimalnails #nailart
#whitenails #biab #biabnails
#shortnails #molly...

Likes
1,207

Comments
32



January 10, 2022 21:55

Gin and Sin 🍸 Prep @lilly.beau
Inspo @nailsbynicole.____
@nailsby.uk Gin and Sin 💚
@wellgeluk Mint Milkshake
@the_gelbottle_inc 🧸 BIAB
Daisy 💙 #newnails #greennails
#swirlynails #frenchna...

Likes
1,168

Comments
28

Popular Posts



November 17, 2021 22:43

Skinny french ❤️ Prep-
@lilly.beau #frenchnails
#biabnails #frenchmani
#teddybiab #thegelbottleinc
#gelbottleteddy #biab
#naturalnails #shortnails
#nhsnails #sthel...

Likes
1,097

Comments
11



October 14, 2021 07:13

Have 2 📸👌 **French mani and
some pretty lil stars** ⭐ .
@the_gelbottle_inc Baby BIAB
❤️ @brillbirduk Brush and G001
#freshnails #gelmani
#whitenails #frenchnails
#frenchmani #starna...

Likes
997

Comments
26



December 1, 2021 09:01

🌟 **T'is the season to sparkle** 🌟
@the_gelbottle_inc Teddy BIAB
Pink Rose Inspo- @beautifino
#nails #sparklenails
#glitternails #naturalnails
#teddybiab #gelbottleinc #biab
#pinknails #frenchna...

Likes
510

Comments
6



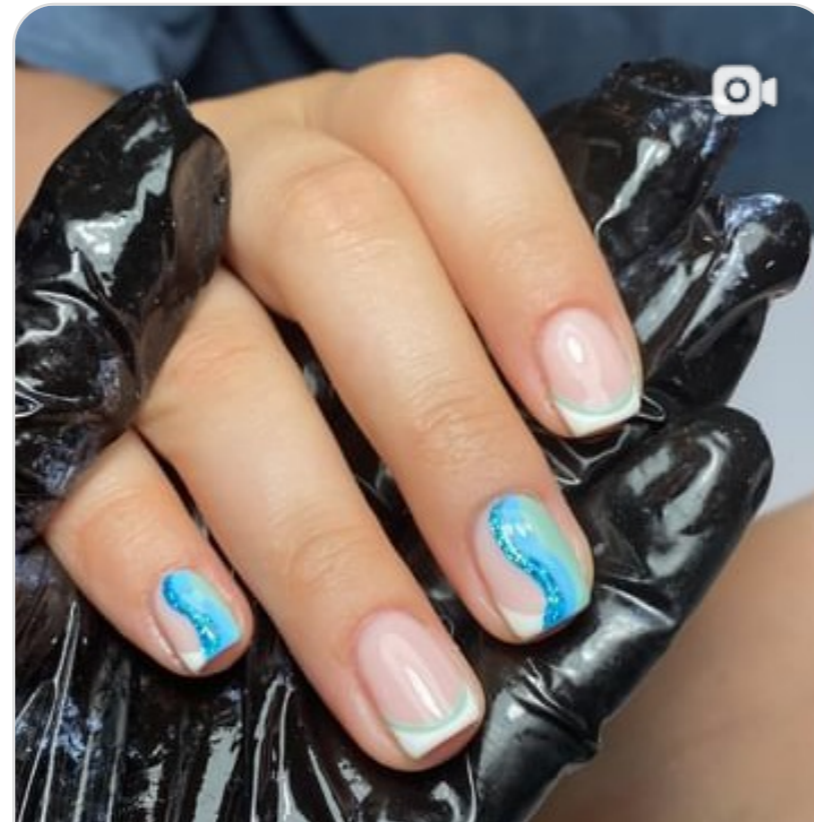
January 20, 2022 20:51

You all love a french set 😍 -
@the_gelbottle_inc BABY 🧒
BIAB @lilly.beau - Prep, 5 in 1
@glossifyofficial #frenchnails
#biabnails #gelbottlebiab
#gelbottlebabybiab #babybiab
#newset #mollymae #gelna...

Likes
479

Comments
17

Popular Reels

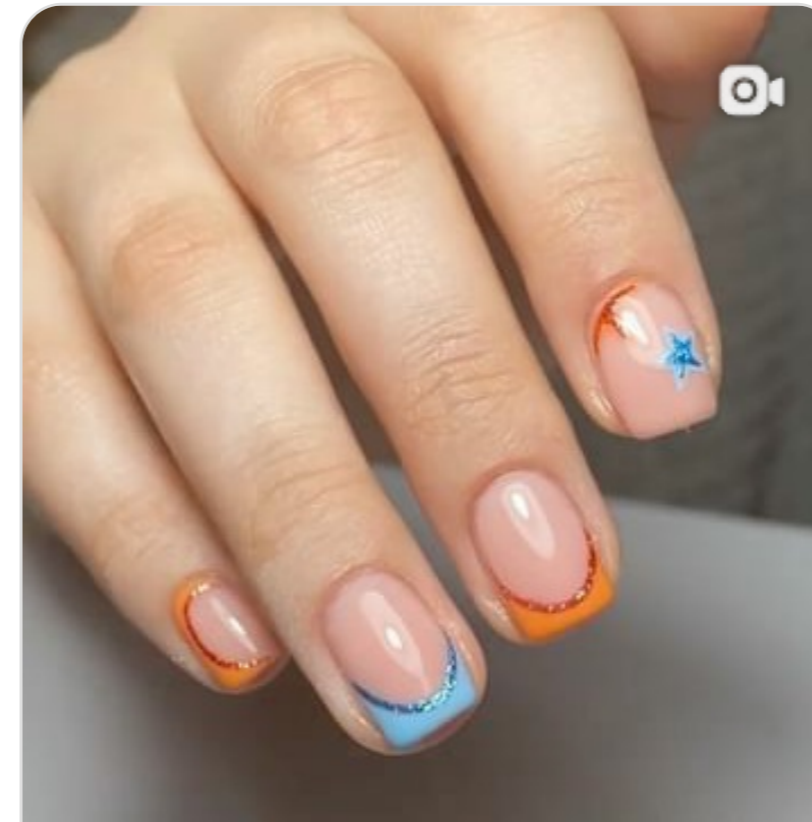


August 18, 2022 20:04

Watch me workkkkk 🙋 Removal and BIAB application Using - @themaniclubco @themaniclubco - Onyx 🟤, Feeling Blue 🧊, Blanca ❤️, And a shiny topcoat 😍💰 Use code - EMILY20 for discount off y...

Likes
287

Comments
31




April 25, 2022 20:13

My first reel ❤️ (Ignore my awful nails and tan plz 🙋) - All Prep @lilly.beau @themaniclubco - Flip Flops Feeling Blue @the_gelbottle_inc - 18 BIAB #thegelbottle #springnails #yellownails #pinkna...

Likes
371

Comments
42

Contacts

 +44 7793490900

 emilybinksxx21@hotmail.com