



Building the Future of Influencer Marketing Together

Find Influencers

With 500 Million profiles, 60,000 categories, and 5 years worth of historical data, meet the most sophisticated influencer search engine out there.

Most Influential in Fashion from London, UK on Twitter

Network

Twitter

Instagram

YouTube

Blogs

Influence

All

Celebrities

Power Users

Casual

Novice

Country

All

United Kingdom

London

Skills

Fashion

Blogger

Zoë @Zoella

Expert Very Friendly Top 0.1%

YouTuber, Blogger, Friend & Pizza Addict

304K f 2.7M t 5.5M i 8.9 y 10.3M

TheBeautycrush @beautycrush London

Top 0.5%

Style, Beauty & Occasional Travel Blogger | @Novemknight Co-Founder

39K f 23K t 167K i 550K y 1.7M

Steve Booker @steevebooker London

Expert Very Friendly Top 0.1%

Fashion & Lifestyle Blogger / YouTuber. Travelling the world in search of good coffee, style and people!

14K f 16K t 85K i 279K y 29K

Chanel Ambrose @chanelboateng London

Expert Top 6%

British fashion photographer based in NY and working in London & LA. Current city: New York.

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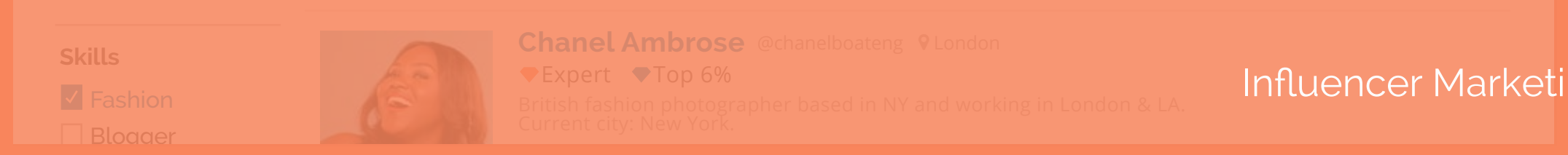
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YouTuber, Blogger, Friend & Pizza Addict

Add To List

Connect ▼

👑
FASHION EXPERT

👤
FRIENDLY


★
TOP 0.1%

Qualify

Get all the insights you need to make sure you are focusing on the right people.


Skills


- Fashion
- Blogger








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Influencer Marketing








Zoë     

YouTuber, Blogger, Friend & Pizza Addict


[Add To List](#) [Connect](#)








Overview
Content
Demographics
Network

INFLUENCE


99/100







ENGAGEMENT LEVEL

Outstanding



	🔄 950	➡ 44	♥ 3.7K
	♥ 488K	💬 5.8K	
	🔄 11K	💬 281	
	👁 2.2M		



TRUE REACH

5,248,460ⁱ

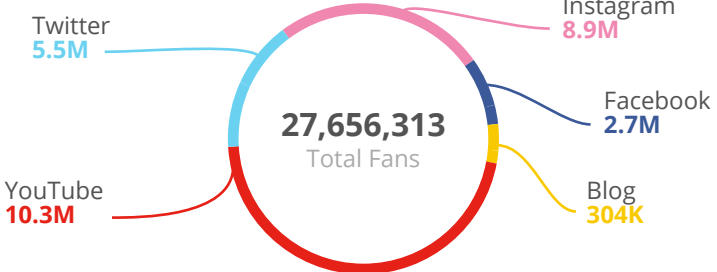
Influential Topics
Fashion, Blogger

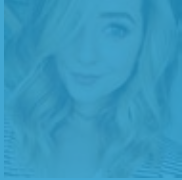
Top Location
United Kingdom






INSIGHTS

- ☆ 3 Landscape Mentions  
- ☆ Super Active 14 Posts per day (all time)
- ☆ Approachable 98% of Tweets are Replies

AUDIENCE








Zoë     

YouTuber, Blogger, Friend & Pizza Addict

[Add To List](#) [Connect](#)

Qualify

Get all the insights you need to make sure you are focusing on the right people.

That are influential in the right categories



Zoë
YouTuber, Blogger, Friend & Pizza Addict

Add To List Connect

Twitter
Instagram
Facebook
YouTube
Blog

FASHION EXPERT
FRIENDLY
TOP 0.1%

Overview
Content
Demographics
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Influential Topics
 Fashion, Blogger

Top Location
United Kingdom

INSIGHTS

- ☆ 3 Landscape Mentions ZARA¹ H&M²
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AUDIENCE

27,656,313

Total Fans

Twitter 5.5M

Instagram 8.9M

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Blog 304K

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Zoë
YouTuber, Blogger, Friend & Pizza Addict

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FRIENDLY
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Get all the insights you need to make sure you are focusing on the right people.

That are influential in the right categories

With high amplification potential



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YouTuber, Blogger, Friend & Pizza Addict

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FASHION EXPERT
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Overview Content Demographics Network

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Add To List Connect

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Qualify

Get all the insights you need to make sure you are focusing on the right people.

That are influential in the right categories

With high amplification potential

Be aware of their interactions within your industry



Zoë
YouTuber, Blogger, Friend & Pizza Addict

Add To List Connect

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Fashion, Blogger

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Add To List Connect

Qualify

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That are influential in the right categories

With high amplification potential

Be aware of their interactions within your industry

Qualified? Add her to your outreach list



Zoë
YouTuber, Blogger, Friend & Pizza Addict

[Twitter](#) [Instagram](#) [Facebook](#) [YouTube](#) [RSS](#)

Add To List
Connect ▾

FASHION EXPERT

FRIENDLY

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- ☆ 3 Landscape Mentions

1

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- ☆ Super Active

14 Posts per day (all time)
- ☆ Approachable

98% of Tweets are Replies

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27,656,313

Total Fans

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Instagram

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304K

YouTube

10.3M

NYC Campaign ▾

CALVIN KLEIN MENTIONS

OTHER MENTIONS

FANS

INFLUENCE

SKILLS

LOCATION

bryanboy

35 HUGOBOSS

Fashion

Influencer Management

Manage your influencer program in private lists. Keep track of your outreach and influencer activation.

☆ Super Active 14 Posts per day (all time) YouTube 10.3M 27,856,515 Total Fans Blog 304K ☆ Approachable 98% of Tweets are Replies Influencer Marketing

NYC Campaign ▾		CALVIN KLEIN MENTIONS	OTHER MENTIONS	FANS	INFLUENCE	SKILLS	LOCATION
	bryanboy Connect ▾	24	35 HUGOBOSS 17 Burberry	1,244,326	82	Fashion Stylists	London
	KyleEditor Connect ▾	2	4 HUGOBOSS 1 Versace	221,341	91	Modeling Fashion	New York
	Amber Katz Connect ▾	2	1 ZARA 1 Top Shop	32,538	57	Beauty Fashion	New York
	Karen Blanchard Connect ▾	2	24 ZARA	30,433	57	Fashion Blogger	New York

NYC Campaign ▾ CALVIN KLEIN MENTIONS OTHER MENTIONS FANS INFLUENCE SKILLS LOCATION

bryanboy 35 HUGOBOSS Fashion

Influencer Management

Manage your influencer program in private lists. Keep track of your outreach and influencer activation.

Track mentions and interactions your influencers are having with your brand and campaign

The screenshot displays the Klear Influencer Management interface. At the top, there is a navigation bar with the Klear logo and a dropdown menu for 'NYC Campaign'. Below this is a table of influencers. The table has columns for 'CALVIN KLEIN MENTIONS', 'OTHER MENTIONS', 'FANS', 'INFLUENCE', 'SKILLS', and 'LOCATION'. The influencers listed are bryanboy, KyleEditor, Amber Katz, and Karen Blanchard. Each influencer row includes a profile picture, a 'Connect' button, and a list of brands mentioned (e.g., HUGOBOSS, Burberry, ZARA, Top Shop). Skills like Fashion, Stylists, Modeling, Beauty, and Blogger are also listed for each influencer. The location for each influencer is also provided (London or New York).


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As well as any interactions they are having with your competitors or industry keywords



Karen Blanchard

Connect ▾



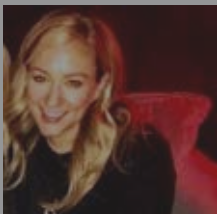

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24 ZARA

30,433

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Fashion Blogger

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14 / 135 Users In NYC Campaign Mentioned Calvin Klein


336
Total Mentions

33,458
Total Retweets

347,317,732
Total Impressions

bryanboy





Imagine a Francisco Costa at Dior and Raf Simons at Calvin Klein Collection

Measure Success

Measure the success of your influencer program

14 / 135
Users In NYC Campaign Mentioned Calvin Klein

336
Mentions

124
Mentions

1.2K
Engagements

18K
Reach

\$21K
Potential ROI

bryanboy
\$1,245 Estimated ROI

	24 Mentions	54 Eng.	12K Reach
	13 Mentions	32 Eng.	9K Reach

KyleEditor
\$4,221 Estimated ROI

	201 Mentions	113 Eng.	24K Reach
	39 Mentions	11 Eng.	10.1K Reach

464 ↻ 02/10/2016

436 ↻ 01/14/2015

Imagine a Francisco Costa at Dior and Raf Simons at Calvin Klein Collection switch.

124 ↻ 10/27/2015

Here's how those @justinbieber and @KendallJenner ads have worked out for @CalvinKlein: bit.ly/1FrOK1s

857 ↻ 11/26/2015

185 ↻ 07/15/2015

27,257 ↻ 06/02/2015

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Understand the impact on your brand and quantify KPIs and ROI

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NEW YORK FASHION WEEK

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bryanboy

Imagine a Francisco Costa

Measure Success

Measure the success of your influencer program

Understand the impact on your brand and quantify KPIs and ROI

Access granular metrics to understand the impact of each individual and the content equity that was generated for your brand

14 / 135
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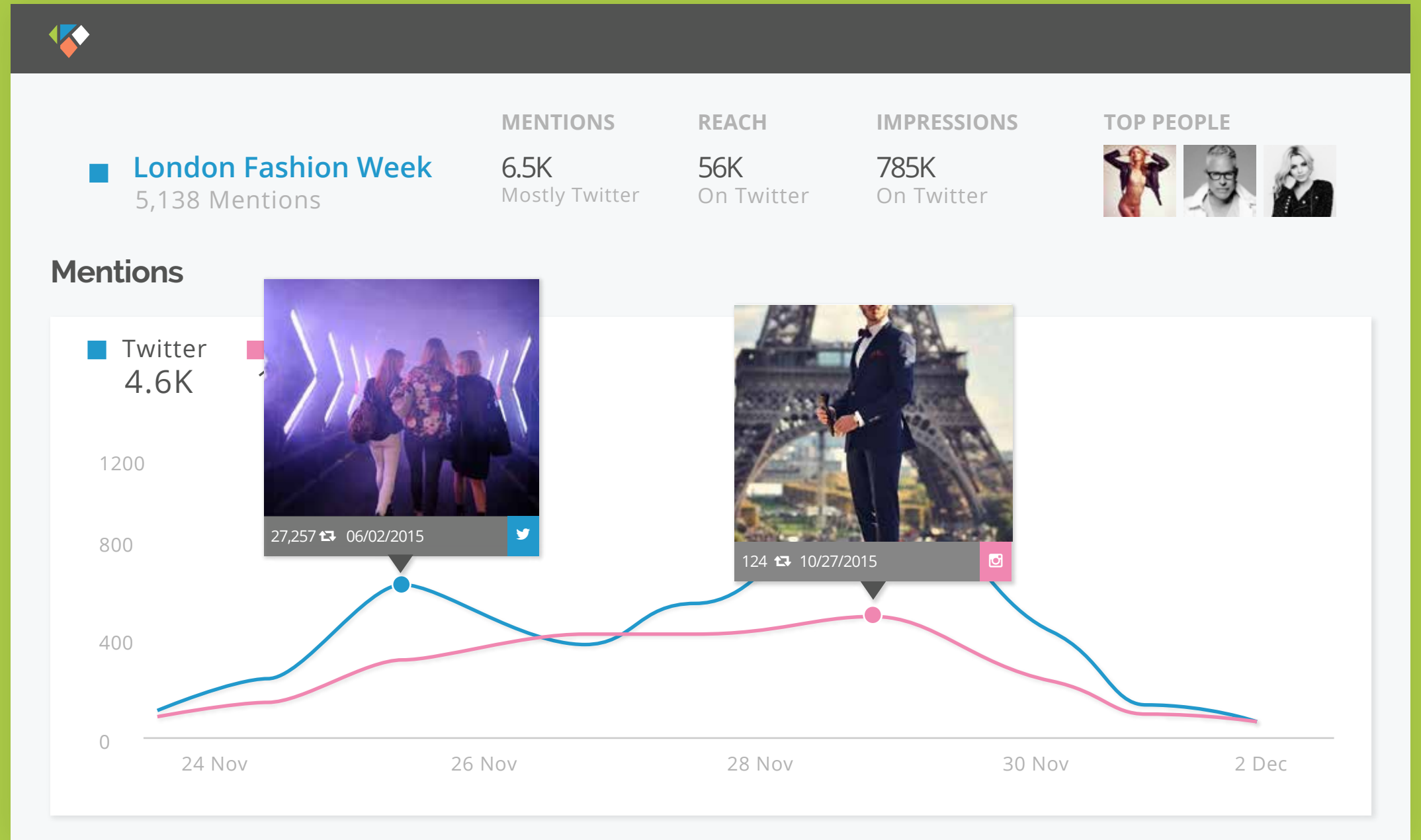
27,257 06/02/2015

London Fashion Week
5,138 Mentions

MENTIONS	REACH	IMPRESSIONS	TOP PEOPLE
6.5K Mostly Twitter	56K On Twitter	785K On Twitter	

Campaign Monitoring

Monitor your campaigns on Twitter and Instagram. Get a comprehensive report on exposure, earned content, and understand the demographics of the target audience actually reached. Capture the audience engaging with your campaign and identify new influencers that are driving conversations.



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Track the audience engaging with your campaign to understand if you are reaching your target

