



# Influencers Instagram Tik Tok Dicembre 2024

# Scenario Influencers

I dati presenti in questo scenario mensile, sono rilevati da AdReport, servizio di intelligence e insight delle attività pubblicitarie Digital, Meta, LinkedIn, Youtube, TikTok e Instagram.

Il monitoraggio delle campagne Influencers Instagram e TikTok usa un modello proprietario di verifica automatizzata su un catalogo di circa 1.500 influencer e 1.000 advertiser in Italia.

Il monitoraggio è attivo 24 ore su 24 e 7 giorni su 7.



# Perimetro delle attività analizzate

AdReport



**2.155**

Posts

**1.186**

Video

**969**

Immagini

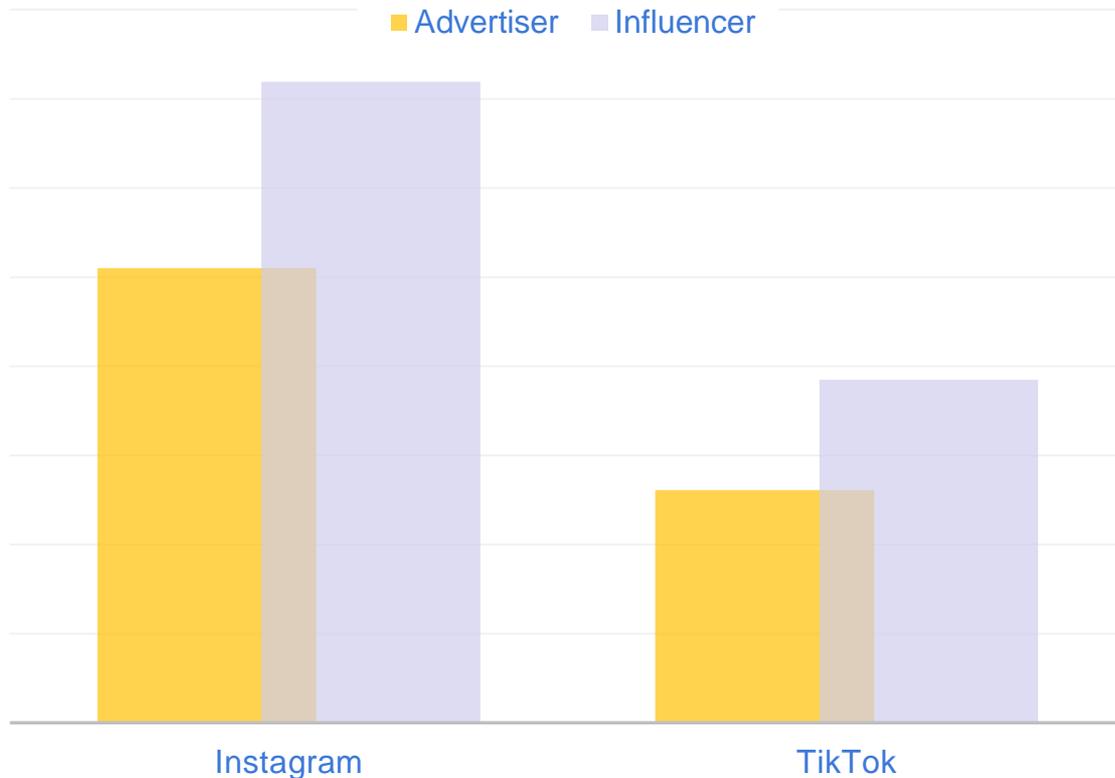
**510**

Advertisers

**719**

Influencers

■ Advertiser ■ Influencer



**3.200**

Posts

**1.192**

TopAds

**431**

PaidPartnership

**261**

Advertisers

**385**

Influencers



# Top Campagne Instagram Video Views

AdReport

**GEBERIT**

@thepozzolisfamily

▶ 2,46M

👍 41,81K 🗨️ 128 03/12

**NISSAN**

@gibacars

TRUE BRO:

▶ 2,42M

👍 283,32K 🗨️ 115 30/12

**QATAR AIRWAYS** القطرية

@khaby00

▶ 2,19M

👍 336,68K 🗨️ 3,3K 01/12

**JO MALONE LONDON**

@giulialellis103

▶ 2,09M

👍 54,59K 🗨️ 493 09/12



# Top Campagne Instagram Likes



👍 997,34K 🗨️ 2,28K 08/12



👍 568,41K 🗨️ 2,07K 11/12



👍 403,79K 🗨️ 1,44K 15/12



👍 336,68K 🗨️ 3,3K 01/12



# Top Campagne Instagram Commenti

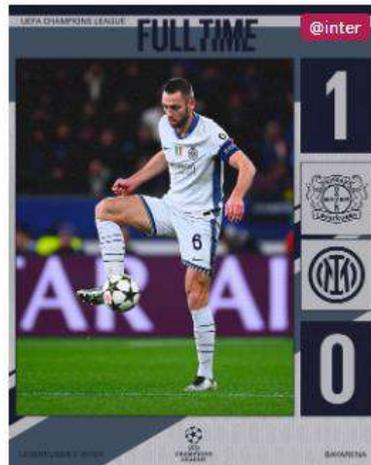
AdReport



55,86K 5,84K 05/12



67,16K 4,27K 29/12



56,92K 3,33K 10/12



336,68K 3,3K 01/12



# Top Influencers Instagram Numero Brands

	<b>Giulia Ferrarelli</b> @giulia_ferrarelli	13 posts	429,82K followers	20 brands	based in MilanBlonde hair and head in the clouds*Our happy little place is here. ✨ ✨
	<b>Valentina Cabassi</b> @valentinacabassi	14 posts	346,15K followers	17 brands	contact@valentinacabassi.com @sculpt.58 ✨
	<b>PAOLA TURANI</b> @paolaturani	10 posts	2,09M followers	16 brands	TURY paola@goodvibrationgroup.com . Perito agrario. Founder @eveir_official
	<b>GINEVRA GIACCHERINI</b> 🌸 @ginevragiaccherini	8 posts	472,81K followers	16 brands	addicted to music fashion, beauty, lifestyle & travel ginevra.giaccherini@corax.business@fashionnova lover
	<b>BEATRICE VALLI</b> @vallibeatrice	13 posts	3,31M followers	14 brands	Info@bvmf.it Mum of AlleBubi Zuzu and Matilda Luce Founder @whatevs.world
	<b>Luca esposito</b> @liquorsbeauty	12 posts	153,02K followers	13 brands	Beauty Lover Milan Represented by @dequastudio lux.essposito90@gmail.com
	<b>Glenda Resta</b> @glenda_resta	4 posts	486,71K followers	12 brands	*Seguimi, regalo attimi di spensieratezza! mi racconto, ridiamo e parliamo di beauty studio economia all'uniBARI ✨ Represented by @dequastudio
	<b>Jori</b> 🌐 🌐 🌐 @joridelli	6 posts	527,88K followers	12 brands	Mommy of @natenofficial Funnier in person



# Top Advertiser Instagram

<b>SHEIN</b>	Posts: 107 Likes: 3,06M Comments: 45,15K	<b>Dior</b>	Posts: 58 Likes: 1,94M Comments: 18,88K	<b>prime video</b>	Posts: 35 Likes: 536,4K Comments: 3,71K
<b>L'ORÉAL</b>	Posts: 35 Likes: 605,91K Comments: 4,72K	<b>FASHIONNOVA</b>	Posts: 34 Likes: 19,78K Comments: 11,57K	<b>Rai 1</b>	Posts: 34 Likes: 343,37K Comments: 5,46K
<b>sky</b>	Posts: 33 Likes: 429,64K Comments: 13,25K	<b>SHEGLAM</b>	Posts: 32 Likes: 969,07K Comments: 4,86K	<b>CHAMPIONS LEAGUE</b>	Posts: 32 Likes: 1,85M Comments: 14,11K
<b>CharlotteTilbury</b>	Posts: 28 Likes: 414,94K Comments: 2,59K	<b>SEPHORA</b>	Posts: 27 Likes: 233,97K Comments: 2,5K	<b>Friends&amp;Partners</b>	Posts: 26 Likes: 227,83K Comments: 6,28K
<b>NOW</b>	Posts: 26 Likes: 335,3K Comments: 10,84K	<b>The Walt Disney Company</b>	Posts: 26 Likes: 402,5K Comments: 2,27K	<b>CUPRA</b>	Posts: 25 Likes: 106,72K Comments: 616
<b>Cartier</b>	Posts: 24 Likes: 2,26M Comments: 17,19K	<b>SEAT</b>	Posts: 23 Likes: 62,34K Comments: 618	<b>infinity</b>	Posts: 23 Likes: 155,07K Comments: 4,4K
<b>CARITA PARIS</b>	Posts: 20 Likes: 748,26K Comments: 5,55K	<b>Rai</b>	Posts: 20 Likes: 84,68K Comments: 1,58K	<b>ROLEX</b>	Posts: 19 Likes: 73,45K Comments: 971
<b>amazon</b>	Posts: 19 Likes: 310,01K Comments: 2,08K	<b>D&amp;G DOLCE &amp; GABBANA</b>	Posts: 18 Likes: 444,7K Comments: 3,89K	<b>ZARA</b>	Posts: 18 Likes: 155,24K Comments: 2,84K
<b>MAC</b>	Posts: 18 Likes: 109,95K Comments: 1,75K	<b>DEE JAY</b>	Posts: 18 Likes: 296,45K Comments: 3,71K	<b>PUMA</b>	Posts: 17 Likes: 637,85K Comments: 4,75K



# Top Camapagne TikTok Views

**PRADA**



▶ 50,5M

👍 49,8K 🔄 786 📄 2K 🗨️ 86 06/12

**apm MONACO**



▶ 45,6M

👍 9,37K 🔄 26 📄 44 🗨️ 2 01/12

**PRADA**



▶ 40M

👍 22,8K 🔄 638 📄 2K 🗨️ 90 05/12

**GUCCI**



▶ 23,7M

👍 102,1K 🔄 2K 📄 6K 🗨️ 240 18/12



# Top Advertiser TikTok

	Ads Followers Likes	60 40K 218,4K		Ads Followers Likes	44 203,6K 4M		Ads Followers Likes	34 368,2K 2,7M
	Ads Followers Likes	32 59,5K 542K		Ads Followers Likes	29 14,9K 241,2K		Ads Followers Likes	29 46,3K 213,6K
	Ads Followers Likes	24 154,6K 722,3K		Ads Followers Likes	23 194,9K 6,8M		Ads Followers Likes	22 105,8K 1,5M
	Ads Followers Likes	20 297,6K 4,6M		Ads Followers Likes	18 214,1K 2,6M		Ads Followers Likes	18 49,2K 433,3K
	Ads Followers Likes	16 173K 1,7M		Ads Followers Likes	16 83K 903,4K		Ads Followers Likes	16 59K 729,4K
	Ads Followers Likes	16 1,4M 17,7M		Ads Followers Likes	15 64,1K 599,7K		Ads Followers Likes	14 34,6K 783,6K
	Ads Followers Likes	14 281,4K 3,7M		Ads Followers Likes	14 23,3K 121,6K		Ads Followers Likes	13 201,4K 2,9M
	Ads Followers Likes	12 7,07K 109,9K		Ads Followers Likes	11 11,4K 109,2K		Ads Followers Likes	11 32,2K 141,9K
	Ads Followers Likes	11 49,4K 1,7M		Ads Followers Likes	11 20,3K 320K		Ads Followers Likes	10 3M 76,5M



# Top Influencer TikTok

	<b>Blondiemoustache</b> @blondiemoustache	52 posts	306,2K followers	19,2M likes	23 brands	Giuliami trucco tanto, parlo di piùlink&codici sconto!
	<b>Mina</b> @minaamouse016	26 posts	891,3K followers	58,7M likes	13 brands	PR/Collab: mina@proudmanagement.netBeauty   Fashion   Lifestyle
	<b>La Psyche</b> @psychelangelo	14 posts	325,8K followers	11,2M likes	13 brands	👉 Sofia 👉 Get used to me collabs: lapsyche.art@gmail.com👈
	<b>Alessia Merola</b> @xalessiamerola	15 posts	1M followers	86,5M likes	12 brands	👈 1M, ty 👈 👉 lifestyle, beauty & books contents 👉 IG: xalessiamerola
	<b>Francesca Piersanti</b> @the.saints.stuff	18 posts	401,8K followers	26,3M likes	12 brands	👉 LA TUA ZIA TRUCCATRICE👉 Qui trovi TUTTO IL MAKEUP CHE SORomaINSTA
	<b>ROVENA   Mua</b> @rovenadoda	20 posts	88,7K followers	2,8M likes	11 brands	👉 Il Makeup però in Full Glam 👉 IG Rovenamua👈 rovenamua97@gmail.com
	<b>CRISTIANA</b> @dinasta7	20 posts	21K followers	456,7K likes	11 brands	→ UGC creatorDetersione , skin care e make-up . OVER 50 e oltre!
	<b>Giulia Ferrarelli</b> @giulia_ferrarelli	11 posts	260,2K followers	8M likes	10 brands	Blonde hair and head in the clouds👈 👉 giuliaf@talentroomagency.com
	<b>Martina Micole   Beauty&amp;Fashion</b> @martinamicole	21 posts	226,4K followers	10M likes	10 brands	👉 Makeup & Ibiza Lover 👉 IG:Martinamicole La tua amica che prova i trucchi 🍷
	<b>The Afro Coach</b> @_perseverantia_	24 posts	192,5K followers	8,9M likes	10 brands	On: Vogue • Cosmopolitan • Tedx • ClassTVModasarak@cfactor.it



# Perimetro delle attività analizzate

AdReport

Instagram ha visto 510 investitori e 720 influencers attivi per più di 2.150 post, il 55% con Video.

Shein, Dior, Prime Video e L'Oreal sono stati gli advertiser più attivi per numero di Post Instagram; Giulia Ferrarelli e Valentina Cabassi le Influencer che hanno comunicato più Brand; Chiara Ferragni è tornata ad essere attiva a supporto alla comunicazione dei marchi.

Al vertice delle classifiche dei post Instagram troviamo la Pozzolis Family per Geberit in video views, 433 per il Dipartimento Cultura e Turismo di Abu Dhabi in Likes e Xfactor Italia per Sky Now per i commenti sulla vittoria di Mimì

Su TikTok hanno comunicato 260 investitori e 385 influencers con 3.200 post.

Nyx, Sephora, Shein e OverSkin sono stati gli advertiser più attivi per numero di Ads TikTok; Blondimoustache e Minaamouse016 le Influencer che hanno comunicato più Brand

La top Views per i post TikTok evidenzia «Wrap battle» di Prada, «A season of sparkle» di APM Monaco, «Who's guessing first?» sempre di Prada e «The dance floor awaits» di Gucci

# CONTATTI e Informazioni

- **Adreport** è raggiungibile visitando il sito *www.adreport.it*
- Il rappresentante in Italia è **Media Consultants**
  - *www.mcs.it*
  - *commerciale@mcs.it*
  - *02 485781*
  - *Via Salaino, 7 – Milano*