

Eby Maude

Female | Leeds, UK

Ebony is a smart, stylish and biz-savvy creator who brings creativity and confidence to all she does. Whether she's putting together a fashion reel or crafting content for her own business, It's By Willa (an accessories brand that turns former foot and basketballs into handbags), she inspires the badass in all of us.

Instagram: 58.4k
TikTok: 110k

Specialist Categories:
Fitness, Food, Health & Beauty

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Instagram Report



@ebymaude
58.4k Followers

Audience

Top country: UK
Top gender: Female
Top age range: 18-24

Male-female audience %:
Male 46% Female 54%

Audience age:
13-17: 9% 18-24: 38% 25-34: 37% 35-44: 10% 45-54: 3% 55-64: 1.5% 65+: <1%

Estimated reach:
3.5k-20k

Engagement

Authentic engagement: 1.3k per post
Avg. likes per post: 1.9k

Avg. comments per post: 21
Engagement rate: 3.25%



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