

# Captiv8™

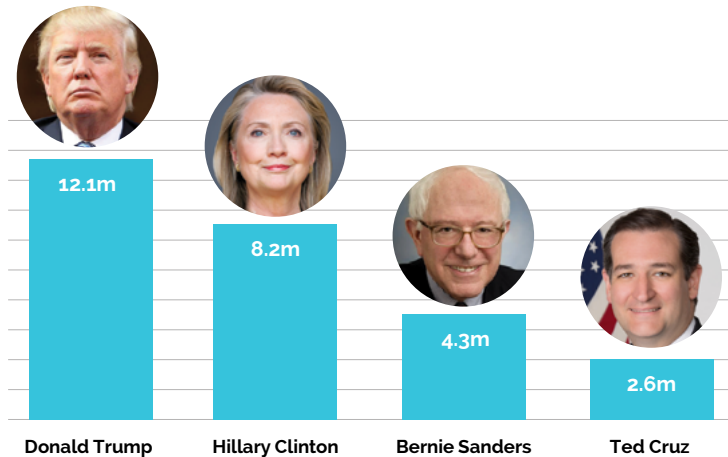
## CAPITOL HILL TAKES THE SOCIAL STAGE

### PRESIDENTIAL CAMPAIGN 2016

While it is still very early days in the 2016 Presidential Campaign, a look at the race using Captiv8's social analysis provides some interesting takeaways:

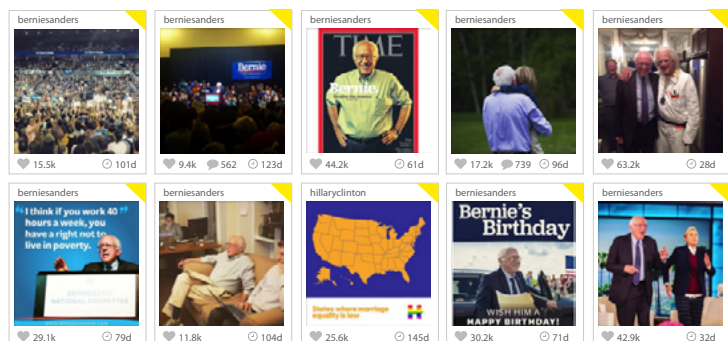
Donald Trump leads the way in terms of Instagram, Facebook & Twitter followers with over 12.1m. Hillary Clinton comes in second place with 8.2m, Bernie Sanders comes in third with 4.3m and last is Ted Cruz with 2.6m.

#### Followers on Social Media



#### ENGAGED & ACTIVE FOLLOWERS

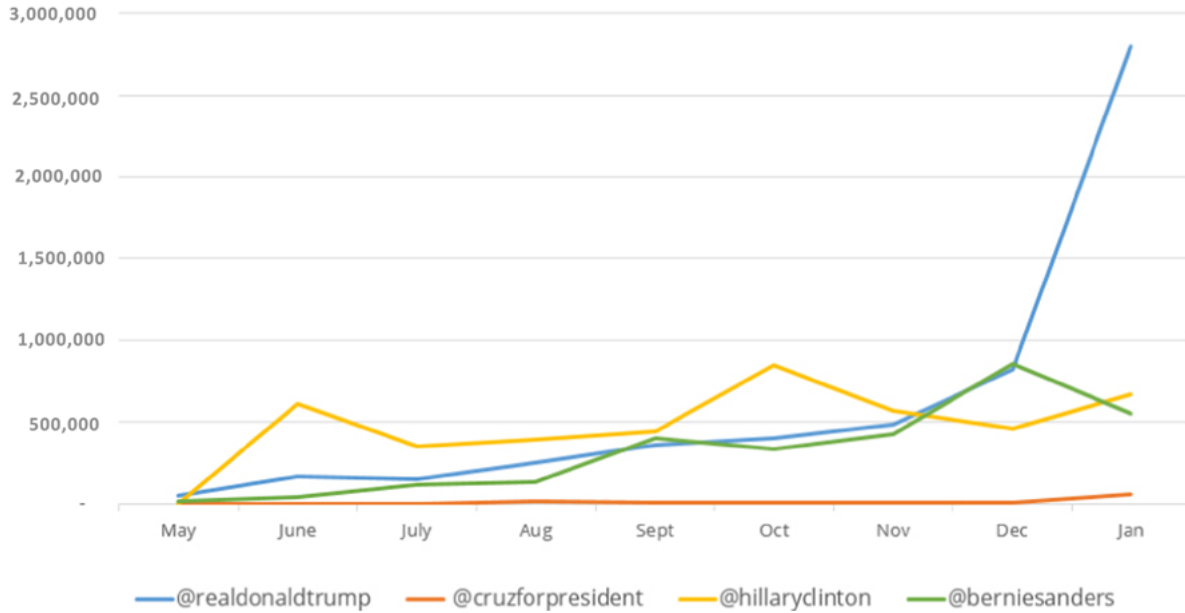
Although Bernie Sanders does not have the most followers, his audience is consistently the most engaged with his content. Out of all the candidates, Sanders holds the top 10 posts in terms of engagement ratio (*likes per follower*).



# PRESIDENTIAL CAMPAIGN: WHO IS IN THE LEAD?

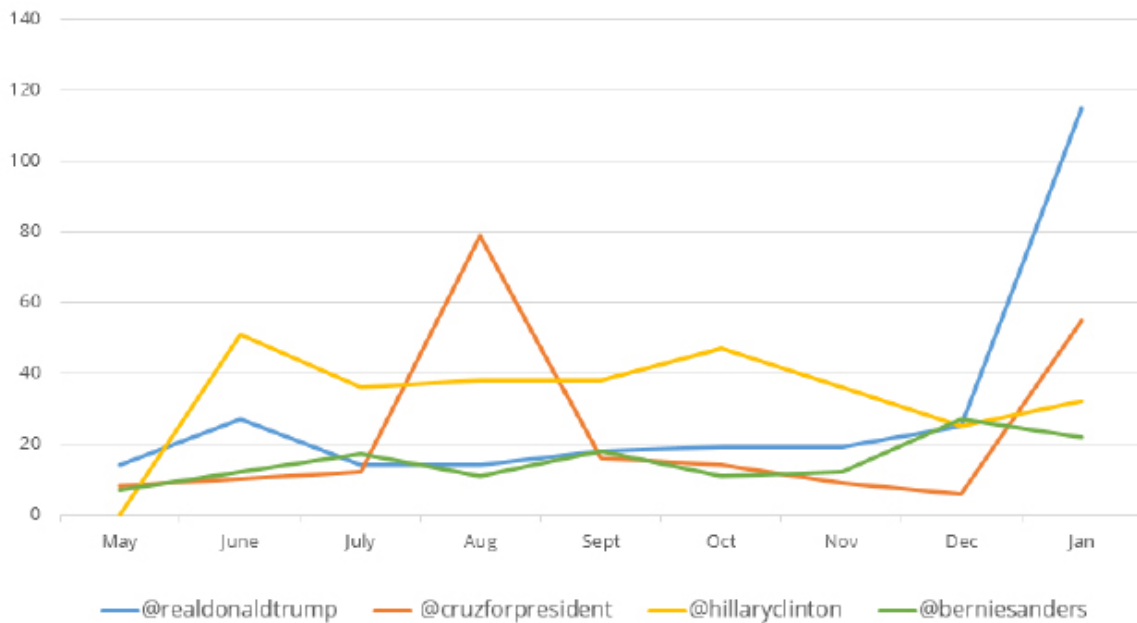
## INSTAGRAM LIKES PER MONTH

Trump's content has been "liked" 5.5m times, as opposed to Clinton's 4.3m. Up until January (when Trump took the lead), Hillary led in "likes", despite the smaller following.



## INSTAGRAM POSTS PER MONTH

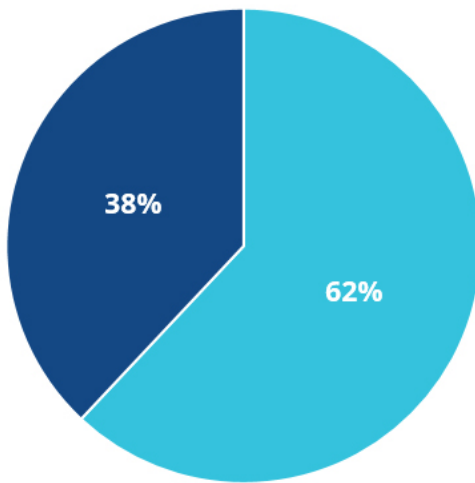
Clinton's team is staying busy, publishing the most content overall on Instagram.



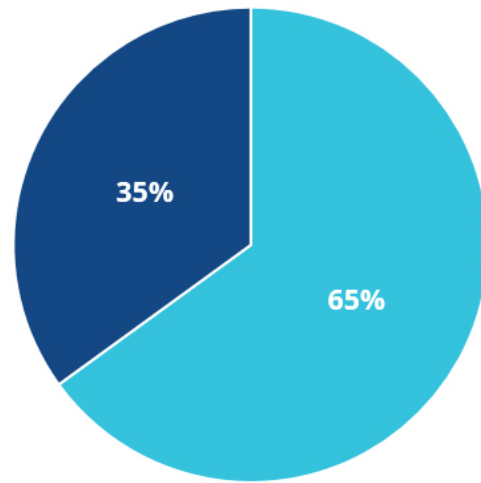
## GENDER BREAKDOWN, INSTAGRAM FOLLOWERS

Trump, Sanders and Cruz have a stronger male following, while Clinton has an even split.

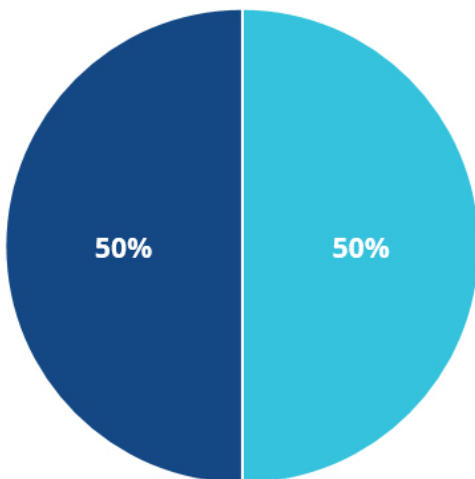
■ MALE ■ FEMALE



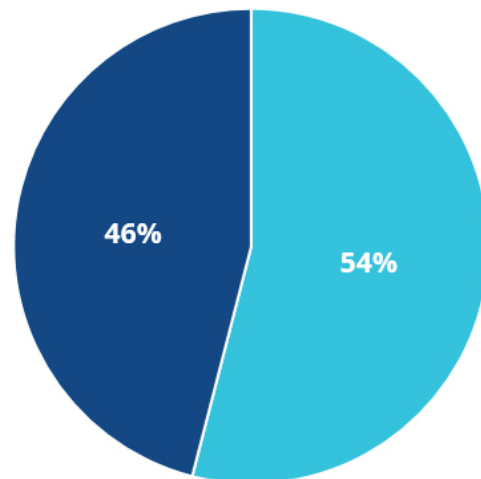
**DONALD TRUMP**



**TED CRUZ**



**HILLARY CLINTON**



**BERNIE SANDERS**

## TOP FOLLOWERS

### DONALD TRUMP



**Karlie Kloss**  
Model



**Iker Casillas**  
Spanish Football Player



**BlackJaguar-WhiteTiger**  
Foundation



**Rob Dyrdek**  
Skateboarder/Actor



**Manny Pacquiao**  
Boxer



**Young Jeezy**  
Rapper

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### HILLARY CLINTON



**Katy Perry**  
Singer



**Miley Cyrus**  
Singer



**Ellen DeGeneres**  
Comedian/TV Host



**Chloe Moretz**  
Model



**Ricky Martin**  
Singer



**Lily Aldridge**  
Model

## TOP FOLLOWERS

### BERNIE SANDERS



**Katy Perry**  
Singer



**Troian Bellisario**  
Actress



**Rowan Blanchard**  
Actress



**Paul Nicklen**  
Photographer



**Iohanthy**  
YouTube Star



**Mark Ruffalo**  
Actor

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### TED CRUZ



**Today Show**  
News Program



**Josh Duggar**  
Reality TV Star



**Dr Juergen Pichler Levine**  
Producer



**Fardad Farahzad**  
BBC Reporter



**Kimberly Guilfoyle**  
Fox News Co-Host



**Zdesign at Home**  
Interior Decorator



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# PRESIDENTIAL CAMPAIGN 2016

**HAVE QUESTIONS?  
WANT TO LEARN MORE?  
SEND US AN EMAIL AT**

**[INFO@CAPTIV8.IO](mailto:INFO@CAPTIV8.IO)**

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## **ABOUT CAPTIV8**

Captiv8 helps brands and creators connect to impact audiences around the world.

It is the only platform that allows influencers to own, promote and monetize their audience, and gives brands social empowerment through analytics, campaign management, and competitor benchmarking.

Advanced social analytics platform for Instagram, Vine, Twitter, YouTube and Snapchat.

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