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TIKTOK · LIFESTYLE

@sample-creator

Sample Creator · 486K followers · 312 following · 384 posts

Prepared 26 November 2026

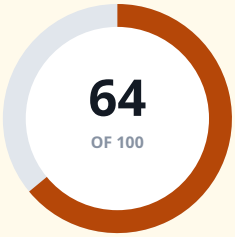
Report SAMPLE · Confidential

VERDICT

Needs review

Some figures sit outside the organic range. Ask the creator for platform analytics before you commit.

Based on 30 posts and 50 comments read on 26 November 2026.



ChamsPilot score · value to a sponsor

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FOLLOWERS	MEDIAN VIEWS	ENGAGEMENT RATE	EVIDENCE
486K	59K	4.10%	High
312 following	per post read	likes and comments per follower	78 of 100

What looks off

STRONG — Likes are 21% of views on the median recent video

WHAT TO DO

Proceed with caution

Ask for platform analytics before you commit, and tie payment to the results delivered.

Estimated market rate for one sponsored post, under the stated assumptions: **$250 to $625** direct to the creator, $180 to $450 through an agency.

01 Evidence

Each figure is set against organic creators on TikTok, of the same size where size matters. Only figures past the organic range appear, strongest first, with a mark showing where this creator sits.

STRONG

Likes are 21% of views on the median recent video

Past 98% of comparable creators

02 Performance

AVERAGE VIEWS	AVERAGE LIKES	AVERAGE COMMENTS	ENGAGEMENT RATE
61K	9.8K	214	4.10% of followers

Reach: **7.9%** of followers per post, on average · Trend: **Stable** · Comment tone: **Positive**

Recent posts

Likes per view is measured on each post against its views; the engagement rate above is measured against followers. The two answer different questions.

POST	POSTED	VIEWS	LIKES	COMMENTS	LIKES PER VIEW
morning routine (part 2)	28 Sep 2026	74K	16K	260	21.8%
what I eat in a day	21 Sep 2026	52K	6.1K	188	12.1%
apartment tour	14 Sep 2026	89K	7.4K	302	8.7%

03 Audience

Where the audience is

Estimated from comment language, regional dialect markers and posting-time rhythm. Not platform-reported data.

US	46%	Tier 1
GB	14%	Tier 1
CA	9%	Tier 1

Unattributed 31%: no geographic signal in this share of the sample. It is not evidence of any market.

04 Comments

COMMENTS READ	COMMENT QUALITY	FLAGGED BY THE SCAN
50	71 of 100 acceptable	3 6% of the comments read

Two different measures: the pattern figures above describe the sampled thread as a whole, while the per-comment scan below flags individual comments. A thread can show an aggregate pattern · most comments naming nothing from the post · while no single comment is flaggable on its own.

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Comments the scan flagged

> Nice!!
> @user84719302
> Generic positive: 'Nice'

Representative comments from the sample (not flagged by the scan)

> Where is the lamp from? I need it for my desk
> @maya.k

> part 3 please, the coffee part was so useful
> @joon

05 Pricing

FAIR RATE, DIRECT	THROUGH AN AGENCY (CREATOR'S SHARE)
$250 to $625 per sponsored post	**$180 to $450** per sponsored post

Expected sponsored-video views: ~58,700 (median of recent posts, view spikes excluded) · Niche: **Lifestyle** · Niche multiplier: **0.9×** · Pricing confidence: **Medium**

If the audience market were Tier 1: $250 to $625 · Tier 2: $140 to $350 · Tier 3: $80 to $200 · the market was read from comment language, not verified.

What a sponsored post reaches

58,700 views on a typical post · 12.1% of the follower count · median of 30 posts
Their sponsored posts got 0.65× an organic post's views: about 38,200 views to expect
$6.55 to $16.38 per 1,000 expected views at the direct range
18 of the 100 newest followers sampled look like empty accounts

Price per format

FORMAT	ONE SPONSORED POST	CPM	PER LIKE OR COMMENT
Sponsored video from 30 posts	$250 to $625	$4.32 to $10.80	$0.03 to $0.08

Each range is the typical views of the recent posts (view spikes left out) times what brands pay per 1,000 views, for one sponsored post in that format.

How it was priced: ~58,700 expected sponsored-video views (median of recent posts, spikes excluded) x $4.32-$10.80 sponsorship CPM per 1,000 views · CPM already includes: niche lifestyle 0.9x, audience market Tier 1 1.00x (inferred), risk medium 0.8x. Sponsorship CPM is what brands pay creators per delivered view · not AdSense/ad-revenue CPM, a different market.

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06 Sponsored posts and brand history

Sponsored: 6 of the 30 posts read (20%).

Brands named in their sponsored posts: @lumenhome, @brewly, @fitloop

Median views, sponsored vs organic: 41,200 vs 63,800 (0.65×)
Likes and comments per view, sponsored vs organic: 9.4% vs 13.1% (0.72×)

Counted from the posts we read: the platform's paid-partnership label, disclosure hashtags such as #ad, “sponsored by” wording and discount codes.

07 Brand safety

Posts to look at: 1 of the 30 read.

Drugs, alcohol or gambling · 5 Sep 2026

“use my code for 20% off your first case of wine”

Read from the creator's own captions for adult content, violence, hate, drugs or gambling, divisive politics and strong profanity. Every flag quotes the caption. Not part of the verdict.

08 Data and method

HIGH CONFIDENCE 78 of 100: how complete and stable the data behind this report is.

Posts collected 30 of 30 points

What this report read: 30 posts and 50 comments.

How the verdict is reached. Every figure in section 01 is compared with organic creators on TikTok, of the same size where size matters. A figure inside the organic range adds nothing; one beyond it adds evidence in proportion to how far beyond. High Risk means the combined evidence passes the line only a few organic creators in a hundred reach, with two independent findings or one decisive one. A figure that could not be collected is left out, never assumed. Commenters' names, languages and locations are never used as evidence. Organic ranges come from ChamsPilot's reference model.

This report reads publicly available data at the time it was prepared. It describes patterns in that data; it does not prove anyone's intent and it is not legal advice. Counts can change as platforms update them.

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