The essentials at a glance: who you and your competitors are on X

Not all followers are equal, and the algorithm cares.

ACCOUNT	FOLLOWERS	FOLLOWING	ACTIVE FOLLOWERS	ACCOUNT AGE	AVERAGE IMPRESSIONS
Burger King @BurgerKing	1.9M	3K	32.8%	16 years old	14K
KFC @kfc	1.6M	11	32.4%	18 years old	73K
Subway® @SUBWAY	2.0M	26K	33.3%	17 years old	5K
Little Caesars Pizza @littlecaesars	394K	576	40.5%	17 years old	3K

Audience Quality

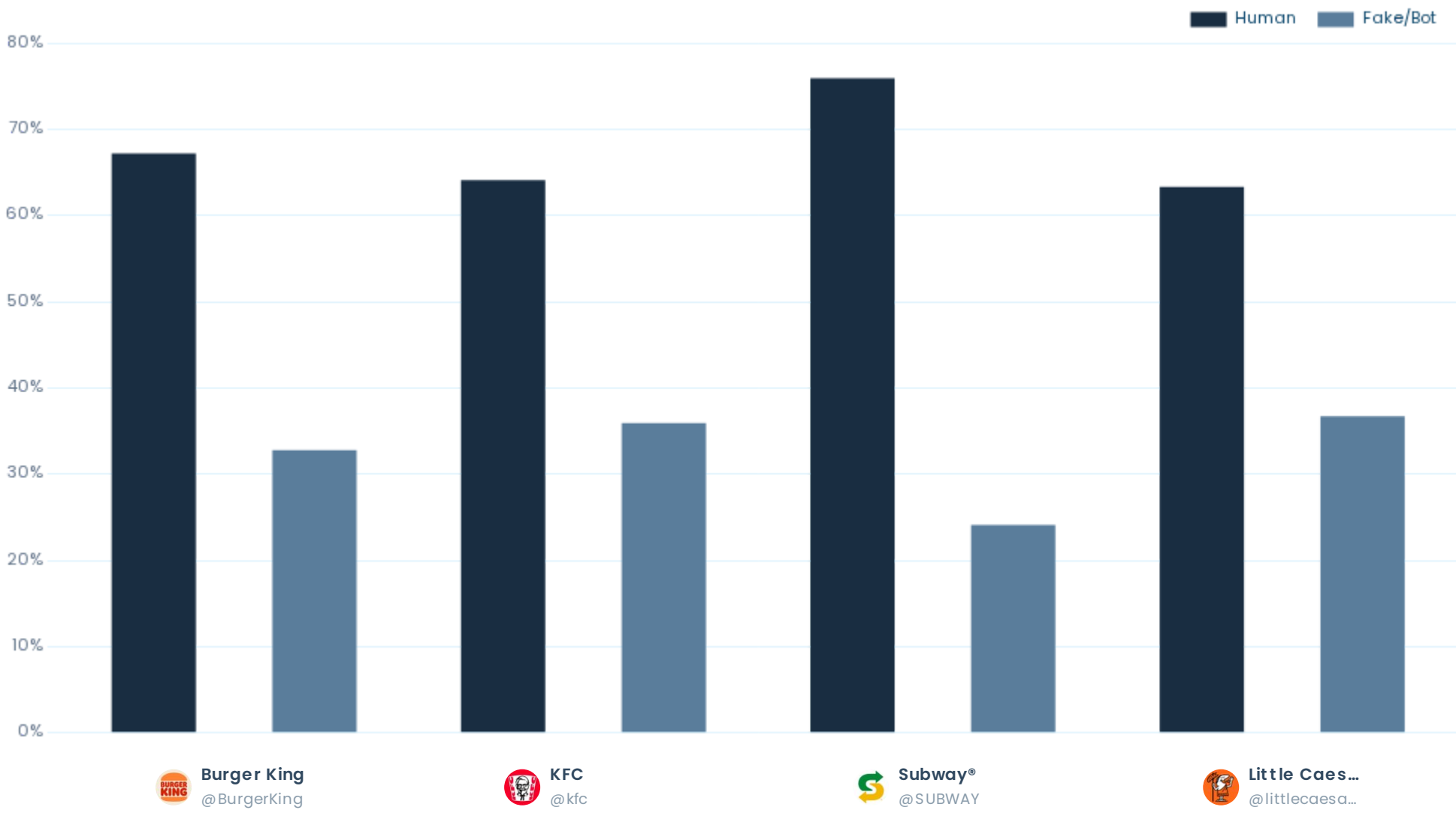
Not all followers are equal, and the algorithm cares.

X recently made its tweet-distribution algorithm public. When you post, X first shows the tweet to a small test group of your followers to decide whether to expand reach. If they engage fast, reach grows. If they don't, reach slows or stops. That's why follower quality matters more than follower count, especially for large accounts that have accumulated inactive, dead, or bot followers over the years. X may show your tweet to those accounts first; they don't engage; the algorithm's initial test fails, even when the content is good. Keeping your follower base clean is how you protect that first test. Circleboom's bulk inactive & bot removal saves a huge amount of time here, particularly for large creators. Once the base is clean, the first test becomes far more reliable.

Below: see whose audience is real, active, and engaged, and whose looks bigger than it actually is.

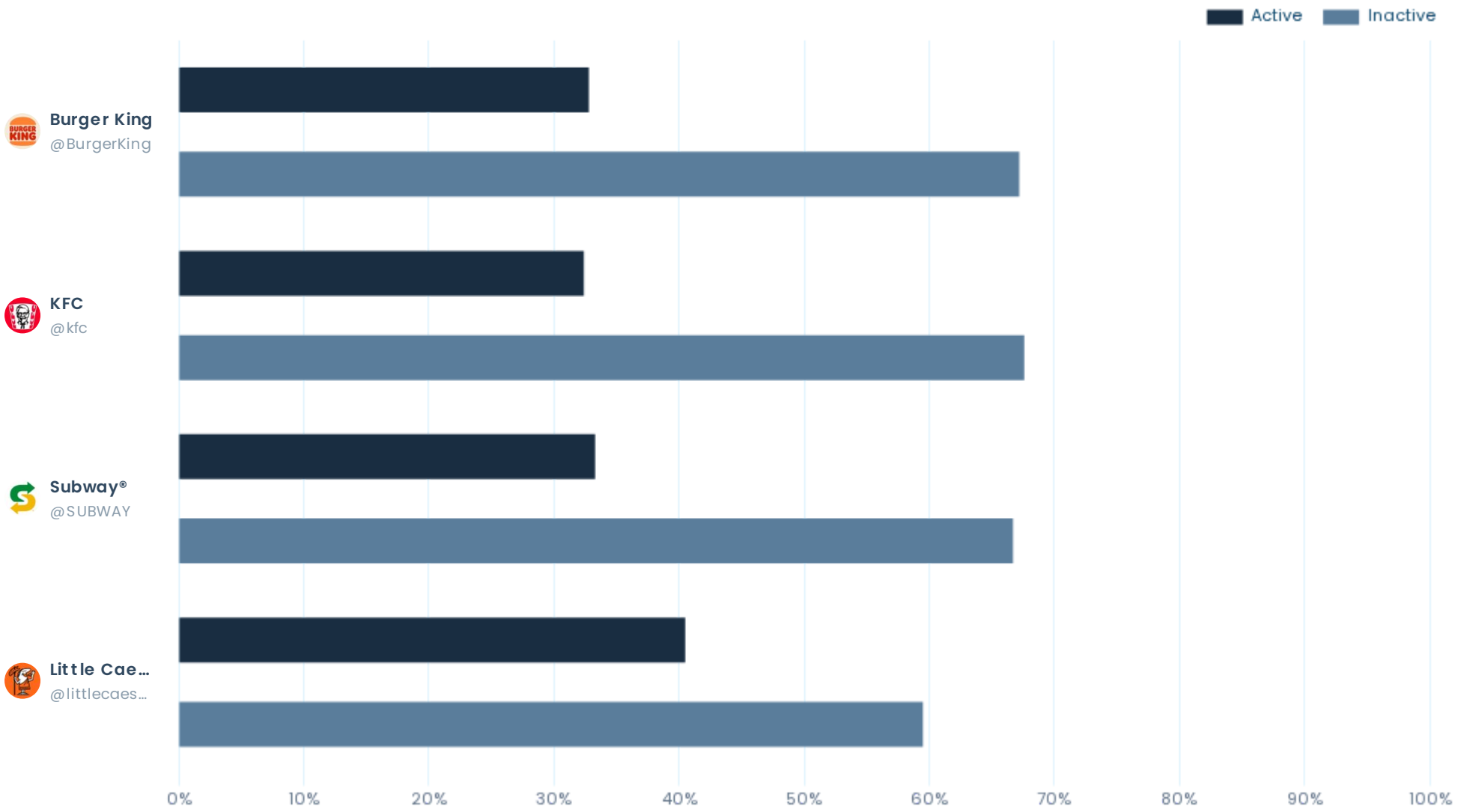
Human vs Fake/Bot

How many of your followers are real vs suspected fake or bot accounts.



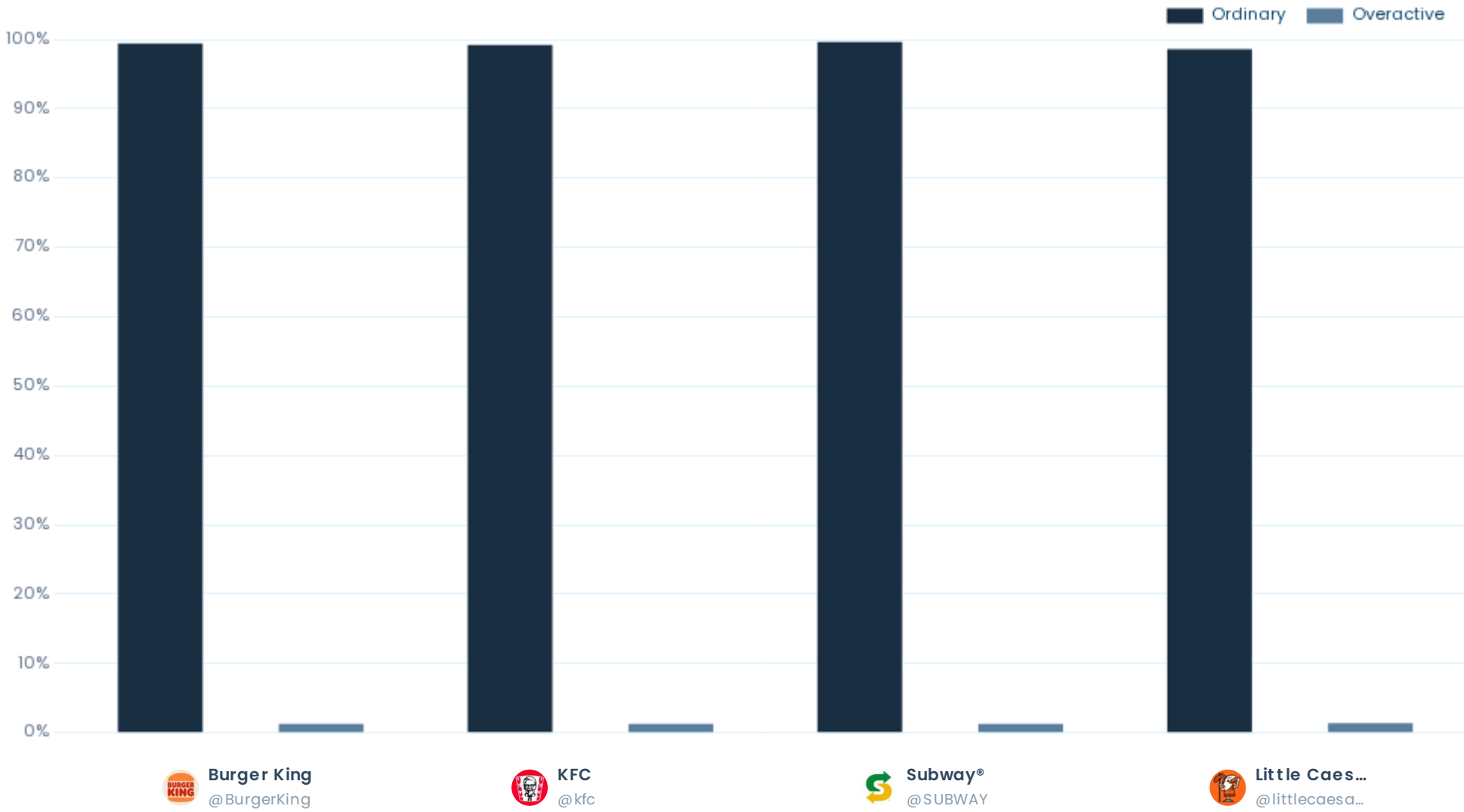
Active vs Inactive

How many of your followers actively tweet vs barely tweet, based on each follower's average tweeting frequency.



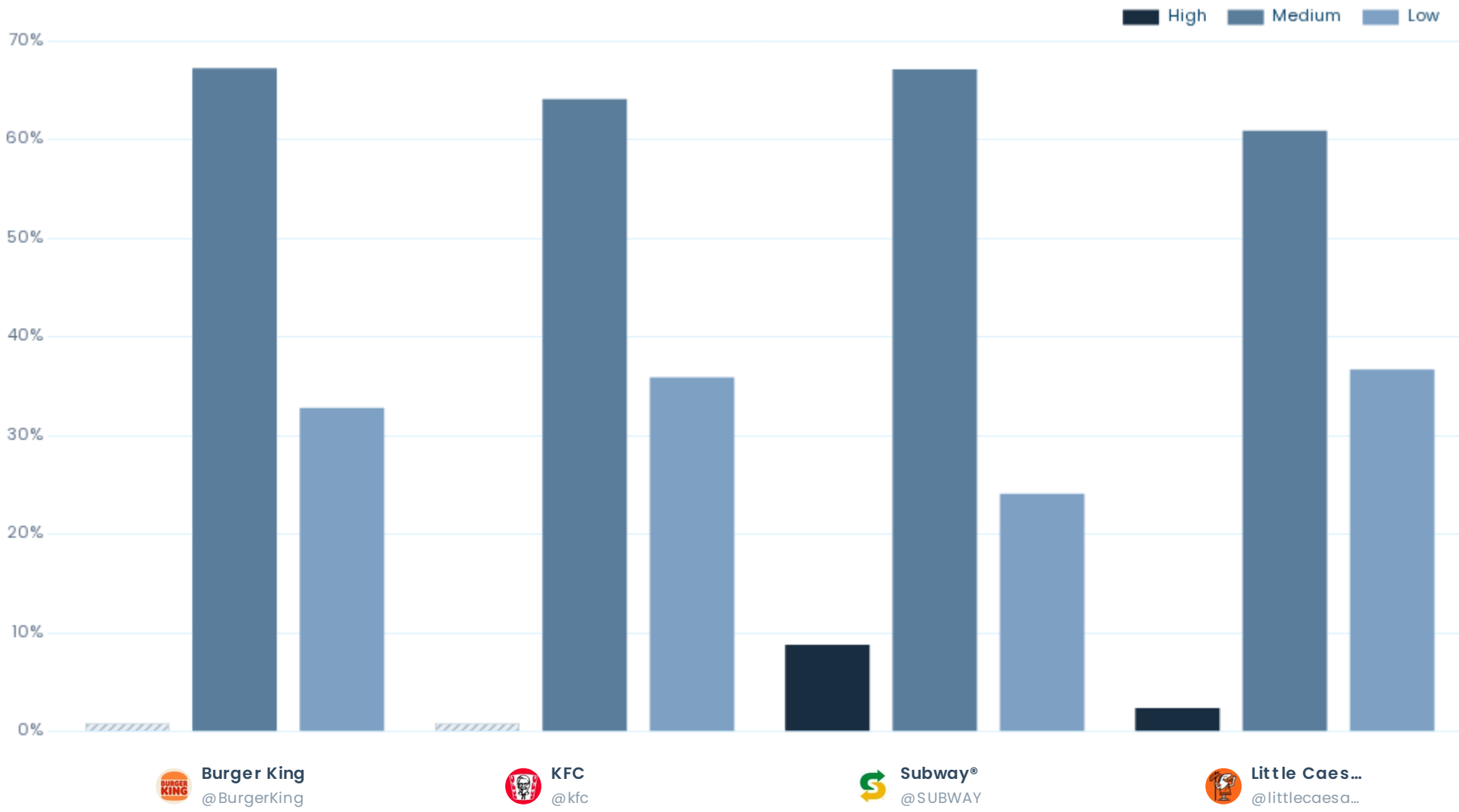
Ordinary vs Overactive

How many followers post at normal daily volume vs tweet far more than average per day.



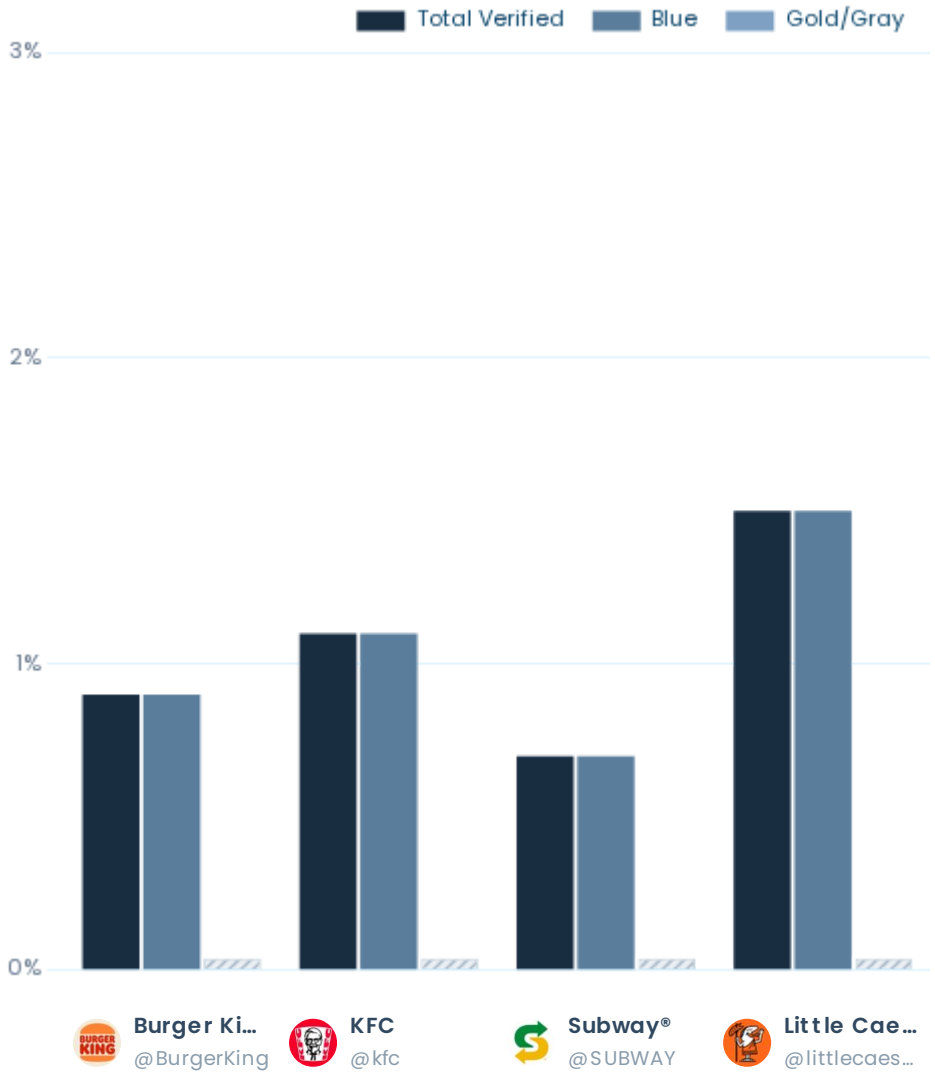
Quality tiers - High / Medium / Low

Followers sorted into High / Medium / Low quality tiers, based on activity, follower-to-following ratio, and account age.



Verified - by Blue / Gold / Gray badge

How many of your followers are verified, broken down by Blue / Gold / Gray badge.



	Blue	Gold	Gray	Total Verifi
Burger King @BurgerKing	0.9%	0.0%	0.0%	**0.9%**
KFC @kfc	1.1%	0.0%	0.0%	**1.1%**
Subway® @SUBWAY	0.7%	0.0%	0.0%	**0.7%**
Little Caesars ... @littlecaesars	1.5%	0.0%	0.0%	**1.5%**

Fake/Bot Followers

Count and list of bot/spam accounts in each list.

Burger King @BurgerKing		32.8%	609,030 accounts
KFC @kfc		35.9%	567,922 accounts
Subway® @SUBWAY		24.1%	484,552 accounts
Little Caesars Pizza @littlecaesars		36.7%	144,596 accounts

Overactive Followers

Count and list of unusually high-volume accounts in each list.

	**Burger King** @BurgerKing	0.6%	11,831 accounts
	**KFC** @kfc	0.8%	12,087 accounts
	**Subway®** @SUBWAY	0.4%	8,747 accounts
	**Little Caesars Pizza** @littlecaesars	1.4%	5,380 accounts

Inactive Followers

Count and list of inactive accounts in each list.

Burger King @BurgerKing		67.2%	1,245,950 accounts
KFC @kfc		67.6%	1,069,588 accounts
Subway® @SUBWAY		66.7%	1,339,045 accounts
Little Caesars Pizza @littlecaesars		59.5%	234,534 accounts

Egghead Followers

Count and list of accounts with no profile image in each list.

Burger King @BurgerKing		8.3%	153,127 accounts
KFC @kfc		8.7%	137,927 accounts
Subway® @SUBWAY		7.8%	155,935 accounts
Little Caesars Pizza @littlecaesars		7.9%	31,315 accounts

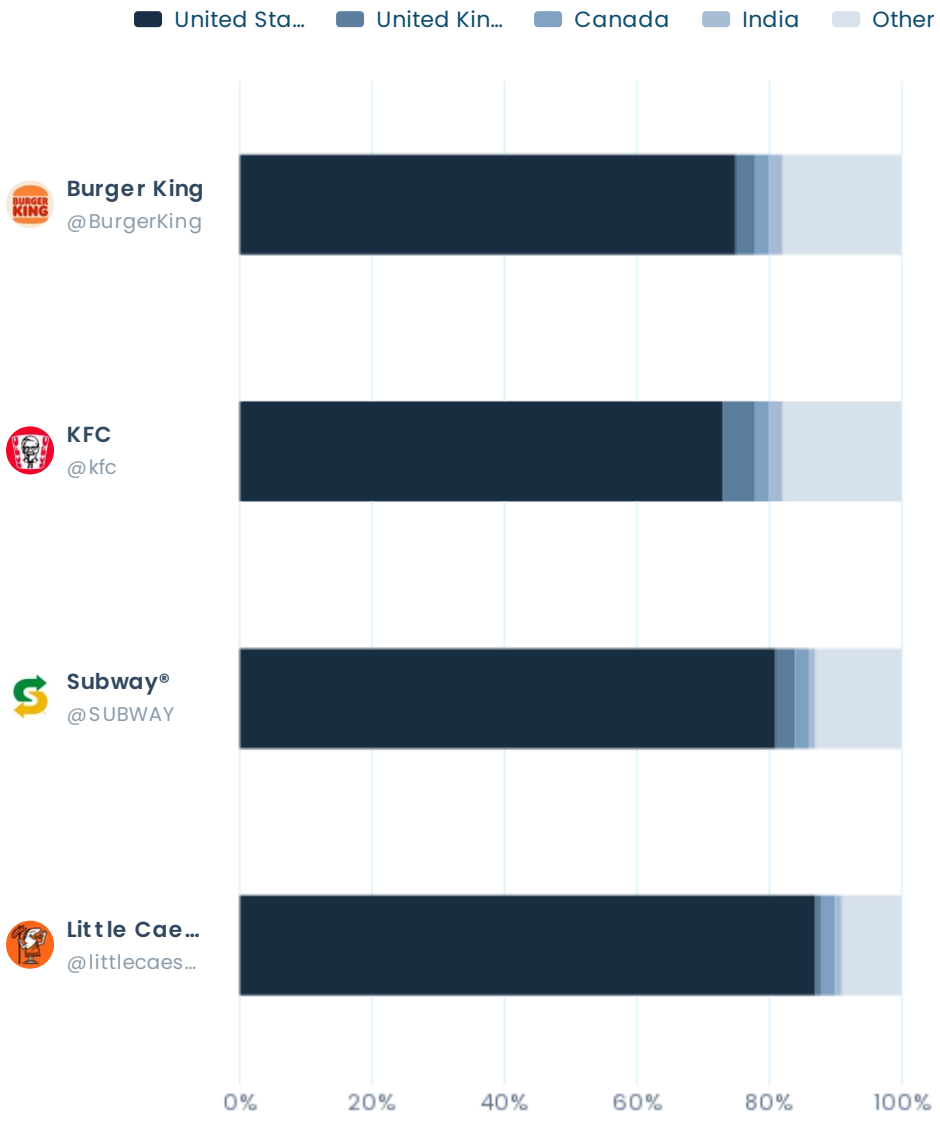
Verified Followers

Count and list of verified accounts in each list.

	**Burger King** @BurgerKing	0.9%	17,266 accounts
	**KFC** @kfc	1.1%	17,226 accounts
	**Subway®** @SUBWAY	0.7%	13,806 accounts
	**Little Caesars Pizza** @littlecaesars	1.5%	6,054 accounts

Geographic distribution — region

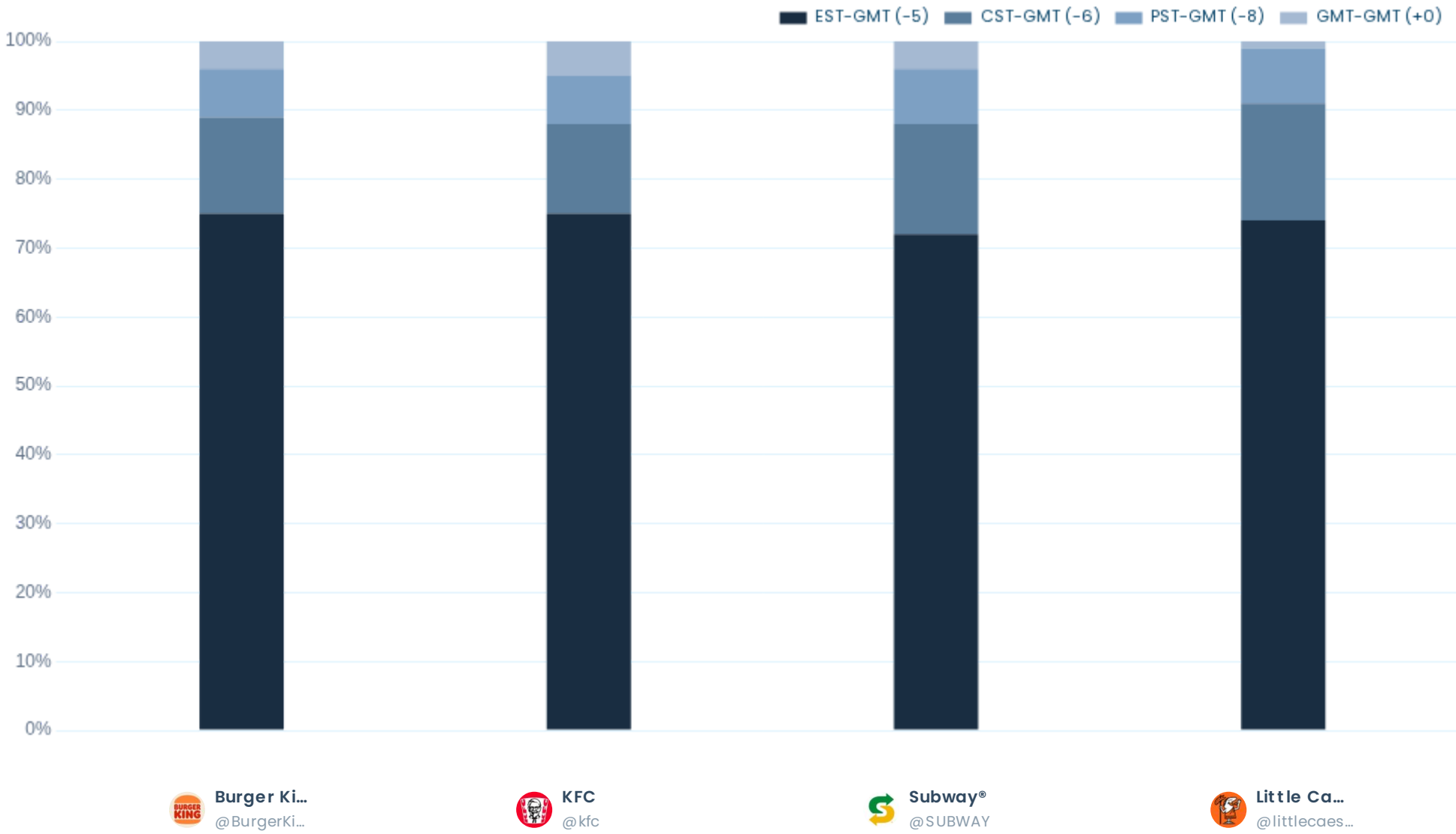
Followers and following by country/region.



	UNITE...	UNITE...	CANA...	INDIA	OTHER
Burger King @BurgerKing	75.0%	3.0%	2.0%	2.0%	18.0%
KFC @kfc	73.0%	5.0%	2.0%	2.0%	18.0%
Subway® @SUBWAY	81.0%	3.0%	2.0%	1.0%	13.0%
Little Caesar... @littlecaesars	87.0%	1.0%	2.0%	1.0%	9.0%

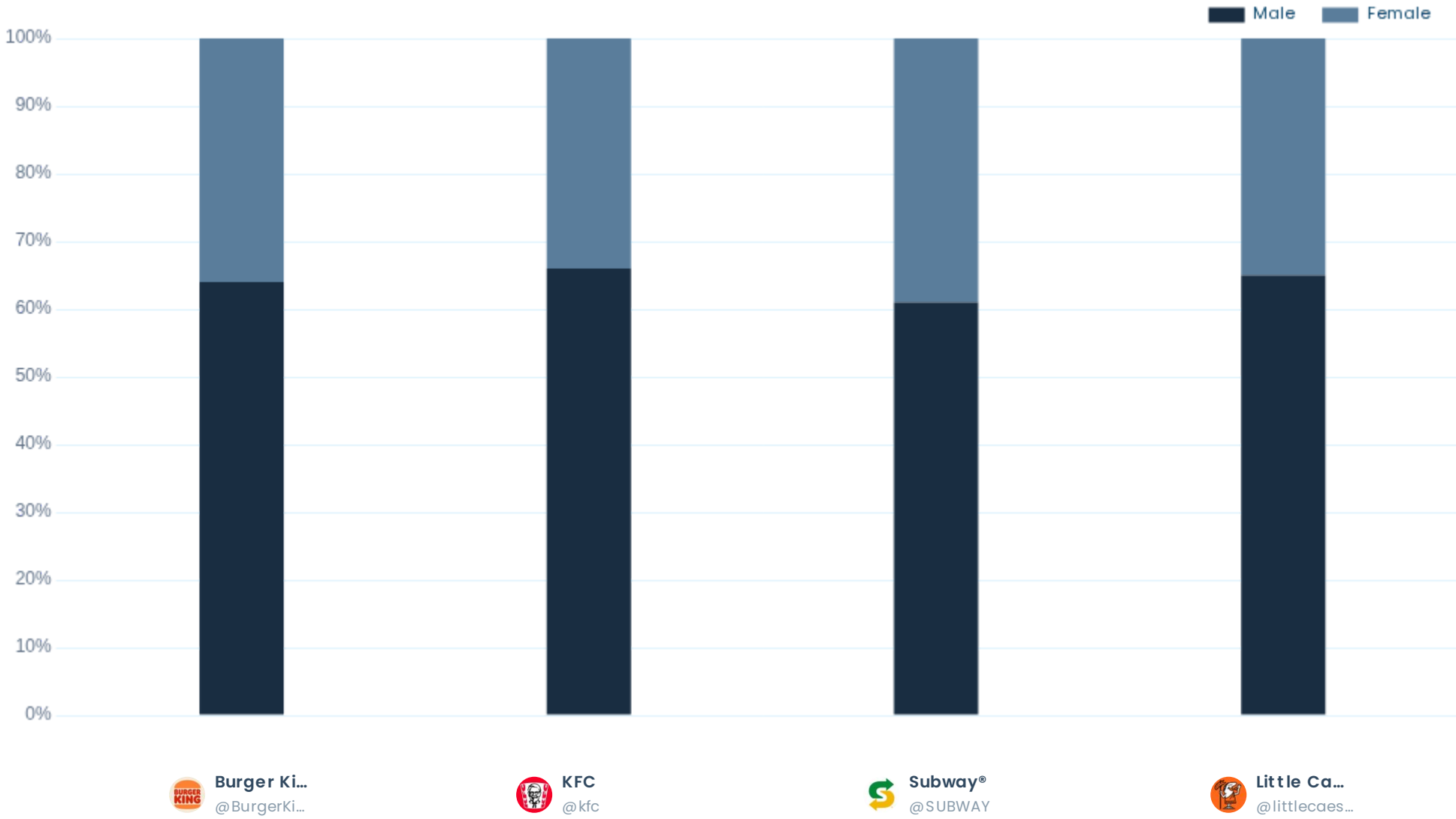
Time-zone distribution

Followers and following clustered by time zone.



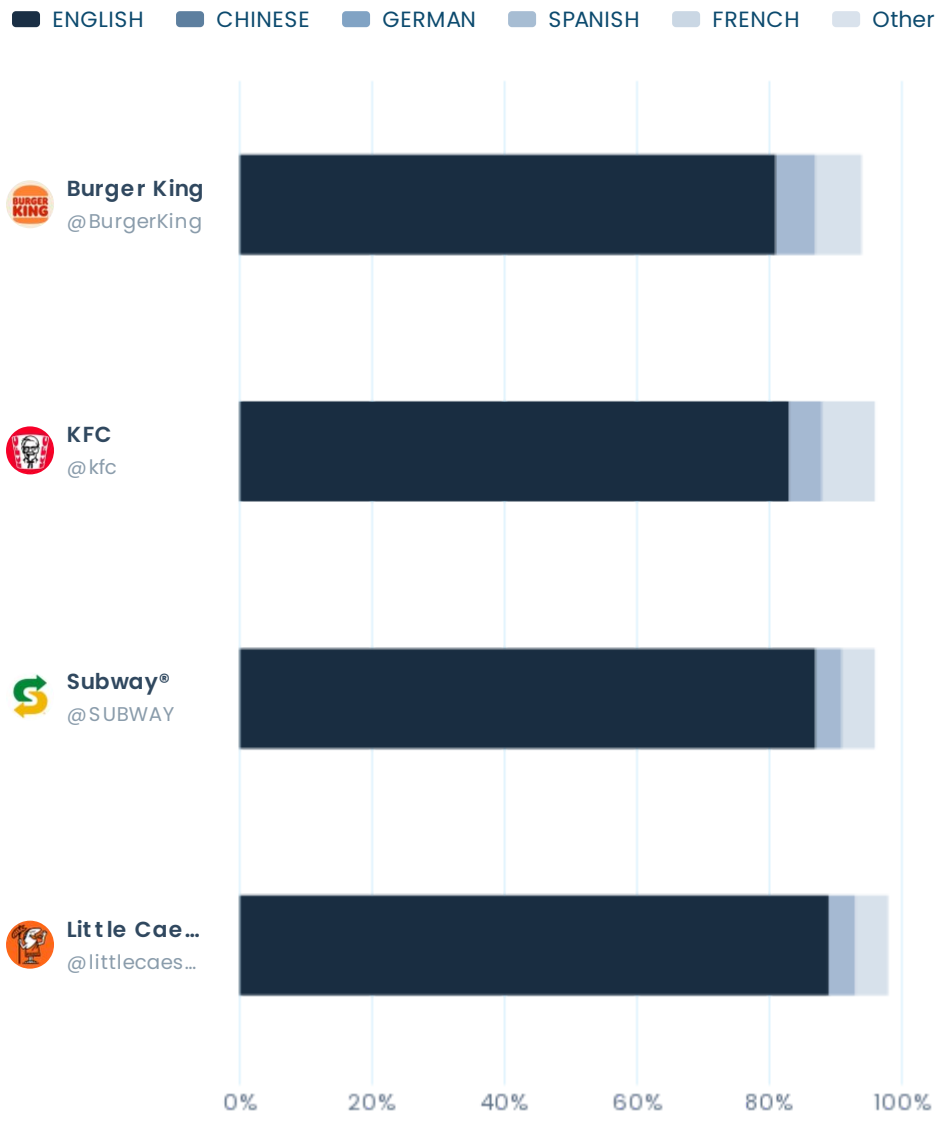
Gender breakdown

Estimated gender breakdown across followers and following.



Language breakdown

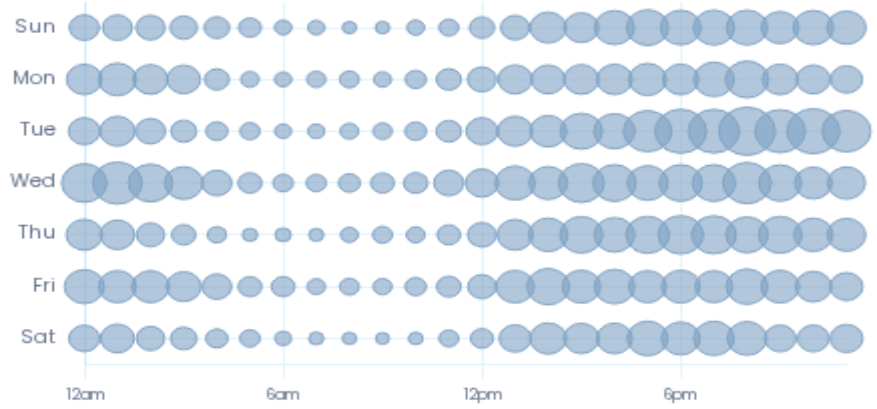
Estimated language breakdown across followers and following.



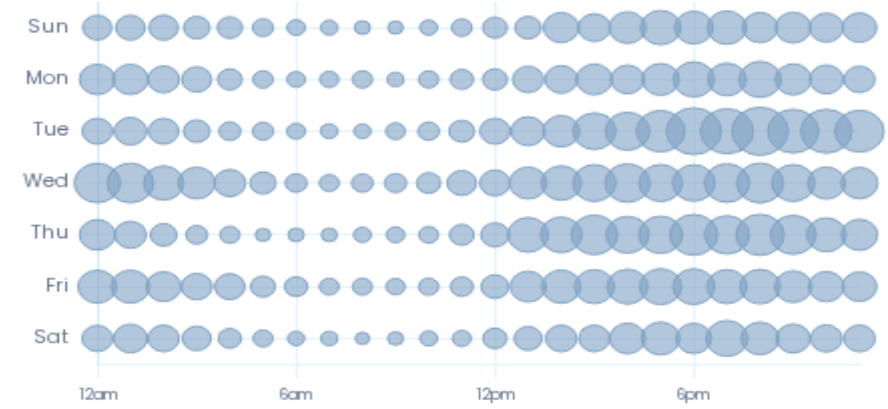
	ENG...	CHI...	GER...	SPA...	FRE...	OT...
Burger King @BurgerKing	81.0%	0.0%	0.0%	6.0%	0.0%	7.0%
KFC @kfc	83.0%	0.0%	0.0%	5.0%	0.0%	8.0%
Subway® @SUBWAY	87.0%	0.0%	0.0%	4.0%	0.0%	5.0%
Little Caesar... @littlecaesars	89.0%	0.0%	0.0%	4.0%	0.0%	5.0%

Audience active-times heatmap

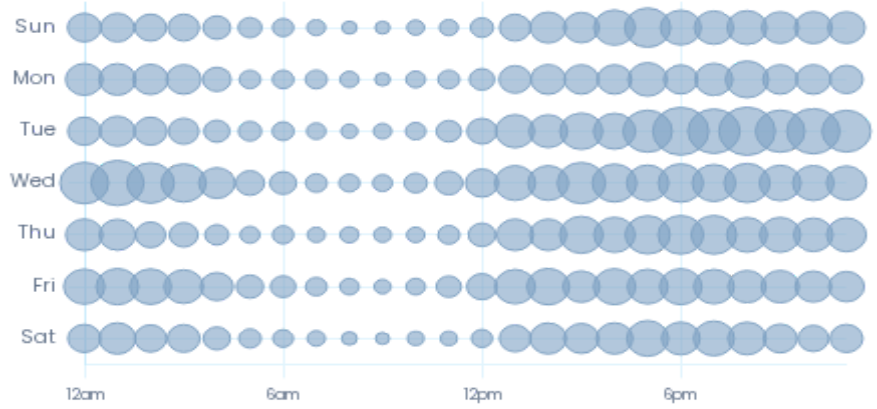
When your audience tweets, hour by hour, day by day. Post during their peak windows.



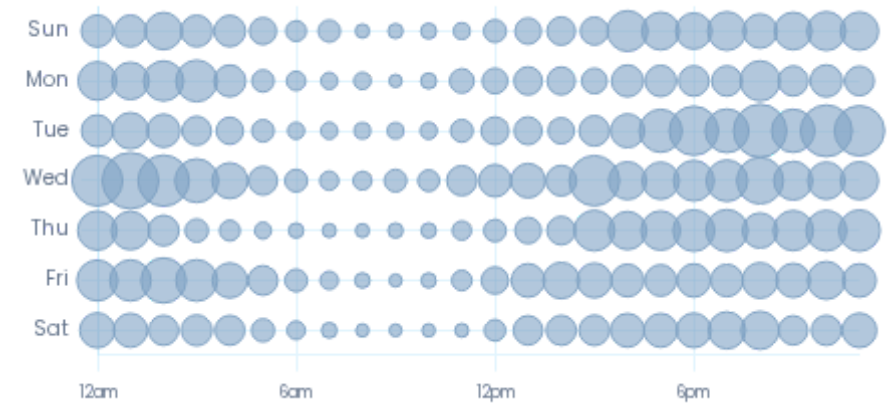
Burger King
@BurgerKing



KFC
@kfc



Subway®
@SUBWAY



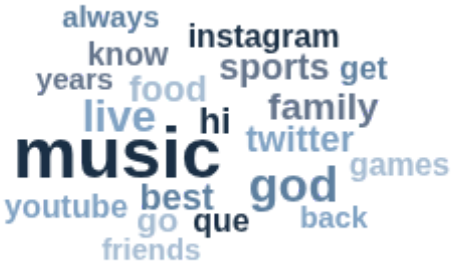
Little Caesars Pizza
@littlecaesars

Audience bio keywords

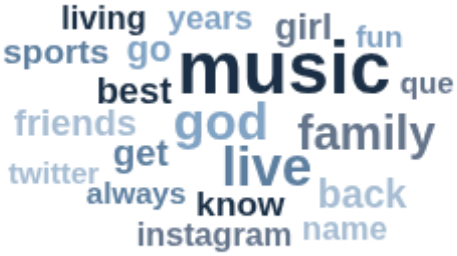
Most common words in your audience's bios. Reveals interests, professions, and identity markers.



Burger King
@BurgerKing



KFC
@kfc



Subway®
@SUBWAY



Little Caesars Pizza
@littlecaesars

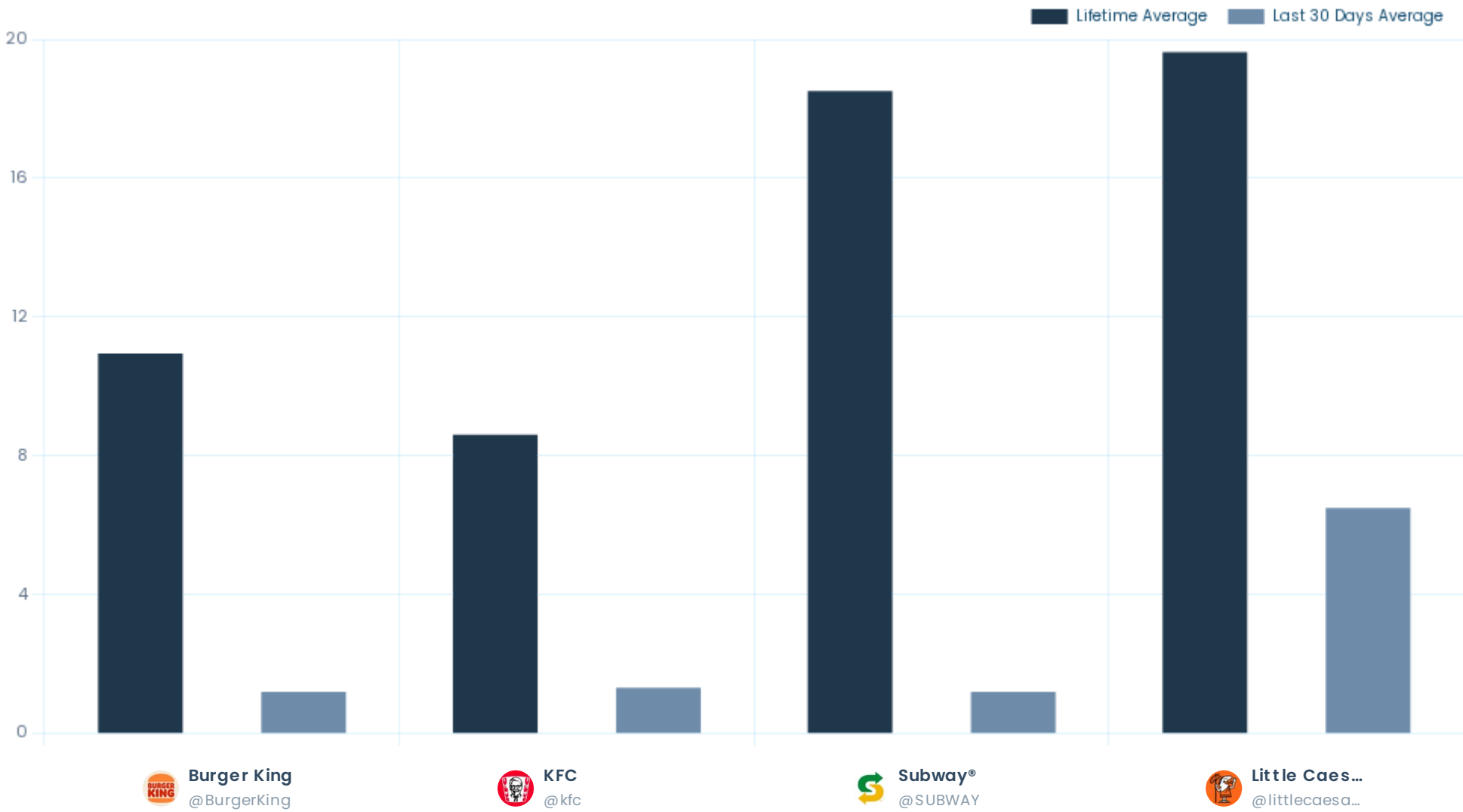
Posting Behavior

How often, when, and how consistently each account tweets. The discipline behind their content strategy.

Cadence, timing, consistency, and timing-alignment comparisons across competitors.

Posts per day / cadence

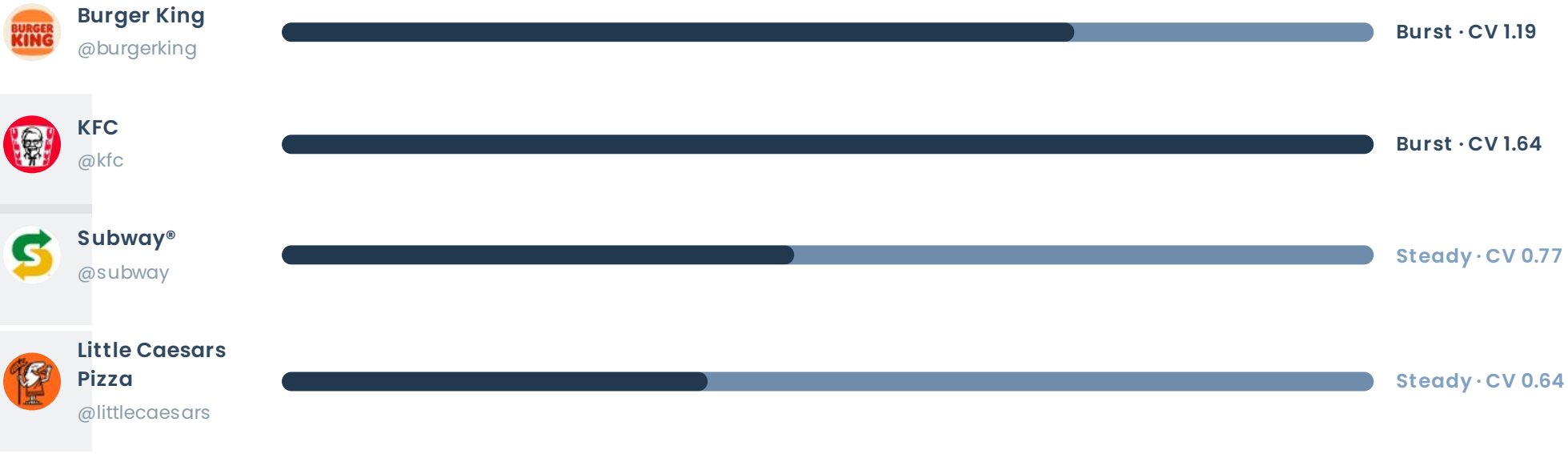
Average tweets posted per day per account.



Posting consistency (steady vs burst)

Whether each account posts steadily or in bursts.

Steady means a fairly even daily pace. Burst means busy days mixed with quiet days. The score (CV) measures how much daily posting varies: 1 or less = Steady; above 1 = Burst.



Posting time-of-day pattern

When each account actually tweets, hour by hour, day by day. Pair with the follower online-times heatmap to see who’s posting when their audience is online.

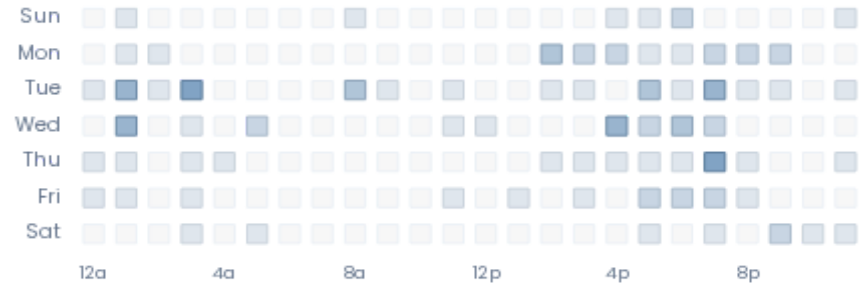
Burger King
@BurgerKing



KFC
@kfc



Subway®
@SUBWAY

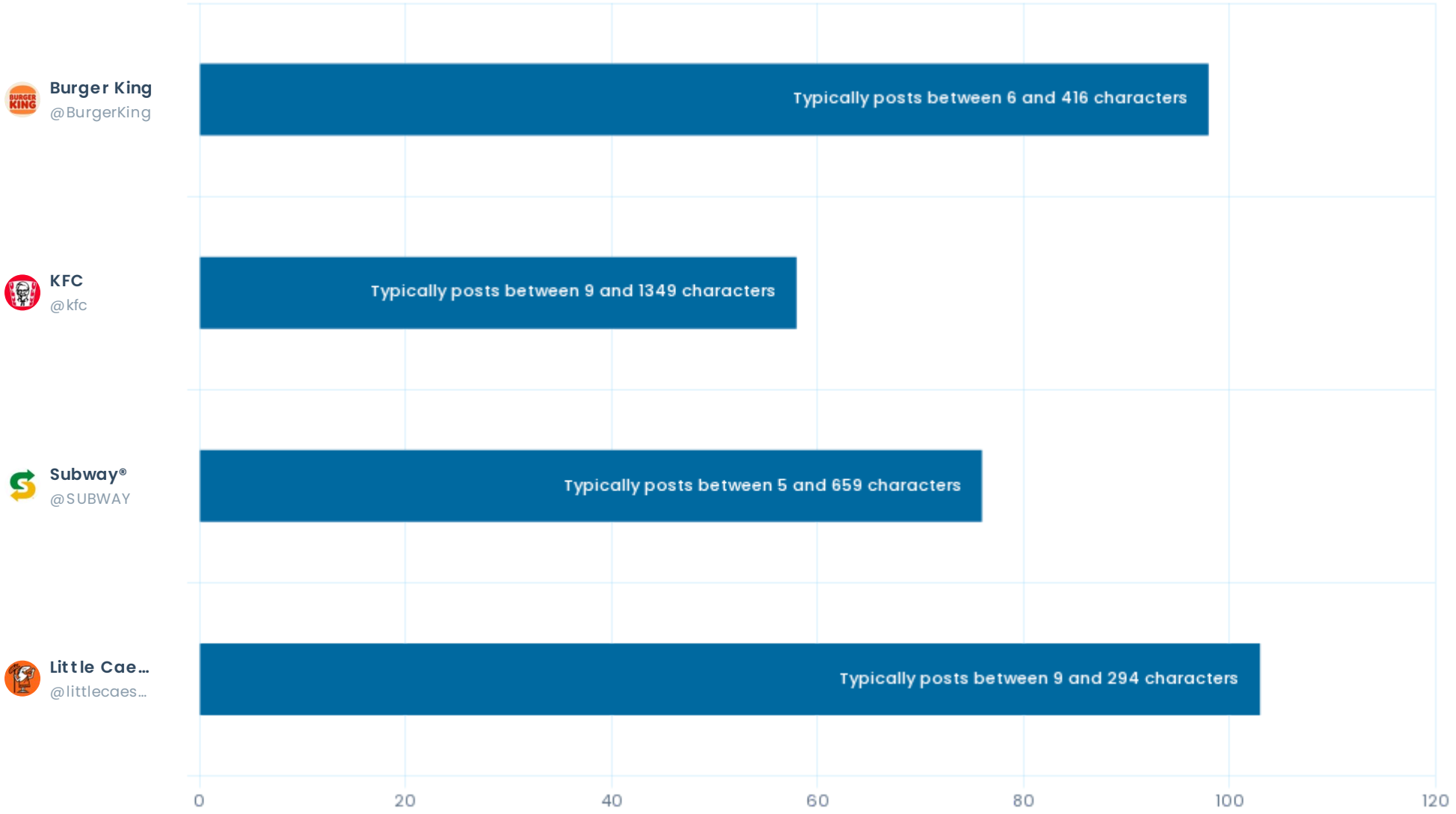


Little Caesars Pizza
@littlecaesars



Average post length

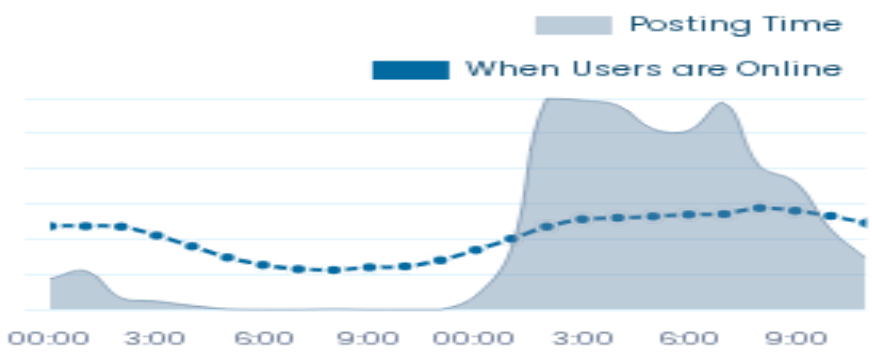
Average character count per tweet.



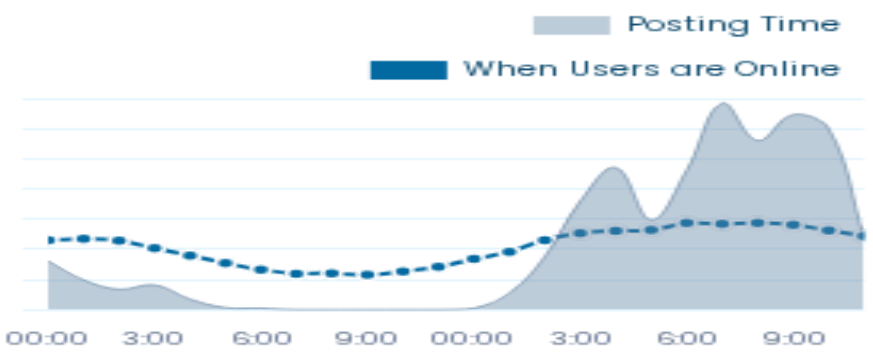
Posting-vs-audience timing alignment

Score showing how well each account's posts land during their audience's peak hours.

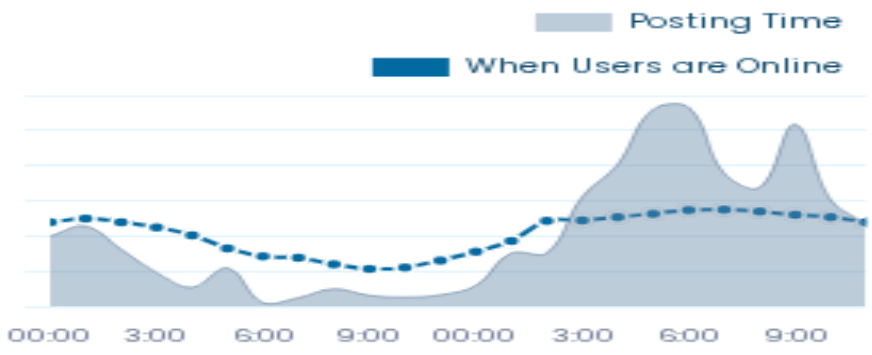
Burger King
@BurgerKing



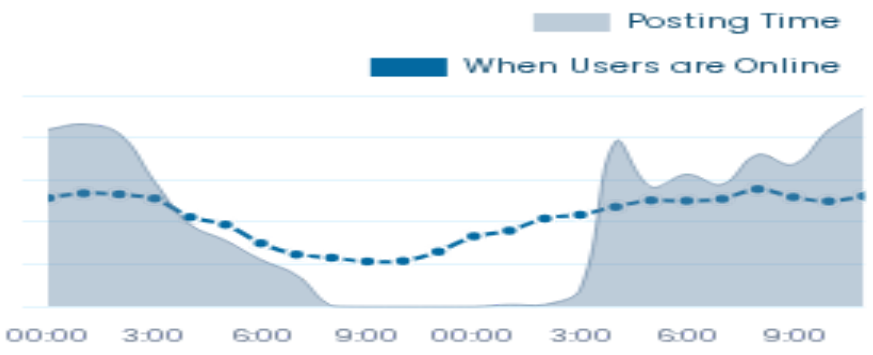
KFC
@kfc



Subway®
@SUBWAY



Little Caesars Pizza
@littlecaesars

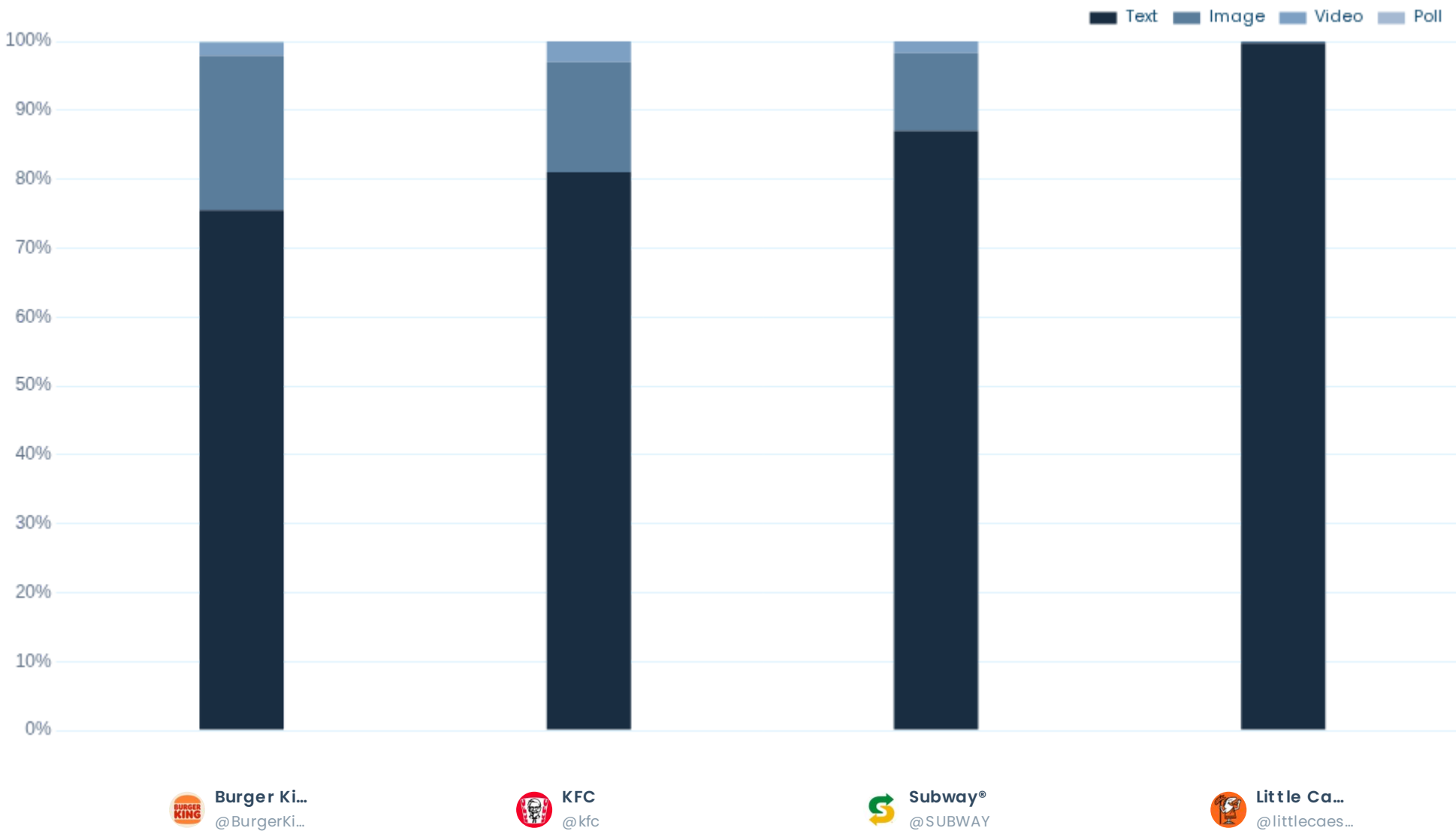


Content Type & Format

Compare how each account structures posts: formats, link and media usage, hashtag intensity, and tweet type distribution.

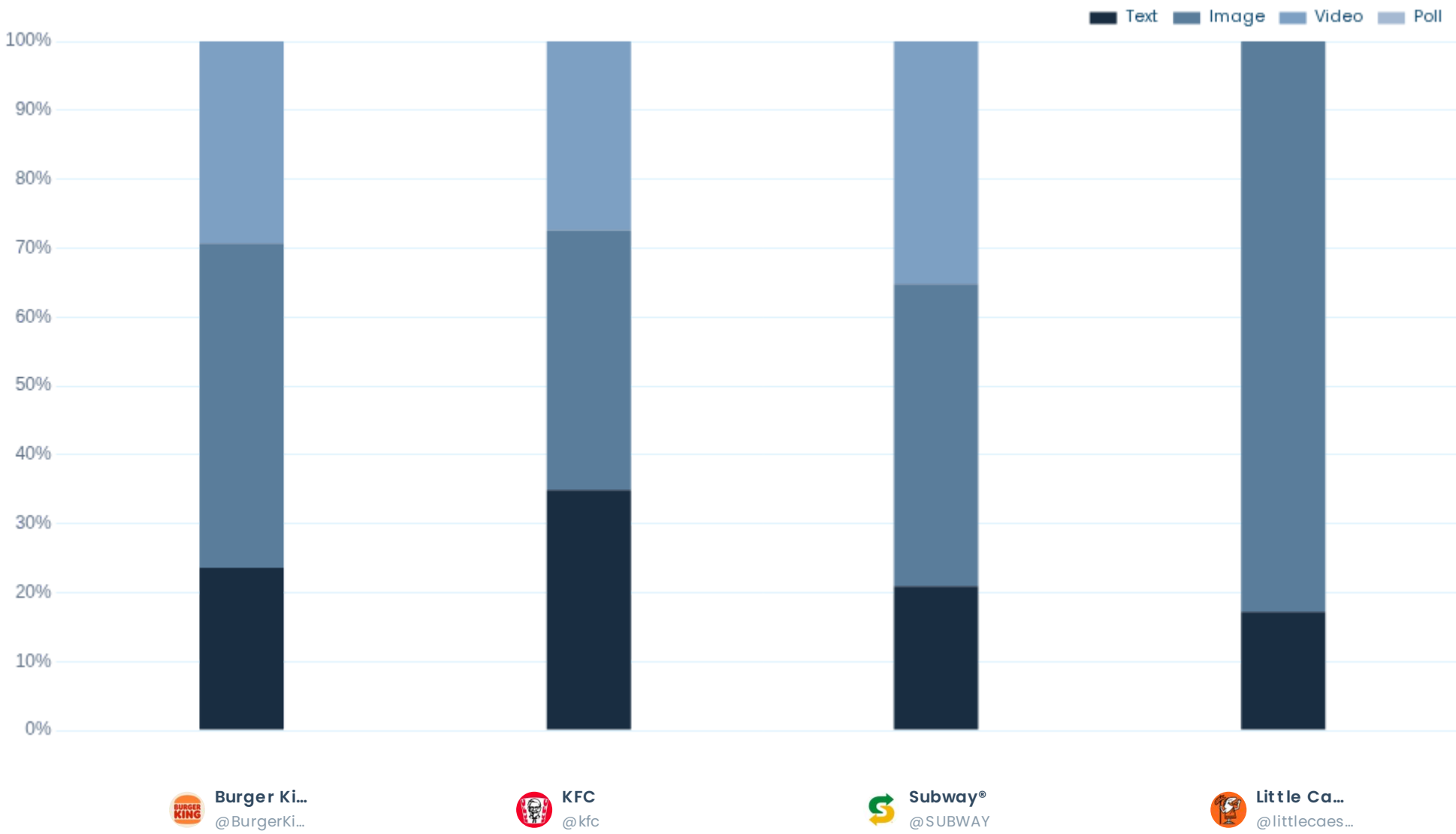
Post Format Distribution

Percentage breakdown of text / image / video / poll per account.



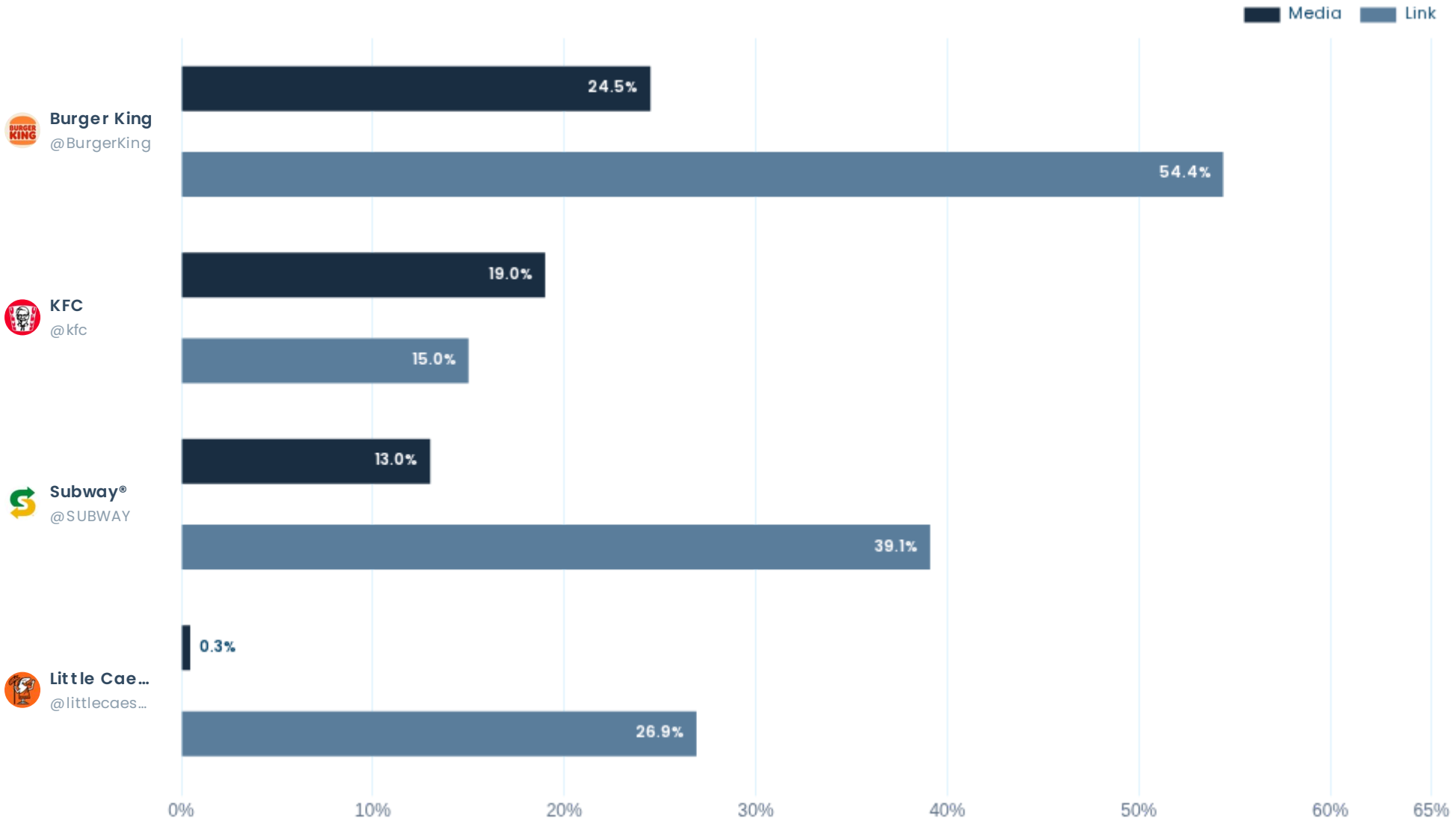
Top-performing format per account

Format with the highest engagement rate per account.



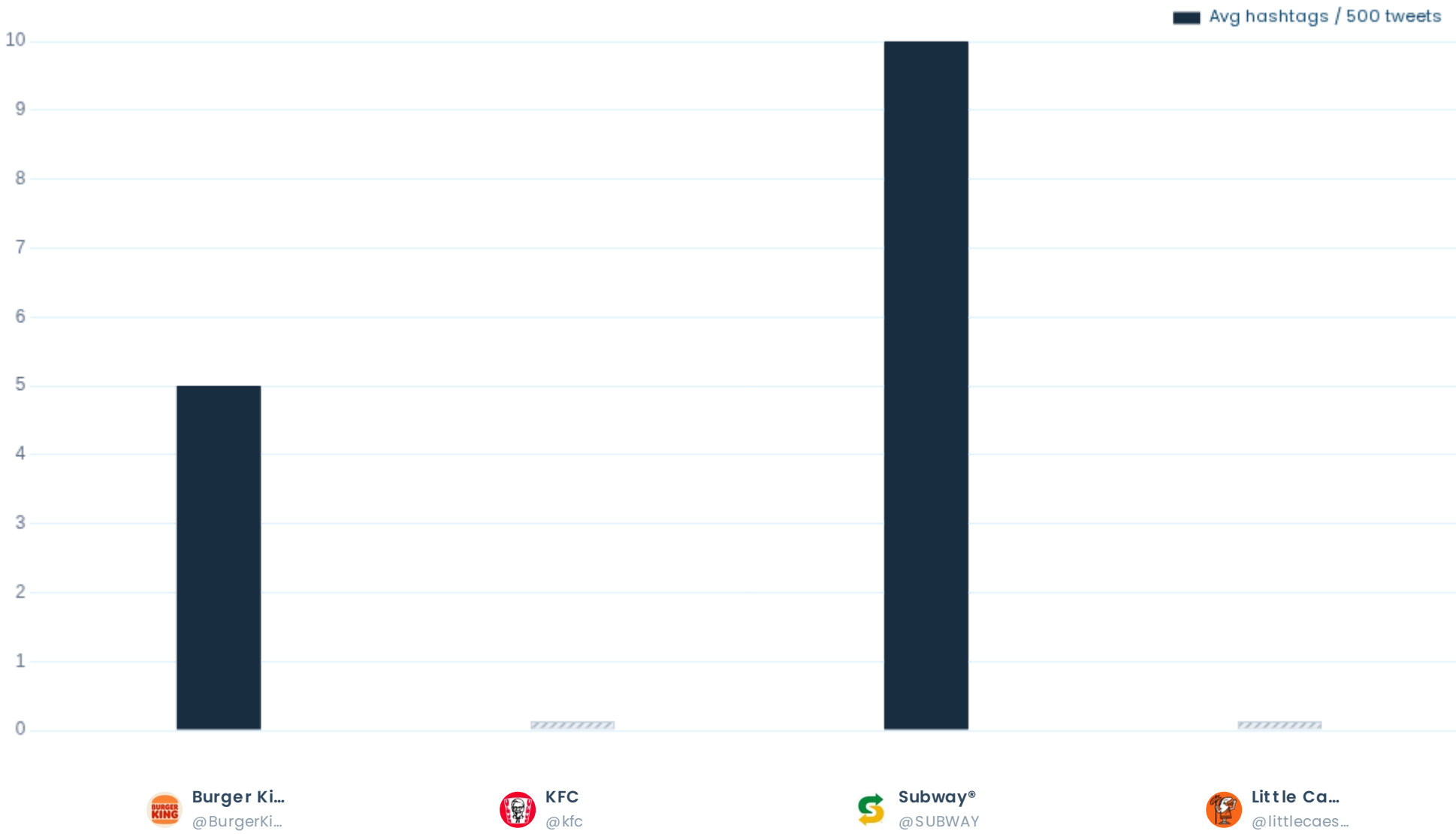
Link & Media share %

Percentage of tweets that include external links and media.



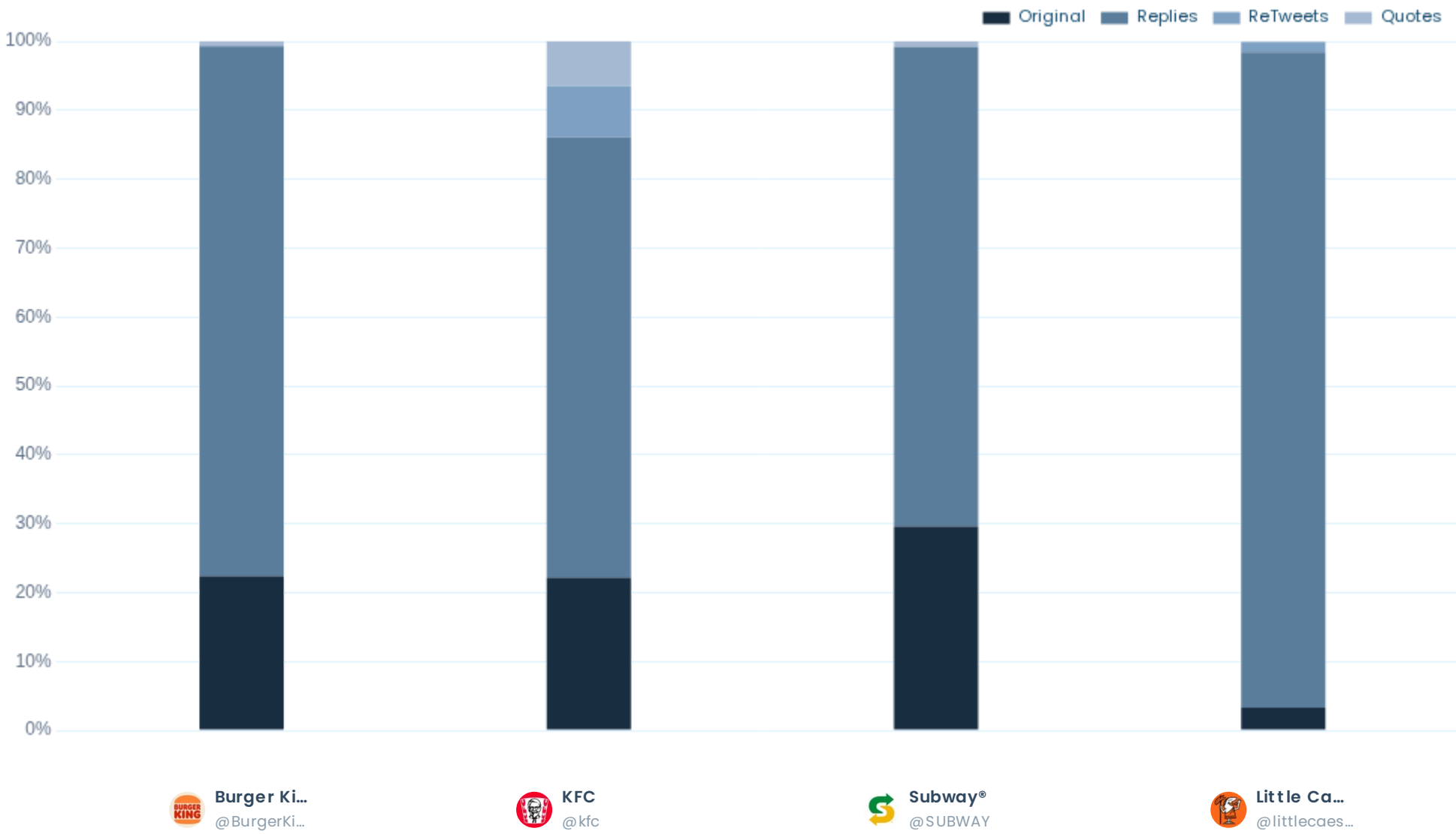
Average hashtags per 500 tweets

Average number of hashtags per 500 tweets.



Original / Reply / RT / Quote distribution

Percentage breakdown of original tweets, replies, retweets, and quote-tweets.



Engagement

The hard performance numbers, and the test the X algorithm actually runs.

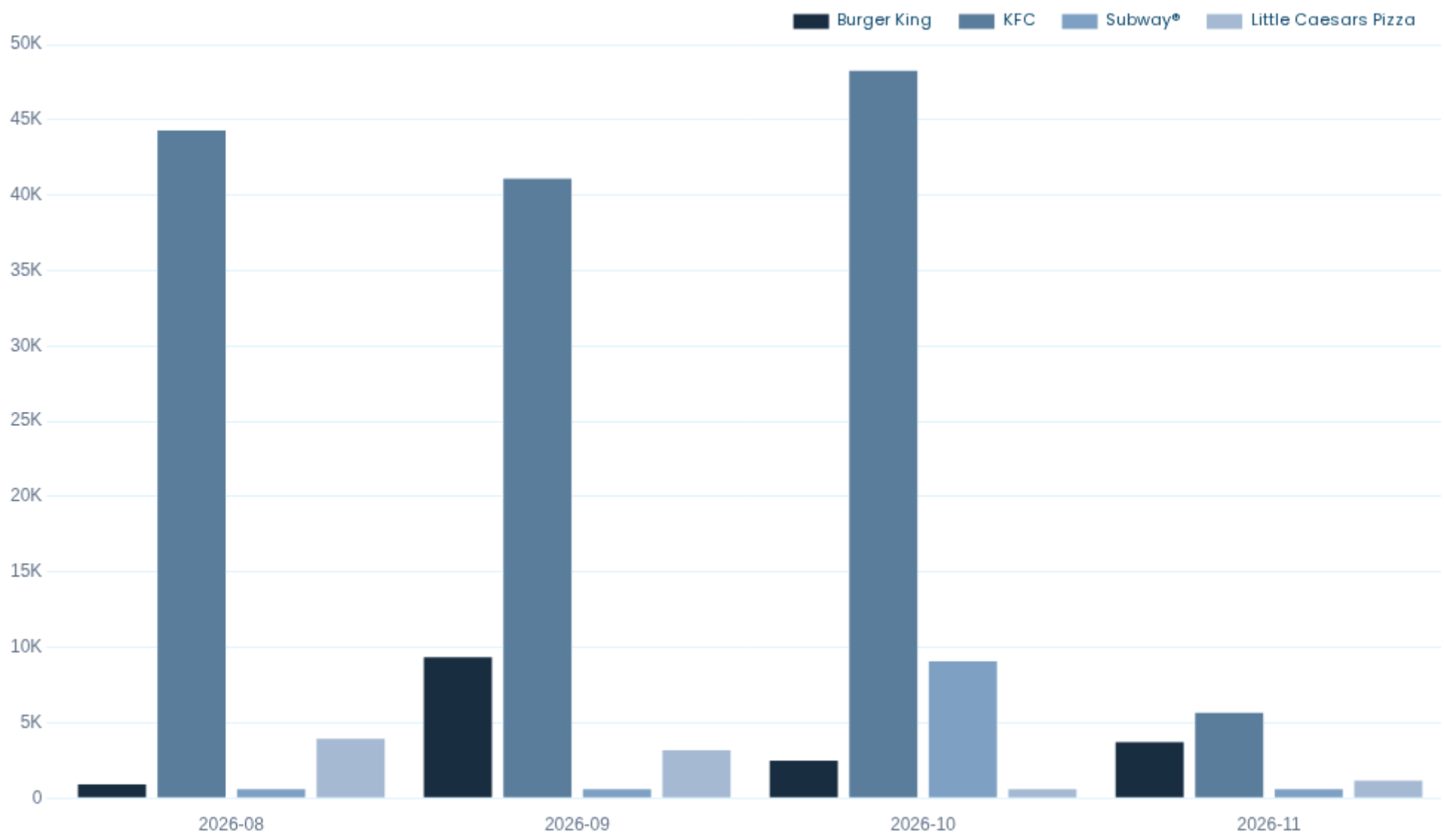
Engagement summary

Total engagement metrics per account across the selected period.

ACCOUNT	FOLLOWER	AVG LIKES	AVG REPOSTS	AVG REPLIES	AVG QUOTES	AVG BOOKMARKS	AVG ENGAGEMENT
Burger King @BurgerKing	1.9M	112.2	13.5	15.7	3.54	6.37	151.2
KFC @kfc	1.6M	1.3K	89.8	35.6	7.44	98.7	1.5K
Subway® @SUBWAY	2M	89.4	9.72	8.7	3.23	7.35	118.4
Little Caesars ... @littlecaesars	394.2K	13.7	1.53	2.46	0.35	0.64	18.6

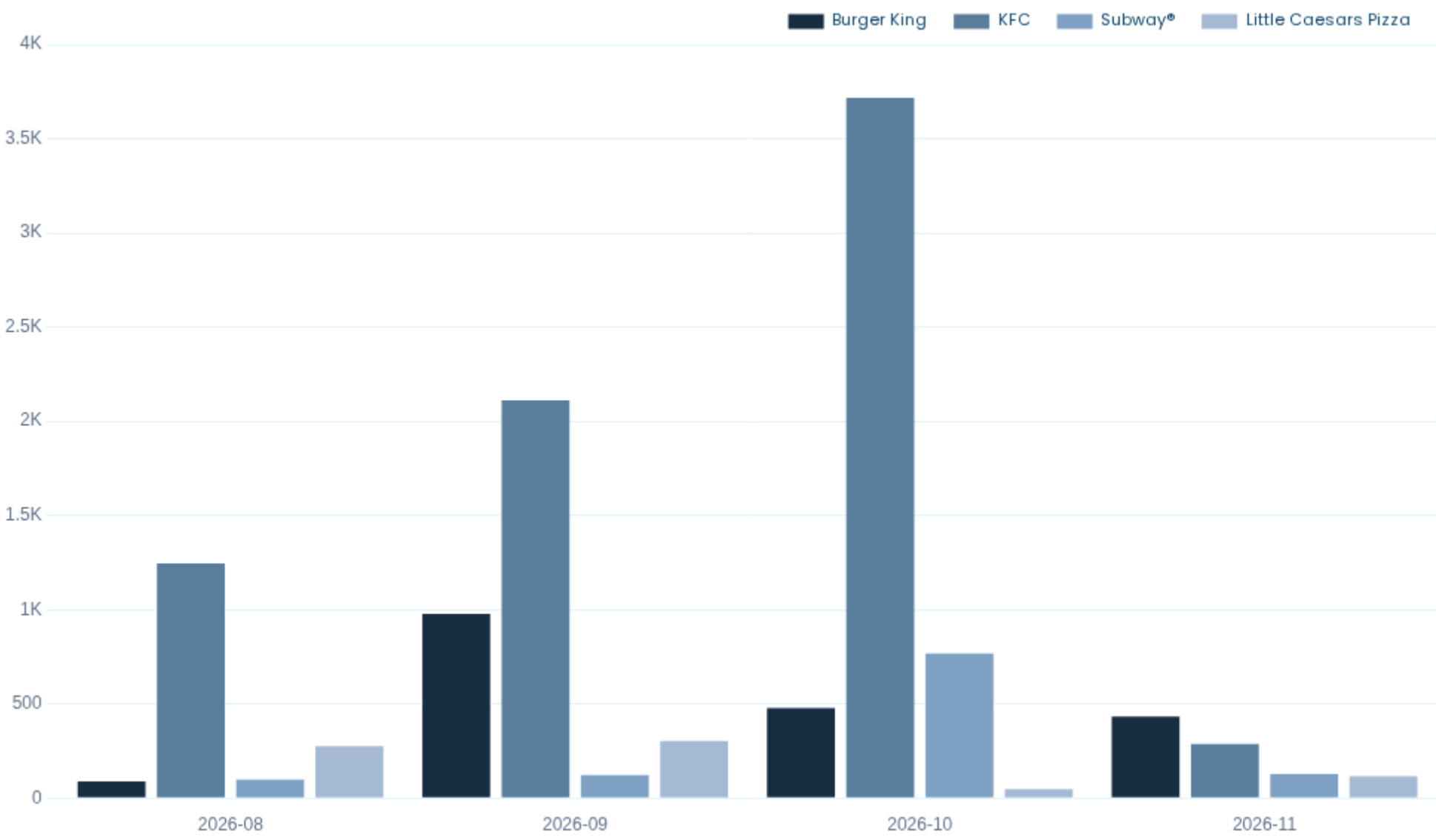
Total Likes Over Time

Compare total likes across your selected competitors, month by month.



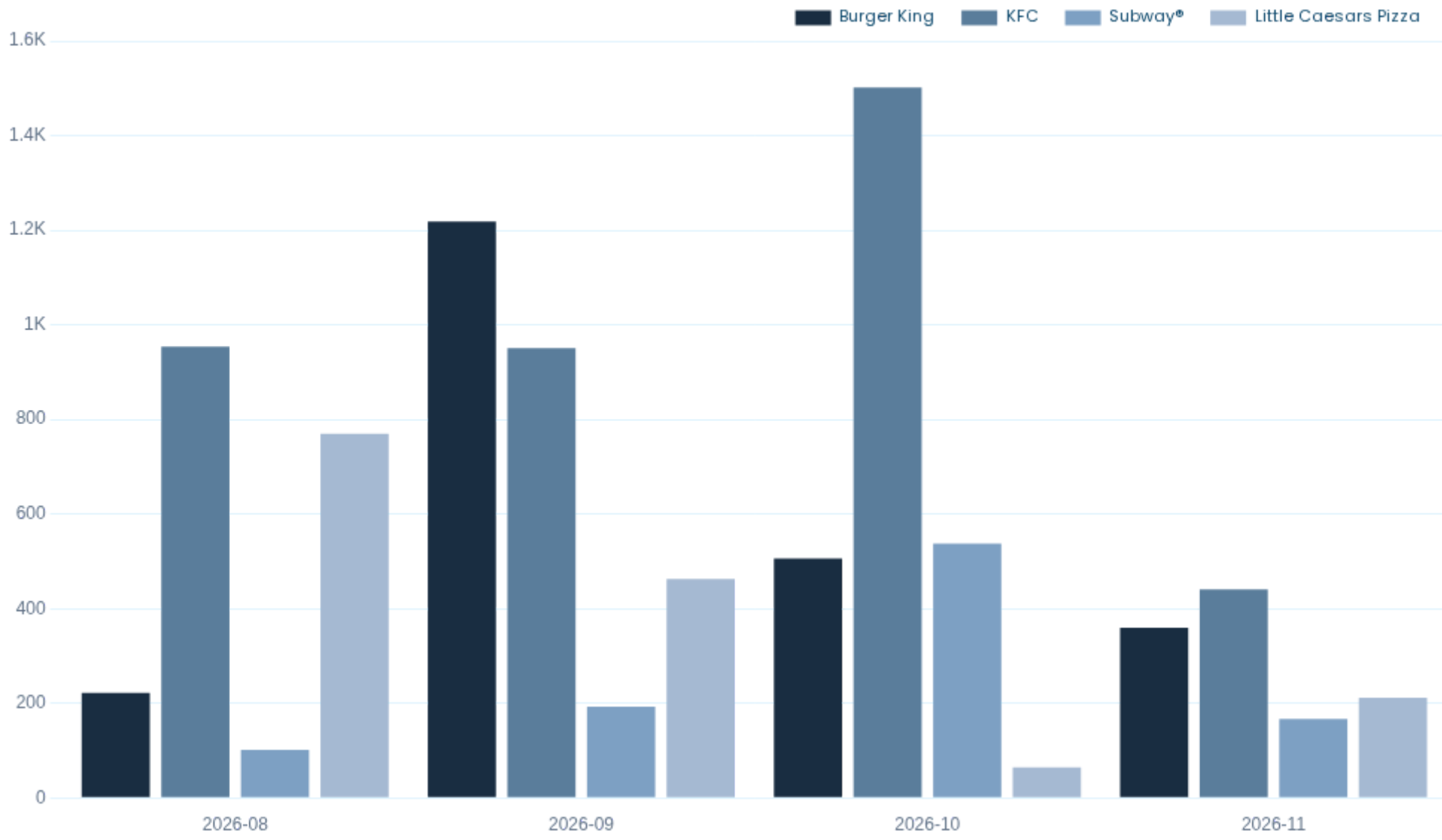
Total Reposts Over Time

Compare total reposts across your selected competitors, month by month.



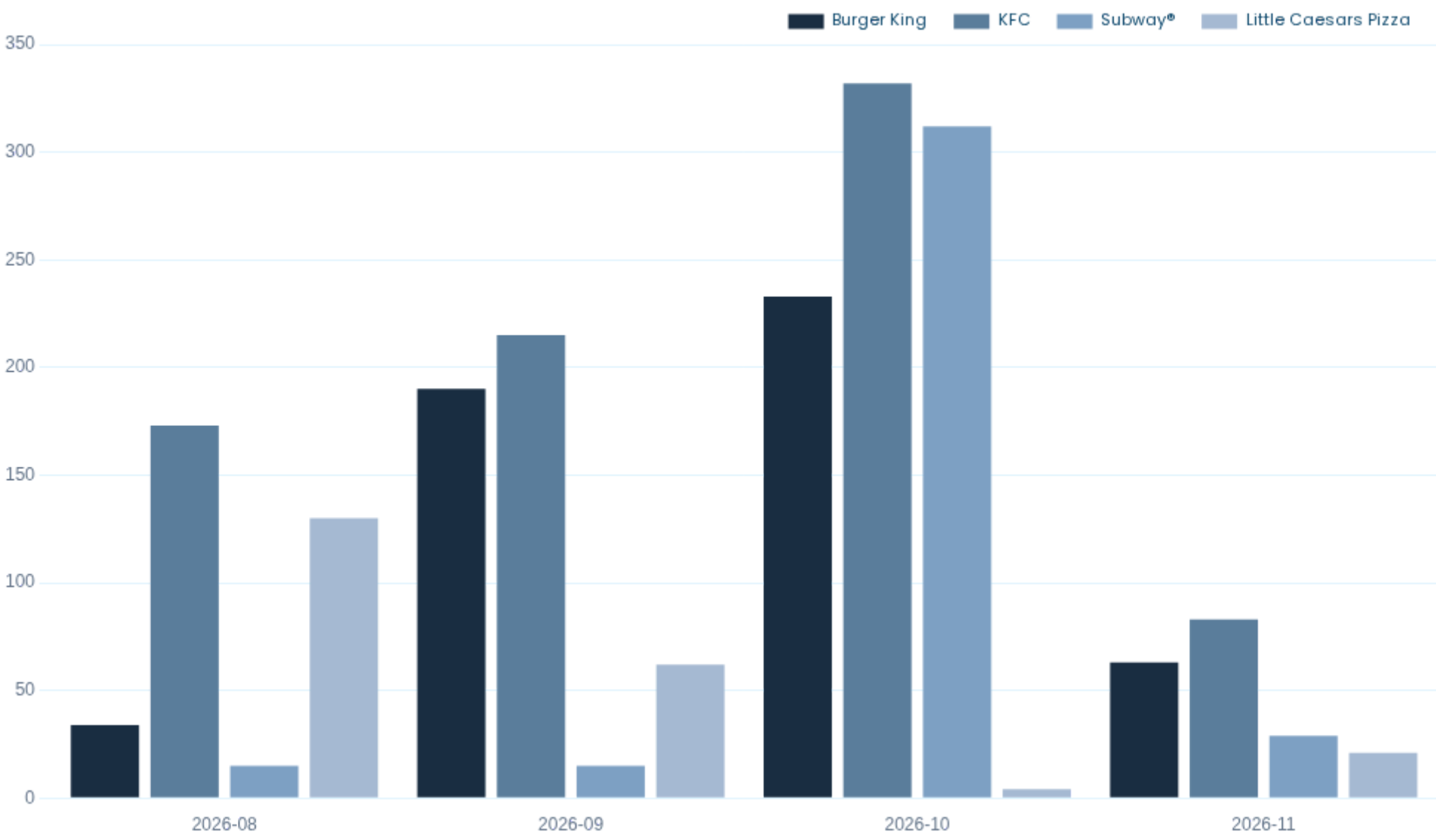
Total Replies Over Time

Compare total replies across your selected competitors, month by month.



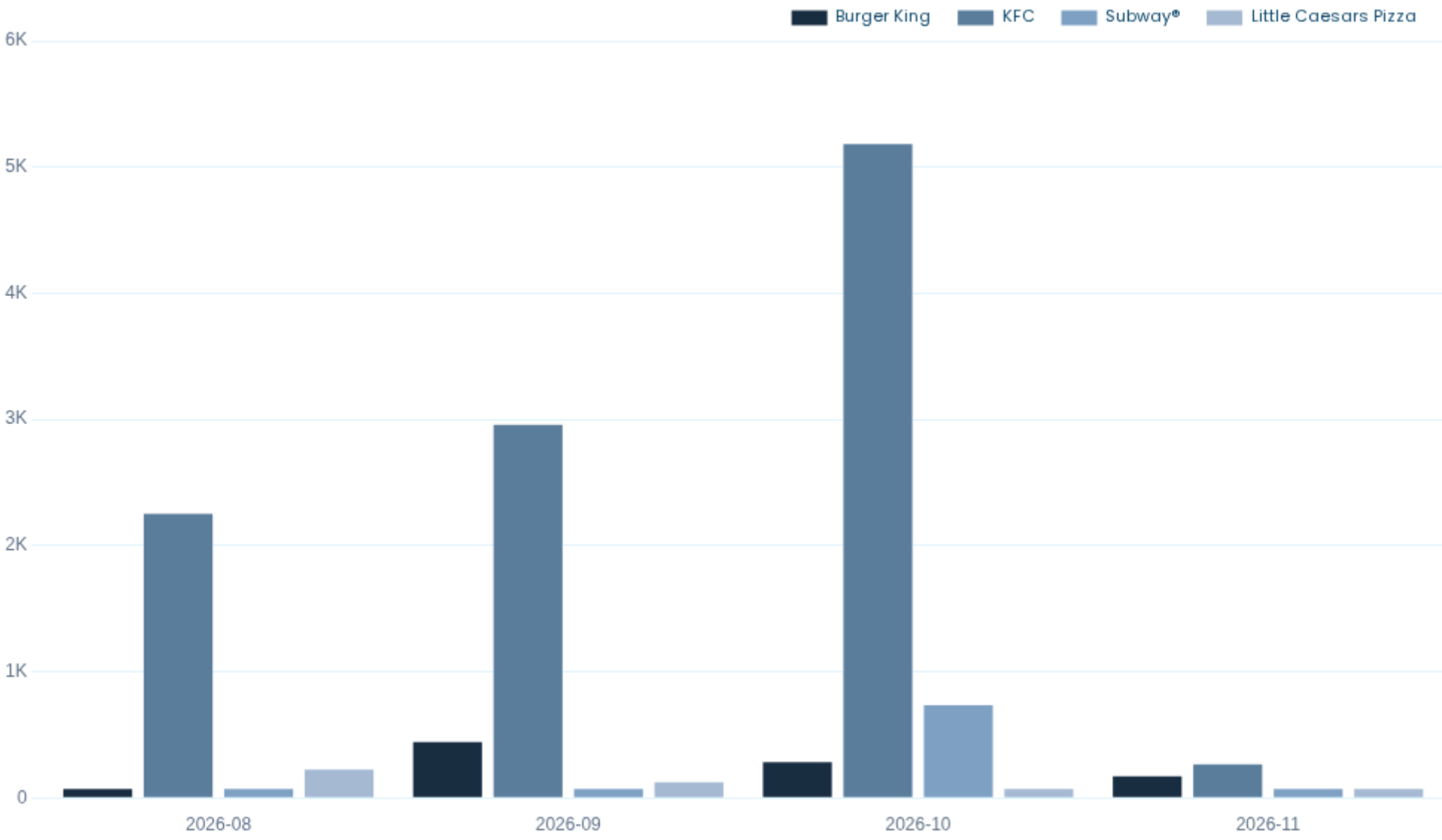
Total Quotes Over Time

Compare total quotes across your selected competitors, month by month.



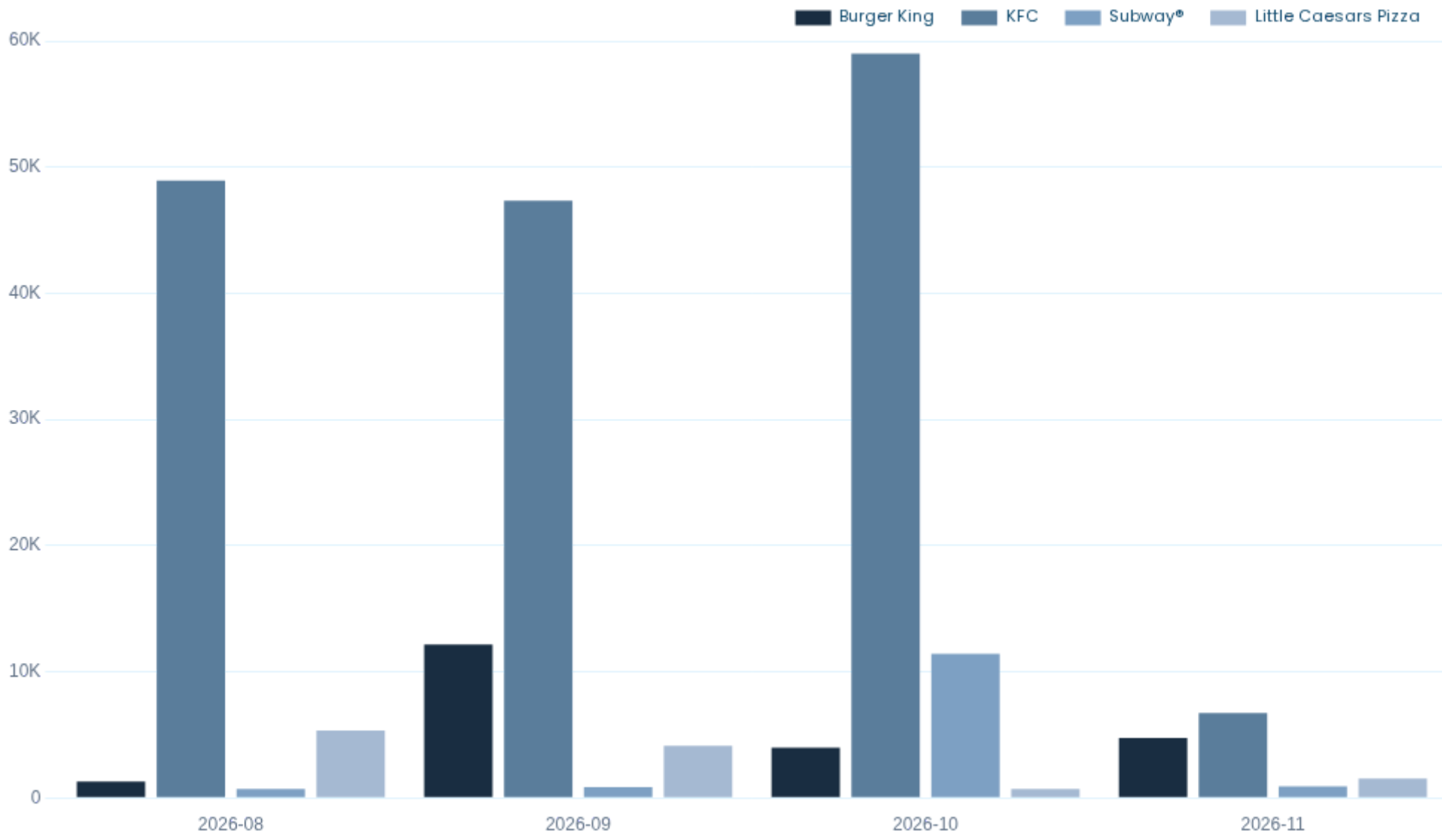
Total Bookmarks Over Time

Compare total bookmarks across your selected competitors, month by month.



Total Engagement Over Time

Likes, reposts, replies, quotes and bookmarks combined, compared across your selected competitors month by month.

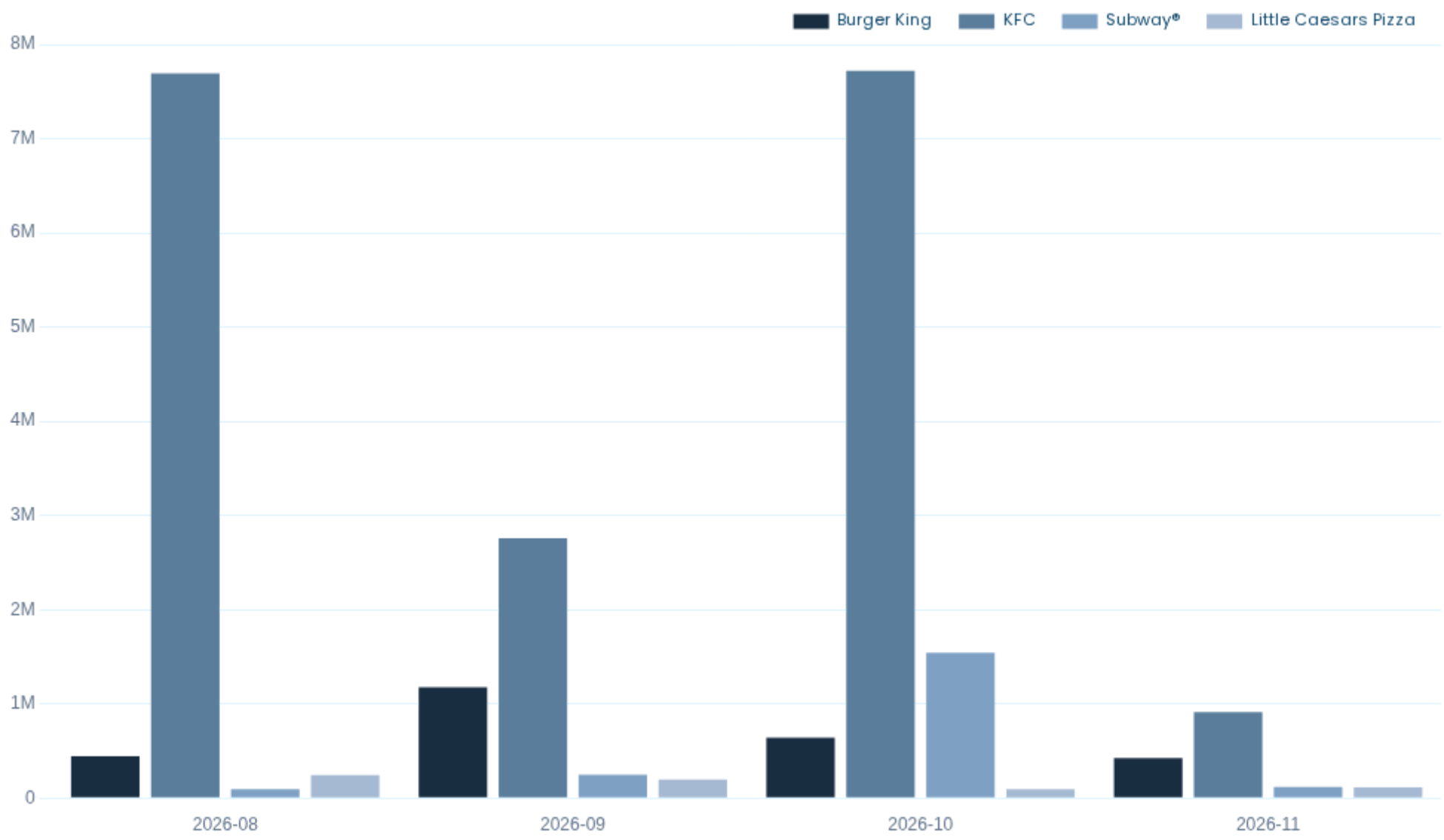


Impression/Views

How many eyes actually saw the content. Impressions are the truest visibility metric on X.

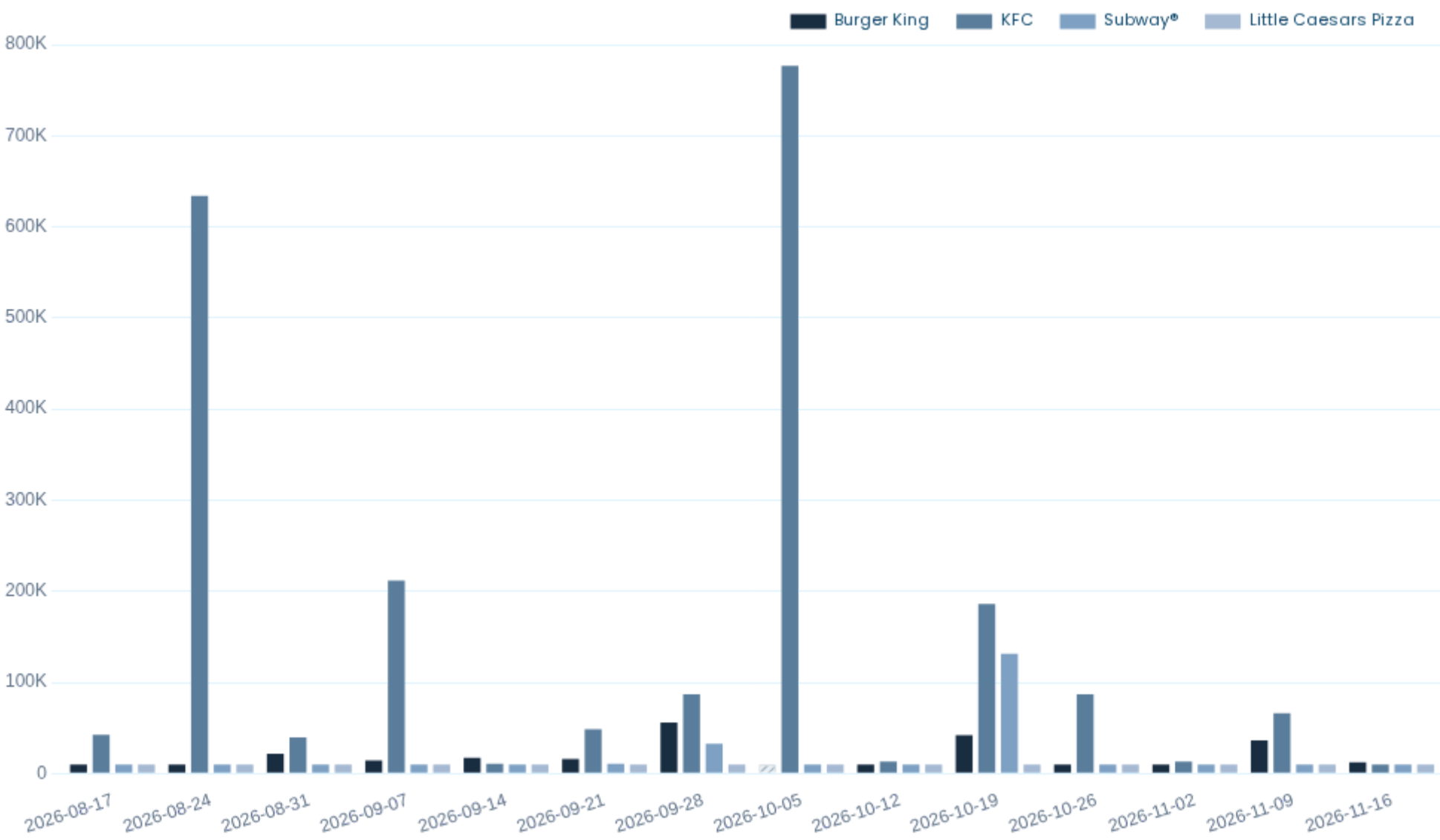
Total impressions overtime

Total impressions: the sum of each tweet's impressions per month.



Impressions over time

Weekly and monthly average impressions per tweet, plotted over time.



Content Leaderboards

Top-performing tweets from each account, side by side. The fastest way to learn what works in your category.

Top 5 Tweets by Engagements

Each account's 5 highest-engagement tweets in the analyzed window.

Burger King
@burgerking

	ENGAGEMENTS
our bearger king 🐻👑 https://t.c…	3,820
A new reign begins tonight https:…	2,806
whoever's troubleshooting and …	2,440
needed to view my nugget this w…	1,842
@PopCrave same https://t.co/1AW…	748

KFC
@kfc

	ENGAGEMENTS
KFC CHINA guys https://t.co/PIA…	38,297
https://t.co/BYY4fevHxI https://t.…	26,385
uhm https://t.co/DGo8o1BCDE	24,273
happy birthday to our father http…	19,112
current president meets future p…	10,606

Subway®
@subway

	ENGAGEMENTS
https://t.co/UYjVj9cFIv https://t.co…	7,326
https://t.co/ZZfeBXXW3u	2,992
World meet Mark, Mark meet world. …	276
in need of a B.L.T. and a private room	219
not all heroes wear capes https://t.…	188

Little Caesars Pizza
@littlecaesars

	ENGAGEMENTS
We're very impressed with your s…	1,870
it's a scary time when a "personal…	1,803
Tell us about a time Little Caesars…	1,754
FYI any pizza can be a personal p…	1,094
who else remembers detroit-style …	809

Top 5 Tweets by Impressions

Each account's 5 most-seen tweets in the analyzed window.

Burger King
@burgerking

	IMPRESSIONS
nugget	387,447
A new reign begins tonight http…	225,105
We are aware …	141,446
our bearger king 🐻👑 https://t…	135,379
On October 3rd, he asked me i…	133,553

KFC
@kfc

	IMPRESSIONS
YOU BETTER CLEAN OUT THO…	5,354,445
KFC CHINA guys https://t.co…	3,004,634
can't even correspond in p…	2,706,940
HOT WINGS SO NICE WE HAN…	1,354,894
uhm https://t.co/DGo8o1BCDE	786,703

Subway®
@subway

	IMPRESSIONS
https://t.co/ZZfeBXXW3u	876,235
https://t.co/UYjVj9cFIv https://t…	457,177
you can tell yourself a sad meal…	35,190
in need of a B.L.T. and a private …	30,884
bring a tuna footlong to the job i…	30,189

Little Caesars Pizza
@littlecaesars

	IMPRESSIONS
Tell us about a time Little Caesa…	88,488
it's a scary time when a "person…	80,926
We're very impressed with your…	65,454
We apologize fo…	46,316
FYI any pizza can be a personal …	27,993

Top 5 Tweets by Replies

Each account's 5 most-replied tweets in the analyzed window.

Burger King
@burgerking

	REPLIES
A new reign begins tonight https://t....	227
New nuggets, new sauces, built fro...	227
our bearger king 🐻👑 https://t.co/...	159
Anyway, here's another post about ...	134
nugget	115

KFC
@kfc

	REPLIES
uhm https://t.co/DGo8o1BCDE	557
KFC CHINA guys https://t.co/PIAbb2...	462
calling all elder millennials - what a...	413
happy birthday to our father https:...	379
our haters have been real quiet sin...	273

Subway®
@subway

	REPLIES
https://t.co/ZZfeBXXW3u	188
https://t.co/UYjVj9cFIv https://t.co/Yx...	98
World meet Mark, Mark meet world. ht...	61
in need of a B.L.T. and a private room	39
you can tell yourself a sad meal is p...	38

Little Caesars Pizza
@littlecaesars

	REPLIES
Tell us about a time Little Caesars ...	554
We're very impressed with your scr...	204
who else remembers detroit-style sli...	81
imagine a post win crazy sauce sho...	67
FYI any pizza can be a personal pizza.	67

Top 5 Tweets by Bookmarks

Each account's 5 most-bookmarked tweets in the analyzed window.

Burger King
@burgerking

	BOOKMARKS
A new reign begins tonight https://t...	230
our bearger king 🐻👑 https://t.co/Z...	114
needed to view my nugget this way ht...	71
We are aware of this ...	62
whoever's troubleshooting and work...	57

KFC
@kfc

	BOOKMARKS
uhm https://t.co/DGo8o1BCDE	3,291
KFC CHINA guys https://t.co/PIAbb...	1,587
use promo code KFSPEED to rede...	1,577
https://t.co/BYY4fevHxI https://t.c...	1,488
happy birthday to our father https:...	468

Subway®
@subway

	BOOKMARKS
https://t.co/UYjVj9cFIv https://t.co/...	345
https://t.co/ZZfeBXXW3u	344
crossover of the century https://t.co/...	16
things are about to get saucy https:/...	15
New ARC Raiders rewards drop each...	14

Little Caesars Pizza
@littlecaesars

	BOOKMARKS
it's a scary time when a "personal" p...	83
We're very impressed with your scre...	62
Tell us about a time Little Caesars wa...	61
it's not much, but it's honest work htt...	37
FYI any pizza can be a personal pizza.	30

Top tweet head-to-head

Each account's single top-performing tweet, side by side across all metrics.

		ENGAGEMENTS	IMPRESSIONS	REPLIES	BOOKMARKS
Burger King @burgerking	our bearger king 🐻👑 https://t.co/ZWn0NJuhVG	3,820	135,379	159	114
KFC @kfc	KFC CHINA guys https://t.co/PIAbb29CUy	38,297	3,004,634	462	1,587
Subway® @subway	https://t.co/UYjVj9cFlv https://t.co/YxDJGXHKZG	7,326	457,177	98	345
Little Caesars … @littlecaesars	We're very impressed with your screen time. You deserve a pizza.	1,870	65,454	204	62

Bottom tweets / under-performers

Lowest-engagement tweets from each account. Reading the misses is as useful as reading the hits.

		ENGAGEMENTS	IMPRESSIONS	REPLIES	BOOKMARKS
Burger King @burgerking	We want to help. Please contact us at https://t.co/mSuvcV4xgm so we can make it ri…	0	271	0	0
KFC @kfc	Depends on the location 😭	0	722	0	0
Subway® @subway	Hi, since you're in India, please reach out to @SubwayIndia for assistance a…	0	161	0	0
Little Caesars … @littlecaesars	We apologize for the order you received. Please send us a private DM with you…	0	67	0	0

Video Performance

Video content punches above its weight on X. See who's investing in video and how it's performing.

Video posting rate

Percentage of tweets that include video.



Total video views

Total video views per account, plus per-video breakdown.

