

Olivia Palermo

@oliviapalermo

Fashion & Beauty

American fashion influencer



7.8M

Followers

13.9M

Tracked views

2.53%

Engagement

Available source totals; scopes differ by platform. Tracked figures are not guaranteed reach.

Instagram performance.

Source-scoped performance, recorded 21 Oct 2026.

Instagram

@oliviapalermo

7.8M

Followers · Current audience snapshot

13.9M

Tracked views
Tracked content sample

2.53%

Engagement

338.6K

Available likes

14.1K

Tracked comments

2.3K

Available posts

696.5K

Average / tracked post

Source-scoped performance data. YouTube values appear separately and are excluded from combined totals.
Complete account records and dated evidence appear in the appendix.

The work, in view.

Selected tracked posts. Select a photograph or post link to open the original content.

Post 1 View content online Instagram / Reel 17 Dec 2025 8.2M views 3 likes / 129 comments — shares / — saves	Post 2 View content online Instagram / Reel 21 Apr 2026 766.5K views 3 likes / 104 comments — shares / — saves	Post 3 View content online Instagram / Reel 27 Jun 2026 741K views 3 likes / 257 comments — shares / — saves
Post 4 View content online Instagram / Reel 10 Mar 2026 650.9K views 3 likes / 153 comments — shares / — saves	Post 5 View content online Instagram / Reel 10 Mar 2026 396.7K views 3 likes / 75 comments — shares / — saves	Post 6 View content online Instagram / Reel 24 May 2026 331.3K views 7K likes / 116 comments — shares / — saves

— = not reported. Counts are source-reported, not unique people or guaranteed reach. Platform view definitions may differ.

Let's work together.

Olivia Palermo

Not currently accepting new collaborations

Instagram / @oliviapalermo

View the current media kit

Share your brand and campaign goal, preferred platforms and deliverables, timing, budget and any usage or exclusivity requirements. Confirm the final scope directly with the creator.

This is a snapshot of the information available when exported. The live media kit may contain newer metrics, availability and pricing. Private shipping details are shared separately by the creator.

Instagram source record.

@oliviapalermo / Snapshot: 2026-10-21

Performance	Value	Source scope
Followers	7.8M	Current audience snapshot
Tracked views	13.9M	Tracked content sample
Engagement	2.53%	Tracked content sample
Available likes	338.6K	Tracked content sample
Tracked comments	14.1K	Tracked content sample
Available posts	2.3K	Platform lifetime total
Average / tracked post	696.5K	Tracked content sample

156 posts in the tracked sample. Performance totals and published-content counts may describe different source scopes.

Instagram observations.

@oliviapalermo / Dated source evidence

Follower observations

7 of 7 saved observations.

Recorded date	Followers
2026-07-28	7,838,207
2026-08-18	7,831,516
2026-08-31	7,827,108
2026-09-05	7,824,480
2026-09-13	7,821,309
2026-10-18	7,808,551
2026-10-21	7,807,168

Publication cohorts

11 of 11 saved cohorts.

Month	Posts	Current views
Dec 2025	11	8.2M
Jan 2026	7	183.8K
Feb 2026	14	787.8K
Mar 2026	17	1.2M
Apr 2026	2	766.5K
May 2026	8	678.5K
Jun 2026	7	1M
Jul 2026	18	226.3K
Aug 2026	32	445.8K
Sep 2026	32	177.7K
Oct 2026	8	173.7K

Observed followers: 7,838,207 to 7,807,168 (-0.4%) from 2026-07-28 to 2026-10-21. 7 saved observations; not annualized.

Daily observations do not replace complete 30-day totals. Cohort views are current views of posts published in each month, not account growth or views earned during that month. — = not reported.

Publishing mix: Short-form video 100%. Share of the available content sample by format.

Audience demographics were not supplied for this account. Missing segments are not treated as zero.