

MPT AGENCY

A photograph of Kelly Monrow, a woman with blonde curly hair, wearing a red dress and playing a guitar. The background is dark. The text 'KELLY MONROW' is overlaid in large white letters.

KELLY MONROW

PR, RADIOS, STREAMING & SOCIAL MEDIA
REPORT
DECEMBER 2, 2022

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PR COVERAGE

BLOG TITLE	ARTICLE URL	STATUS
Pop Dose Magazine	Link	Approved
Coast 2 Coast Sounds	Link	Approved
Bridge Music Magazine	Link	Approved

Radios

NAME	URL	STATUS
WRLT	Link	In Contact
Local Licks on KLBJ-FM	Link	Interview Approved

Profile Summary

Key metrics of the profile

The following numbers are the stats for the last 7 days (Nov 23 - Nov 29)

NUMBER OF POSTS

5

PROFILE VISITS

1.8K ↑ +80%

CONTENT INTERACTIONS

4.6K ↑ +4.2%

ACCOUNTS ENGAGED

3.6K ↑ +6.6%

IMPRESSIONS

77K

ACCOUNTS REACHED

46K

TOTAL FOLLOWERS

21.2K ↑ +0.2%

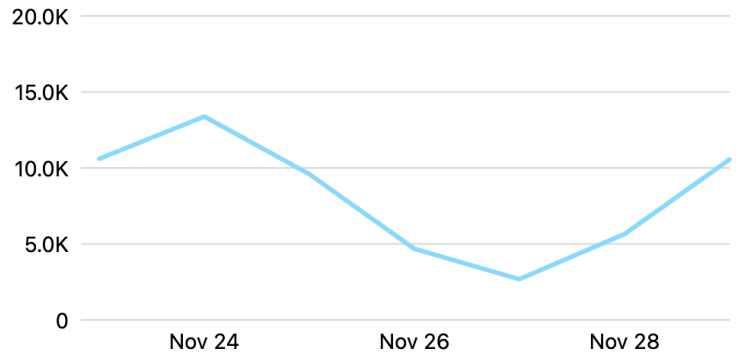
Results

Instagram Reach

The number of unique accounts that saw any of your posts or stories at least once. Reach is different from impressions, which may include multiple views of your posts by the same accounts.

Instagram reach ⓘ

46,756 ↓ 34.4%

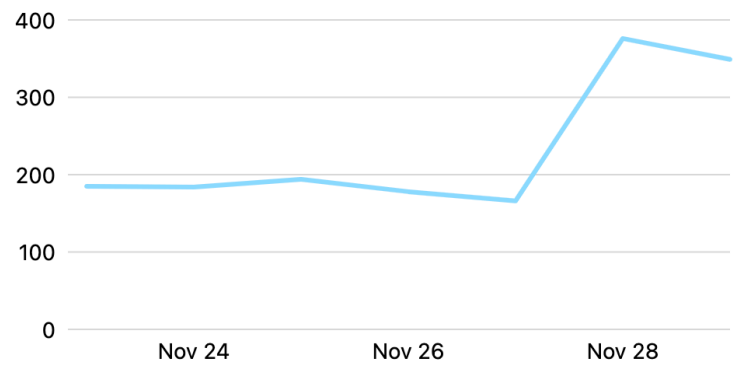


Instagram Profile Visits

The number of times your profile was visited.

Instagram profile visits ⓘ

1,632 ↑ 81.7%

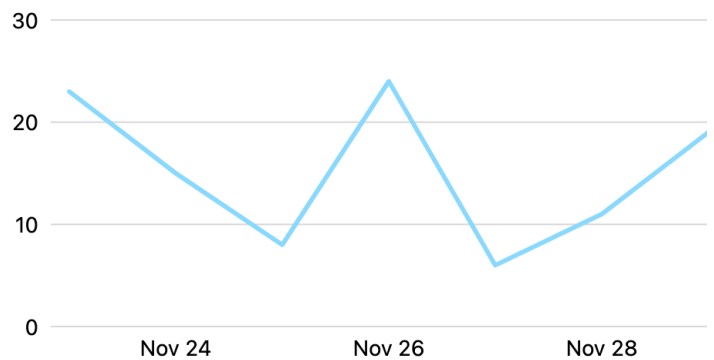


Instagram New Followers

The number of new accounts that started following your Instagram account.

New Instagram followers ⓘ

106 ↑ 39.5%

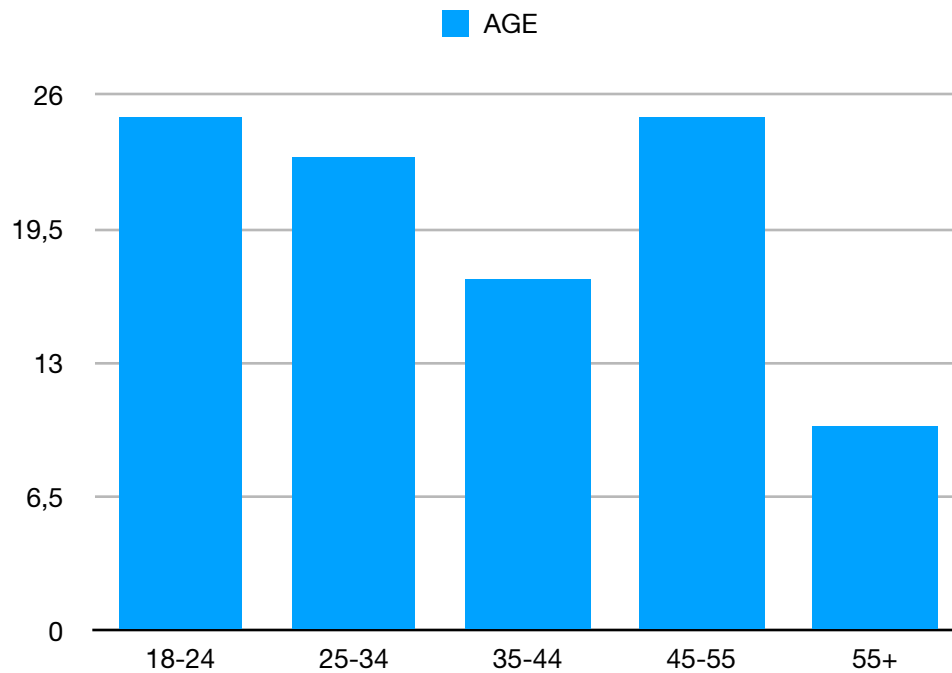


Although the overall reach has decreased in the last 7 days, the Instagram profile visits and new followers have significantly increased!

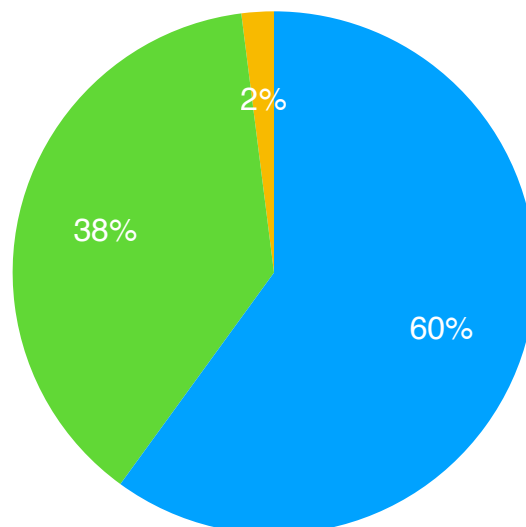
Instagram Target Audience

Countries/ Cities targeted through ads






- This Week we've targeted the state of **Tennessee**, since it was in the top performing states previously.



MALE FEMALE UNCATEGORIZED



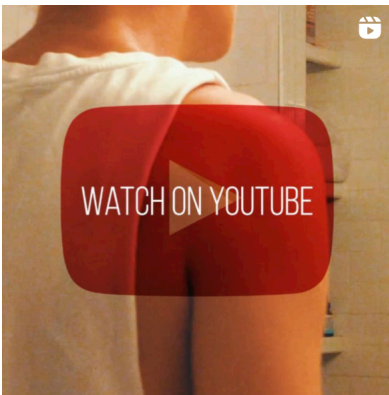
Content Overview

Recent content ↑↓	Type	Reach ⓘ ↓	Likes an... ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 "WAKE UP" music video is OUT o... Thu Nov 24, 7:58am	Reels	9,170	262	6	3
 Most strong women go through d... Wed Nov 30, 7:05am	Post	7,360	1,915	38	0
 Regard yourself, love yourself, on... Mon Nov 28, 5:02am	Post	6,157	1,277	16	2
 Beyond grateful for all the positiv... Fri Nov 25, 4:57am	Reels	6,065	436	4	3
 A big thank you to @earmilk for t... Tue Nov 29, 6:31am	Post	3,636	405	2	2

Top-performing posts

Here are posts that have performed well over the last 7 days. Understanding what's working can help you decide what to create and share next keep up the great work.

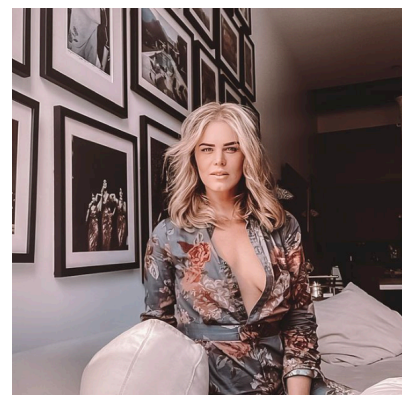
Highest reach on a post



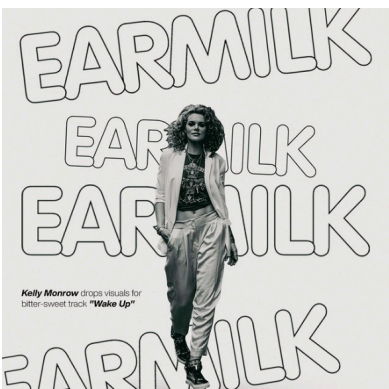
Highest likes on a post



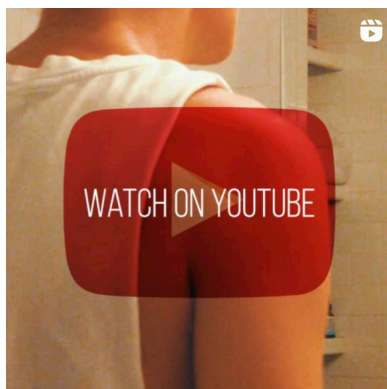
Highest comments on a post



Lowest reach on a post



Lowest likes on a post



FB Ad Campaign Results

REACH	IMPRESSION	PAGE ENGAGEMENT
15,304	25,237	9,497

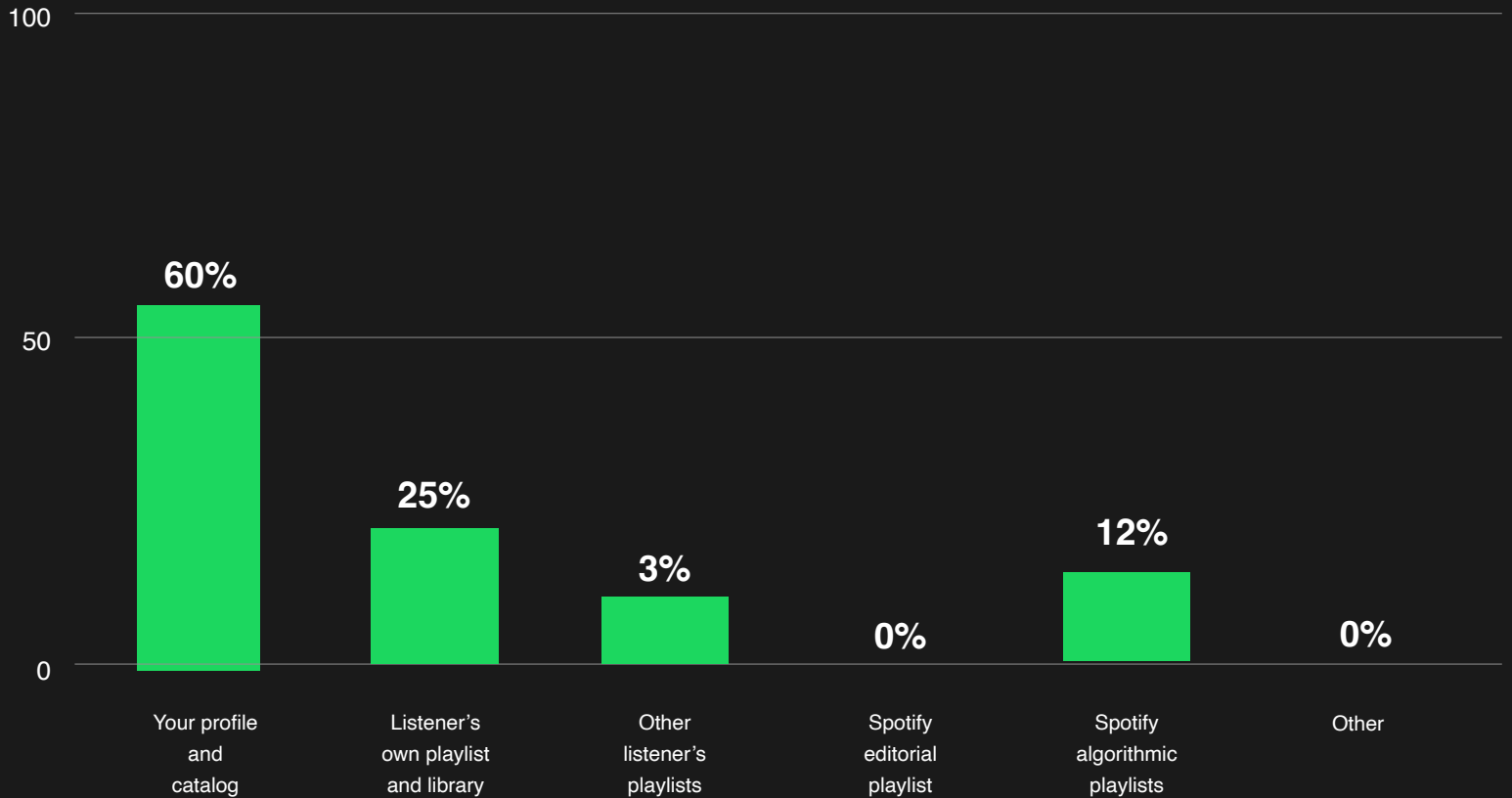


Playlist Adds

TITLE	URL	Position
This is Power Rock 🤘🤘🤘	Link	#19
⚡ Alternative 🎧 Modern Rock ⚡	Link	#25
Beer N Wings	Link	#23
Rock This Christmas	Link	#29
Soda....	Link	#37

Source of streams

Streams · Last 28 Days · Worldwide



Your Profile and Catalog - Streams from your profile or one of your releases

Listener's own playlists and library - Streams from a listener's personal playlist

Other listener's playlists - Streams from another listener's personal playlist

Spotify Editorial Playlists - Streams from Editorial Playlists

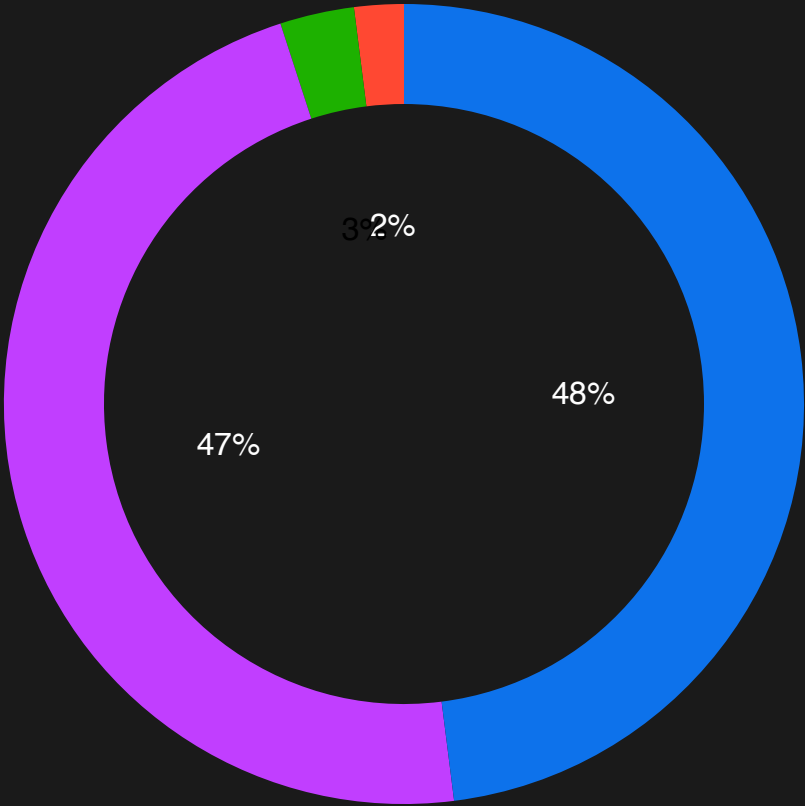
Spotify Algorithmic Playlists - Streams from playlists made by Spotify Algorithms

Other - Streams that come from sources like smart speakers, TVs, or wearables

Listener's gender

Streams · Last 28 Days · Worldwide

- 48% Female
- 47% Male
- 3% Non-binary
- 2% Non specified





Album: "SCARS OF VENUS"

AVER. EST. WEEKLY STREAMS

1.2m +102.5k

MONTHLY LISTENERS

11.2k

FOLLOWERS

5.6k +1.8k



CONGRATULATIONS ON A MASSIVE GROWTH!