

A photograph of Kelly Monrow, a woman with blonde curly hair, wearing a red dress and playing a colorful, patterned electric guitar. She is looking to her right.

KELLY MONROW

PR, RADIOS, STREAMING & SOCIAL MEDIA
REPORT
DECEMBER 9, 2022

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PR COVERAGE

BLOG TITLE	ARTICLE URL	STATUS
Filthy Bangers	Link	Approved
Street Stalkin	Link	Approved

Radios

NAME	URL	STATUS
Frecuencia Millennial	Link	Approved Airplay
El Rocanrosaurio	Link	Approved Airplay
Ze Rock Porto	Link	Approved Airplay

Youtube Reactions

NAME	URL	STATUS
Jus' 2 React	Link	Shared
Alazon's Channel	Link	Shared

Profile Summary

Key metrics of the profile

The following numbers are the stats for the last 7 days (Dec 1 - Dec 7)

NUMBER OF POSTS

6

PROFILE VISITS

1.8K ↑ +4.3%

CONTENT INTERACTIONS

4.2K

ACCOUNTS ENGAGED

3.1K

IMPRESSIONS

88K ↑ +13%

ACCOUNTS REACHED

52.1K ↑ +13.2%

TOTAL FOLLOWERS

21.3K ↑ +0.3%

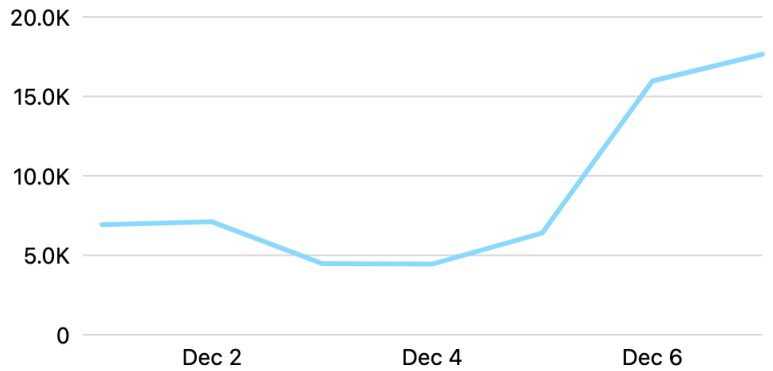
Results

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 ⓘ

52,112 ↑ 13.3%

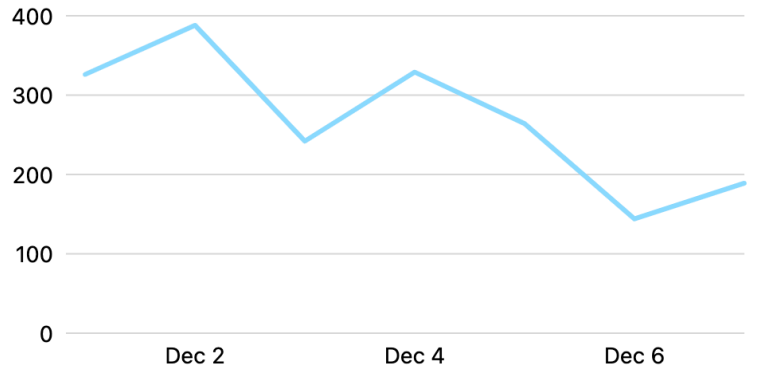


Instagram Profile Visits

The number of times your profile was visited.

Instagram profile visits ⓘ

1,882 ↑ 4.3%

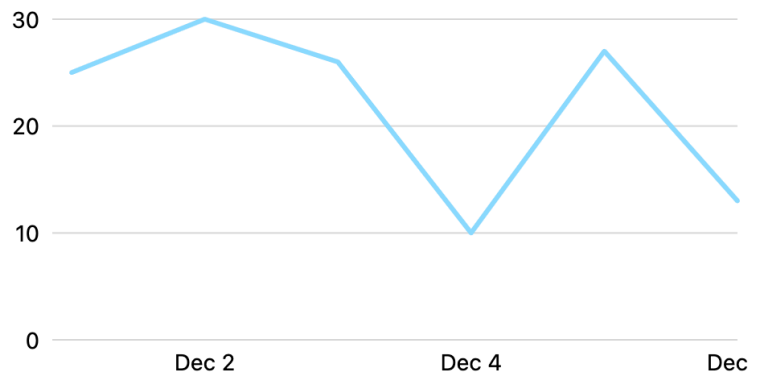


Instagram New Followers

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

New Instagram followers ⓘ

131 ↑ 21.3%

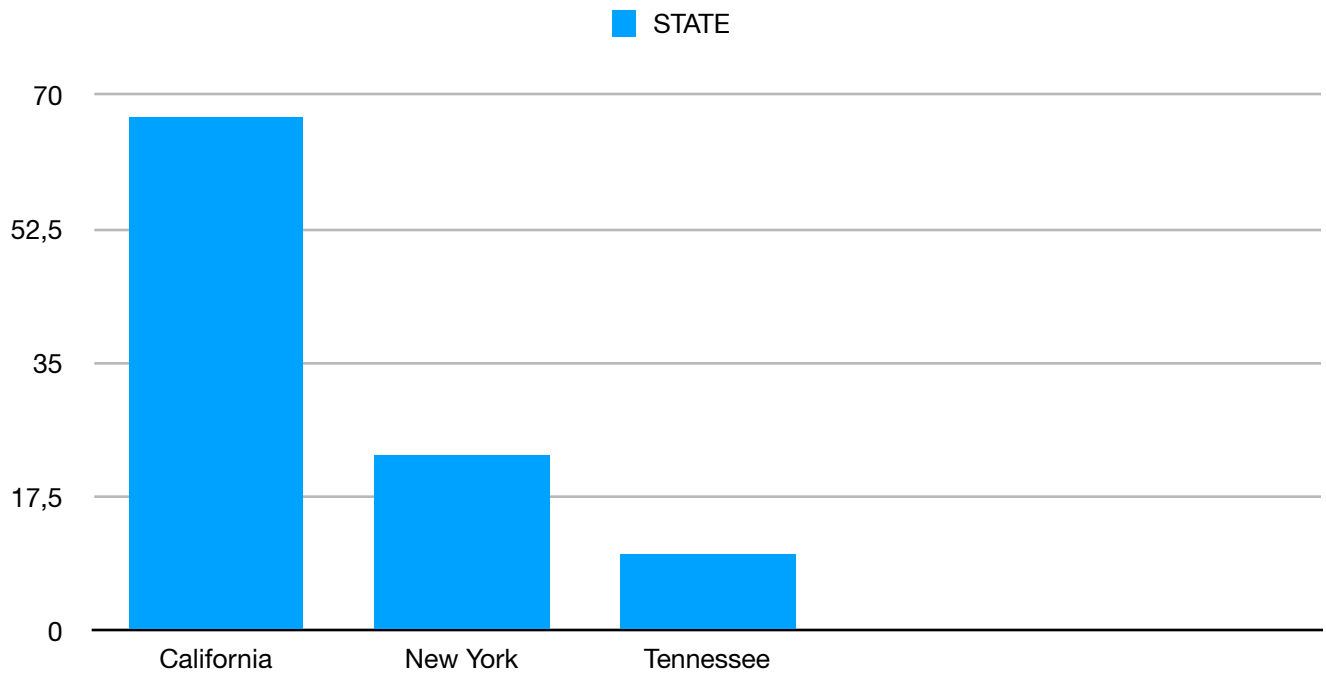


Instagram reach, profile visits and new followers have continued increasing in the last 7 days. Great results.

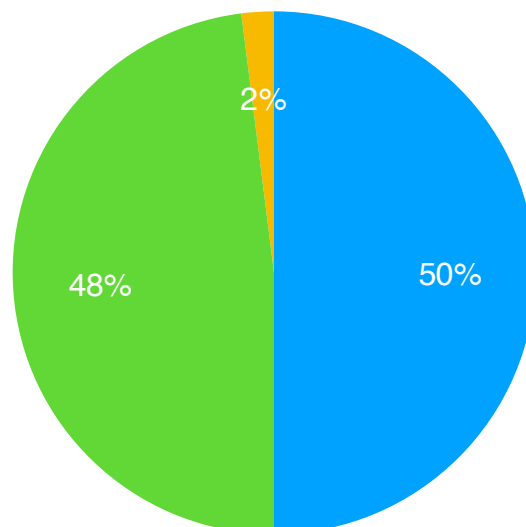
Instagram Target Audience

Countries/ Cities targeted through ads







- This Week we've targeted audiences of different actresses in the states of **California, New York, and Tennessee**



MALE FEMALE UNCATEGORIZED



Content Overview

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reacti... ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 I'm in my 30's and I've had some ... Tue Dec 6, 5:01am	Reels	9,789	398	12	2
 Had so much fun filming the "The... Thu Dec 8, 7:00am	Reels	6,701	183	2	0
 I would run my fingers through yo... Mon Dec 5, 6:14am	Post	5,260	1,188	20	3
 Repost @lynngoldsmith . . Often ... Fri Dec 2, 6:25am	Repost Post	4,460	421	44	2
 Thank you @flauntmagazine ❤️ Wed Dec 7, 7:14am	Post	3,345	416	10	1
 Prob not gonna be throwing the o... Thu Dec 1, 7:28am	Reels	1,169	69	12	0

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.

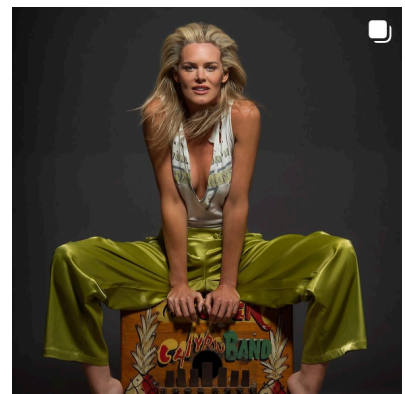
Highest reach on a post



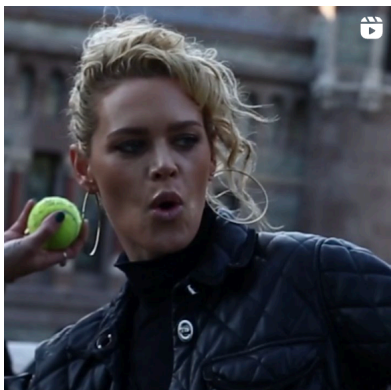
Highest likes on a post



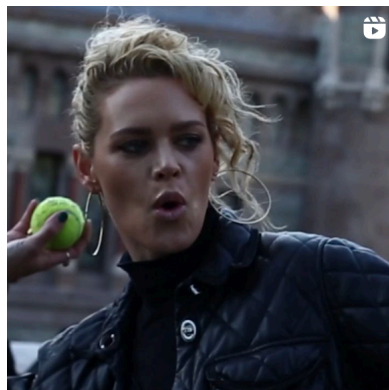
Highest comments on a post



Lowest reach on a post



Lowest likes on a post



FB Ad Campaign Results

REACH	IMPRESSION	PAGE ENGAGEMENT
101,522	139,216	51,937

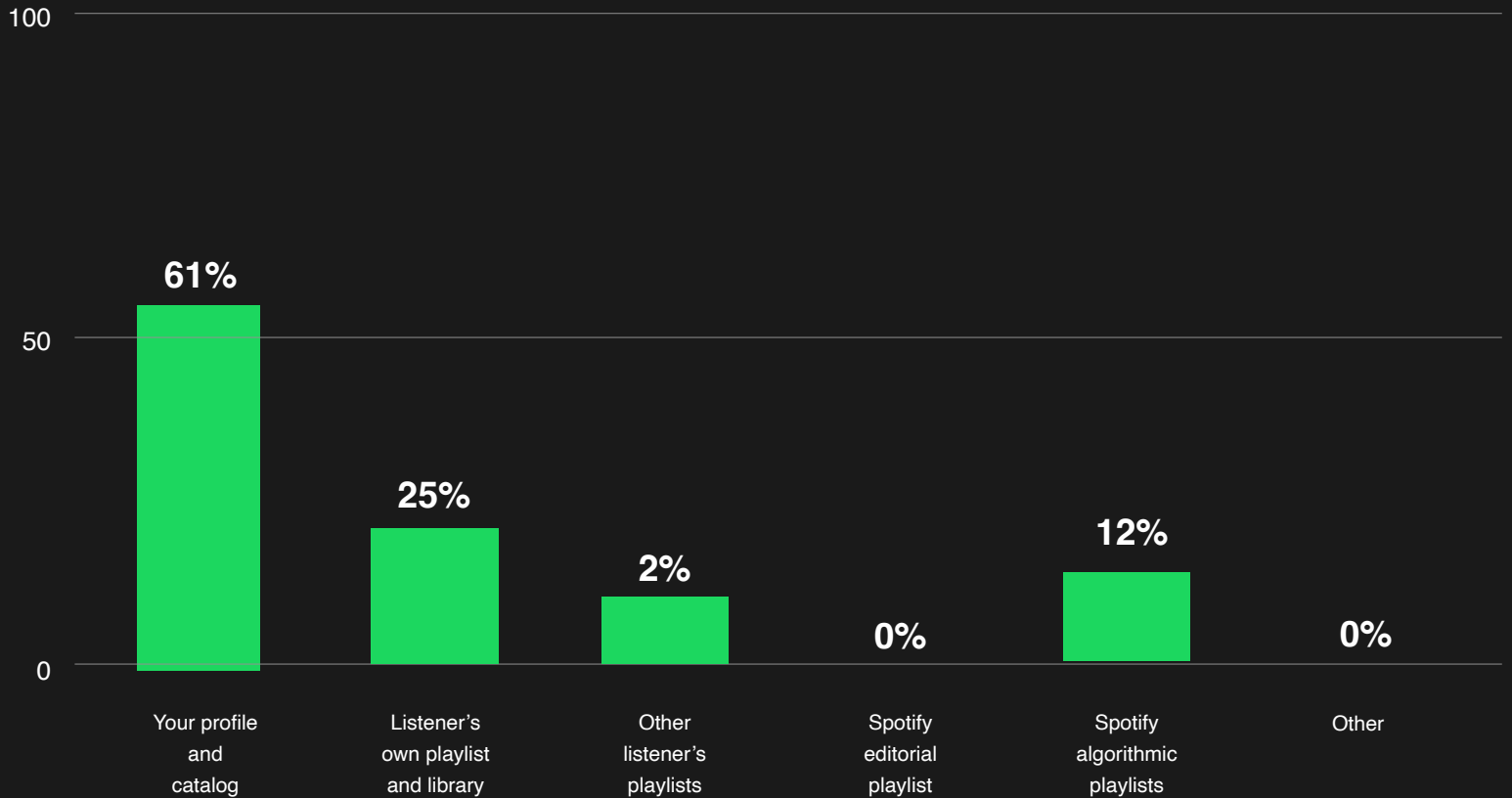


Playlist Adds

TITLE	URL	Position
Sinusoidal's Uncharted	Link	#31
chillout music	Link	#12
BEER BAR 🍺	Link	#14 ↑4
Rock This Christmas	Link	#23 ↑6
Good Feeling High Energy New Hits	Link	#26

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

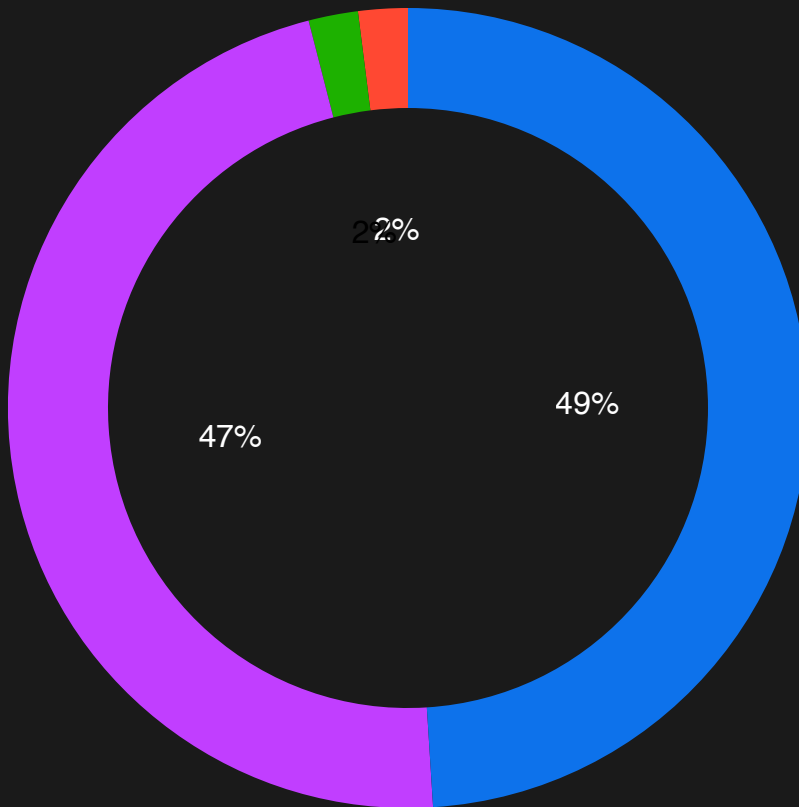
Spotify Algorithmic Playlists - Streams from playlists made by Spotify Algorithms

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

Listener's gender

Streams · Last 28 Days · Worldwide

- 49% Female
- 47% Male
- 2% Non-binary
- 2% Non specified





Album: "SCARS OF VENUS"

AVER. EST. WEEKLY STREAMS

1.3m +104.2k

MONTHLY LISTENERS

10.8k

FOLLOWERS

7.6k +2k



CONGRATULATIONS ON A MASSIVE GROWTH!