

**MPT AGENCY**

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, STREAMING, RADIOS & SOCIAL MEDIA  
REPORT  
NOVEMBER 11, 2022

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# PR COVERAGE

BLOG TITLE	ARTICLE URL	STATUS
American Top 40	<a href="#">Link</a>	Approved

# Radios

NAME	URL	STATUS
Crazy Women Country	<a href="#">Link</a>	Podcast
Local Licks on KLBJ-FM	<a href="#">Link</a>	Airplay

# Profile Summary

Key metrics of the profile

The following numbers are the stats for the last 7 days (Nov 4 - Nov 10)

NUMBER OF POSTS

**43**

PROFILE VISITS

**763**

CONTENT INTERACTIONS

**1.8K**

ACCOUNTS ENGAGED

**1.2K**

IMPRESSIONS

**28K**

ACCOUNTS REACHED

**11.7K**

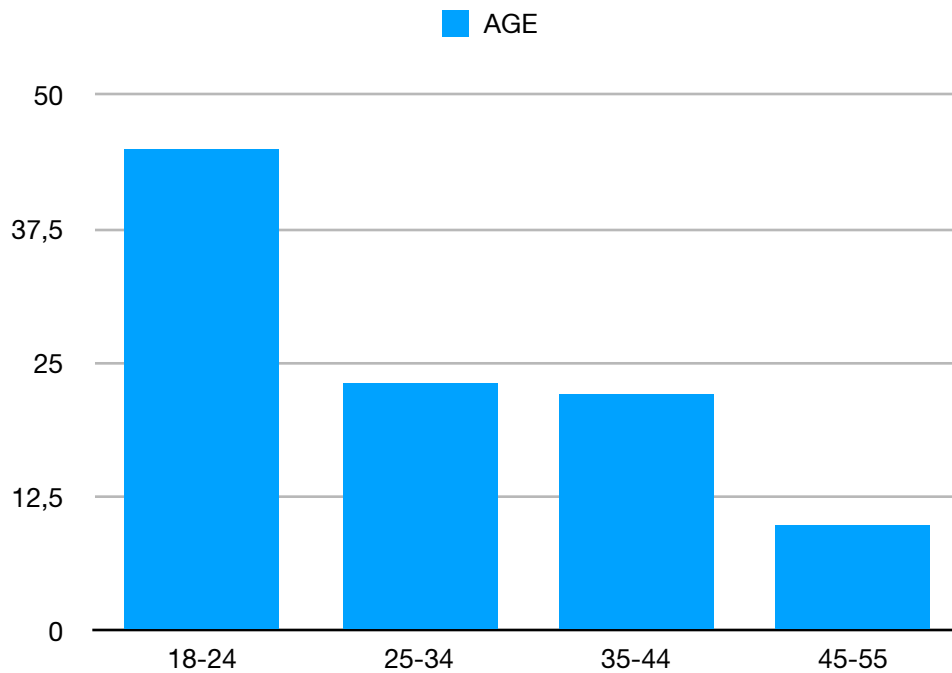
TOTAL FOLLOWERS

**21.1K**

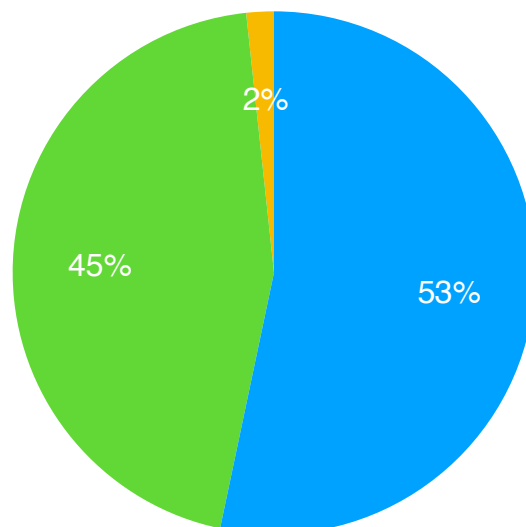
# Instagram Target Audience

## Countries/ Cities targeted through ads






- This Week we've targeted the state of **California** since it was the top performing state previously.



MALE FEMALE UNCATEGORIZED



# Content Overview

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reacti... ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 Trust me, self-love brings out the... Fri Nov 4, 5:56am	Post	3,821	527	15	1
 Why "Scars of Venus"? Find out ... Mon Nov 7, 5:40am	Reels	3,159	350	18	6
 Set goals. Keep going. Keep push... Thu Nov 10, 5:56am	Post	2,310	305	53	16
 To all the women with beautiful s... Wed Nov 9, 6:34am	Reels	1,951	99	3	2
 Check out my latest interview wit... Tue Nov 8, 5:18am	Post	1,779	243	15	4

## 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.

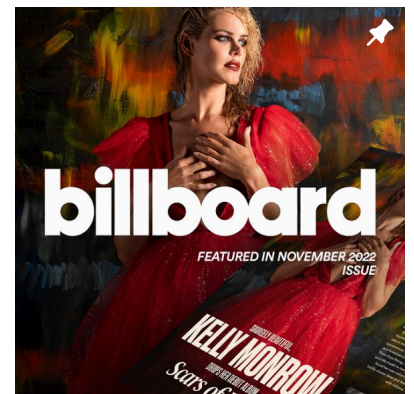
Highest reach on a post



Highest likes on a post



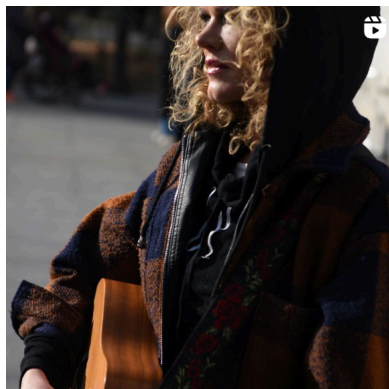
Highest comments on a post



Lowest reach on a post



Lowest likes on a post



# FB Ad Campaign Results

REACH	IMPRESSION	PAGE ENGAGEMENT
5,135	7,184	2,704

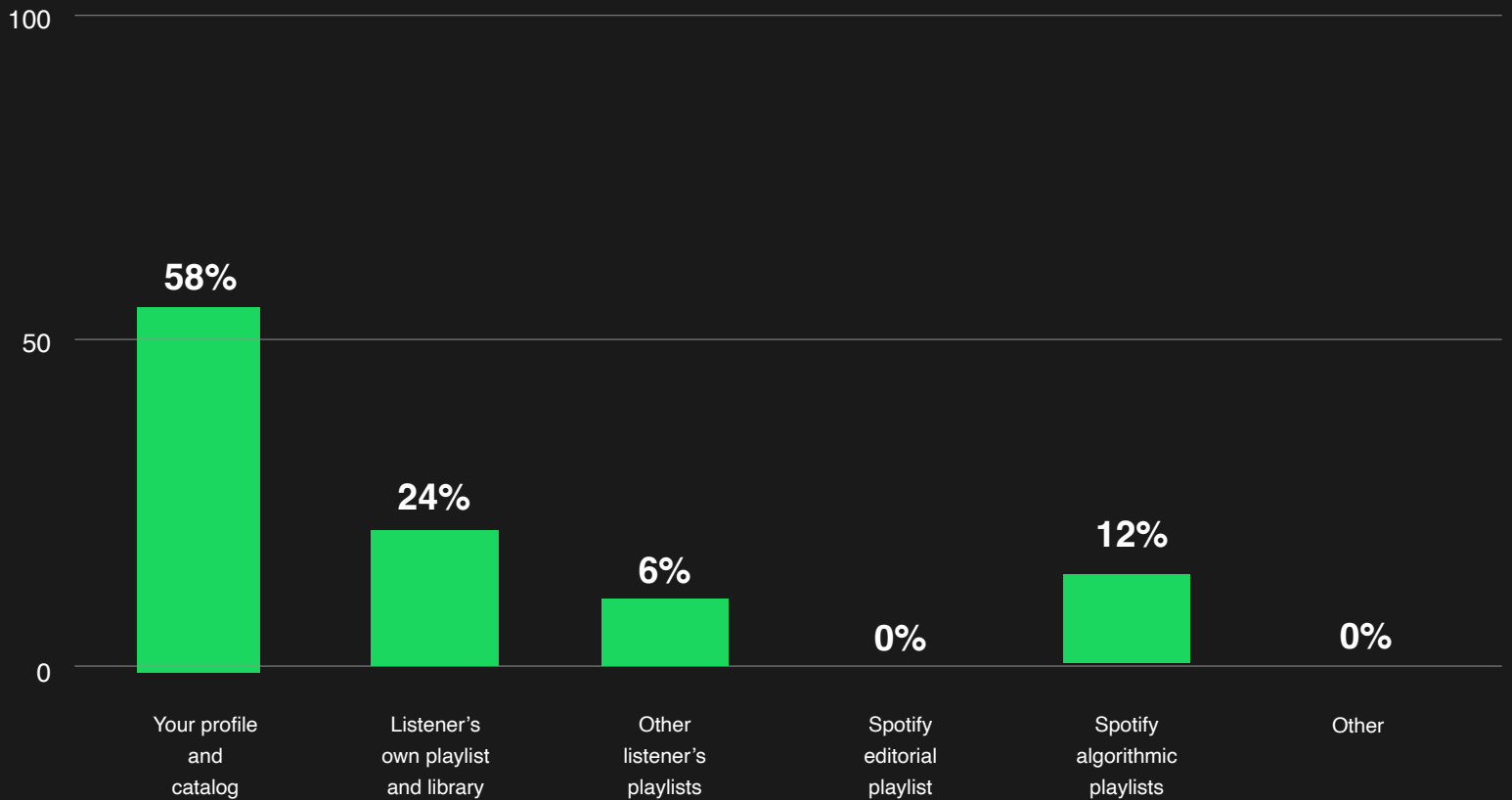


## Playlist Adds

TITLE	URL	Position
Vibezinha pra Relaxar	<a href="#">Link</a>	#109
Japan Song Anime by Dart	<a href="#">Link</a>	#101
2022 Selects	<a href="#">Link</a>	#27
Indie Rock Pops	<a href="#">Link</a>	#2
Can't Stop The Pop	<a href="#">Link</a>	#18
Beer O' Clock	<a href="#">Link</a>	#18
A Trip to Nowhere	<a href="#">Link</a>	#33

# 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

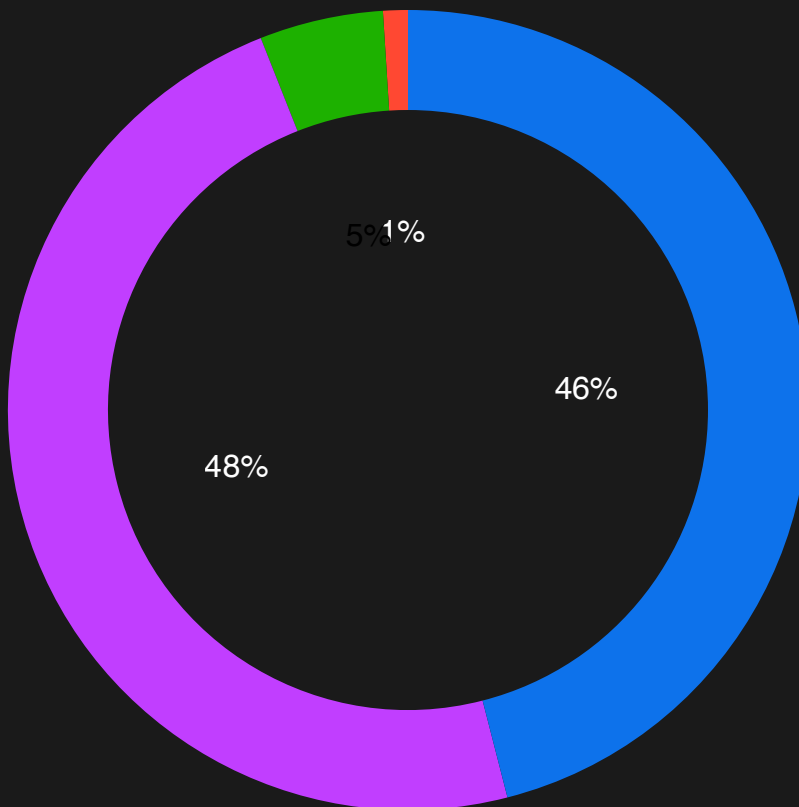
**Spotify Algorithmic Playlists** - Streams from playlists made by Spotify Algorithms

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

# Listener's gender

Streams · Last 28 Days · Worldwide

- 46% Female
- 48% Male
- 5% Non-binary
- 1% Non specified







Album: "SCARS OF VENUS"

AVER. EST. WEEKLY STREAMS

**431.4k** +93.6k

MONTHLY LISTENERS

**21.6k**

FOLLOWERS

**2.3k** +0.5k



**CONGRATULATIONS ON A MASSIVE GROWTH!**