

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

KELLY MONROW

PR, RADIOS, STREAMING & SOCIAL MEDIA
REPORT
JANUARY 13, 2023

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PR COVERAGE

BLOG TITLE	ARTICLE URL	STATUS
Vibe My Life	Link	Approved
Fist Pumpers	Link	Approved
Music Mecca	Link	Approved

Radios

"Mama Said"

NAME	URL	STATUS
Maestro FM	Link	Accepted
Cashbox Radio	Link	Accepted

Profile Summary

Key metrics of the profile

The following numbers are the stats for the last 7 days (Jan 6 - Jan 12)

NUMBER OF POSTS

5

PROFILE VISITS

2.3K ↑ +0.8%

CONTENT INTERACTIONS

-

ACCOUNTS ENGAGED

-

IMPRESSIONS

-

ACCOUNTS REACHED

165K






NEW FOLLOWERS

112

TOTAL FOLLOWERS

21.7K ↑ +0.1%

Content Overview

Recent content	Type	Reach	Likes and reacti...	Comments	Shares
 The first video of my new series "... Fri Jan 6, 7:00am	Reels	21,917	573	6	2
 New Year...New music video..."W... Mon Jan 9, 6:41am	Reels	18,288	926	8	1
 I'm my best when I'm present. Ha... Fri Jan 6, 11:14am	Post	8,170	1,304	10	1
 I like to think that Passion is cont... Thu Jan 12, 5:30am	Post	6,928	1,154	19	0
 Which book has changed your lif... Tue Jan 10, 6:52am	Post	5,992	839	17	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.

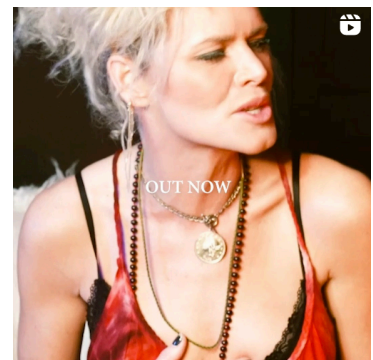
Highest Likes



Highest



Highest Reach



We recommend posting more similar photos and reels as the audience loved and showed a lot of engagement.

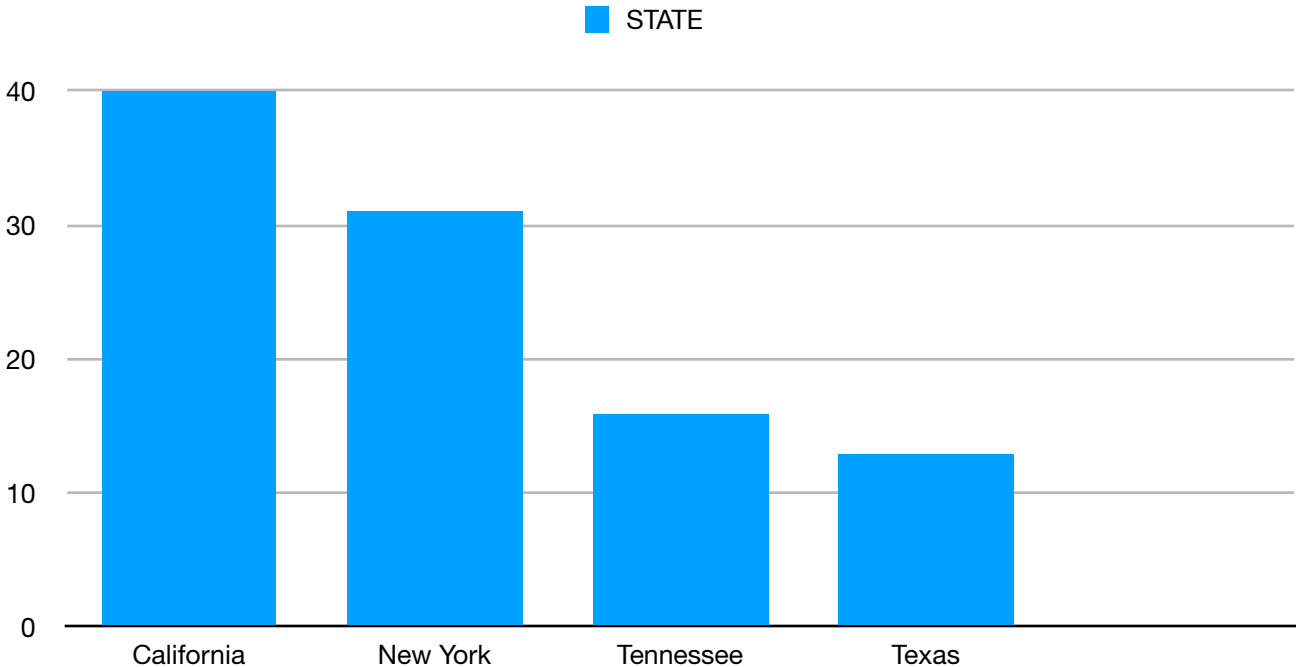
Recommendations & Ideas For Reels & Stories:

Random activities - The audience loved the the video of you dancing while brushing your teeth. It's all about the vibes and energy. Create more videos like that, jamming to your favorite song while doing random daily activities.

Instagram Ads & Target Audience

Countries/ Cities targeted through ads

- **California, New York, Texas and Tennessee.**
- Our target locations are based on top performing states/ cities.



REACH
91K

IMPRESSIONS
110K

POST ENGAGEMENT
47.4K

FB Ad Campaign Results

REACH	IMPRESSION	PAGE ENGAGEMENT
260,642	523,545	145,528

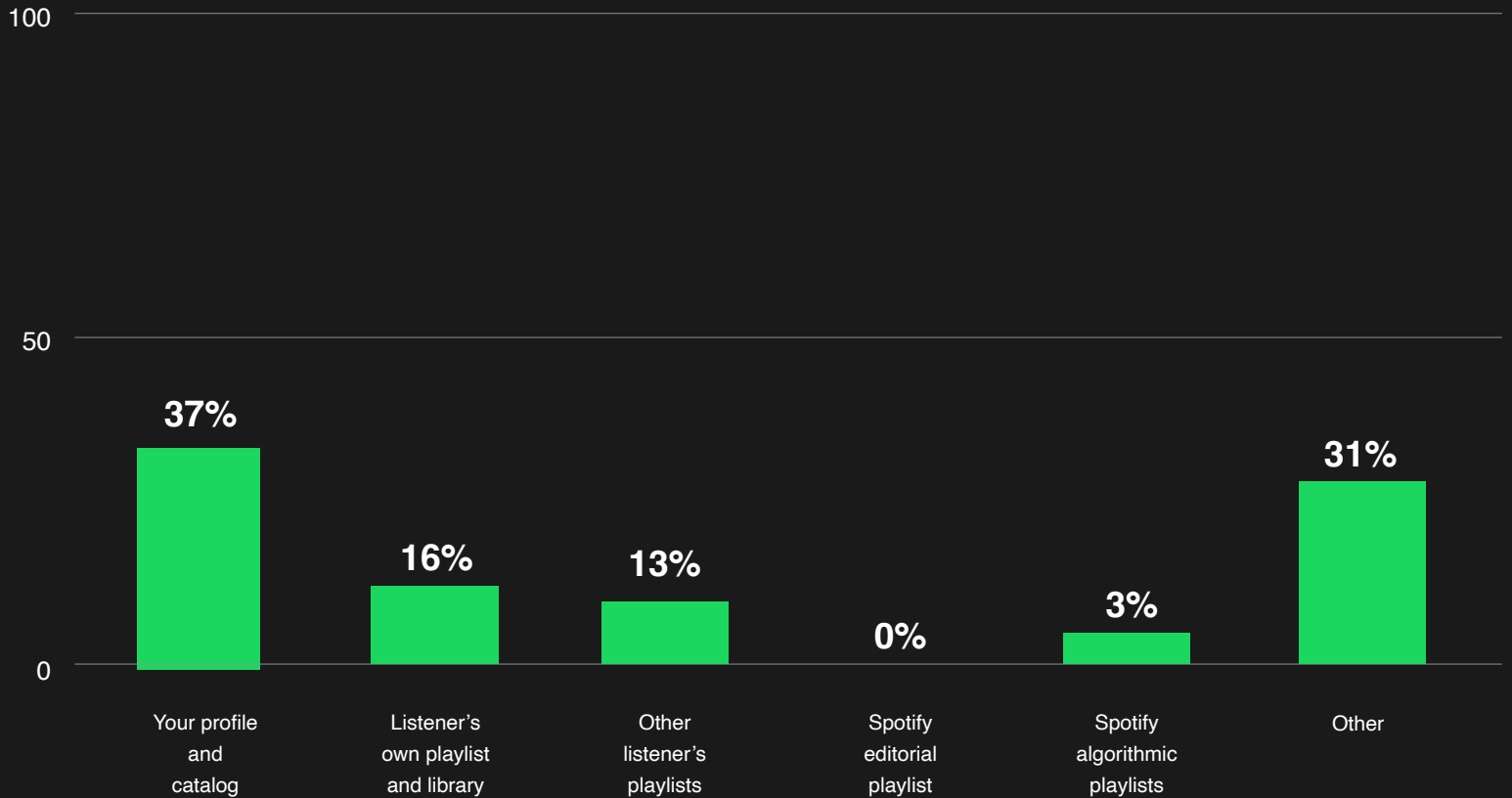


Playlist Adds

TITLE	URL	Position
All New Indie	Link	#4
Sunset Mode Music - Indie and Alternative Rock	Link	#22
Rock/Psych/Alt/Indie	Link	#4
Decent Indie Rock	Link	#2

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

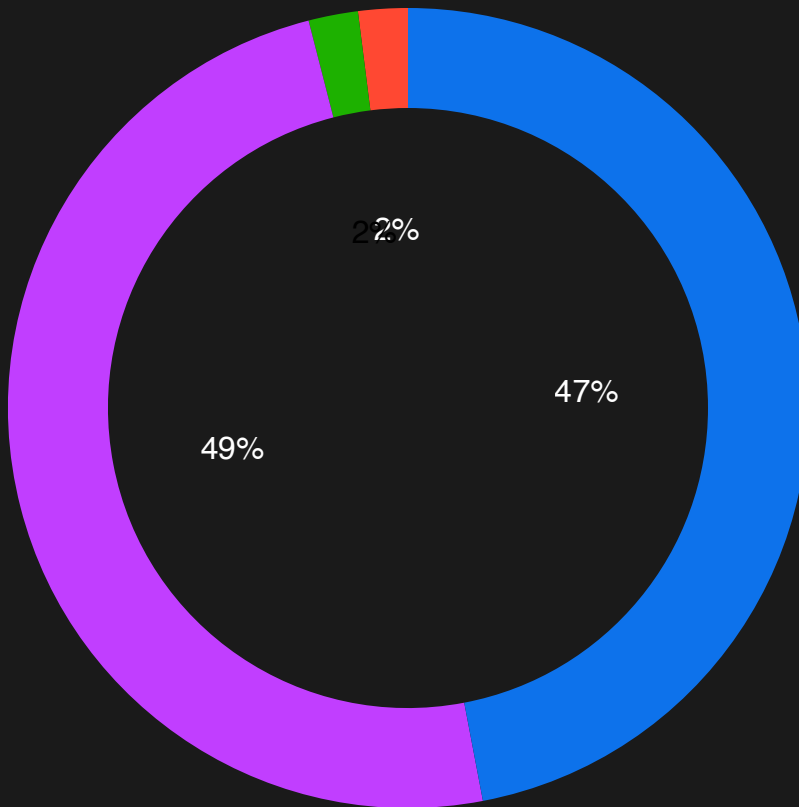
Spotify Algorithmic Playlists - Streams from playlists made by Spotify Algorithms

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

Listener's gender

Streams · Last 28 Days · Worldwide

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





Album: "SCARS OF VENUS"

AVER. EST. WEEKLY STREAMS

1.4m +28.8k

MONTHLY LISTENERS

12.1k

FOLLOWERS

9.1k +0.7k



CONGRATULATIONS ON A MASSIVE GROWTH!