

**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, RADIOS, STREAMING & SOCIAL MEDIA  
REPORT  
DECEMBER 16, 2022

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# PR COVERAGE

BLOG TITLE	ARTICLE URL	STATUS
Urban Hotness	<a href="#">Link</a>	Approved
Minimal Sounds	<a href="#">Link</a>	Approved
New Street Society	<a href="#">Link</a>	Approved

# Radios

NAME	URL	STATUS
OVERVIEWisontheradio	<a href="#">Link</a>	Approved Airplay
Radio Flames	<a href="#">Link</a>	Approved Airplay
Maestro FM	<a href="#">Link</a>	Approved Airplay
KQNG FM 93.5	<a href="#">Link</a>	Hot Rotation
KZHE	<a href="#">Link</a>	Approved Interview

# Profile Summary

Key metrics of the profile

The following numbers are the stats for the last 7 days (Dec 8 - Dec 14)

NUMBER OF POSTS

7

PROFILE VISITS

1.6K

CONTENT INTERACTIONS

4.7K ↑ +13.1%

ACCOUNTS ENGAGED

3.9K ↑ +25.1%

IMPRESSIONS

263K ↑ +198%

ACCOUNTS REACHED

146K ↑ +180%

TOTAL FOLLOWERS

21.4K ↑ +0.4%

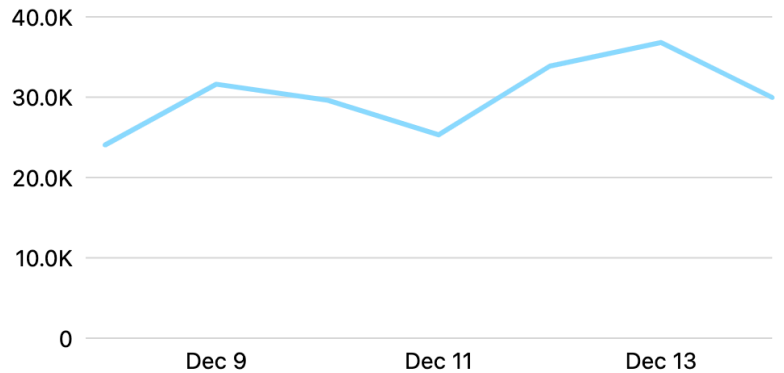
# Results

## 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 ⓘ

146,276 ↑ 180.7%

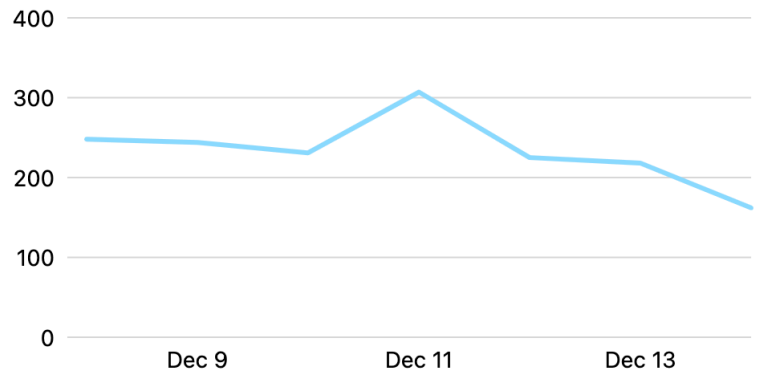


## Instagram Profile Visits

The number of times your profile was visited.

Instagram profile visits ⓘ

1,635 ↓ 13.1%

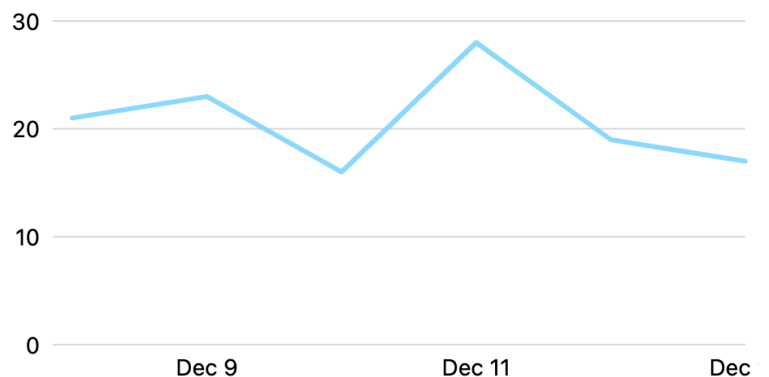


## Instagram New Followers

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

New Instagram followers ⓘ

124 ↓ 13.3%

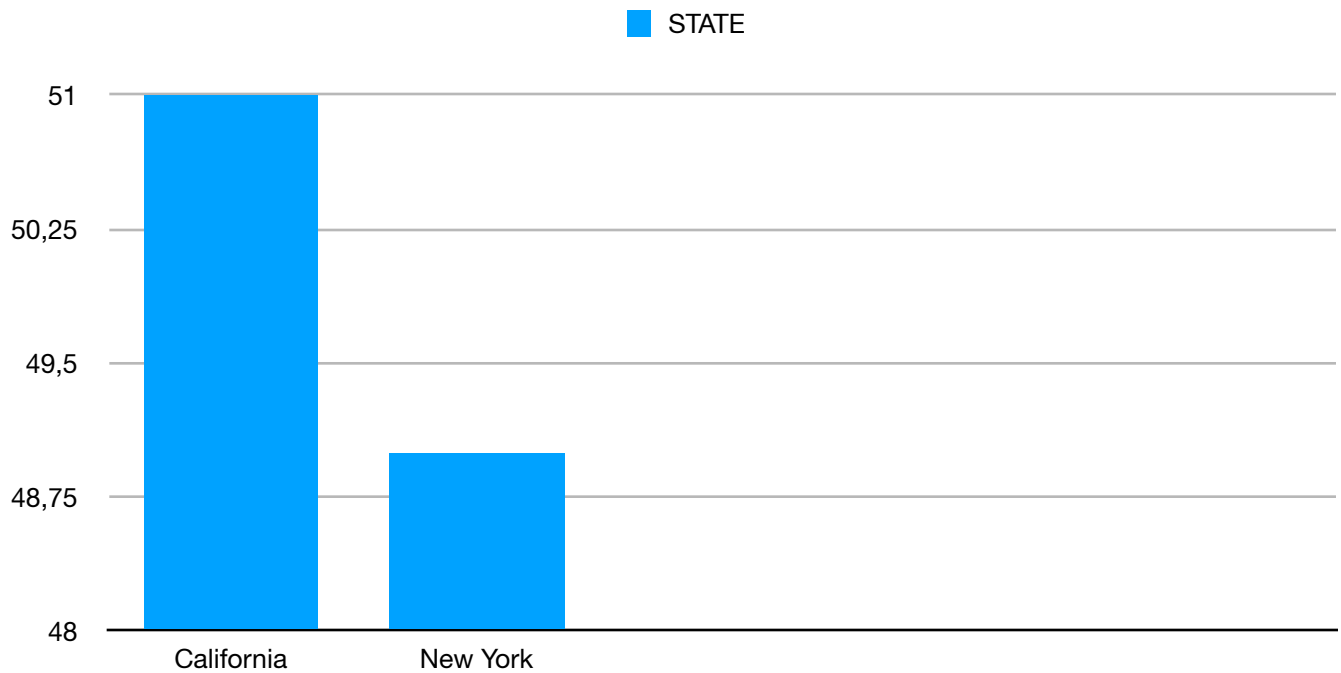


Instagram reach, profile visits and new followers have continued increasing in the last 7 days. Great results.

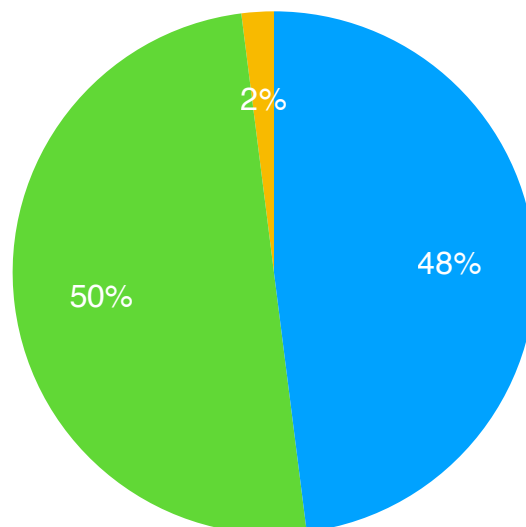
# Instagram Target Audience

## Countries/ Cities targeted through ads








- This Week we've targeted **Los Angeles** and **New York City**.



● MALE ● FEMALE ● UNCATEGORIZED



# Content Overview

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reacti... ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 Had so much fun filming the "The... Thu Dec 8, 7:00am	Reels	12,700	314	3	0
 No one knows me like he does ❤️ Mon Dec 12, 8:32am	Reels	12,202	344	5	0
 No going back it was what it was ... Fri Dec 9, 5:24am	Post	6,855	1,358	19	1
 Thursday mornings are a little bit ... Thu Dec 15, 6:36am	Post	5,640	1,303	6	0
 Thankful for all the amazing feed... Tue Dec 13, 5:57am	Post	4,514	631	13	2
 Do that thing that you always wa... Wed Dec 14, 8:55am	Post	1,520	154	15	4
 This post has no text Sun Dec 11, 1:37am	Reels	993	136	9	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
205,746	363,335	110,171

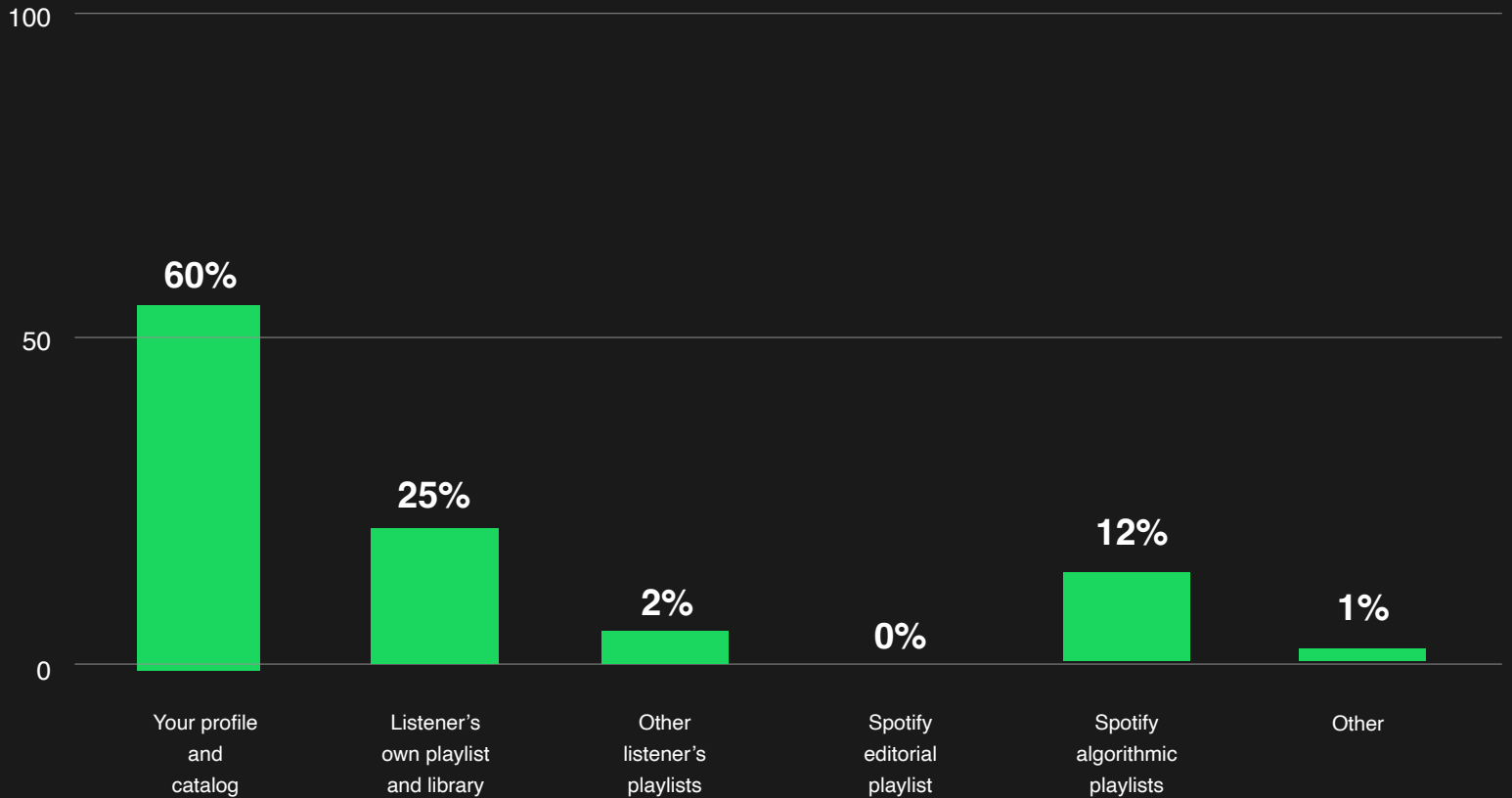


## Playlist Adds

TITLE	URL	Position
Happy morning ☀️☕ for you ♥️	<a href="#">Link</a>	#17
This is Power Rock 🤘🤘🤘	<a href="#">Link</a>	#13 ↑4
BEER BAR 🍺	<a href="#">Link</a>	#8 ↑6
Van Life	<a href="#">Link</a>	#15 ↑3

# 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

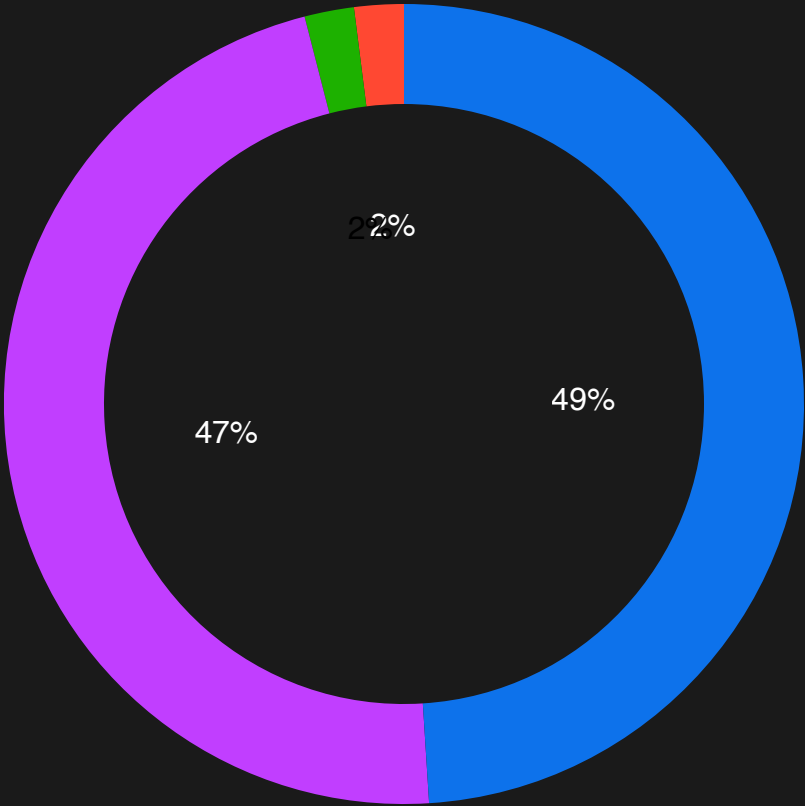
**Other** - Streams that come from sources like smart speakers, TVs, or wearables



# 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

**1.329m** +22.7k

MONTHLY LISTENERS

**10.7k**

FOLLOWERS

**8.2k** +0.6k



**CONGRATULATIONS ON A MASSIVE GROWTH!**