

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 23, 2022

Contacts

Anthony Katz
+1 (514) 661-0435
anthony@musicpromotoday.com

Raffi Keuhnelian
+1 (514) 965-5154
raffi@musicpromotoday.com

New York

+1 646 650 5557

1178 Broadway
Floor 4 #1447
New York, NY
10001,
United States

Los Angeles

+1 800 986 9185

1001 Wilshire
Boulevard
Floor 3 #1122
Los Angeles, CA
90017

Montreal

+1 800 986 9185

3 Place Ville Marie
Suite 400, H3B 2E3
Montreal,
Canada

PR COVERAGE

BLOG TITLE	ARTICLE URL	STATUS
Late Night Stereo	Link	Approved
Southside Jams	Link	Approved

Radios

NAME	URL	STATUS
KZHE	Link	Approved Interview 04.01.2023

Profile Summary

Key metrics of the profile

The following numbers are the stats for the last 7 days (Dec 16 - Dec 22)

NUMBER OF POSTS

7

PROFILE VISITS

2.5K ↑ +50%

CONTENT INTERACTIONS

3.7K

ACCOUNTS ENGAGED

3.3K

IMPRESSIONS

302K ↑ +8.3%

ACCOUNTS REACHED

180K ↑ +14.3%

TOTAL FOLLOWERS

21.5K ↑ +0.3%

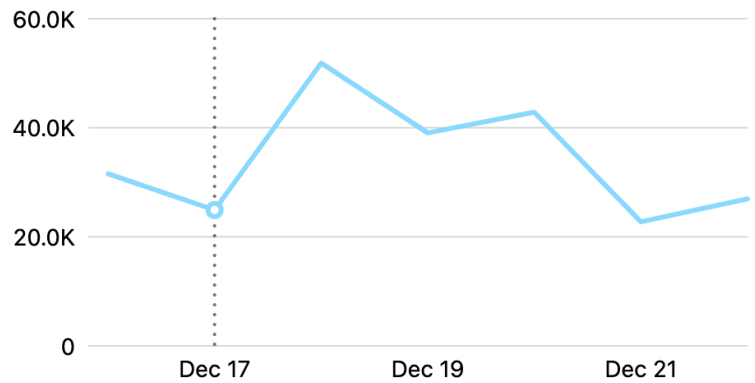
Results

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 ⓘ

180,080 ↑ 14.3%

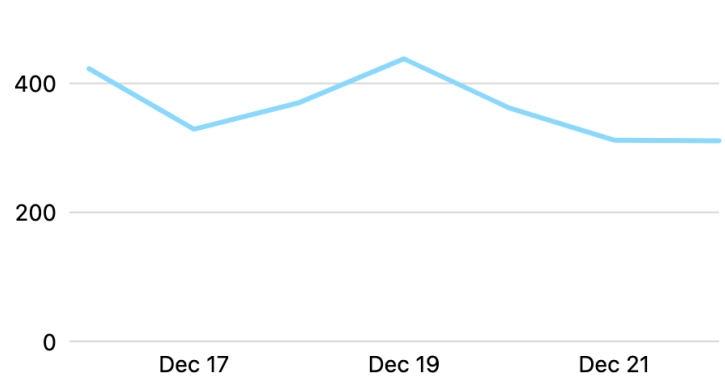


Instagram Profile Visits

The number of times your profile was visited.

Instagram profile visits ⓘ

2,545 ↑ 50.9%

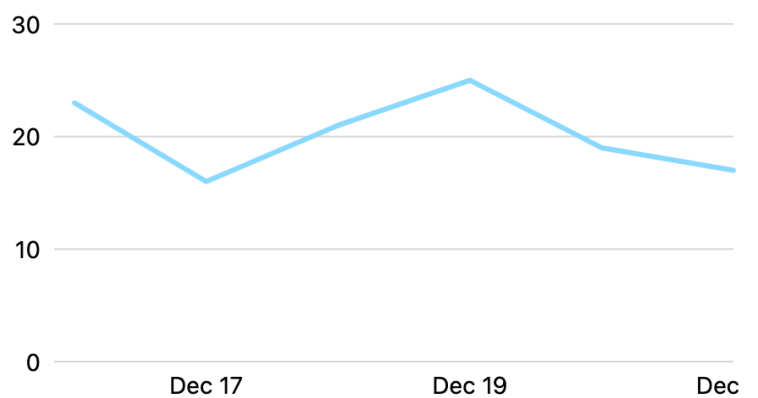


Instagram New Followers

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

New Instagram followers ⓘ

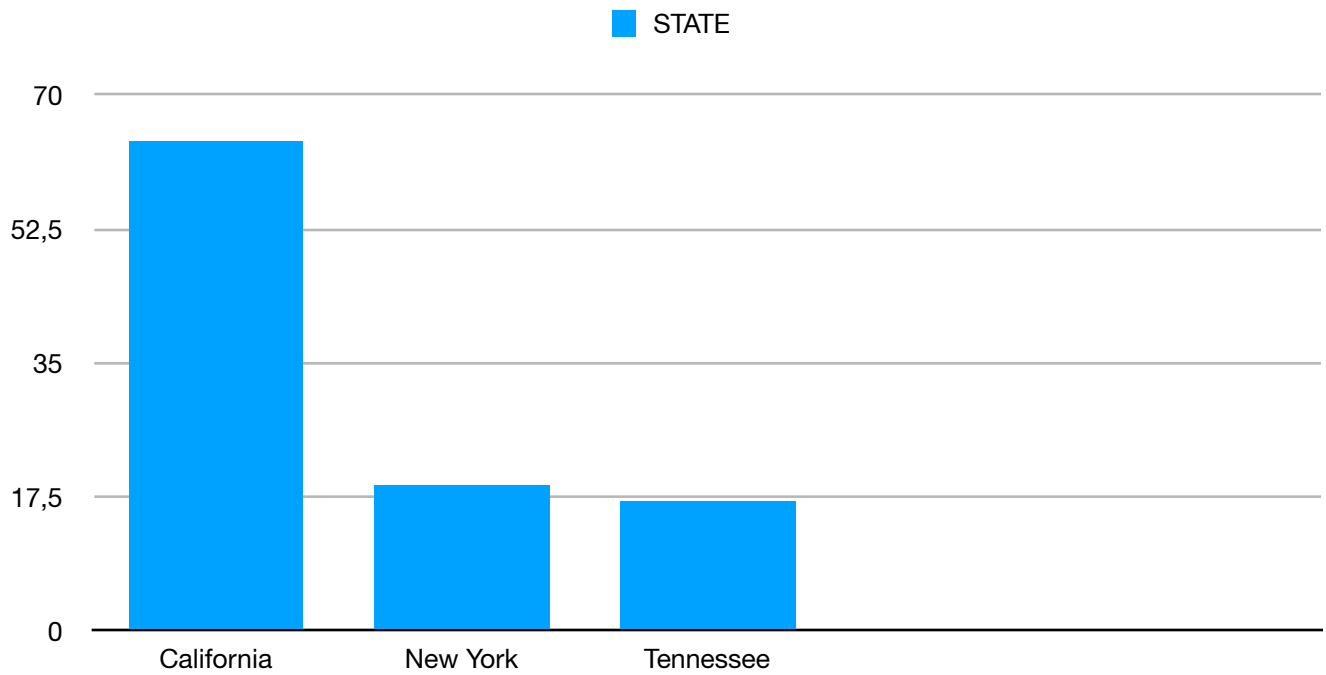
121 ↓ 0.8%



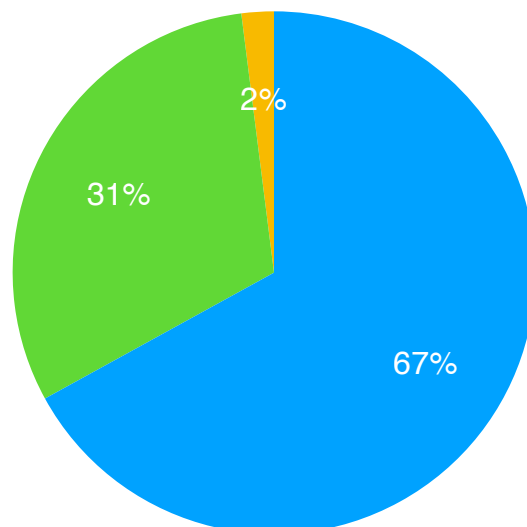
Instagram Target Audience

Countries/ Cities targeted through ads

- This Week we've targeted **California, New York, and Tennessee.**



● MALE ● FEMALE ● UNCATEGORIZED



Content Overview

Recent content ↓	Type	Reach ⓘ ↑↓	Likes and reacti... ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 The whole content thing is just n... Mon Dec 19, 8:27am	Reels	21,150	540	61	4
 It was such an honor to be on the... Fri Dec 16, 5:00am	Post	6,380	781	27	2

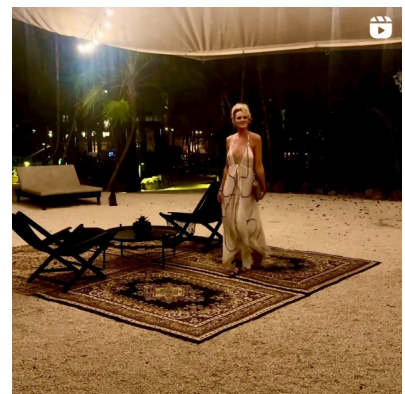
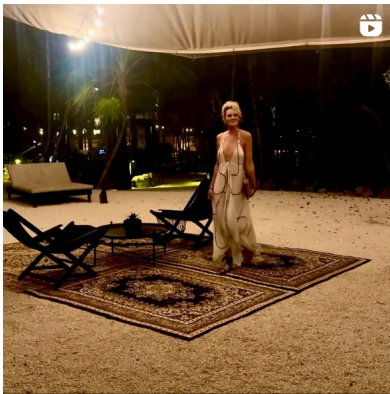
Top-performing posts

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



The audience loved the reel (12.20). It got 61 comments, 16 saves, 4 shares and had a reach of 21K! We suggest posting more similar reels.

FB Ad Campaign Results

REACH	IMPRESSION	PAGE ENGAGEMENT
224,286	378,881	116,006

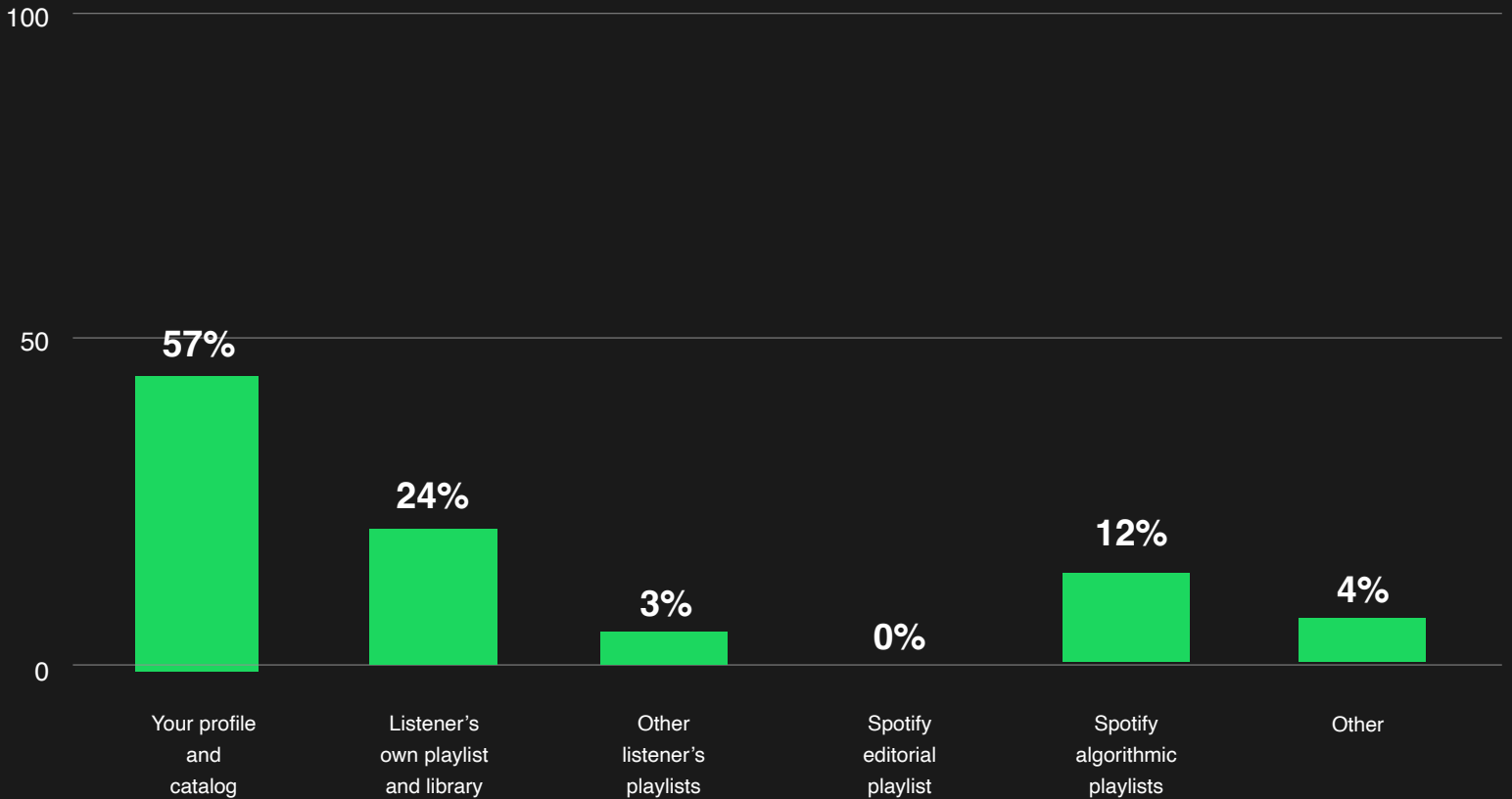


Playlist Adds

TITLE	URL	Position
Bring That Guitar	Link	#13 ↑4
Good Vibes: Just Good Music	Link	#10
Study Homework Songs	Link	#51

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

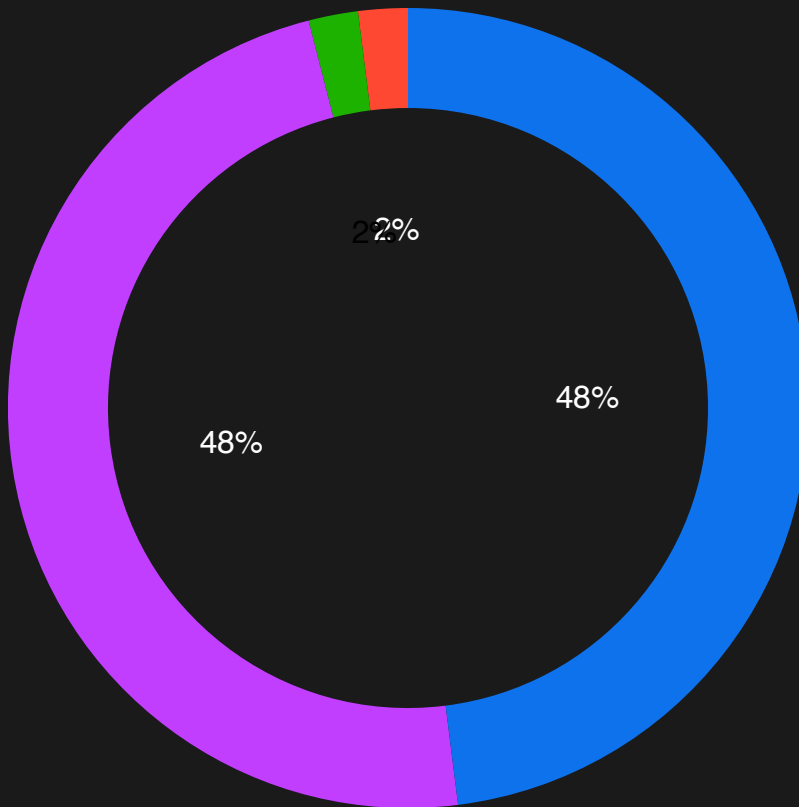
Spotify Algorithmic Playlists - Streams from playlists made by Spotify Algorithms

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

Listener's gender

Streams · Last 28 Days · Worldwide

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





Album: "SCARS OF VENUS"

AVER. EST. WEEKLY STREAMS

1.347m +17.8k

MONTHLY LISTENERS

11.3k +0.6k

FOLLOWERS

8.2k



CONGRATULATIONS ON A MASSIVE GROWTH!