

A photograph of Kelly Monrow, a woman with blonde curly hair, wearing a red dress and playing a colorful electric guitar. The background is dark.

KELLY MONROW

PR, STREAMING & SOCIAL MEDIA
REPORT
NOVEMBER 25, 2022

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PR COVERAGE

BLOG TITLE	ARTICLE URL	STATUS
Trap A Holics	Link	Approved
Dance Hits	Link	Approved
Earmilk	Link	Approved

YOUTUBE REACTIONS

NAME	URL	STATUS
Jus' 2 React	Link	Shared

Profile Summary

Key metrics of the profile

The following numbers are the stats for the last 7 days (Nov 18 - Nov 24)

NUMBER OF POSTS

5

PROFILE VISITS

1K ↑ +53.6%

CONTENT INTERACTIONS

4.4K ↑ +92.9%

ACCOUNTS ENGAGED

3.4K ↑ +75.7%

IMPRESSIONS

76K

ACCOUNTS REACHED

44.5K

TOTAL FOLLOWERS

21.2K ↑ +0.1%

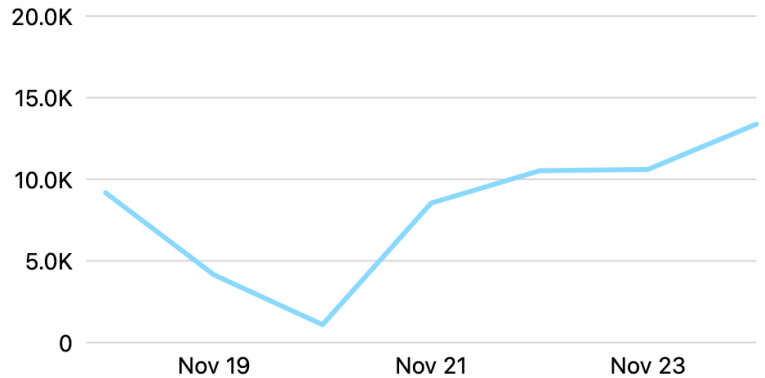
Results

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 ⓘ

44,501 ↓ 25.4%

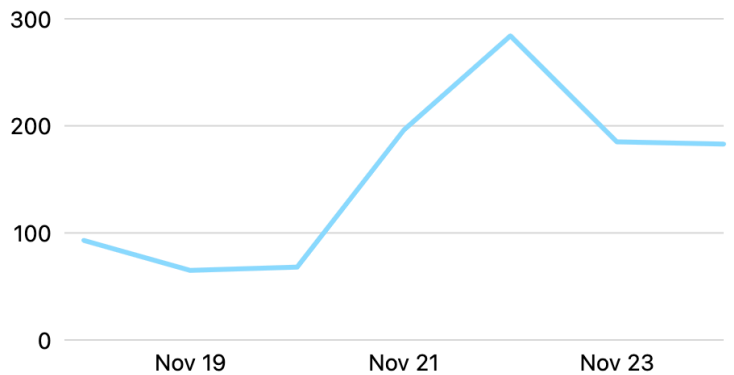


Instagram Profile Visits

The number of times your profile was visited.

Instagram profile visits ⓘ

1,074 ↑ 53.6%

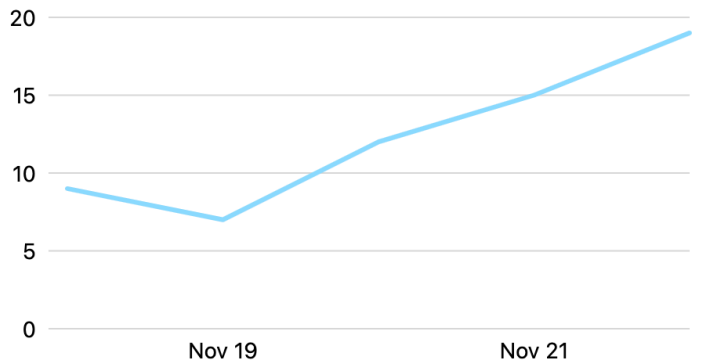


Instagram New Followers

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

New Instagram followers ⓘ

62 ↑ 24%

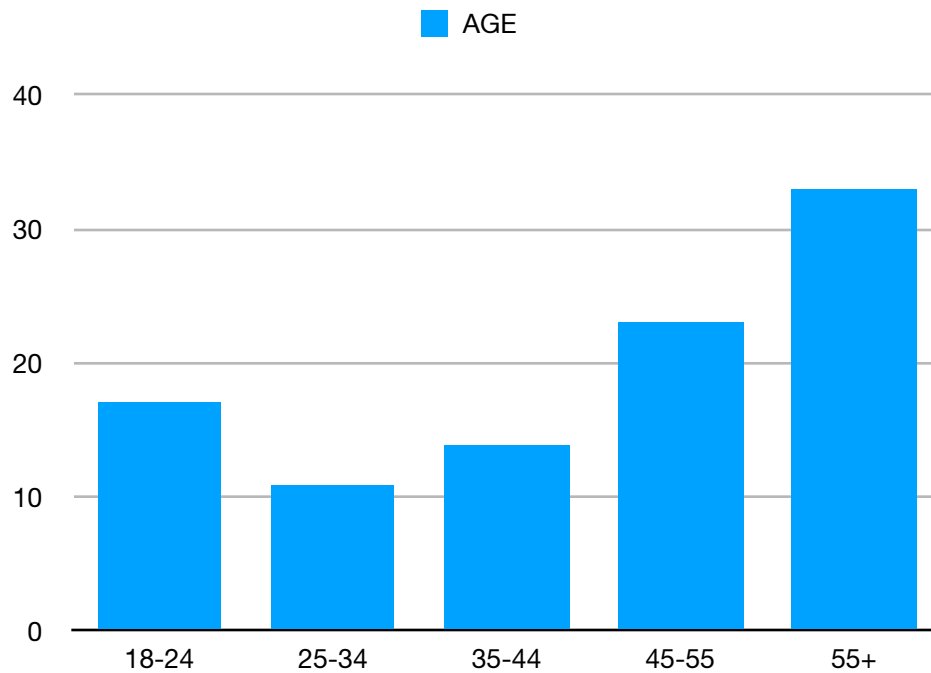


Although the overall reach has decreased in the last 7 days, the Instagram profile visits and new followers have significantly increased!

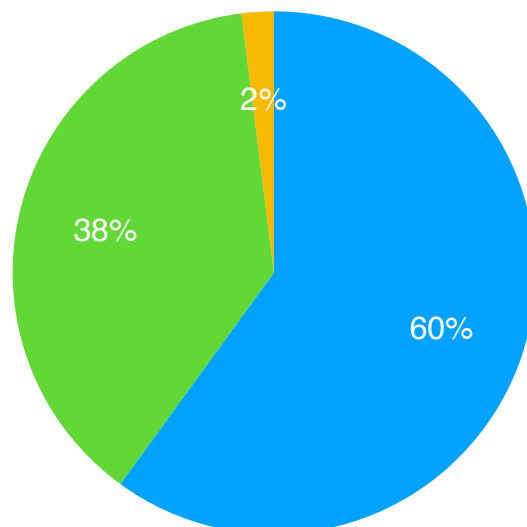
Instagram Target Audience

Countries/ Cities targeted through ads






- This Week we've targeted the state of **Texas**, since it was in the top performing states previously.



● MALE ● FEMALE ● UNCATEGORIZED



Content Overview

Recent content	Type	Rea...	Likes and reacti...	Comments	Shares
 These are the kinda days we try t... Wed Nov 23, 6:38am	Reels	11,296	391	3	0
 AUSTIN, TEXAS you were amazin... Fri Nov 18, 4:50am	Reels	10,516	408	9	3
 Stay tuned 🎧 "WAKE UP" musi... Mon Nov 21, 4:22am	Reels	9,165	958	14	3
 Caption this! Let's go, get creativ... Tue Nov 22, 5:08am	Post	7,591	1,862	45	0
 "WAKE UP" music video is OUT o... Thu Nov 24, 7:58am	Reels	6,264	172	3	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



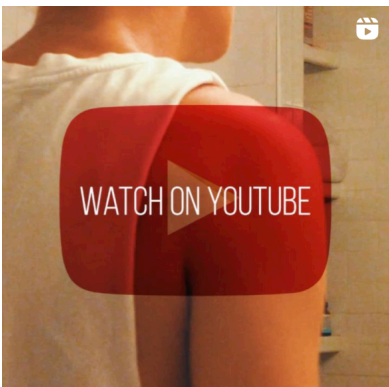
Highest likes on a post



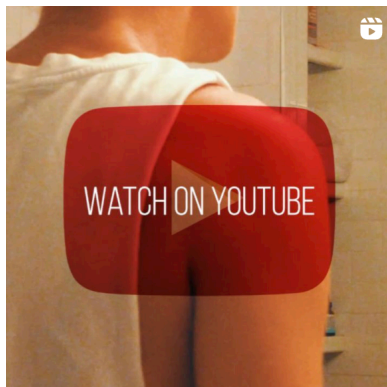
Highest comments on a post



Lowest reach on a post



Lowest likes on a post



FB Ad Campaign Results

REACH	IMPRESSION	PAGE ENGAGEMENT
21,268	35,456	13,540

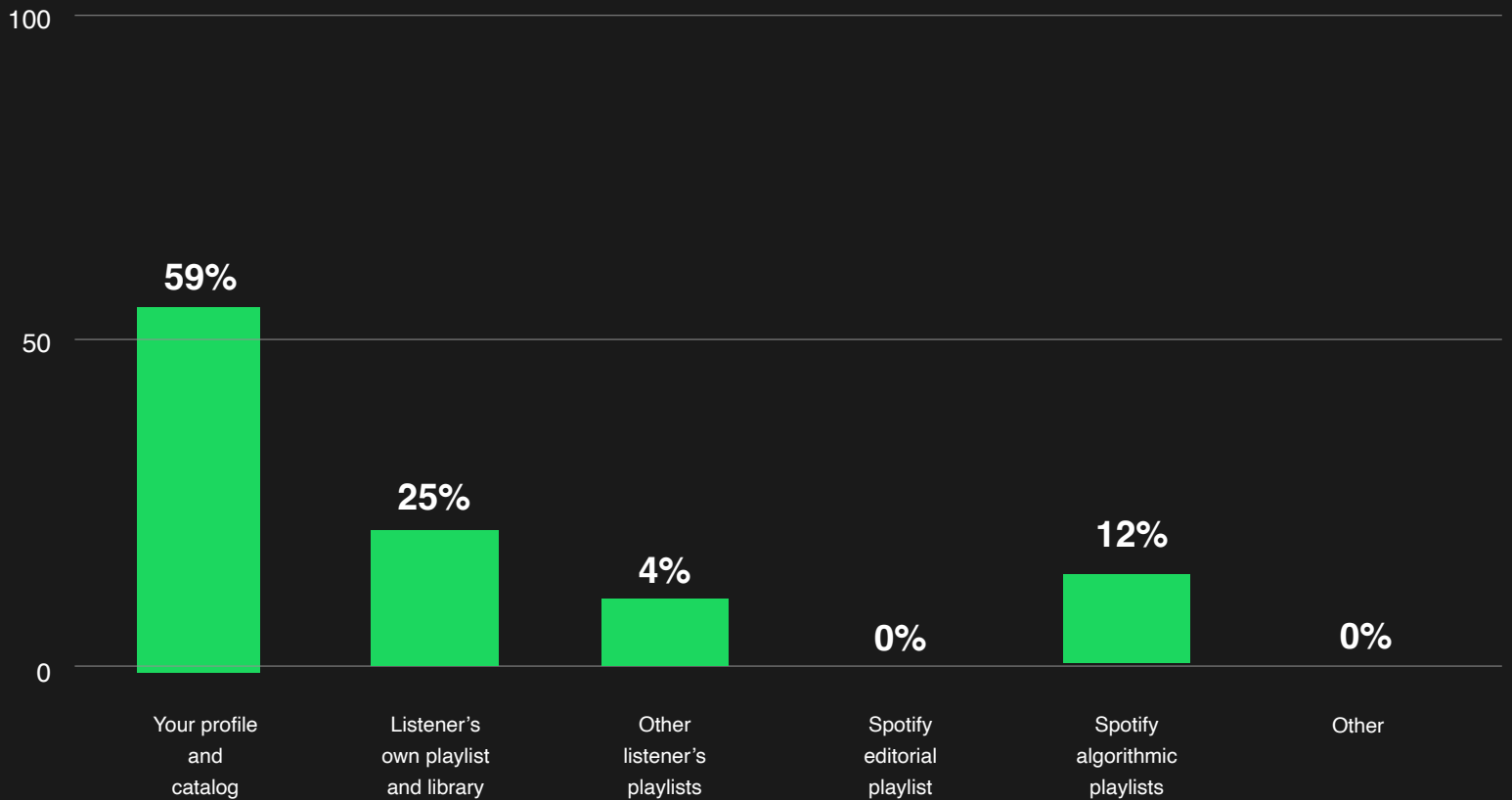


Playlist Adds

TITLE	URL	Position
This is Power Rock 🤘🤘🤘	Link	#4 ↑5
Indie Rock Pop	Link	#22
BEER BAR 🍺	Link	#19
Van Life	Link	#28 ↑6
Soda....	Link	#25 ↑4
Music for every mood	Link	#5

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

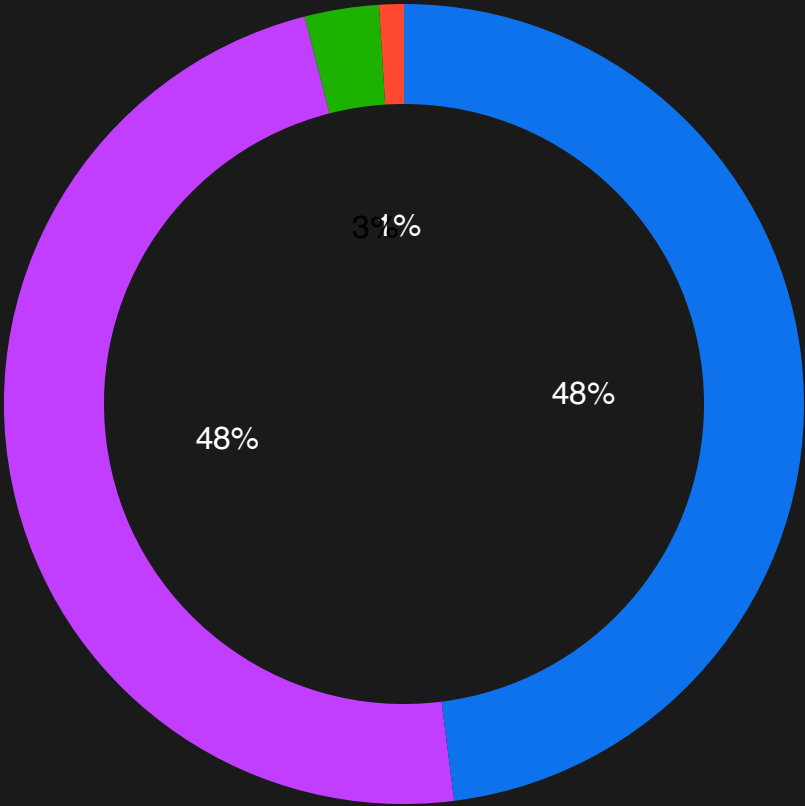
Spotify Algorithmic Playlists - Streams from playlists made by Spotify Algorithms

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

Listener's gender

Streams · Last 28 Days · Worldwide

- 48% Female
- 48% Male
- 3% Non-binary
- 1% Non specified





Album: "SCARS OF VENUS"

AVER. EST. WEEKLY STREAMS

1.1m +89.6k

MONTHLY LISTENERS

13.4k

FOLLOWERS

3.8k +0.7k



CONGRATULATIONS ON A MASSIVE GROWTH!