

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, RADIOS, STREAMING & SOCIAL MEDIA
REPORT
DECEMBER 30, 2022

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PR COVERAGE

BLOG TITLE	ARTICLE URL	STATUS
Indie Land	Link	Approved
Mix Session Djs	Link	Approved

Radios

NAME	URL	STATUS
The Sound Lab	Link	"Wake Up" Accepted Airplay
Frecuencia Millennial	Link	"Wake Up" Accepted Airplay

Profile Summary

Key metrics of the profile

The following numbers are the stats for the last 7 days (Dec 23 - Dec 29)

NUMBER OF POSTS

2

PROFILE VISITS

1.9K

CONTENT INTERACTIONS

4.7K ↑ +27.4%

ACCOUNTS ENGAGED

4.4K ↑ +32.7%

IMPRESSIONS

296K ↑ +0.3%

ACCOUNTS REACHED

183K ↑ +1.8%

TOTAL FOLLOWERS

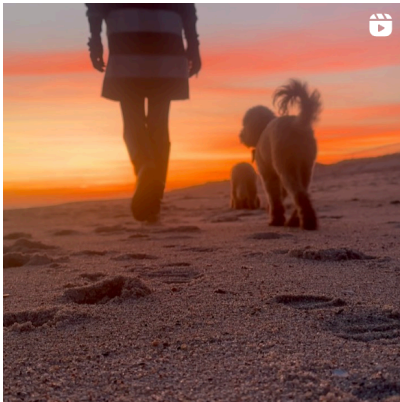
21.5K ↑ +0.2%

Content Overview

Recent content ↓	Type	Reach ⓘ ↑↓	Likes and reacti... ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 Pain. Uncertainty. Constant Work... Thu Dec 29, 6:11am	Reels	14,507	560	9	1
 I've been thinking a lot about our ... Tue Dec 27, 9:07am	Post	9,921	2,742	44	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.



• Reach = 14.5K



- Reach = 9.9K
- Likes = 2.7K
- Comments = 44
- Saves = 32

Recommendations & Ideas For Reels & Stories:

Vlog/ Day in the life - videos that give viewers a behind-the-scenes look at what it's like to be a musician. You could show them what a typical day of rehearsing, recording, or performing looks like, and give them a glimpse into the hard work and dedication that goes into making music.

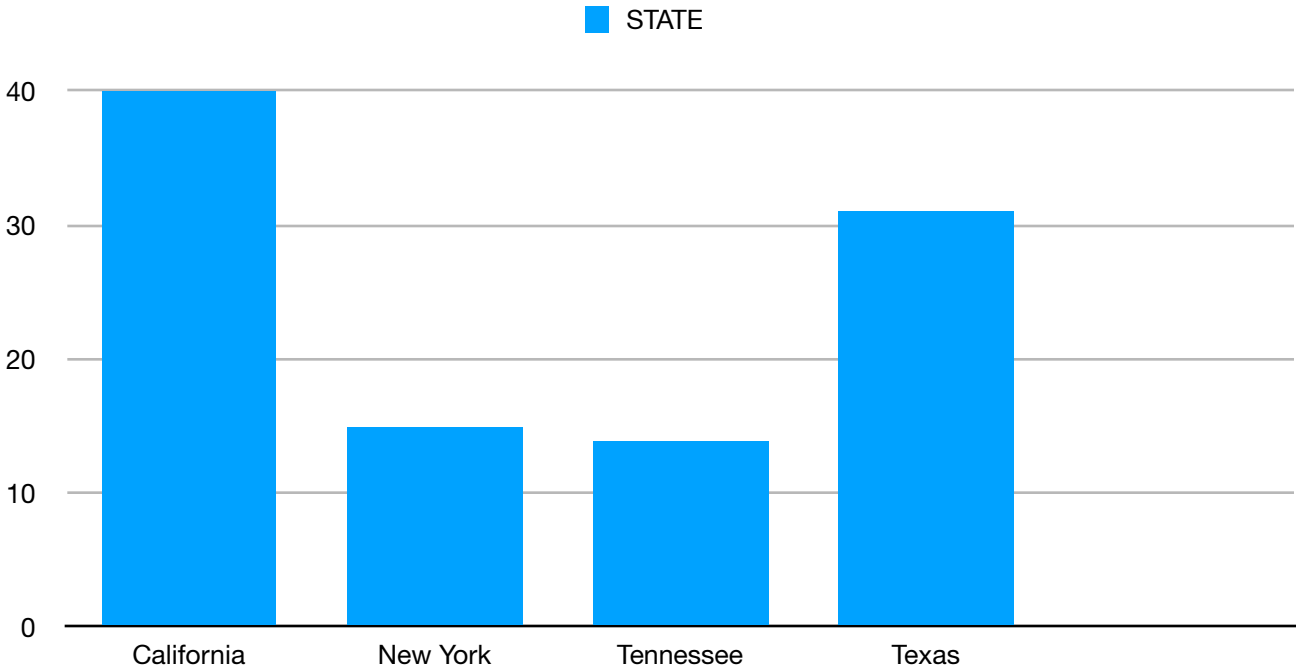
Get to know me - videos that tell the audience more about you.

- What kind of music do you listen to?
- Growing up what artists influenced you?
- What new bands are you listening to?
- Who are your 3 all time favorite artists?
- What was the first concert you attended?

Instagram Ads & Target Audience

Countries/ Cities targeted through ads

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



REACH
28.5K

IMPRESSIONS
32K

PAGE ENGAGEMENT
11.8K

FB Ad Campaign Results

REACH

IMPRESSION

PAGE ENGAGEMENT

252,367

426,657

124,421

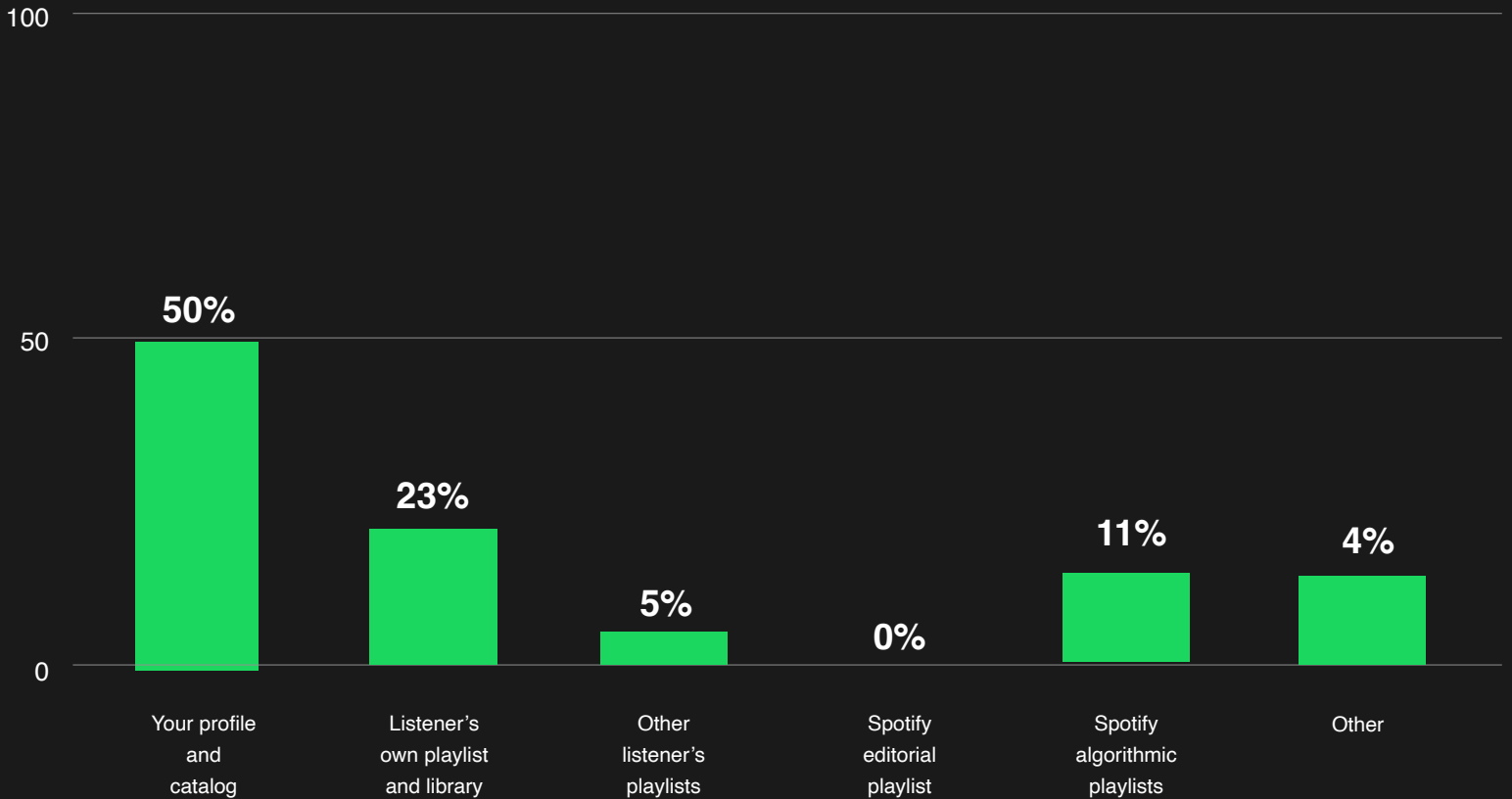


Playlist Adds

TITLE	URL	Position
FALLING FOR THE BAD ONES	Link	#25
Ultimate Rock	Link	#4
Rock Vibes	Link	#4
Legend Of Rock	Link	#4
Garage Band	Link	#4
Pop Rewind 2023	Link	#5
Life Is Good	Link	#5
Play Rock	Link	#4
Daily Rock	Link	#4
Solo Rock	Link	#4
Mix Rock and Roll	Link	#4
Worldwide Hits 2022	Link	#6
chillout music	Link	#2
Rock mood 🎸	Link	#11
⚡ Alternative 🎧 Modern Rock ⚡	Link	#51
Soul Energy	Link	#14

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

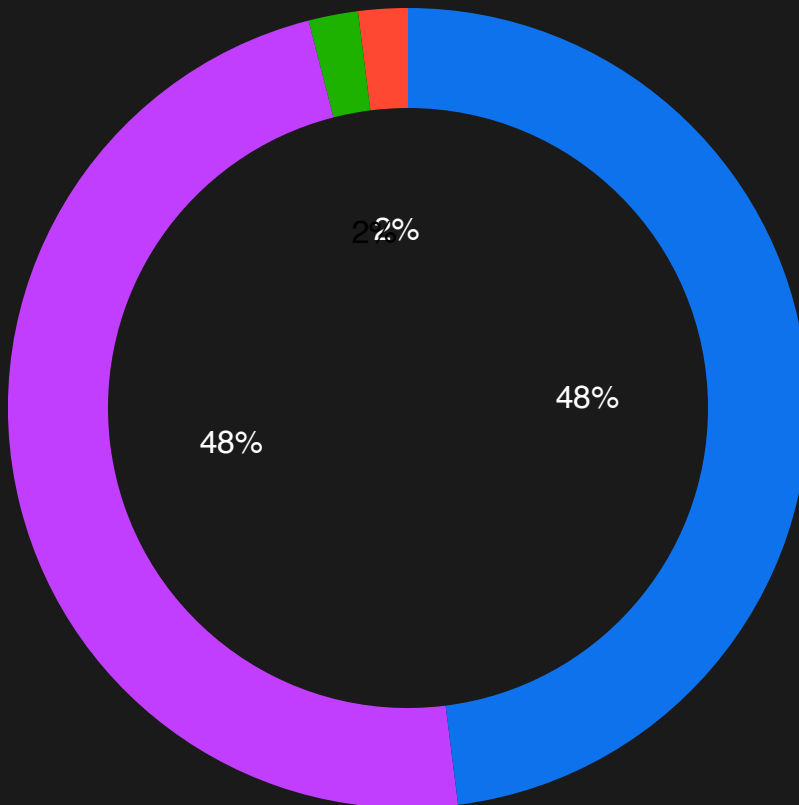
Spotify Algorithmic Playlists - Streams from playlists made by Spotify Algorithms

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

1.365m +17.8k

MONTHLY LISTENERS

12.8k +1.5k

FOLLOWERS

8.3k +0.1k



CONGRATULATIONS ON A MASSIVE GROWTH!