

Kat Madleine

Artist Growth Report · Feb – Mar 2026

Organic audience development across 5 platforms — no paid promotion

Release "I'll Be Right There" Feb 14, 2026

Release "Falling Back in Love" Mar 13, 2026

CROSS-PLATFORM SNAPSHOT · 28-30 DAYS · FEB – MAR 2026

INSTAGRAM 8,685 views 2,304 reached	TIKTOK 10K views 9,454 viewers	6,532 views 8.8h watch time	FACEBOOK 552 views 78 interactions	THREADS 279 followers 5 countries
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Total combined impressions / views across all platforms: **25,000+** organic · 0 paid ads · 2 months · 5 platforms in ~2 months

GROWTH HIGHLIGHTS PER PLATFORM

Platform	Metric	Growth	Change	Highlight
Instagram	Accounts reached	890 → 1,016 → 2,304	+126.8% MoM	71% non-follower views
TikTok	Total viewers	0 → 9,454	First 28 days	Rolling Stone / Spotify / SNL audience
YouTube	Views	-855 → 6,532	+663%	99.6% new viewers
Facebook Page	Interactions	44 → 78	+77.3%	4,114 profile friends
Threads	Followers	—	279 total	USA, DE, BR, IT, UK

The story these numbers tell:

Kat Madleine built a real, international audience across 5 platforms in under 60 days — entirely organically. The curve is pointing up. Both releases generated measurable growth spikes. The momentum is there.

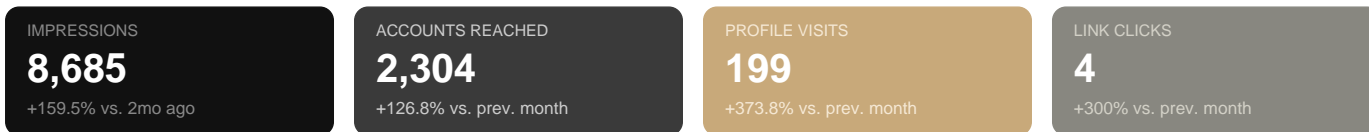
Kat Madleine

Instagram · Feb 14 – Mar 15, 2026

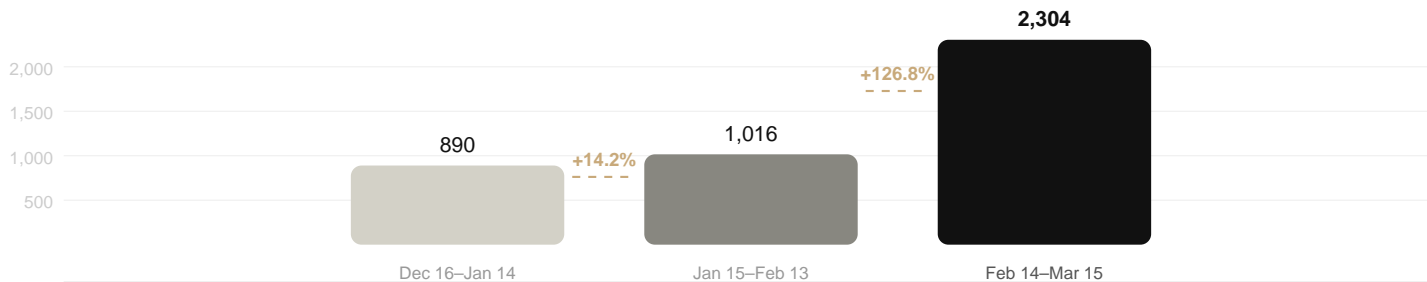
Organic reach — no paid promotion

Label Pitch Document

PERFORMANCE SNAPSHOT



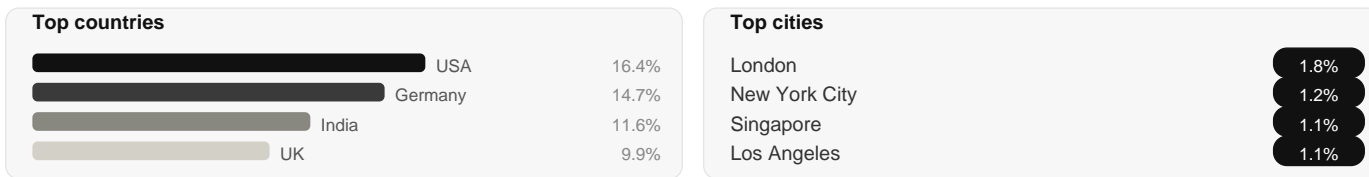
ACCOUNTS REACHED · 3-MONTH TREND



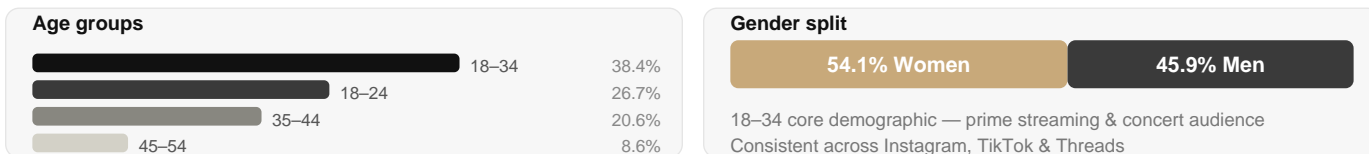
AUDIENCE · NON-FOLLOWERS VS FOLLOWERS



GEOGRAPHY



DEMOGRAPHICS



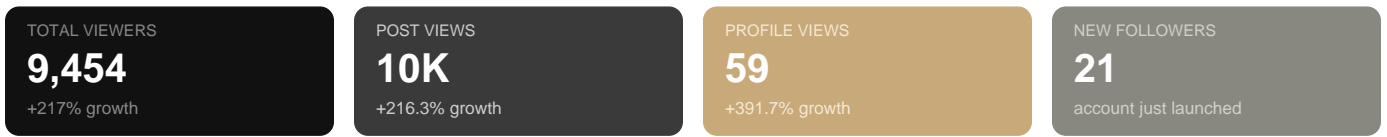
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TikTok · Feb 16 – Mar 15, 2026

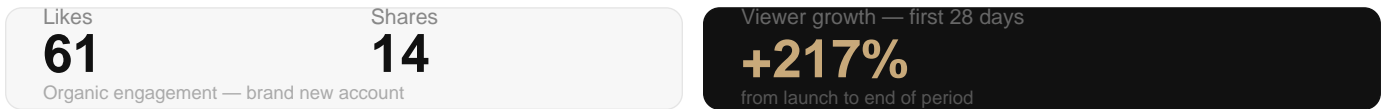
First 28 days of account activity — entirely organic

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PERFORMANCE SNAPSHOT



ENGAGEMENT METRICS

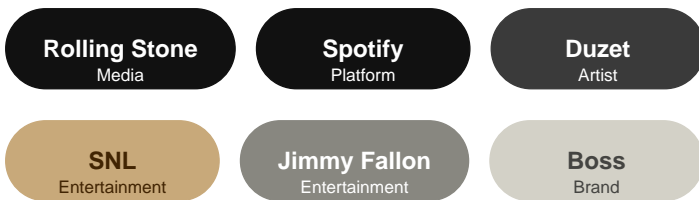


AUDIENCE GENDER SPLIT



Consistent with Instagram (54% women) — reinforces strong female artist-audience alignment across platforms.

AUDIENCE AFFINITY · CREATORS YOUR VIEWERS ALSO WATCH



Viewers follow Rolling Stone, Spotify & SNL — a music-savvy, culturally engaged audience with strong industry awareness.

Key takeaway:

9,454 viewers in under 30 days with 0 paid spend. The audience finding Kat Madleine on TikTok already follows the world's most influential music media — exactly the audience labels want to reach.

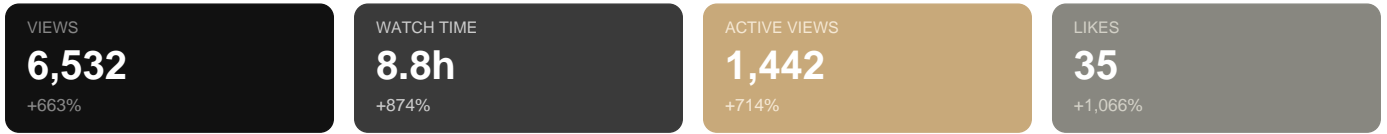
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YouTube · Facebook · Threads · Feb – Mar 2026

Additional platform performance

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YOUTUBE · LAST 28 DAYS

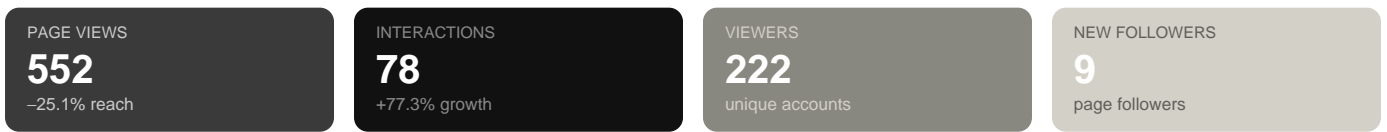


VIEWER TYPE



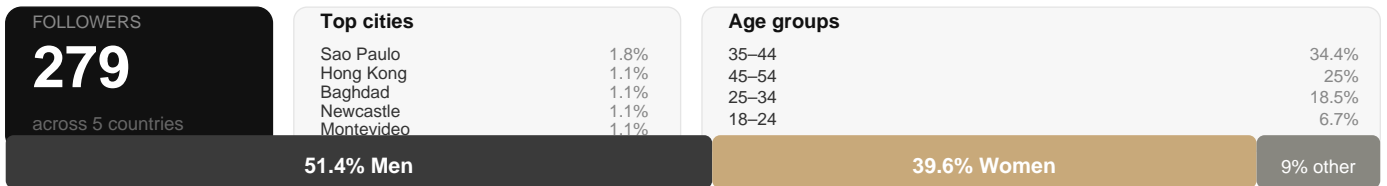
Retention: 21.9% watched to the end · 78.1% swiped away — typical for discovery-phase content. Room to grow. 1 new subscriber

FACEBOOK PAGE · LAST 28 DAYS



Facebook Profile: 4,114 friends · 4 new in 30 days · Professional Dashboard being set up — full insights coming soon.
Note: Facebook reach dip is common when shifting to organic content. Interactions +77.3% is the stronger signal.

THREADS · LAST 30 DAYS



Threads skews slightly more male — complementary to Instagram & TikTok, broadening overall audience diversity.
Top countries: USA · Germany · Brazil · Italy · UK — consistent global spread across all platforms.

Overall picture:
Kat Madleine is present and growing on every major platform simultaneously. YouTube +663%, TikTok +217%, Instagram +127% — all within the same 30-day window. This is an artist at the beginning of her trajectory.

Kat Madleine

Press & Promotion · Feb – Mar 2026

International media coverage across 2 releases — organic + Groover / MusoSoup campaigns

Label Pitch Document

CAMPAIGN OVERVIEW

TOTAL INVESTMENT

~540 EUR

2 campaigns · 2 releases

PRESS PLACEMENTS

26 + 5

articles · blogs · print

COUNTRIES COVERED

15+

on 5 continents

GLOBAL MEDIA FOOTPRINT

Americas

- USA 3 articles + 1 print
- Canada 2 + 1 ongoing
- Brazil 4 articles
- Mexico 1 article
- Ecuador 1 article

Europe

- UK 3 articles
- Germany 1 article
- France 2 articles
- Italy 1 article
- Netherlands 1 article
- Iceland 1 interview

World

- India 1 article
- Egypt 2 articles
- Ghana 1 + 1 ongoing
- South Africa 1 article
- UAE Spotify playlist
- Portugal Spotify playlist

Canada highlight: 2 published articles + 1 ongoing campaign + Spotify playlist feature (Trinnitist) + Baron Magazine playlist — strong Canadian presence.

SELECTED PRESS QUOTES · I'LL BE RIGHT THERE

Canada Avola Magazine

"Warm guitars and piano lines sit beneath Madleine's commanding vocals, which recall the raw power of Bryan Adams..."

USA WeWriteAboutMusic

"On 'I'll Be Right There,' Kat Madleine makes a compelling case that the emotional arc of 90s power-pop never..."

UK FV Music Blog

"A stunning soft-rock single fuelled by emotive melodies and passionate performances... a song that will have you..."

South Africa Savoy Truffle Tunes

"Championing a renewed commitment to authenticity and emotional storytelling, Kat Madleine is as pure a musician as..."

SELECTED PRESS QUOTES · FALLING BACK IN LOVE

Canada Melody Arena

"Built around a barebones acoustic foundation, the track strips away modern production excess to reveal something..."

UK MusoCasa

"Instead of overwhelming the listener with layers of sound, Madleine lets her voice and the song's narrative carry..."

All press coverage, full quotes & read more links:

Spotify playlists: UAE · Portugal · Canada · USA · Social features: Italy · Canada (Baron Magazine)

www.kat-madleine.de/press