

Kat Madleine

Monthly Growth Report · Mar 13 – Apr 12, 2026

Organic audience development across 5 platforms

Release

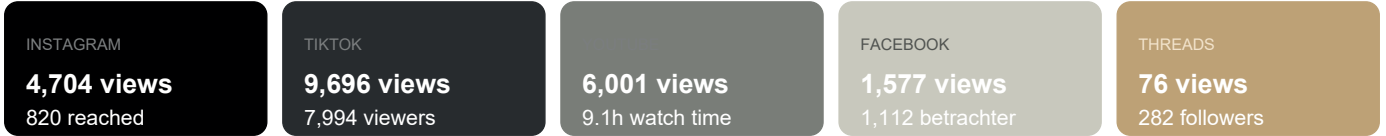
"If You Knew What I Knew"

Apr 10, 2026

Meta Ads launched

First paid campaign — Apr 12, 2026

CROSS-PLATFORM SNAPSHOT · MAR 13 – APR 12, 2026



MONTH-OVER-MONTH COMPARISON · VS. FEB 14 – MAR 15, 2026

Platform	Metric	Growth	Change	Note
Instagram	Impressions	8,685 → 4,704	-45.9%	Audience shift: now 71% followers
Instagram	Accounts reached	2,304 → 820	-64.4%	More community, less discovery
TikTok	Post views	10K → 9,696	-3%	Highly stable · +€15 ads test
TikTok	Total viewers	9,454 → 7,994	-15.4%	Still strong organic base
YouTube	Views	6,532 → 6,001	-8.1%	Very stable · +5 new subscribers
Facebook	Interactions	78 → 56	-28.2%	Ads campaign launched Apr 12
Threads	Followers	279 → 282	stable	Low activity this period

What this month's data tells us:

Instagram reach dipped but engagement deepened — followers are more active. TikTok & YouTube remain remarkably stable. Meta Ads launched Apr 12 perfectly timed after the new release — next month's numbers will show the real acceleration.

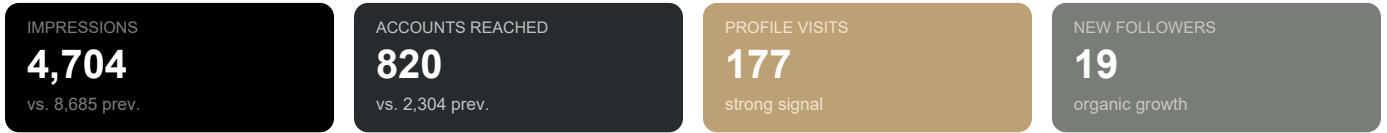
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Instagram & Facebook · Mar 15 – Apr 11, 2026

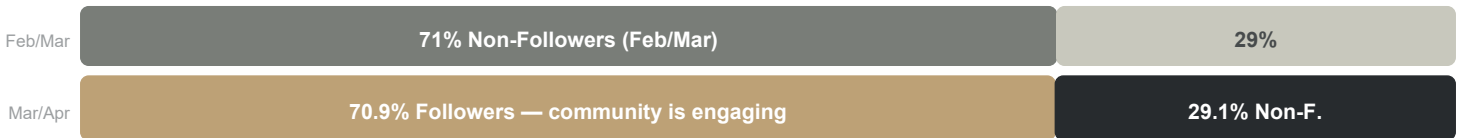
Meta platform performance — organic (ads launched Apr 12)

Monthly Growth Report

INSTAGRAM PERFORMANCE



AUDIENCE SPLIT · A SIGNIFICANT SHIFT

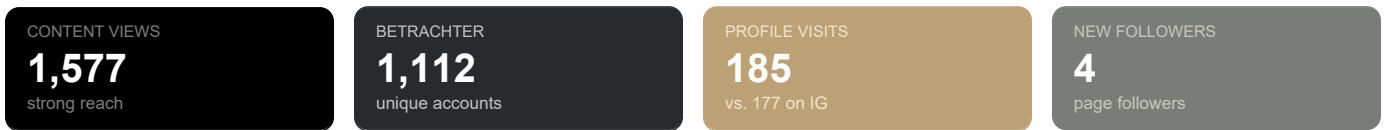


The audience has flipped: from discovery-led to community-led. Your followers are now your most active audience.

ENGAGEMENT BREAKDOWN

Reels		Posts	
Likes	170	Likes	101
Comments	23	Comments	10
Shares	3	Reposts	1
Reposts	4	Shared content	59
Saved	2	Total interactions	321

FACEBOOK PAGE · MAR 15 – APR 11, 2026



Meta Ads campaign launched Apr 12:

Both Instagram and Facebook will benefit. Next month's comparison will show the full paid + organic impact.
Content interactions: 56 · Link clicks: 0 · New followers: 4

Starting next month:

Paid Meta campaign active — expect significant reach boost across Instagram & Facebook.

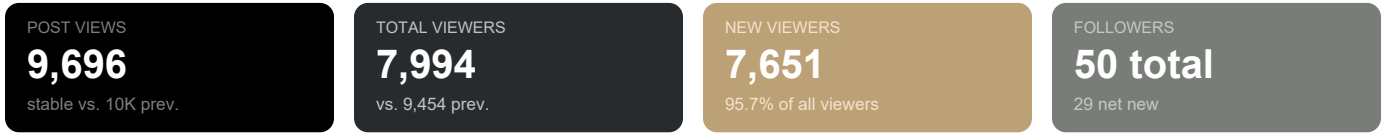
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TikTok · Mar 14 – Apr 10, 2026

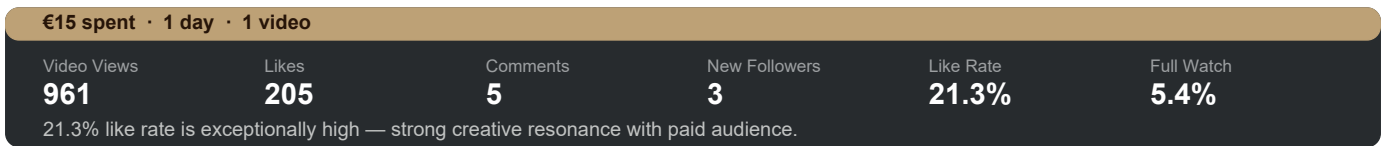
Organic performance + first paid ad test (Apr 7, €15)

Monthly Growth Report

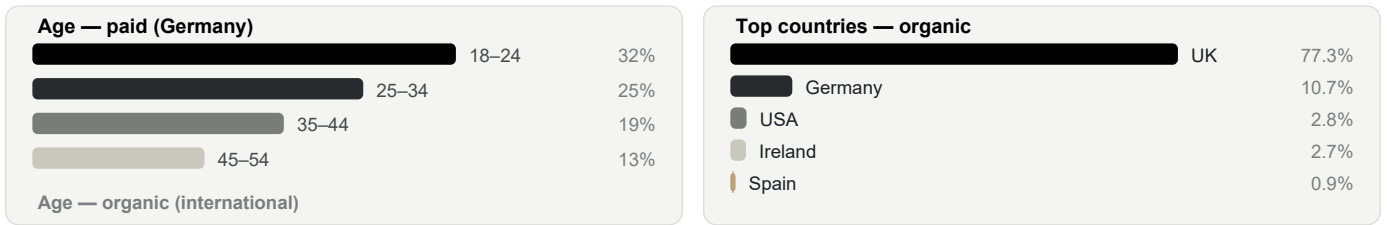
ORGANIC PERFORMANCE SNAPSHOT



PAID AD TEST · APR 7 · €15 · 1 DAY



AUDIENCE DEMOGRAPHICS · PAID (DE) vs. ORGANIC (INTL.)



Organic gender split — consistent female-leaning audience across all platforms.

AUDIENCE AFFINITY · CREATORS VIEWERS ALSO WATCH



UK dominates (77.3%) — strong British audience. SNL still appearing = music-savvy, culturally engaged viewers.

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YouTube · Threads · Outlook · Mar 15 – Apr 12, 2026

Platform deep-dive + next month forecast

Monthly Growth Report

YOUTUBE · MAR 15 – APR 11, 2026

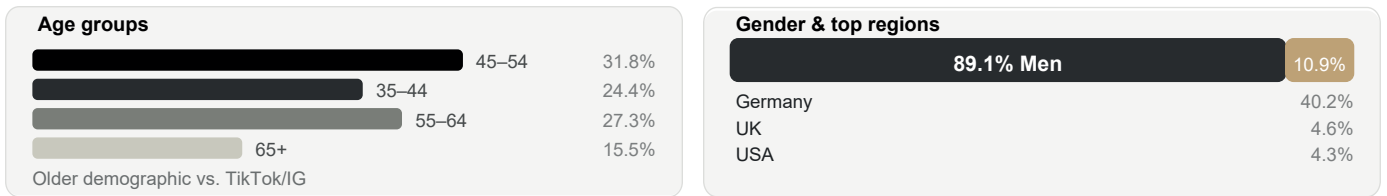


VIEWER TYPE · SHORTS

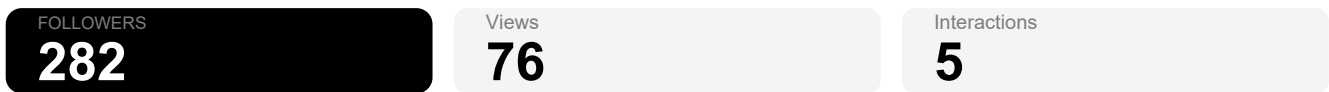


28.7% watched to end · 71.3% swiped — improving vs. 21.9% last month

YOUTUBE AUDIENCE DEMOGRAPHICS



THREADS · LAST 30 DAYS



Threads remains low-activity — steady follower base, low posting frequency this period.

OUTLOOK · WHAT TO EXPECT NEXT MONTH

- Meta Ads (live now)** — First paid campaign across IG & Facebook — expect significant reach boost on both platforms.
- "If You Knew What I Knew"** — Released Apr 10 — first full month of streaming data + press campaign results incoming.
- TikTok momentum** — 77.3% UK audience + SNL/Netflix affinity — strong base for next organic push.

This month in one sentence:
The organic foundation is solid and stable — TikTok, YouTube and Facebook all held strong. Instagram shifted from discovery to community mode. With Meta Ads now live and a new release out, next month is where it gets exciting.