

Kat Madleine

Monthly Growth Report · Apr 12 – May 10, 2026

Organic + paid audience development across 5 platforms

Active ad campaigns

TikTok + Meta running

Follower milestone

TikTok 1,107 · FB 1,061

Main markets

SA · CA · UK · DE

CROSS-PLATFORM SNAPSHOT · APR 12 – MAY 10, 2026

INSTAGRAM

20,016 views

12,066 reached

TIKTOK

149K views

56K viewers

57,610 views

37,571 viewers

YOUTUBE

4,765 views

5h 30m watch

THREADS

289 followers

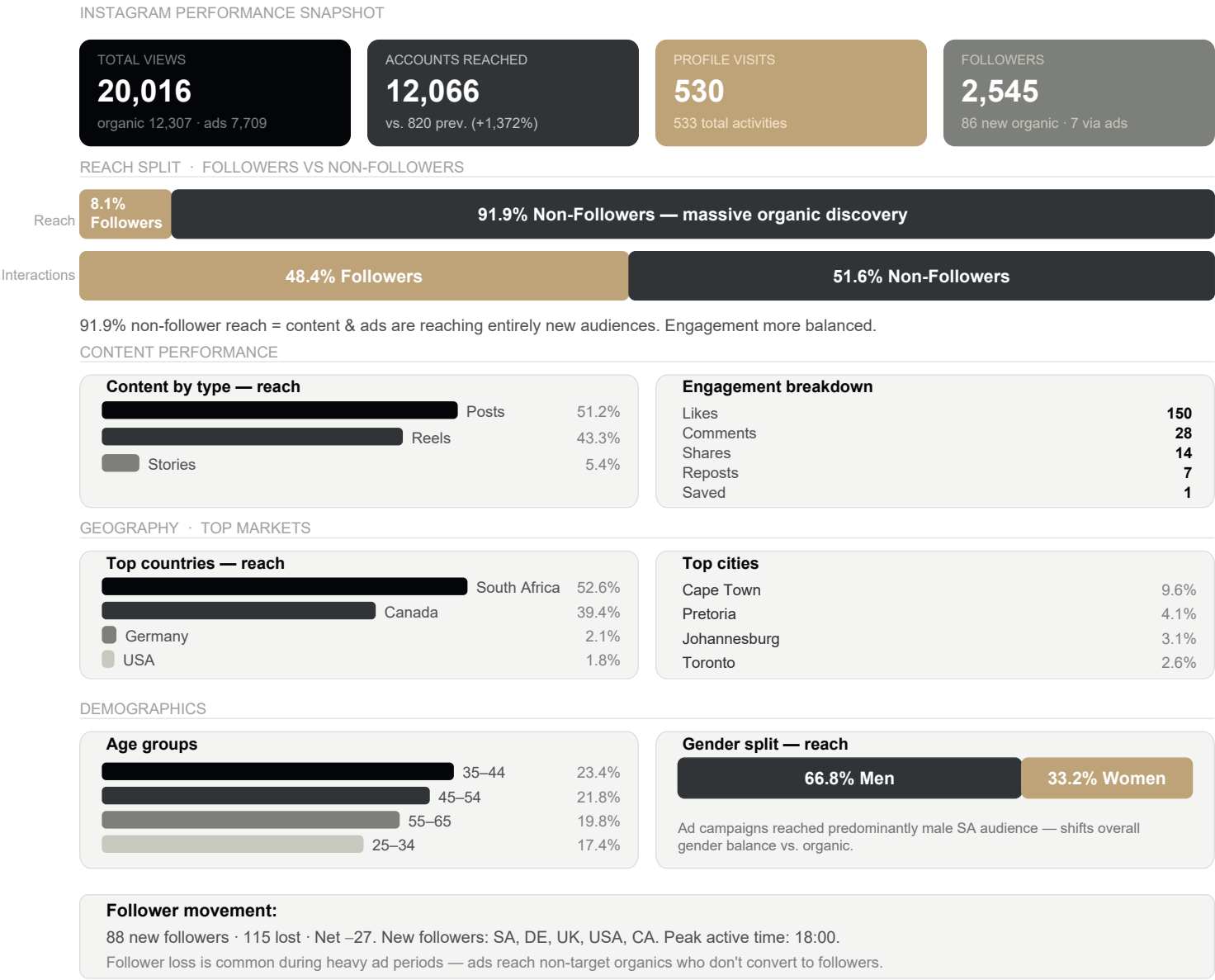
5 countries

MONTH-OVER-MONTH · VS. MAR 13 – APR 12, 2026

Platform	Metric	Growth	Change	Note
Instagram	Impressions	4,704 → 20,016	+325%	Ads + organic · SA & CA dominate
Instagram	Accounts reached	820 → 12,066	+1,372%	Massive reach expansion via ads
Instagram	Followers	— → 2,545	2,545 total	86 new organic + 7 via ads
TikTok	Post views	9,696 → 149K	+1,437%	Ad campaigns driving huge volume
TikTok	Followers	50 → 1,107	+2,114%	975 from ads + organic growth
Facebook	Views	1,577 → 57,610	+3,553%	Ad campaigns fully active
Facebook	Followers	— → 1,061	1,061 total	~1K new from ads this period
YouTube	Views	6,001 → 4,765	-20.6%	Stable · no paid support
Threads	Followers	282 → 289	+2.5%	Steady organic

The big picture:

Ad campaigns transformed the numbers this month — Instagram +1,372% reach, TikTok +1,437% views, Facebook +3,553% views. TikTok crossed 1,000 followers. South Africa & Canada are your core markets. YouTube is the only organic-only platform — steady but needs attention.



GEOGRAPHY · TOP MARKETS

Top countries — reach

South Africa

52.6%

Canada

39.4%

Germany

2.1%

USA

1.8%

Top cities

Cape Town

9.6%

Pretoria

4.1%

Johannesburg

3.1%

Toronto

2.6%

DEMOGRAPHICS

Age groups

35–44

23.4%

45–54

21.8%

55–65

19.8%

25–34

17.4%

Gender split — reach

66.8% Men

33.2% Women

Ad campaigns reached predominantly male SA audience — shifts overall gender balance vs. organic.

Follower movement:

88 new followers · 115 lost · Net –27. New followers: SA, DE, UK, USA, CA. Peak active time: 18:00.

Follower loss is common during heavy ad periods — ads reach non-target organics who don't convert to followers.

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TikTok & Facebook · Apr 11 – May 10, 2026

Paid + organic · TikTok 1,107 followers · Facebook 1,061 followers

Monthly Growth Report

TIKTOK PERFORMANCE SNAPSHOT

POST VIEWS

149K

organic + paid

TOTAL VIEWERS

56K

54K new viewers

FOLLOWERS

1,107

1,058 net new

TOTAL LIKES

3,442

749 from ads

TIKTOK ENGAGEMENT

Engagement

Likes3,442 (749 ads)

Comments78 (5 ads)

Shares163 (1 ad)

Followers

Total1,107

Net new1,058

From ads~975

MILESTONE

1,000+

followers crossed

TIKTOK AUDIENCE DEMOGRAPHICS

Follower age

35–4435.6%

25–3426.2%

45–5422.5%

55+14.3%

18–241.4%

Follower locations

South Africa72.3%

Canada1.4%

UK1.2%

Peak activity: 19:00

81% Men (followers)

18% Women

AUDIENCE AFFINITY · WHAT YOUR VIEWERS ALSO WATCH

Zara Larsson

Artist

Sony Pictures

Media

SNL

Entertainment

Netflix SA

Platform

Fallon Tonight

Entertainment

Bravo

Media

The Sun

Media

Complex

Media

FACEBOOK · APR 12 – MAY 10, 2026

TOTAL VIEWS

57,610

1,375 followers · 51,340 non

BETRACHTER

37,571

unique accounts

CONTENT INTERACT.

1.1K

reels dominate (1,090)

FOLLOWERS

1,061

~1K new via ads

Ad spend: €147.36 · Watch time: 17h 46m · Reels: 12 published · Peak: new followers 1K · Reach 57K

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YouTube · Threads · Outlook · May 10, 2026

Organic platforms + forward strategy

Monthly Growth Report

YOUTUBE · LAST 28 DAYS · ORGANIC ONLY

VIEWS
4,765
vs. 6,001 prev. (-20.6%)

WATCH TIME
5h 30m
vs. 9.1h prev.

ACTIVE VIEWS
1,293
shorts performance

SUBSCRIBERS
+1 / 17
growing slowly

YOUTUBE SEARCH TERMS · HOW PEOPLE FIND YOU

People are searching for Bryan Adams to find Kat Madleine

"Bryan Adams Tough Town" · "Tough Town Bryan Adams" · "Adam B"

This is no coincidence — the Rock´n´Roll content strategy is working. His audience is finding Kat through search.

YOUTUBE AUDIENCE

Age groups

35–4427.0%

45–5426.3%

25–3421.7%

55–649.2%

Top countries

Germany24.5%

Indonesia7.7%

Australia2.3%

99.4% new viewers · Reached via Feed 93.2%

THREADS · LAST 30 DAYS

FOLLOWERS
289

Top country
USA 15.6%

Core age
35–44 37.2%

Gender: 51.1% Men · 41.5% Women · Top cities: Sao Paulo, Dubai, Hong Kong, London

OUTLOOK · WHAT THIS MONTH TELLS US

South Africa is your #1 market

— 72.3% of TikTok followers, top IG cities. SA audience is loyal and engaged — keep targeting.

Canada remains high-potential

— 39.4% of IG reach, consistent across all platforms. Ontario leads. Next major TikTok push.

YouTube search terms are gold

— People find you by searching Bryan Adams. This is your content strategy working perfectly.

TikTok 1,000 followers crossed

— Major milestone. Algorithm now treats you differently — broader organic distribution expected.

Facebook at scale

— 57,610 views and 1,061 followers. €0.06/follower remains one of best rates on the platform.

This month in one sentence:

Paid campaigns multiplied reach by 10x+ across all platforms — TikTok crossed 1,000 followers, Instagram reached 12,066 accounts, Facebook hit 57,610 views. The audience is real, targeted and growing.