

Kat Madleine

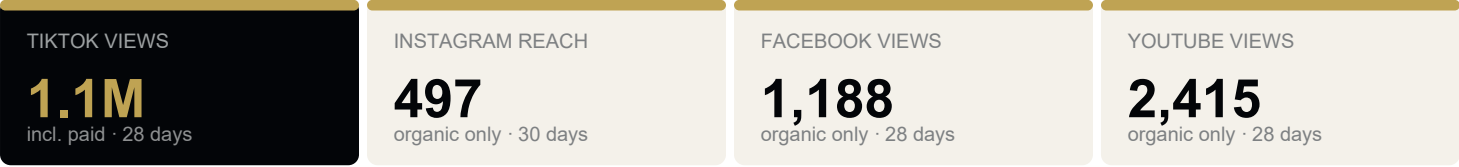
Social Media Report · May–June 2026

TikTok · Instagram · Facebook · YouTube · Threads · 13 May – 9 June 2026

Label Pitch Document

Note: TikTok figures include paid ad spend (campaigns active). All other platforms: 100% organic.
Separate campaign-only PDF available on request.

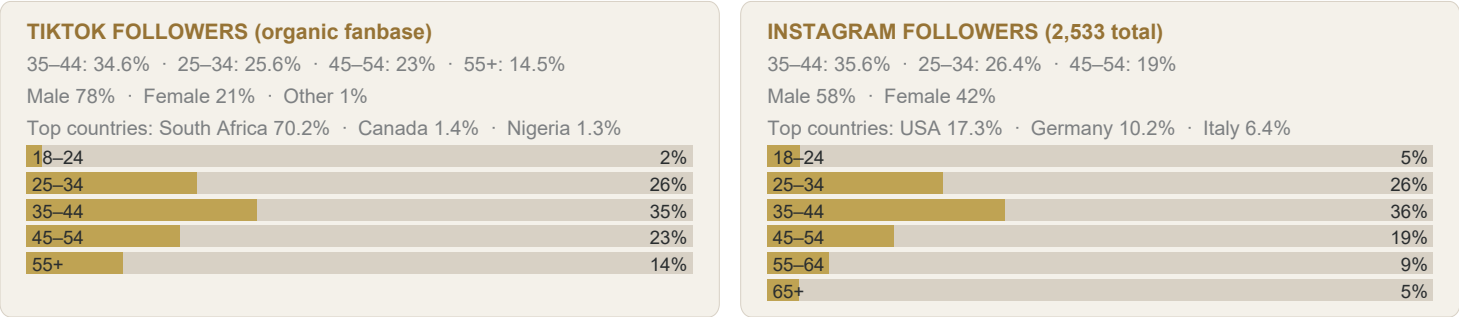
COMBINED OVERVIEW · ALL PLATFORMS



PLATFORM SUMMARY

Platform	Period	Views / Reach	Followers	Key Metric	Paid?
TikTok	12 May–8 Jun	1,100,000 views	+51 followers	682K unique viewers	YES
Instagram	11 May–9 Jun	497 accounts	-13 followers	78.8% non-follower reels	NO
Facebook	13 May–9 Jun	1,188 views	-2 followers	71.7% non-follower reach	NO
YouTube	13 May–9 Jun	2,415 views	+4 subscribers	34% Shorts completion	NO
Threads	11 May–9 Jun	74 views	289 followers	6 interactions	NO

AUDIENCE PROFILE · CROSS-PLATFORM



Cross-platform audience insight:

Core fanbase: women AND men 35–54 across all platforms — classic rock/pop audience, high cultural affinity.
South Africa dominates TikTok (70.2% of followers) — consistent with paid campaign results.
Instagram shows stronger US + European reach — different discovery path, broader geographic spread.
YouTube search terms: 'Bed of Roses', 'Bryan Adams', 'Bon Jovi' — audience self-identifies with 90s rock.

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TikTok + Instagram · Organic & Paid Performance
12 May – 9 June 2026

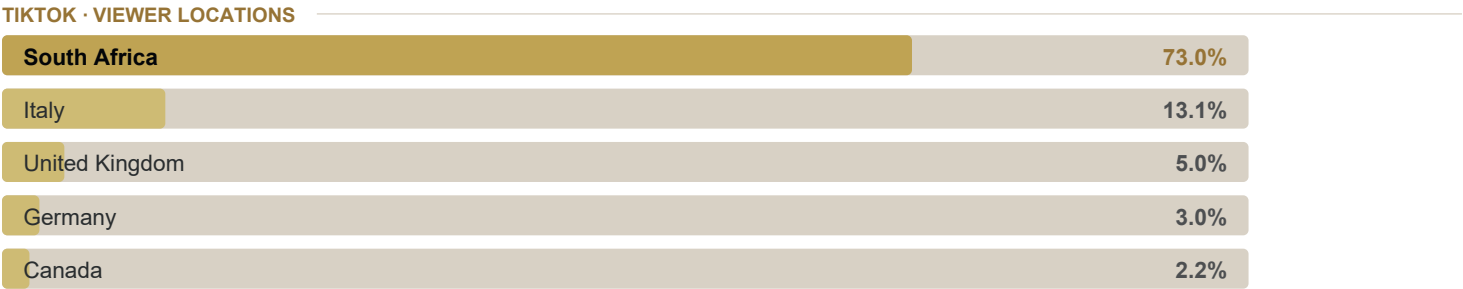
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TikTok

12 May – 8 June 2026 · incl. paid campaigns

* paid included

VIEWS	UNIQUE VIEWERS	PROFILE VIEWS	ENGAGEMENT
1,100,000	682,000	1,186	1,157



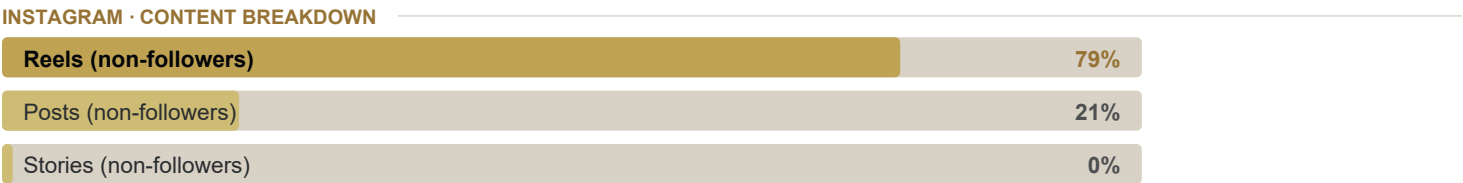
Creators whose audience also watched Kat Madleine:
Samsung · TikTok Creative · Apple · O2 · eBay UK · Ray Dalio · Teen Vogue · Jack Edwards · Anwar Jibawi
→ Premium brand-adjacent audience with strong consumer intent

Instagram

11 May – 9 June 2026 · 100% organic

organic only

ACCOUNTS REACHED	CONTENT VIEWS	INTERACTIONS	PROFILE CLICKS
497	1,913	123	11



TikTok vs Instagram — two different audiences:
TikTok: South Africa dominant (73%) — direct result of targeted campaigns + cultural fit.
Instagram: Germany leads organically (31.6%) — European audience discovering the music without paid support.

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Facebook · YouTube · Threads · Summary
13 May – 9 June 2026 · all organic

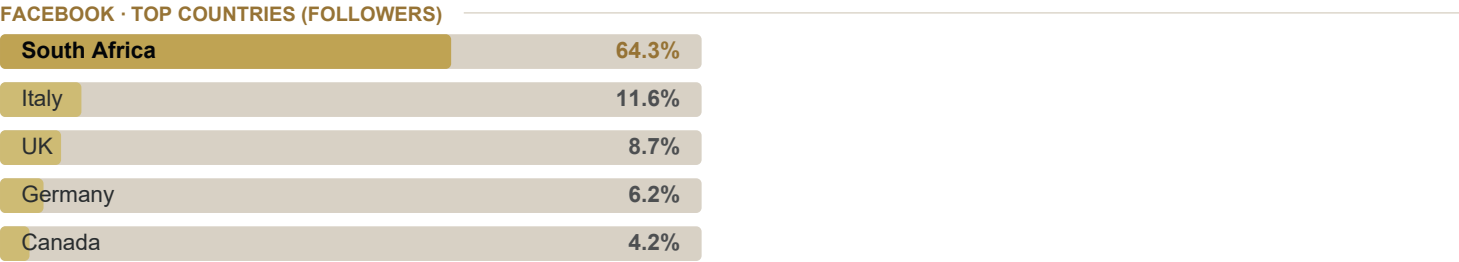
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Facebook

13 May – 9 June 2026 · 100% organic

organic only

PAGE FOLLOWERS	CONTENT VIEWS	INTERACTIONS	3-SEC VIDEO VIEWS
1,049	1,188	59	430



Top cities: Cape Town 8% · Pretoria 2.9% · Soweto 2.7% · Johannesburg 1.9% · Durban 1.7%

YouTube

13 May – 9 June 2026 · 100% organic

organic only

TOTAL VIEWS	WATCH TIME	SHORTS VIEWS	NEW SUBSCRIBERS
2,415	4.6h	2,354	4

Top search terms leading to Kat Madleine:
"Bed of Roses" · "Tough Town Bryan Adams" · "Bon Jovi Bed of Roses cover"
Suggested alongside: Jealous of the Angels (Donna T.) · Maroon 5 - Memories · I Love You Daddy
→ YouTube algorithm already positions Kat Madleine in the 90s rock/emotional ballad genre space

Threads

11 May – 9 Jun · early stage

building

289 followers · 74 views · 6 interactions · Active in: USA, Germany, Brazil, Italy, UK
Early stage — growing steadily across target markets

OVERALL ASSESSMENT · MAY-JUNE 2026

What this month's data shows:
South Africa is the organic home base — present on every platform without paid support (FB 64%, TikTok followers 70%).
Canada: highest intent market from paid campaigns (19.8% CVR) — now also present organically on Facebook (4.2%).
YouTube algorithm confirms genre positioning: 90s rock, emotional ballads — exactly the label's core market.
Instagram reach (Germany 31.6%) suggests European growth happening organically — no spend required.
Brand-adjacent TikTok audience (Apple, Samsung, O2, eBay UK) = premium consumer, not casual scroller.
Core demographic 35–54 consistent across all platforms — engaged, disposable income, loyal music buyers.
Conclusion: organic reach confirms what paid data showed — audience overlap with label is real and growing.