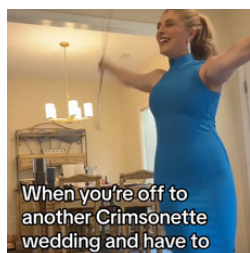


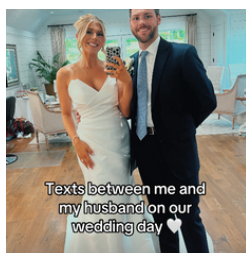
POPULAR MEDIA/FEATURED BRAND CONTENT



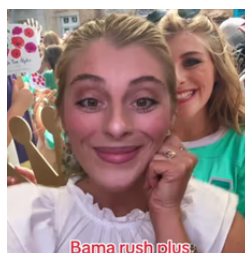
1.7M VIEWS



1.1M VIEWS



350.2K VIEWS



228.3K VIEWS



244K VIEWS



100.7K VIEWS
LULULEMON



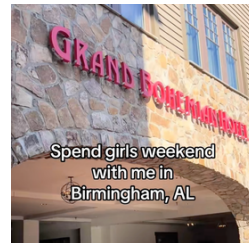
31K VIEWS
RESTAURANT REVIEW



42K VIEWS
BIRDY GREY



48.8K VIEWS
SPANX



14.6K VIEWS
MARRIOTT

MEDIA STATS

12.3K INSTAGRAM FOLLOWERS

11K TIKTOK FOLLOWERS

496.3K TIKTOK LIKES

10% ENGAGEMENT RATE

6% CLICK THROUGH RATE

6M VIEWS IN THE LAST YEAR

80% WOMEN

AGES: 15% 18-24, 28% 25-34, 22% 35-44

TOP CITIES: BIRMINGHAM, MOBILE

TUSCALOOSA, HUNTSVILLE, ATLANTA,

NASHVILLE, HOUSTON, NEW YORK, LOS

ANGELES, JACKSONVILLE

FOLLOWER INTERESTS: SOUTHERN STYLE,

BATON TWIRLING, FITNESS, HEALTH,

UNIVERSITY OF ALABAMA, SOUTHERN TRAVEL

BRAND PARTNERS

MARRIOTT
BONVOY™

 lululemon



COROS



LIQUID IV®
Fueling Life's Adventures

FRENCH CONNECTION

BODYROK

TECOVAS bella dahl



BRILLIANT EARTH

BIRDY GREY

petite keep

ANDRÉ

SPANX®

Miss
America