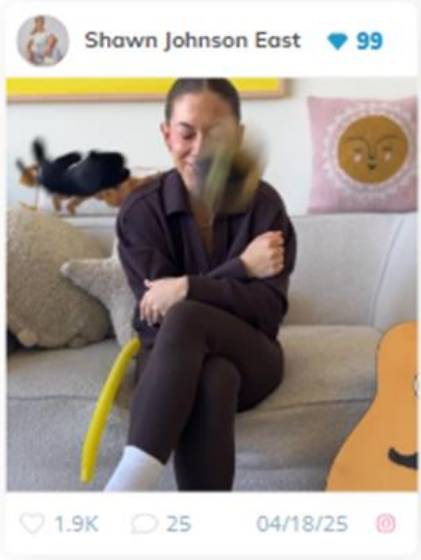


Influencer marketing created **authentic connections** with moms and continued to drive higher than average engagement rates.\*

2025 posts through June generated an average **engagement rate of 3.12%** and **reached 1.9M people**.

Follower comments indicate our audience finds the content both educational and useful with many expressing gratitude for the information shared.

\*The industry average for engagement rate is 1%.



18	6.3 million	1.9 million	320,881	3.12%
Posts	Impressions	Reach	Engagements	Engagement Rate



**Audience Demographics:**

- 18 – 24: 33%
- 25 – 34: 47%
- 35 – 49: 15%
- 87% Women