



LIFE WITH ALICE & CO.

Creator insights

Real family life, remarkable reach.

Two mums, two boys, one growing family - creating personality-led parenting, family and lifestyle content that audiences stop for, share and follow.

THE NUMBERS BRANDS NEED TO KNOW

2.68M+ CROSS-PLATFORM VIEWS Grandad "32"	2.3M TOP INSTAGRAM REEL Current views	163K TIKTOK LIKES Grandad "32"	6,550 FOLLOWS FROM ONE REEL Instagram conversion	90,965 LIKES ON TOP IG REEL Plus 6,410 saves
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GRANDAD "32" - BREAKOUT MOMENT Instagram 564,049 views • 46.6K likes • 168 follows Facebook 517,226 views TikTok 1.6M views • 163K likes • 718 comments • 10K shares • 5,265 favourites 670 new followers • 17.0s avg watch • 28.46% watched full video Combined: 2.68M+ views across Instagram, Facebook and TikTok.	AUDIENCE SNAPSHOT Instagram 12,811 followers • 89.6% women US 39.2% • UK 31.2% TikTok 2,204 followers • 77% female • UK 63.3% • 70% aged 25-54 Facebook 8K followers
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MORE PERFORMANCE PROOF - BIGGEST CURRENT REELS

CONTENT	CURRENT VIEWS	WHAT STANDS OUT
"3 years old..."	2.3M IG	90,965 likes • 6,410 saves • 1,405 comments • 6,550 follows
"My Animal obsessed..."	1.4M IG	38,932 likes • 3,290 saves • 428 comments • 820 follows
"Name something sweeter..."	963.9K IG	24,935 likes • 2,097 saves • 506 comments • 765 follows
"Look at that IBEX"	920,083 Meta	715,508 IG • 204,575 FB • 43K likes • 3.7K saves • 437 follows
"Asking a 3 year old..."	858,930 Meta	750,155 IG • 108,775 FB • 66K likes • 3.6K saves • 350 follows

FACEBOOK MOMENTUM - LATEST 28 DAYS 582,698 views • 33,391 engagements • 1,277 follows Grandad "32" alone: 517,226 Facebook views.	WHY IT MATTERS TO BRANDS Repeat high-performing family content, discovery beyond the existing audience, and proven follower conversion across Instagram, Facebook and TikTok.
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Reporting note. Verified against the latest supplied platform insights through 3 October 2026. Current Reel ranking figures are used where newer than older detail screens. Meta totals are not double-counted. TikTok rounds large totals, so 2.68M+ is deliberately shown as a minimum. Historic Instagram Reels with tiny boosts are not described as fully organic.

Brand collaborations & enquiries: lifewithaliceandco@gmail.com • Instagram & TikTok: [@lifewithaliceandco](https://www.instagram.com/lifewithaliceandco)