

Ivana

@lunivana · Paris · Relations amoureuses · Psychologie

Ivana decodes love and relationships: what men need, what women expect, how to stop getting attached too fast.

Her short videos, with a dark, literary aesthetic, are watched, saved and shared at scale: over 9 million views in one month across TikTok and Instagram.

163K	10.19%	5.4M
followers, TikTok and Instagram	engagement on TikTok	TikTok views, 30 days

TikTok

153K

followers

Views, 30 days	5.4M
Engagement rate	10.19%
New viewers, 30 days	1.3M
Total likes	7.1M
Main age group	18–24

Instagram

9.9K

followers

Accounts reached, 30 days	1.5M
Reel views, 30 days	4.2M
Engagement rate	6.65%
Main age group	25–34
Average views per Reel	210K

Who follows Ivana, *and where*

TIKTOK · LAST 30 DAYS

AGE

18–24	44.7%
25–34	36.1%
35–44	9.5%
45–54	6.9%
55+	2.8%

GENDER

52
% men

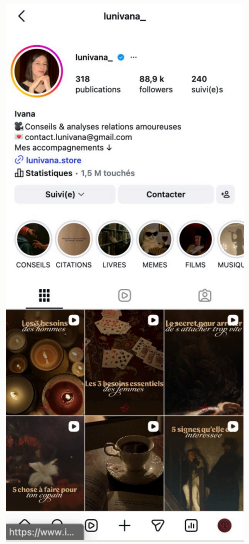
46
% women

COUNTRIES

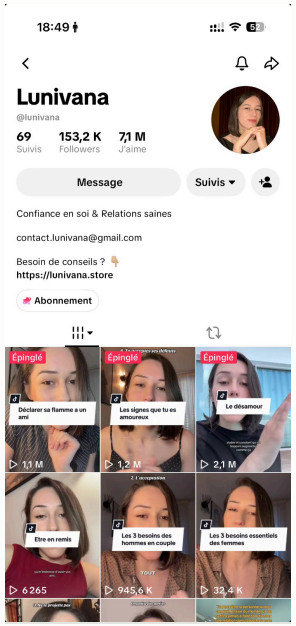
France	47.6%
RD Congo	6.9%
Cameroun	5.8%

CITIES

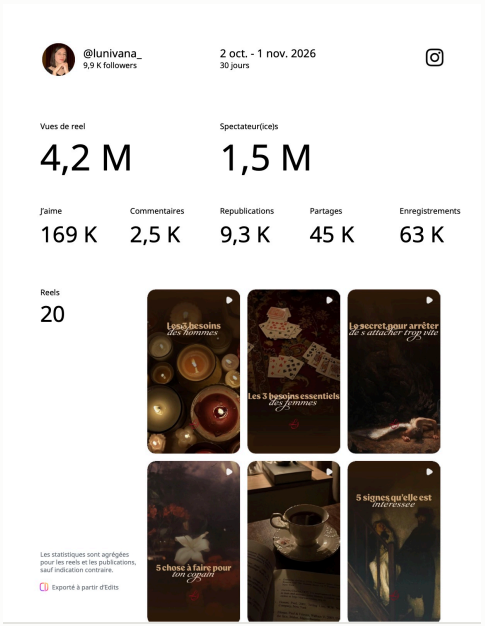
Screenshots, *unedited*



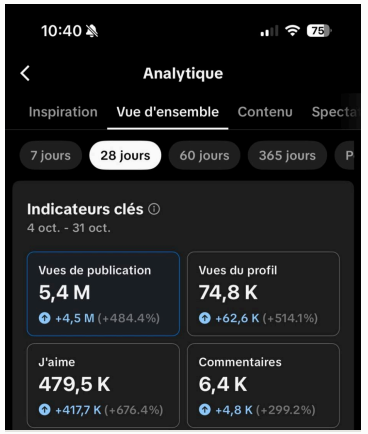
Instagram profile



TikTok profile



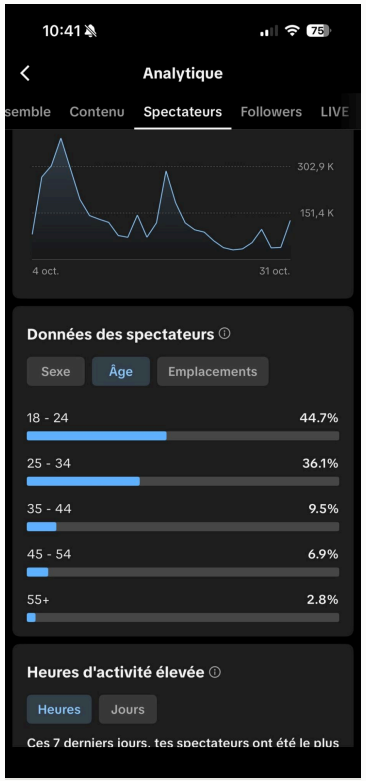
Insights



Insights

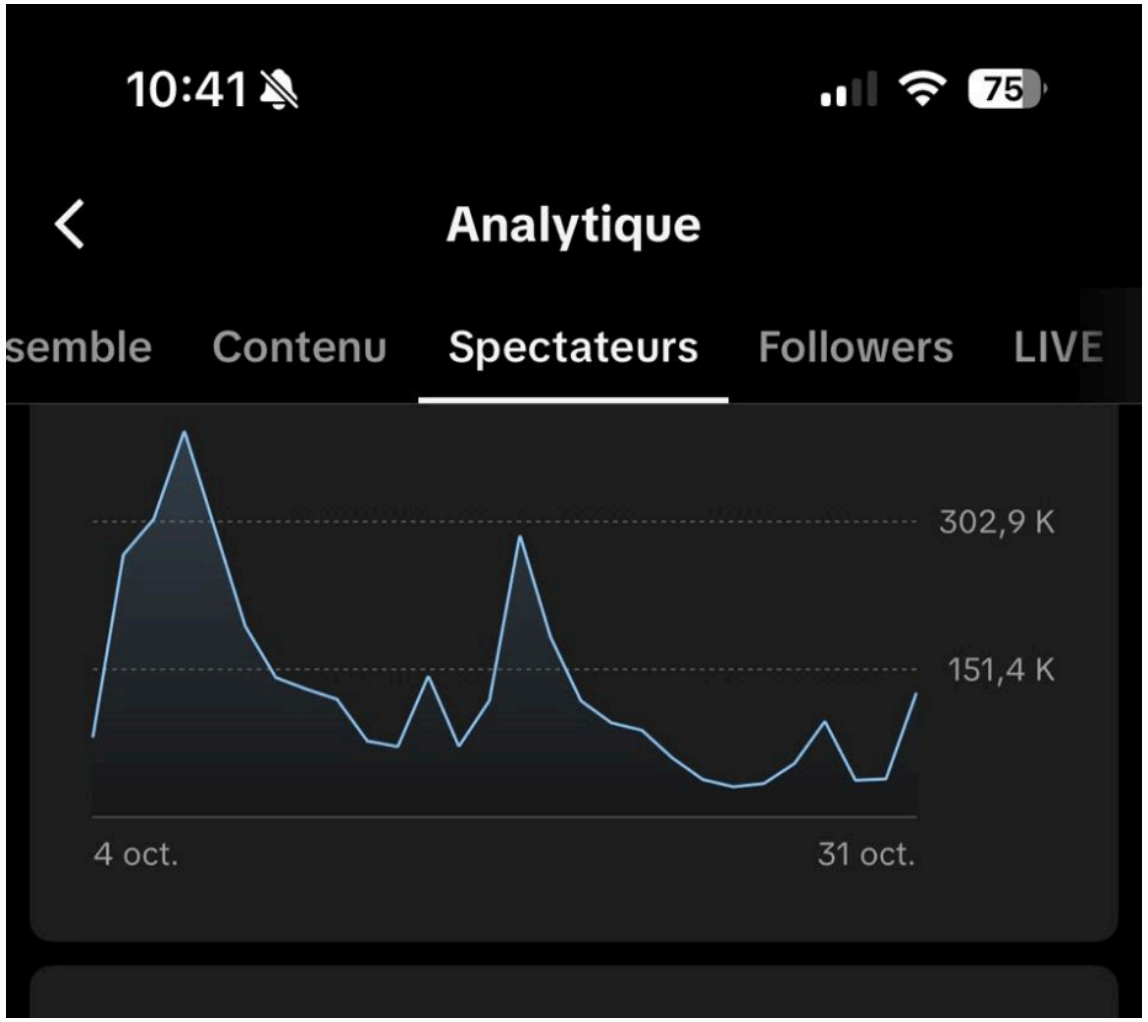


Insights

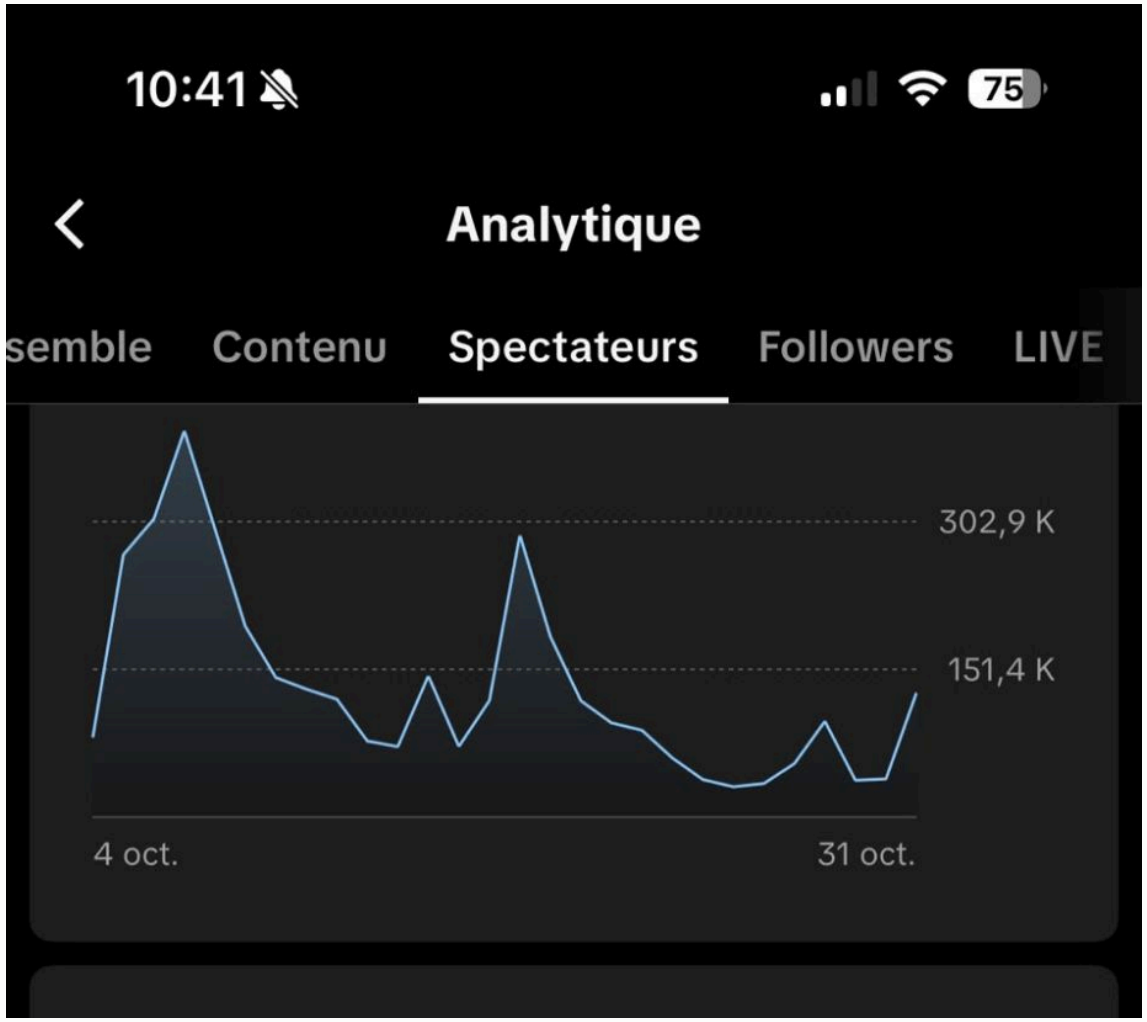


Insights

Screenshots, *unedited*



Insights



Insights

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