

KARAWANG

Decoding money, travel and
weird subcultures.

12,688 FOLLOWERS
4.28M VIEWS, LAST 90 DAYS
BALI · PARIS · NEW YORK

12,688 followers. 4,278,194
views in ninety days. *The gap
between those two numbers is the whole pitch.*

I am building five villas in Bali, I ship software with AI, and I put the parts nobody posts
on camera. Ninety two percent of the people watching have never followed me. They
watch anyway.

Reach, not follower count.

LAST 30 DAYS

26 JUL TO 25 AUG 2026

912,004 VIEWS	314,177 ACCOUNTS REACHED	25,780 INTERACTIONS
11,066 ACCOUNTS ENGAGED	24,734 PROFILE VISITS	88% VIEWS FROM NON FOLLOWERS

LAST 90 DAYS

27 MAY TO 25 AUG 2026

4,278,194 VIEWS	1,425,272 ACCOUNTS REACHED	94,969 INTERACTIONS
12 REELS PAST 55K VIEWS	427K BEST PERFORMING REEL	94% OF VIEWS COME FROM REELS

Pulled from Instagram Insights and Meta Business Suite on 25 August 2026. Happy to screen share the dashboard on a call.

A 12K account is not supposed to

do four million views a quarter.

Distribution, not audience	Between 88 and 92 percent of my views come from people who do not follow me. Instagram pushes the work into feeds on its own. The follower count is a lagging indicator, not the product. If you are buying followers, buy someone else. If you are buying attention, this is a very cheap way to get it.
Reels do the work	Ninety four percent of views come from Reels, almost all of them talking head, twenty to sixty seconds, shot by me. I do not pad the grid to look busy, and I do not run engagement pods.
People come back	11,066 accounts engaged in thirty days against 12,688 followers, plus 24,734 profile visits in the same window. That is roughly two profile visits per follower per month. The audience is small, awake and checking on me.

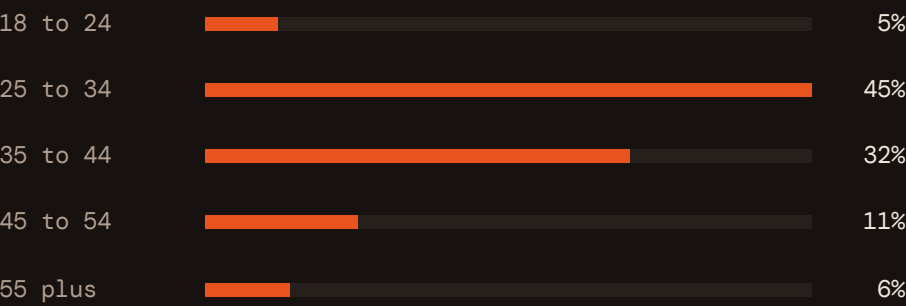
03 THE AUDIENCE

Founders, expats and people who move countries.

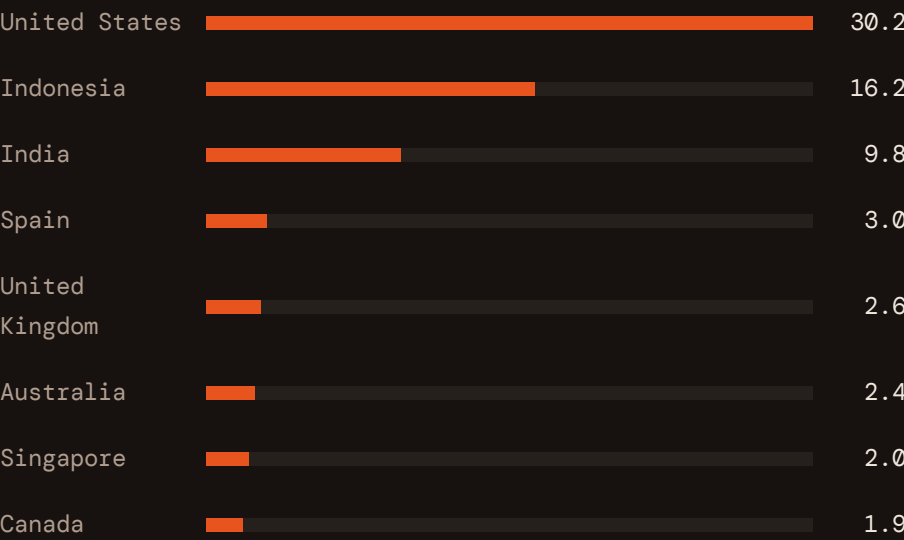
GENDER



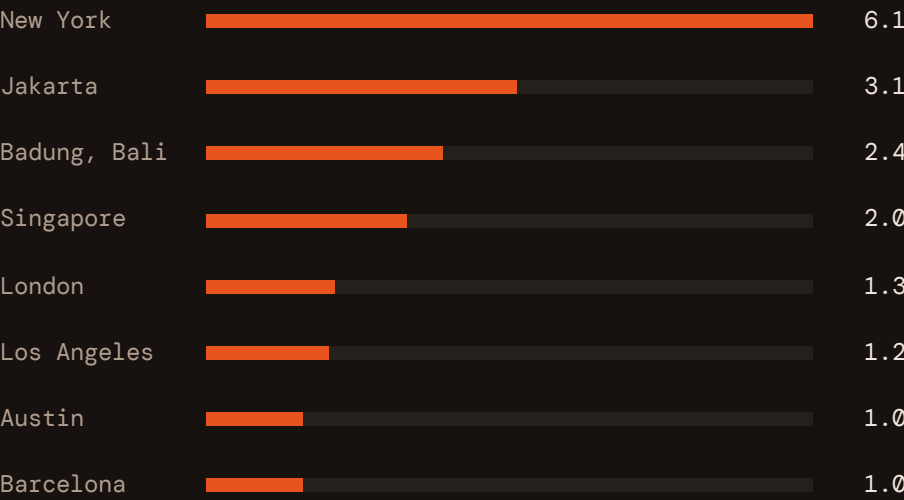
AGE



TOP COUNTRIES



TOP CITIES



Men skewed, 25 to 44, high mobility, high spend. Founders, expats, people who buy property in countries they were not born in. *If you sell to women in their twenties, I am the wrong account, and I will say so on the call.*

Follower demographics from Meta Business Suite, lifetime, 25 August 2026. Age split rounded from the dashboard chart.

Five lanes. One voice.

Money, with receipts	What five villas in Bali actually cost. What three contractors took. What a 27 year leasehold is worth when the neighbour climbs on your roof. Real numbers on screen, no coyness.
Travel and weird subcultures	Burning Man, Ibiza, Bali, Paris. Written from inside the world rather than about it, which is why it travels past the people who already live there.
Taste	Why ugly products are not useful, they are lazy. Beauty against function. Nine years of design work behind every opinion, most recently at Capital One.
Building with AI	I designed and shipped the villa sites and a set of small apps myself, without hiring anyone. The story is leverage, not software, which is why non technical people finish the video.
Hard truths	Women, money, standards, ambition. Deadpan, specific, occasionally mean about things that deserve it. No motivational posters.

427K Festival POV, the one that broke containment REEL · 30 MAY · SUBCULTURES	396K “Do the Spanish racially not like Asians?” REEL · 5 JUL · CULTURE	215K “When did Ibiza become so Miami LA trashy vibes?” REEL · 6 JUL · TRAVEL
163K “I spent \$20,000 on surgery to look pretty natural” REEL · 7 JUN · BEAUTY	53K “Five people you cannot avoid at Burning Man” REEL · 18 AUG · FESTIVALS	48K “How to meet your husband at Burning Man” REEL · 22 AUG · FESTIVALS

Priced on views, not on followers.

All figures USD, exclusive of paid media spend. A single reel here has cleared 50,000 views twelve times in the last quarter, which puts these rates between \$15 and \$30 per thousand views. That is standard for a micro account and cheap for this much reach.

ORGANIC, POSTED ON @KARAWANG

DELIVERABLE	RATE
Instagram Reel Concept, script, shoot, edit, caption. Stays live 12 months minimum.	\$1,500
Reel plus Story set One reel and three story frames with a link sticker, same week.	\$2,000
Reel plus TikTok cross post Same reel natively re cut for @karawangin.	\$2,200
Story set only Three frames with a link sticker.	\$600
Carousel or static post Rarely the right call on this account. Included for completeness.	\$750
Campaign, three reels in 30 days Three reels plus six story frames. Best performing format, because the second and third reel land on people who already saw the first.	\$4,200
Quarterly partner Six reels, monthly stories, whitelisting included, first refusal on your category.	\$10,000

UGC, YOU OWN IT AND YOU POST IT

DELIVERABLE	RATE
One video, brand owned Vertical, 20 to 45 seconds, hook variations on request. Not posted on my channels.	\$650
Three video pack Three distinct angles from one shoot day.	\$1,650

ADD ONS	UPLIFT
Paid amplification and whitelisting, 30 days You run the reel as a Partnership Ad from my handle.	+\$500

ITEM	UPLIFT
Extended usage rights, 90 days paid social	+50%
Category exclusivity, 60 days	+50%
Rush, live in under seven days	+30%
Revisions beyond two rounds	\$250

GIFTED WORK Considered for home, interiors, hospitality and travel where the retail value is \$1,500 or more, or as a hybrid of product plus a reduced fee. Not for software.	PAYMENT Fifty percent upfront on anything over \$3,000, balance on delivery. Net 30. USD, invoiced.	BUNDLES Multi deliverable packages already include the discount. Six month commitments are negotiable, one off posts are not.
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I write it. That is the reason it performs.

The brief	You send the product, the one thing you need said, and anything legal will not let me say. I send back a one line concept before I shoot so there are no surprises.
No scripts read aloud	I do not perform brand copy. If a line does not survive being said out loud in one take, it gets cut. Two rounds of notes on the edit are included and I take them seriously.
Timing	Ten to fourteen days from signed brief to live, longer if the shoot needs a specific country. Rush is available and priced above.
Disclosure	Every paid post carries a paid partnership label. Not negotiable, and it has never cost a campaign a single view.
Reporting	Insights screenshots at 48 hours and at 14 days, with views, reach, saves, shares and link taps. Raw numbers, not a summary.

Tell me what you are
selling and who to.

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