

[www.itsabbysworldafterall.com](http://www.itsabbysworldafterall.com)



*It's Abby's  
World After All*

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## STORY OF MY BRAND

It's Abby's World After All is where authenticity meets inspiration, designed for those who crave relatable content and practical solutions. I'm here to show that life doesn't have to be perfectly curated to be beautifully memorable. My brand celebrates keeping it real – mixing everyday moments, family fun, and authentic style – while never compromising on charm.

With a loyal, engaged audience spanning millennials (ages 22-37) and Gen X (ages 38-54), I connect with families, moms, and everyday adventurers who love discovering fresh ideas that make life more joyful. My influence stretches beyond Chicagoland, reaching audiences passionate about travel, particularly Disney vacations, where I specialize in making magic accessible for families balancing budgets and big dreams.

Partnering with me means tapping into genuine storytelling, stylish content creation, and a vibrant community built on trust. I offer brands creative collaborations that highlight products in real-life scenarios, sharing authentic reviews and unique, visually appealing campaigns across social media and digital platforms. Let's work together to craft impactful marketing that resonates, inspires, and drives meaningful connections with the people who matter most – your customers.



### BRANDS I'VE WORKED WITH





## INSTAGRAM STATISTICS



**2.5M**

monthly  
page views

**99.3K**

monthly page  
interactions

**53.4K**

current  
followers

**2.38%**

engagement  
rate

**20K**

average reel  
views

**1,970**

average post  
likes

## WEBSITE STATISTICS



**4.4K**

Month Views

**2K**

Monthly Users

**1,418**

Unique Visitors

## AUDIENCE DEMOGRAPHICS



CHICAGO  
NEW YORK  
ORLANDO  
LOS ANGELES  
SCHAUMBURG

Top Locations  
by City

**25-34**  
**35-44**

Top Audience  
Age Ranges

**87% WOMEN**  
**13% MEN**

Gender  
Distribution

## CONTACT ME



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