

I FILM FACTORIES FOR 111,000 FOUNDERS WHO IMPORT

Jordan Lewis, COO of Importivity. Austin, Guangzhou, Ho Chi Minh City. I give the factory contacts away free in my DMs. The contact is 10% of the job. The people watching are the ones who place the orders.

**111K**

Instagram followers

15.9M

Views in 12 months

12.4M

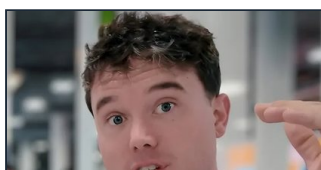
Accounts reached

4.7%

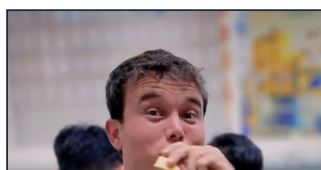
Engagement rate

**Dining room furniture**

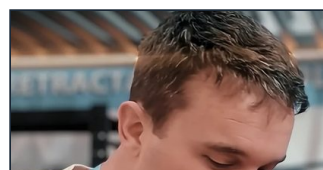
660,728 views

**Noise cancelling mask**

526,914 views

**Freeze dryer**

410,349 views

**Retractable awnings**

337,473 views

WHO IS WATCHING

Instagram's own follower breakdown, 3 September 2026. It places 84% of the followers in a country. These are shares of that group.

United States		23.8%
India		13.9%
United Kingdom		4.5%
Canada		4.3%
Australia		3.9%
Nigeria		3.7%
UAE		3.1%

84% of followers are 25 to 54, and 69% are men. Top cities: Dubai, Bangalore, Lagos, New York, Mumbai, Sydney, Singapore, London. Top US cities: New York, Los Angeles, Houston.

REACH, MEASURED

The last 12 months, which is 685 reels and the whole account. Reach is the per reel figure added up. Pulled 3 September 2026.

Reels published in 12 months	685	Median views per reel	11,208
Reels past 100,000 views	31	Saves in 12 months	213,916
Shares in 12 months	177,242	Comments in 12 months	43,526

HOW IT WORKS

Five steps, and you can stop at any of them.

- /01 You send the product**
Photos or a link, the unit price at your MOQ, and the MOQ itself.
- /02 I say yes or no in writing**
Usually inside a week. If it does not fit I tell you why, and that is the end of it.
- /03 We film**
On your floor, at your booth, or from a sample you ship us. About an hour of your time.
- /04 It goes out**
Usually inside 30 days of filming, sooner around a show.
- /05 I hand out your contact**
Every viewer who asks gets your name and your email.

THE VIDEO IS YOURS TOO

Factories ask this before anything else, so here it is in writing.

- Repost it anywhere you like.** Your channels, your website, the screen at your booth. No fee, no expiry.
- Keep it whole, keep the credit.** Do not recut it into an ad or run paid media behind it without asking.
- Nothing is exclusive.** You keep working with whoever you already work with.
- Ask and it comes down.** Want the video off my account? Tell me and I take it down.

BEING FEATURED COSTS NOTHING

I name you, I show the product, I hand out your contact. I do not sell posts and there is no rate card. If a viewer wants to order, Importivity runs the job and earns on the sourcing.

hello@sourcewithjordan.com • @sourcewithjordan • press@importivity.com



FULL KIT