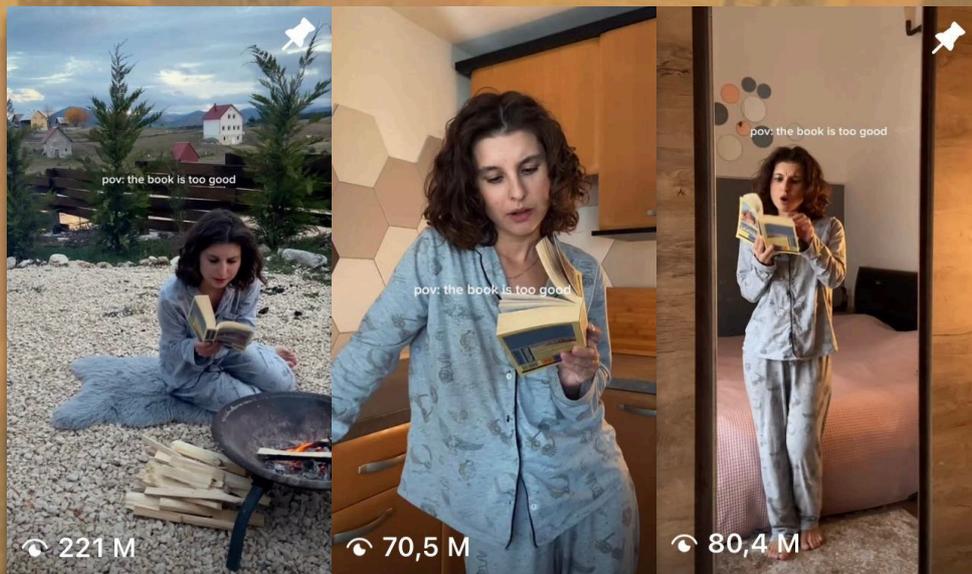


## Viral Video Series:

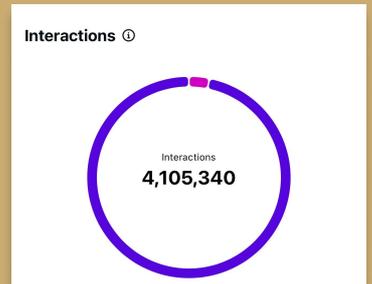
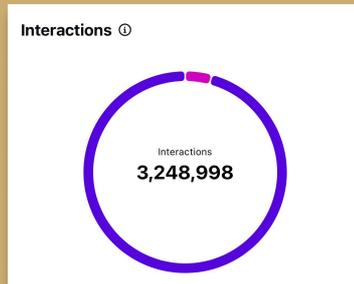
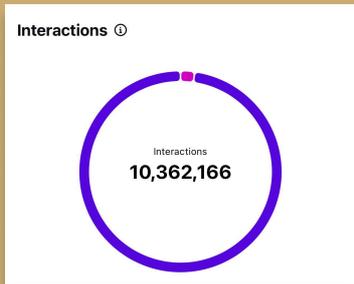
10 videos,  
500M+ views,  
510K+ followers

# “THE BOOK IS TOO GOOD”

@dilyopa



# ANALYTICS



Follows 176,364

Follows 104,850

Follows 88,928



# CREATOR COMMUNITY ADOPTION

**@karinairby**  
(1M followers)



karinairby My books broken.  
@dilyopa how do I make it work?

**@rachmartino**  
(1M followers)



rachmartino we have booktok at home  
ib @dilyopa

**@cassiesbooktok**  
(4M on TT)



cassiesbooktok · 2025-11-10  
@Diana how did you do it #booktok

**@pjandthomas**  
(785K followers)



pjandthomas When it gets to THAT part in the book  
Thanks for the inspiration, @dilyopa!!

**@roxslayofficial &  
@roxleeofficial**  
(924K followers)



roxleeofficial Who TF told me to get "Sabotage" by Shante! Tessier? I finished the book in 3 days !!! Can yall recommend more in the comments please ?  
I love the tears booktok trend too much ib : @dilyopa

# BRAND RECOGNITION

Excerpt from an official **Netflix US** email acknowledging the “Book Is Too Good” trend and initiating discussion for a potential collaboration on an upcoming series. Personal email and full signature have been removed for privacy.

Hi there,

Hope you're doing well! I'm reaching out from the Netflix Creator & Talent Partnerships team. We love Diana's content and wanted to discuss a potential opportunity around our upcoming series [VLADIMIR](#), which is adapted from the critically acclaimed, bestselling novel by Julia May Jonas.

We think it could be very fun to have Diana make a video in her "[pov: the book is too good](#)" series related to VLADIMIR – she would be holding the book and re-enact something from our show.

Let me know if this is something she'd be interested in! Would also love to know her rates for TikTok and Instagram. Also where is she from/based?

Thanks! Alex

Excerpt from an official **HarperCollins Publishers** email recognizing the “Book Is Too Good” trend and initiating discussion for a potential book release campaign. Personal email and full signature have been removed for privacy.

Hi Diana,

My name is Taylor from the team at Avon Books, the publishers of Julia Quinn and the Bridgerton series. I'm reaching out because we're huge fans of your TikToks, especially all your Bridgerton content!

Since you're such a big fan of the ton, we wanted to see if you would be interested in collaborating on a paid post to promote the new [TV tie-in edition of \*An Offer From a Gentleman\*](#), the book behind this current season of the show. We've seen the amazing videos you've created inspired by the "Tears" by Sabrina Carpenter trend and thought you might like to create a TikTok for the trend featuring a copy of the book. We have a budget of \$800 for this promotion.

Let me know if this sounds interesting to you or if you have any questions. We're super excited about the idea and would love to work together!

# BRAND RECOGNITION

Excerpt from an official **TikTok Korea** email acknowledging the “Book Is Too Good” trend and offering a potential feature in an upcoming book campaign. Personal email and full signature have been removed for privacy.

Hi Diana,

My name is Suyearn from the TikTok Korea marketing team. I recently came across your video while exploring global #BookTok content, and I absolutely loved how you shared your reading experience.

We're preparing an upcoming marketing campaign to highlight how diverse global content can be found and enjoyed on TikTok. As our theme is #BookTok, one of your videos – like this one (<https://www.tiktok.com/@dilyopa/video/7560759072253955350>) – would fit perfectly.

If you're open to it, we'd like to include your video with proper credit using your handle **@dilyopa**, and of course we'll share the final materials with you.

Please let me know if this would be okay with you.

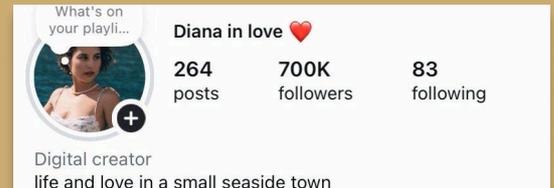
Many thanks in advance!

# OVERALL GROWTH & IMPACT

October'25

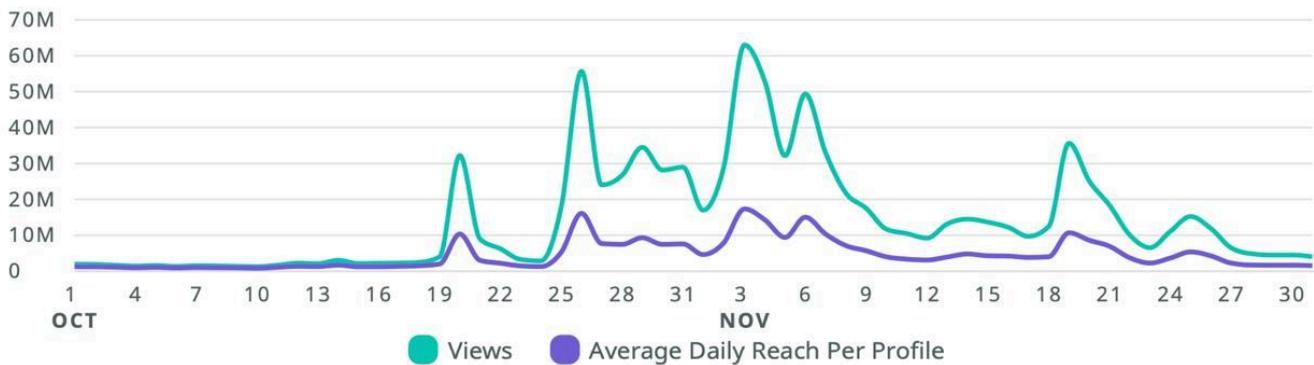


December'25



## Views

Review how your content was seen during the selected time period.



Views Metrics	Totals	% Change
<b>Views</b>	<b>873,959,162</b>	<b>↗ 2,461.5%</b>
Average Daily Reach per Profile	4.36M	↗ 1,120%

With no team or budget, just an iPhone 11 and creative vision, I turned a simple idea into a global cultural moment.

**“Book Is Too Good”** shows that true virality comes from connection, relatability, and the ability to spark creativity across a community.