

## # Influencer Campaign Insights Summary

This summary outlines the performance of influencer marketing campaigns simulated for HealthKart's product brands (MuscleBlaze, HKVitals, and Gritzo).

### ## Key Highlights

- **Total Revenue from influencer campaigns:** Rs 218,500
- **Total Orders:** 173
- **Total Payouts to influencers:** Rs 384,000
- **Overall ROAS (Return on Ad Spend):** 0.57x

### ## Top 3 Influencers by ROAS

1. **Influencer 3** (Instagram) – **4.80x ROAS**
2. **Influencer 7** (YouTube) – **3.40x ROAS**
3. **Influencer 5** (Instagram) – **2.95x ROAS**

### ## Poor Performing Influencers (ROAS < 0.5)

- **Influencer 4** (Twitter)
- **Influencer 8** (YouTube)

### ## Platform Insights

- **Instagram** drove the most **revenue** and **engagement**
- **Twitter** had the **lowest conversion rate**
- **Top post engagement** came from **Fitness** and **Nutrition** categories

### ## Engagement Benchmarks

- **Average engagement rate:** 3.2%
- **Highest single post engagement:** 8.5%

### ## Recommendations

- Double down on **Instagram influencers** in the **Fitness** category
- Re-evaluate partnerships with **low-performing Twitter influencers**

- Adopt **performance-based payout models** to improve ROI control