

Orders

2K

Revenue

1M

Influencers

500

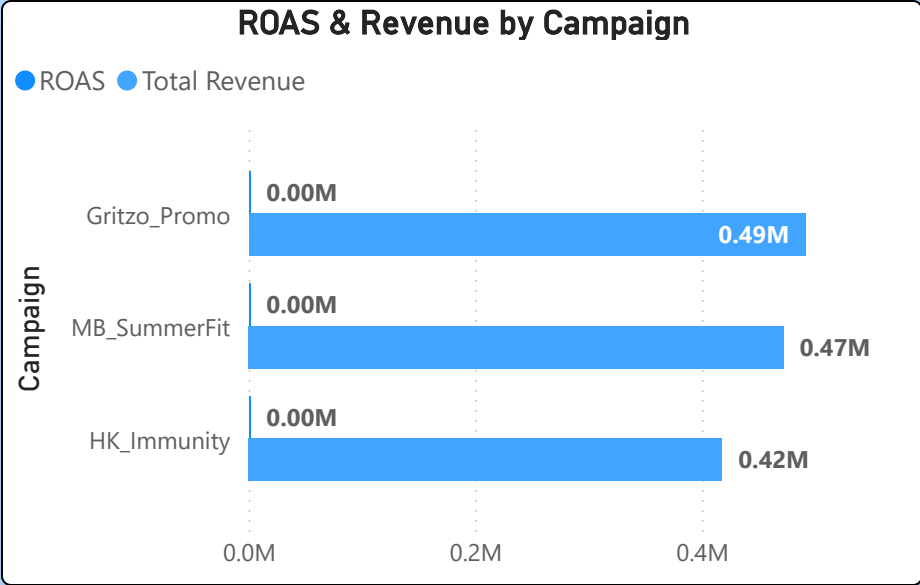


Campaign

Gritzo\_Promo

HK\_Immunity

MB\_SummerFit



## Campaign Overview

Avg Engagement

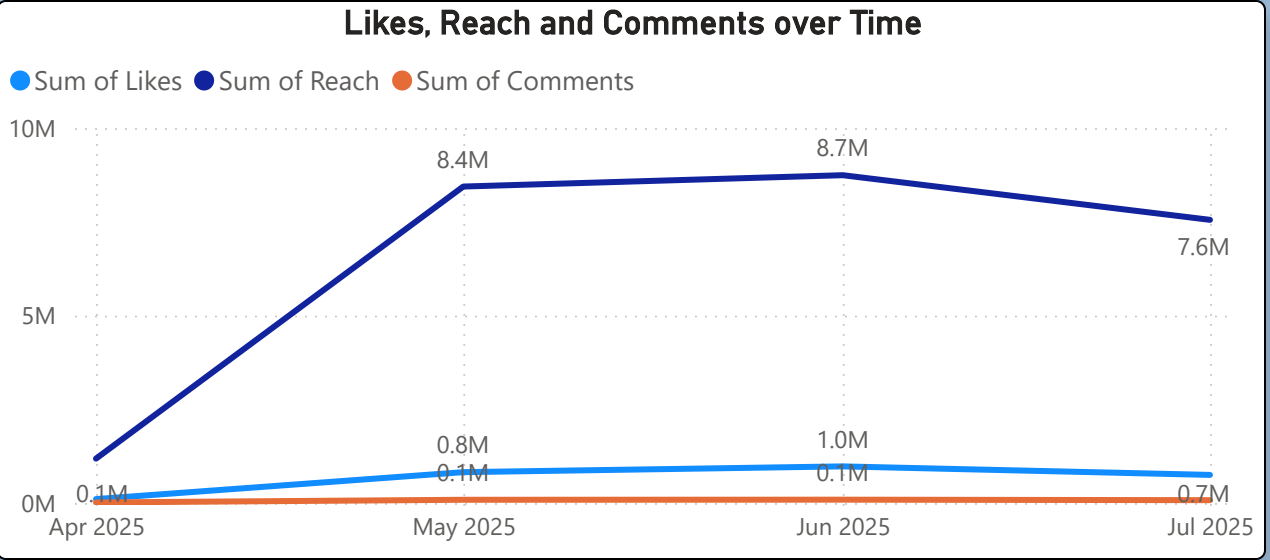
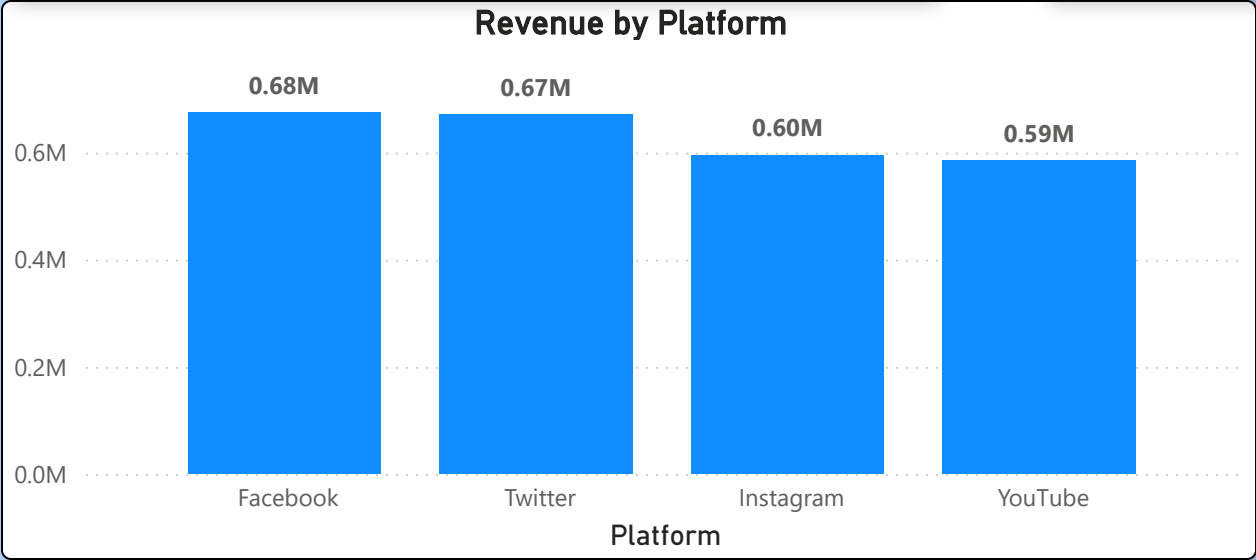
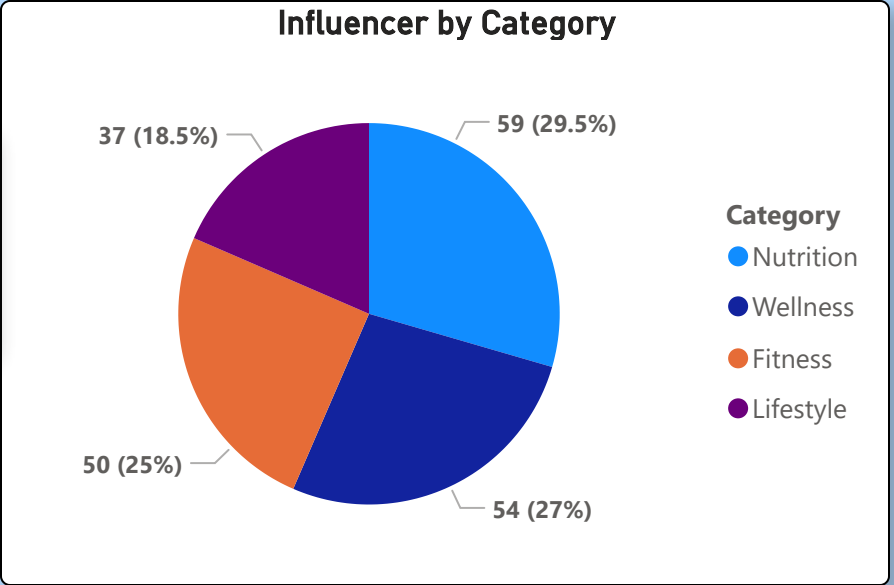
6K

ROAS

2.40

Ad Spend

577K



Platform

FacebookInstagramTwitter

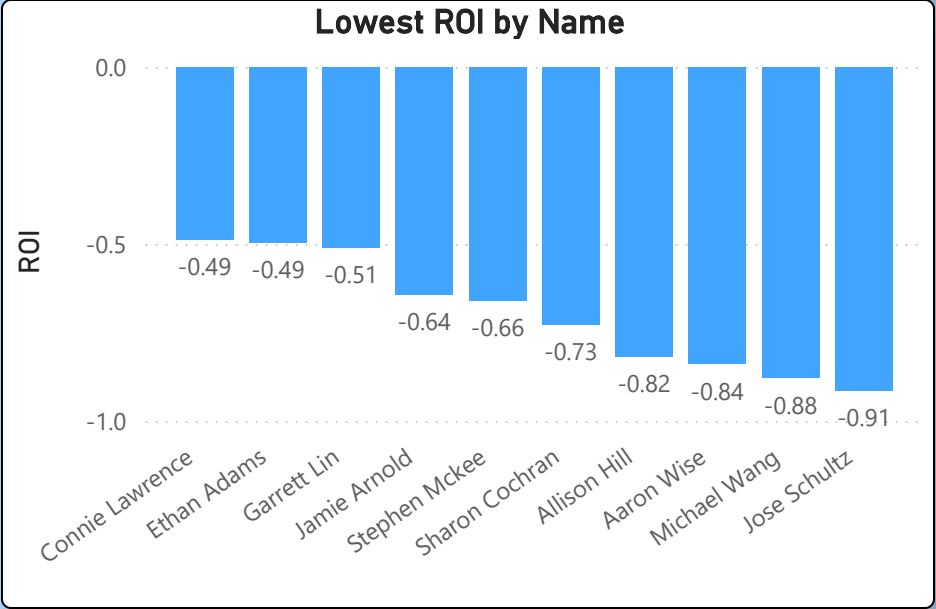
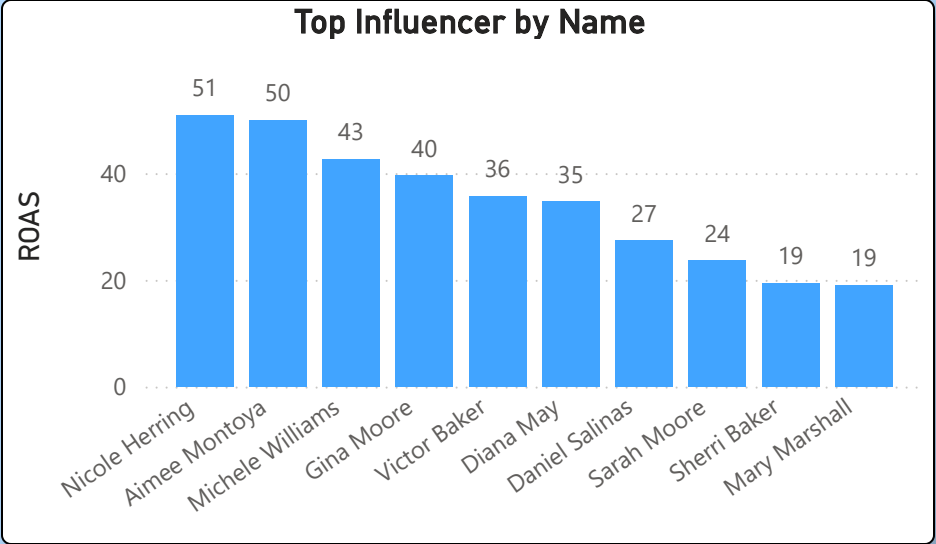
YouTube



Category

FitnessLifestyleNutrition

Wellness



# Influencer Performance

Gender

FemaleMaleOther

Product

All

Orders

All

Revenue per...

0.01

Cost per Order

379

AvgPersonaR...

6.96

Name	Platform	Revenue per Follower	Sum of Engagement	Cost per Order	Sum of Revenue	ROAS	ROI
Cheyenne Horton	Twitter	0.27	2187	84	24643	15.37	14.37
Angel Perry	Facebook	0.04	15921	102	22333	12.20	11.20
Robert Potter	Instagram	0.03	11337	58	19569	17.02	16.02
Robert Potter	Twitter	0.03	6606	58	19569	17.02	16.02
Robert Potter	YouTube	0.03	10117	58	19569	17.02	16.02
Lindsey Walker	Facebook	0.11	13196	51	17997	18.57	17.57
Lindsey Walker	Instagram	0.11	12566	51	17997	18.57	17.57
Lindsey Walker	Twitter	0.11	16066	51	17997	18.57	17.57
Lindsey Walker	YouTube	0.11	4910	51	17997	18.57	17.57
Nathan Maldonado	Instagram	0.06	7630	81	17751	10.38	9.38
Nathan Maldonado	Twitter	0.06	8175	81	17751	10.38	9.38
Crystal Johnson	Facebook	0.03	13929	121	16582	9.11	8.11
Crystal Johnson	Instagram	0.03	5047	121	16582	9.11	8.11
Crystal Johnson	Twitter	0.03	17593	121	16582	9.11	8.11
Total		0.02	1057973	82	668877	11.48	10.48

Product

Multivitamins

Omega 3

Protein Bar

Whey Protein

Date

26-04-2025

23-07-2025



# Campaign & ROAS

Campaign

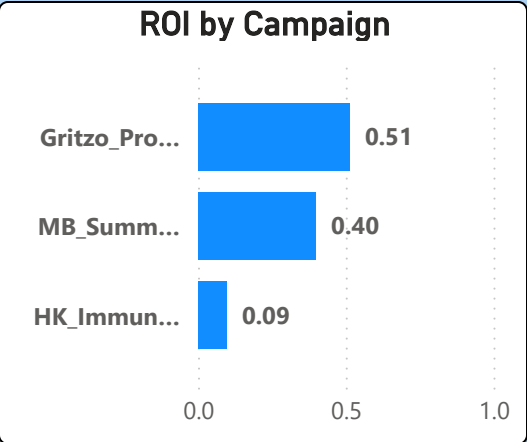
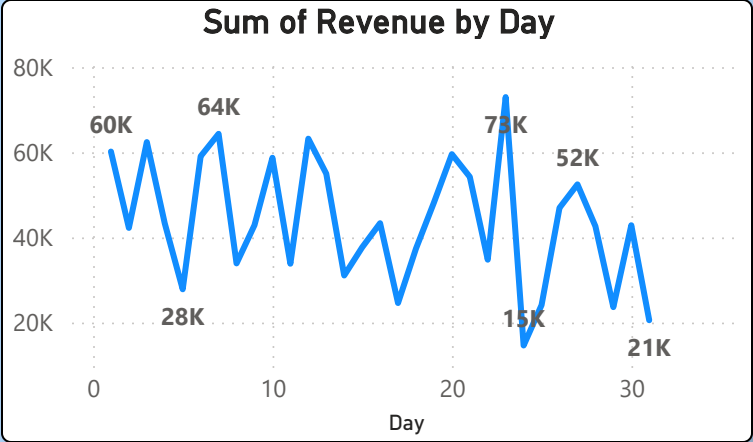
☐ Gritzo\_Pro...

☐ HK\_Immunity

☐ MB\_Summe...

Campaign

490



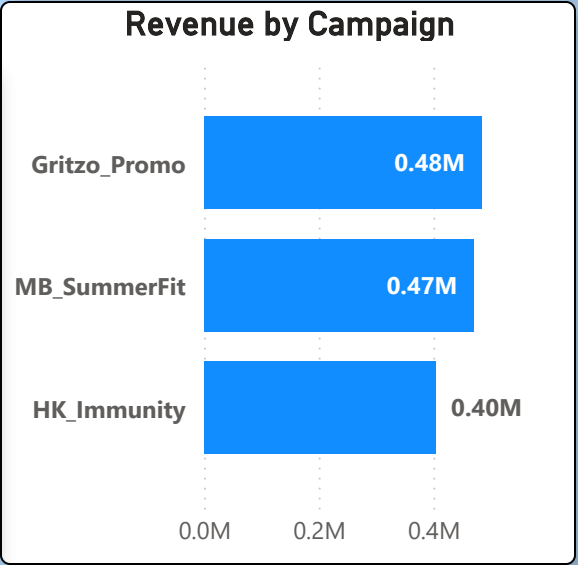
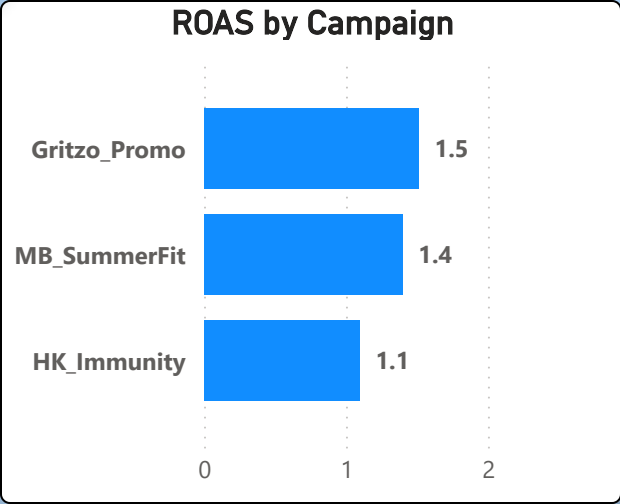
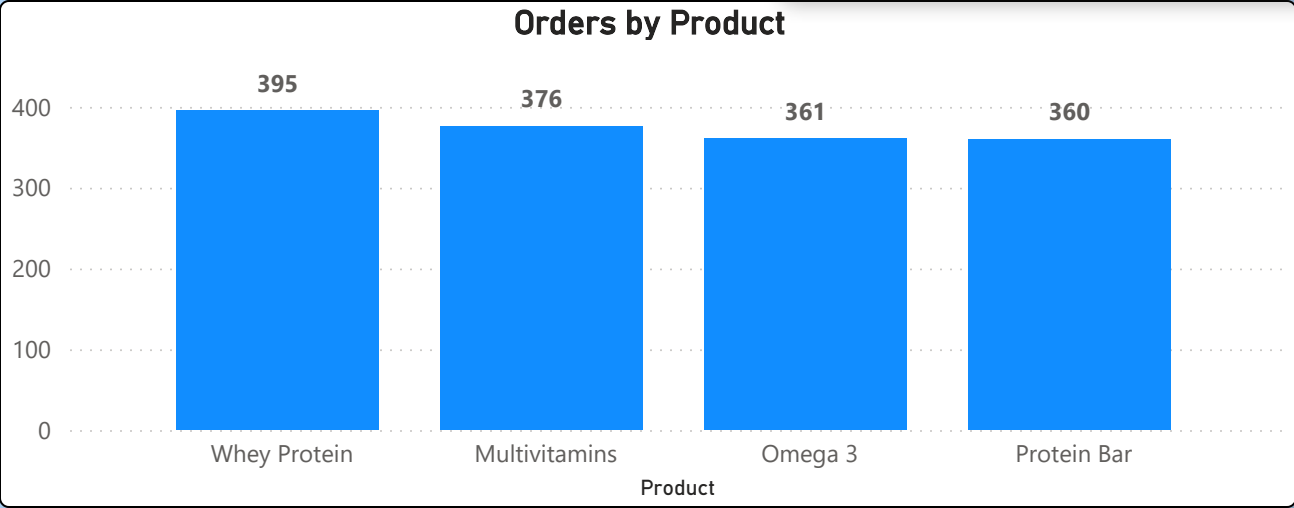
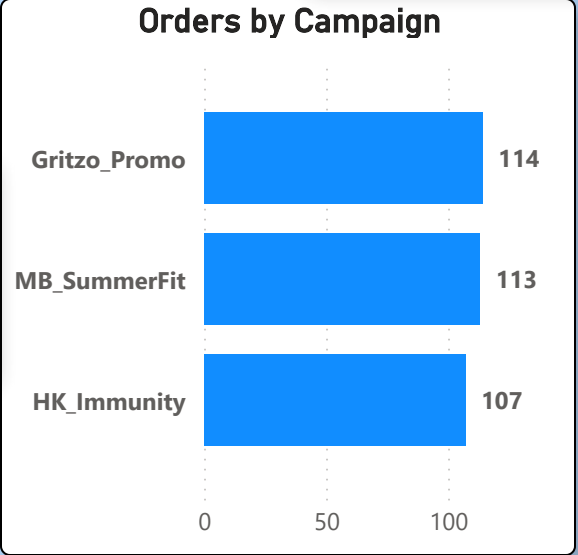
Revenue

1M

Orders

1K

Campaign	ROAS	Count of Orders
Gritzo_Promo	1.51	114
HK_Immunity	1.09	107
Total	2.51	185





# ROI & Engagement

Gender

Female

Male

Other

Date

26-04-2025

23-07-2025

Category

☐ Fitness

☐ Lifestyle

☐ Nutrition

☐ Wellness

Platform

☐ Facebook

☐ Instagram

☐ Twitter

☐ YouTube

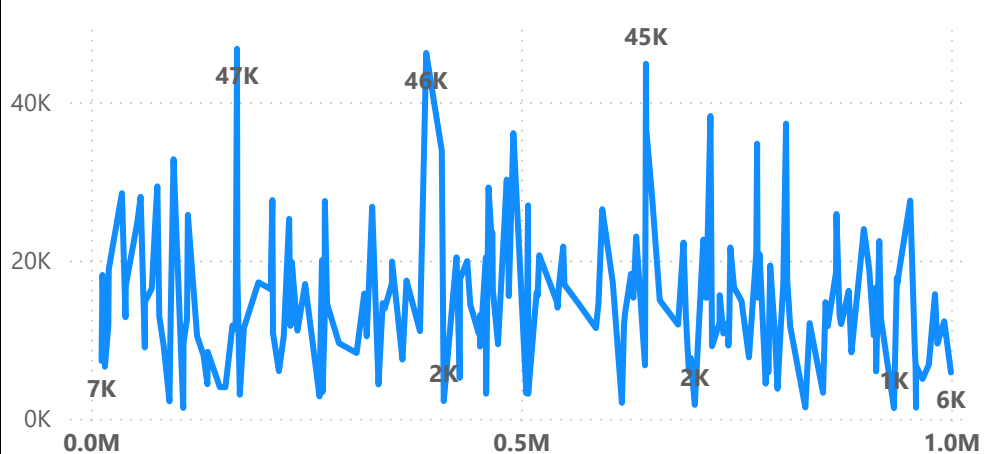
Avg Comments

515.87

Avg Engagement

6K

Sum of Engagement by Follower Count



Average Likes

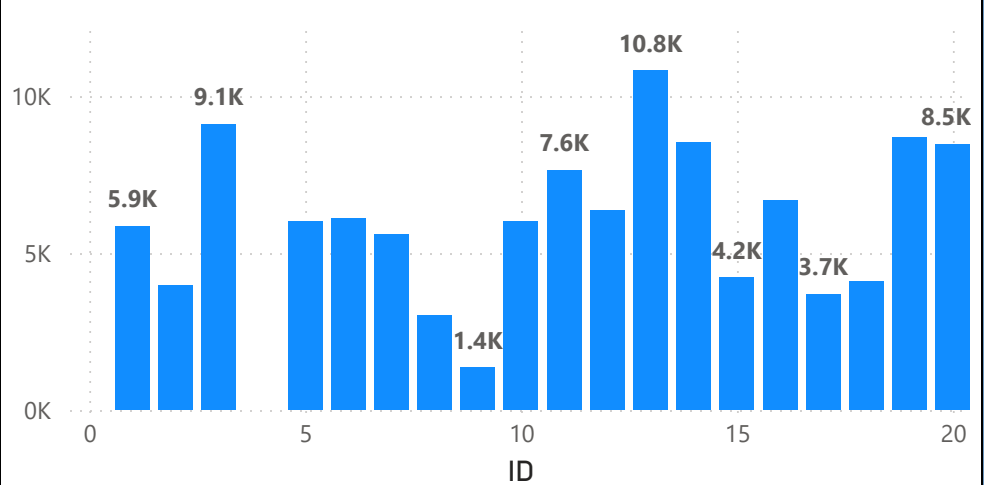
5.28K

Captions

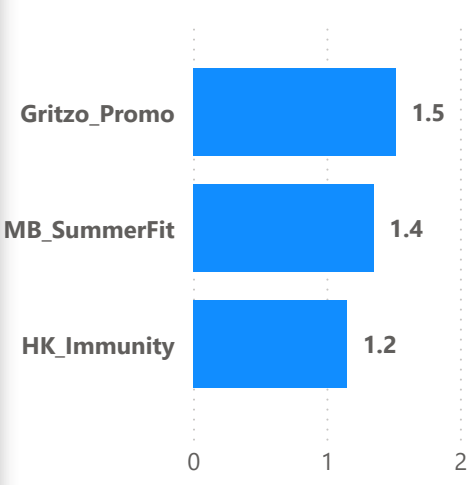
493

Name	Platform	Follower Count	Sum of Engagement	Sum of Revenue	ROAS
Aaron Wise	Facebook	53860	16240	2287	0.16
Aaron Wise	Twitter	53860	8575	2287	0.16
Abigail Shaffer	Twitter	742052	4399	7286	3.83
Abigail Shaffer	YouTube	742052	6787	7286	3.83
Adam Vaughan	Facebook	57726	11208	11799	11.02
Adam Vaughan	Instagram	57726	8661	11799	11.02
Adam Vaughan	Twitter	57726	8160	11799	11.02
Aimee Montoya	Instagram	959314	1387	11450	50.00
Alex Hernandez	Instagram	194692	724	7348	9.49
Total			2856286	1306970	2.55

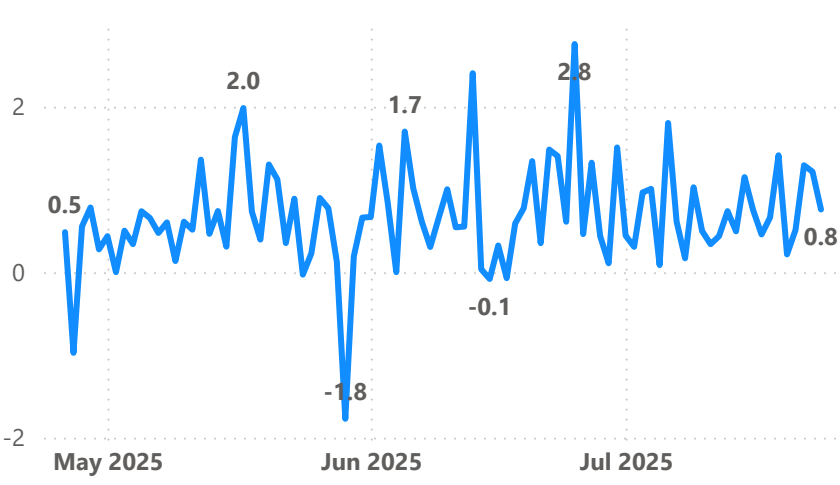
Avg Engagement by ID



ROAS by Campaign



Incremental\_ROAS by Date



Category	Gender	Platform	ROAS
Fitness	Female	Facebook	50.87
Lifestyle	Female	Instagram	50.00
Nutrition	Female	YouTube	39.56
Fitness	Male	YouTube	27.40
Fitness	Other	Facebook	23.61
Fitness	Other	Instagram	34.67
Fitness	Other	Twitter	42.68
Nutrition	Other	Facebook	35.67
Nutrition	Other	YouTube	19.38
Wellness	Other	Instagram	19.03
Total			31.58

Payout

186



Category

Fitness Lifestyle Nutrition

Wellness

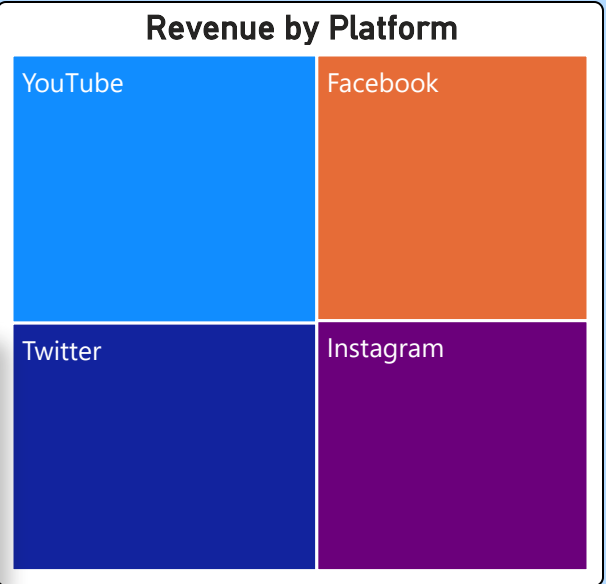
## Insights

Date

26-04-2025 24-07-2025

Gender

Female Male Other



ROAS

2.55

Incremental ROAS

2.54

ROI

1.55

Orders

2K

AvgPersonaROAS

6.96

Revenue

1M

