

Influencer Campaign Performance: Insights & Recommendations

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Executive Summary

Analysis of the campaign data reveals a clear opportunity to significantly increase marketing efficiency. While Instagram drives the highest volume of activity, YouTube delivers a superior Return on Ad Spend (ROAS). The key recommendation is to strategically reallocate a portion of the budget towards performance-focused YouTube campaigns and refine the management of low-ROAS influencers.

Key Findings

1. YouTube Delivers Superior ROAS While Instagram accounts for a higher volume of orders and influencer activity, its overall ROAS is lower than YouTube's. YouTube campaigns, though fewer, generate higher revenue per payout, making them a more efficient channel for driving profitable growth.

2. Top Performers Drive Disproportionate Value The "ROAS by name" analysis shows that the top 10% of influencers generate over 50% of the total positive return. A significant portion of the budget is being spent on a large number of influencers with a ROAS below 1.5, indicating they are not generating a profitable return.

3. Clear Synergy Between Brand and Influencer Category There is a strong correlation between brand performance and the type of influencer promoting it.

- **MuscleBlaze** products show the highest revenue and ROAS when promoted by **Fitness** influencers.
 - **HKVitals** performs best with **Wellness** and **Lifestyle** influencers.
 - **Gritzo** is most effectively promoted by **Parenting** or **Family**-focused influencers.
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Strategic Recommendations

1. Optimize Platform Spend by Shifting to YouTube I recommend shifting 15-20% of the "per post" Instagram budget towards "per order" or performance-based campaigns with high-performing YouTube influencers. This will capitalize on the higher ROAS of the platform.

2. Implement Tiered Influencer Management

- **Top-Tier (High ROAS):** Secure these influencers with long-term contracts and build deeper brand partnerships.
- **Mid-Tier (Moderate ROAS):** Continue engagement but focus on performance-based payout models (per order) to incentivize sales.
- **Low-Tier (Low ROAS):** Re-evaluate the strategy for these influencers. Either shift them to awareness-only campaigns with lower flat-fee payouts or phase them out of performance campaigns.

3. Scale Successful Brand-Category Pairings Actively recruit more influencers in the categories that have proven most effective for each brand (e.g., more Fitness influencers for MuscleBlaze). Use this data to guide future campaign casting and product allocation.