



JANIE

PRESENTS

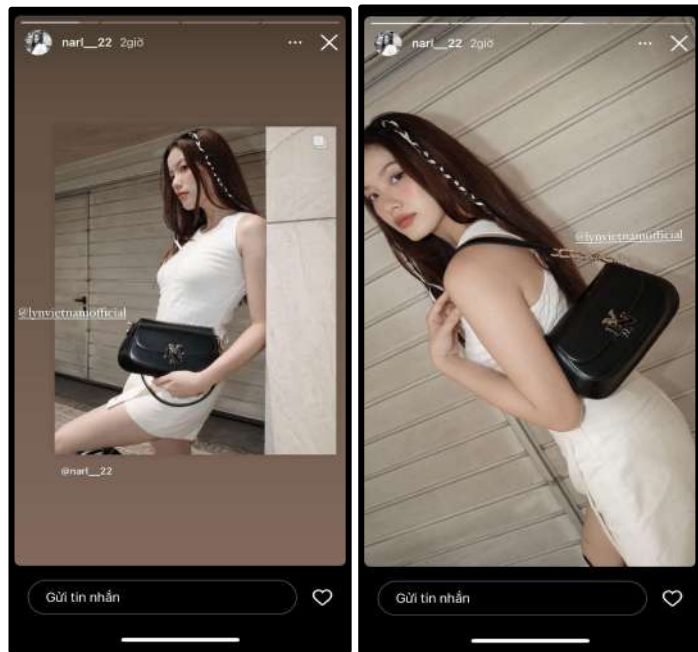
LYN

REPORT BOOKING KOLs x LYN

REPORT KOL: NARL

KOC Narl

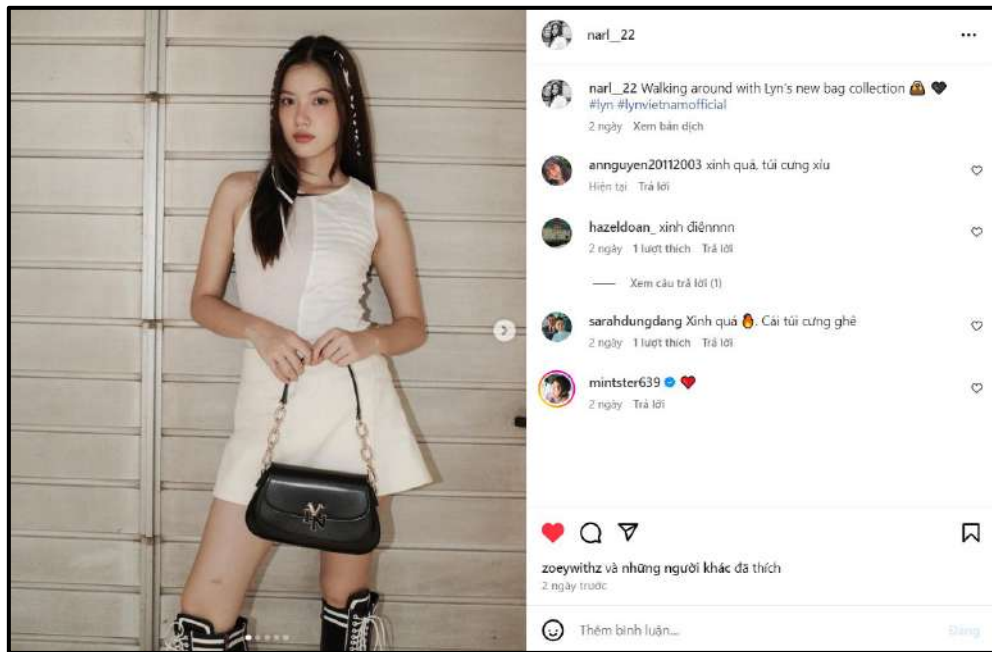
- Location: Hồ Chí Minh
- Occupation: KOC



STORY ON IG

Committed SOW	Actual number of posts and interactions	Engagement of the post
<p>1 post + 1 story</p> <p>KPI target: 2,000 engagements</p>	<p>2 stories + 1 post</p> <p>Real KPI: 755</p> <ul style="list-style-type: none"> - Average 2 stories: 2,250 reaches - Engagement of post: <ul style="list-style-type: none"> • Reach: 4,451 • Comment: 5 • Like: 722 • Share: 16 • Saved post: 12 	<p>Although the actual KPI did not meet expectations, the engagement metrics for the post are still notable.</p> <p>Narl's photo set perfectly matched the LYN brand and effectively highlighted the bags, showcasing the product in an appealing manner.</p>

REPORT KOL's POST: NARL



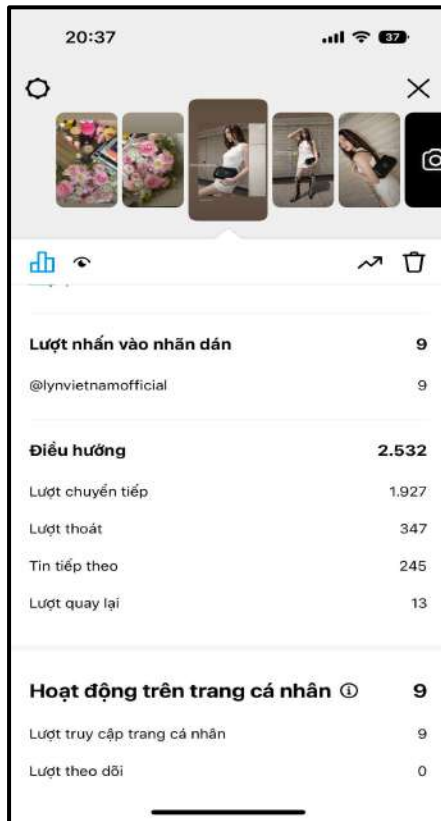
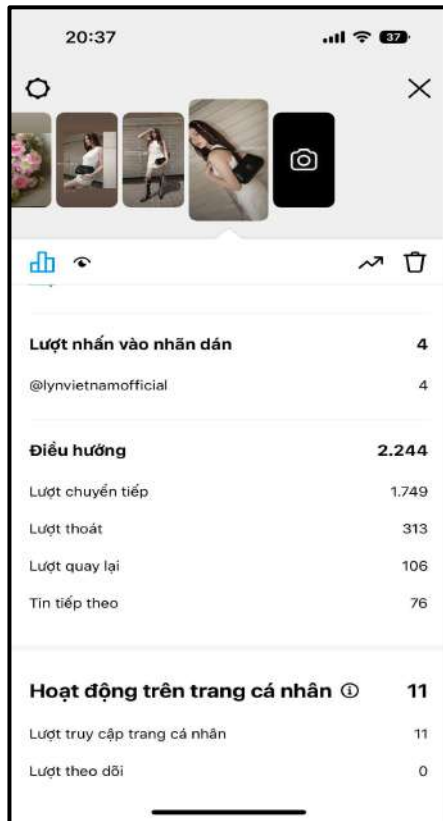
[Link post](#)

Engagement:

- Reach: 4,451
- Comment: 5
- Like: 722
- Share: 16
- Saved post: 12

Ngày đăng: 17/5

REPORT KOL's STORY: NARL



- Average reach: 2,250
- @lynvietnamofficial clicks: 13

KOL: LEBNGHI

REPORT KOL: LBNGHI



STORY ON IG

KOL: Bao Nghi

Location: Hồ Chí Minh

Occupation: Model, Koc

Committed SOW	Actual number of posts and interactions	Comment
1 post + 1 story : KPI target: 3000 engagements	<p>1 stories + 1 post: Actual KPI: 4,827</p> <p>Real KPI:</p> <ul style="list-style-type: none">- Stories: 8,975 reaches <p>Engagement of the post</p> <ul style="list-style-type: none">• Reach: 34,709• Comment: 65• Like: 4,141• Share: 136• Saved post: 485	<p>The post's performance has been outstanding, particularly with 4,141 likes, surpassing the KPI target of 3,000 likes.</p> <p>Moreover, the remarkable number of post saves further highlights the viewers' interest in the content.</p>

REPORT KOL's POST: LEBNGHI

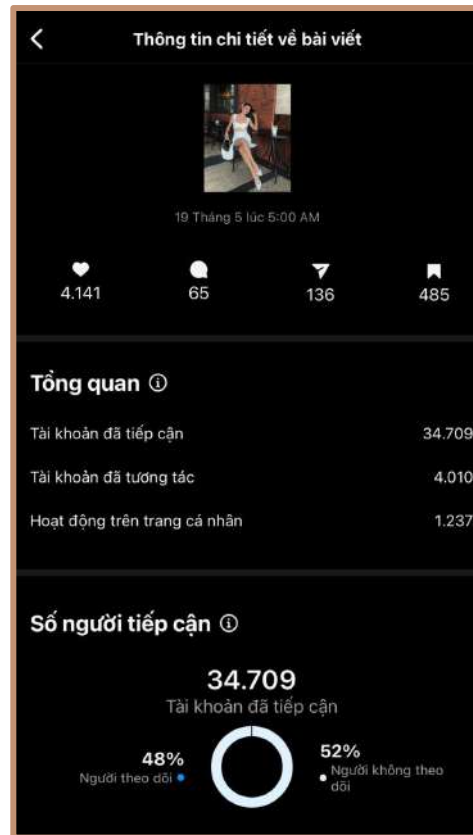


Engagement of the post

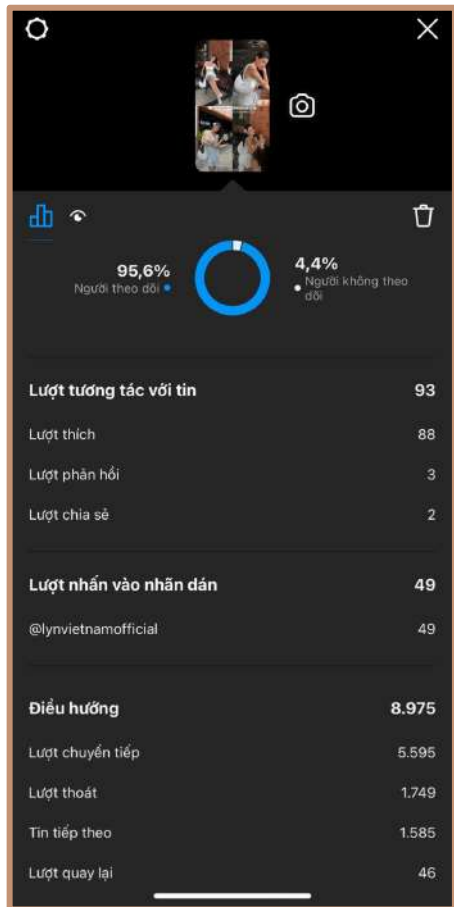
- Reach: 34,709
- Comment: 65
- Like: 4,141
- Share: 136
- Saved post: 485

[Link post](#)

Ngày đăng: 19/5



REPORT KOL's STORY: LEBNGHI



Reaches: 8,975

Interactions: 93 (likes: 88, shares: 2, responses: 3)

@lynvietnamofficial clicks: 49

KOL: SYNAESHY

REPORT KOL: SYNAESHY



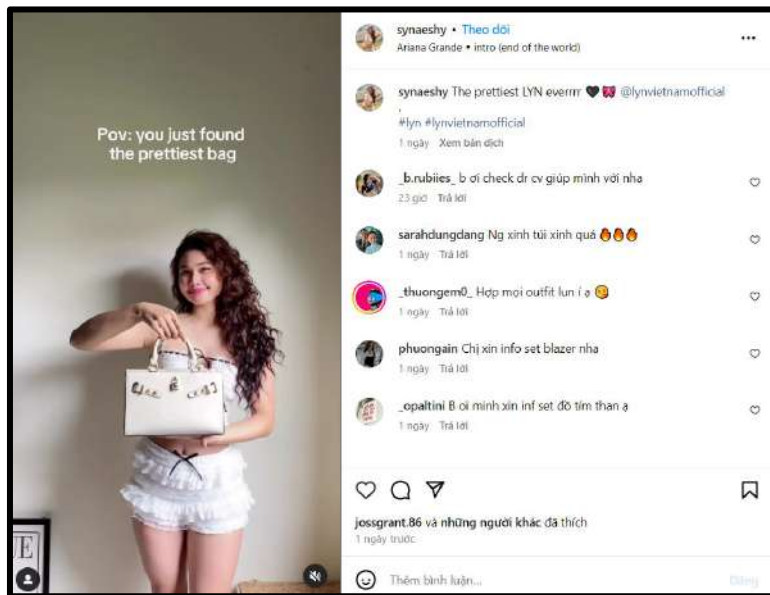
KOL: Synaeshy

Location: Hồ Chí Minh

Occupation: Model, Koc

Committed SOW	Actual number of posts and interactions	General comments
1 clip post Target KPI: 2,000 engagements	1 post Real KPI: 483 engagements - Post: Engagement of the post <ul style="list-style-type: none">• Watches: 23,400• Comment: 9• Like: 433• Share: 16• Saved post: 25	Additionally, the use of video content made the imagery more dynamic and engaging for users. The three outfits featured in the video perfectly matched LYN's bags, enhancing the overall appeal and showcasing the brand's products in a cohesive and stylish manner.

REPORT KOL: SYNAESHY

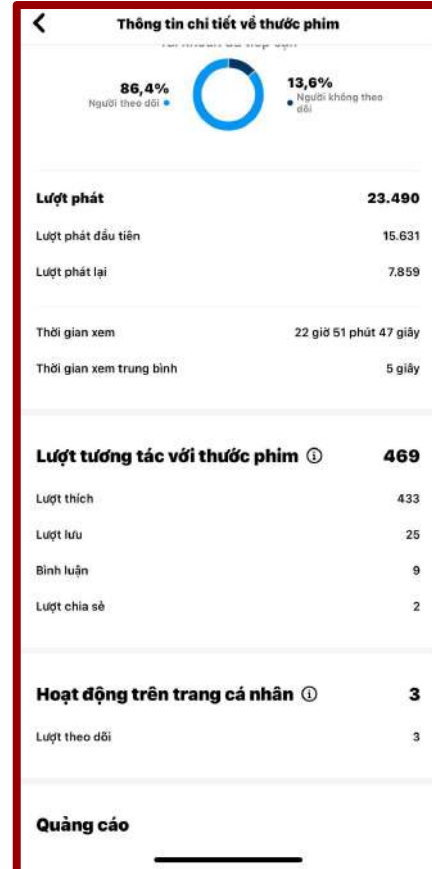
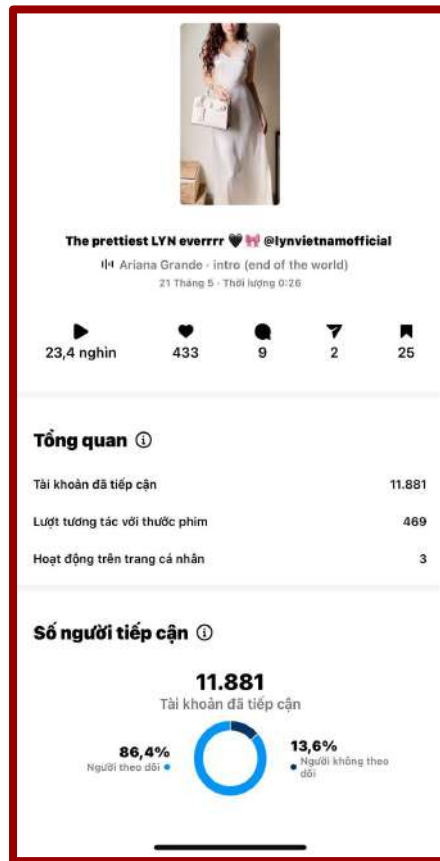


[Link post](#)

Ngày đăng: 21/5

Engagement of the post

- Watches: 23,400
- Comment: 9
- Like: 433
- Share: 16
- Saved post: 25



KOL: GÁO

REPORT KOL: GÁO



STORY ON IG

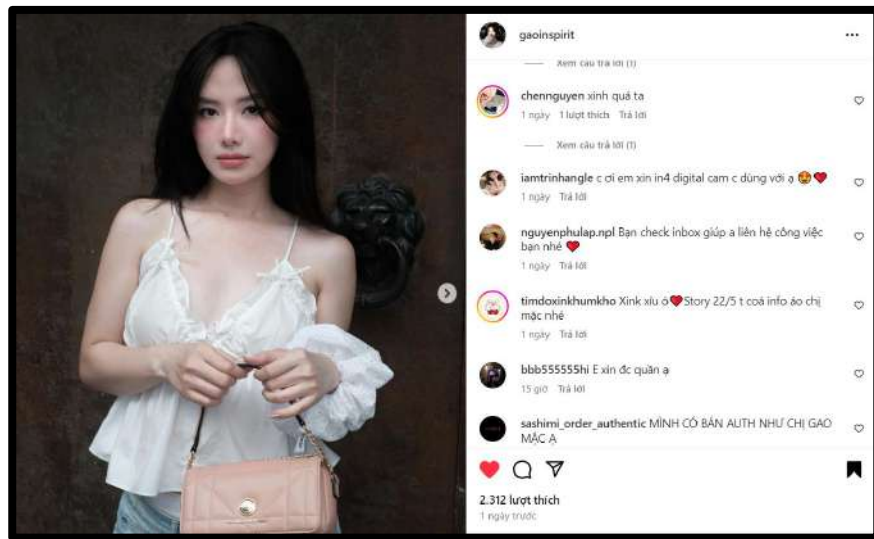
KOL: Gáo

Location: Hồ Chí Minh

Occupation: Model, Koc

Committed SOW	Actual number of posts and interactions	General comments
1 post + 1 story KPI target: 2,500 engagements	1 stories + 1 post Real KPI: 2901 engagements <ul style="list-style-type: none">- Stories: 10,943 reaches- Engagement of the post<ul style="list-style-type: none">• Reaches: 19,827• Likes: 2,644 likes,• Comments: 25• Shares: 34 shares• Post saved: 198	The story garnered a reach of 10,943, demonstrating its effectiveness in capturing the attention of a sizable audience. This suggests that the content resonated well with viewers, compelling them to view and engage with the story.

REPORT KOL: GÁO



[Link post](#)

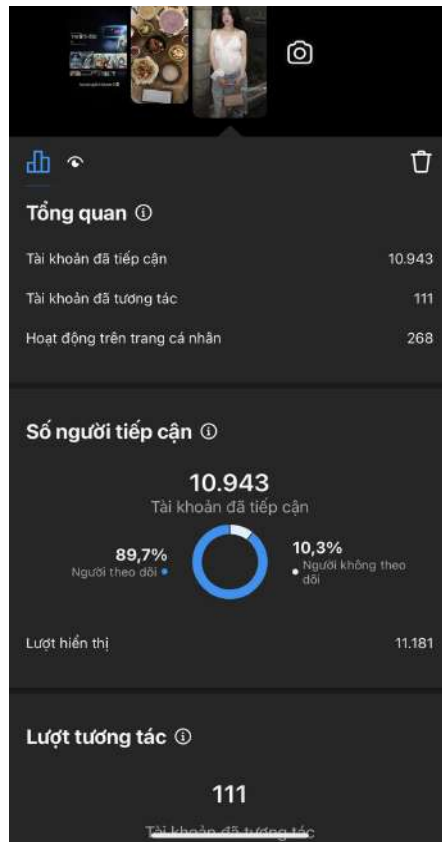
Ngày đăng: 22/5

Engagement of the post

- Reaches: 19,827
- Likes: 2,644 likes,
- Comments: 25
- Shares: 34 shares
- Post saved: 198



REPORT KOL's STORY: GÁO



Reaches: 10,943

Interactions: 112 (likes: 103, shares: 4, responses: 5)

@lynvietnamofficial clicks: 194

THANK YOU