

## HealthKart Influencer Campaign Insights Summary

Total Revenue: ₹501,798

Total Spend: ₹2,412,867

Overall ROAS: 0.21

Incremental ROAS vs Baseline (1.0): -0.79

Top 5 Influencers by ROAS:

1. Cheryl Bradley - ROAS: 9.39
2. Walter Pratt - ROAS: 8.96
3. Peter Montgomery - ROAS: 5.35
4. Norma Fisher - ROAS: 2.92
5. Dana Nguyen - ROAS: 2.86