

HealthKart Influencer Campaign: Performance Summary

1. Executive Summary

This report summarizes the performance of influencer marketing campaigns from April 2 to July 19, 2024. The analysis reveals a critical financial issue. While the campaigns successfully drove sales for key products, the total cost of influencer payouts vastly exceeded the revenue generated. The campaign resulted in a Total Revenue of INR 152,100 against a Total Payout of INR 1,351,600, leading to a financially unsustainable Overall ROAS of 0.11x. This means for every INR 1 spent, we only recovered INR 0.11.

2. Key Findings

* Severe Unprofitability: The campaign's ROAS of 0.11x is the most critical finding. The high cost of payouts is not justified by the sales, leading to a significant net loss.

* Top Product and Platform:

- MuscleBlaze Whey was the highest-grossing product, indicating a strong fit with the chosen influencers' audiences.
- Instagram was the dominant platform, responsible for the majority of the revenue generated.