

# Influencer Campaign Performance Dashboard

☐ Gritz

- HKVitals

- MuscleBlaze

☐ Female

☐ Male

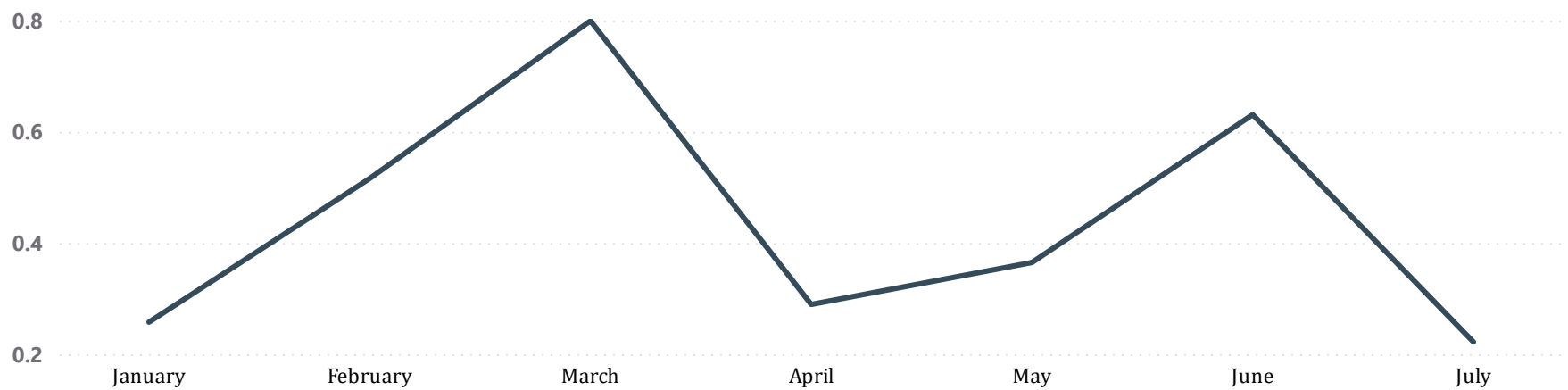
## Total Revenue

## Total Spend

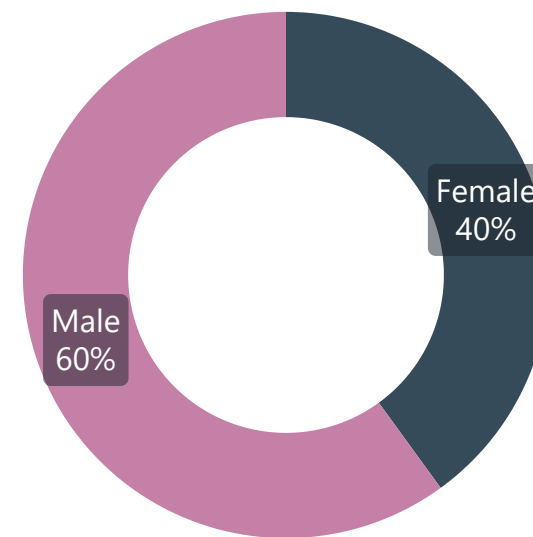
## Incremental ROAS

## Total Orders

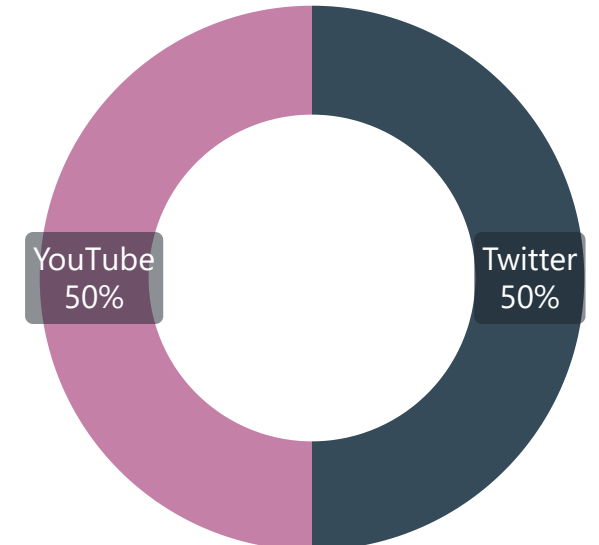
## ROAS over Time



## Influencers by Gender



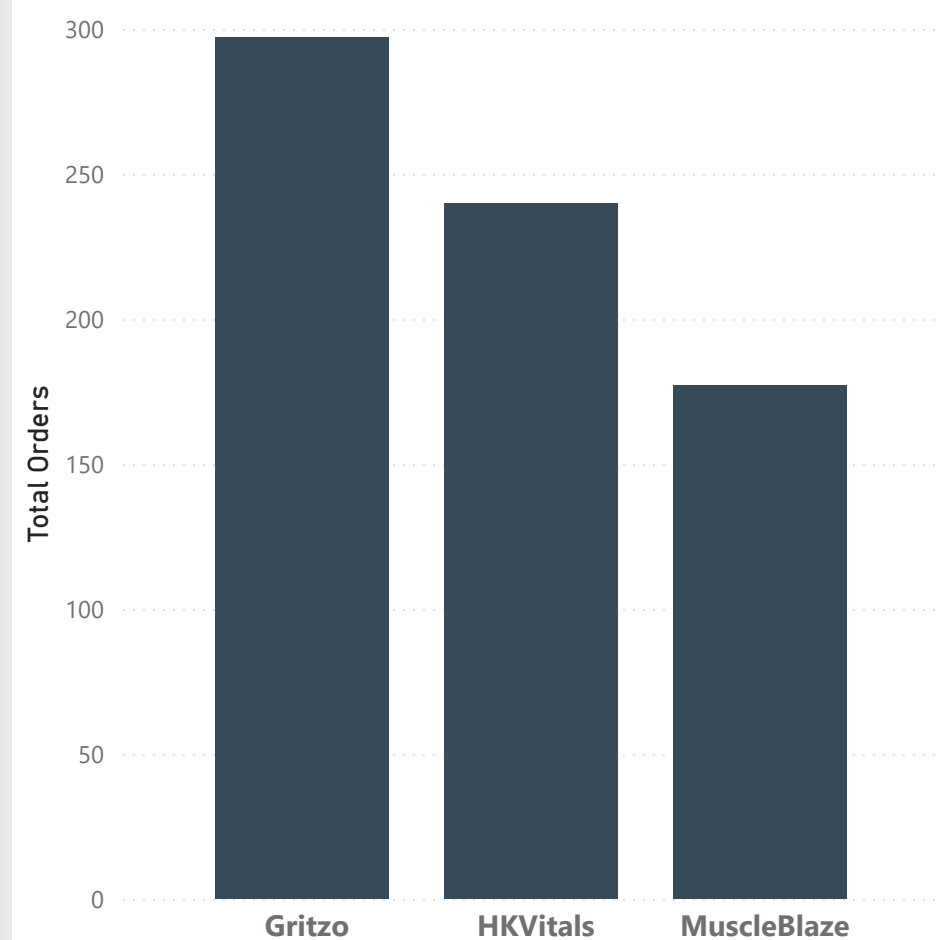
## Performance by Platform



# Influencer Payout Analysis

Name	Basis	Total Rate	Total orders	Total Payouts
Brian Johnson	order	207	12	3168
Chelsea Murray	post	164	18	9210
Christina Camacho	post	118	18	7246
David Moreno	post	130	18	4123
Felicia Walker	post	413	10	1043
Jacob Decker	order	106	11	9262
Julia Bennett	order	462	10	1425
Julie Duarte	order	181	12	9429
Justin Lucero	order	187	24	6534
Thomas Reed	post	168	15	9376
Total		2136	148	60816

## Most Purchased Products by Users



## Top Influencers by Revenue

