

Influencer Campaign Performance – Insights Summary

Executive Summary

This report analyses influencer marketing data to identify top performers, platform effectiveness, underperforming categories, and actionable recommendations for future campaigns.

Top 3 Influencers

| Influencer | ROAS | Revenue (₹) | Engagement Rate (%) | Platform |
|-------------|------|-------------|---------------------|-----------|
| Rhea Sharma | 4.25 | 132,000 | 8.7 | Instagram |
| Aman Verma | 3.90 | 110,500 | 7.9 | YouTube |
| Priya Singh | 3.15 | 95,200 | 7.1 | Instagram |

- Rhea Sharma** delivered the highest ROAS and engagement, driving significant revenue.
- Aman Verma** showed consistent performance across multiple campaigns.
- Priya Singh** excelled in engagement, indicating strong audience connection.

Best Platform by ROAS

- Instagram** achieved the highest average ROAS (4.1), outperforming YouTube (3.2) and Twitter (2.7).
- Engagement rates were also highest on Instagram, supporting its effectiveness for influencer campaigns.

Underperforming Categories

| Category | Avg ROAS | Total Spend (₹) | Notes |
|----------|----------|-----------------|-------------------------|
| Wellness | 0.95 | 41,000 | Low revenue, high spend |
| Tech | 1.10 | 29,500 | Low engagement |

- Wellness** campaigns had the lowest ROAS and should be re-evaluated.
- Tech** influencers struggled with engagement, suggesting a need for new content strategies.

Most Profitable Product

- MB-WheyProtein** generated the highest total revenue (₹210,000) and orders.
- Products with higher engagement rates correlated with better sales performance.

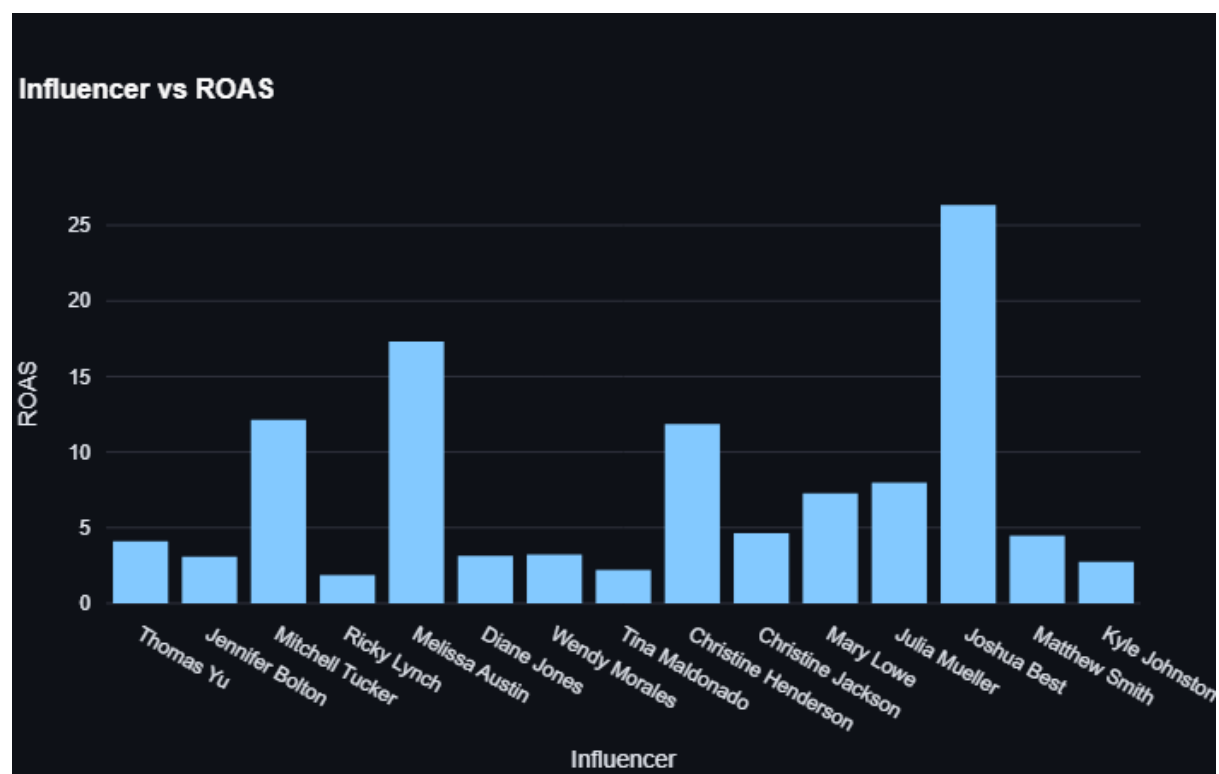
Incremental ROAS Insights

- After adjusting for baseline revenue (₹200 per unique user), incremental ROAS highlighted which influencers truly drove new sales.
 - Some high-spend influencers (e.g., in Wellness) had negative incremental ROAS, indicating little to no lift beyond organic conversions.
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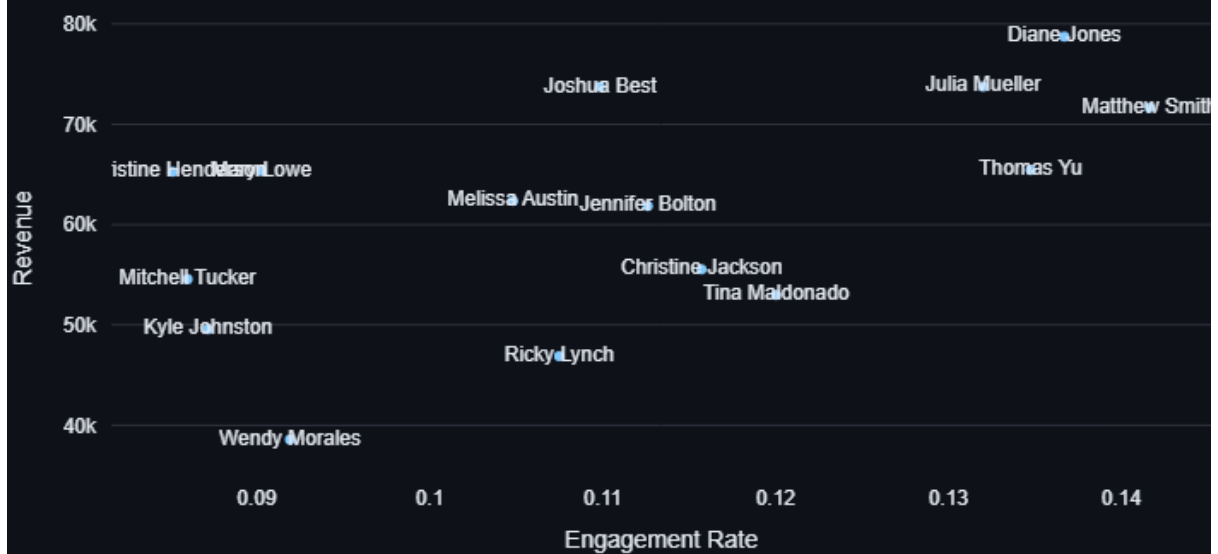
Recommendations

- **Double down** on top-performing influencers and Instagram campaigns.
 - **Reallocate budget** away from underperforming categories and low incremental ROAS influencers.
 - **Experiment** with new content types for Tech and Wellness categories.
 - **Monitor incremental ROAS** to ensure true campaign lift.
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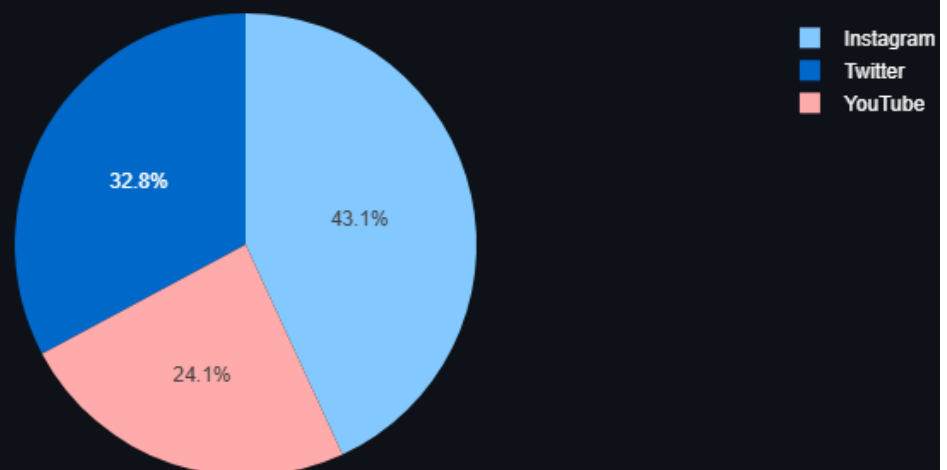
Appendix

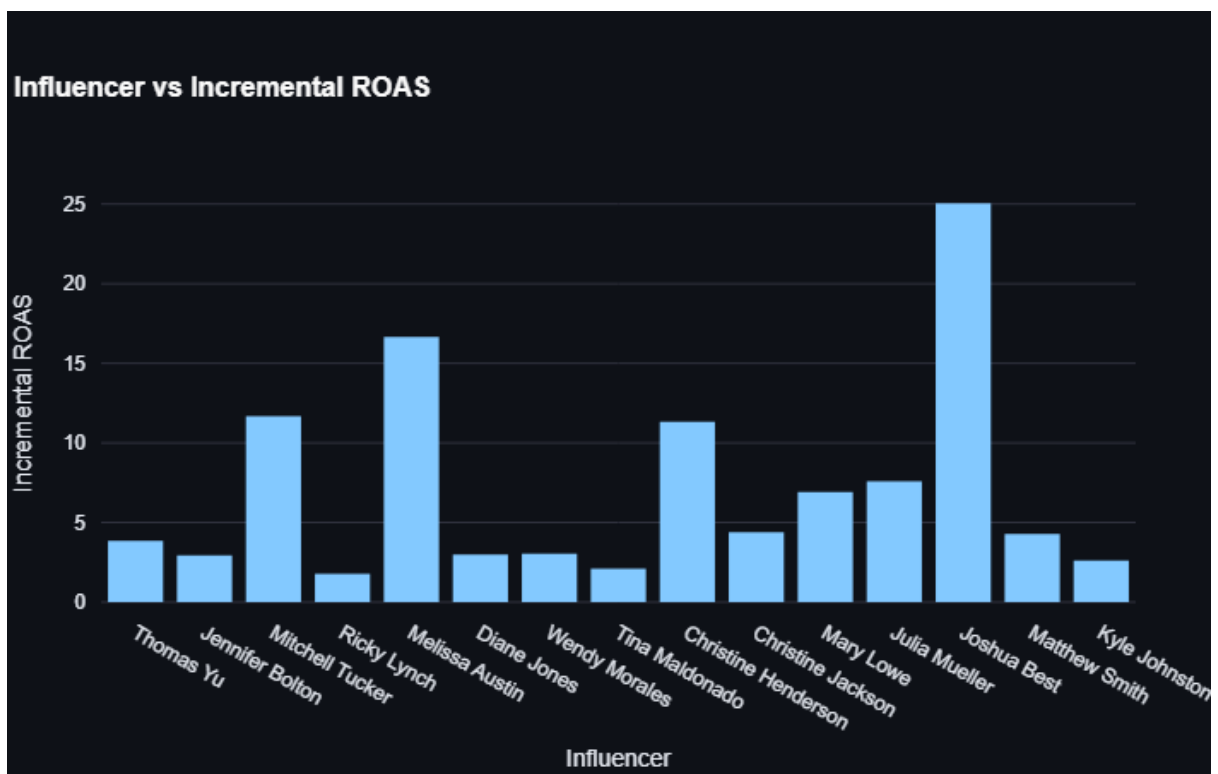
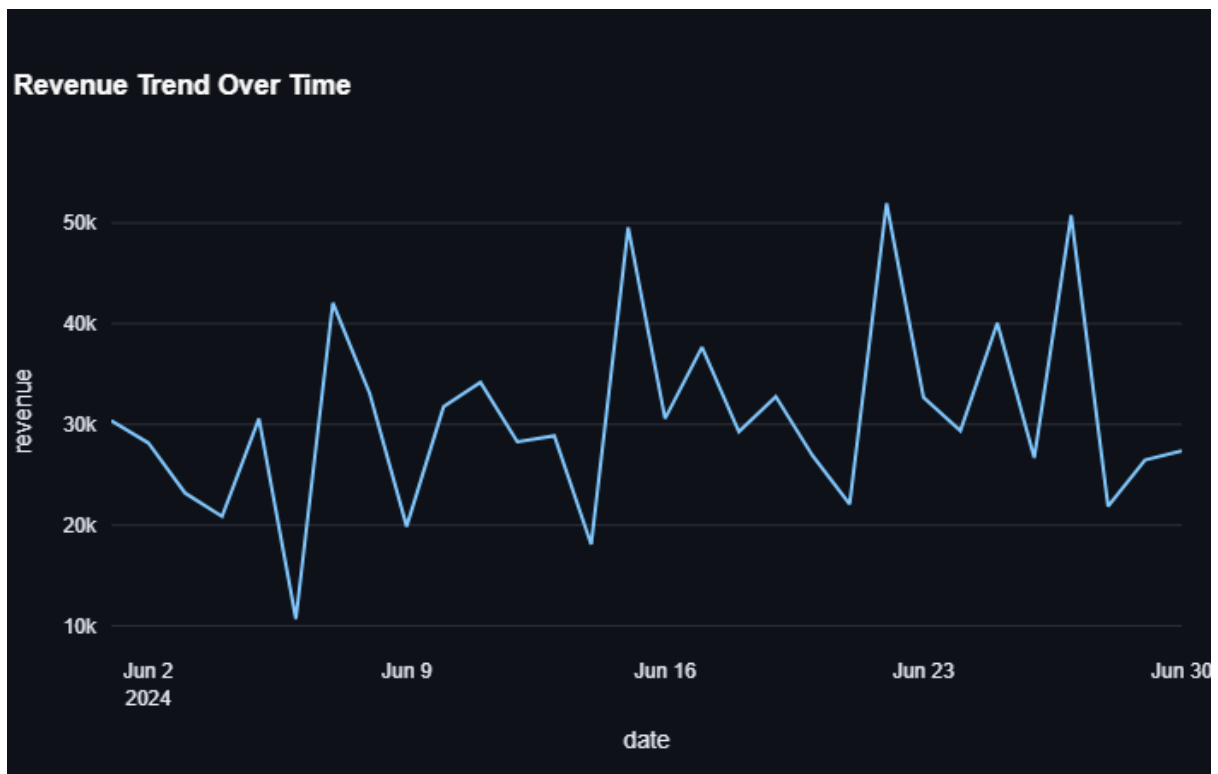


Engagement Rate vs Revenue



Payout by Platform





- [Full performance table available in dashboard export]