

Influencer Marketing Analytics through each channel

Conversion Rate

- The 88% conversion rate that TikTok generated through the channel indicates that the influencers we selected for TikTok have a positive impact that should be sustained.
- We generate 54% of our content on Facebook and Twitter. We must review the campaign to produce more and have the same impact as Facebook or TikTok.
- We were able to reach a minimal conversation rate of 0% on Facebook and our blog. Wherever an influencer's impact is lower, a different strategy must be implemented.

Conversion Rates

Home City	Ambassador	Marketing Cost	TikTok	Facebook	Twitter	YouTube	Blog	Average
Los Angeles	1	\$1,000,000	7%	72%	7%	6%	0%	26%
Chicago	2	\$1,000,000	22%	22%	11%	12%	0%	16%
New York	3	\$1,000,000	2%	2%	2%	2%	51%	18%
San Francisc	4	\$1,000,000	5%	54%	54%	54%	18%	34%
Los Angeles	5	\$1,000,000	23%	23%	23%	23%	23%	23%
New York	6	\$1,000,000	88%	20%	20%	2%	10%	25%
New York	7	\$1,000,000	8%	6%	12%	6%	26%	14%
Miami	8	\$1,000,000	8%	8%	14%	8%	80%	33%
Orlando	9	\$1,000,000	9%	9%	9%	9%	45%	21%
New York	10	\$1,000,000	33%	33%	33%	33%	33%	33%
Los Angeles	11	\$1,000,000	6%	6%	6%	6%	2%	5%
Sacramento	12	\$1,000,000	8%	9%	8%	9%	54%	24%
Park City	13	\$1,000,000	12%	6%	4%	4%	41%	12%
Miami	14	\$1,000,000	12%	12%	12%	12%	6%	10%
New York	15	\$1,000,000	25%	25%	25%	25%	25%	25%
Baltimore	16	\$1,000,000	9%	9%	9%	9%	24%	14%
Los Angeles	17	\$1,000,000	4%	0%	4%	3%	38%	12%
New York	18	\$1,000,000	2%	0%	2%	8%	16%	7%
New York	19	\$1,000,000	3%	0%	3%	6%	27%	10%
San Francisc	20	\$1,000,000	15%	15%	15%	15%	12%	14%
Average		\$1,000,000	15%	0%	14%	13%	0%	14%
Min		\$1,000,000	2%	0%	2%	2%	0%	2%
Max		\$1,000,000	88%	72%	54%	54%	80%	71%

Customer Acquisition Costs

Costs Associated with Gaining New Customers We create a 5.58 rate for the tiktok, which is the highest rate and the lowest in the majority of the channel, indicating that our rate is lower than the highest.

Based on this, we demonstrated our focus on influencers and our strong customer loyalty and presence.

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Home City	Ambassador	Marketing Co.	TikTok	Facebook	Instagram	Twitter	YouTube	Blog	Average
Los Angeles	1	\$1,000,000	\$0.01	\$0.20	\$3.54	\$0.01	\$0.01	\$0.00	\$0.63
Chicago	2	\$1,000,000	\$0.00	\$0.04	\$0.04	\$0.05	\$0.24	\$0.00	\$0.06
New York	3	\$1,000,000	\$0.04	\$0.00	\$0.00	\$0.03	\$0.37	\$0.22	\$0.11
San Francisco	4	\$1,000,000	\$0.03	\$0.00	\$0.00	\$0.03	\$0.05	\$0.27	\$0.06
Los Angeles	5	\$1,000,000	\$0.02	\$0.02	\$0.01	\$0.05	\$0.06	\$0.95	\$0.19
New York	6	\$1,000,000	\$5.58	\$0.00	\$0.00	\$0.02	\$0.09	\$0.18	\$0.98
New York	7	\$1,000,000	\$0.12	\$0.00	\$0.00	\$0.08	\$1.02	\$1.23	\$0.41
Miami	8	\$1,000,000	\$0.02	\$0.00	\$0.00	\$0.01	\$0.03	\$0.16	\$0.04
Orlando	9	\$1,000,000	\$0.01	\$0.00	\$0.00	\$0.05	\$0.07	\$0.89	\$0.17
New York	10	\$1,000,000	\$0.09	\$0.00	\$0.00	\$0.03	\$0.12	\$0.32	\$0.09
Los Angeles	11	\$1,000,000	\$0.01	\$0.00	\$0.00	\$0.01	\$0.13	\$0.16	\$0.05
Sacramento	12	\$1,000,000	\$0.01	\$0.00	\$0.00	\$0.01	\$0.04	\$0.17	\$0.04
Park City	13	\$1,000,000	\$0.04	\$0.01	\$0.01	\$0.04	\$0.02	\$0.34	\$0.08
Miami	14	\$1,000,000	\$0.02	\$0.00	\$0.00	\$0.03	\$0.16	\$0.42	\$0.11
New York	15	\$1,000,000	\$0.01	\$0.00	\$0.00	\$0.02	\$0.35	\$0.21	\$0.10
Baltimore	16	\$1,000,000	\$0.00	\$0.01	\$0.00	\$0.02	\$0.04	\$0.22	\$0.05
Los Angeles	17	\$1,000,000	\$0.00	\$0.00	\$0.00	\$0.07	\$0.08	\$1.17	\$0.22
New York	18	\$1,000,000	0.00	\$0.00	\$0.00	\$0.07	\$0.36	0.00	\$0.11
New York	19	\$1,000,000	\$0.00	\$0.00	\$0.00	\$0.04	\$0.56	\$0.66	\$0.21
San Francisco	20	\$1,000,000	\$0.00	\$0.11	\$0.00	\$0.01	\$0.02	\$0.11	\$0.04
Average		\$1,000,000	\$0.32	\$0.02	\$0.18	\$0.03	\$0.19	\$0.40	\$0.19
Min		\$1,000,000	\$0.00	\$0.00	\$0.00	\$0.01	\$0.01	\$0.00	\$0.00
Max		\$1,000,000	\$5.58	\$0.20	\$3.54	\$0.08	\$1.02	\$1.23	