

Influencer Campaign Insights & Recommendations

To: Head of Marketing, HealthKart

From: Marketing Analytics Team

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Subject: Analysis of June 2024 Influencer Campaign Performance

1. Executive Summary

The June 2024 influencer campaigns generated a total of **₹12.08 Lakhs in revenue** against a total spend of **₹2.68 Lakhs**, yielding a strong overall **Return on Ad Spend (ROAS) of 4.52x**. The campaign successfully drove **800 orders**.

The **Fitness** category, particularly on the **YouTube** platform, emerged as the most significant driver of both revenue and ROI. While Instagram provides broad reach, YouTube fitness influencers deliver higher conversion. **MuscleBlaze** was the top-performing brand, largely due to its strong alignment with high-ROAS fitness influencers. This report outlines key successes, identifies areas for optimization, and provides actionable recommendations for future campaigns.

2. Overall Campaign Performance

Metric	Value	Insight
Total Revenue	₹12,08,500	A substantial return, indicating strong product-market fit with influencer audiences.
Total Payout	₹2,67,500	The total investment made in influencer fees.
Incremental ROAS	4.52x	For every ₹1 spent, we generated ₹4.52 in return. This is a healthy ROI.
Total Orders	800	Demonstrates a high volume of conversions from influencer traffic.

3. Top Performers: The Power of Fitness & YouTube

Our analysis reveals a clear pattern among top-performing influencers:

- **Vikram Singh (Fitness, YouTube):** With a **ROAS of 11.67x**, Vikram is our most efficient partner. His campaign for MuscleBlaze Mass Gainer generated ₹4.37 Lakhs in revenue from a modest payout of ₹37,500. This highlights the value of performance-based payouts (pay-per-order) combined with a highly engaged fitness audience on YouTube.
- **Aarav Sharma (Fitness, Instagram):** Despite a lower ROAS of **4.95x** compared to Vikram, Aarav drove significant revenue (₹4.95 Lakhs) for MuscleBlaze. His fixed-post payout structure is less efficient but still profitable.

Insight: The "Fitness" persona is our most valuable influencer category. YouTube appears to be the superior platform for driving high-value conversions, likely due to the long-form, trust-building nature of video content.

4. Areas for Optimization: Underperforming Segments

We identified influencers and segments delivering a poor return, requiring strategic review.

- **Sneha Reddy (Lifestyle, Instagram):** Generated a **ROAS of only 1.20x**. While her reach is massive (1.2M followers), her audience's intent to purchase Gritzo SuperMilk was low relative to her high fixed payout of ₹80,000.
- **Ananya Joshi (Food, Instagram):** Delivered a **ROAS of 2.67x**. While profitable, this is significantly below the campaign average. Her content for HKVitals, while engaging, may not be converting as effectively.

Insight: High follower counts do not guarantee high ROI. Lifestyle and Food influencers on Instagram, when paid on a fixed-post basis, present a higher risk and have so far delivered lower returns than their Fitness counterparts.

5. Strategic Recommendations

Based on this analysis, we recommend the following actions:

1. **Double Down on Fitness on YouTube:** Allocate a larger portion of the next campaign's budget to discover and partner with more mid-to-large tier fitness creators on YouTube. Prioritize those open to performance-based (pay-per-order or affiliate) compensation models.
2. **Re-evaluate High-Cost, Low-ROAS Influencers:** For influencers like Sneha Reddy, renegotiate contracts to include a performance component. A hybrid model (lower fixed fee + commission per sale) could mitigate risk while still leveraging her reach. If not possible, consider reallocating her budget to more efficient performers.

3. **Optimize the MuscleBlaze Strategy:** MuscleBlaze is the clear brand winner. Continue to pair it with our top fitness influencers. For the next campaign, test different MuscleBlaze products with our top partners to identify further growth opportunities.
4. **Test Different Personas for HKVitals & Gritzo:** The current strategy for HKVitals and Gritzo is not maximizing ROI.
 - **For HKVitals:** Test partnerships with Beauty-focused YouTubers, such as Priya Patel, whose audience may have a higher purchase intent for skin radiance products.
 - **For Gritzo:** Explore partnerships with "Parenting" or "Family" focused influencers, whose audience is a more direct match for a children's nutrition product.

By implementing these strategic shifts, we can build upon our successes and create an even more efficient and profitable influencer marketing program in the next quarter.