

HealthKart Influencer Insights Summary

Overview

The Influencer Campaign ROI Dashboard provides a comprehensive analysis of influencer-driven marketing performance across HealthKart brands such as MuscleBlaze, HKVitals, and Gritzo. The data spans multiple platforms including Instagram, YouTube, and Twitter, and tracks influencer engagement, revenue generation, and payout efficiency using the ROAS (Return on Ad Spend) metric.

Top Performing Influencers

The analysis reveals that Dev, a YouTube-based bodybuilder influencer, delivered the highest ROAS of 4.17, generating ₹5,000 in revenue with a modest ₹1,200 payout. This suggests Dev's audience is highly aligned with HealthKart's product offerings, delivering maximum value per rupee spent.

Meera, with a wellness-focused Twitter presence, also yielded a strong ROAS of 2.0, highlighting the often-overlooked power of micro-influencers on niche platforms.

Underperforming Influencers

Aman, despite having the highest payout (₹12,000) and strong Instagram following (100K), contributed only ₹4,000 in revenue, resulting in a low ROAS of 0.33. This indicates a mismatch between audience interest and product relevance, or possibly ineffective call-to-actions in content.

Such low ROAS may warrant contract renegotiation or a switch from flat-rate to performance-based payout structures.

Platform-Level Insights

- Instagram emerged as the most popular platform with high engagement (likes, reach) but showed inconsistent ROAS. While it generated awareness, the conversion to purchases was not always efficient.
- YouTube outperformed in terms of ROI. Influencers on YouTube, like Dev and Riya, demonstrated higher conversion rates with fewer posts, making it a high-leverage

platform for product education and testimonials.

- Twitter, though less used, showed potential when aligned with the right wellness messaging.

Campaign Performance

Among campaigns:

- "HealthWave" and "HealMind" yielded strong revenue-to-spend ratios, driven by focused influencer selection and clear messaging.
- "SummerFit", despite high influencer participation and payouts, resulted in the lowest ROAS, indicating a need for re-targeting, better creative direction, or platform shift.

Recommendations

- Invest more in influencers like Dev and Riya who consistently outperform in ROI.
- Test new formats on Twitter and YouTube where engagement is more targeted and informative.
- Monitor ROAS regularly and prioritize performance-based payout models to optimize budget allocation.
- Reassess creative strategy for underperforming campaigns like SummerFit.

Export & Reporting

The dashboard includes CSV export options for both Top Influencer and Campaign data summaries. These can be directly integrated into BI tools or shared with stakeholders.

