



# Influencer Campaign Insights Summary

**Client:** HealthKart

**Date:** July 2025

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## Objective

Evaluate the performance of influencer campaigns across multiple platforms, identify ROI drivers and leakage points, and recommend actionable strategies.



## 1. Campaign Performance Overview

- **Total Revenue:** ₹2,35,000
- **Total Payout:** ₹52,000
- **Average ROAS:** 4.52x
- **Total Influencers:** 100
- **Campaigns Tracked:** 5
- **Products Promoted:** 10+



### Interpretation:

HealthKart is generating ₹4.52 for every ₹1 spent on influencers. This is a strong return, but there's room to improve efficiency by optimizing payouts and filtering out low-performing creators.



## 2. Top Performing Influencers (by ROAS)

1. **Aarti Yadav** (*Instagram*) – ROAS: 7.3x, Revenue: ₹14,600, Payout: ₹2,000
2. **Rohan Shetty** (*YouTube*) – ROAS: 6.9x, Revenue: ₹18,200, Payout: ₹2,650
3. **Simran Malhotra** (*Instagram*) – ROAS: 6.4x, Revenue: ₹12,800, Payout: ₹2,000

✅ These influencers bring in high revenue for relatively low payouts. Consider scaling collaborations or offering exclusive campaign codes.



### 3. Poor ROI Influencers

1. **Aditya Menon** (*Twitter*) – ROAS: 0.9x, Revenue: ₹2,700, Payout: ₹3,000
2. **Kavya Shah** (*YouTube*) – ROAS: 1.1x, Revenue: ₹3,200, Payout: ₹3,000

⚠️ These creators are underperforming. Consider pausing collaborations, renegotiating rates, or reallocating spend to higher ROAS channels.



### 4. Persona & Platform Insights

#### Platform Average ROAS:

- Instagram: **5.1x**
- YouTube: **4.4x**
- Twitter: **2.6x**

#### Gender Average ROAS:

- Female influencers: **5.0x**
- Male influencers: **4.2x**



#### Conclusion:






Female influencers on Instagram deliver the best ROAS. Twitter underperformed — indicating a mismatch between audience intent and content style.

## 5. Product & Campaign Insights


- **Top Product by Revenue:** MuscleBlaze Protein Whey
- **Best Campaign:** “*Summer Fit 2025*” – ROAS: 6.3x
- **Underperforming Product:** Gritzo Kids Immunity

 Focus more budget on products/campaigns with high conversion and margin.

## 6. Recommendations

1.  **Double-down** on Instagram fitness influencers with ROAS > 5x
2.  **Pause or renegotiate** with Twitter-first creators showing < 2x ROAS
3.  **Test** micro-influencers (<10k followers) for niche categories
4.  Introduce **performance-based bonus** tiers (e.g., >7x ROAS = 10% bonus)
5.  Run **A/B creative tests** (e.g., reels vs posts, product focus vs lifestyle)

## GitHub Repository

 View the full dashboard, code, and data on GitHub:

<https://github.com/Tejasri-2005/HealthKart>