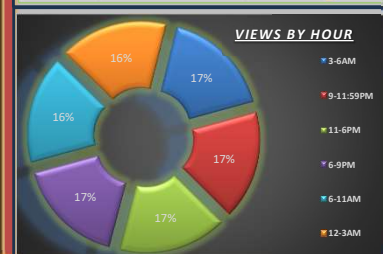
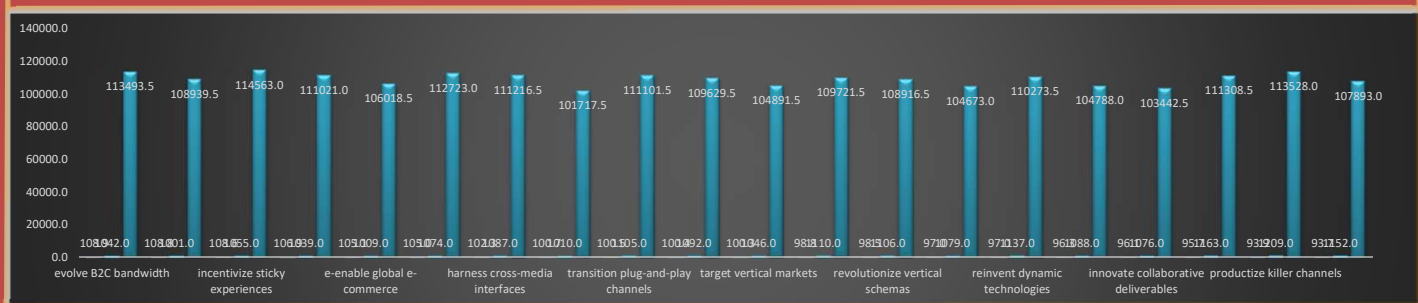
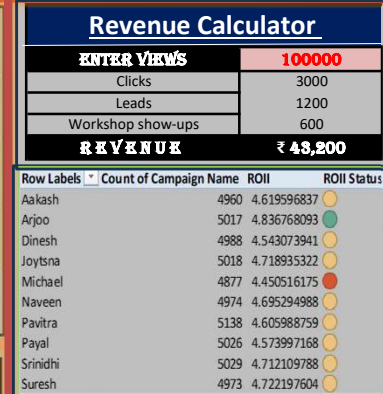
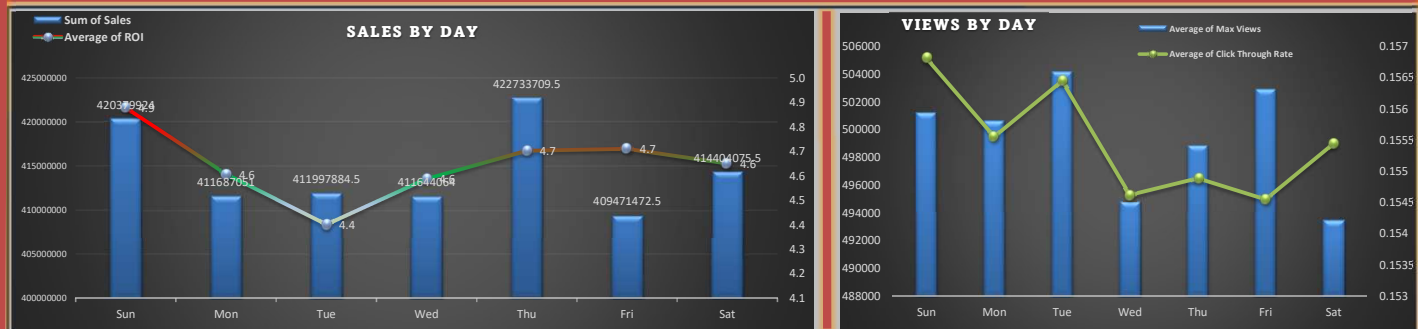
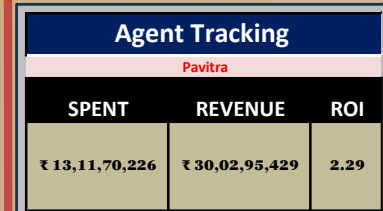
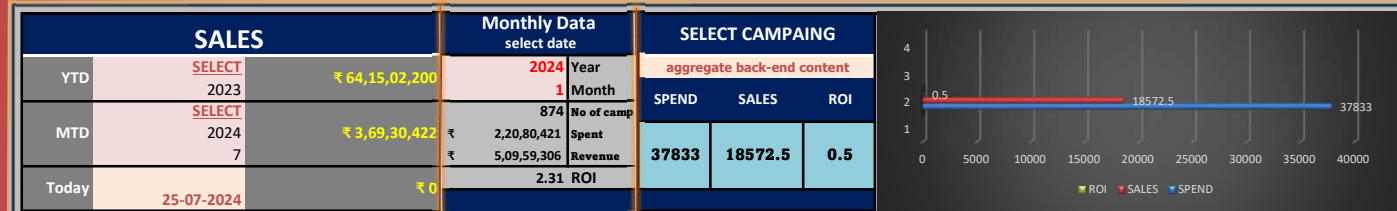


## INFLUENCER MARKETING DASHBOARD



# Influencer Marketing

1. Views
2. Views To Clicks (CTR)
3. Clicks To Leads (CTL)
4. Leads to Show-up
5. Show-up to payments

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## DATA - BREAKUP

VIEWS: 200K

CTR: 3% - 6000

CTL: 40% - 2400

Lead to show-up: 50% - 1200

Lead distribution: Minor 60% + Major 40% = 720 Students + 480 Working Prof.

---

## REVENUE

Selling Price: Rs.18000/-

Conversion (Payments): 0.2% Students + 0.8% W.P = 1% Payments

**Students:  $720 \times 0.2\% = 1$  Sales**

**W.P:  $480 \times 0.8\% = 3$  Sales**

**Revenue:** 4 Sales \* Rs.18000 = Rs.72000

**ROI:** REVENUE/SPEND

---

## DASHBOARD REQUIREMENTS

- Total sales | ROI

- **MTD:** =SUMIFS(Processing!G2:G50002,Processing!B2:B50002, ">=" & DATE(Dashboard!\$C\$12,\$C\$13,1),Processing!B2:B50002, "<=" & DATE(Dashboard!\$C\$12,\$C\$13,DAY(TODAY())))
- **YTD :** =SUMIFS(Processing!G2:G50001,Processing!I2:I50001,Dashboard!\$C\$10)
- **TODAY:** =SUMIFS(Processing!G2:G50002,Processing!B2:B50002,Dashboard!\$C\$14)

- Campaign wise data

- **SPEND:** =SUMPRODUCT(Processing!\$F\$2:\$F\$50001,--(Processing!\$A\$2:\$A\$50001 = Dashboard!\$G\$9))

- Revenue: =SUMPRODUCT(Processing!\$G\$2:\$G\$50001,--(Processing!\$A\$2:\$A\$50001 = Dashboard!\$G\$9))
- ROI: =(H12/G12)\*100%
- Day Analysis
  - Day vs Sales – Graph
  - Day vs Views - Graph
  - Day vs CTR – Graph
- Time Analysis
  - Time vs Views

=IF(AND(C2 >= TIME(0, 0, 0), C2 < TIME(3, 0, 0)), "12-3AM",  
IF(AND(C2 >= TIME(3, 0, 0), C2 < TIME(6, 0, 0)), "3-6AM",  
IF(AND(C2 >= TIME(6, 0, 0), C2 < TIME(11, 0, 0)), "6-11AM",  
IF(AND(C2 >= TIME(11, 0, 0), C2 < TIME(18, 0, 0)), "11-6PM",  
IF(AND(C2 >= TIME(18, 0, 0), C2 < TIME(21, 0, 0)), "6-9PM",  
IF(AND(C2 >= TIME(21, 0, 0), C2 < TIME(23, 59, 59)), "9-11:59PM",  
"invalid")  
)))))
- Agent Performance
  - Names  
=INDEX('Raw Data'!\$L\$2:\$L\$11, RANDBETWEEN(1,10))
  - SPENT  
=SUMIFS(Processing!G2:\$G\$50001,Processing!\$B\$2:\$B\$50001,Dashboard!\$R\$9)
  - REVENUE  
=SUMPRODUCT(Processing!\$H\$2:\$H\$50001,--(Processing!\$B\$2:\$B\$50001  
=Dashboard!\$R\$9))
  - ROI
- REVENUE CALCULATOR

$$=(U=(U22*60\%*0.2\%*18000)+(U22*40\%*0.7\%*18000) *40\%*0.7\%*18000)$$