

Managing Campaigns and Exporting Data

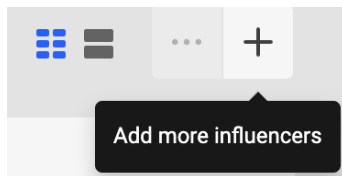
Note:

The features described in this article are available to Pro and Premium Influence clients. If you are interested in Influence's full suite, please contact your Customer Success Manager (CSM) for details.

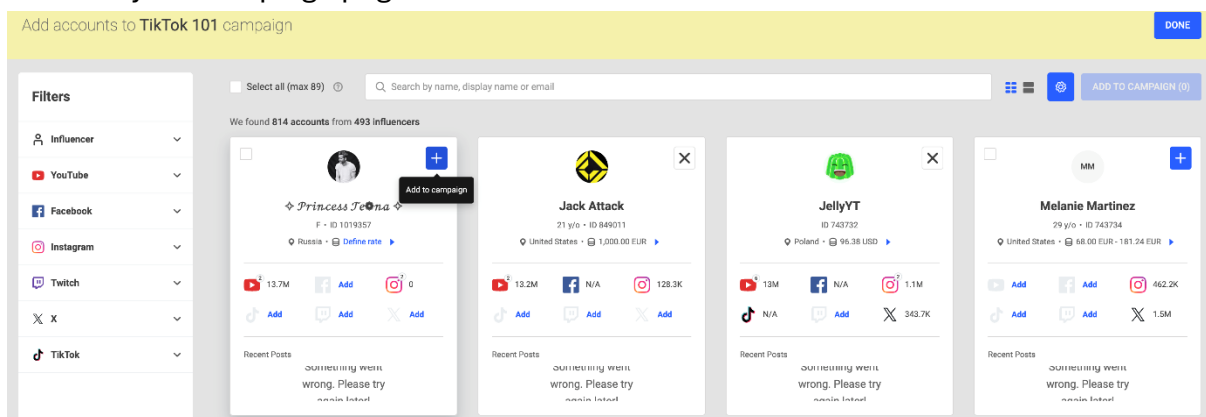
Managing campaigns

Adding additional influencers to campaigns

To add additional influencers into a campaign, first click into your campaign from the Campaigns tool. Once in the campaign, click the **+ icon** in the upper right corner of the Influencers tab.



This will open the Influencers roster, where you can add influencers into your campaign as you did when you first created it. You can add influencers individually by clicking the **blue + button** in the top-right corner of their profile, or add influencers to your campaign in bulk by using the interface checkboxes. Select **Done** when finished to return to your campaign page.



Editing an influencer's profile in campaigns

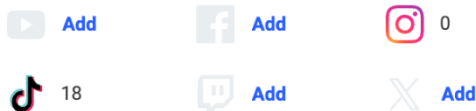
You can easily edit any influencer's profile information directly in campaigns by clicking on their name on their influencer card.



Josefin Snihs TikTok


ID 1016504

United States • Define rate ▶





Recent Posts

Hover your mouse over the field you'd like to edit, then select the **pencil icon** to edit the field.

**Josefin Snihs TikTok**
US

Profile

**Josefin Snihs TikTok** 
United States
ID 1016504

Profile


Accounts & Data

Payment details


Once you've made the desired changes, exit out of the influencer's profile and the changes will be updated right away.

Adding additional social accounts to influencer profiles

If you need to add additional social accounts to an influencer's profile from the Campaigns tool, you can do so. Find the influencer in your campaign and then click on their influencer card. Then, go to the **Accounts** tab in their profile and click **Add Account**.

**Josefin Snihs**
57 y/o • US

Accounts & Data



Profile

Accounts & Data

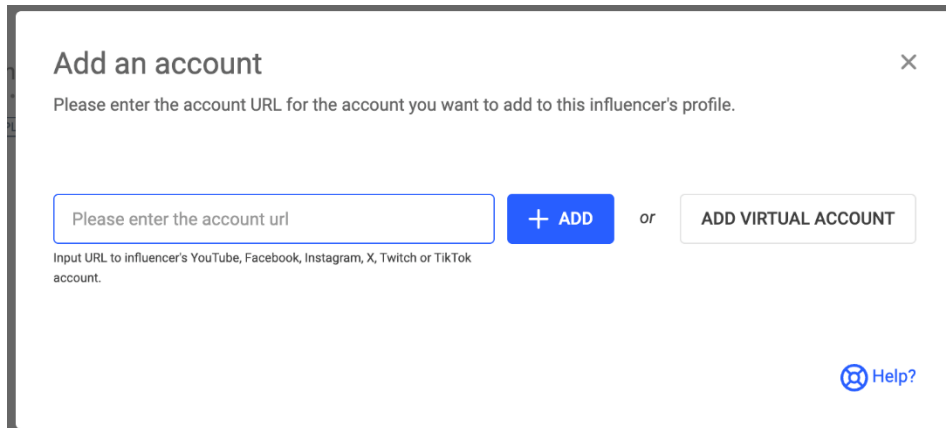
Payment details

Authorize the accounts to get access to more data.

[COPY AUTHORIZATION LINK](#)

[SEND VIA EMAIL](#)

Enter the new social media account's URL and click to add it. This will add the account as a non-auth account, and you can track posts and other public data in campaigns.

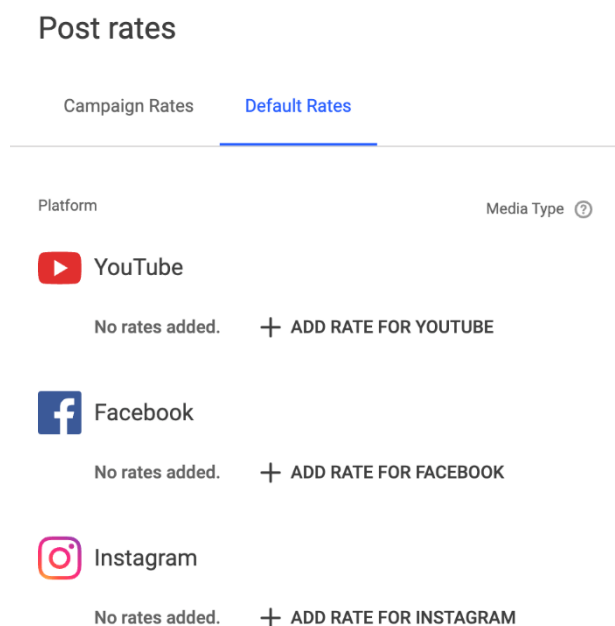


As mentioned above, this process will add the influencer's social media account as non-auth. If you would like to have the influencer authorize their account to pull in additional data to your campaigns (available for YouTube, Facebook, and Instagram accounts), you can send them a link to authorize the account by clicking **Copy authorization link** and messaging it to them.

Setting an influencer's post rates for a campaign

To see an influencer's post rates, click into an Influencers profile from the Campaigns tool, then choose **Post Rates**. From here, you will be able to view the influencer's Default Rates or Campaign Rates.

Default rates



Go to the **Post Rates** tab in an influencer's profile, the **Default Rates** tab. You can input costs for different platforms, media types, and post types by clicking **+ Add Rates** next

to a network.

Post rates

[Campaign Rates](#) [Default Rates](#)

Platform

Media Type [?]

Talent Rate [?]

Client Rate [?]

YouTube

Post Type ^{*}

Media Type ^{*}

Talent Rate ^{*}

Client Rate ^{*}

Video

Media Type

Talent Rate (EUR)

Client Rate (EUR)

✕

ADD

add rate.png"

You will be able to input two different costs — the **Talent Rate** and the **Client Rate** — for the same type of post. The Talent Rate will only be visible to your team, and should be the cost that the influencer charges to post the specific post. The Client Rate is the rate you will be showing and charging the brand, in case your company charges anything on top of what the influencer charges.

Campaign rates

Jack Attack
21 y/o • US

[Profile](#)
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[Campaign history](#)
[Contracts](#)
[Messages](#)
[Documents](#)
[Notes](#)
[Changelog](#)

Post rates

[Campaign Rates](#) [Default Rates](#)

Platform

Media Type [?]

Talent Rate [?]

Client Rate [?]

YouTube

No rates added. [+ ADD RATE FOR YOUTUBE](#)

Facebook

Not added to this campaign [+ ADD THIS ACCOUNT NOW?](#)

Instagram

Not added to this campaign [+ ADD THIS ACCOUNT NOW?](#)

If you're running a campaign with an influencer, you can apply their rates to the specific campaign so that these are included in the calculation of the total cost for the campaign, as well as of the campaign's ROI, CPV, CPM, and CPE. To do that, navigate to the **Post Rates** tab within the influencer's profile, and click on the **Campaign Rates** tab where you set new rates that only apply to this campaign.

Editing a campaign's media cost and client budget

On the right-hand side of the Influencers tab in your campaign, you'll see the total **Media Cost** and **Client Budget**. Media cost is your company's internal cost for the campaign, and the client budget is your client's cost for the campaign. These amounts are made up of the total Influencer Rates and Client Rates, respectively, for the post

requirements that you have set for the campaign.

MEDIA COST ?	CLIENT BUDGET ?
0.00 USD	0.00 USD
Edit	Edit

Example breakdown:

- Influencers in campaign: 1
- Post requirements: 2 YouTube videos
- Influencer Rate for a YouTube video: \$100
- Client Rate for a YouTube video: \$150
- Media Cost = $2 \times \$100 = \200
- Client Budget = $2 \times \$150 = \300

If you haven't set any rates for the influencers in the campaign, or have not specified the post requirements for the campaign, you can still add the total costs by clicking on the **Edit** button below the amounts and add line items. The client budget amount is then used to calculate the campaign's ROI, CPM, CPV, and CPE on the **Report** page.

Edit Influencer Fees

Influencer Rates ?

0.00 USD

Other

+ Add

0.00 USD

Total Influencer Fees

Cancel

SAVE

Edit Client Fee

Client Rates ?

0.00 USD

Other

+ Add

0.00 USD

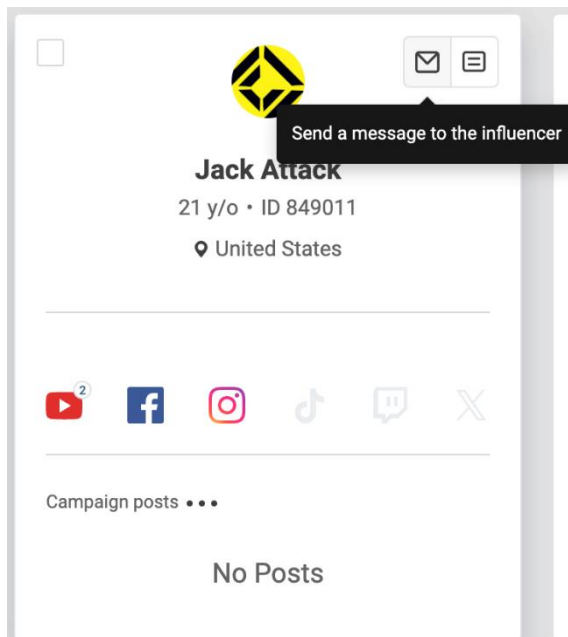
Total Client Fee

Cancel

SAVE

Sending general campaign messages to influencers

You can message one or multiple influencers at any time from the campaign page. Click the **envelope icon** in the top-right corner of an influencer's card to send them a message individually. In the following message window, select **Standard message** and customize the message as needed before sending.



Send message

×

Send the influencer an email using the message field below. Provide details about the campaign opportunity by sending a Campaign Brief, or send the influencer a contract for the campaign by selecting the Contract option.

The email will be sent from **Trang Nguyen** <trang@paladinsoftware.com>. To verify a different sender email, click [here](#).

SELECT TYPE OF MESSAGE

Standard Message

Campaign Brief

Contract

RECIPIENT EMAIL *

jennifer+6@test.com

REPLY TO *

alanna.hollyway@brandwatch.com

Changes to the recipient email will be saved as the influencer's contact email.

SUBJECT *

Enter email subject

RELATED TO CAMPAIGN

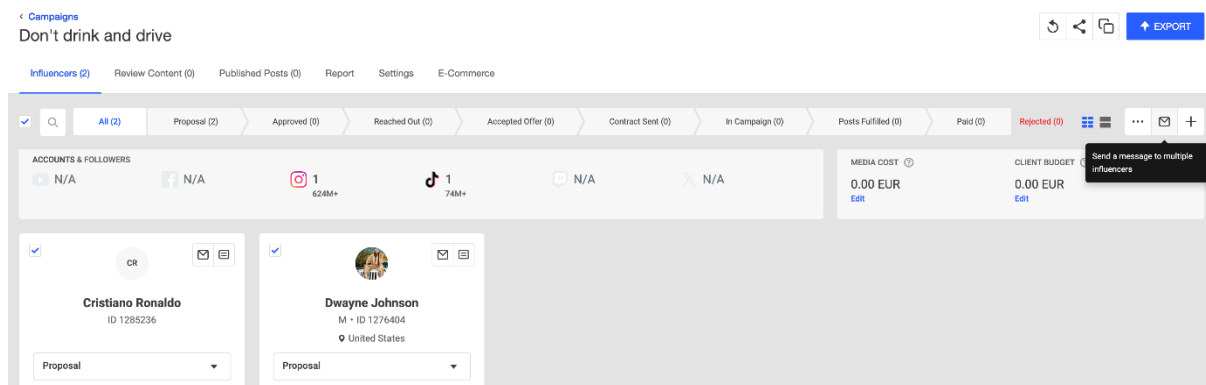
TikTok 101

MESSAGE *

B I U A

To message multiple influencers at once, select each influencer's checkbox in the top-left corner of their influencer card from the campaign page, then click the **envelope**

icon in the top-right corner to send your bulk message.



Using Bitly with campaigns

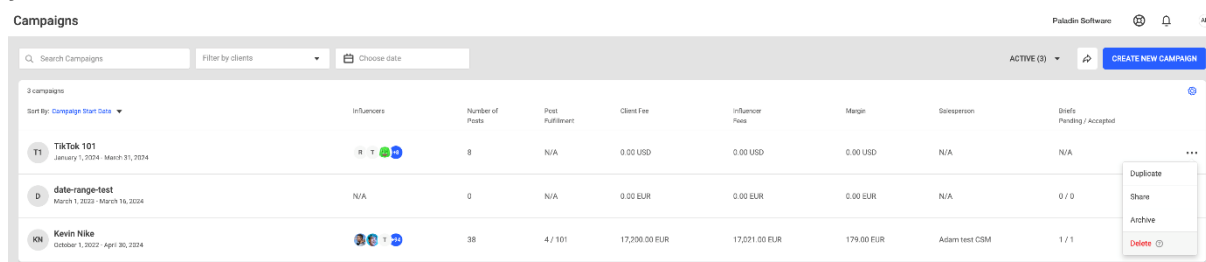
Visit our article on [Connecting Your Bitly Account](#) to Influence for full instructions.

Using Shopify with campaigns

Visit our article on [Connecting Your Shopify Account](#) to Influence for full instructions.

Deleting campaigns

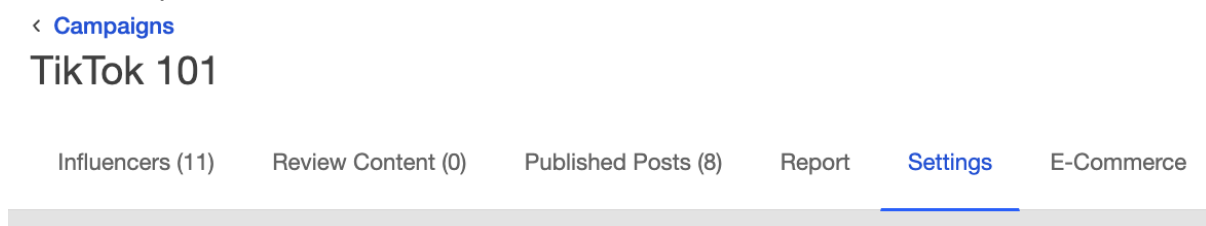
In the Campaigns tool, click on the **ellipsis (three dots) button** next to the campaign you would like to delete and select **Delete**.



Campaign settings

The **Settings** tab in your campaign allows you to adjust general campaign settings like the campaign name, date range, salesperson, etc., as well as more detailed configurations like [post tracking](#) keywords, post requirements, financial data, custom fields, Bitly links, and more.

To adjust your campaign settings, navigate to any campaign and select the **Settings** tab from the top menu.



Campaign information

This section allows you to adjust your general campaign information like name, date range, timezone, and more.

Campaign Information

TikTok Creator Marketplace

Post Requirements

Campaign Goals

Post Detection

Bitly Links

Financial Information

Custom Report Fields

Team Members

Define the campaign name, date range, post detection settings, and more.

Maximum campaign length is 365 days.

CAMPAIGN NAME *

TikTok 101

CLIENT *

BW

CAMPAIGN DATE RANGE ? *

📅

 January 1, 2024 - March 31, 2024

TIMEZONE *

🔍

 (GMT+07) Ho Chi Minh, Viet Nam

CURRENCY *

🇺🇸

 USD (United States Dollar)

TikTok campaign

Keyword detection is not supported for TikTok account post tracking, so the TikTok campaign section in your Campaign settings allows you to send orders to your influencers with TikTok accounts to track their campaign posts. Learn more about how to set this up in our [Campaign Post Tracking](#) article.

Campaign Information

TikTok Campaign

Post Requirements

Campaign Goals

Post Detection

Bitly Links

Financial Information

Custom Report Fields

Team Members

TikTok One Creator Marketplace campaign

Invite your influencers to a TikTok One Creator Marketplace campaign to get access to more performance metrics on your campaign's TikTok posts.

Brand Name *

Campaign Name *

Description

Provide relevant information about your campaign, such as your product's positioning, target audiences, and core features.

☐ Request Spark Ads permission

CREATE

Post requirements

The **Post Requirements** section allows you to input the number and types of posts that the influencers participating in the campaign need to create in order to fulfill the campaign requirements.

Campaign Information

TikTok Creator Marketplace

Post Requirements

Campaign Goals

Post Detection







Bitly Links

Financial Information

Custom Report Fields

Team Members

You are about to define post requirements for all influencers. You can customize for individuals on the "Influencers" tab.



2 influencer(s) does not have a TikTok account in this campaign (Jack Attack, Kris Gethin). Please add their TikTok account(s). Any requirements you set will still be saved.

☒ **Video**

POSTS *

TYPE

Dedicated Post

POST REQUIREMENT DETAILS


Description



SAVE

By setting the post requirements in this section, the requirements will apply to all of the influencers participating in the campaign. If you want to set different post requirements for different influencers, navigate to the Influencers tab of the campaign and click on the **ellipsis (three dots) icon** next to the Campaign Posts count, and you will be able to







input custom post requirements for that influencer for each social network.

☐











Jack Attack
21 y/o • ID 849011
United States



Campaign posts ...

No Posts

Define posts for [Jack Attack](#).
You are about to define the campaign post types for Jack Attack. Please take your time and think it through.



☒ Video

POSTS *

TYPE

Dedicated Post

POST REQUIREMENT DETAILS

Cancel

SAVE

Campaign goals

The **Campaign Goals** section of settings allows you to set overall Video View and Impression goals that the campaign has to reach. Available video views and impressions metrics from all posts participating in the campaign will count toward this goal.

Campaign Information

TikTok Creator Marketplace

Post Requirements

Campaign Goals

Post Detection

Bitty Links

Everytime when you are defining the impressions & the view goals for your campaign please bare in mind the type of campaign & the level of the influencers.

IMPRESSIONS

VIDEO VIEWS

SAVE

You will be able to track the progress of the campaign and how close you and the influencers are to fulfilling your set goals at the top of the campaigns **Report** section.

Post detection

Post detection is one of the most important features you will use within campaign settings. To automatically track and pull in campaign posts to our system, simply enter the keywords (including mentions or hashtags if needed) separated by commas. Influence will find the posts with these keywords from the influencers in the campaign within the date range and pull them into our system with their performance data. Learn

more about post detection in our [Campaign Post Tracking](#) article.

The screenshot shows the 'Post Detection' settings page. On the left is a sidebar with menu items: Campaign Information, TikTok Creator Marketplace, Post Requirements, Campaign Goals, Post Detection (highlighted in blue), Bitly Links, Financial Information, Custom Report Fields, and Team Members. The main content area is titled 'Define post detection keywords per platform. You can choose keywords you want to search for, or stay away from.' It features two sections: YouTube and Facebook. Each section has a 'POST DETECTION KEYWORDS' input field and a 'NEGATIVE KEYWORDS' input field, both with placeholder text 'Add keywords and #hashtags'. Below each input field is a small instruction: 'Use "," to separate them. Use "#" in front for hashtags. To add press "Enter".' For YouTube, there are three toggle switches for 'Title', 'Description', and 'Tags', all of which are currently turned off. For Facebook, there is one toggle switch for 'Caption', which is also turned off.

Bitly links

Use the Bitly Links section to easily [connect your Bitly account](#) and generate tracking links for Instagram story posts.

The screenshot shows the 'Bitly Links' section. The left sidebar is identical to the previous screenshot, with 'Bitly Links' highlighted in blue. The main content area has a light blue background and is titled 'Add your first Bitly link'. Below the title is the instruction: 'Use the options below to create and/or add an existing Bitly link.' There are two primary options: a white button labeled 'Paste link to shorten' and a grey button labeled 'CREATE BITLY LINK'. Below these, the word 'or' is centered, followed by a blue link labeled 'Add existing Bitly link'.

Financial information

Use the Financial Information section to keep track and edit your campaign sales, revenue, influencer fees, and client fees. This information is used to automatically keep

track of your client budget, spend, ROI, CPM, CPE, and CPV.

The screenshot shows the 'Financial Information' section of a campaign management interface. On the left is a sidebar with menu items: Campaign Information, TikTok Creator Marketplace, Post Requirements, Campaign Goals, Post Detection, Bitly Links, Financial Information (highlighted in blue), Custom Report Fields, and Team Members. The main content area is titled 'Set up all the financial information for this campaign.' and contains two sections: 'Sales Revenue' and 'Influencer Fees'. Each section has a light blue box with a trash icon, a text input field for a specific metric (e.g., 'Shopify Sales Revenue' with a value of '0.00 USD'), and a '+ Add' link. Below each section is an 'Other' label and another '+ Add' link.

Custom reports fields

The Custom Report Fields section allows you to add custom fields to include additional KPIs, metrics, and data on your campaign reports.

The screenshot shows the 'Custom Report Fields' section of a campaign management interface. The sidebar on the left is the same as in the previous screenshot, but 'Custom Report Fields' is now highlighted in blue. The main content area is titled 'Add additional stats to your campaign report.' and contains three input fields: 'REPORT FIELD NAME' (placeholder: 'Enter the stat name'), 'REPORT FIELD VALUE' (placeholder: 'Enter the stat value'), and 'FIELD DESCRIPTION' (placeholder: 'Enter a description of the custom field'). Each field has a question mark icon. To the right of the 'REPORT FIELD VALUE' field is a trash icon. Below the input fields is a '+ Add another field' link and a 'SAVE' button.

Team members

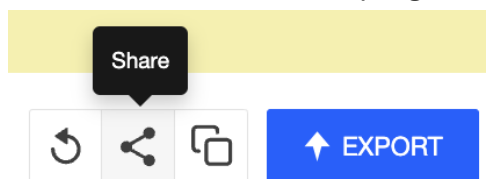
The Team members section allows you to select which team members in your organization have access to the campaign. You can select individual or all team

members using the the checkboxes, or use the search bar to search for team members.

The screenshot shows a sidebar on the left with the following menu items: Campaign Information, TikTok Creator Marketplace, Post Requirements, Campaign Goals, Post Detection, Bitly Links, Financial Information, and Custom Report Fields. The 'Team Members' link is highlighted in blue at the bottom of the sidebar. The main content area has a title bar with the text: 'All team members with the permission to view all campaigns will automatically be able to access this campaign, but you can grant additional team members access to it below.' Below this is a search bar labeled 'Search in 4 team members'. There are four checkboxes for selecting team members: 'Select All', 'Thai Test Staging 1', 'Wojciech Test', and 'aggregator admin staging2 test' (with 'Wojciech Nowakowski-aggregator' listed below it). A blue 'SAVE' button is located at the bottom of the main content area.

Sharing campaign data

At any moment, you can share your campaign with others by clicking on the **Share** button in the top-right corner of the Campaigns tool.



This feature allows you to share a live link to the Report, Posts, and Influencers sections of the campaign. You can password-protect the link as well as set an expiration date. There are also some customization options available, such as uploading the brand's logo, setting a background color, and hiding certain information that you don't want to

share with others.

Share Campaign


What you should know:

- You can easily share a read-only link to this campaign.
- You can customize the look and feel of the shared campaign.
- You can protect your shared campaign link with an expiration date and a password.

By changing setting you will affect the shared link.


Customize look & feel

CLIENT LOGO



Happy with this pic?
[Upload new one.](#)

TOP BAR & PDF/PPTX BACKGROUND



#915C5C

Clear


TEXT, INFLUENCER & ACCOUNT LABELS



#0FF221

Clear


FOLLOWERS LABELS




#DF4B97

Clear

BACKGROUND IMAGE



Happy with this pic?
[Upload new one.](#)

 Company logo

☒

Exporting campaign data

By clicking the **Export** button in the top-right corner of a campaign, you can also download the campaign export.








EXPORT

At this time, you can download the campaign **Account Summary** and **Account Audiences** as a CSV file, and download the campaign **Post Summary, Influencers,** and **Reports** as either a CSV file or a customizable PPTX, PDF, or Google Slides. Slide downloads will include a campaign summary slide as well as charts for a variety of metrics depending on the social networks in your campaign, such as Total Engagements, Total Impressions, Total and Average Reels Plays (for Instagram), Total

Video Views and Watch Time, etc.

Export Campaign
Select what campaign information you want to export below.

×

 Account Summary DOWNLOAD CSV	 Account Audiences DOWNLOAD CSV	 Post Summary SELECT	 Influencers CUSTOMIZE	 Reports SELECT
--	--	---	---	--

Note:

Due to limitations of the report size, if your file exceeds 10MB you will not be able to proceed with a PPTX export. As an alternative, you can select **Google Slides** to email yourself the report slides, then edit them in Google slides and export the slides in any format you'd like.