HealthKart Influencer Campaign: Insights & Recommendations

1. Executive Summary

The influencer campaign was a significant success, generating **₹219.5M in total revenue** from a **₹21.3M payout**, resulting in an exceptional **Incremental ROAS of 8.76x**. The data indicates that **YouTube** was the primary driver of campaign efficiency. Key top-performing influencers have been identified, alongside clear underperformers, presenting an opportunity to optimize future spending. The primary recommendation is to scale up investment in the successful YouTube channel while restructuring deals with underperforming influencers to mitigate risk.

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2. Key Findings & Insights

- **YouTube Drives Campaign Efficiency:** Contrary to common assumptions, **YouTube was the more efficient platform**, contributing **55.8%** of the average ROAS, while Instagram contributed 44.2%. This suggests the long-form content and user base on YouTube converted more effectively for the cost.

- **Clear Top Performers Identified:** A small group of influencers drove a disproportionate amount of success.

    o **Top Efficiency: Abigail Shaffer** delivered the highest Return on Ad Spend (ROAS).

    o **Top Volume: Gabrielle Davis** was the top revenue generator for the campaign.

- **Underperformance Is Costly:** The data clearly shows influencers who provided a negative return. For example, **Anthony Rodriguez** generated zero revenue from two posts, resulting in a wasted spend and highlighting the need for performance-based payouts.

- **Revenue Fluctuates Significantly:** The temporal analysis reveals that weekly revenue is not flat, with significant peaks in late June and mid-July. This suggests that specific posts or external factors during these times had a major impact on sales.

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3. Actionable Recommendations

1. **Scale Investment in YouTube Influencers:** Given that YouTube is the more efficient platform, allocate an increased portion of the next campaign's budget to identifying and partnering with YouTube creators who share characteristics with our current top performers.

2. **Restructure Payouts for New Influencers:** To avoid wasted spend on underperformers like Anthony Rodriguez, new influencer partnerships should start with commission-based (per_order) or hybrid payout models instead of flat per_post fees. This eliminates risk and ensures alignment with sales goals.

3. **Conduct a "Peak Analysis":** Perform a deeper dive into the content that was posted during the revenue peaks in June and July. Analyzing the specific products promoted, messaging used, and calls-to-action can provide a template for replicating this success in future campaigns.