

Influencer Campaign Report

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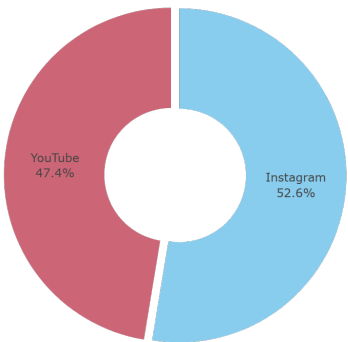
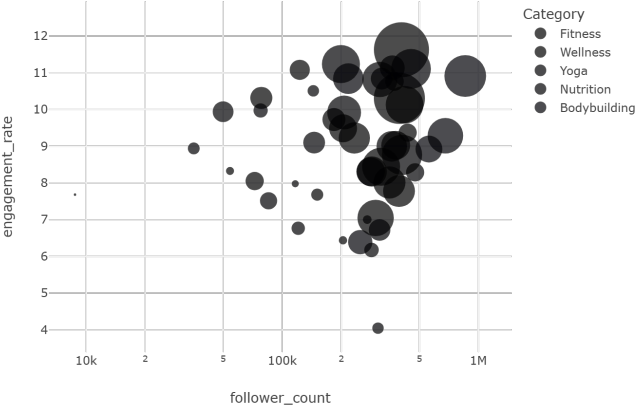
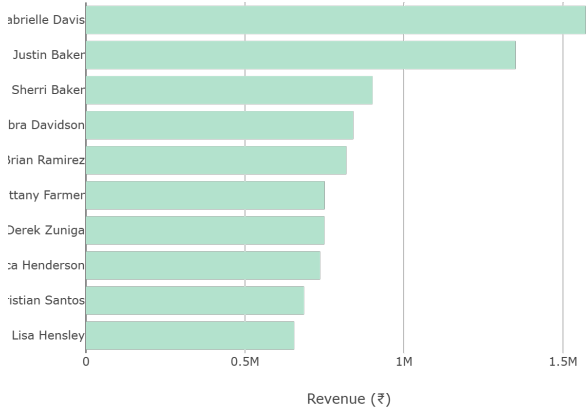
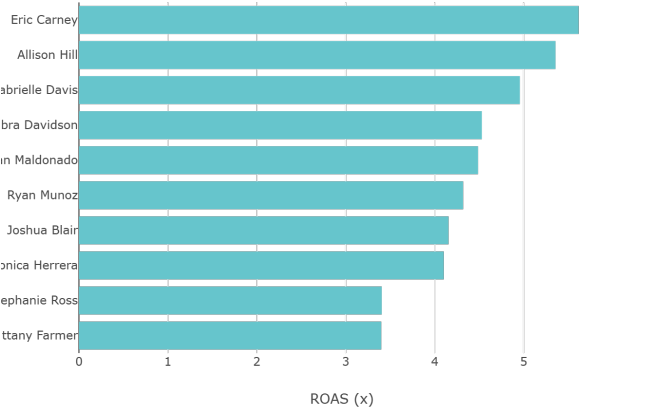
Executive Summary

Total Revenue: Rs. 18,865,923	Total Payout: Rs. 7,870,047
Overall ROAS: 2.40x	Incremental ROAS: 2.04x

Key Insights:

- Highest ROAS performer: Eric Carney (5.62x).
- Top revenue generator: Gabrielle Davis (Rs. 1,571,181).

Visual Analysis



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Top 10 Influencers Data

Name	Category	Total Revenue	Total Payout	Incremental Roas
Eric Carney	Yoga	Rs.3,224	Rs.488	5.62x
Allison Hill	Fitness	Rs.526,517	Rs.83,517	5.36x
Gabrielle Davis	Wellness	Rs.1,571,181	Rs.269,360	4.96x
Debra Davidson	Yoga	Rs.840,233	Rs.157,647	4.53x
Nathan Maldonado	Yoga	Rs.483,777	Rs.91,632	4.49x
Ryan Munoz	Fitness	Rs.406,866	Rs.80,048	4.32x
Joshua Blair	Nutrition	Rs.242,229	Rs.49,542	4.16x
Monica Herrera	Nutrition	Rs.247,871	Rs.51,359	4.10x
Stephanie Ross	Yoga	Rs.171,996	Rs.42,936	3.40x
Brittany Farmer	Wellness	Rs.750,304	Rs.187,614	3.40x