



INFLUENCER PERFORMANCE OVERVIEW

Summary

Engagement Trend..

CONTENT...

Audience...

HASHTAG &...

INFLUENCER VALU...

AI INSIGHTS &...

Influencer ID

1794

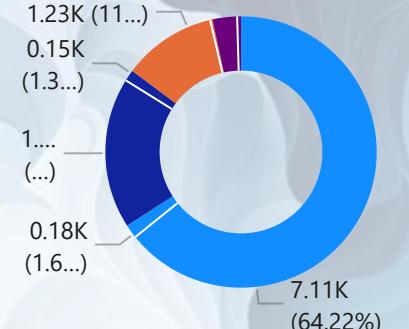
Avg reach per post

60.12%

Sum of Engagement Rate (%) by Influencer Name



Engagement category



- Medium R...
- low Ratio
- High Ratio
- Very Very l...

Average of Latitude and Average of Longitude by Country and Total Posts



Apply all slicers

Clear all slicers

Engagement Level





Engagement Trend Analysis

Summary

Engagement Trend..

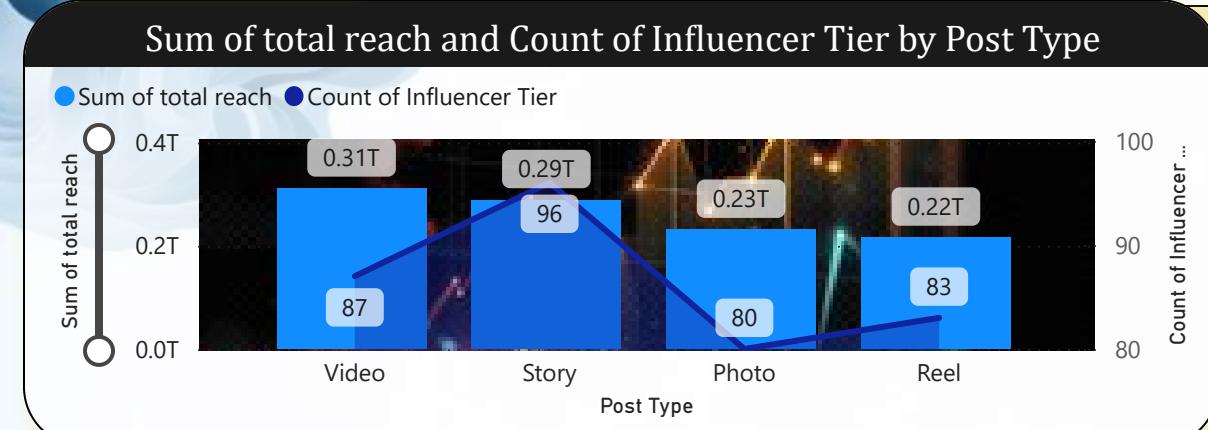
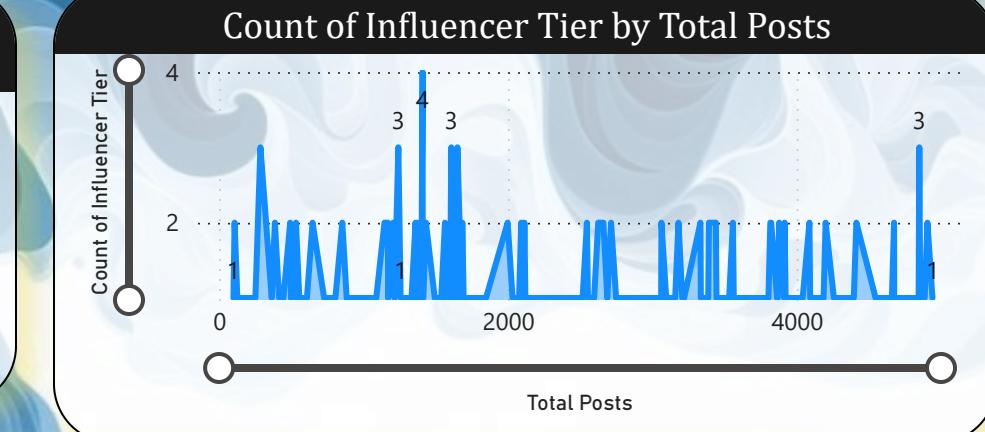
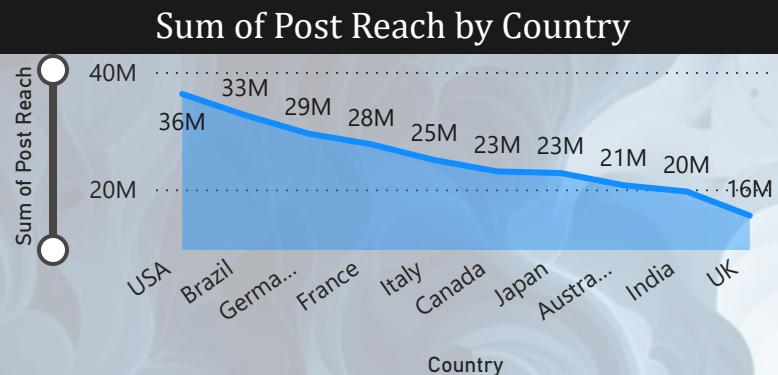
CONTENT...

Audience...

HASHTAG &...

INFLUENCER...

AI INSIGHTS &...





CONTENT PERFORMANCE

Summary

Engagement Tren...

CONTENT...

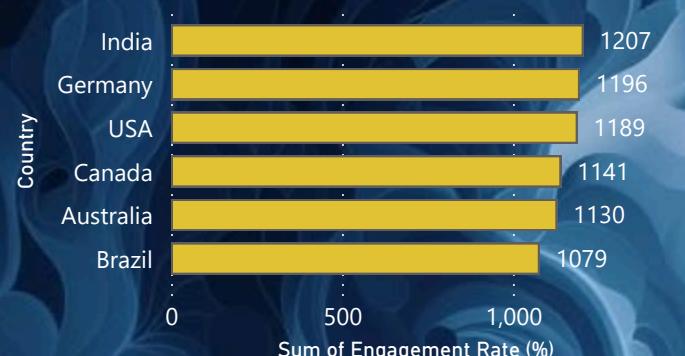
Audience...

HASHTAG &...

INFLUENCER...

AI INSIGHTS &...

Sum of Engagement Rate (%) by Country



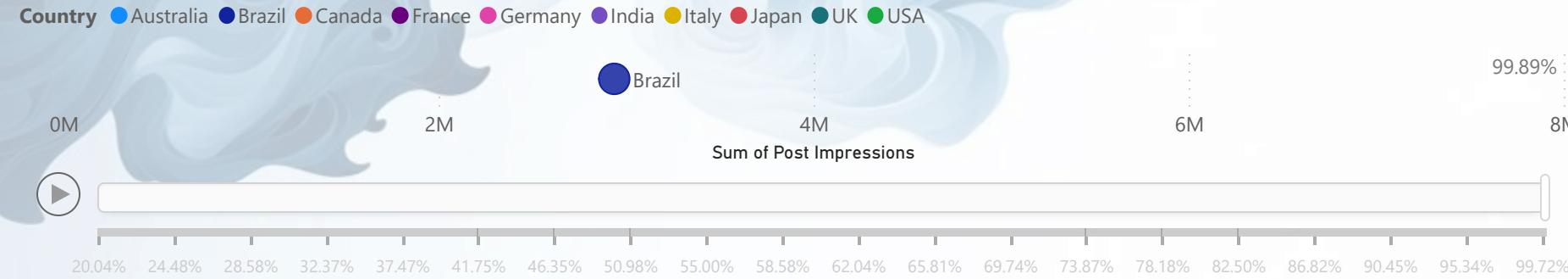
Influencer Name

- Select all
- Alice Johnson
- Daniel Martinez

Sum of Total Posts by Content Category



Sum of Post Impressions by Country and Avg reach per post





AUDIENCE DEMOGRAPHICS

Summary

Engagement Tren...

CONTENT...

Audience...

HASHTAG &...

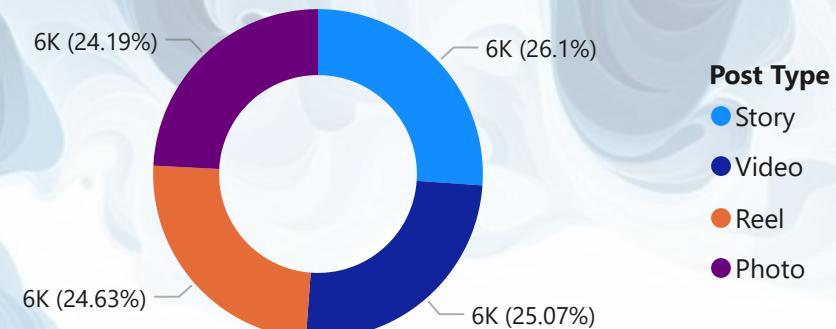
INFLUENCER...

AI INSIGHTS &...

Sum of Follower Count by Country and Is Verified



Sum of Sponsorship Deals by Post Type



Verified Account

Sum of Avg reach per post

Yes

61366.73%

No

58865.28%

Total

120232.01%

Sum of Engagement Rate (%) and Sum of Engagement Rate (%) by Content Category

928.63

Goal: 928.63 (+0%)



HASHTAG & COLLABORATION ANALYSIS

Summary

Engagement Tren...

CONTENT...

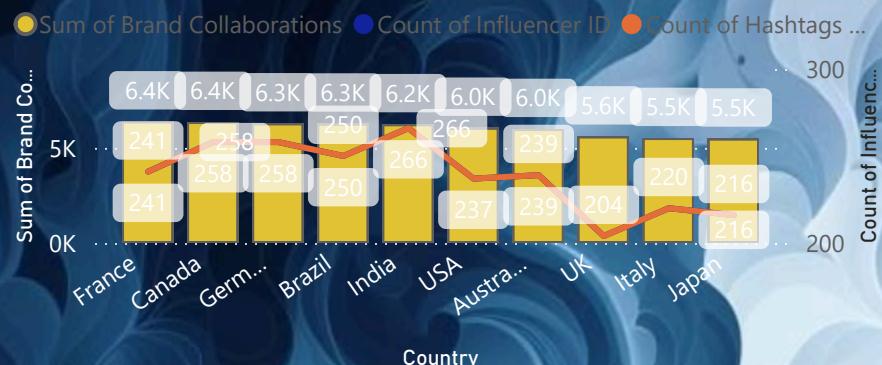
Audience...

HASHTAG &...

INFLUENCER...

AI INSIGHTS &...

Sum of Brand Collaborations, Count of Influencer ID and Count of Hashtags Used by Country



Engagement Rate

11.07K

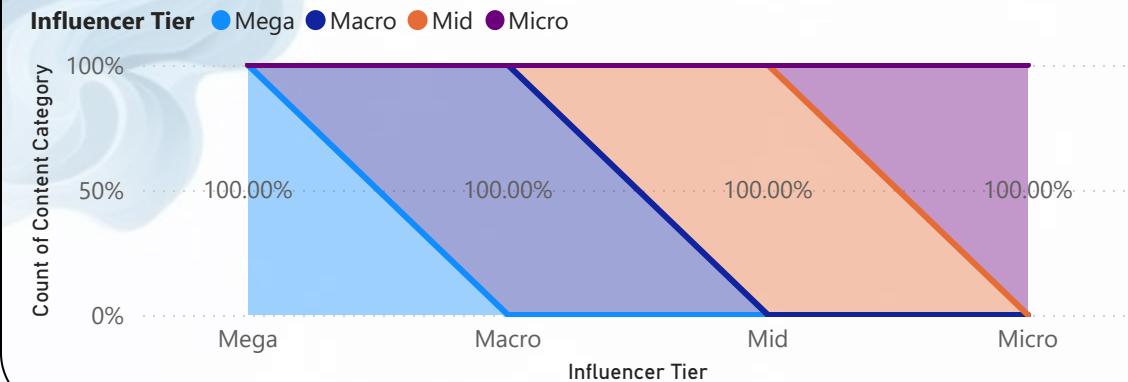
Brand Collaboration



Count of Influencer ID by Engagement level



Count of Content Category by Influencer Tier and Influencer Tier





INFLUENCER VALUE & MONETIZATION INSIGHTS

Summary

Engagement Tren...

CONTENT...

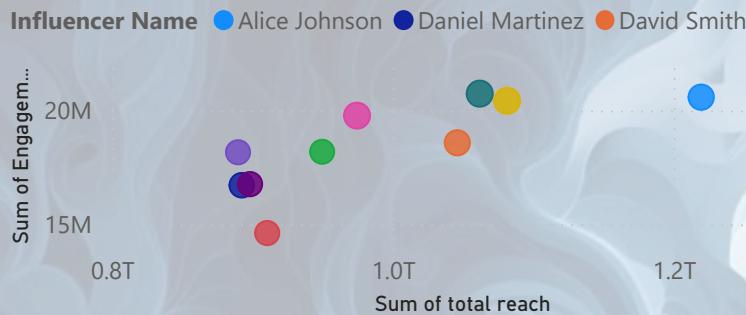
Audience...

HASHTAG &...

INFLUENCER VALU...

AI INSIGHTS &...

Sum of total reach, Sum of Engagement Score and Sum of Total Posts by Influencer Name



Sum of Engagement Score by Influencer Tier



Influencer Name	follower Count	Engagement Score	total reach	Total Posts	Is Verified
Alice Johnson	317476211	9,635,837.20	660650965563	276825	Not verified
Daniel Martinez	285645392	8,174,421.80	482680707632	253772	Not verified
David Smith	275316053	7,772,839.10	445222122639	224622	Not verified
Emily Davis	263364702	7,726,759.90	375447738013	208789	Not verified
Ethan White	268363098	9,116,753.10	447835648276	245181	Not verified
Isabella Thomas	263851990	9,050,688.50	431583032040	236264	Not verified
James Anderson	301885168	8,979,633.10	476972691298	241210	Not verified
Michael Brown	257516505	6,505,718.00	414307929344	232448	Not verified
Olivia Taylor	322377667	10,631,402.80	538990689725	289571	Not verified
Total	4997597742	184,550,333.30	9924273467924	5035690	

Influencer Tier

- ✓ Macro
- ✓ Mega
- ✓ Micro
- ✓ All

Engagement Score by Engagement level

6.83M



AI INSIGHTS & DECOMPOSITION TREE ANALYSIS

Summary

Engagement Tren...

CONTENT...

Audience...

HASHTAG &...

INFLUENCER...

AI INSIGHTS &...

Influencer Tier

Mega

Post Type

Sum of Engagement ...
184,550,333.30

Mega
178,272,772.10

Macro
9,057,079.80

Mid
5,627,510.60

Micro
1,347,847.90

Story
53,438,708.30

Reel
53,140,333.60

Photo
51,320,603.60

Video
48,912,726.30

Predicted Engagement Score for the Next Period

Showing results for Engagement Score

184,550,333.30

Sum of Engagement Score