

Filter Options

Select Campaign/Brand

HKVitals_Vitamins

Select Platform

All

Select Influencer Category

Nutrition

HealthKart Influencer Campaign Dashboard

Track and visualize the ROI of influencer marketing campaigns.

Key Performance Indicators

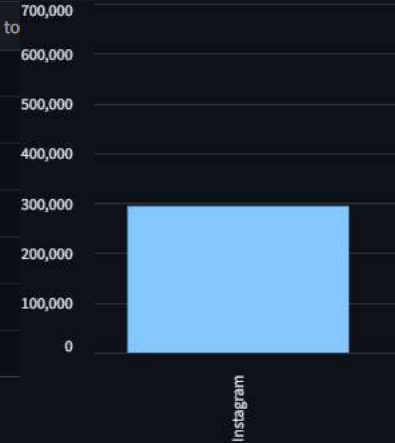
Total Spend (Payouts)	Total Revenue	Overall Incremental ROAS	Total Influencers
₹169,318	₹954,042	5.63x	7

Performance Analysis

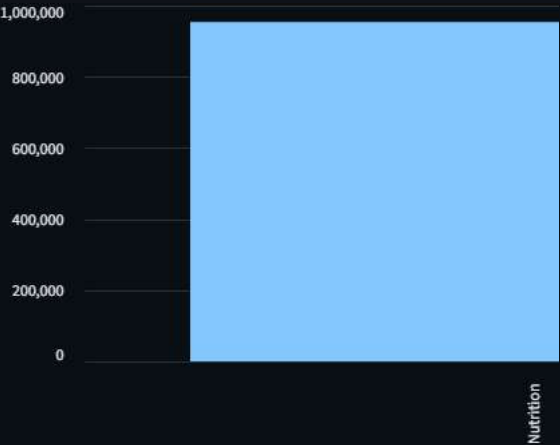
Top 10 Influencers by ROAS

	name	category	platform
40	Kevin Mack	Nutrition	Instagram
0	Brian Ellis	Nutrition	YouTube
27	Denise Coleman	Nutrition	YouTube
20	Jacob Ortiz	Nutrition	Instagram
43	Erik Reed	Nutrition	YouTube
3	Derek Craig	Nutrition	YouTube
49	Gregory Jacobson	Nutrition	Instagram

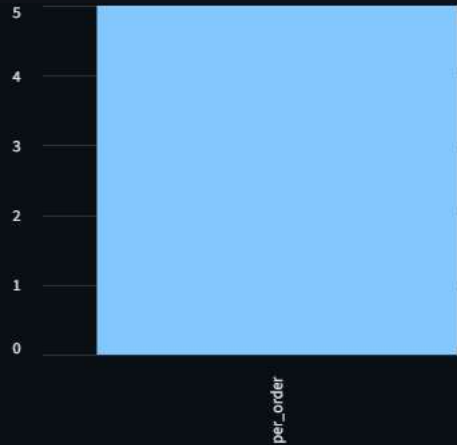
Revenue by Platform



Revenue by Influencer Category



Payout Basis Distribution



All Influencer Data

	influencer_id	name	category	gender	follower_count	platform	basis
0	1	Brian Ellis	Nutrition	Female	967476	YouTube	per_order
3	4	Derek Craig	Nutrition	Female	636291	YouTube	per_post
20	21	Jacob Ortiz	Nutrition	Female	132492	Instagram	per_order
27	28	Denise Coleman	Nutrition	Male	437305	YouTube	per_order
40	41	Kevin Mack	Nutrition	Male	984365	Instagram	per_order
43	44	Erik Reed	Nutrition	Male	406536	YouTube	per_order
49	50	Gregory Jacobson	Nutrition	Male	628954	Instagram	per_post