

Filter Options

Select Campaign/Brand

Gritzo\_Kids

Select Platform

All

Select Influencer Category

All

# HealthKart Influencer Campaign Dashboard

Track and visualize the ROI of influencer marketing campaigns.

## Key Performance Indicators

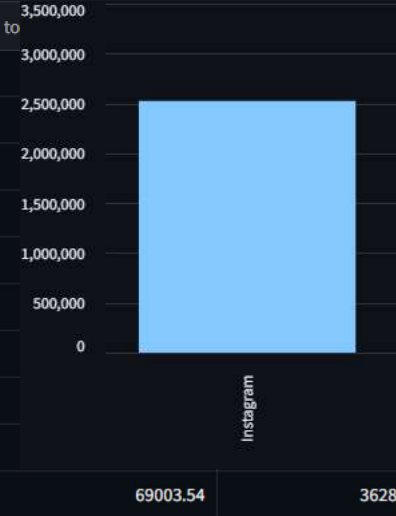
Total Spend (Payouts)	Total Revenue	Overall Incremental ROAS	Total Influencers
₹1,674,681	₹5,851,849	3.49x	48

## Performance Analysis

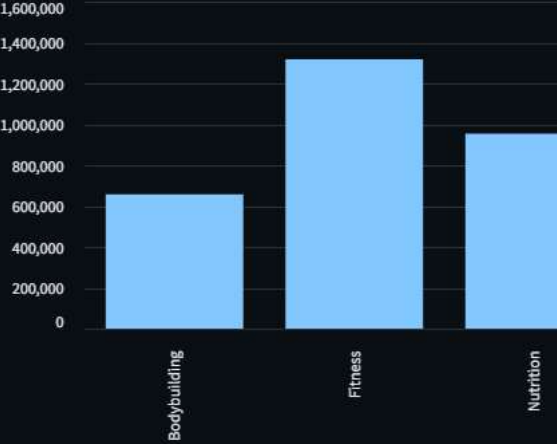
### Top 10 Influencers by ROAS

	name	category	platform
5	Nicholas Valdez	Wellness	YouTube
36	Janet Kelly	Bodybuilding	YouTube
6	Alec Navarro	Fitness	Instagram
16	John Huynh	Yoga	YouTube
15	Nicole Reyes	Fitness	Instagram
48	Paul Conrad	Yoga	YouTube
13	Peter Myers	Fitness	Instagram
41	Shawn Guerra	Yoga	YouTube
40	Kevin Mack	Nutrition	Instagram
1	John Holmes	Fitness	YouTube

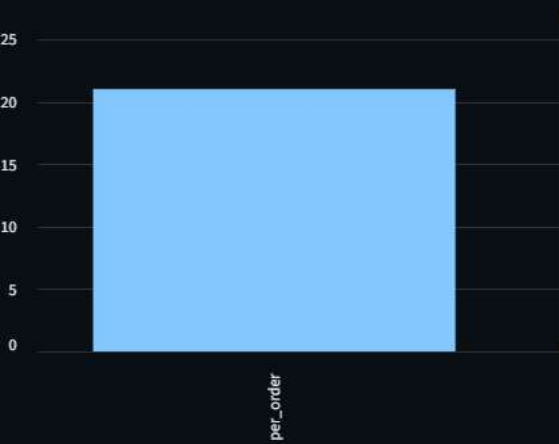
### Revenue by Platform



### 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
1	2	John Holmes	Fitness	Male	925967	YouTube	per_order
2	3	John Smith	Wellness	Female	814118	YouTube	per_post
3	4	Derek Craig	Nutrition	Female	636291	YouTube	per_post
4	5	Timothy Fitzgerald	Bodybuilding	Female	916698	YouTube	per_post
5	6	Nicholas Valdez	Wellness	Female	893021	YouTube	per_order
6	7	Alec Navarro	Fitness	Male	426815	Instagram	per_order
7	8	Michelle Lambert DDS	Yoga	Female	814207	YouTube	per_post
8	9	Eric Roberts	Yoga	Female	226645	YouTube	per_post
9	10	Thomas Simon	Wellness	Male	556359	Instagram	per_order