

Metric	WHY IT MATTERS	Olivia "Liv" Monroe	Dylan Park	INFLUENCER A	INFLUENCER B
TOTAL Followers (Facebook + Insta + X + TikTok + YouTube + Pinterest)	Shows Multi-Platform Reach: Does this Influencer's platforms align with BUHI's platforms for your selected persona?	966,600	298,500	0	0
Add Core Performance Data: ENSURES INFLUENCER IS CREDIBLE & COST-EFFECTIVE					
Authenticity %	Ascertains real followers vs. bots	92%	90%		
Avg Impressions/Post	How many times a post is seen	250,000	92,274		
Historic Engagement Rate (HER) / post	Followers who regularly interact	5.3%	2.5%		
CPE (\$) (Cost per Engagement)	Price for each meaningful interaction	\$ 0.21	\$ 0.38		
Quality Score	Professionalism and brand alignment report card	88	88		
MoM Growth Rate	Signals algorithm favor and audience momentum	2.8%	5.2%		
Post Frequency	How often the Influencer posts content	daily	daily		
Comment Sentiment	Positive community reactions	Mostly Positive	Mostly Positive		
Total Effective Audience (Total Followers * Authenticity %)	True Audience Size: After filtering fake/bot followers.	889,272	268,650	0	0
Effective Engagement (Total Effective Audience x HER%)	# of Genuinely Active Followers: More meaningful than total likes.	47,131	6,716	#REF!	#REF!
ROI Comparison: The # of verified, high-quality engagements achieved for \$1 spent (Eff. Engagement / CPE)	Quantifies Cost-Efficiency: Allows you to make an "apples-to-apples" comparison across Influencers				
THE HIGHER THE NUMBER, THE BETTER		224,435	17,674	#REF!	#REF!