



# Influencer Campaign – Report (Phase 1)

Confidential@Sociapa

# CAMPAIGN SUMMARY



Video Views  
1 Mn+



Likes  
1.44 Lac+



Comments  
2.8 K+



Shared by  
4600+

REACH- 2.0M+

# RANVEER BRAR

## Deliverables:

- 1 video on YouTube
- 1 story on Instagram



<https://www.youtube.com/watch?v=2QyQAwOMNcA>

## YouTube Analytics



Video Views  
2.75 Lac+



Comments  
1K+



Impression  
6.2 Million+



## Instagram Story Analytics



Link Clicks  
307



Sticker Taps  
456



Reach  
46.3K+



Impression  
54.7K+

# ZAKHIR KHAN

## Deliverables:

- 1 video on Instagram
- 1 story on Instagram



Video Views  
4.5 Lac+



Likes  
1.3 Lac+



Comments  
795+



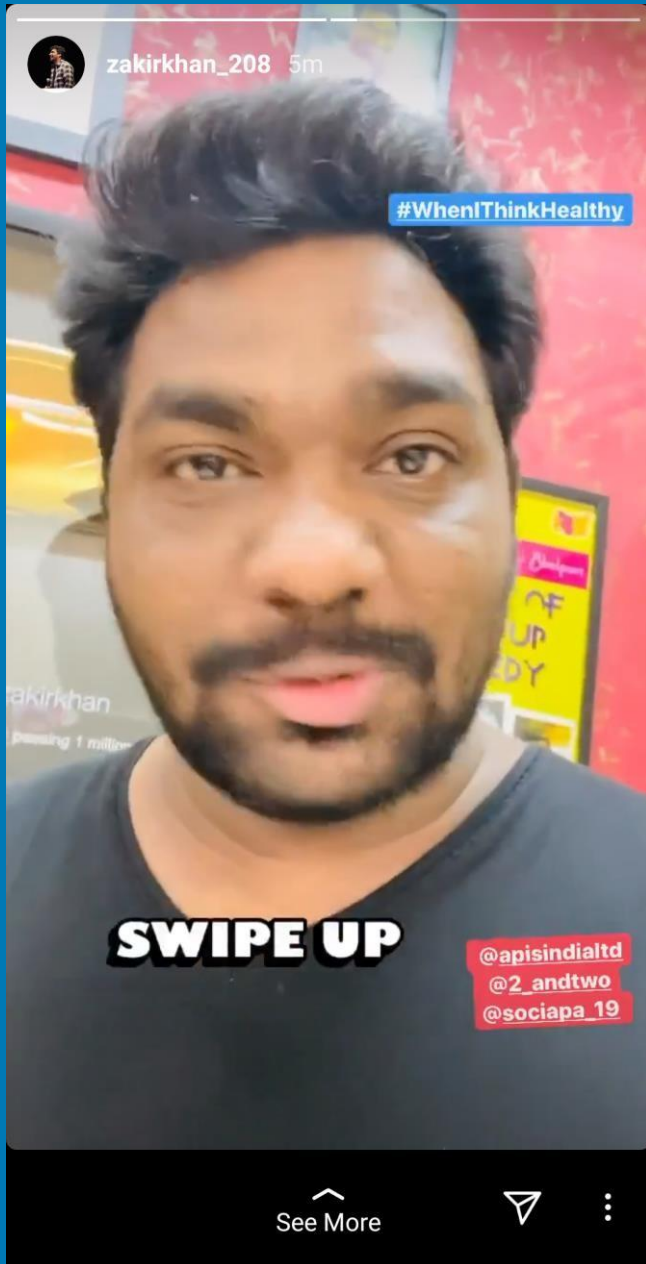
Shares  
4.5K+



Reach  
8.8 Lacs+



Impression  
9.8 Lacs+



## Instagram Story Analytics



Link Clicks  
2.2K+



Sticker Taps  
1.2K+



Reach  
2.7 Lacs



Impression  
3.1 Lacs



# YOUTUBER

## Deliverables:

- 1 video on YouTube
- 1 video post on Instagram
- 1 story on Instagram

## Value Add

- 2 stories on Instagram

# AMMA CHETHI VANTA



## YouTube Analytics



Video Views  
72 K+



Likes  
2.4 K+

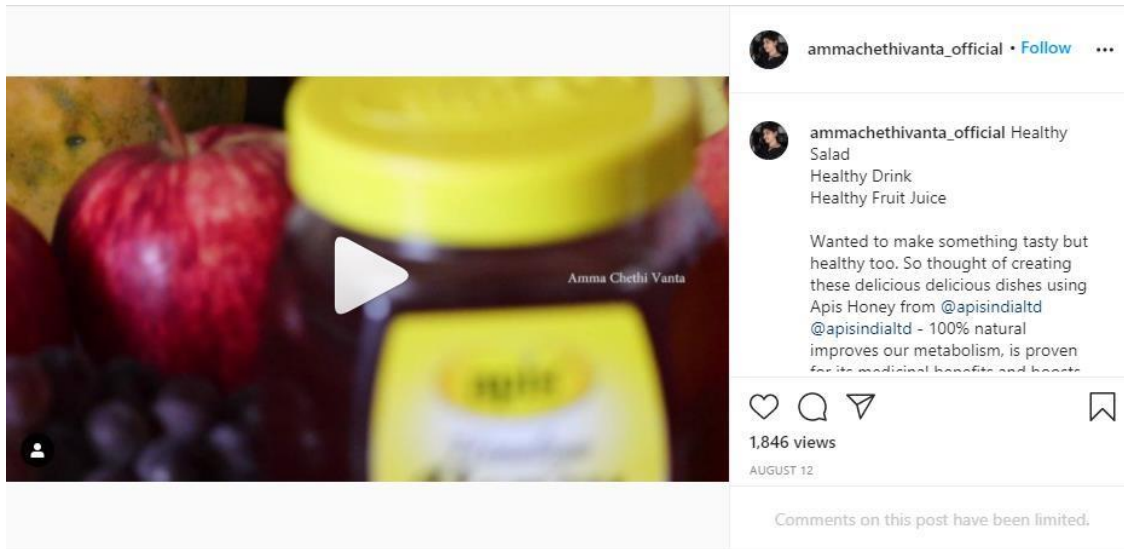


Comments  
678+



Impression  
1.1 Million+

# Instagram Analytics



Video Views  
1.8 K+



Likes  
178+



Comments  
6+



Shares  
3



Reach  
2.8 K+



Impression  
3.5 K+



VALUE ADD STORY

## Instagram Story Analytics



Reach  
4.3 K+



Impression  
4.7 K+

# FOOD BLOGGERS

## Micro & Macro

### Deliverables:

- 1 video on Instagram
- 1 story on Instagram

# NEHA MATHUR



Video Views  
5.6 K+



Likes  
178+



Comments  
7+



Shares  
5+



Reach  
16.8 K+



Impression  
17.9 K+





VALUE ADD STORY

Confidential@Sociapa

## Instagram Story Analytics



Link Clicks  
15+



Sticker Taps  
12 +

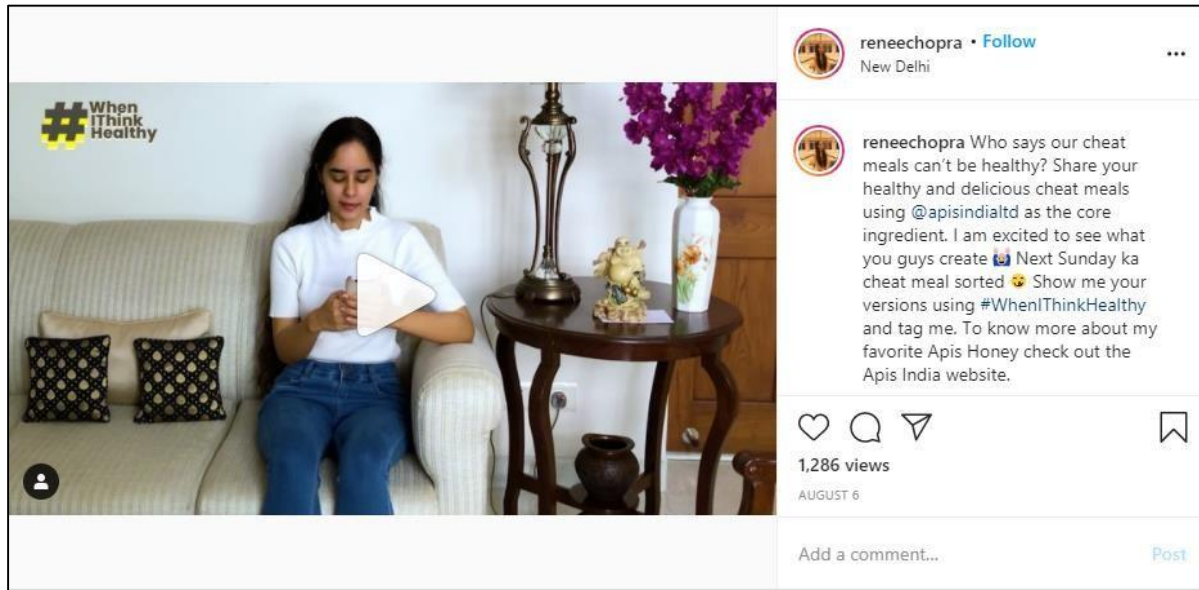


Reach  
3K+



Impression  
3.4 K+

# REENE CHOPRA



Video Views  
1.2 K+



Likes  
208+



Comments  
103+



Shares  
16+



Reach  
3.1 K+



Impression  
3.7 K+





## Instagram Story Analytics



Link Clicks  
5+



Sticker Taps  
45 +

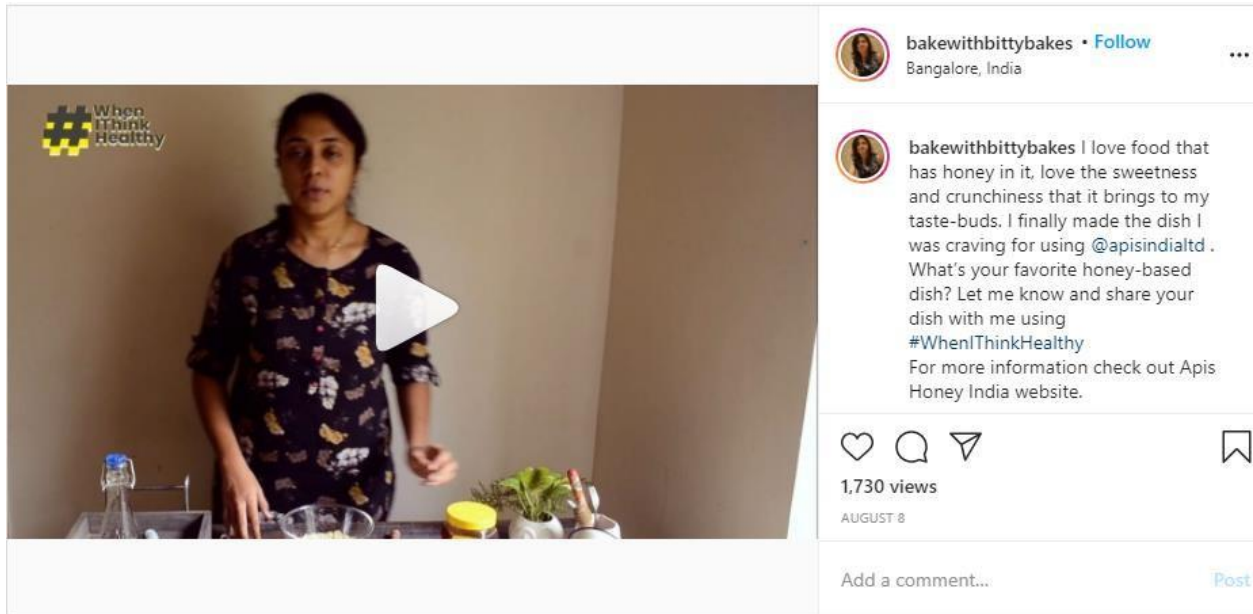


Reach  
460+



Impression  
589+

# SHARMI



Video Views  
1.7 K+



Likes  
165+



Comments  
18+



Shares  
33+



Reach  
3.1 K+



Impression  
3.4 K+



## Instagram Story Analytics



Reach  
411+

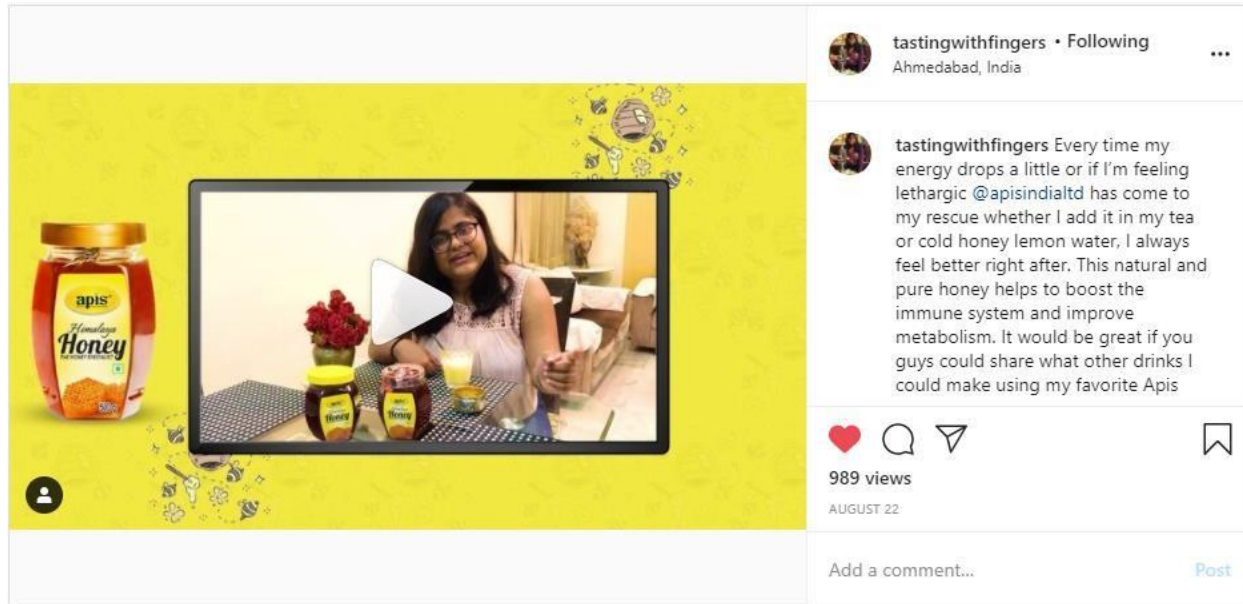


Impression  
438+



Sticker Taps  
2 +

# MAHIMA



Video Views  
974+



Likes  
200+



Comments  
5+



Shares  
2+



Reach  
1.5 K+



Impression  
1.7 K+





VALUE ADD STORY

Confidential@Sociapa

# Instagram Story Analytics



Link Clicks  
3+



Sticker Taps  
5+

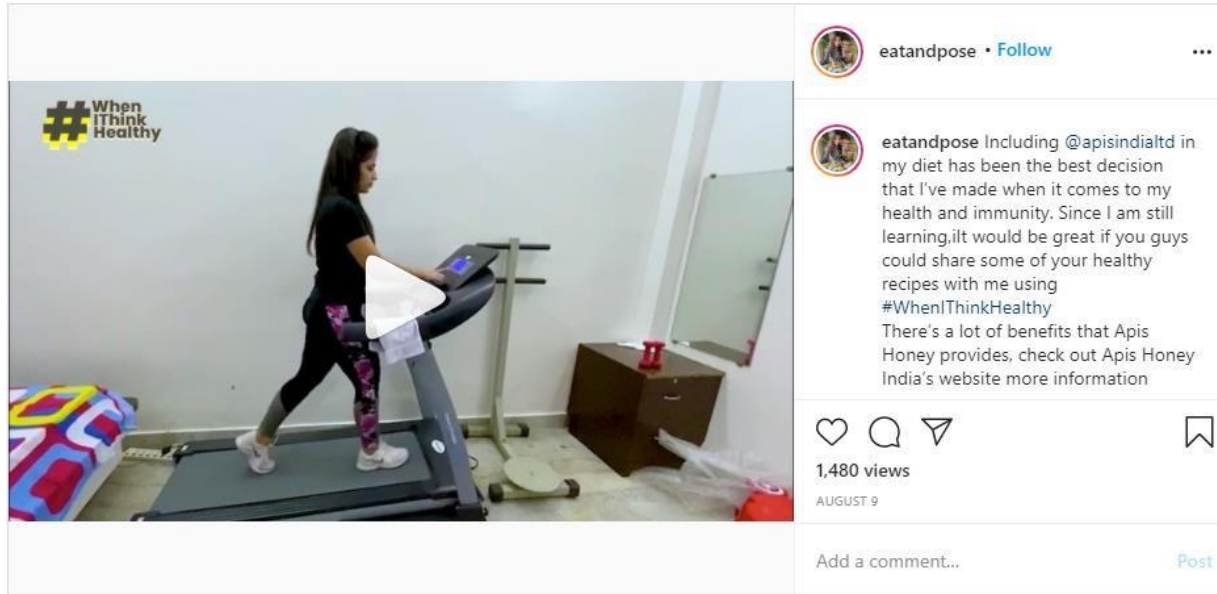


Reach  
2.7 K+



Impression  
3.3 K+

# VAISHALI



Video Views  
1.4 K+



Likes  
145+



Comments  
8+



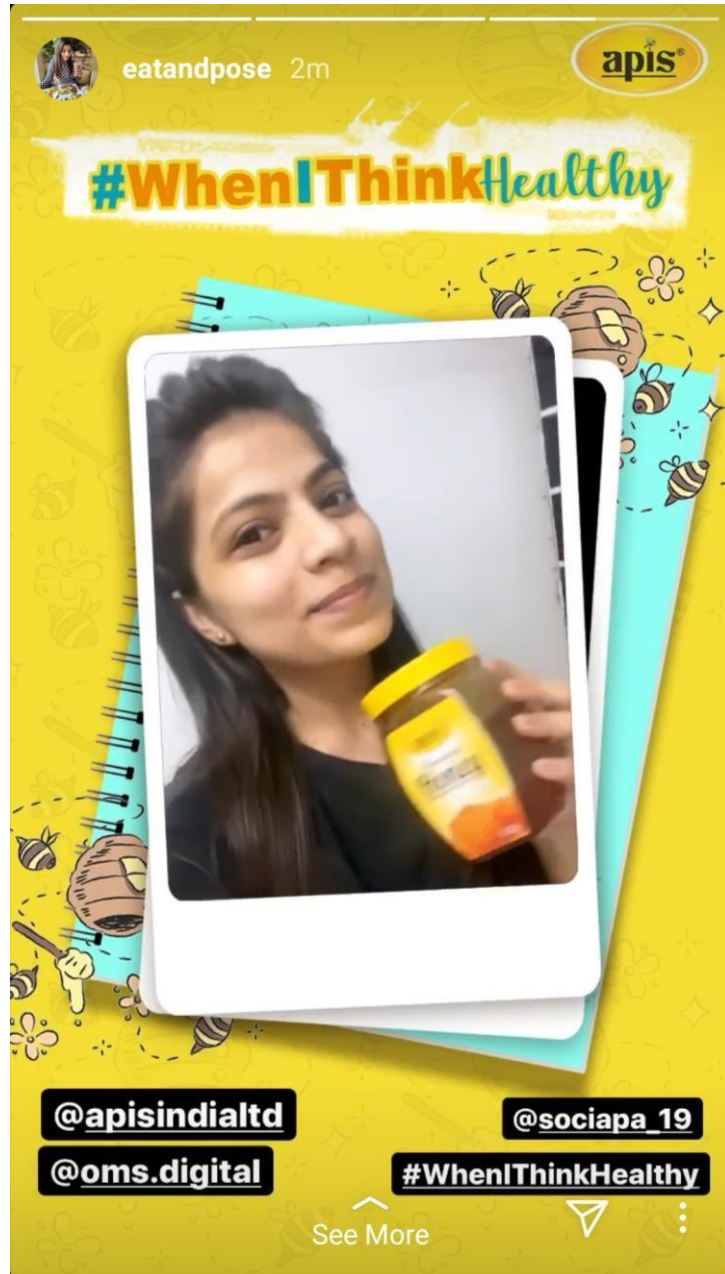
Shares  
14+



Reach  
3.5 K+



Impression  
3.9 K+



## Instagram Story Analytics



Link Clicks  
7+



Sticker Taps  
8+



Reach  
381+



Impression  
514+

# FITNESS BLOGGERS

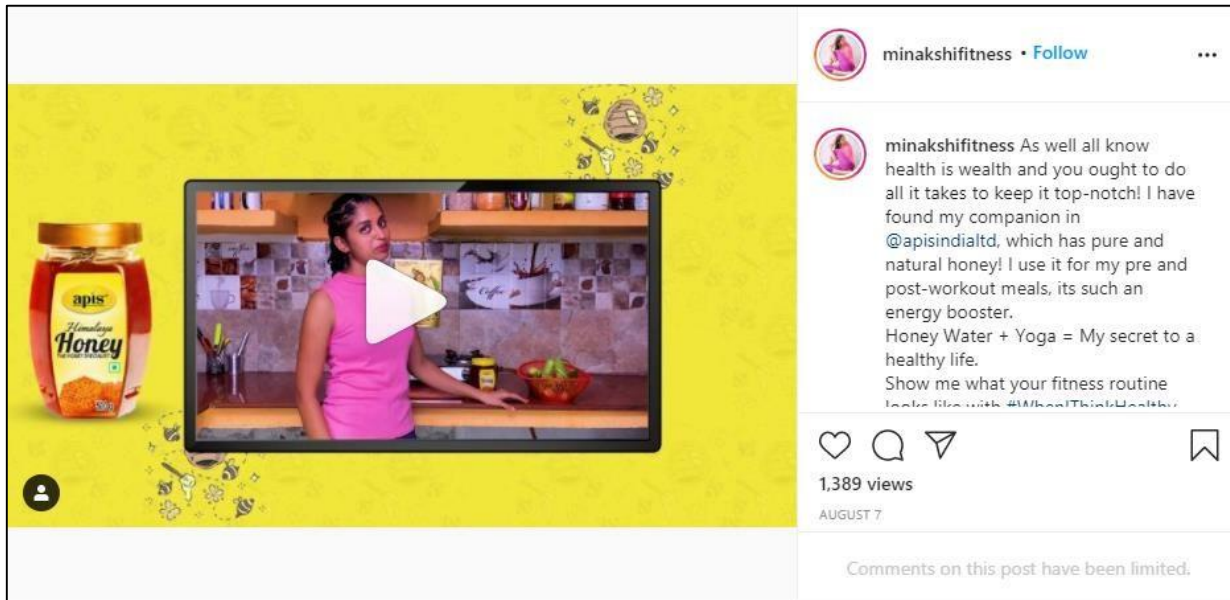
## Micro & Macro

### Deliverables:

- 1 video on Instagram
- 1 story on Instagram



# MINAKSHI



Video Views  
1.3 K+



Likes  
156+



Comments  
20+



Reach  
1.9 K+



Impression  
2.1 K+



## Instagram Story Analytics



Reach  
312+



Impression  
380+

# KARAN SEHGAL



Video Views  
25.2 K+



Likes  
5.5 K+



Comments  
110+



Shares  
10+



Reach  
26.2 K+



Impression  
28.6 K+



## Instagram Story Analytics



Link Clicks  
235+



Sticker Taps  
138+



Reach  
19.9 K+



Impression  
26.3 K+



# SHWETA GHORPADE



Video Views  
8.7 K+



Likes  
497+



Comments  
82+



Shares  
27+



Reach  
15 K+



Impression  
15.9 K+



## Instagram Story Analytics



Reach  
850+



Impression  
978+



Link Clicks  
13+

# Additional Mommy Bloggers

Deliverables:

- 1 video on Instagram
- 1 story on Instagram

## super\_mummarnb



Video Views  
15 K +



Impression  
30 K +



Comments  
82+

## mommywood\_india



Video Views  
2.6 K +



Impression  
5 K +



Comments  
45+

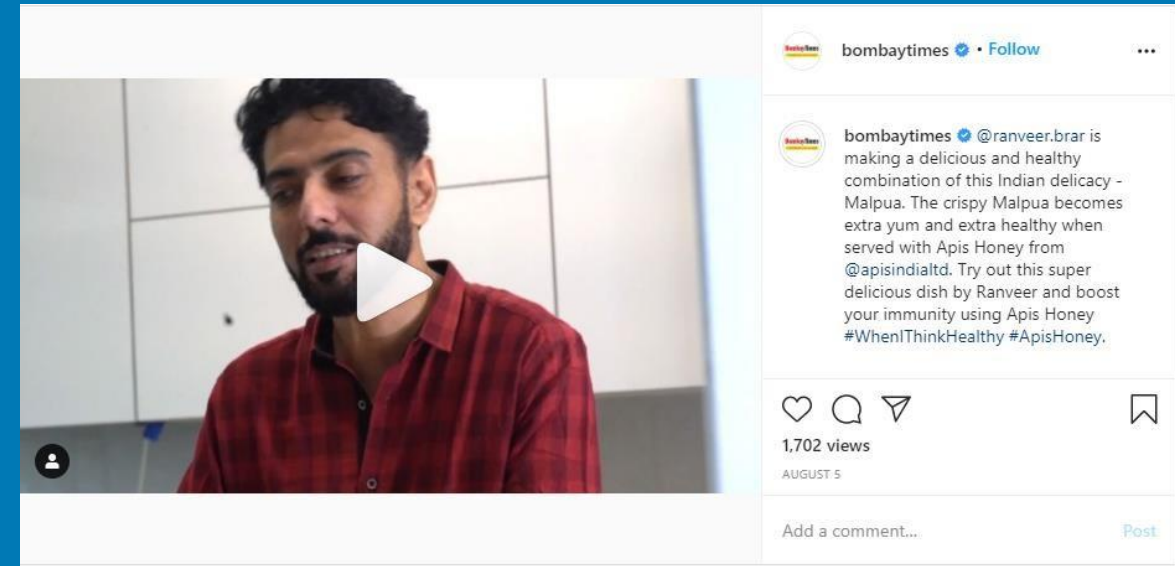


# TIMES HANDLES

## Deliverables:

- 1 video on Instagram
- 1 story on Instagram

# BOMBAY TIMES



Video Views  
1.7 K+



Likes  
172+

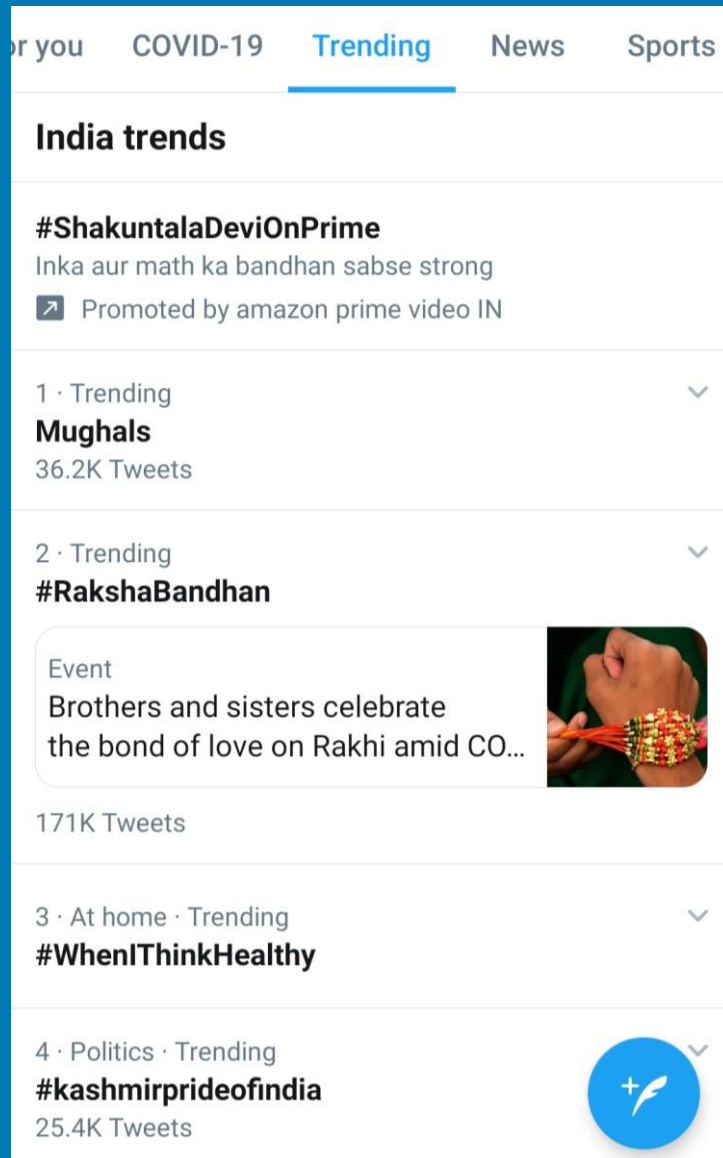
# BANGALORE TIMES



Video Views  
1.4 K+



Likes  
148+



# TWITTER TREND

#WhenIThinkHealthy trended at 3

# THANK YOU!

