# **📑 HealthKart Influencer Campaign Tracker Insights Summary**

*This report captures 10 detailed insights extracted from the influencer campaign dashboard visualizations, as well as actionable recommendations for marketing teams. 🎯*

## 📈 Core Campaign KPIs

**Total Revenue:** ₹3,786,492

**Total Payouts:** ₹1,264,269

**Total Orders:** 19,009

**Average Order Value (AOV):** ₹199

**Cost Per Order (CPO):** ₹66

**Engagement Rate:** 4.57%

**Conversion Rate:** 0.33%

**Overall ROAS:** 3.0×

## 🔍 Top 10 Insights

1. **1. Link Channels Drive All Conversions** SwipeUp, BioLink & PromoCode generated 100% of 19,009 orders and ₹3.78M revenue, despite ~6M organic reach. Prioritize link-enabled formats.
2. **2. SwipeUp’s Premium Performance** SwipeUp yielded ₹1.28M revenue on 6,389 orders, outperforming other link formats.
3. **3. YouTube Engagement, Zero Sales** YouTube posts achieved ~1.92M reach & 85K likes but recorded 0 direct orders—underleveraged opportunity.
4. **4. High Funnel Drop-Off** 4.57% engagement vs. 0.33% conversion highlights major funnel leakage post-engagement.
5. **5. Campaign Concentration Risk** HKFitBlast campaign contributes 49.7% of total revenue; diversify budget across other campaigns.
6. **6. Top Influencers Driving ROI** Jessica Holmes generated ₹2.02M revenue; Daniel Baker leads with 5.63% engagement—model similar strategies.
7. **7. Tech Vertical Outperformance** Tech influencers (30% of roster) drive highest ROI and engagement—scale tech-focused activations.
8. **8. Platform Cost Efficiency** Twitter shows lowest CPM (~₹200) and CPO (~₹60), while YouTube has higher costs with zero conversions.
9. **9. Beauty Category High Spend** Beauty influencers absorb 37% of spend (₹463K) at ₹19K avg payout—rebalance towards high-ROI verticals.
10. **10. Stable Daily ROI Trends** Daily ROI stays around 200% over 4 months with low volatility, enabling predictable forecasting.

## ✅ Strategic Recommendations

* Increase link-based channel allocation by 30%.
* Negotiate premium SwipeUp placements with top influencers.
* Embed UTM-tagged links in YouTube descriptions to capture sales.
* Redesign CTAs on organic posts to minimize funnel leakage.
* Diversify budgets away from HKFitBlast concentration.
* Phase out bottom 10% low-ROI influencers and reinvest in top 20%.
* Prioritize tech vertical partnerships for future campaigns.
* Rebalance spending from Beauty to more efficient categories.