**KPI Documentation**

**1. Campaign Performance Metrics**

**1.1 Total Reach**

* **Full Form:** Total Audience Reach
* **Calculation:** SUM(posts.reach)
* **Purpose:** Measures total number of people who saw influencer content

**1.2 Engagement Rate**

* **Full Form:** Content Engagement Rate
* **Calculation:** ((SUM(posts.likes) + SUM(posts.comments)) / SUM(posts.reach)) × 100
* **Purpose:** Measures audience interaction percentage with content

**1.3 Total Orders**

* **Full Form:** Total Order Count
* **Calculation:** SUM(tracking\_data.orders) or COUNT(tracking\_data.records)
* **Purpose:** Measures conversion effectiveness

**1.4 Total Revenue**

* **Full Form:** Total Revenue Generated
* **Calculation:** SUM(tracking\_data.revenue)
* **Purpose:** Measures monetary impact of campaigns

**1.5 Conversion Rate**

* **Full Form:** Reach-to-Order Conversion Rate
* **Calculation:** (SUM(tracking\_data.orders) / SUM(posts.reach)) × 100
* **Purpose:** Measures effectiveness of content in driving purchases

**2. ROI Analysis Metrics**

**2.1 ROI**

* **Full Form:** Return on Investment
* **Calculation:** ((revenue - total\_payout) / total\_payout) × 100
* **Purpose:** Measures profitability of influencer investments

**2.2 ROAS**

* **Full Form:** Return on Ad Spend
* **Calculation:** revenue / total\_payout
* **Purpose:** Measures revenue generated per rupee spent

**2.3 Incremental ROAS**

* **Full Form:** Incremental Return on Ad Spend
* **Calculation:** (total\_revenue - (total\_revenue × 0.005)) / total\_payout
* **Baseline Assumption:** 0.5% conversion rate without campaigns
* **Purpose:** Measures additional revenue attributed to influencer campaigns

**2.4 Cost Per Order (CPO)**

* **Full Form:** Cost Per Order
* **Calculation:** total\_payout / total\_orders
* **Purpose:** Measures acquisition cost per order

**2.5 Revenue Per Rupee**

* **Full Form:** Revenue Generated Per Rupee Spent
* **Calculation:** total\_revenue / total\_payout
* **Purpose:** Measures efficiency of influencer spend

**3. Influencer Performance Metrics**

**3.1 Influencer Score**

* **Full Form:** Composite Influencer Performance Score
* **Calculation:** (engagement\_rate × 0.3) + (conversion\_rate × 0.4) + (ROI × 0.3)
* **Purpose:** Overall performance ranking of influencers

**3.2 Average Engagement**

* **Full Form:** Average Content Engagement Rate
* **Calculation:** AVERAGE((likes + comments) / reach) × 100
* **Purpose:** Measures consistent audience interaction

**3.3 Total Posts**

* **Full Form:** Total Content Posts Count
* **Calculation:** COUNT(posts) WHERE influencer\_id = X
* **Purpose:** Measures content volume and activity

**4. Attribution Model Metrics**

**4.1 First Touch Attribution**

* **Full Form:** First Touch Attribution Revenue
* **Calculation:** 100% credit to first interaction
* **Purpose:** Credits all revenue to initial campaign exposure

**4.2 Last Touch Attribution**

* **Full Form:** Last Touch Attribution Revenue
* **Calculation:** 90% weight to last interaction
* **Purpose:** Credits majority revenue to final interaction

**4.3 Linear Attribution**

* **Full Form:** Linear Multi-Touch Attribution
* **Calculation:** Equal credit across touchpoints
* **Purpose:** Distributes revenue equally across interactions

**4.4 Time Decay Attribution**

* **Full Form:** Time Decay Attribution Model
* **Calculation:** Increasing weight for recent interactions
* **Purpose:** Credits more recent engagements with higher attribution

**5. Payout Tracking Metrics**

**5.1 Total Payout**

* **Full Form:** Total Influencer Payout Amount
* **Calculation:** SUM(payouts.total\_payout)
* **Purpose:** Tracks total campaign investment

**5.2 Payout Basis**

* **Full Form:** Payment Structure Basis
* **Options:** Fixed / Per Post / Performance-based
* **Purpose:** Categorizes payment methodologies

**5.3 Performance Score**

* **Full Form:** Budget Performance Score
* **Calculation:** (Revenue Per Rupee + (orders / total\_payout)) / 2
* **Purpose:** Guides future budget allocation decisions