



HealthKart Influencer Campaign Analysis

This report summarizes the key findings from our influencer marketing campaigns, based on the performance data from the dashboard.

Executive Summary

The influencer marketing program has been exceptionally successful, delivering an

Incremental Return on Ad Spend (ROAS) of 241.44. The campaigns generated a total of

\$54.46M in revenue from a **spend of \$225.55K**. The primary drivers of this success are influencers in the

Bodybuilding and **Fitness** categories, while the **Lifestyle** category represents a significant area for strategic review.



Key Performance Indicators (KPIs)

- ✨ **Incremental ROAS: 241.44**
- 💰 **Total Influencer Revenue: \$54.46M**
- 💵 **Total Spend: \$225.55K**



Key Insights & Findings

1. Fitness-Focused Categories Drive the Most Revenue.

The data clearly shows that influencers in specific, high-intent categories are the most valuable.

- **Bodybuilding** is the top-performing category, generating **\$13.3M** in revenue.
- **Fitness** and **Wellness** are also strong performers, bringing in **\$12.9M** and **\$12.3M**, respectively.

2. The "Lifestyle" Category Is Underperforming. Influencers in the

Lifestyle category generated only **\$4.2M** in revenue, which is nearly **70% less** than the other top-performing categories. This suggests a potential mismatch between this audience and our core product offerings.

3. A Select Group of Influencers Delivers Exceptional Returns.

Individual influencer performance varies, with top talent delivering an ROAS far exceeding the average.

- **Tony Lee** is the top performer with a massive **ROAS of 625.31**, generating over \$2M in revenue from a spend of just \$3,279.
 - **Daniel Owens** and **Lori Lopez** also show outstanding performance, with ROAS figures of **606.87** and **515.65**, respectively.
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Recommendations

1. **Optimize Budget Allocation:** Shift marketing spend away from the underperforming **Lifestyle** category and double down on **Bodybuilding, Fitness, and Wellness** influencers, where the ROI is proven.
2. **Develop a "Top Performer" Model:** Analyze the content, platform, and audience characteristics of top influencers like **Tony Lee** and **Daniel Owens** to create a model for recruiting new talent that is likely to generate similar high returns.
3. **Tier Payout Structures:** Consider creating different payout structures. High-ROAS influencers could be moved to more lucrative, long-term partnerships, while new or lower-performing influencers could be kept on a stricter performance-based (per-order) model.