

241.44

Incremental ROAS

\$54.46M

Influencer Revenue

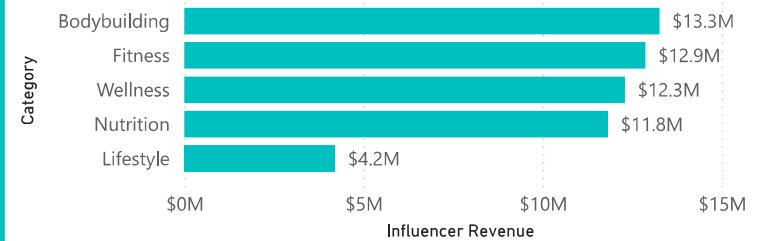
\$225.55K

Total Spend

## INFLUENCERS PERFORMANCE

Influencer Name	Incremental ROAS	Influencer Revenue	Total Spend
Tony Lee	625.31	\$20,50,400	\$3,279
Daniel Owens	606.87	\$24,25,650	\$3,997
Lori Lopez	515.65	\$31,91,850	\$6,190
Gregory Spencer	481.29	\$19,71,350	\$4,096
Luis Sloan	447.77	\$31,80,950	\$7,104
Alvin Hall	409.47	\$11,28,100	\$2,755
<b>Total</b>	<b>241.44</b>	<b>\$5,44,57,400</b>	<b>\$2,25,550</b>

## Influencer Revenue by Category



GENDER

All

PLATFORM

All

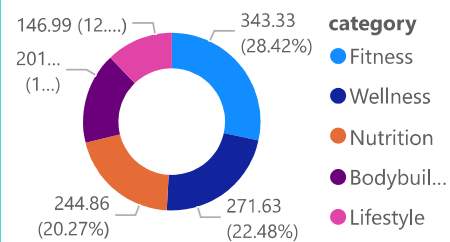
CATEGORY

All

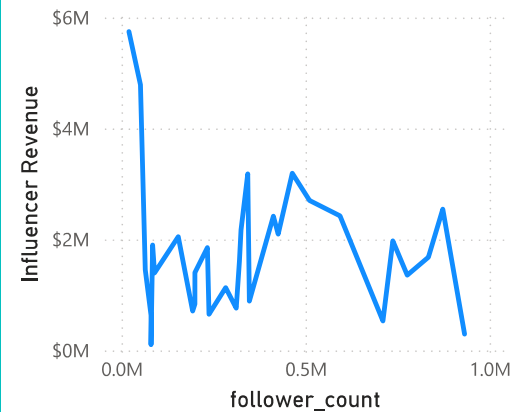
PRODUCT

All

## Incremental ROAS by category



## Influencer Revenue by follower\_count



## Influencer Revenue by total\_payout

