

# Insights Summary

- Evaluation Period: January 10 – 24, 2024
- Campaigns: MB2024, HKV2024, GRZ2024
- Platforms: Instagram, YouTube, Twitter
- Products Promoted: Whey Protein, Vitamins, Protein Bar, Kids Shake
- Influencer Segments: Fitness, Nutrition, Lifestyle
- Follower Range: 150K – 500K
- Gender Distribution: Male, Female

## Summary Metrics

- Total Revenue: ₹16,800
- Total Orders: 36
- Average ROAS: 1.14
- Revenue per Influencer: ₹1,680
- Total Influencers: 10
- Total Campaigns: 3
- Total Records Analyzed: 13

## Influencer Performance

- High-ROAS influencers were identified across all three campaigns.
- Influencers with ROAS < 1 were flagged as underperforming.
- Revenue and ROAS distribution varied significantly across influencers, emphasizing the importance of targeted partnerships.

## Platform Analysis

- ROAS varied across platforms, with YouTube and Instagram generally outperforming Twitter.
- This variation highlights the impact of platform-specific engagement styles on conversion rates.

## **Category-Level Insights**

- Influencers in the Fitness and Nutrition segments drove stronger average ROAS compared to Lifestyle.
- These segments align well with product categories such as Whey Protein and Vitamins.

## **Product-Level Trends**

- Products like Whey Protein and Vitamins contributed more to overall revenue than Protein Bars or Kids Shake.
- These products showed higher affinity with the targeted influencer categories and follower demographics.

## **Audience Persona Breakdown**

- ROAS was comparable across genders, suggesting gender-neutral product appeal within the campaign window.
- The 150K–500K follower range delivered measurable returns, validating the micro-to-mid influencer strategy.

## **Incremental ROAS**

- An incremental ROAS metric was calculated to estimate the additional return attributable to influencer activity.
- This enables differentiation between baseline conversions and campaign-driven uplift.