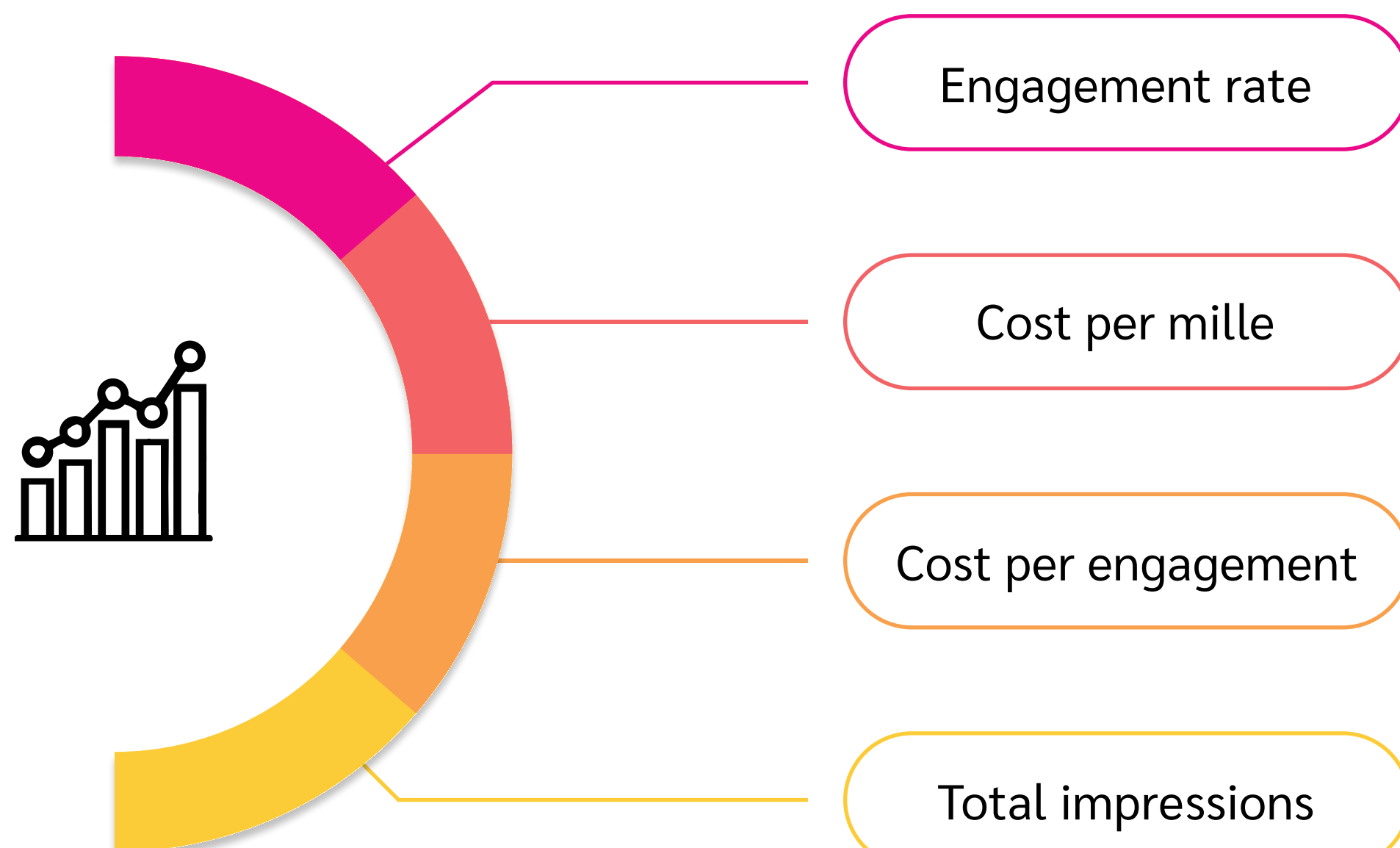


Reporting and Measuring Influencer Programs

Performance metrics

Program benchmarks



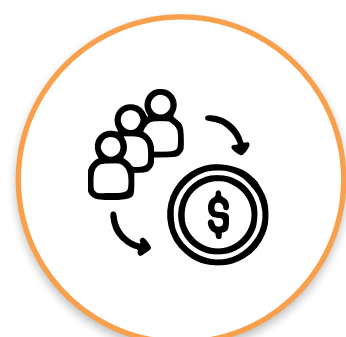
Business KPIs



Click-through rate



Return on ad spend



Conversion rate

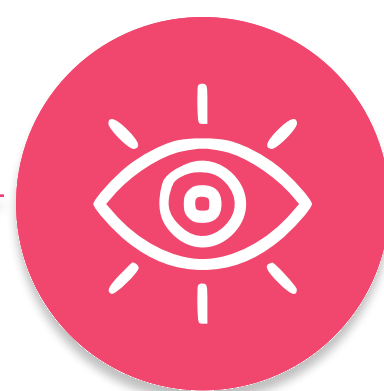


Return on investment

Vanity metrics



Comments



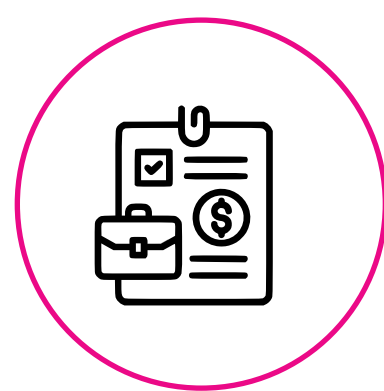
Views



Likes

Wrap report process

Used by brands to present the results of their influencers' content.



Clear submission instructions



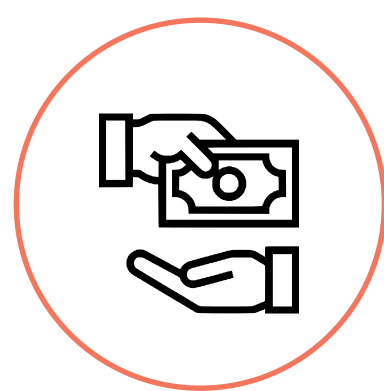
Simplify wrap reports



Effective communication



Timely responses matter



Ensure timely payments



Recognize top creators



Acknowledge special moments

Analyzing influencer program performance

1 Performance averages

2 Identify anomalies

3 Use data to tell a story