Influencer Campaign Reporting Template

Campaign Overview

Brand:

Influencer Name:

Platform(s) Used:

Campaign Period:

Objectives:

Content Summary

Content Type	Post Link	Date Posted	Caption/Theme

Performance Metrics

Metric	Result	Notes
Reach		
Impressions		
Engagements (Likes, Comments, Shares)		
Click-throughs		
Conversions		

Audience Insights

Demographic	Data
Top Age Group	
Top Location(s)	
Gender Breakdown	

Highlights & Learnings

Remarks / Recommendations