

Influencer Performance Report

Brand Awareness Campaign

Brand

Brand Name: _____
Campaign: _____

Reporting Period

Start Date: _____
End Date: _____

Report Prepared By

Name: _____
Date: _____

Campaign Overview

Objectives:

Description:

Key Metrics Summary

Impressions: _____
Reach: _____
Engagement Rate: _____
Mentions/Tag volume: _____
Follower Growth: _____
Content Shares: _____
Hashtag Performance: _____

Influencer Performance Breakdown

Influencer	Platform	Followers	Impressions	Reach	Engagement Rate
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Top Performing Content

Post	Influencer	Date	Format	Impressions	Engagements	Link
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____

Summary & Next Steps

Key Learnings:

Recommendations:

Next Steps:
