

# 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:
_____