

Influencer ROI Calculation Report

Date: [Insert Date]

To: [Client's Name]

From: [Your Name]

Subject: Influencer Campaign ROI Analysis

Overview

This report outlines the return on investment (ROI) for the recent influencer marketing campaign conducted from [Start Date] to [End Date].

Campaign Details

- Influencer(s) Involved: [List of Influencers]
- Total Investment: \$[Amount]
- Total Impressions: [Number]
- Engagement Rate: [Percentage]
- Total Conversions: [Number]
- Conversion Rate: [Percentage]

Revenue Generated

Total Revenue from Campaign: \$[Amount]

ROI Calculation

$ROI = (Total\ Revenue - Total\ Investment) / Total\ Investment * 100$

Calculated ROI: [Calculated Percentage]%

Conclusion

The influencer campaign has resulted in a [positive/negative] ROI, indicating [brief observation about the performance].

Recommendations

[Brief recommendations based on analysis]

Next Steps

We recommend reviewing the findings and adjusting strategies for future campaigns. Let's schedule a call to discuss this further.

Best Regards,

[Your Name]
[Your Position]
[Your Company]