

Influencer Performance Evaluation

Date: [Insert Date]

[Influencer's Name]

[Influencer's Address]

[City, State, Zip]

Dear [Influencer's Name],

We appreciate your partnership and dedication over the past [duration] while collaborating with [Brand Name]. This letter serves as a performance evaluation of your influence and effectiveness in promoting our brand.

Performance Metrics:

- **Engagement Rate:** [Insert Engagement Rate]
- **Reach:** [Insert Reach Metrics]
- **Conversions:** [Insert Conversion Statistics]

Strengths:

[Highlight specific strengths, such as creativity, audience engagement, content quality, etc.]

Areas for Improvement:

[Mention any areas for improvement or further development.]

Conclusion:

Overall, we value your contributions and look forward to continuing our partnership. Together, we can achieve even greater success in future campaigns.

Thank you for your hard work and dedication.

Sincerely,

[Your Name]

[Your Position]

[Brand Name]

[Contact Information]