
Demo Campaign

DATE CREATED:

11 Okt. 22



This is your comment



Overview

Posted

12 of 12

influencers

Authentic
Audience

938.2K

60.98% of 1.5M total

IG Reach

1.4M

84% of 1.7M target

Impressions/Views

121K

0% of N/A target

Budget spent

\$7.7K

65% of 11.8K total

Engagement

106.5K

♥ 103.6K 💬 2.7K ⚡ 0 ● Very Good

Engagement rate

4.51%

CPE

\$0.11

● Could be improved

CPC

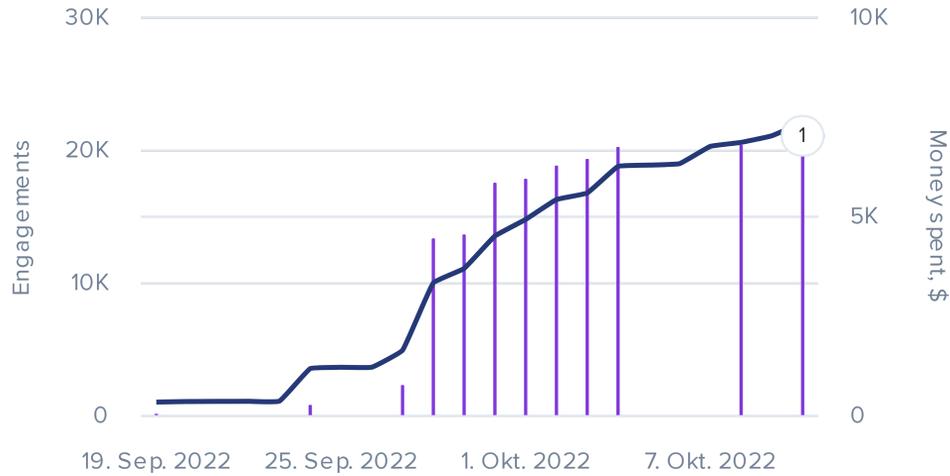
\$31.81

CPM

\$6.91



Engagement



● Total engagements

● Money spent

Engagements

106.5K

IG Reach

1.4M

Target 1.7M

Impressions/Views

121K



Audience

Total Audience
1.5M

IG Quality Audience
938.2K

IG Reach
1.4M

Impressions/Views
121K

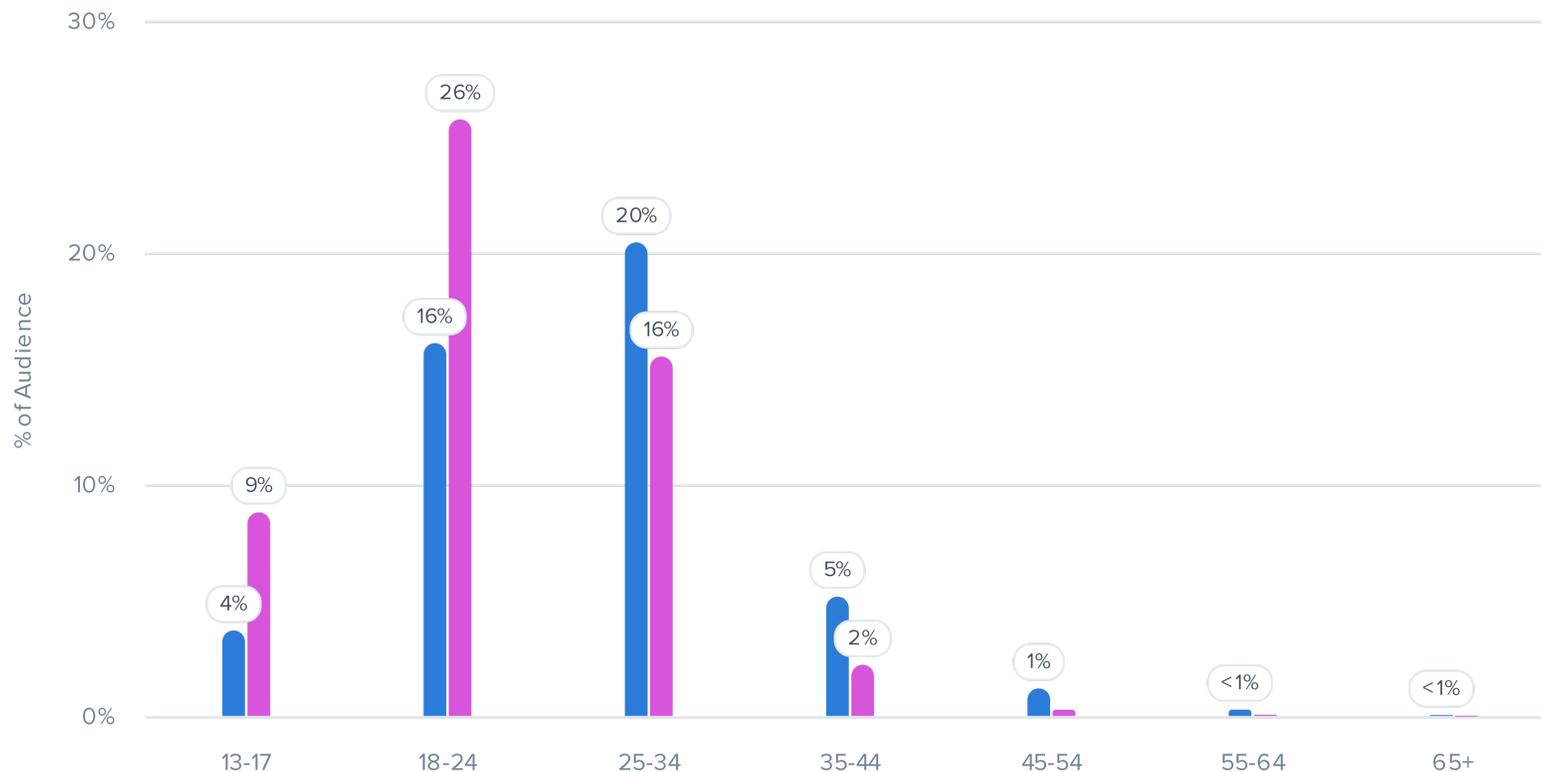
IG Audience Type



Real people	851K	55.3%
Suspicious accounts	425.1K	27.6%
Mass followers	185.9K	12.1%
Influencers	76.6K	5.0%



Audience demographics





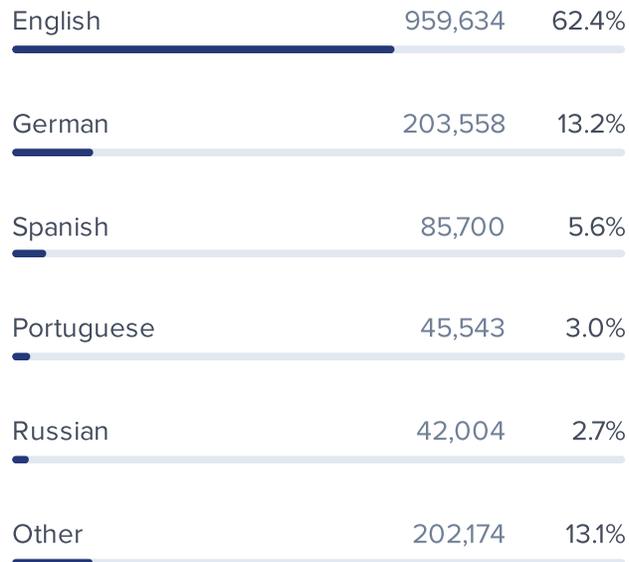
Campaign Management report

Demo Campaign

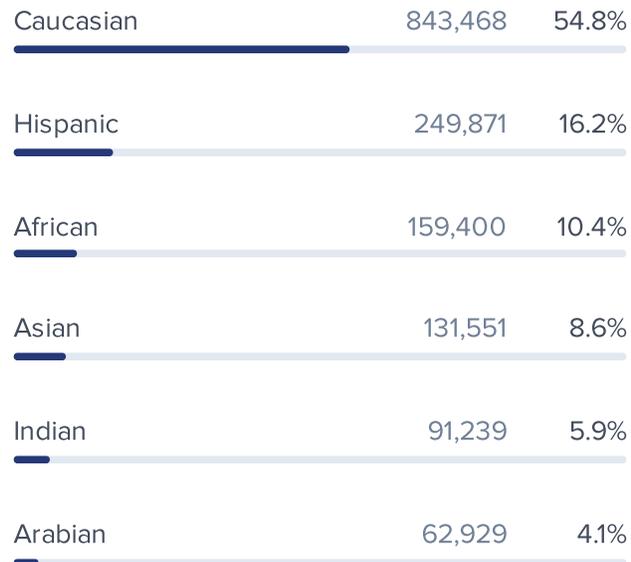
Generated:
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Audience Language

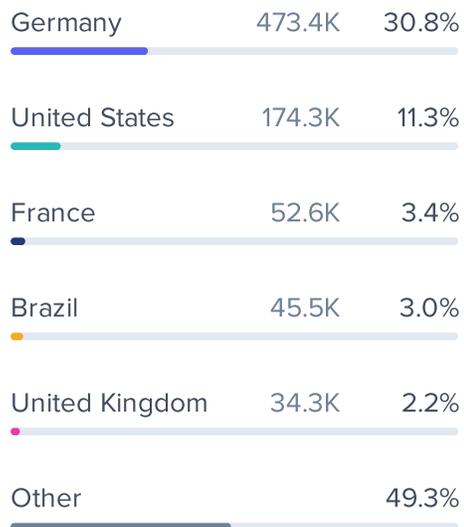


Audience Ethnicity





Top Countries



Instagram Top Cities



Instagram Top Interests

N/A
Not enough data to calculate
Audience Interests



Engagement

Likes/Reactions
103.6K

Comments
2.7K

Engagement
rate
4.51%

IG & TT Shares
0

IG Saves
0

Clicks
390

IG Posts

Est. Reach
1.4M

Engagement
rate
5.59%

Comments
1.8K

Likes
112.5K

IG Videos

Est. Reach
5.3K

Engagement
rate
0.31%

Comments
536

Likes
1.3K

Views
21.4K

IG Reels

Est. Reach

654

Campaign Management report

Demo Campaign

Engagement

rate

0.21%

Comments

142

Likes

56

Views

756

Generated:

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Engagement

IG Stories

Est. Reach

175K

Impressions

300

interactions

534

Likes/Reactions

Comments



Campaign Management report
Demo Campaign

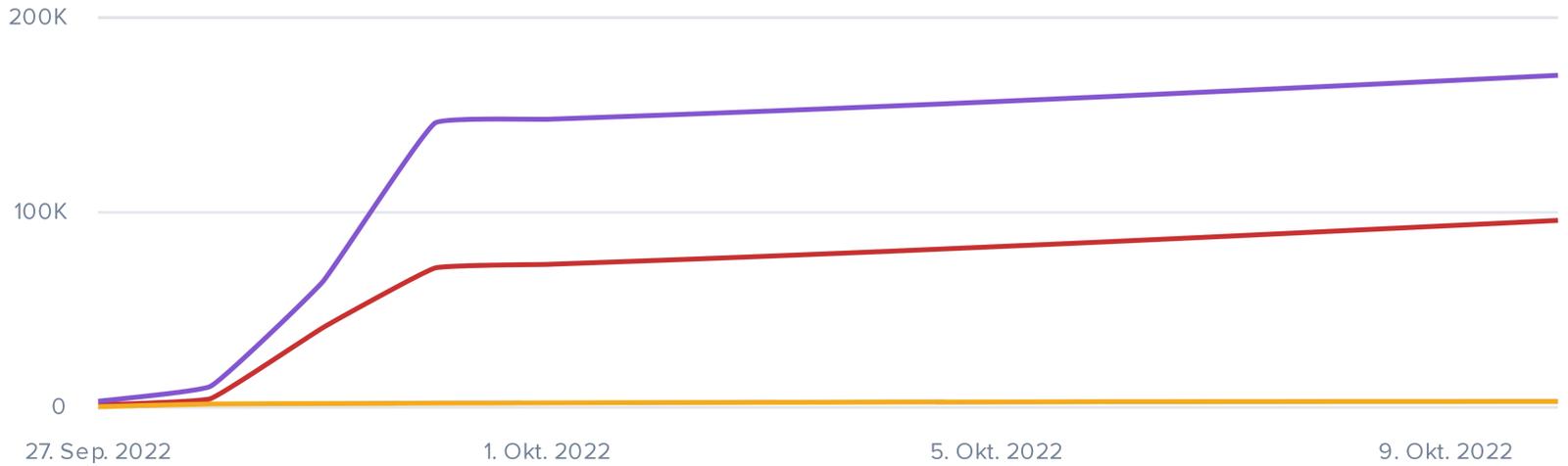


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Views



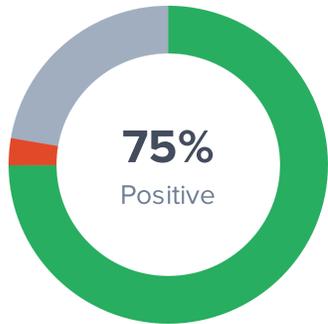
Instagram

TikTok

YouTube



Sentiment analysis of posts comments



Positive
● **74.94%**

Negative
● **2.76%**

Neutral
● **22.31%**



Spending

Campaign budget

\$11.8K

Paid media posted

24

CPE

\$0.11

CPC

\$31.81

EMV

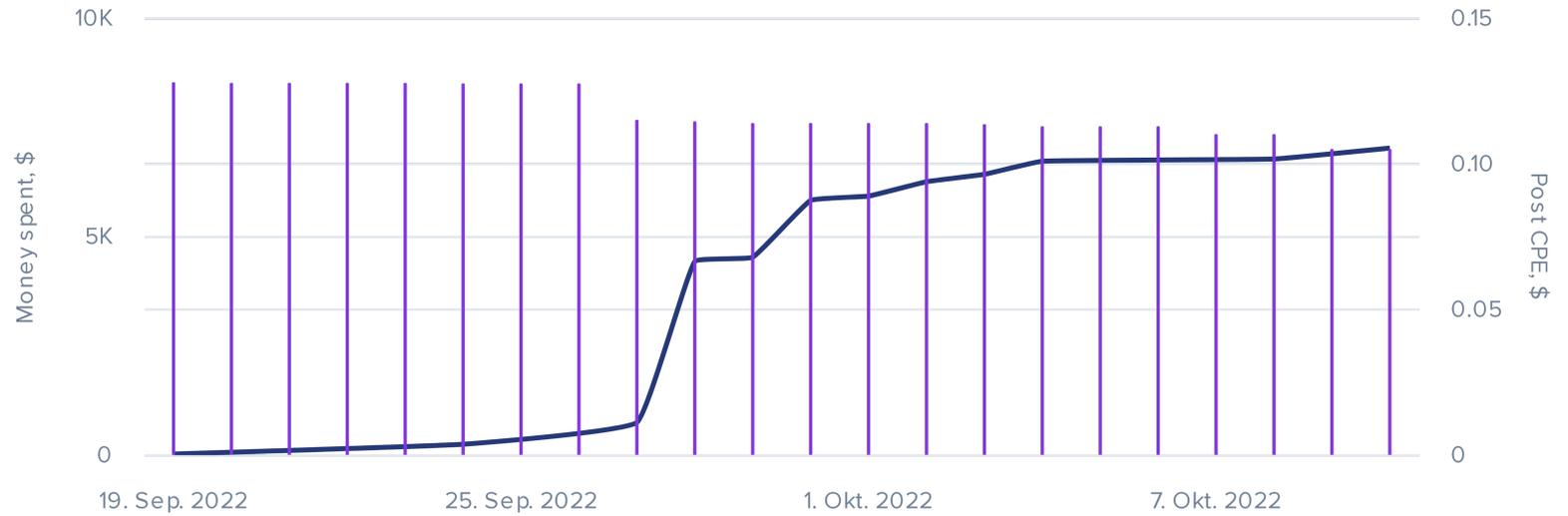
\$10176.22

ROI

86%



Money spent



● Money spent

● Post CPE



E-com performance

Total clicks
390

Total e-com purchases
215

Total e-com revenue
\$461.4

Total e-com ROI
4.09%



Influencers

Account	1 Juliet	2 Juliet	3 Romeo	4 Benvolio	5 Mercutio	6 Tybalt	7 Tybalt	8 Lady Capulet
ROI	298.96	0	47.04	167.09	12.4	105.92	0	91.17
Total eng.	4.6K	N/A	131K	11.1K	9K	33.4K	3.3K	4.9K
Draft link	https://hype...6ffc6a...	https://hype...f27ab39f	https://hype...ac651...	https://hype...78a3f4...	https://hype...96105...	https://hype...af5db7...	https://hype...84613...	https://hype...afed01...
Payout details	–	–	–	–	–	–	–	–
Impressions/Views	136000	N/A	300000	0	55000	325000	35.7K	210000
Avg Views	–	2K	–	–	–	–	96.8K	–
Shares	–	–	–	–	–	–	–	–
IG Reach	97K	–	250K	Est. 51.4K	40K	250K	–	160K
IG Saves	0	–	0	0	0	0	–	0
CPC	\$5.56	–	\$166.67	\$20.83	\$20.83	\$250.50	\$0.00	\$12.50
CPE	\$0.02	\$0.00	\$0.19	\$0.05	\$0.06	\$0.13	\$0.00	\$0.09
CPM	\$1.03	\$0.00	\$10.00	Est. \$2.70	\$12.50	\$18.04	Est. \$1.03	\$2.81
Promocode	PROMO-JULIET	PROMO-JULIET	PROMO-ROMEO	PROMO-BENVOLIO	PROMO-MERCUTIO	PROMO-TYBALT	PROMO-TYBALT-YT	PROMO-LADY_CAP...



Influencers

Account	9 Lord Montag	10 Lady Montag	11 Friar Laurence	12 Friar John	13 Rosaline	14 Lord Capulet
Status	–	Completed	–	–	Completed	Waiting for draft
Integration format	–	–	–	–	Photo post	–
Posts	1 of 2	2 of 2	1 of 1	1 of 1	4 of 4	2 of 2
Stories	–	1 of 1	–	–	–	2 of 2
Payment terms	–	100% before draft	100% after draft	50% after draft 50% after post	–	–
Payment status	Waiting for payout details	Paid	Waiting for payout details	–	Paid	–
Total budget	\$370	\$500	\$800	\$450	\$150	\$450
Total paid	\$0	\$0	\$0	\$0	\$0	\$0
Followers	143.7K	42.7K	49.8K	71.3K	55.3K	105K
ER	1.24%	6.71%	2.25%	7.08%	2.29%	2.68%
AQS/CQS	● 58	● 15	● 49	● 22	● 18	● 33
Audience	Germany • Female • 18-24 y.o.	United States • Male • 18-24 y.o.	United States • Male • 18-24 y.o.	United Kingdom • Male • 25-34 y.o.	Germany • Female • 25-34 y.o.	France • Male • 18-24 y.o.
EMV	N/A	N/A	N/A	N/A	N/A	N/A



Influencers

Account	9 Lord Montag	10 Lady Montag	11 Friar Laurenc	12 Friar John	13 Rosaline	14 Lord Capule
ROI	236.21	36.84	8.84	12.75	115.37	79.11
Total eng.	1.9K	8.9K	1.1K	5.1K	4.1K	2.9K
Draft link	https://hype...2c0cd...	https://hype...6c806...	https://hype...9d2a3...	https://hype...87830...	https://hype...c2045...	https://hype...92b8b...
Payout details	-	-	-	-	-	-
Impressions/Views	0	0	47000	88000	0	0
Avg Views	-	-	-	-	-	-
Shares	-	-	-	-	-	-
IG Reach	120K	62K	40K	Est. 29.7K	142K	190K
IG Saves	0	0	0	0	0	0
CPC	\$9.49	\$12.82	\$19.05	\$1.33	\$6.25	\$12.50
CPE	\$0.19	\$0.06	\$0.71	\$0.09	\$0.04	\$0.16
CPM	\$3.08	\$8.06	\$20.00	Est. \$750	\$1.06	\$22.96
Promocode	PROMO-LORD_MO...	PROMO-LADY_MO...	PROMO-FRIAR_LAU...	PROMO-FRIAR_JOHN	PROMO-ROSALINE	PROMO-LORD_CAP...



Influencers

Account	9 Lord Montag	10 Lady Montag	11 Friar Laurence	12 Friar John	13 Rosaline	14 Lord Capulet
E-com Link	https://away.is/5F7E8	https://away.is/4A4FC	https://away.is/2A4AA	https://away.is/F30AD	https://away.is/2706C	https://away.is/2B154
Clicks	39	39	42	30	24	36
E-com Purchases	20	20	21	17	15	19
E-com Revenue	\$39.3	\$39.3	\$40.4	\$36	\$33.8	\$38.2
E-com ROI	10.62%	7.86%	5.05%	8.00%	22.53%	8.49%
CTR	0.03%	0.06%	0.11%	0.05%	0.02%	0.18%
Conversion	51.28%	51.28%	50.00%	56.67%	62.50%	52.78%
Notes	-	-	-	-	-	-
cc	-	-	-	-	-	-
Testtest	-	-	-	-	-	-
comment	-	-	-	-	-	-



Calendar

August 2021

26	Mo	27	Tu	28	We	29	Th	30	Fr	31	Sa	1	Su
2		3		4		5		6		7		8	
9		10		11		12		13		14		15	
16		17		18		19		20		21		22	
				juliet 1 story									
23		24		25		26		27		28		29	
lord_capr 1 story				benvolio 1 post		friar_laur 1 post +7		rosaline 1 post		romeo 1 post +1		juliet 1 post	
30		31		1		2		3		4		5	
juliet 1 post + 1 story		lady_mor		lord_capr 1 story		lord_capr 1 post						rosaline 1 post	

2 posts + 1 story

Demo Campaign

ted:

11 Okt. 2022





September 2021

30	Mo	31	Tu	1	We	2	Th	3	Fr	4	Sa	5	Su
juliet  1 post + 1 story		lady_mor  2 posts + 1 story		lord_capi  1 story		lord_capi  1 post						rosaline  1 post	
6		7 benvolio  1 post		8		9		10		11		12	
13		14		15		16		17		18		19	
20		21		22		23		24		25		26	
27		28		29		30		1		2		3	



Dezember 2021

29	Mo	30	Tu	1	We	2	Th	3	Fr	4	Sa	5	Su
						juliet 6 posts + 7 stories							
6		7		8		juliet 19 posts + 12 stories		10		11		12	
13		14		15				17		18		19	
20		21		22				24	benvolio 1 post	25		26	
27		28		29 rosaline 1 post		30 rosaline 2 posts + 1 story		31 juliet 1 post		1 juliet 1 post		2	



Februar 2022

31	Mo	1	Tu	2	We	3	Th	4	Fr	5	Sa	6	Su
benvolio  1 post + 2 stories				tybalt  1 post + 2 stories									
7		8		9		10		11		rosaline  1 post + 1 story		13	
14		15		16		17		18		19		20	
21		22		23		24		25		26		27	
28		lord_cap  3 posts + 1 story		2		3		4		5		6	



März 2022

28	Mo	1	Tu	2	We	3	Th	4	Fr	5	Sa	6	Su
		lord_cap 3 posts + 1 story											
7		8		9		10		11		12		13	
14		15		16		17		18		19		20	
21		22		23		24		25		26		27	
28		29		30		31		1		2		3	

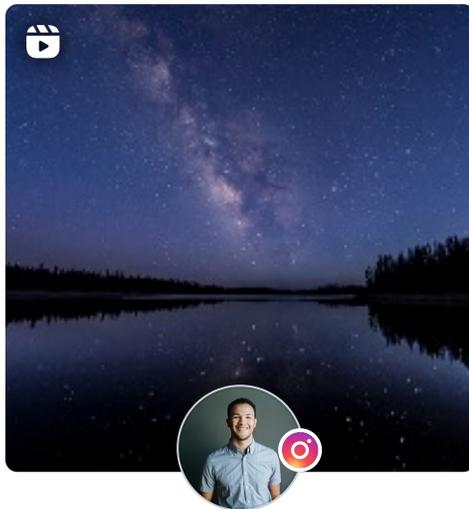


Oktober 2022

26	Mo	27	Tu	28	We	29	Th	30	Fr	1	Sa	2	Su
3		4		5		6		7	rosaline 1 post 	8		9	
10	lord_cap 1 post 	11		12		13		14		15		16	
17		18		19		20		21		22		23	
24		25		26		27		28		29		30	
31		1		2		3		4		5		6	

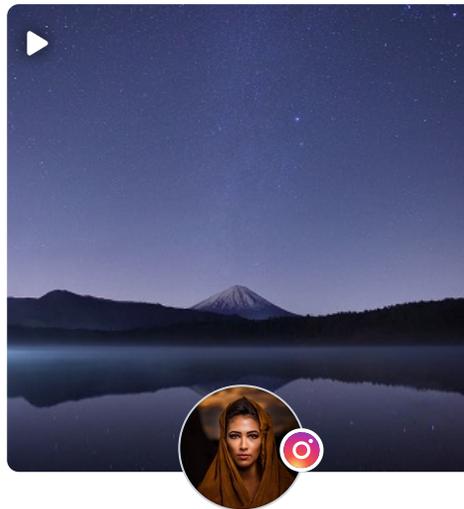


Media posted



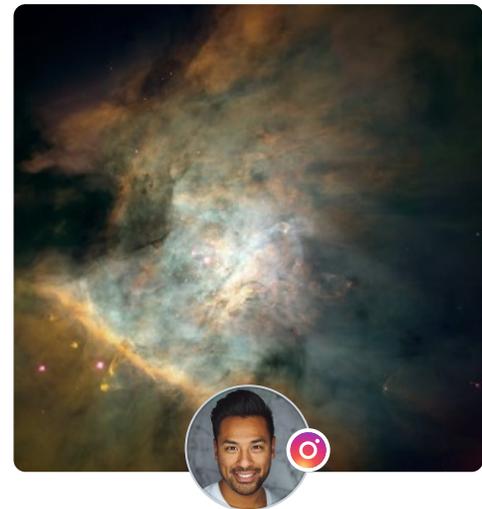
vor einem Tag • 756 views • 0 saves
654 reach • 0.21% ER • 56 likes
142 comments • N/A CPE

@lord_capulet Me they shall feel whil
e I am able to stand: and 'tis known I a
m a pretty piece of flesh.



vor 4 Tagen • 21.4K views • 0 saves
5.3K reach • 0.31% ER • 1.3K likes
536 comments • N/A CPE

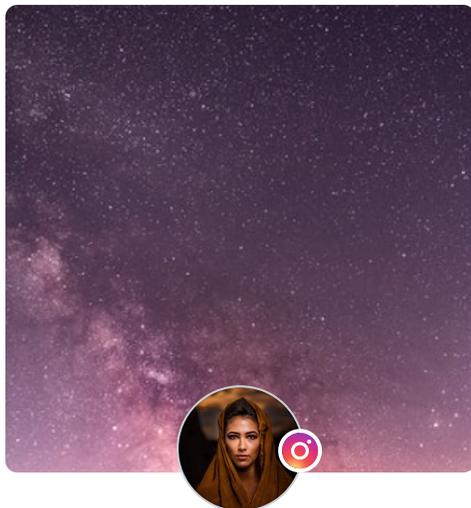
@rosaline What, drawn, and talk of pe
ace! I hate the word, As I hate hell, all
Montagues, and thee: Have at thee, ...



Suspicious comments

vor einem Jahr • \$2.50 CPM • 0 saves
25.7K est. reach • 3.57% ER • 4.9K likes
159 comments • \$0.05 CPE

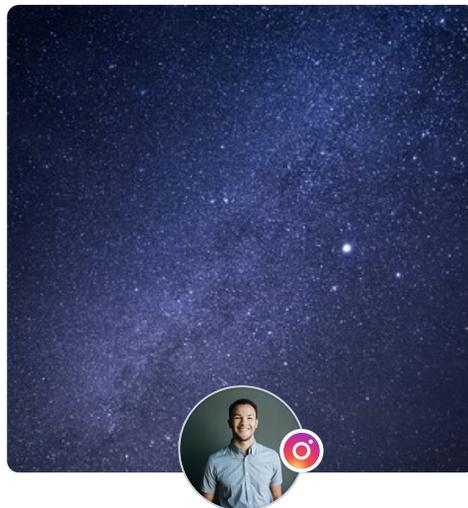
@benvolio He is Montague's nephew
and Romeo's cousin. Benvolio and Ro
meo are both friends of Mercutio, a ...



✔ **Authentic engagement**

vor einem Jahr • \$1.11 CPM • 0 saves
45K reach • 1.73% ER • 960 likes
107 comments • \$0.05 CPE

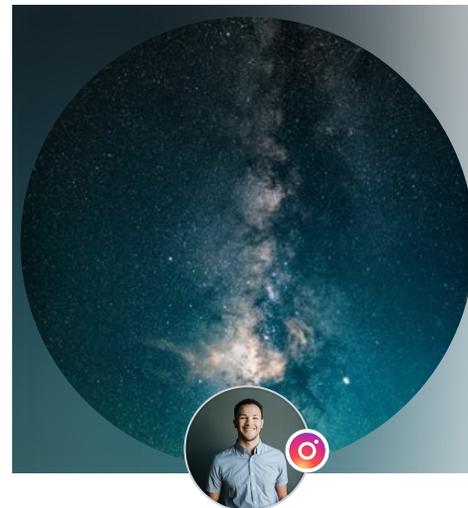
@rosaline Rosaline is an unseen character and niece of Capulet. Although silent, her role is important: her love...



⚠ **Unusual spikes in likes**

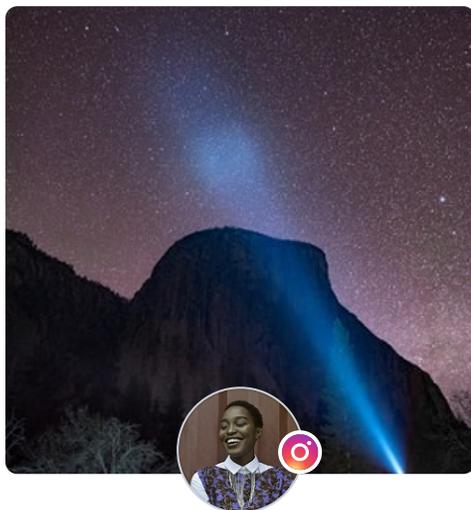
vor einem Jahr • \$2.14 CPM • 0 saves
70K reach • 2.72% ER • 2.9K likes
53 comments • \$0.05 CPE

@lord_capulet Lord Capulet is the patriarch of the Capulet family, the father of Juliet, and uncle of Tybalt. He is v...



vor einem Jahr • 0 impressions
60K reach • 0 interactions • 1 DMs
0 shares • 0 visits • 0 stickers • 0 clicks

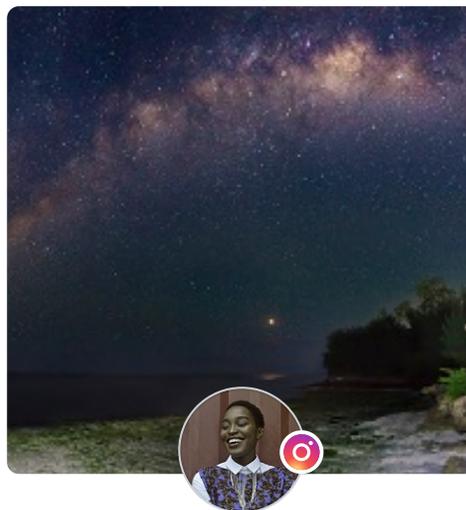
@lord_capulet



✓ Authentic engagement

vor einem Jahr • \$9.82 CPM • 0 saves
17K reach • 14.67% ER • 6.3K likes
261 comments • \$0.03 CPE

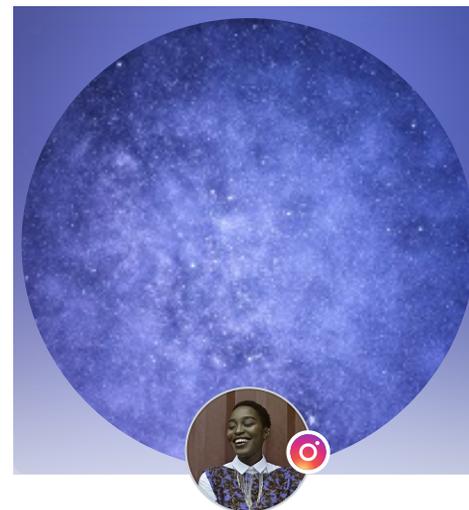
@lady_montague Montague's wife is the matriarch of the house of Montague, and the mother of Romeo and a...



✓ Authentic engagement

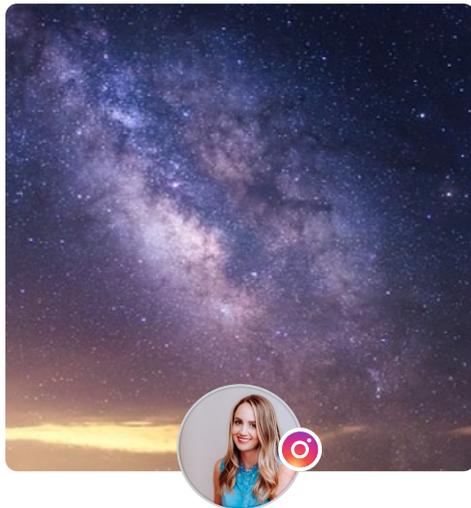
vor einem Jahr • \$8.35 CPM • 0 saves
20K reach • 5.46% ER • 2.3K likes
42 comments • \$0.07 CPE

@lady_montague She dies of grief offstage soon after (mentioned in act five). She is very protective of her so...



vor einem Jahr • 0 impressions
25K reach • 0 interactions • 5 DMs
0 shares • 0 visits • 3 stickers • 0 clicks

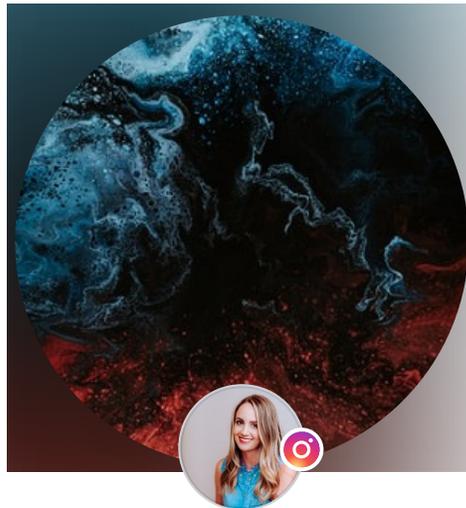
@lady_montague



✔ Authentic engagement

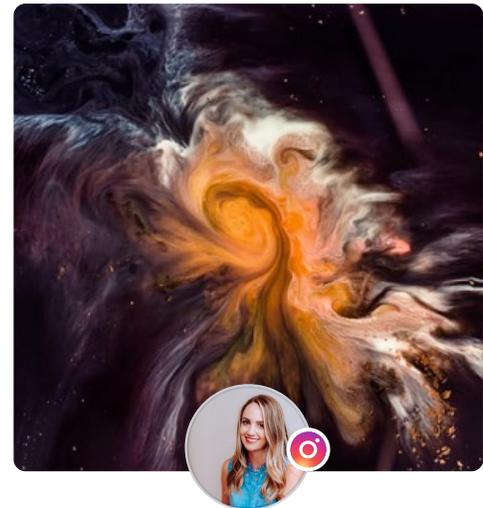
vor einem Jahr • \$0.68 CPM • 0 saves
37K reach • 8.34% ER • 3.6K likes
111 comments • \$0.01 CPE

@juliet Both their families realize wha



vor einem Jahr • 0 impressions
20K reach • 0 interactions • 69 DMs
2 shares • 0 visits • 1 stickers • 0 clicks

@juliet



✔ Authentic engagement

vor einem Jahr • \$0.83 CPM • 0 saves
30K reach • 1.82% ER • 795 likes
9 comments • \$0.03 CPE

@juliet Juliet Capulet, the female prot

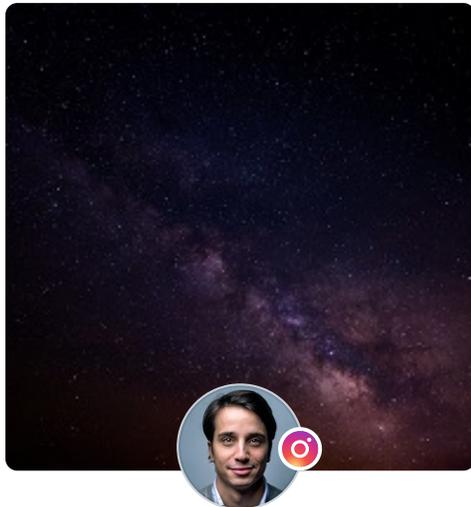
t they had done by trying to separate
the star crossed lovers with the effort



Demo Campaign

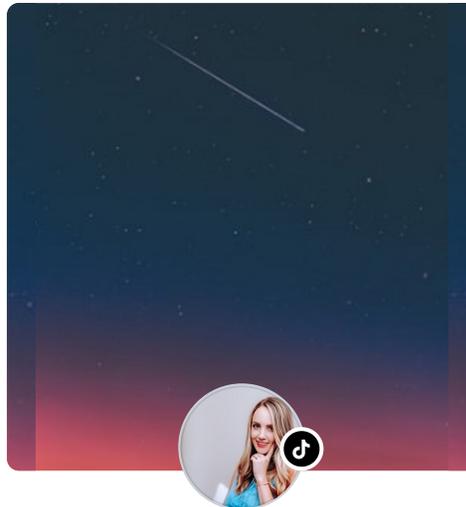
agonist, is the only daughter of Capul
et, the patriarch of the Capulet family

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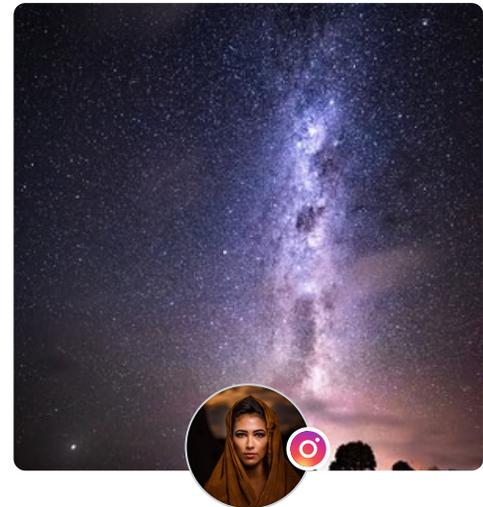


✓ Authentic engagement

vor einem Jahr • \$10.00 CPM • 0 saves
250K reach • 4.13% ER • 12.9K likes



vor einem Jahr • 170.3K views
\$0.63 CPM • 79 shares • 0 saves
1.02% ER • 10.2K likes • 231 comments
\$0.01 CPE



✓ Authentic engagement

vor einem Jahr • 10.7K views
\$1.00 CPM • 0 saves • 50K reach

198 comments • \$0.19 CPE

@romeo In the beginning of the play, Romeo, the main protagonist, pines for an unrequited love, Rosaline. To ch...

Campaign Management report
Demo Campaign

@juliet Juliet Capulet, the female protagonist, is the only daughter of Capulet, the patriarch of the Capulet family...

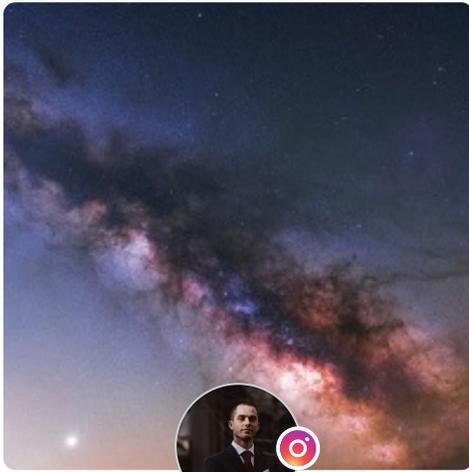
1.98% ER • 1.1K likes • 51 comments

\$0.04 CPE

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@rosaline Before Juliet, Romeo was deeply intrigued with another woman that didn't return his feelings. Schola...

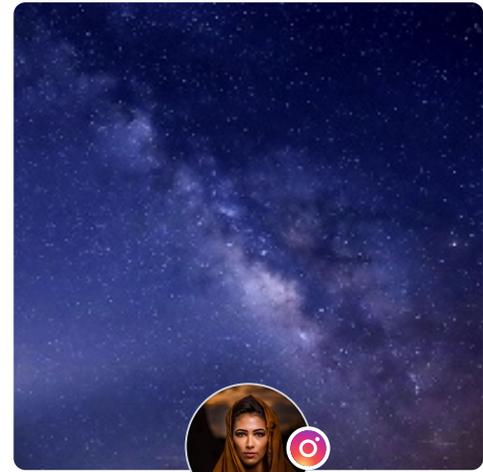


⚠️ Authentic likes, but suspicious comments



⚠️ Suspicious comments

vor einem Jahr • \$2.81 CPM • 0 saves



✅ Authentic engagement

vor einem Jahr • \$1.06 CPM • 0 saves

vor einem Jahr • \$20.00 CPM • 0 saves
40K reach • 2.25% ER • 1.1K likes
12 comments • \$0.71 CPE

@friar_laurence Friar Laurence plays the part of an advisor and mentor to Romeo, along with aiding in major plot...

Campaign Management report
Demo Campaign

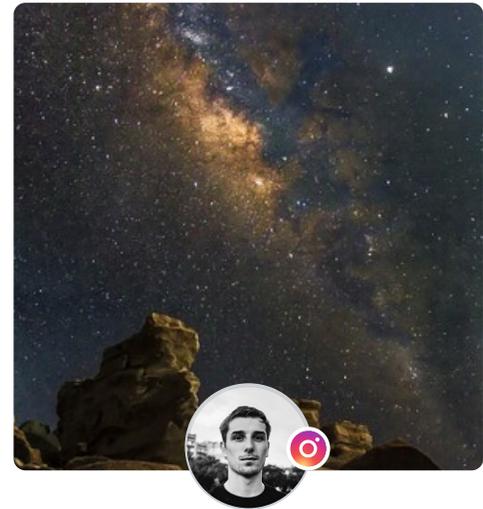
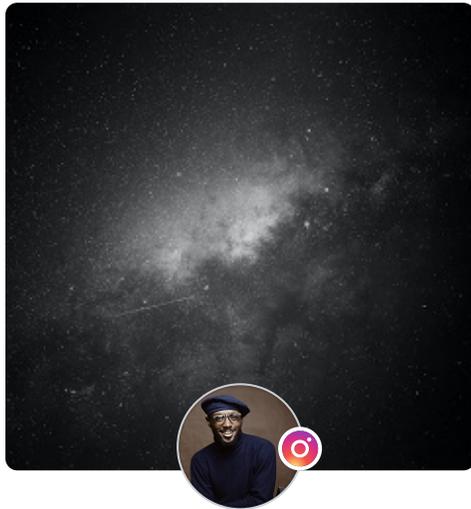
160K reach • 2.61% ER • 4.8K likes
102 comments • \$0.09 CPE

@lady_capulet Capulet's wife is the matriarch of the house of Capulet and Juliet's mother. She plays a larger ro...

47K reach • 3.15% ER • 1.7K likes
134 comments • \$0.03 CPE

@rosaline Later performances of Romeo and Juliet have painted different pictures of Romeo and Rosaline's rela...

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⚠️ Highly suspicious engagement

Campaign Management report
vor einem Jahr • \$18.04 CPM • 0 saves
250K reach • 10.94% ER • 33.3K likes
178 comments • \$0.13 CPE

@tybalt Tybalt is first seen coming to the aid of his servants who are being attacked by the Montagues' servant...

⚠️ Suspicious comments

vor einem Jahr • \$7.50 CPM • 0 saves
29.7K est. reach • 7.08% ER • 5K likes
68 comments • \$0.09 CPE

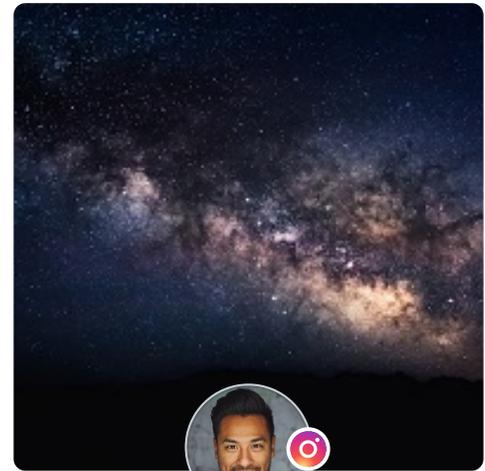
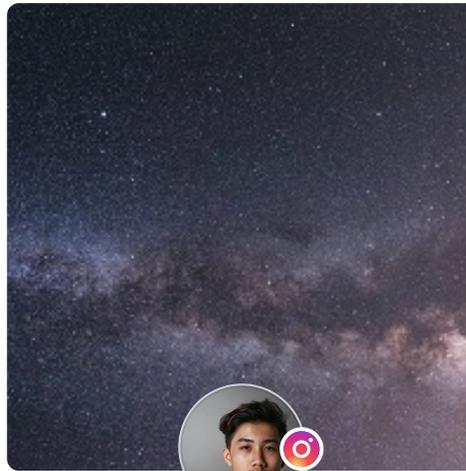
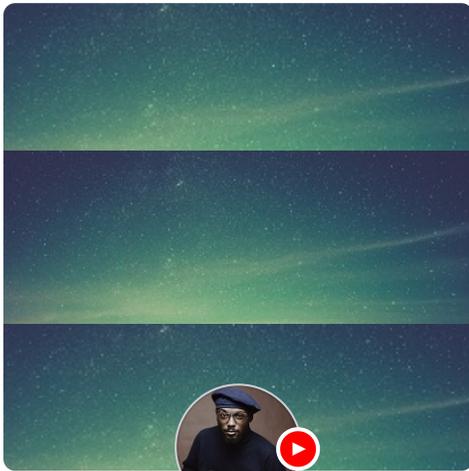
@friar_john Friar John calls at the door of Friar Laurence's cell, "Holy Franciscan friar! brother, ho!" (5.2.1). Friar ...

⚠️ Authentic likes, but suspicious comments

vor einem Jahr • \$3.08 CPM • 0 saves
120K reach • 1.24% ER • 1.8K likes
117 comments • \$0.19 CPE

@lord_montague ✓ The father of Romeo. He has the same social status as Lord Capulet, with whom he is in f...

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Campaign Management report
 vor einem Jahr • \$5.13 CPM • 0 saves
 Demo Campaign
 12.23% ER • 4.1K likes • 167 comments
 \$0.12 CPE

@tybalt yt Tybalt is first seen coming to the aid of his servants who are being attacked by the Montagues' serv...



⚠ Suspicious comments

vor einem Jahr • \$12.50 CPM • 0 saves
 40K reach • 19.24% ER • 8.9K likes
 125 comments • \$0.06 CPE

@mercutio Mercutio is the cousin of Prince Escalus and Count Paris, and is a close friend of Romeo and his cou...

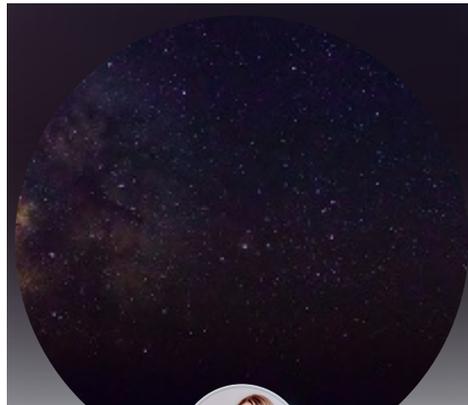


⚠ Authentic likes, but suspicious comments

vor einem Jahr • \$2.94 CPM • 0 saves
 25.7K est. reach • 4.2% ER • 5.8K likes
 177 comments • \$0.04 CPE

@benvolio He is Montague's nephew and Romeo's cousin. Benvolio and Romeo are both friends of Mercutio, a ...

Generated:
 11 Okt. 2022





Campaign

vor einem Jahr • 0 impressions
60K reach • 0 interactions • 1 DMs
15 shares • 0 visits • 32 stickers
0 clicks

@lord_capulet



vor einem Jahr • 300 impressions
10K reach • 534 interactions • 100 DMs
500 shares • 0 visits • 25 stickers
15 clicks

@juliet



Methodology & Glossary

Audience Quality Score (AQS)

Audience Quality Score is a 1-100 metric, a benchmark that measures the quality of influencer's audience. The AQS is dynamic and takes the overall performance of Instagram influencers within the same tier into account.

Audience Authenticity

Audience who don't look suspicious are considered quality.

Audience Type

Audience types and demography reflect active and engaged audience to be more representative.

Influencers

Accounts with >5,000 followers

Mass followers

Accounts who have more than 1500 followings. They use automatic tools for Follow/Unfollow, namely subscribe to an influencer to make them follow back. Mass followers don't see the influencer's posts.

Suspicious Accounts

Instagram bots and people who use specific services for likes, comments and followers purchase are identified as Suspicious Accounts.

Engagement Rate (ER)

Total likes and comments divided by total followers.

Total engagements

Engagements received by all posts of all influencers.

Budget

Total price of all influencers.

Reach

Total number of people who see these influencers content.

Impressions

Total number of times people see these influencers content.

CPE

Cost per engagement.

EMV

Earned media value. What it would have cost to gain the same reach/views number through paid social among the audience with similar demographics.

ROI

Return of investments.



Campaign Management report
Demo Campaign

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