## Influencer Performance Analysis Template

Name	Audience (number of followers)	Number of Posts (for this campaign/ collaboration)	Number of Comments	Number of Video Views	Number of Story Views	Estimated Impressions	Potential Reach	Engagement Rate	Click through Rate (CTR)	New Followers Gained (as a result of influencer's posts)	Number of Purchases Made (as a result of influencer's posts)	Cost of Acquisition (total cost of campaign / number of new paying customers)
Alexandra Mattson												
Carmen Robertson												
Henry McNeal												
Jamal King												
Kiran Gupta												
Krista Ahmed												
Mateus Tobin												
Sarah Goodwin												

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