

ROSTER

Brand Ambassador Reporting

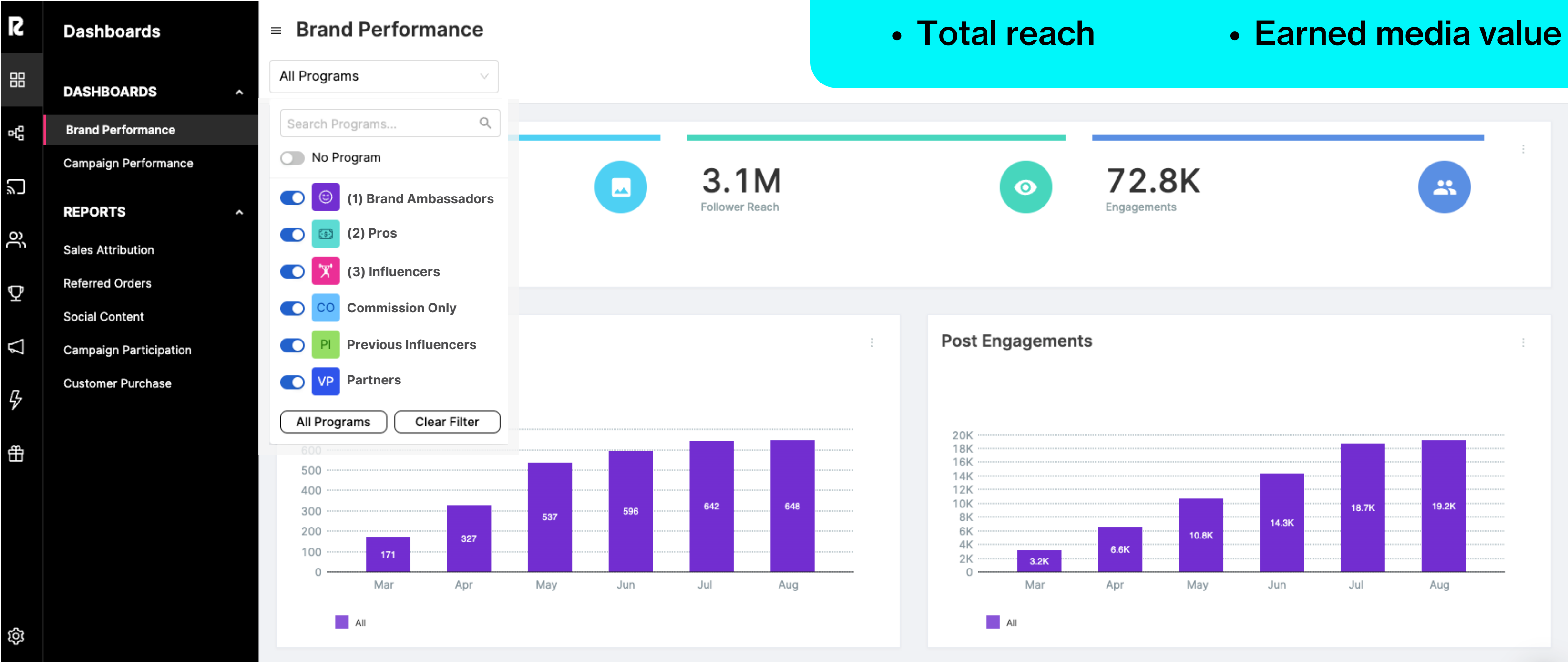
Measuring the value and ROI of ambassador and influencer marketing.



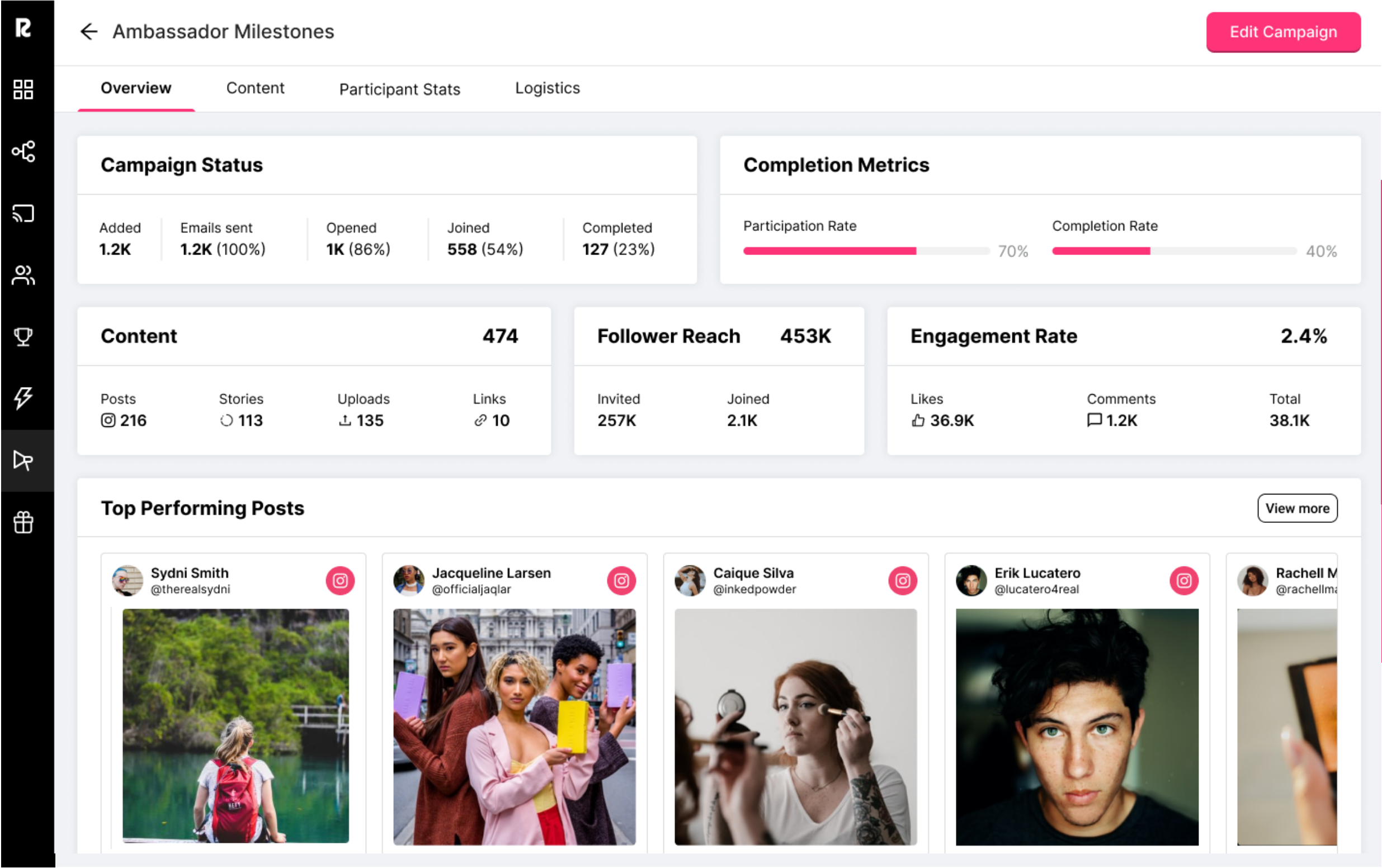
Brand Performance

Program view

- Total posts
- Total reach
- Engagement
- Earned media value



Campaign Performance



Sales Attribution

The screenshot displays the 'Sales Attribution' dashboard. At the top, there's a navigation bar with 'Dashboards' and 'Reports' sections. The 'Sales Attribution' report is selected. The dashboard shows a summary of performance metrics for the period from Jan 1, 2022, to Aug 31, 2022. The metrics are: Total Clicks (10,800), New Customers (604), Referred Revenue (\$152,332.30), Personal Orders Revenue (\$1,639.77), and Total Revenue (\$153,972.07). Below the summary, there's a table with columns: Advocate, Total Clicks, New Customers, Referred Orders, Referred Revenue, Personal Orders, and Personal Orders Revenue. The table lists data for various programs, including 'Brand Performance', 'Campaign Performance', 'Social Content', 'Campaign Participation', and 'Customer Purchase'. A pink callout box on the left highlights the key metrics: New customers, Referred revenue, Personal orders, and Total revenue.

Advocate	Total Clicks	New Customers	Referred Orders	Referred Revenue	Personal Orders	Personal Orders Revenue
Brand Performance	0	220	246	\$46,684.37	0	\$0.00
Campaign Performance	2.2K	119	124	\$35,373.08	1	\$639.92
Social Content	0	63	77	\$13,395.53	1	\$0.00
Campaign Participation	609	38	43	\$10,935.00	0	\$0.00
Customer Purchase	0	24	25	\$8,474.83	0	\$0.00
	1.2K	20	21	\$7,217.52	0	\$0.00
	904	21	22	\$3,742.08	0	\$0.00
	0	5	5	\$2,759.66	0	\$0.00
	4	3	3	\$2,399.85	0	\$0.00

- New customers
- Referred revenue
- Personal orders
- Total revenue

Filter by advocate, program and time

Social Content

- Posts by person
- Total reach
- Engagement
- Follower count
- Social feed
- UGC

Dashboards

DASHBOARDS

Brand Performance

Campaign Performance

REPORTS

Sales Attribution

Referred Orders

Social Content

Campaign Participation

Customer Purchase

Social Content

All Programs

Advocate	Total Posts	Total Reach	Total Engagements	Total Followers
Maria Emmerich	19	3.1M	40.4K	313.8K
Alice Lal	4	286	12.5K	158
		4K	11.4K	521
		438.9K	7.8K	438.9K
		2.1K	6.7K	434
		285.5K	6.4K	71.4K
		447.2K	6.3K	447.2K
		1.6K	4.4K	275

Social Profiles

1.02M

Username

Followers

glair

412K

glair

224K

glairofficial

313K

glair

79K

Milestones

Gold

Platinum

80% completion

600 / 800 pts

200 points to unlock Platinum milestone

Total Brand Engagement

Activity	Campaign	All
Mentions	14	18
Reach	20.9K	26.9K
Likes	674	900
Comments	101	171

Campaigns

67%

3 Invitations

1 In Progress

1 Completed

Campaign engagement

Avg likes per post

48.14

Engagement rate

3.71%

Avg likes per post

66.31

Engagement rate

2.92%

Most Recent @mentions

Sydni Smith

Jacqueline Larsen

Purchases

17

\$676.84

Drilldown by individual advocate to see their content, media value and sales.

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