



Lamphills' Influencer Marketing Campaign Performance Tracking Template

You don't just pay Influencers to market your brand, you'll have to track their performance to ensure you're getting results from the collaboration. The template below will help you track your influencer marketing campaign:

Campaign Overview

- **Campaign Name:**
- **Start Date:**
- **End Date:**
- **Campaign Goals:**
 - Increase brand awareness
 - Boost engagement
 - Drive website traffic
 - Generate leads
 - Increase sales/conversions

Influencer Details

Influencer Name	Platform(s)	Followers	Engagement Rate	Content Type(s)	Campaign Role
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Content Performance

Content Type	Post Date	Reach	Impressions	Likes	Comments	Shares	Engagement Rate (%)	URL
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e.g.,
Post,

Story,
Video

Traffic and Conversions

Source/Medium	Clicks	Bounce Rate (%)	Average Session Duration	Conversion Rate (%)	Number of Conversions	Conversion Value (\$)
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e.g.,
Instagram,
YouTube

ROI Analysis

- **Total Spend:**
- **Total Revenue Generated:**
- **ROI Formula:** $(\text{Total Revenue} - \text{Total Spend}) / \text{Total Spend} (\text{Total Revenue} - \text{Total Spend}) / \text{Total Spend} (\text{Total Revenue} - \text{Total Spend}) / \text{Total Spend} \times 100$
- **ROI (%):**

Additional Metrics

Metric	Value
New Followers Gained	
Brand Mentions	
Sentiment Analysis (Positive/Negative/Neutral)	
Customer Feedback	

Influencer-Specific Metrics

Influencer Name	Total Reach	Total Engagement	Number of Posts	Cost Per Engagement (CPE)	Cost Per Thousand Impressions (CPM)	Comments
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e.g.,
Influencer
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Insights and Recommendations

- **Overall Campaign Performance:**
- **Top Performing Content:**
- **Lessons Learned:**
- **Recommendations for Future Campaigns**