



An award-winning influencer marketing agency serving the world's most respected brands since 2011.

HIRE INFLUENCE PERFORMANCE SUMMARY



EXCLUSIVELY PREPARED FOR
imPRESS[®]
Manicure Influencer
Campaign

CREATED
January 8, 2025

What's Inside

03

INFLUENCERS

04

CAMPAIGN PERFORMANCE OVERVIEW

18

CAMPAIGN PERFORMANCE BREAKDOWN



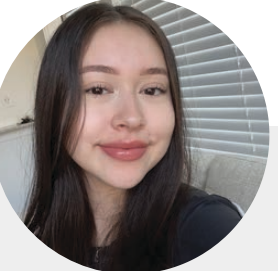


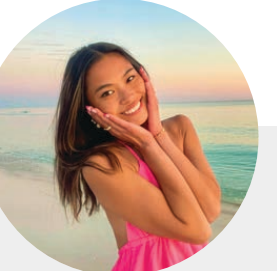
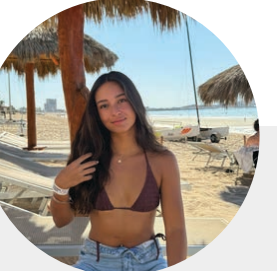
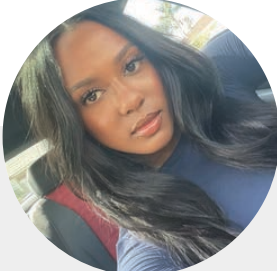

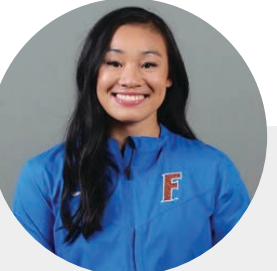

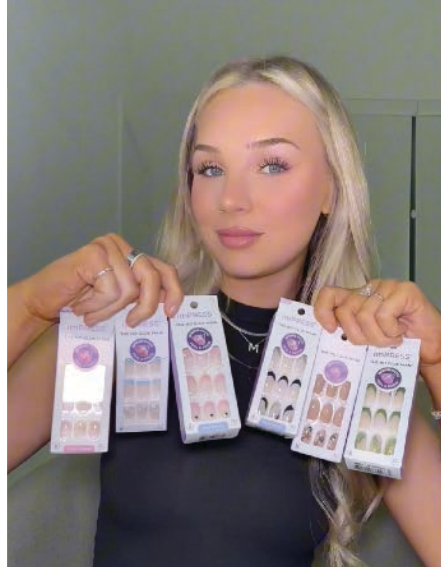








24

INFLUENCER PERFORMANCE

35

GLOSSARY

INSTAGRAM STORY, INSTAGRAM REEL & TIKTOK

| Influencer | Instagram Followers | TikTok Followers | Content Type | | | | | | |
|---|--|--|--|---|--|--|---|--|---|
|  Kaylee @kaylee_brice 87.1K FOLLOWERS @kaylee_brice |  Mila @vanilla_swirlxx 102K FOLLOWERS @vanilla_swirlxx |  Jessica @jesslizs 143K FOLLOWERS @jesslizs |  Madeline @maddsmxjesty 522K FOLLOWERS @madds.maxjesty |  Heilly @heillyraices 66.3K FOLLOWERS @heillyraices |  Caroline @itscaroxline 135K FOLLOWERS @itscaroxline |  Alexa @alexaignac 2.5K FOLLOWERS @lexaanoelle |  Cyd @cydsimone 6.1K FOLLOWERS @cydsimone |  Madison @madssteffano 17.4K FOLLOWERS @madssteffano |  Leanne @leanne.wong_ 99.3K FOLLOWERS @leanne.wong_ |
|  |  |  |  |  |  |  |  |  |  |

CAMPAIGN PERFORMANCE OVERVIEW

OVERALL PERFORMANCE BY ORGANIC & PAID

| | | | | | |
|---------|-----------------------------|----------------------------|---------------------------------|------------------------|---|
| Organic | 1.6M IMPRESSIONS | 53.3K ENGAGEMENT | 5.73% ENGAGEMENT RATE | 364 CLICKS | N/A CPM |
| Paid | 25.1M IMPRESSIONS | 1.4M ENGAGEMENT | 5.46% ENGAGEMENT RATE | 48.8K CLICKS | \$3.34 CPM |
| Overall | 26.8M IMPRESSIONS | 1.46M ENGAGEMENT | 5.59% ENGAGEMENT RATE | 49.2K CLICKS | \$6.87 CPM <small>[inclusive of influencer + paid media spend]</small> |

CAMPAIGN DETAILS



PLATFORMS

#

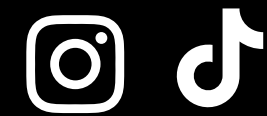
10

INFLUENCERS



OVERALL PERFORMANCE BY INSTAGRAM STORY, INSTAGRAM REEL & TIKTOK

CAMPAIGN DETAILS



PLATFORMS

#






10


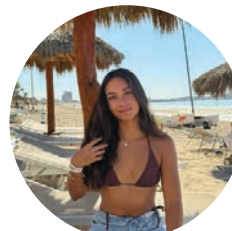



INFLUENCERS



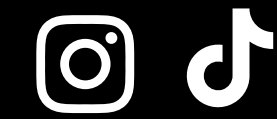
| | | | | | |
|---|-----------------------|----------------------|---------------------------|-----------------|---------------|
| Instagram Story | 13.8M IMPRESSIONS | 1.1M ENGAGEMENT | 6.08% ENGAGEMENT RATE | 21.3K CLICKS | \$3.29 CPM |
| Instagram Reel* | 928.8K IMPRESSIONS | 85.3K ENGAGEMENT | 10.07% ENGAGEMENT RATE | 926 CLICKS | \$2.12 CPM |
| *Leanne was the only influencer who executed IG Reels, posting one IG Story and one IG Reel. All other influencers posted one IG Story and one TikTok. The results shown here for IG Reels reflect only Leanne's performance, which is why these numbers are smaller than the other metrics which are combined for all other influencers. | | | | | |
| Instagram Overall | 14.8M IMPRESSIONS | 1.2M ENGAGEMENT | 8.07% ENGAGEMENT RATE | 22.2K CLICKS | \$2.70 CPM |
| TikTok | 12M IMPRESSIONS | 191.4K ENGAGEMENT | 2.49% ENGAGEMENT RATE | 26.9K CLICKS | \$4.60 CPM |

OVERALL PERFORMANCE BY INFLUENCER

| | | | |
|---|----------------------------|---------------------------------|-----------------------|
|  Heilly | 4.8M IMPRESSIONS | 5.18% ENGAGEMENT RATE | 5.9K CLICKS |
|  Jessica | 3.6M IMPRESSIONS | 5.30% ENGAGEMENT RATE | 8.3K CLICKS |
|  Kaylee | 3.6M IMPRESSIONS | 0.98% ENGAGEMENT RATE | 6.0K CLICKS |
|  Caroline | 3.0M IMPRESSIONS | 5.09% ENGAGEMENT RATE | 6.6K CLICKS |
|  Cyd | 2.4M IMPRESSIONS | 3.51% ENGAGEMENT RATE | 3.5K CLICKS |

| | | | |
|---|----------------------------|---------------------------------|-----------------------|
|  Mila | 2.0M IMPRESSIONS | 2.85% ENGAGEMENT RATE | 3.1K CLICKS |
|  Alexa | 1.9M IMPRESSIONS | 5.90% ENGAGEMENT RATE | 4.2K CLICKS |
|  Madison | 1.7M IMPRESSIONS | 4.91% ENGAGEMENT RATE | 4.0K CLICKS |
|  Leanne | 1.7M IMPRESSIONS | 7.43% ENGAGEMENT RATE | 1.3K CLICKS |
|  Madeline | 1.6M IMPRESSIONS | 4.82% ENGAGEMENT RATE | 5.9K CLICKS |

CAMPAIGN DETAILS



PLATFORMS

#

10

INFLUENCERS



BRAND AWARENESS & ENGAGEMENT INITIATIVE (NOV 12 – DEC 27)

Objectives

- ➔ The primary goal of this campaign was to drive **brand awareness and engagement** among style-conscious consumers who value convenience, quality, and affordability in nail care. This audience included young adults and professionals who are drawn to trendy, easy-to-apply, and budget-friendly alternatives to traditional salon manicures. The campaign was designed to resonate with beauty enthusiasts who frequently engage with content about nail trends, DIY nail art, and influencer-recommended beauty products.
- ➔ Our goal was to achieve **22 million impressions**, and we exceeded expectations by reaching an impressive **26.8 million impressions**.

With the impressions reaching over **26.8 million** we achieved
a 21.8% increase over our goal.

GOAL

22M
IMPRESSIONS

RESULT

26.8M
IMPRESSIONS

INCREASE

21.8%
EXCEEDED
IMPRESSIONS GOAL

KEY CAMPAIGN METRICS

Total Impressions

- ➔ Paid: **25,144,059**
- ➔ Organic: **1,686,623**
- ➔ Overall: **26,830,682**

Total Engagement Rate

- ➔ Paid: **5.46%**
- ➔ Organic: **5.73%**
- ➔ Overall: **5.59%**

Engagement Rate by Platform

- ➔ Instagram (Story + Reel): **8.07%**
- ➔ TikTok: **2.49%**

Clicks Generated: 49,211 Clicks

- ➔ Attributed Sales: **950 Sales**
- ➔ Sales Value: **\$35,460.42**

KEY HIGHLIGHTS

- Exceeding Impressions Goal:** Surpassing the target of 22 million impressions by achieving **26.8 million total impressions, 21.82%** above our goal. This is due to the very healthy CPMs we were able to achieve with our paid media efforts.
- Strong Engagement Rates:** The **overall engagement rate of 5.59%** significantly outperformed typical benchmarks, showcasing strong audience interaction. More details on benchmarks in the upcoming pages.
- Sales Attribution:** While sales were not the campaign's primary goal, we achieved **950 attributed sales** totaling **\$35.4K**. This element gives us a baseline for evaluating what to expect for future campaigns where conversions may be a KPI with more emphasis.

26.8M
OVERALL IMPRESSIONS

5.59%
OVERALL ENGAGEMENT RATE

49.2K
CLICKS GENERATED

\$6.87
OVERALL CPM —
PAID MEDIA + INFLUENCER SPEND

CONTENT & PLATFORM INSIGHTS

The campaign leveraged a combination of Instagram Stories, Instagram Reels (for selected influencers), and TikTok. Both organic and paid posts were utilized, organic going live on November 12th with paid media running from November 18th to December 27th, 2024.

Platform-Specific Insights

Instagram

- ➔ Instagram proved to be the most effective platform for paid media, excelling in both impressions and engagement rates. The platform's lower **CPM (\$2.58 compared to TikTok's \$4.60)** made it highly cost-effective for meeting the campaign's overall impressions goal.
- ➔ **Engagement Performance:** Instagram achieved an **engagement rate of 8.07% via paid and organic**, which is significantly above industry benchmarks for similar campaigns, further highlighting the platform's strong audience interaction capabilities.
 - IG Paid Engagement Rate: 9.48%
 - IG Organic Engagement Rate: 6.67%
- ➔ **Industry Benchmark:** Based on industry benchmarks, Instagram engagement rates for the beauty sector are as follows:
 - **Socialinsider's 2024 Report:** The beauty industry averaged an engagement rate of 0.35% on Instagram.
[Socialinsider](#)
 - **Rival IQ's 2024 Report:** The health and beauty sector had a median engagement rate of 0.67% per post on Instagram.
[Rival IQ](#)

Your campaign's engagement rate of **8.07%** significantly surpasses these industry averages, indicating exceptional audience interaction and the effectiveness of the overall content strategy.

\$2.58
INSTAGRAM CPM

8.07%
INSTAGRAM
ENGAGEMENT RATE

1%
INSTAGRAM BEAUTY
INDUSTRY MEDIAN
ENGAGEMENT RATE

CONTENT & PLATFORM INSIGHTS CON'T

TikTok

- ➔ TikTok demonstrated its strength as an organic content platform, delivering exceptional reach and engagement. While TikTok's **higher paid CPM (\$4.60 compared to Instagram's \$2.58)** made it less cost-effective for paid impressions, its organic views far surpassed Instagram's performance.

Organic View Performance

- ➔ TikTok achieved an **average of 157K organic views per influencer**, which is far greater than Instagram's **13K organic views per influencer** – a staggering **1,107% increase**. This highlights TikTok's unique ability to amplify organic content and reach highly engaged audiences at scale.
- ➔ TikTok's organic performance proves its value as a platform for building brand awareness and connecting with an engaged, trend-conscious audience. Future campaigns should leverage this strength by prioritizing organic-first strategies, designed specifically for TikTok's unique content formats and user behavior.
- ➔ **Campaign Engagement Rates:**
 - TikTok Paid Engagement Rate: 1.12%
 - TikTok Organic Engagement Rate: 3.86%
- ➔ **Industry Benchmark:**
 - The beauty industry on TikTok has an **average engagement rate of 2.7%**
- ➔ These results highlight that your campaign's **organic engagement rate (3.86%)** significantly outperformed the industry benchmark, reinforcing the effectiveness of your organic content strategy.

\$4.60
TIKTOK CPM

3.86%
TIKTOK ORGANIC
ENGAGEMENT RATE

2.7%
TIKTOK BEAUTY
INDUSTRY MEDIAN
ENGAGEMENT RATE

The campaign effectively leveraged Instagram and TikTok to achieve exceptional results, with Instagram excelling in paid media through a strong engagement rate of 8.07%, significantly surpassing industry benchmarks. TikTok demonstrated unmatched organic reach and an organic engagement rate of 3.86%, well above the platform's beauty industry benchmark of 2.7%. Together, these platforms showcased the power of a balanced organic and paid strategy in driving brand awareness and engagement.

TOP PERFORMANCE BY INFLUENCER



Heilly



Kaylee



Jessica



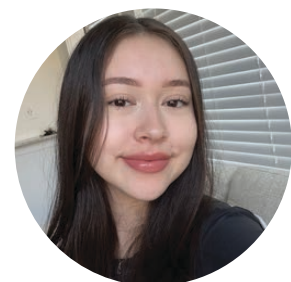
Leanne



Alexa



Jessica



Jessica



Heilly

Top Influencers by Impressions (Paid + Organic):

- ➔ Heilly: 4,866,323
- ➔ Kaylee: 3,687,604
- ➔ Jessica: 3,676,312

Top Influencers by Engagement Rate (Paid + Organic):

- ➔ Leanne: 7.43% (Instagram)
- ➔ Alexa: 5.90%
- ➔ Jessica: 5.30%

Top Sales Performers:

- ➔ Jessica: 212 sales totaling \$8.3K
- ➔ Heilly: 194 sales totaling \$7.3K



Heilly



Kaylee



Jessica



Leanne



Alexa



Jessica emerged as the **overall top performer**, excelling in impressions, engagement rate, and sales. Heilly followed closely as another high-value influencer. We would recommend engaging both of these influencers in the future.

CHALLENGES

TikTok's High CPM

- ➔ TikTok's paid CPM was significantly higher (**\$4.60**) compared to Instagram's (**\$2.58**), which posed a challenge in optimizing for impressions on TikTok

Given the time of year, a higher CPM from TikTok was anticipated. Despite TikTok's CPM being elevated compared to Instagram, imPRESS content demonstrated strong performance, maintaining a CPM below the beauty sector median of **\$11.83**. This favorable outcome is attributed to the duration of the ads and the strategic selection of influencers, coupled with engaging content.

Nonetheless, it is important to recognize that TikTok's CPM for the beauty sector typically exceeds \$10. To mitigate this, we recommend continue to engage a range of lifestyle influencers while minimizing content directives. By approaching the videos as if you are the end user, and not the brand, our goal should be to deliver engaging and authentic experiences, rather than producing content that appears to be tightly managed by imPRESS.

To remain competitive on TikTok, it is essential to prioritize genuine product placements with guidance, but an open mind. To continue remaining competitive on TikTok with influencer content, the goals should be production that feels organic. This helps avoid being perceived just as another #ad.

Notably, industry benchmarks indicate that the median CPM for beauty companies on TikTok was **\$11.83** in November 2024, positioning our campaign's CPM significantly below the industry average.

\$4.60
TIKTOK CPM

\$11.83
TIKTOK CPM NOVEMBER
MEDIAN FOR BEAUTY

BRAND SENTIMENT ANALYSIS

The imPRESS campaign generated a wealth of engagement, with overwhelmingly positive sentiment surrounding the convenience, durability, and stylish appeal of the brand's press-on nails. Influencers successfully highlighted imPRESS nails as a viable alternative to traditional salon manicures, captivating audiences with relatable, authentic content.

Positive Sentiment

A substantial portion of the comments reflected enthusiasm for imPRESS nails, praising their long-lasting quality, stylish designs, and overall user experience. Many users expressed excitement about their own positive experiences and even referenced purchases inspired by the influencer's content:

- ➔ "No cause tell me why I've had multiple pairs of these last me longer than 2 weeks."
- ➔ "I love using these nails 10/10 recommended."
- ➔ "Bruh whenever my mom lets me get something, I get those. I literally have some on right now, and none of them have fallen off."
- ➔ "Mine last 2 weeks always—they're the only ones I use."
- ➔ "These literally last me 2 weeks!!! I love them."
- ➔ "I'm almost at THREE weeks with my imPRESS press-ons! And they don't damage my nails like gel and dip."
- ➔ "These @imPRESSBeauty nails are the best! I wear them constantly, and they last at least a week or more! No one knows I didn't go to the salon! Obsessed."
- ➔ "Going on 26 days with mine."
- ➔ "I haven't paid for a manicure since 2019. imPRESS nails are amazing and last me 3 weeks no problem. Even used them as my wedding nails!"
- ➔ "These stayed on during my vacation—not one came off!"

These glowing reviews highlight imPRESS nails as a top choice for audiences seeking a reliable, salon-quality manicure experience at home.

BRAND SENTIMENT ANALYSIS CON'T

Interest in imPRESS and Purchase Intent

Influencers succeeded in sparking curiosity and driving purchase intent. Viewers noted they were motivated to try imPRESS nails after seeing the content:

- ➔ “Because of you, I am starting to go back to doing my own nails instead of going to the salon and paying heavy money. Thank you 🥰🥰”
- ➔ “No way... I BROUGHT THEM AN HOUR AGO!”
- ➔ “I’ve been using these for years! Love them so much, especially when you don’t have much time. In 5 minutes, these are done!”
- ➔ “1000% switching to glue-on/press-ons. Acrylics every two weeks is killing me - it’s so expensive.”
- ➔ “You got me into press-ons!”
- ➔ “I literally cannot deal with the glue tabs; they always move around, but these worked so well. I’m impressed!”
- ➔ “I saw these at CVS and had to grab them after seeing this video - they’re amazing!”
- ➔ “I’ve been wanting to try press-ons, and your video made me take the plunge - so glad I did!”
- ➔ “These nails are a game-changer for me. I’ve been avoiding the salon for months thanks to imPRESS.”
- ➔ “I’ve seen these for years, but your video convinced me. I’m obsessed now!”

These comments underscore how influencer marketing can effectively drive new customers to try a brand and solidify loyalty among existing users.

BRAND SENTIMENT ANALYSIS CON'T

Negative Sentiment

While the majority of feedback was positive, a small number of users highlighted challenges, such as durability or dissatisfaction with the adhesive backing:

- ➔ “Why do mine fall off after 2 days?”
- ➔ “These don’t work for me. I pushed back my cuticles, prepped my nails, and cleaned, but they still fell off when I put water on them.”
- ➔ “These moved all around and didn’t last at all for me.”
- ➔ “They suck, which sucks because they do be cute tho.”
- ➔ “They’re flimsy, and one of mine cracked at the base on day one.”

These critiques suggest that while imPRESS nails are beloved by many, there may be opportunities to address issues with adhesive quality and durability to further enhance user satisfaction.

Overall Summary

The imPRESS campaign successfully engaged audiences through relatable, authentic influencer content, resulting in widespread enthusiasm for the brand. The majority of feedback emphasized the long-lasting quality, affordability, and stylish designs of imPRESS nails, with many users inspired to purchase and share their positive experiences. While minor concerns were raised about adhesive durability, the overwhelmingly positive sentiment demonstrates the brand’s strong resonance with users looking for a reliable and chic alternative to salon manicures. By continuing to address feedback and innovate, imPRESS is well-positioned to maintain its role as a leader in the press-on nail market.

RECOMMENDATIONS FOR FUTURE CAMPAIGNS

Leverage TikTok's Organic Strength

TikTok's exceptional organic performance, achieving a **1,107% higher average view count per influencer compared to Instagram**, underscores its potential as a platform for expanding reach. Future campaigns should prioritize organic-first strategies on TikTok, leveraging the platform's algorithm to amplify visibility and connect with highly engaged, trend-conscious audiences. Experiment with TikTok-native content styles, including viral challenges, trends, and influencer collaborations, to maximize organic impact.

Continue to Leverage Multiple Social Platforms

While Instagram excelled in delivering cost-effective paid impressions with a CPM of **\$2.58**, TikTok's **lower CPC of \$1.87** makes it a strong contender for click-focused campaigns. Future campaigns should maintain a strategic presence on both platforms, tailoring content and budget allocation to each platform's strengths. Instagram can be used for driving high engagement and impressions, while TikTok can be leveraged for organic growth and cost-efficient clicks. By utilizing a multi-platform approach, the campaign can maximize reach and engagement across diverse audiences.

Prioritize High-Performing Influencers

Influencers Jessica and Heilly delivered outstanding results, excelling in impressions, engagement, and attributed sales. For future campaigns, these top performers should be prioritized and engaged in more strategic, long-term partnerships. To maximize ROI, consider tailoring specific content formats to their unique strengths – for example, leveraging Jessica's ability to drive sales and Heilly's high impression rates for greater audience reach. Additionally, analyze the traits of these successful influencers to identify similar partners for future collaborations.

Integrate TikTok Shop

With TikTok's growing e-commerce capabilities, integrating TikTok Shop into future campaigns could help streamline the purchase journey, allowing audiences to discover and buy products seamlessly within the app. This approach can capitalize on TikTok's high engagement and organic reach, turning viewers into customers more effectively. Promoting limited-time discounts, influencer-specific storefronts, and live shopping events can further enhance sales potential.

26.8M
TOTAL IMPRESSIONS

14.8M
TOTAL INSTAGRAM
IMPRESSIONS

12M
TOTAL TIKTOK
IMPRESSIONS

CAMPAIGN PERFORMANCE BREAKDOWN

OVERALL BREAKDOWN BY PLATFORM TYPE

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|-------------------------|-------------------|------------------|-----------------|---------------|------------|--------------------|---------------|---------------|
| INSTAGRAM STORY OVERALL | 13,883,768 | 1,189,587 | 6.08% | 21,350 | 747 | \$27,725.75 | \$3.29 | \$1.82 |
| INSTAGRAM REEL* OVERALL | 928,869 | 85,325 | 10.07% | 926 | 1 | \$88.02 | \$2.12 | \$4.84 |
| INSTAGRAM OVERALL | 14,812,637 | 1,274,912 | 8.07% | 22,276 | 748 | 27,814 | \$2.70 | \$3.33 |
| TIKTOK OVERALL | 12,018,045 | 191,489 | 2.49% | 26,935 | 202 | \$7,646.65 | \$4.60 | \$1.87 |
| OVERALL | 26,830,682 | 1,466,401 | 5.59% | 49,211 | 950 | \$35,460.42 | \$3.34 | \$2.84 |

*Leanne was the only influencer who executed IG Reels, posting one IG Story and one IG Reel. All other influencers posted one IG Story and one TikTok. The results shown here for IG Reels reflect only Leanne's performance, which is why these numbers are smaller than the other metrics which are combined for all other influencers.

OVERALL BREAKDOWN BY PLATFORM TYPE

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|--------------------------------|-------------------|------------------|-----------------|---------------|------------|--------------------|---------------|---------------|
| INSTAGRAM STORY ORGANIC | 99,052 | 2,096 | 2.36% | 364 | — | — | — | — |
| INSTAGRAM STORY PAID | 13,784,716 | 1,187,491 | 9.80% | 20,986 | 747 | \$27,725.75 | \$3.29 | \$2.58 |
| INSTAGRAM STORY OVERALL | 13,883,768 | 1,189,587 | 6.08% | 21,350 | 747 | \$27,725.75 | \$3.29 | \$1.82 |

OVERALL BREAKDOWN BY PLATFORM TYPE

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|-------------------------|-------------|------------|-----------------|--------|-------|-------------|--------|--------|
| INSTAGRAM REEL* ORGANIC | 14,300 | 1,569 | 10.97% | — | — | — | — | — |
| INSTAGRAM REEL* PAID | 914,569 | 83,756 | 9.16% | 926 | 1 | \$88.02 | \$2.12 | \$4.84 |
| INSTAGRAM REEL* OVERALL | 928,869 | 85,325 | 10.07% | 926 | 1 | \$88.02 | \$2.12 | \$4.84 |

*Leanne was the only influencer who executed IG Reels, posting one IG Story and one IG Reel. All other influencers posted one IG Story and one TikTok. The results shown here for IG Reels reflect only Leanne's performance, which is why these numbers are smaller than the other metrics which are combined for all other influencers.

OVERALL BREAKDOWN BY PLATFORM TYPE

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|-----------------|-------------|------------|-----------------|--------|-------|-------------|--------|--------|
| TIKTOK ORGANIC | 1,573,271 | 49,691 | 3.86% | — | — | — | — | — |
| TIKTOK PAID | 10,444,774 | 141,798 | 1.12% | 26,935 | 202 | \$7,646.65 | \$4.60 | \$1.87 |
| TIKTOK OVERALL | 12,018,045 | 191,489 | 2.49% | 26,935 | 202 | \$7,646.65 | \$4.60 | \$1.87 |

INSTAGRAM PERFORMANCE BREAKDOWN

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|-------------------------|-------------|------------|-----------------|--------|-------|-------------|--------|--------|
| INSTAGRAM STORY ORGANIC | 99,052 | 2,096 | 2.36% | 364 | — | — | — | — |
| INSTAGRAM STORY PAID | 13,784,716 | 1,187,491 | 9.80% | 20,986 | 747 | \$27,725.75 | \$3.29 | \$2.58 |
| INSTAGRAM STORY OVERALL | 13,883,768 | 1,189,587 | 6.08% | 21,350 | 747 | \$27,725.75 | \$3.29 | \$1.82 |
| INSTAGRAM REEL* ORGANIC | 14,300 | 1,569 | 10.97% | — | — | — | — | — |
| INSTAGRAM REEL* PAID | 914,569 | 83,756 | 9.16% | 926 | 1 | \$88.02 | \$2.12 | \$4.84 |
| INSTAGRAM REEL* OVERALL | 928,869 | 85,325 | 10.07% | 926 | 1 | \$88.02 | \$2.12 | \$4.84 |
| INSTAGRAM OVERALL | 14,812,637 | 1,274,912 | 8.07% | 22,276 | 748 | 27,814 | \$2.70 | \$3.33 |
| TIKTOK ORGANIC | 1,573,271 | 49,691 | 3.86% | — | — | — | — | — |
| TIKTOK PAID | 10,444,774 | 141,798 | 1.12% | 26,935 | 202 | \$7,646.65 | \$4.60 | \$1.87 |
| TIKTOK OVERALL | 12,018,045 | 191,489 | 2.49% | 26,935 | 202 | \$7,646.65 | \$4.60 | \$1.87 |
| TOTAL ORGANIC | 1,686,623 | 53,356 | 5.73% | 364 | — | — | — | — |
| TOTAL PAID | 25,144,059 | 1,413,045 | 5.46% | 48,847 | 950 | 35,460 | \$3.34 | \$2.84 |
| OVERALL | 26,830,682 | 1,466,401 | 5.59% | 49,211 | 950 | \$35,460.42 | \$3.34 | \$2.84 |

*Leanne was the only influencer who executed IG Reels, posting one IG Story and one IG Reel. All other influencers posted one IG Story and one TikTok. The results shown here for IG Reels reflect only Leanne's performance, which is why these numbers are smaller than the other metrics which are combined for all other influencers.

imPRESS®

H

INFLUENCER PERFORMANCE

INFLUENCER PERFORMANCE – KAYLEE



Kaylee

@kaylee_brice

87.1K
FOLLOWERS

@kaylee_brice

793.5K
FOLLOWERS

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|------------------------------|------------------|---------------|-----------------|--------------|-----------|-------------------|---------------|---------------|
| INSTAGRAM STORY ORGANIC | 16,358 | 78 | 0.48% | 11 | – | – | – | – |
| INSTAGRAM STORY PAID | 2,071,246 | 37,268 | 1.80% | 1,947 | 3 | \$105.01 | \$2.31 | \$2.46 |
| INSTAGRAM STORY TOTAL | 2,087,604 | 37,346 | 1.14% | 1,958 | 3 | \$105.01 | \$2.31 | \$2.46 |
| TIKTOK ORGANIC | 294,455 | 599 | 0.20% | – | – | – | – | – |
| TIKTOK PAID | 1,305,545 | 18,956 | 1.45% | 4,076 | 42 | \$1,670.50 | \$3.33 | \$1.07 |
| TIKTOK TOTAL | 1,600,000 | 19,555 | 0.83% | 4,076 | 42 | \$1,670.50 | \$3.33 | \$1.07 |
| ORGANIC PERFORMANCE | 310,813 | 677 | 0.34% | 11 | – | – | – | – |
| PAID PERFORMANCE | 3,376,791 | 56,224 | 1.63% | 6,023 | 45 | \$1,775.51 | \$2.82 | \$1.77 |
| TOTAL OVERALL | 3,687,604 | 56,901 | 0.98% | 6,034 | 45 | \$1,775.51 | \$2.82 | \$1.77 |

INSTAGRAM STORY



TIKTOK



INFLUENCER PERFORMANCE – MILA



Mila

@vanilla_swirlxx

102K
FOLLOWERS

@vanilla_swirlxx

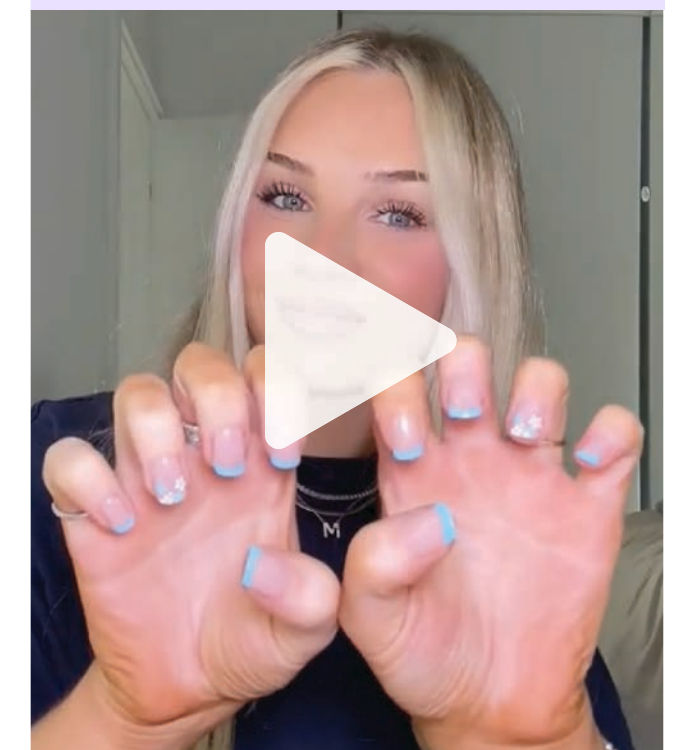
914.2K
FOLLOWERS

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|------------------------------|------------------|---------------|-----------------|--------------|-----------|-----------------|---------------|---------------|
| INSTAGRAM STORY ORGANIC | 10,605 | 329 | 3.10% | 207 | – | – | – | – |
| INSTAGRAM STORY PAID | 1,081,457 | 32,023 | 2.96% | 778 | – | – | \$2.25 | \$3.12 |
| INSTAGRAM STORY TOTAL | 1,092,062 | 32,352 | 3.03% | 985 | – | – | \$2.25 | \$3.12 |
| TIKTOK ORGANIC | 147,950 | 5,490 | 3.71% | – | – | – | – | – |
| TIKTOK PAID | 845,050 | 13,644 | 1.61% | 2,139 | 27 | \$839.80 | \$4.43 | \$1.75 |
| TIKTOK TOTAL | 993,000 | 19,134 | 2.66% | 2,139 | 27 | \$839.80 | \$4.43 | \$1.75 |
| ORGANIC PERFORMANCE | 158,555 | 5,819 | 3.41% | 207 | – | – | – | – |
| PAID PERFORMANCE | 1,926,507 | 45,667 | 2.29% | 2,917 | 27 | \$839.80 | \$3.34 | \$2.44 |
| TOTAL OVERALL | 2,085,062 | 51,486 | 2.85% | 3,124 | 27 | \$839.80 | \$3.34 | \$2.44 |

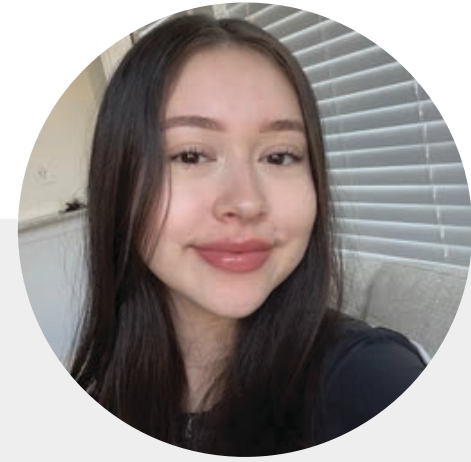
INSTAGRAM STORY



TIKTOK



INFLUENCER PERFORMANCE – JESSICA



Jessica

@jesslizzs

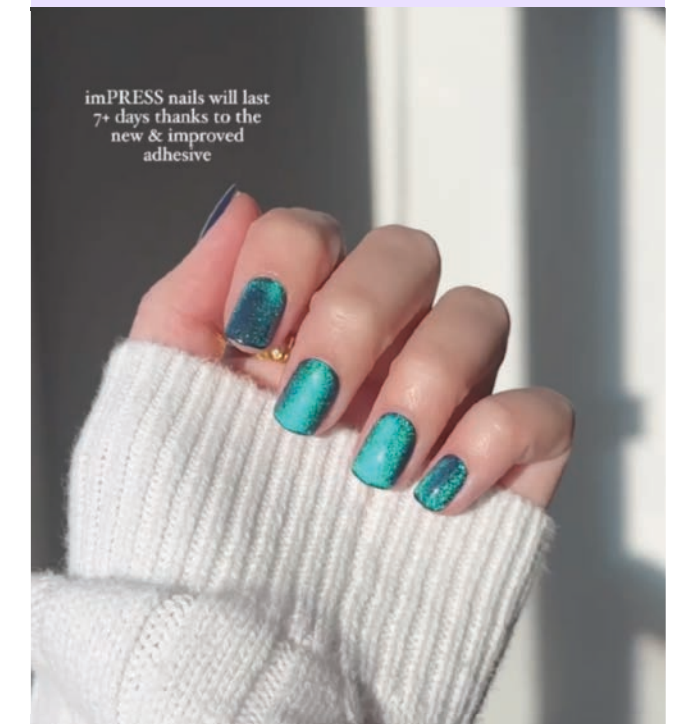
143K
FOLLOWERS

@jesslizzs

1.7M
FOLLOWERS

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|-------------------------|------------------|----------------|-----------------|--------------|------------|-------------------|---------------|---------------|
| INSTAGRAM STORY ORGANIC | 9,173 | 102 | 1.11% | 10 | – | – | – | – |
| INSTAGRAM STORY PAID | 1,749,994 | 221,300 | 12.65% | 4,233 | 165 | \$6,267.97 | \$3.24 | \$1.34 |
| INSTAGRAM STORY TOTAL | 1,759,167 | 221,402 | 6.88% | 4,243 | 165 | \$6,267.97 | \$3.24 | \$1.34 |
| TIKTOK ORGANIC | 196,900 | 10,815 | 5.49% | – | – | – | – | – |
| TIKTOK PAID | 1,720,245 | 33,417 | 1.94% | 4,077 | 47 | \$2,040.68 | \$3.80 | \$1.61 |
| TIKTOK TOTAL | 2,000,000 | 44,232 | 3.72% | 4,077 | 47 | \$2,040.68 | \$3.80 | \$1.61 |
| ORGANIC PERFORMANCE | 206,073 | 10,917 | 3.30% | 10 | – | – | – | – |
| PAID PERFORMANCE | 3,470,239 | 254,717 | 7.29% | 8,310 | 212 | \$8,308.65 | \$3.52 | \$1.48 |
| TOTAL OVERALL | 3,676,312 | 265,634 | 5.30% | 8,320 | 212 | \$8,308.65 | \$3.52 | \$1.48 |

INSTAGRAM STORY



TIKTOK



INFLUENCER PERFORMANCE – MADELINE



Madeline

@maddsmxjesty

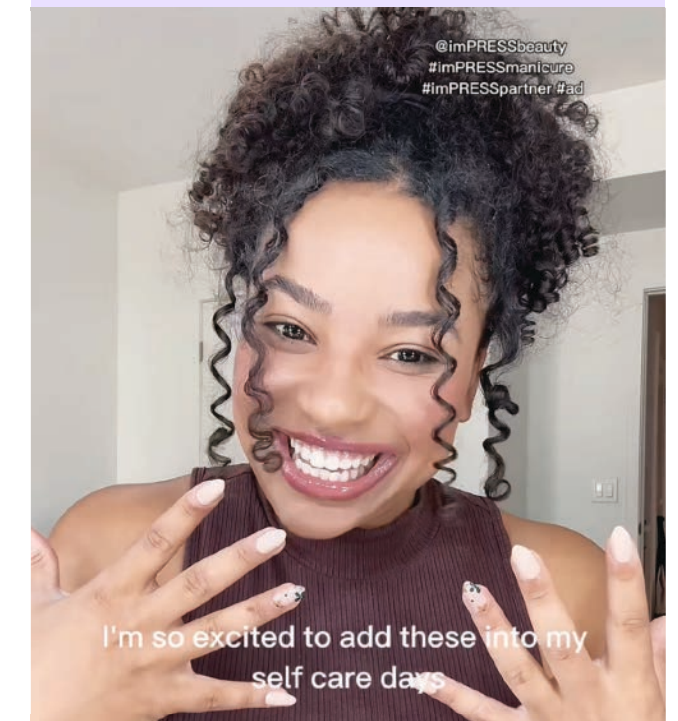
522K
FOLLOWERS

@madds.maxjesty

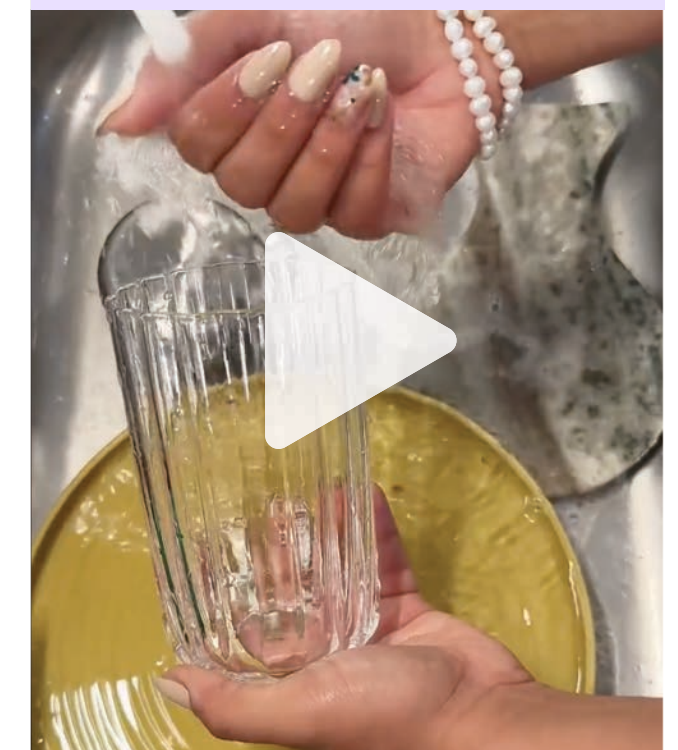
201.3K
FOLLOWERS

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|------------------------------|------------------|---------------|-----------------|--------------|----------|-----------------|---------------|---------------|
| INSTAGRAM STORY ORGANIC | 3,059 | 98 | 3.20% | 14 | – | – | – | – |
| INSTAGRAM STORY PAID | 708,857 | 87,056 | 12.28% | 3,566 | – | – | \$5.64 | \$1.12 |
| INSTAGRAM STORY TOTAL | 711,916 | 87,154 | 7.74% | 3,580 | – | – | \$5.64 | \$1.12 |
| TIKTOK ORGANIC | 89,470 | 2,309 | 2.58% | – | – | – | – | – |
| TIKTOK PAID | 816,930 | 9,888 | 1.21% | 2,341 | 5 | \$132.99 | \$7.74 | \$2.70 |
| TIKTOK TOTAL | 906,400 | 12,197 | 1.90% | 2,341 | 5 | \$132.99 | \$7.74 | \$2.70 |
| ORGANIC PERFORMANCE | 92,529 | 2,407 | 2.89% | 14 | – | – | – | – |
| PAID PERFORMANCE | 1,525,787 | 96,944 | 6.75% | 5,907 | 5 | \$132.99 | \$6.69 | \$1.91 |
| TOTAL OVERALL | 1,618,316 | 99,351 | 4.82% | 5,921 | 5 | \$132.99 | \$6.69 | \$1.91 |

INSTAGRAM STORY



TIKTOK



INFLUENCER PERFORMANCE – HEILLY



Heilly

@heillyraices

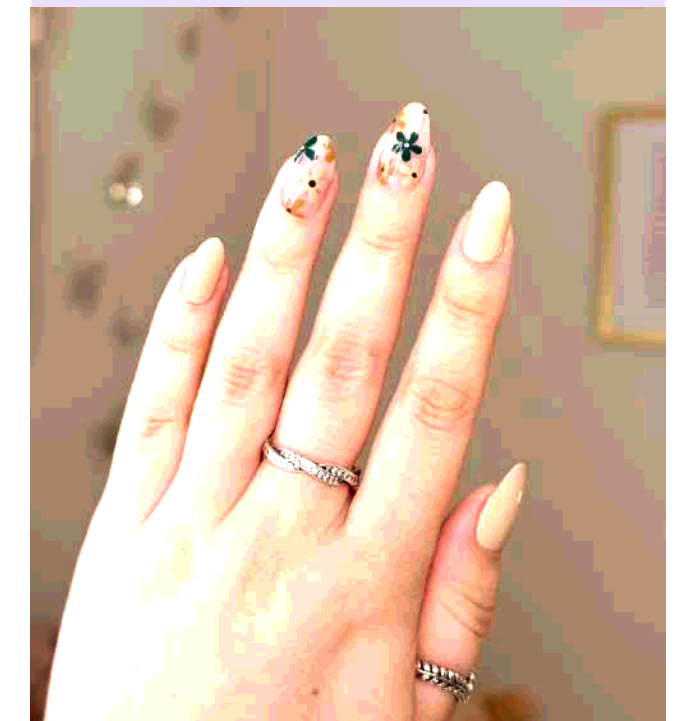
66.3K
FOLLOWERS

@heillyraices

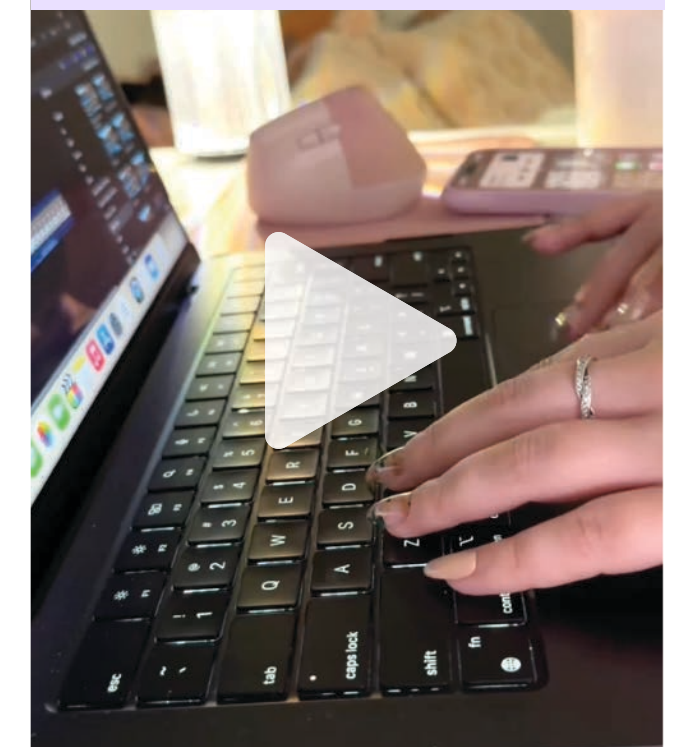
357.5K
FOLLOWERS

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|------------------------------|------------------|----------------|-----------------|--------------|------------|-------------------|---------------|---------------|
| INSTAGRAM STORY ORGANIC | 30,412 | 999 | 3.28% | 56 | – | – | – | – |
| INSTAGRAM STORY PAID | 3,135,911 | 290,236 | 9.26% | 2,680 | 161 | \$6,155.64 | \$2.74 | \$3.21 |
| INSTAGRAM STORY TOTAL | 3,166,323 | 291,235 | 6.27% | 2,736 | 161 | \$6,155.64 | \$2.74 | \$3.21 |
| TIKTOK ORGANIC | 309,200 | 2,177 | 7.04% | – | – | – | – | – |
| TIKTOK PAID | 1,390,800 | 16,156 | 1.16% | 3,201 | 33 | \$1,134.64 | \$5.85 | \$2.54 |
| TIKTOK TOTAL | 1,700,000 | 18,333 | 4.10% | 3,201 | 33 | \$1,134.64 | \$5.85 | \$2.54 |
| ORGANIC PERFORMANCE | 339,612 | 3,176 | 5.16% | 56 | – | – | – | – |
| PAID PERFORMANCE | 4,526,711 | 306,392 | 5.21% | 5,881 | 194 | \$7,290.28 | \$4.30 | \$2.88 |
| TOTAL OVERALL | 4,866,323 | 309,568 | 5.18% | 5,937 | 194 | \$7,290.28 | \$4.30 | \$2.88 |

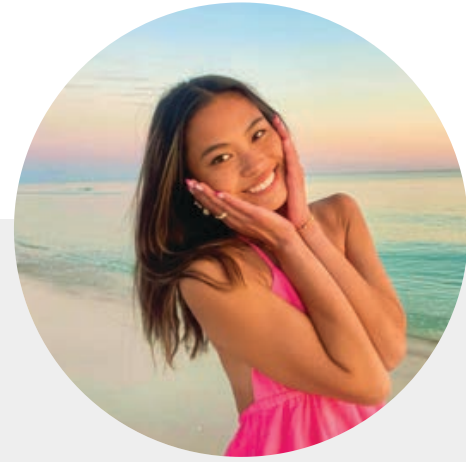
INSTAGRAM STORY



TIKTOK



INFLUENCER PERFORMANCE – CAROLINE



Caroline

@itscaroline

135K
FOLLOWERS

@itscaroline

83.5K
FOLLOWERS

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|------------------------------|------------------|----------------|-----------------|--------------|------------|-------------------|---------------|---------------|
| INSTAGRAM STORY ORGANIC | 6,932 | 110 | 1.59% | 5 | – | – | – | – |
| INSTAGRAM STORY PAID | 1,255,046 | 127,531 | 10.16% | 1,522 | 138 | \$5,407.77 | \$3.72 | \$3.07 |
| INSTAGRAM STORY TOTAL | 1,261,978 | 127,641 | 5.87% | 1,527 | 138 | \$5,407.77 | \$3.72 | \$3.07 |
| TIKTOK ORGANIC | 220,147 | 14,565 | 6.62% | – | – | – | – | – |
| TIKTOK PAID | 1,579,853 | 31,595 | 2.00% | 5,128 | 7 | \$248.06 | \$5.04 | \$1.55 |
| TIKTOK TOTAL | 1,800,000 | 46,160 | 4.31% | 5,128 | 7 | \$248.06 | \$5.04 | \$1.55 |
| ORGANIC PERFORMANCE | 227,079 | 14,675 | 4.10% | 5 | – | – | – | – |
| PAID PERFORMANCE | 2,834,899 | 159,126 | 6.08% | 6,650 | 145 | \$5,655.83 | \$4.38 | \$2.31 |
| TOTAL OVERALL | 3,061,978 | 173,801 | 5.09% | 6,655 | 145 | \$5,655.83 | \$4.38 | \$2.31 |

INSTAGRAM STORY

@impressbeauty



TIKTOK



INFLUENCER PERFORMANCE – ALEXA



Alexa

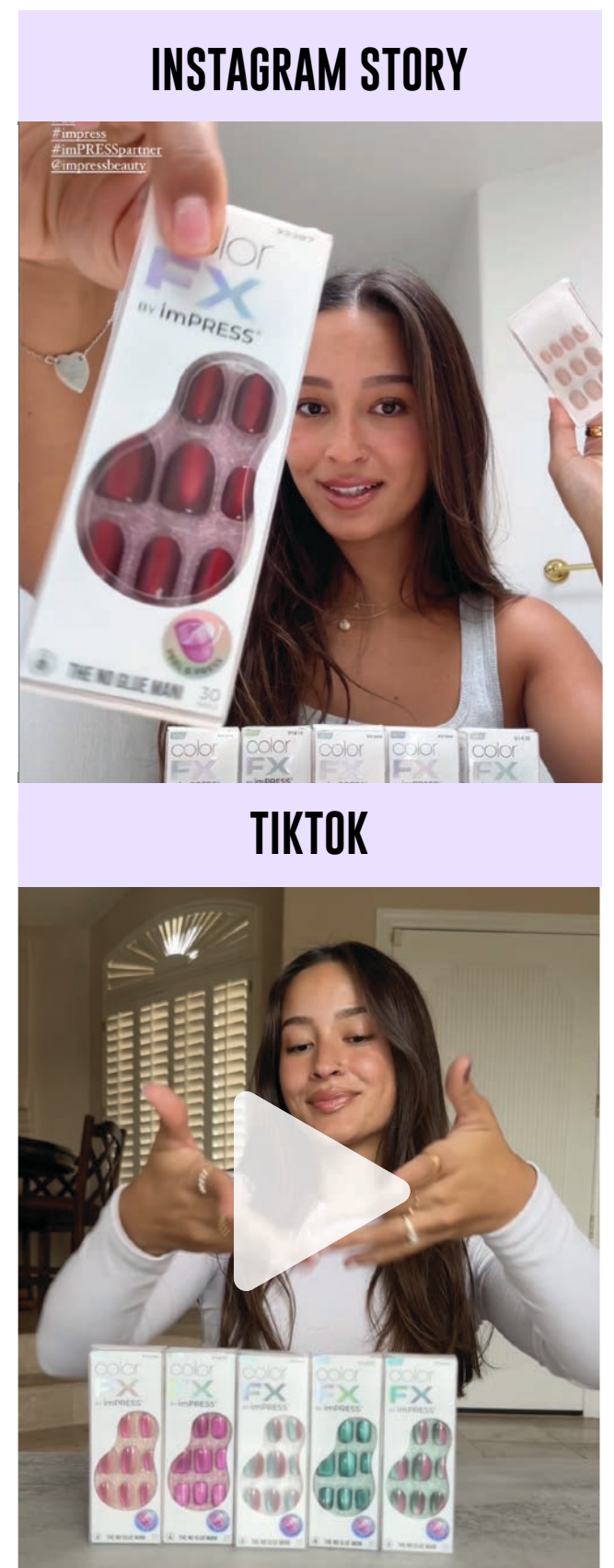
@alexaignac

2.5K
FOLLOWERS

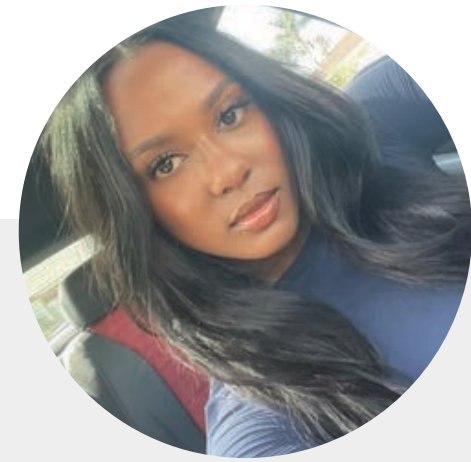
@lexaanoelle

119.4K
FOLLOWERS

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|------------------------------|------------------|----------------|-----------------|--------------|------------|-------------------|---------------|---------------|
| INSTAGRAM STORY ORGANIC | 1,538 | 76 | 4.94% | 18 | – | – | – | – |
| INSTAGRAM STORY PAID | 1,234,409 | 152,901 | 12.39% | 2,634 | 135 | \$4,459.80 | \$3.75 | \$1.76 |
| INSTAGRAM STORY TOTAL | 1,235,947 | 152,977 | 8.66% | 2,652 | 135 | \$4,459.80 | \$3.75 | \$1.76 |
| TIKTOK ORGANIC | 113,581 | 6,856 | 6.04% | – | – | – | – | – |
| TIKTOK PAID | 646,919 | 1,608 | 0.25% | 1,608 | 17 | \$815.32 | \$5.09 | \$2.05 |
| TIKTOK TOTAL | 760,500 | 8,464 | 3.14% | 1,608 | 17 | \$815.32 | \$5.09 | \$2.05 |
| ORGANIC PERFORMANCE | 115,119 | 6,932 | 5.49% | 18 | – | – | – | – |
| PAID PERFORMANCE | 1,881,328 | 154,509 | 6.32% | 4,242 | 152 | \$5,275.12 | \$4.42 | \$1.91 |
| TOTAL OVERALL | 1,996,447 | 161,441 | 5.90% | 4,260 | 152 | \$5,275.12 | \$4.42 | \$1.91 |



INFLUENCER PERFORMANCE – CYD



Cyd

@cydsimone

6.1K
FOLLOWERS

@cydsimone

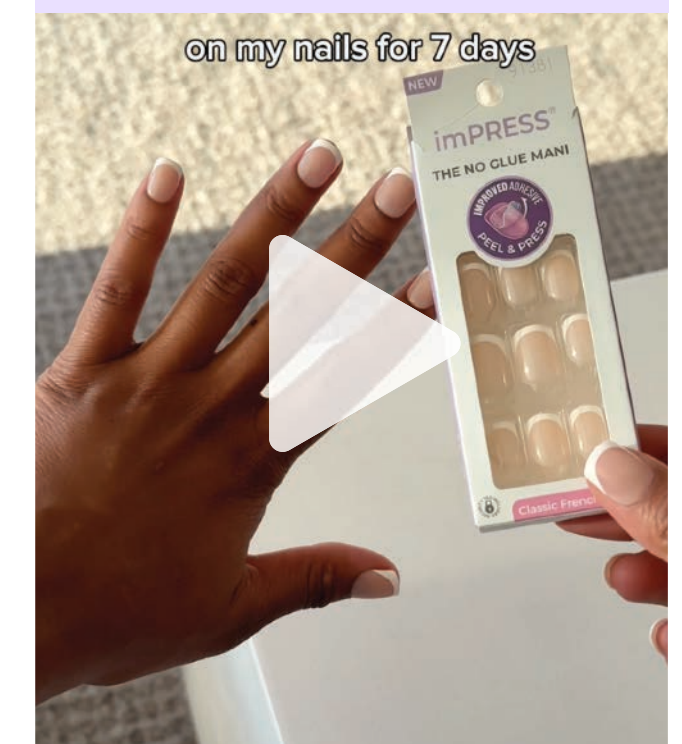
112K
FOLLOWERS

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|-------------------------|------------------|---------------|-----------------|--------------|-----------|-----------------|---------------|---------------|
| INSTAGRAM STORY ORGANIC | 870 | 29 | 3.33% | 7 | — | — | — | — |
| INSTAGRAM STORY PAID | 1,004,051 | 66,057 | 6.58% | 782 | — | — | \$2.24 | \$2.87 |
| INSTAGRAM STORY TOTAL | 1,004,921 | 66,086 | 4.96% | 789 | — | — | \$2.24 | \$2.87 |
| TIKTOK ORGANIC | 128,351 | 4,265 | 3.32% | — | — | — | — | — |
| TIKTOK PAID | 1,271,649 | 10,475 | 0.82% | 2,809 | 12 | \$321.09 | \$5.62 | \$2.54 |
| TIKTOK TOTAL | 1,400,000 | 14,740 | 2.07% | 2,809 | 12 | \$321.09 | \$5.62 | \$2.54 |
| ORGANIC PERFORMANCE | 129,221 | 4,294 | 3.33% | 7 | — | — | — | — |
| PAID PERFORMANCE | 2,275,700 | 80,797 | 3.70% | 3,591 | 12 | \$321.09 | \$3.93 | \$2.71 |
| TOTAL OVERALL | 2,404,921 | 85,091 | 3.51% | 3,598 | 12 | \$321.09 | \$3.93 | \$2.71 |

INSTAGRAM STORY



TIKTOK



INFLUENCER PERFORMANCE – MADISON



Madison

@madssteffano

17.4K
FOLLOWERS

@madssteffano

45.5K
FOLLOWERS

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|------------------------------|------------------|----------------|-----------------|--------------|------------|-------------------|---------------|---------------|
| INSTAGRAM STORY ORGANIC | 7,126 | 73 | 1.02% | 26 | – | – | – | – |
| INSTAGRAM STORY PAID | 776,964 | 111,458 | 14.35% | 2,437 | 145 | \$5,329.56 | \$4.74 | \$1.51 |
| INSTAGRAM STORY TOTAL | 784,090 | 111,531 | 7.68% | 2,463 | 145 | \$5,329.56 | \$4.74 | \$1.51 |
| TIKTOK ORGANIC | 73,217 | 2,615 | 3.57% | – | – | – | – | – |
| TIKTOK PAID | 867,783 | 6,059 | 0.70% | 1,556 | 12 | \$443.57 | \$5.12 | \$2.86 |
| TIKTOK TOTAL | 941,000 | 8,674 | 2.13% | 1,556 | 12 | \$443.57 | \$5.12 | \$2.86 |
| ORGANIC PERFORMANCE | 80,343 | 2,688 | 2.30% | 26 | – | – | – | – |
| PAID PERFORMANCE | 1,644,747 | 117,517 | 7.52% | 3,993 | 157 | \$5,773.13 | \$4.93 | \$2.19 |
| TOTAL OVERALL | 1,725,090 | 120,205 | 4.91% | 4,019 | 157 | \$5,773.13 | \$4.93 | \$2.19 |



INFLUENCER PERFORMANCE – LEANNE



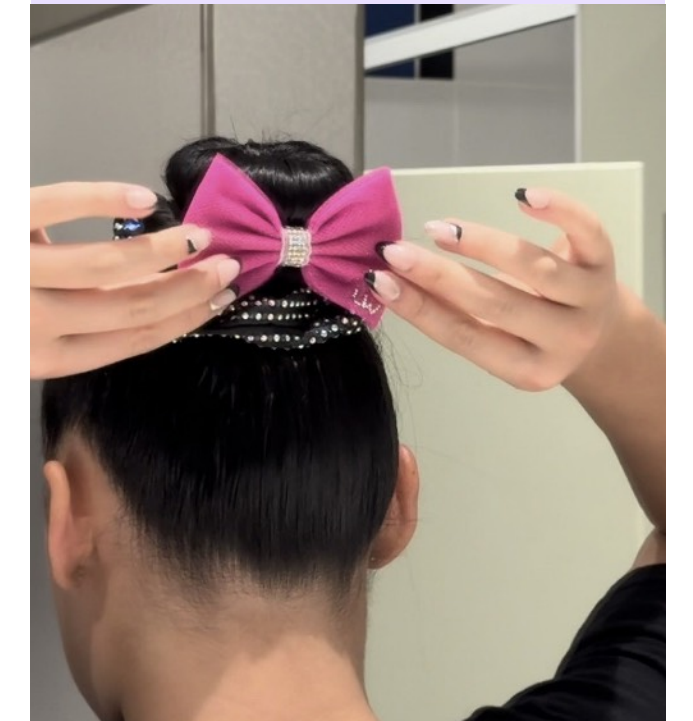
Leanne

@leanne.wong_

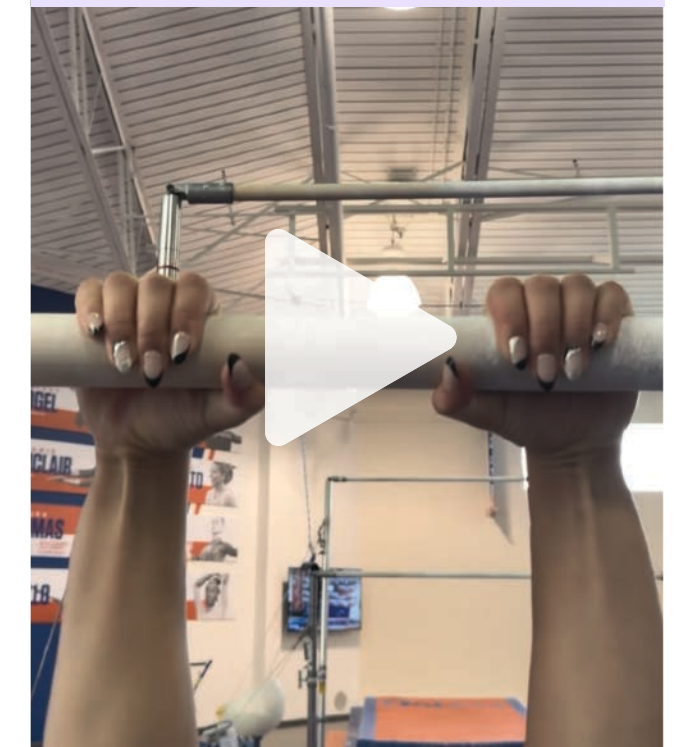
99.3K
FOLLOWERS

| PLATFORM & TYPE | IMPRESSIONS | ENGAGEMENT | ENGAGEMENT RATE | CLICKS | SALES | SALES VALUE | CPM | CPC |
|------------------------------|------------------|----------------|-----------------|--------------|----------|----------------|---------------|---------------|
| INSTAGRAM STORY ORGANIC | 12,979 | 202 | 1.56% | 10 | – | – | – | – |
| INSTAGRAM STORY PAID | 766,781 | 61,661 | 8.04% | 407 | – | – | \$2.25 | \$5.34 |
| INSTAGRAM STORY TOTAL | 779,760 | 61,863 | 4.80% | 417 | – | – | \$2.25 | \$5.34 |
| INSTAGRAM REEL ORGANIC | 14,300 | 1,569 | 10.97% | – | – | – | – | – |
| INSTAGRAM REEL PAID | 914,569 | 83,756 | 9.16% | 926 | 1 | \$88.02 | \$2.12 | \$4.84 |
| INSTAGRAM REEL TOTAL | 928,869 | 85,325 | 10.07% | 926 | 1 | \$88.02 | \$2.12 | \$4.84 |
| ORGANIC PERFORMANCE | 27,279 | 1,771 | 6.26% | 10 | – | – | – | – |
| PAID PERFORMANCE | 1,681,350 | 145,417 | 8.60% | 1,333 | 1 | \$88.02 | \$2.19 | \$5.09 |
| TOTAL OVERALL | 1,708,629 | 147,188 | 7.43% | 1,343 | 1 | \$88.02 | \$2.19 | \$5.09 |

INSTAGRAM STORY



INSTAGRAM REEL



imPRESS®

H'

GLOSSARY

GLOSSARY

IMPRESSIONS

The number of times the content was displayed.

VIDEO VIEWS

Each view counted that was more than three seconds.

REACH

The number of unique viewers of a post, story, or advertisement.

SENTIMENT ANALYSIS

Measures the inclinations of people's opinions.

FOLLOWERS

The number of unique accounts that regularly view or follow each influencer's content.

CLICKS

The number of times users clicked on link in the content.

ENGAGEMENT

Likes, comments, shares, saves, replies, clicks, and sticker taps.

ENGAGEMENT RATE

The number of engagement per every 100 unique users exposed to the content, expressed as a percentage.

THANK YOU

An award-winning influencer marketing agency serving the world's most respected brands since 2011.

hireinfluence.com | info@hireinfluence.com | 800.535.4732

Houston

2002 Timberloch Place, Suite 200
The Woodlands, TX 77380

Los Angeles

3145 South Sepulveda, Suite 1100
Los Angeles, CA 90034

New York

1177 Ave of Americas, 5th Floor
New York City, NY 10036