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the world's most respected brands since 2011.

# HIRE INFLUENCE<sup>®</sup>

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# PERFORMANCE SUMMARY

EXCLUSIVELY PREPARED FOR



**Influencer Campaign Highlights**

May 1, 2025 – June 30, 2025

**CREATED**

July 15, 2025

# CAMPAIGN PERFORMANCE OVERVIEW

## EXECUTIVE SUMMARY

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- ➔ The campaign delivered **12.6M paid impressions in Phase 1**, achieving **66% of the full campaign impression goal** (18–20M) while using **just under 48% of the total \$450K budget** - signaling strong pacing, cost-efficiency, and room to scale impact in Phase 2.
- ➔ **34% of impressions were organic**, demonstrating that creator content **performed beyond paid expectations** - a strong sign of audience resonance, authenticity, and platform relevance.
- ➔ The **overall engagement rate of 2.52%** exceeds typical industry benchmarks for tech/AI influencer campaigns. (Benchmark data included on page 5)
- ➔ **Blended Overall CPM of \$19.11** (down 31% from preliminary pacing) signals strong cost-efficiency, particularly in a sector where high content complexity often drives costs up.
- ➔ **Top creators significantly outperformed**, with just two influencers accounting for over half of all organic reach - validating the importance of smart, data-led creator selection.
- ➔ Platform roles became clear: **TikTok drove efficient scale, Instagram drove quality engagement, and YouTube proved the value of creator-led organic strategy.**

## CAMPAIGN RESULTS

<b>18M</b> TOTAL IMPRESSIONS	<b>5.4M</b> ORGANIC IMPRESSIONS	<b>12.6M</b> PAID IMPRESSIONS
<b>\$19.11</b> TOTAL CPM	<b>\$40.48</b> ORGANIC CPM	<b>\$5.94</b> PAID CPM

Benchmark CPMs - Influencer campaigns in the tech/AI space.

<b>UNDER \$25</b> TOTAL CPM	<b>\$30-50+</b> ORGANIC CPM	<b>\$6-12+</b> PAID CPM
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## CAMPAIGN RESULTS

**89,819**

LINK CLICKS

**58,844**

LANDING PAGE VIEWS

**1.48%\***

PAID CTR

**\$1.57**

PAID CPC

*Benchmark CTR: (0.5%–1%) - campaigns focused on awareness, engagement, and traffic*

**2.52%**

TOTAL ER

**2.36%**

ORGANIC ER

**2.36%**

PAID ER

**Benchmark Engagement Rates - Influencer campaigns in the tech/AI space.**

**1.5-3%**

TOTAL ER

**2-4%**

ORGANIC ER

**0.7%-2.5%**

PAID ER

*Tech/AI tends to see slightly lower engagement than lifestyle/consumer categories due to complexity and educational content focus*

## KEY TAKEAWAYS

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- ➔ **TikTok** is best for broad reach and efficient traffic
- ➔ **Instagram** is strongest for deeper engagement and high-intent actions
- ➔ **YouTube** shows that the right creator can deliver meaningful organic impact without paid support

## PHASE 2

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- ➔ **Refine creator vetting:** Prioritize creators who demonstrate consistent performance across paid partnerships - not just strong audience-facing metrics. Greater emphasis placed on evaluating organic content engagement vs. surface-level averages.
- ➔ **Re-engage high performers:** Top-performing creators from Phase 1 could be re-activated with customized deliverables based on their strongest formats and platforms to maximize performance.
- ➔ **Strategic use of Instagram Stories (IGS):** IGS will be deprioritized as a performance deliverable, but may be used selectively for PR mitigation, including comment moderation.
- ➔ **Optimize content format and retention:** Emphasis will shift to shorter, repurposable video formats tailored for paid retention, scroll-stopping hooks, and platform-native performance, especially where longer-form content underperformed.

## PHASE 1 PERFORMANCE SNAPSHOT

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- ➔ **Paid Impressions:** 12.7M on \$75K spend (out of \$100K total), achieving ~70% of the 18–20M adjusted goal
- ➔ **Organic Impressions:** 6M, contributing 34% of total impressions
- ➔ **Total Impressions:** 18M
- ➔ **Paid-to-Organic Ratio:** 66:34 - a strong indicator of content resonance and creator credibility

## CPM PERFORMANCE

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- ➔ **Organic CPM:** \$40.48 (down from \$50.71) - 20.2% improvement from the start of the campaign
- ➔ **Paid CPM:** \$5.94 - below tech/AI industry average (\$6–\$12 typical)
- ➔ **Blended CPM:** \$19.11 (down from \$27.75) - 31.1% improvement

## Insight

- ➔ Content optimization and strategic platform mix significantly improved overall cost-efficiency.

## ORGANIC PERFORMANCE BREAKDOWN

### Total Organic Impressions: 5,441,880

- ➔ **YouTube:** 2,260,526 (42%)
- ➔ **Instagram:** 1,725,711 (32%)
- ➔ **TikTok:** 1,382,845 (25%)

### Top Organic Creators

- ➔ **Nathan (YouTube):** 2,067,305 impressions (91% of YouTube organic)
- ➔ **Hannah (TikTok):** 793,113 impressions (57% of TikTok organic)

### Insights

- ➔ **YouTube** showed outsized performance from a single creator, reinforcing the power of strong alignment between message and talent
- ➔ **Instagram** validated the mix-tier strategy (macro + mid + micro), contributing value across both organic and paid
- ➔ **TikTok** highlighted the need to prioritize proven performers; the mix-tier model was less effective here

## PAID PERFORMANCE BREAKDOWN

**Total Paid Impressions: 12,653,264**

- ➔ **TikTok:** 7,931,465 impressions
- ➔ **Instagram:** 4,934,799 impressions

### Platform Highlights

- ➔ **TikTok**
  - Lowest CPM (\$4.07) and CPC (\$1.47)
  - Highest LPVs (33,051)
  - Highest engagement rate (2.72%)
  - Ideal for scalable awareness and top-funnel action
- ➔ **Instagram**
  - Highest CTR (2.23%) and video completion rate (2.39%)
  - Second-highest LPVs (25,793)
  - Best for message retention and mid-funnel conversion
- ➔ **YouTube (Organic Only)**
  - 2.26M impressions
  - Highest engagement rate overall (4.40%)
  - Proved high-value from hero creator alignment

### Click-Through-Rate

- ➔ Paid CTR of **1.48%** across Instagram (2.43%) and TikTok (1.19%) - this sits **above average for awareness campaigns** (typically 0.5%-1%) and reflects strong interest and content relevance across both platforms.

# THANK YOU

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