

UNLOCK SMARTER INFLUENCER ROI: POWERFUL METRICS THAT DRIVE GROWTH

MASTER YOUR 2025 INFLUENCER CAMPAIGNS WITH REAL-TIME DATA, STRATEGIC TOOLS, AND INSIGHTS — POWERED BY LOGIE.

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WHY ROI TRACKING MATTERS IN 2025

- Influencer marketing spend is projected to surpass \$35B in 2025.
- CMOs demand clear ROI for every dollar spent.
- Creators who prove impact land more brand deals.
- Platforms like Logie offer real-time ROI dashboards to close the visibility gap.

Metrics That Matter

1

ENGAGEMENT RATE

Measures how invested the audience is.



COST PER ACQUISITION

Measures cost-

CONVERSION RATE

Tracks how many users actually buy/sign up.

CLICK-THROUGH RATE

Shows interest in the offer or brand.



REACH & IMPRESSIONS

Proves content visibility.



AUDIENCE DEMOGRAPHICS

Ensures content reaches the right audience.

2

OPTIMIZATION TIPS (BRANDS)

- Use AI to select creators (Logie does this)
- Set clear campaign KPIs
- Monitor performance live
- A/B test different content formats

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OPTIMIZATION TIPS (CREATORS)

- Use data to understand your audience
- Focus on CTAs and conversion storytelling
- Highlight your ROI in media kits
- Track and report content that converts best

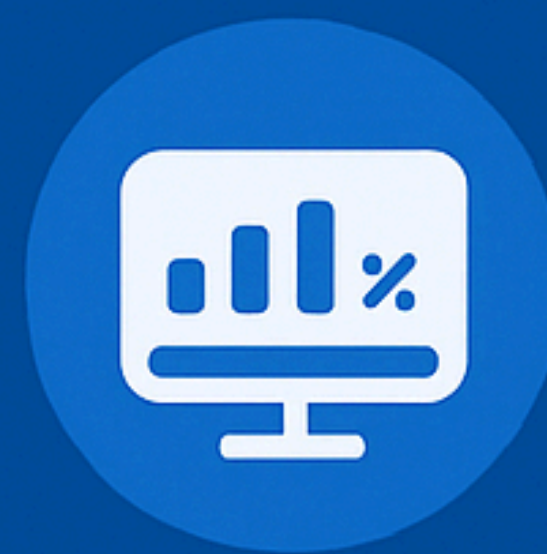
REPORTING ROI

Break down results in clear, visual formats your team can act on



PERFORMANCE SUMMARY

Audience: Brand Teams
Includes: Campaign metrics, ROI %, cost per acquisition



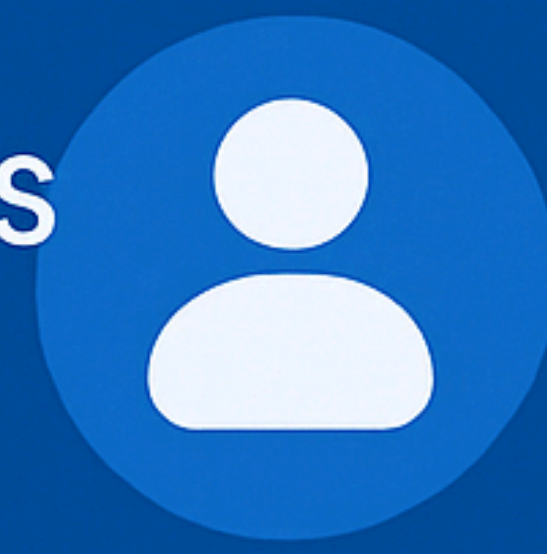
VISUAL SNAPSHOTS

Audience: Stakeholders
Includes: Graphs, charts, and campaign impact insights



CONVERSION REPORTS

Audience: Creators → Brands
Includes: Click-throughs, conversions, top-performing content



DEMOGRAPHIC REPORTS

Audience: Brand Analysts
Includes: Audience age, gender, location, interest breakdown

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WHERE LOGIE COMES IN

- AI-based brand-creator matchmaking
- Real-time click/sale tracking
- Full attribution tracking
- Visual ROI dashboards
- Auto-generated performance reports
- Conversion-focused creator tools

Ready to Make ROI-Driven Influencer Campaigns Your 2025 Power Move?
Sign up at [Logie.ai](https://logie.ai) and turn content into conversions.