



Techfluence Campaign Report
Prepared for XXX

COMPANY LOGO

- TEMPLATE -

The data presented in this report represents a snapshot of the results for this campaign taken at a specific time. The number of views (and related metrics) will continue to increase over time.

Campaign Summary

**Metrics last recorded on [INSERT DATE]*

Overview

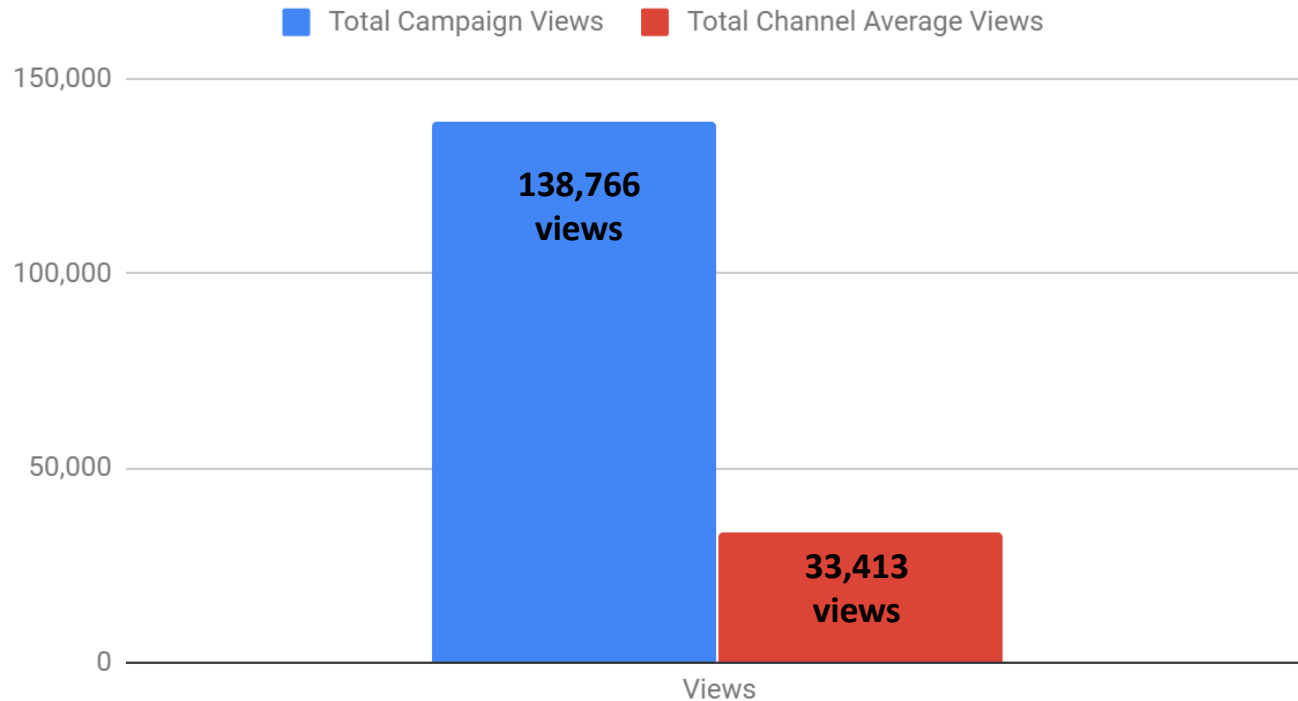
- Product: XXX
- Campaign Alert Date
- Campaign Alert Responses:
- Number of YouTubers Selected:
- Combined Subscribers:
- Number of Videos Produced:
- Duration of Video Produced:
- Average Video Duration:

Results Summary

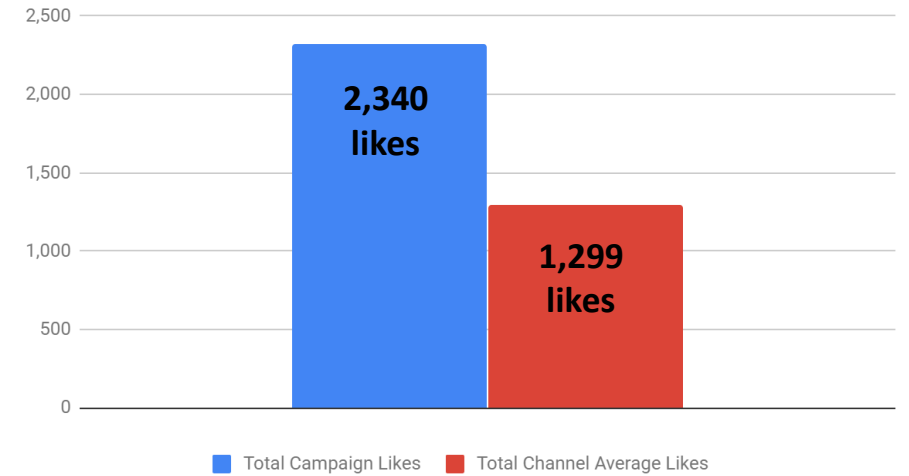
- Total Video Views:
- Total Watch Time:
- Average Watch Time:
- Average Watch Percentage:
- Campaign Videos v. Channel Averages:
 - Views:
 - Likes:
 - Comments:

Combined Campaign Videos vs. Channel Averages

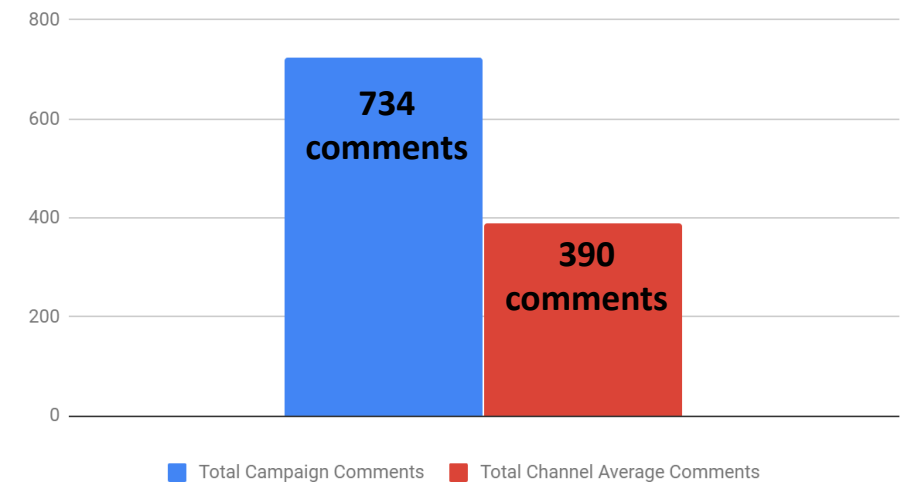
Total Campaign Views v. Channel Averages



Total Campaign Likes v. Channel Averages



Total Campaign Comments v. Channel Averages



Individual YouTubers Section

YouTuber Summaries

		VIEWS			LIKES			DISLIKES			COMMENTS		
YOUTUBER	CONTEST ENTRIES	CAMPAIGN VIDEO	CHANNEL AVERAGE	NET	CAMPAIGN VIDEO	CHANNEL AVERAGE	NET	CAMPAIGN VIDEO	CHANNEL AVERAGE	NET	CAMPAIGN VIDEO	CHANNEL AVERAGE	NET
YouTuber 1													
YouTuber 2													
YouTuber 3													
YouTuber 4													
YouTuber 5													
YouTuber 6													
YouTuber 7													
YouTuber 8													
YouTuber 9													
YouTuber 10													
TOTALS	0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0

YouTuber 1 [Repeated for each YouTuber]

Analytics

Date Posted:

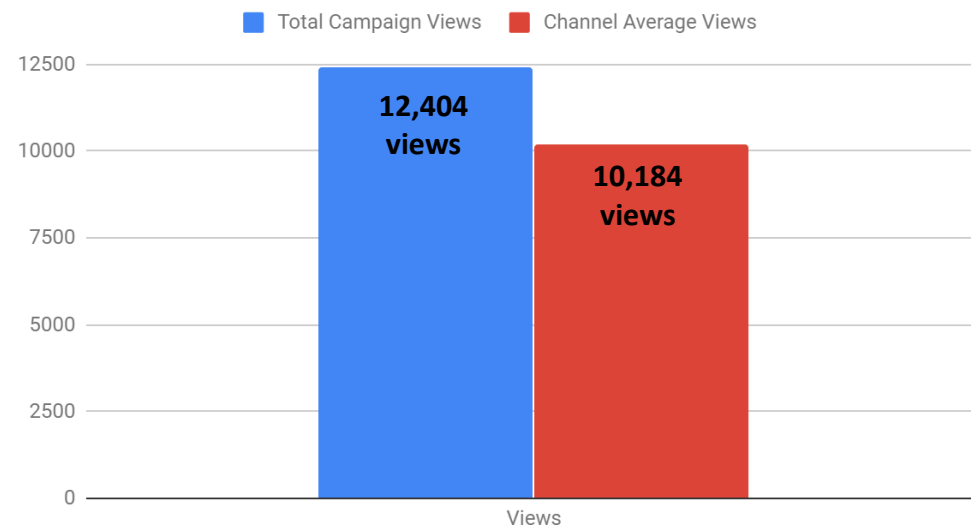
Video Length:

Average View Duration:

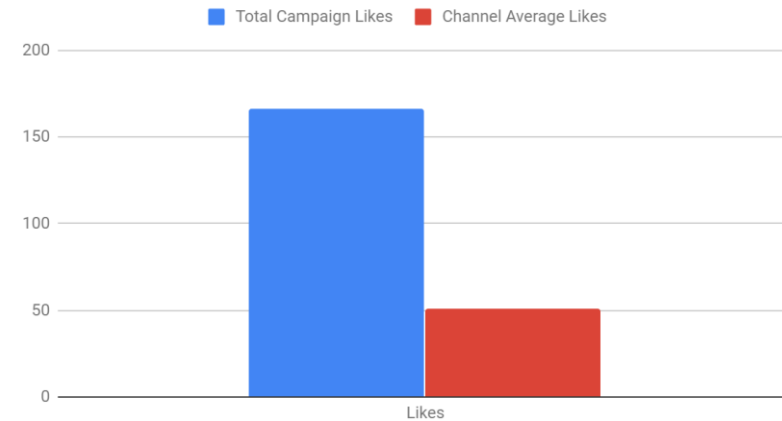
Average % Viewed: %

Total Time Watched:

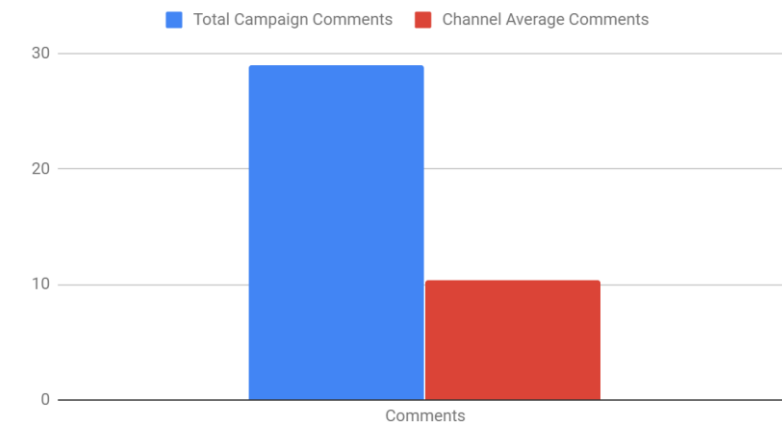
Total Campaign Views vs. Channel Average Views



Total Campaign Likes vs. Channel Average Likes



Total Campaign Comments vs. Channel Average Comments



Campaign Video Thumbnails & Links

YouTuber 1



[Video Title Link](#)

Repeated for each
YouTuber