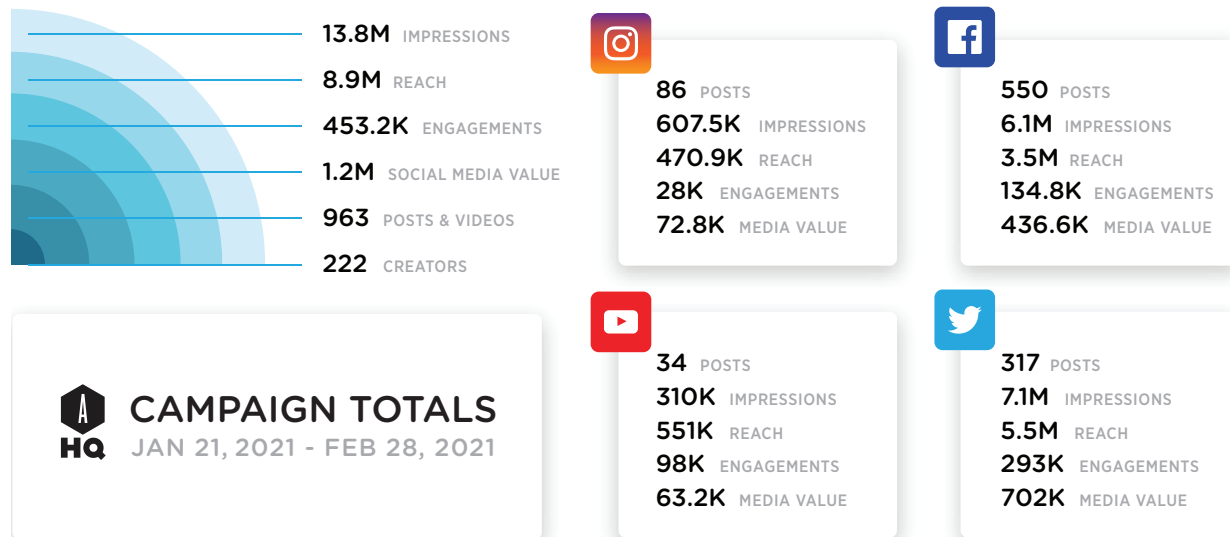




See the details. Know what works.

Activate HQ's **Influencer Reports** provides the granular detail needed to assess campaigns and create success.



See Performance Details. We track key metrics related to each influencer campaign: posts generated; impressions; reach; engagement and more. We track these metrics by each individual social platform and display this data in one place. Want to see how your campaign performed on each of the social media platforms? We can show you.



Olivia Munn
 23.8M IMPRESSIONS
 8.4M REACH
 989K ENGAGEMENTS
 \$1.3M SOCIAL MEDIA VALUE



Daniel Die Kim
 4.8M IMPRESSIONS
 3.4M REACH
 489K ENGAGEMENTS
 \$343K SOCIAL MEDIA VALUE



Jamie Chung
 4.6M IMPRESSIONS
 3.2M REACH
 422K ENGAGEMENTS
 \$310K SOCIAL MEDIA VALUE



Ken Jeong
 4.4M IMPRESSIONS
 3.3M REACH
 402K ENGAGEMENTS
 \$305K SOCIAL MEDIA VALUE



Harry Shum
 2.6M IMPRESSIONS
 2.1M REACH
 161K ENGAGEMENTS
 \$147K SOCIAL MEDIA VALUE

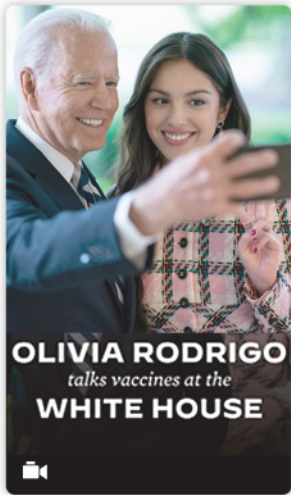


Prabal Garung
 2.2M IMPRESSIONS
 1.8M REACH
 105K ENGAGEMENTS
 \$98K SOCIAL MEDIA VALUE

See Top influencers. At a glance, see which influencers are producing the best results and how many times they posted. Reward and encourage your team. Take important content to your best performers and improve campaigns with informed decisions.



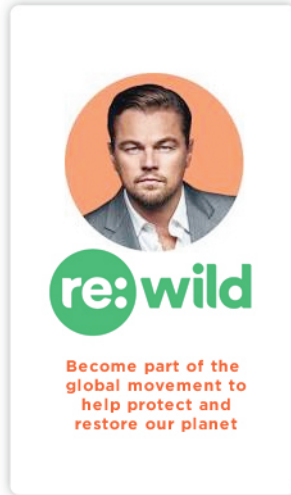
See Influencer Engagement. View all posts in one place with live, real-time updates. Sort by influencer, platform, type of content posted and more. See who posted (and who didn't), where they posted, and the social media impact of each of their posts.



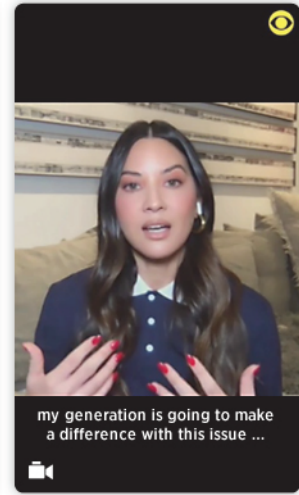
potus
 397K likes, 18M followers, 4.3M impressions, 64K shares



comfortcases
 14K likes, 7.8M followers, 26K impressions, 11K shares



leonardodicaprio
 88.9K likes, 47M followers, 389M impressions



oliviamunn
 38.6K likes, 2.9M followers, 684M impressions

Most Engaging Content. Our reports show you what content produced the best response, so you can make informed future decisions. See how many engagements, followers and impressions each individual influencer post generated.

\$98K
 SOCIAL MEDIA VALUE

Gauge ROI. Ever wonder how much it would cost—with paid ads—to generate the same amount of audience engagement as an influencer campaign? Our Social Media Value score shows you. Figures are derived by a formula which calculates combined followers, impressions, likes, comments, shares, views, clicks and posts and applies standard digital advertising CPMs.

Request a demo of the **AHQ Influencer Reports** today
 Contact us: activate@activatehq.co



About Activate HQ

Activate HQ is the online platform custom-built for social media campaigning. Whether you're a brand, cause, or campaign, your supporters and influencers are active online. Activate HQ makes it simple to recruit, organize and activate them to strengthen your brand, build movements, win votes and make a difference.