

CAMPAIGN REPORT / FINAL PERFORMANCE REVIEW

Yeezy Shoe Launch

COMPLETED

Instagram

2 creators

A comprehensive look at campaign delivery, tracked creator performance, video engagement, and the underlying quality of the reported metrics.

CAMPAIGN DATES

03 Oct 2026

Through

11 Oct 2026

REPORT GENERATED

09 Oct 2026, 19:55 UTC

CAMPAIGN IN NUMBERS

VIDEO VIEWS

443.17K

Observed across tracked content

INTERACTIONS

33.94K

Likes + comments + shares + saves

ENGAGEMENT RATE

7.66%

View-based rate from source

CREATOR PARTNERS

2

Tracked creator records

PUBLISHED POSTS

2

Tracked posts in reporting period

BUDGET SPENT

USD 450

Reported total spend

ESTIMATED MEDIA VALUE

USD 1,32,951

Modeled value · not sales revenue

REPORTED EMV-BASED ROI

29,444.7%

Not attributable profit or sales ROI

COST PER 1,000 VIEWS

USD 1.35

Views metric; not impression CPM

THE CAMPAIGN BRIEF

Objective	Brand Awareness
Industry / niche	Sports & Athletics
Compensation	Paid_And_Barter
Campaign type	New

DELIVERY STATUS

Outcome	Campaign complete
Metrics provenance	REAL
Deliverables	1 × Non Collaboration Reel · Instagram
Target location	entire indonesia

Financial value and ROI are source-provided modeled estimates. No verified sales or attributed revenue is provided in this campaign payload.

REAL METRICS

Reach through engagement

An at-a-glance readout of verified reported interactions, content mix and cumulative view snapshots.

LIKES	COMMENTS	SHARES	SAVES
23.95K	80	4.95K	4.96K

Total recorded views over time		Cumulative snapshots — not daily additions
FIRST AVAILABLE SNAPSHOT	MOST RECENT SNAPSHOT	
443.17K	443.17K	
09 Oct 2026	09 Oct 2026	

Published creative Distribution of reported content formats	Media economics
Reel 100%	Spend USD 450
	Cost / view USD 0.0010
	Cost / 1K views USD 1.35
	Estimated media value USD 1,32,951

Reading the numbers: The time series contains cumulative observations, not newly generated views on each date. Reach and impressions are not substituted for video views. View-based cost per 1,000 is not CPM.

Meet the campaign creators

Ranked by measured views, not social following. The highlighted cells indicate the leaders within the reported campaign.

HIGHEST VIEW CONTRIBUTION

@aishwariagoyal

437.75K

Total views

TOP TWO CONCENTRATION

Share of measured views

100.0%

Across the top two leading creators

POST METRICS COVERAGE

Measured posts

2 / 2

Source-recorded post coverage

CREATOR	POSTS	FOLLOWERS	VIEWS	ER	VIEW SHARE
01 @aishwariagoyal TOP	1	6.41K	437.75K BEST	7.70%	98.8%
02 @mittai_film_maker	1	145.68K	5.42K	4.37%	1.2%



Comparison methodology: Views, likes, followers and engagement use the campaign's own reported metrics. Missing creator fees and attributable sales are not inferred. Every creator has an individual card on the following pages.

Individual performance

Post-linked results for creators participating in this campaign. Each metric is shown against its creator, without inferred creator-level spend.

A

@aishwariagoyal

Instagram1 reported post(s)

RANK #1

98.8%

share of campaign views

Creator spend: USD 275

Video views	Likes	Comments	Shares
437.75K	23.75K	73	4.94K
Saves	Followers	Engagement rate	Creator CPV*
4.94K	6.41K	7.70%	USD 0.0006

Relative view performance

100%

Tracked posts

Links open the original post

POST	VIEWS	LIKES	COMMENTS	SHARES	SOURCE
#1 · Reel	437.75K	23.75K	73	4.94K	View post ↗

* Creator-specific spend/fee and CPV are shown only when a creator cost field is present. Campaign-level total spend is not allocated to creators without evidence.

MF

@mittai_film_maker

Instagram1 reported post(s)

RANK #2

1.2%

share of campaign views

Creator spend: USD 325

Video views	Likes	Comments	Shares
5.42K	194	7	14
Saves	Followers	Engagement rate	Creator CPV*
22	145.68K	4.37%	USD 0.0599

Relative view performance

1%

Tracked posts

Links open the original post

POST	VIEWS	LIKES	COMMENTS	SHARES	SOURCE
#1 · Reel	5.42K	194	7	14	View post ↗

* Creator-specific spend/fee and CPV are shown only when a creator cost field is present. Campaign-level total spend is not allocated to creators without evidence.

04 / CONTENT PERFORMANCE

TOP 2

Top content. Real results.

The ten highest-viewed tracked posts, ranked by recorded plays. Optional original post thumbnails can be embedded into the PDF.

#1 	@aishwariagoyal REEL · 23 Sep 2026 437.75K views 23.75K likes · 73 comments 7.70% engagement VIEW CONTENT ↗	#2 	@mittai_film_maker REEL · 06 Aug 2026 5.42K views 194 likes · 7 comments 4.37% engagement VIEW CONTENT ↗
---	--	---	---

Traceability: All displayed metrics are drawn directly from the provided report. Source links remain clickable in the PDF. Styled placeholders appear where thumbnail imagery is absent; enable `--fetch-thumbnails` to embed actual source post images when reachable.

Who the content reached

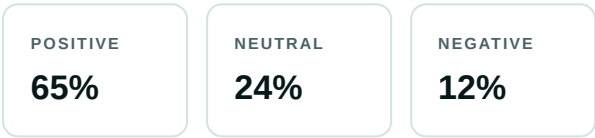
Directional profile signals alongside the model-estimated sentiment, geography and engagement mix.

Evidence quality: Measured audience demographics are not supplied in this payload. The values below come from an AI-generated profile without a verified sample size. They are directional estimates, not independently verified campaign audience data.

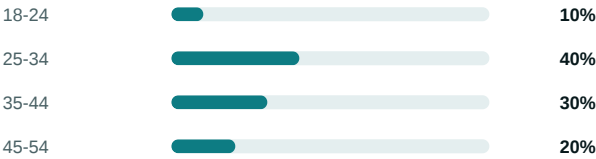
Estimated gender split



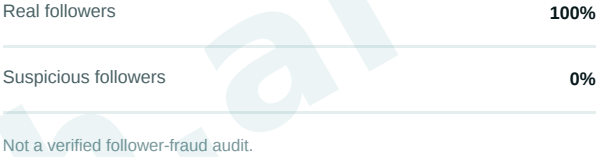
Estimated sentiment mix



Estimated age distribution



Estimated authenticity



Top estimated geography

No geographic estimates available.

Creative signal mix



Estimated audience interests

Marketing

06 / STRATEGY

AI ASSISTED

Turn attention into action

Summary observations and AI-proposed next steps, separated from directly measured campaign evidence.

Highlights from the report

No summary highlights were supplied.

CAMPAIGN OUTCOME

Campaign complete

AI RECOMMENDATIONS

READY

RECOMMENDED NEXT MOVES

01

Campaign Scope & Spend

Total spend was 45,000 minor units (USD) across 2 Reel posts (100% Reels content).

02

Performance Breakdown

03

`aishwariagoyal`

Generated 437,748 views, 23,753 likes, 73 comments, 4,938 shares, and 4,937 saves.

04

`mittai\_film\_maker`

Generated 5,422 views, 194 likes, 7 comments, 14 shares, and 22 saves.

05

Conversion & Tracking Metrics

Both posts recorded 0 sales, 0 conversions, and 0 revenue. Data for reach, impressions, and clicks are null (unavailable/untracked) for both creators.

Before you act: These are AI-generated suggestions — weigh them against your own campaign goals before making budget or creator decisions. This report doesn't track sales, revenue or link clicks, so if you don't see those numbers here, it simply means they weren't measured in this campaign — not that the campaign generated zero sales.

Know your data

A transparent appendix of what is measured, what is modeled, and where the source report has incomplete coverage.

DECLARED DATA GAPS

Reach	Reach is only available for 0 of 2 posts, so there's no campaign reach total.
Impressions	Impressions are only available for 0 of 2 posts.
Cpm	Cost per 1,000 impressions isn't shown because impressions aren't available for these posts. Cost per 1K views is shown instead.
Audience	No audience data is available for this campaign's creators yet.

Reporting definitions

Views, likes and content interactions	Tracked post measurements
Creator engagement rate	Supplied view-based percentage
EMV and source ROI	Model estimates, not verified sales
CPV, cost / 1K views	View-based efficiency; not CPM
Currency	Minor units converted to major
Creator spend / CPV	Shown only with creator cost evidence

Local reproducibility: Generated from a local JSON and a standalone Jinja2 template using Playwright Chromium. No database, storage, analytics beacon, CDN or third-party script is used. Source thumbnail fetching, if enabled, is opt-in and embedded in the final HTML/PDF.