



UGC (Micro) Influencer Campaign Performance Report


# Campaign Objective

The campaign aimed to connect with regional audiences through DIY-themed content, using micro-influencers to drive authentic engagement.

Phase 1 targeted **Surat and Lucknow**, focusing on region-specific storytelling and relatable hacks to continue building brand visibility and affinity.

# Location | Surat



 <b>Kashish Chhabada</b> kashishchhabada		
<b>26.9k</b> Reel Views	<b>198</b> Likes	<b>6</b> Comments
<b>NA</b> CPE	<b>NA</b> CPV	<b>0.92%</b> Engagement Rate
<b>24.80k</b> Reach	<b>NA</b> Shares	<b>NA</b> Total Watch Time
<b>NA</b> Average Watch Time	<b>NA</b> Saves	

In Surat, creator *Kashish Chhabada*'s reel on trending bathroom designs received **26.9k views** with a reach of **24.8k**. Engagement stood at **0.92%**, with **198 likes** and **6 comments**, reflecting decent interaction.

# Location | Surat



**Kriya Doshi - Fashion • Food • Travel • Lifestyle**

kria.thinkyoung

**56.4k**

Reel Views

**181**

Likes

**3**

Comments

**NA**

CPE

**NA**

CPV

**0.25%**

Engagement Rate

**50.73k**

Reach

**NA**

Shares

**NA**

Total Watch Time

**NA**

Average Watch Time

**NA**

Saves

In Surat, creator *Kriya Doshi's* reel on bathroom fitting issues and solutions generated **56.4k views** and a reach of **50.7k**. The reel got **181 likes** and **3 comments**, indicating decent audience interaction.

# Location | Lucknow



**Ayush Srivastav** | Men's Fashion

i\_ayush\_srivastav

**42.7k**

Reel Views

**NA**

Likes

**9**

Comments

**NA**

CPE

**NA**

CPV

**0.01%**

Engagement Rate

**38.74k**

Reach

**NA**

Shares

**NA**

Total Watch Time

**NA**

Average Watch Time

**NA**

Saves

In Lucknow, creator Ayush Srivastav's reel on bathroom fitting issues and solutions generated 42.7k views and a reach of 38.74k. Despite high visibility, engagement was low at just 0.01%.

# Campaign Performance - Overall

Influencer Profile	Likes	Comments	Reel Views	Engagement Rate	Reel View Rate	Reach
 <b>Kashish Chhabda</b> @Fabhipster_Kash 6.53	198	6	26.87k	0.92 %	121.47 %	24.80k
 <b>Kriya Doshi • Video Jockey &amp; Re...</b> @kria_thinkyoung 6.86	181	3	56.39k	0.25 %	75.95 %	50.73k
 <b>Ayush Srivastav   Men's Fashion</b> @i_ayush_srivastav 6.60	NA	9	42.65k	0.01 %	44.14 %	38.74k

## REEL VIEWS

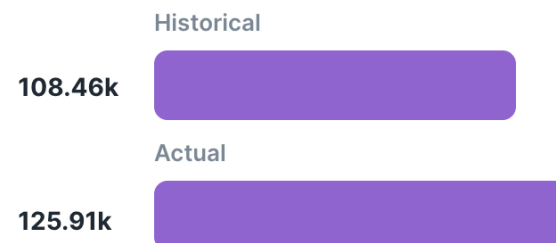
**125.91k**

No. of people viewed influencer's posts

 Reel Views	<b>125,910</b>
 View Rate	<b>65.24 %</b>
 CPV	<b>NA</b>

## HISTORICAL V/S ACTUAL VIEWS

 **PROGRESS**



Both cities showed strong traction, with **Surat performing stronger overall**. The results validated the strategy of micro-influencer-driven grassroots visibility.

## CAMPAIGN SUMMARY



INFLUENCERS LIVE

**3 / 3**



POSTS LIVE

**3**



CAMPAIGN REACH (ESTIMATED)

**114.27k**



BUDGET SPENT

**NA**



TOTAL ENGAGEMENTS

**397**



REEL VIEWS

**125.91k**

## ENGAGEMENTS

### TOTAL ENGAGEMENTS

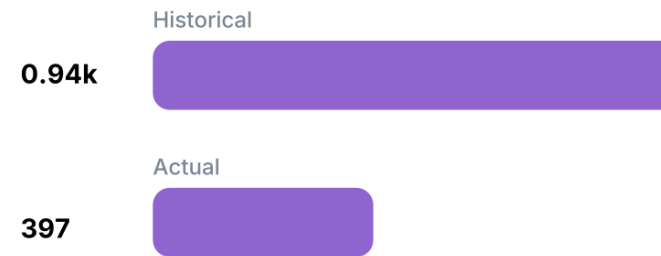
**397**

No. of people engaged on influencer's posts

♡ Likes	378
💬 Comments	18
% Engagement Rate	0.21%
₹ CPE	NA

### HISTORICAL V/S ACTUAL ENGAGEMENTS

↘ REGRESS



### AUDIENCE IMPACT (Estimated) Beta

**By Engagements**

By Reel Views

By Reach

#### TOP CITY

**Surat**

62.88% engagements

#### TOP STATE

**Gujarat**

74.41% engagements

#### TOP GENDER

**Male**

62.35% engagements

#### TOP AGE GROUP

**25-34 Years**

52.09% engagements

## INFLUENCER CATEGORY PERFORMANCE

 Influencer Category

**NANO** (1K-10K)

**MICRO** (10K-100K)

**MACRO** (100K-500K)

**MEGA** (500K-1M)

**A-LISTERS** (1M+)

 Influencers Live

-

3

-

-

-

 Posts Live

-

3

-

-

-

 Campaign Reach

-

114.27k

-

-

-

 Engagements

-

397

-

-

-

% Engagement Rate

-

0.21%

-

-

-

 Reel Views

-

125.91k

-

-

-

% View Rate

-

65.24%

-

-

-

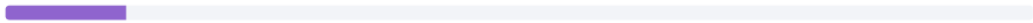
 AUDIENCE CITIES

(By Engagements)

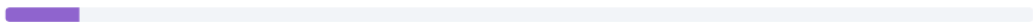
Surat 62.88%



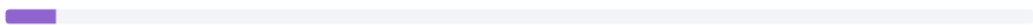
Mumbai 11.76%



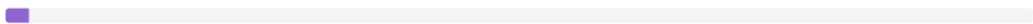
Ahmedabad 7.15%



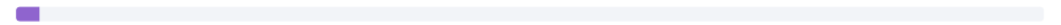
Delhi 4.94%



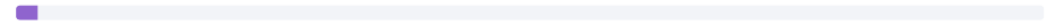
Vadodara 2.33%



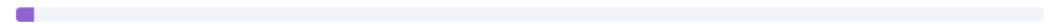
Pune 2.23%



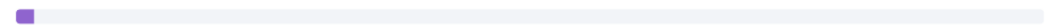
Rajkot 2.05%



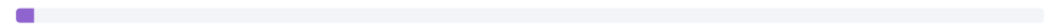
Jaipur 1.75%



Kolkata 1.68%



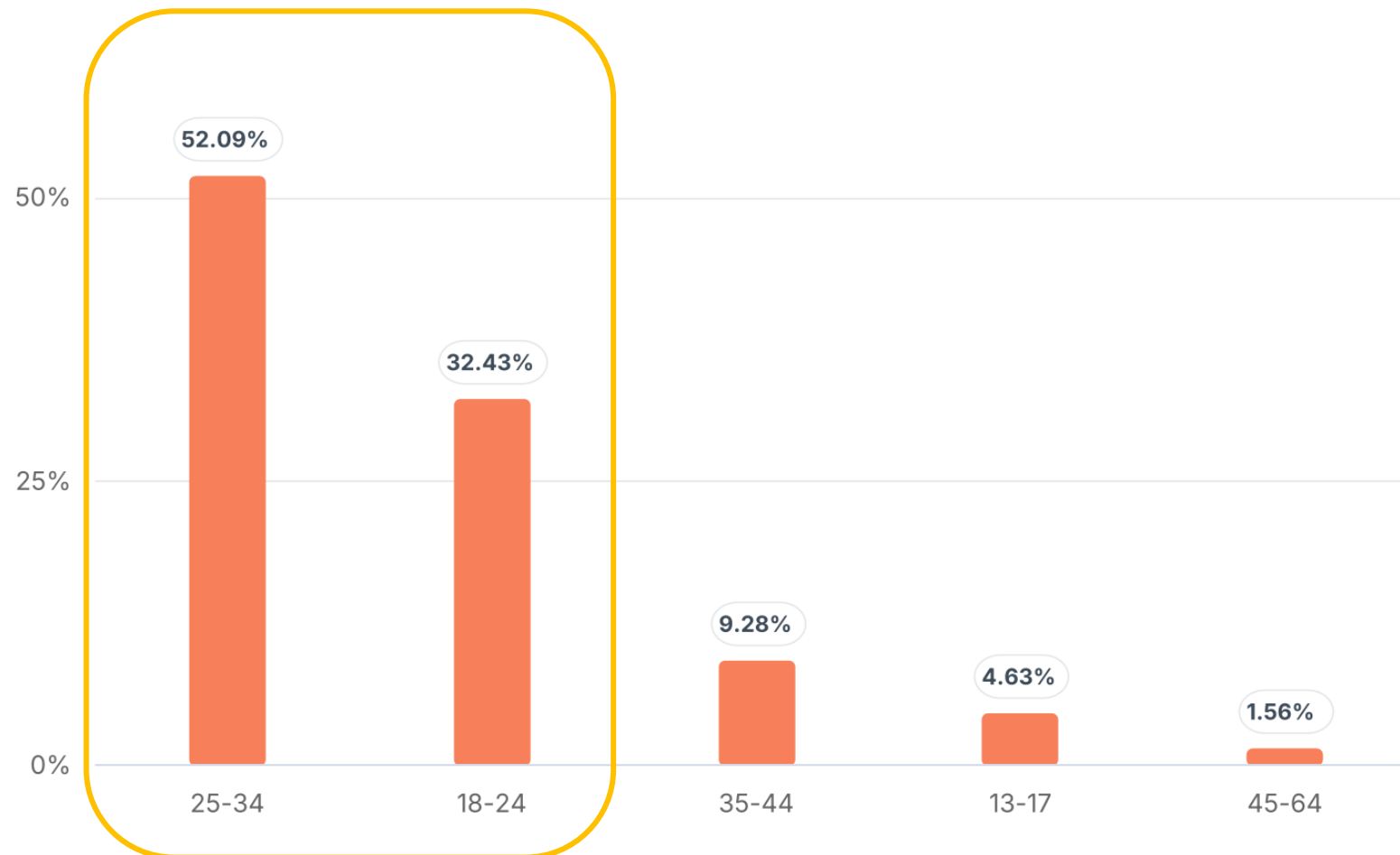
Bengaluru 1.65%



For the three creators, our target cities are Surat and Lucknow – out of that **Surat** dominated in terms of reach and engagement.

## 👤 AUDIENCE AGE GROUP

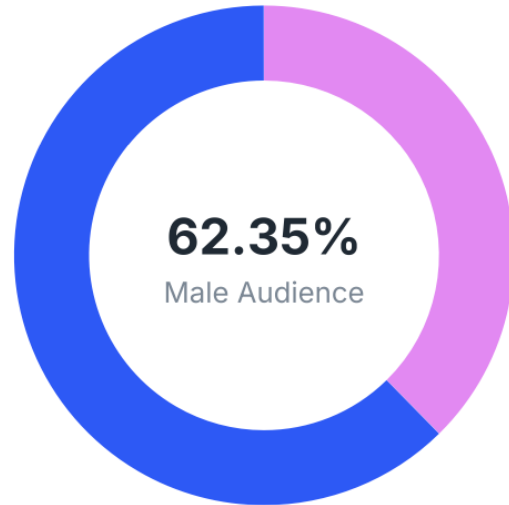
(By Engagements)



The campaign engaged predominantly 25–34-year-olds (52.09%), followed by 18–24-year-olds (32.43%), together forming over 84% of the audience.

## AUDIENCE GENDER

(By Engagements)



Female - 37.65%

Male - 62.35%

### TOP WORDS USED IN POSTS

Top 20 Words

Word Cloud

- |                 |                    |
|-----------------|--------------------|
| 1. Bathroom (8) | 11. Fitting (3)    |
| 2. Fittings (5) | 12. Wondered (2)   |
| 3. Sleek (3)    | 13. Transform (2)  |
| 4. Faucets (3)  | 14. Smart (2)      |
| 5. Showers (3)  | 15. Durability (2) |
| 6. Comfort (3)  | 16. Coming (2)     |
| 7. Style (3)    | 17. Life (2)       |
| 8. Everyday (3) | 18. Smoother (2)   |
| 9. Rituals (3)  | 19. Designs (2)    |
| 10. Upgrade (3) | 20. Lifestyle (2)  |

### TOP HASHTAGS USED IN POSTS

Top 20 Hashtags

Hashtag Cloud



The campaign audience was 62.35% male and 37.65% female, showing a stronger pull among men (our target audience). Conversations centered on bathroom-related terms like *fittings*, *faucets*, *showers*, *comfort*, and hashtags such as **#bathroomdesign**, **#bathroommakeover**, **#lifestyle** dominated engagement, reinforcing the DIY and home-improvement theme.

THANK YOU