



**POWER UP SNACKS MONTHLY
INFLUENCER REPORT**

DECEMBER 2024

TOTAL IMPRESSIONS

117,584

TOTAL ENGAGEMENTS

10,601



VIEWS

9,873



LIKES

460



COMMENTS

40



SHARES

215



SAVES

13

INDIVIDUAL INFLUENCER OVERVIEW

BAILEE X POWER UP SNACKS @BAILEETAYLOR

28,356
TOTAL CAMPAIGN
IMPRESSIONS GENERATED

2,959
TOTAL ENGAGEMENTS /
AUDIENCE INTERACTIONS

10.44% ER

CONTENT SNAPSHOT



IMPRESSIONS & ENGAGEMENTS BY CHANNEL

	IMPRESSIONS	LIKES	COMMENTS	SHARES	SAVES	VIEWS
<u>INSTAGRAM</u> <u>POST</u>	28,356	374	23	206	6	2,350

INDIVIDUAL INFLUENCER OVERVIEW

BILLIE X POWER UP SNACKS @BILLZBYTHEPOUND

5,729
TOTAL CAMPAIGN
IMPRESSIONS GENERATED

1,241
TOTAL ENGAGEMENTS /
AUDIENCE INTERACTIONS

21.66% ER

CONTENT SNAPSHOT



IMPRESSIONS & ENGAGEMENTS BY CHANNEL

	IMPRESSIONS	LIKES	COMMENTS	SHARES	SAVES	VIEWS
<u>INSTAGRAM</u> <u>POST</u>	5,729	41	14	2	2	1,182

INDIVIDUAL INFLUENCER OVERVIEW

SARAH X POWER UP SNACKS @CAKEMYBREATHAWAY

83,499
TOTAL CAMPAIGN
IMPRESSIONS GENERATED

6,401
TOTAL ENGAGEMENTS /
AUDIENCE INTERACTIONS

7.67% ER

CONTENT SNAPSHOT



IMPRESSIONS & ENGAGEMENTS BY CHANNEL

	IMPRESSIONS	LIKES	COMMENTS	SHARES	SAVES	VIEWS
<u>INSTAGRAM POST</u>	83,499	45	3	7	5	6,341