

INFLUENCER REACH EVALUATION

Campaign: _____
Date: ____ / ____ / 20__

INFLUENCER HANDLE / NAME	PLATFORM	FOLLOWER COUNT	AVG. IMPRESSIONS	ENGAGEMENT %	ALIGN SCORE (0-10)
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KEY PERFORMANCE INDICATORS

Brand Safety	Low Risk	Moderate	High Risk
Audience Demographics	Optimized	Neutral	Mismatched
Content Quality	Premium	Standard	Subpar

Reach Evaluation Framework – Internal Use Only