

# AMERICAN INFLUENCER AWARDS

CASE STUDY



## TOP PERFORMING POSTS

### OVERVIEW

Our main goal for the American Influencer Awards was to drive brand awareness on all social media platforms.

We were successful in doing so by cultivating a community engagement strategy that utilized celebrity and influencer relationships and high quality content creation & copy. Our strategy led to growth across all accounts such as Facebook, Instagram & Twitter.

**A** aiaawards  
Wed 6/23/2021 2:20 pm EDT

In case you missed it, the American Influencer Awards now includes three brand new categories! #AIAfitness celebrates the best in...

<u>Engagement Rate (per Impression)</u>	53.7%
<u>Impressions</u>	13,372
<u>Engagements</u>	7,187

American Influencer Awards  
Tue 9/21/2021 4:41 pm EDT

<https://www.usatoday.com/videos/entertainment/influencer-awards-meet-finalists-angelica-torres/>

<u>Engagement Rate (per Impression)</u>	11.1%
<u>Impressions</u>	463,447
<u>Engagements</u>	51,382

**A** aiaawards  
Wed 10/27/2021 4:41 pm EDT

The wait is finally over ✨ Join @bravoandy as he hosts the 2021 #AIAwards presented by @MicaBeauty on November 3rd at 8 PM EST!...

<u>Impressions</u>	1,103,396
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### Performance Summary

View your key profile performance metrics from the reporting period.

<u>Impressions</u>	<u>Engagements</u>	<u>Post Link Clicks</u>
<b>28,801,946</b>	<b>701,100</b>	<b>93,748</b>
<u>Engagement Rate (per Impression)</u>		
<b>2.4%</b>		

# PROFILE PERFORMANCE

## Profiles

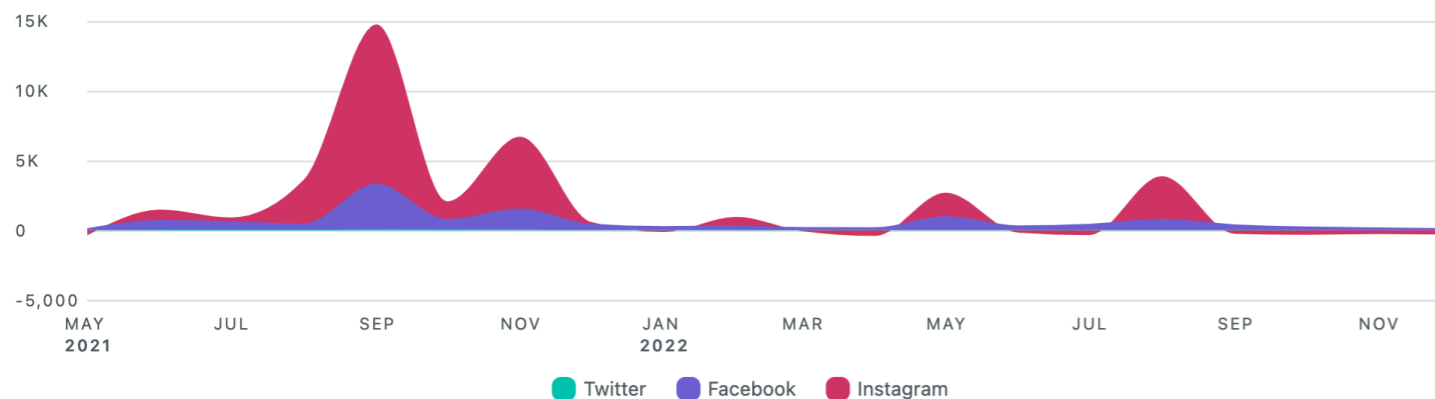
Review your aggregate profile and page metrics from the reporting period.

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b> May 1, 2021 – Dec 31, 2022	<b>140,238</b>	<b>37,641</b>	<b>2,235</b>	<b>28,801,946</b>	<b>701,100</b>	<b>2.4%</b>	<b>3,766,477</b>
<b>Compare to</b> Aug 30, 2019 – Apr 30, 2021	<b>103,720</b>	<b>14,110</b>	<b>1,346</b>	<b>37,839,658</b>	<b>717,866</b>	<b>1.9%</b>	<b>2,875,362</b>
@AIAwards	1,095	350	387	555,990	8,882	1.6%	11,585
aiaawards	112,772	24,780	1,453	17,604,790	129,259	0.7%	2,791,496
American Influencer ...	26,371	12,511	395	10,641,166	562,959	5.3%	963,396

### Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month



### Audience Metrics

### Totals

<b>Total Audience</b>	<b>140,238</b>
<b>Total Net Audience Growth</b>	<b>37,641</b>
Twitter Net Follower Growth	350
Facebook Net Page Likes	12,511
Instagram Net Follower Growth	24,780

# INSTAGRAM PERFORMANCE METRICS

Story Metrics	Totals
<b>Published Stories</b>	<b>1,008</b>
Story Replies	448
Story Taps Back	88,889
Story Taps Forward	1,374,378
Story Exits	84,673
Story Impressions	1,412,441
Average Reach per Story	1,392.34

Audience Metrics	Totals
<b>Followers</b>	<b>112,772</b>
<b>Net Follower Growth</b>	<b>24,780</b>
Followers Gained	51,157
Followers Lost	26,377

Impression Metrics	Totals
<b>Impressions</b>	<b>17,604,790</b>
Average Daily Impressions per Profile	28,860.31
Average Daily Reach per Profile	13,137.42

## Engagement

See how people are engaging with your posts, stories, and reels during the reporting period.

Engagements Comparison, by Month

