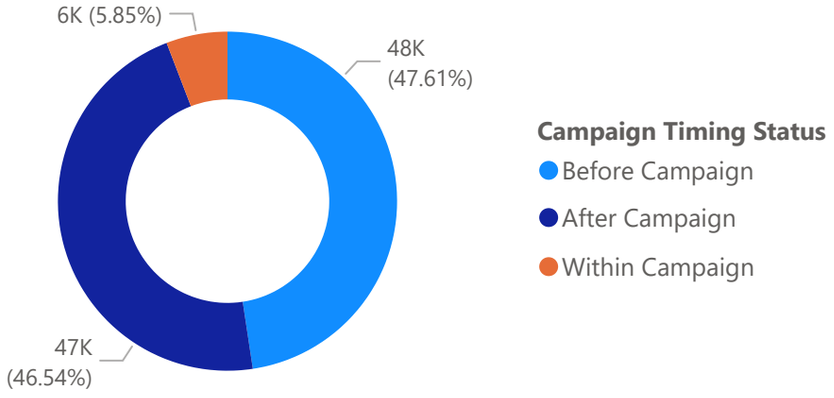
Data QA & Attribution Audit

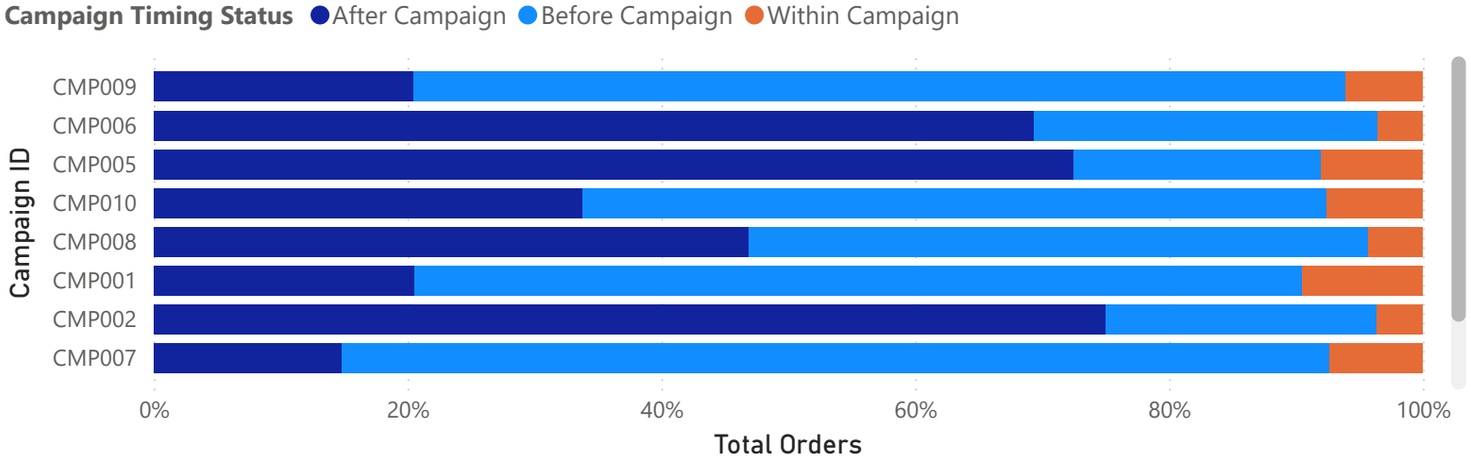
Validation of financial calculations, dimensional alignment, and campaign attribution integrity.

Total Orders	Total Customers	QA Pass Checks	QA Warning Checks	Within Campaign Rate	Campaign Platform...
100,000	90,000	8	4	5.85%	26.78%

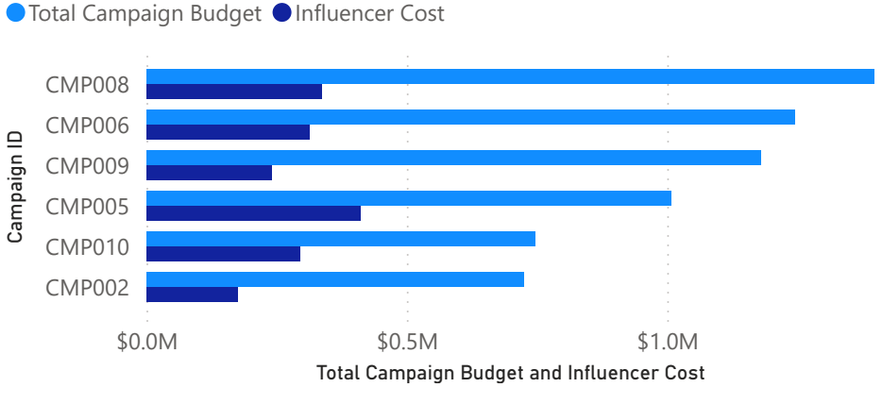
Order Attribution Timing



Attribution Timing by Campaign



Total Campaign Budget and Influencer Cost by Campaign ID



Check	Status	Sum of Rate	Notes
Order channel aligns with campaign platform	CONTEXT	0.27	Campaign platform is not the same concept as actual a
Order product category aligns with campaign category	PASS	1.00	Campaign/product category attribution is fully consiste
Performance conversions reconciliation	PASS	1.00	Conversions equal order counts by Influencer + Campa
Customer average order value reconciliation	PASS	1.00	Customer AOV reconciles to attributed orders.
Customer lifetime value reconciliation	PASS	1.00	Customer LTV reconciles to attributed orders.
Order channel aligns with influencer platform	PASS	1.00	Order channel matches influencer primary platform.
Orders after campaign end	WARNING	0.47	Orders occur after linked campaign end.
Orders before campaign start	WARNING	0.48	Orders occur before linked campaign start.
Total		**10.87**	

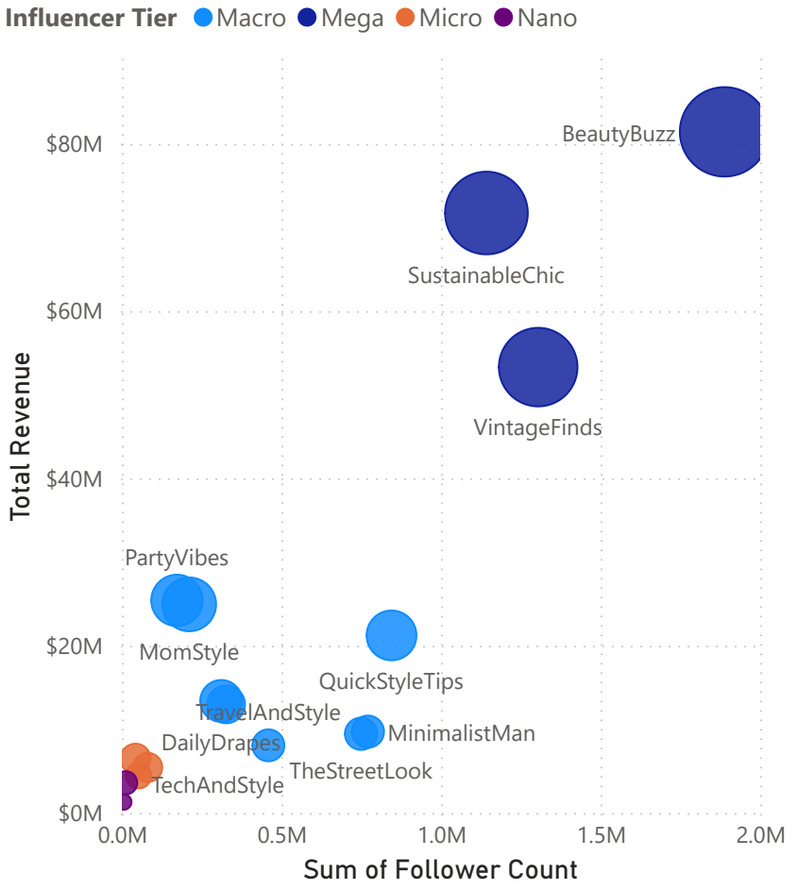
Creator & Campaign Performance

Commercial performance across creator reach, attributed revenue, cost, and campaign outcomes.

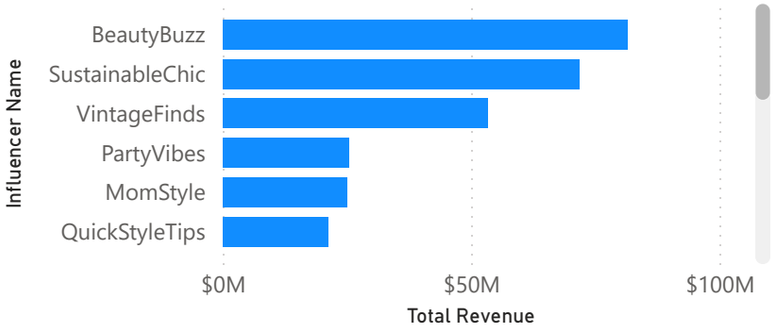
Primary Platform: All | Influencer Tier: All | Campaign ID: All

Total Revenue	Influencer Cost	ROI Ratio	Conversions	Cost per Conversion	Active Influencers
$352.850...	$2.9076M	120.35	100K	$29.076	16

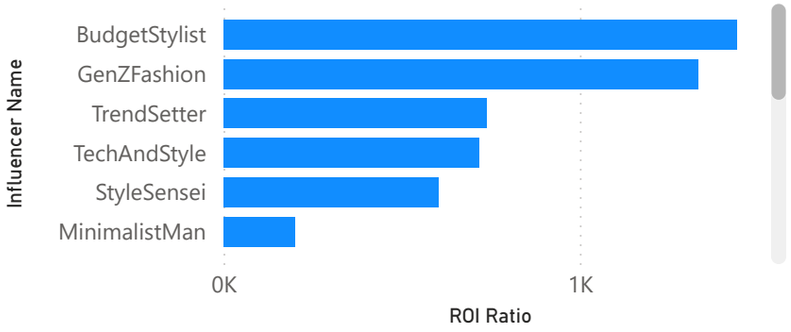
Follower Count vs Attributed Revenue



Total Revenue by Influencer Name



ROI Efficiency by Creator



Influencer Name	Influencer Tier	Primary Platform	Sum of Follower Count	Total Revenue	Influencer Cost	ROI Ratio	Revenue per 1K Followers
AthleticFit	Nano	Instagram	6058				
BeautyBuzz	Mega	Instagram	1888335	$81,431,805.19	$840,000	95.94	$43,123.6011
BudgetStylist	Nano	Instagram	6036	$1,296,233.34	$900	1,439.26	$214,750.3877
CollegeFashion	Micro	YouTube	147742				
DailyDrapes	Macro	TikTok	311330	$13,382,267.28	$96,000	138.40	$42,984.1881
FormalWearPro	Macro	YouTube	409549				
GenZFashion	Nano	Instagram	11799	$3,596,909.06	$2,700	1,331.19	$304,848.6363
LuxuryLiving	Nano	TikTok	9249				
MinimalistMan	Macro	Instagram	770885	$9,710,044.83	$48,000	201.29	$12,595.9706
MomStyle	Macro	TikTok	210928	$24,931,698.25	$144,000	172.14	$118,200.041
Total			**8947295**	**$352,850,895.34**	**$2,907,600**	**120.35**	**$39,436.6002**

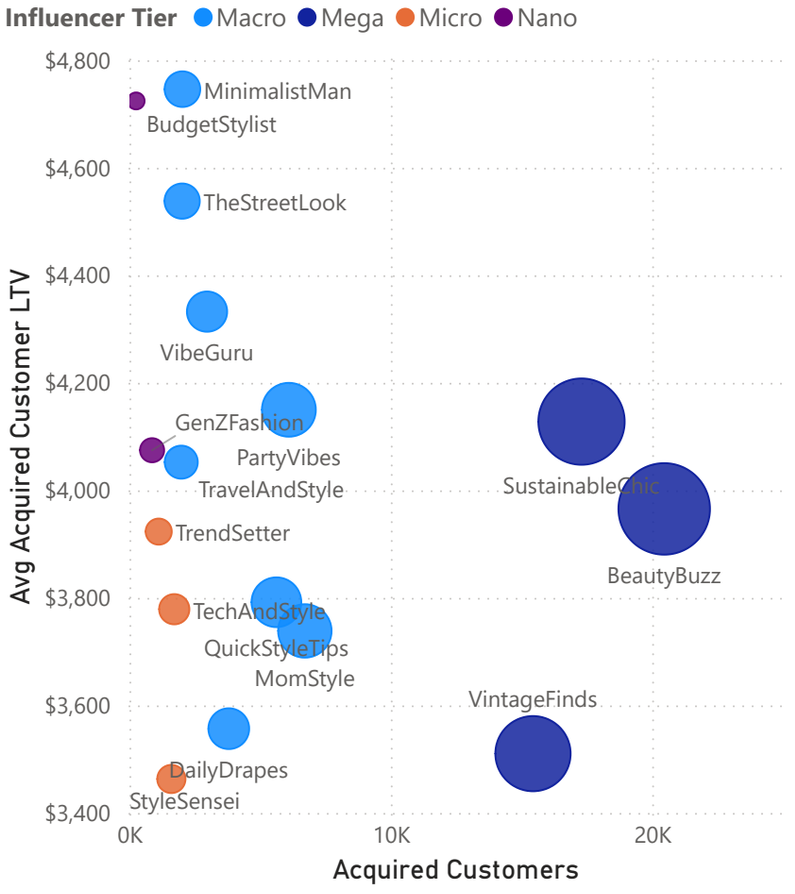
Customer Value & Creator Opportunity

Evaluation of acquisition scale, repeat behavior, and customer value across creator partnerships.

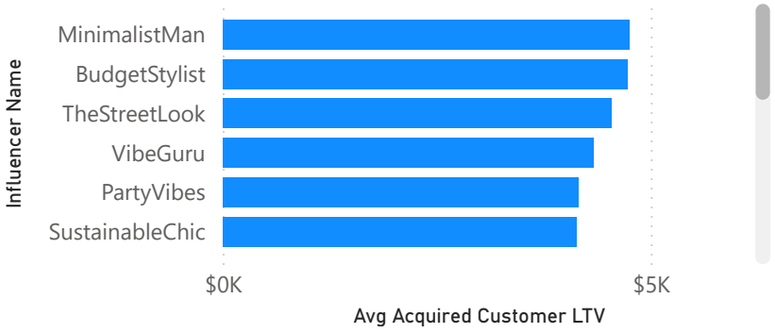
Primary Platform: All | Influencer Tier: All | Campaign ID: All

Acquired Customers	New Acquired Customers	Repeat Acquired...	Repeat Acquisition Rate	Avg Acquired Customer...	Avg Acquired Customer...
90.0K	80.5K	9.5K	0.11	$3.9K	$3.5K

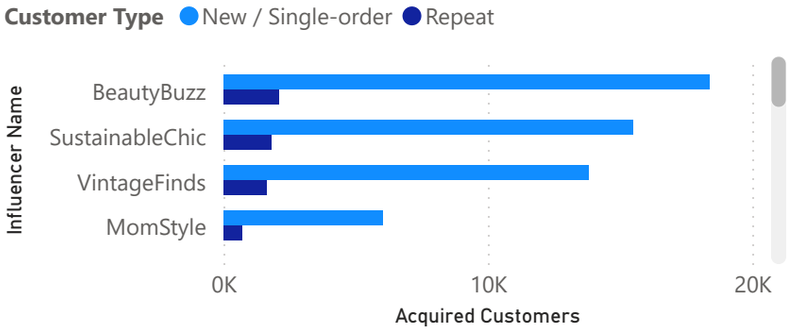
Creator Opportunity Matrix: Scale vs Customer Value



Average Customer LTV by Creator



Acquired Customer Mix by Creator



Influencer Name	Influencer Tier	Primary Platform	Acquired Customers	Repeat Acquisition Rate	Avg Acquired Customer LTV	Avg Acquired Customer AOV	Total Revenue	ROI Ratio
BeautyBuzz	Mega	Instagram	20461	0.10	$3,965.3889	$3,556.9693	$81,431,805.19	95.94
BudgetStylist	Nano	Instagram	256	0.08	$4,724.195	$4,391.8088	$1,296,233.34	1,439.26
DailyDrapes	Macro	TikTok	3802	0.10	$3,556.6125	$3,169.5148	$13,382,267.28	138.40
GenZFashion	Nano	Instagram	867	0.10	$4,074.5016	$3,645.436	$3,596,909.06	1,331.19
MinimalistMan	Macro	Instagram	2028	0.11	$4,746.113	$4,252.9341	$9,710,044.83	201.29
MomStyle	Macro	TikTok	6712	0.10	$3,738.4225	$3,332.1513	$24,931,698.25	172.14
PartyVibes	Macro	Instagram	6101	0.11	$4,149.7639	$3,738.5573	$25,406,192.64	175.43
QuickStyleTips	Macro	Instagram	5624	0.11	$3,791.7749	$3,367.4779	$21,221,012.2	175.84
StyleSensei	Micro	TikTok	1605	0.10	$3,463.0563	$3,094.8158	$5,434,018.5	602.78
Total			**90000**	**0.11**	**$3,920.5655**	**$3,505.6388**	**$352,850,895.34**	**120.35**