

# Message Relevance and Performance Index Report



Optimize your campaigns by recruiting the creators whose messaging is resonating most with your audience!

## Who are your highest (and lowest) performers, and why?

Find out which creators' messaging performs best with your target audience and which creators' posts aren't helping you hit your KPIs

## How does it work?

CreatorIQ will review all creators that have participated in your campaigns to determine how brand-sponsored campaign posts performed compared to their average Engagement Rate, as well as industry benchmarks.

This report provides a convenient breakdown of all of your creators - including the top performers, those with some growing to do, and those who are missing the mark!