

Example · Coffee campaign report

Saved 2026-09-11 · Private creator document

Campaign results

Synthetic example: two campaign posts with 15,000 supplied views. Sales and unique reach were not measured.

Metrics

views: 15000 (2/2 posts supplied this metric)

likes: 630 (2/2 posts supplied this metric)

comments: 54 (2/2 posts supplied this metric)

shares: 86 (2/2 posts supplied this metric)

reach: Not supplied (0/2 posts supplied this metric)

Engagement / views: 5.13% (2 comparable posts)

Audience questions (creator supplied)

Example audience question: Can I make this with cold brew?

Case study (editable creator statement)

Goal: introduce a coffee recipe. Approach: a recipe video and a morning routine. Result: report only the supplied metrics; do not infer sales or unique reach.

Recipe video

<https://example.com/coffee-video>

Creator-entered (not platform verified)

Imported: 2026-09-11T12:00:00.000Z

Views: 12000 | Likes: 540 | Comments: 42 | Shares: 68 | Reach: Not supplied

Morning routine

<https://example.com/coffee-story>

Creator-entered (not platform verified)

Imported: 2026-09-11T12:00:00.000Z

Views: 3000 | Likes: 90 | Comments: 12 | Shares: 18 | Reach: Not supplied

Method and limits

Engagement = (likes + comments + shares) / views for posts with all four metrics. Missing metrics remain missing. Summed reach is not unique people across posts.