

Product Innovation – Agency – Social Hero - Maximum Influence, Maximum Impact – Performics UK

Social Hero User Interface



The screenshot displays the Social Hero user interface. On the left is a dark sidebar with 'Campaign Settings' including Budget (£100,000), Campaign Objective (Reach), Start Date (17/03/2023), End Date (17/04/2023), and Maximize (Unique Reach). The main area shows a 'Proposed Budget Allocation' table, two pie charts for budget and reach distribution, and a bar chart for audience, reach, and influenced people per platform. Buttons for 'Run Estimate', 'Save Plan', and 'Download Plan' are visible.

Platform	Budget	Est. Impressions	CPM	Est. Reach (Unique)	CPR (Unique)	Est. Influenced People (Unique)	CPIP (Unique)
Meta	£11,155	12,743,230	0.88	3,454,622 (2,015,950)	0.003 (0.006)	556,775 (324,907)	0.02 (0.03)
TikTok	£65,300	33,360,881	1.94	6,907,014 (4,030,599)	0.009 (0.016)	559,468 (326,478)	0.12 (0.20)
Snapchat	£23,545	15,104,726	1.56	3,976,909 (2,320,731)	0.006 (0.010)	452,004 (263,767)	0.05 (0.09)
All	£100,000	61,208,837	1.63	14,338,545 (8,367,282)	0.007 (0.012)	1,568,247 (915,153)	0.06 (0.11)

Platform	Budget	Percentage
Meta	11K	11.15%
TikTok	65K	65.30%
Snapchat	24K	23.55%

Platform	Reach	Percentage
Meta	3.5M	24.09%
TikTok	8.9M	48.17%
Snapchat	4M	27.74%

Platform	Audience	Reach	Influenced People
Meta	~8,000,000	~3,500,000	~500,000
TikTok	~8,000,000	~7,000,000	~1,000,000
Snapchat	~5,000,000	~4,000,000	~500,000