Campaign report

Delivery, results and the evidence behind them

Fictional example. All names, results, dates and prices are illustrative. This is not a customer result, a benchmark or a recommended fee.

Campaign Example cookware brand / autumn recipes

Prepared by Example creator / fictional campaign

Prepared on 17 September 2026 | Version 1

Campaign summary

Objective Show the cookware in two practical recipe demonstrations.

Agreed target Two published recipe Reels. No numerical performance target agreed.

Reporting window Each Reel measured 14 days after publication. See capture dates on page 2.

Work delivered

Deliverable and platform	Published	Post or evidence link
Recipe A / Instagram Reel	1 Sep 2026	example.com/recipe-a
Recipe B / Instagram Reel	3 Sep 2026	example.com/recipe-b

Both agreed Reels were published. No change to the deliverables was recorded. The example links are placeholders, not published posts.

Results to take forward

The two Reels recorded 50,000 views and 2,200 interactions at 14 days after publication. That is 4.4 interactions per 100 views. Recipe B recorded more views and saves; Recipe A had the higher interaction rate.

Sales were not measured. The view total is not a count of different people. These results do not establish which recipe format would perform better in another campaign.

Next step

Ask the brand for campaign-link results, including the reporting period and attribution definition, before discussing the next brief.

Post results and evidence

Use the same observation window and interaction types across posts. Leave missing values labelled unavailable; enter 0 only for a measured zero.

Measurement	Recipe A	Recipe B
Captured on	15 Sep 2026	17 Sep 2026
Observation window	First 14 days	First 14 days
Distribution	Organic reported; no paid promotion reported	Organic reported; no paid promotion reported
Views	20,000	30,000
Impressions	Unavailable	Unavailable
Reach	Unavailable	Unavailable
Likes	800	900
Comments	50	60
Saves	100	180
Shares	50	60
Total known interactions	1,000	1,200
Interactions ÷ views × 100	5.0%	4.0%

Combined rate: (1,000 + 1,200) ÷ (20,000 + 30,000) × 100 = 4.4%. Interactions include likes, comments, saves and shares. Averaging 5% and 4% would give the wrong weighted total.

Sources and limits

Illustrative source record: Instagram post-insights captures A and B, dated above. No actual exports exist for this fictional example. In a real report, attach the captures and confirm whether paid promotion affected the figures.

Impressions, reach and sales are unavailable. Views may include repeat viewing. Distribution is based on what was reported; the figures alone cannot prove that all viewing was organic.

Handover email

Hi, both recipe Reels are live. The report records 50,000 views and 2,200 interactions at 14 days after each post. Sales were not measured. Could you share the campaign-link report before we discuss the next brief? Thanks.