

**Infloso AI**®



**House of Sila**

# Results



Total likes  
**427**



Total Unique Content  
**2**



Total Comments  
**105**



Unique Accounts Reached  
**8,617**



# Results



Total Influencers

2

Geolocation

Urban India



Total Impressions

12,257



Discovery Rate

77%



# Results



Profile Visits

253



Saves

177



Shares

133



Clicks

147



# Results



Target Audience

19 - 28 years



Influencer Type

Lifestyle &  
Fashion



Earned Media Value

1:8



ROI Generated

7.8x



# Results



Likes : Comment

4.06 : 1



Gender Ratio

100F : 0M



Performance Score

73%



Influencer Median Age

27 Years



# Results



Cost Per Content  
**INR 6,900**



Cost Per Like  
**INR 32.31**



Cost Per Comment  
**INR 131.42**



Cost Per Save  
**INR 77.96**



# Results



Cost Per Mile  
**INR 1,125.88**



Cost Per View  
**INR 1.12**



Cost Per Influencer  
**6,900**



Virality Meter  
**68%**





# 2 Unique Content





# 105 Comments Sentiment Analysis



\_\_\_avantiinii 5w

Link

Reply



shubhangi\_malhotraa 5w • Author

@\_\_\_avantiinii Hi please check @sila\_clothing\_ :)

Reply



meghali2637 4w

Link

Reply



\_nishi.21 2w

Material and pp

Reply



\_kashishkhanna 3d

Link

Reply



**People trust people, not ads.**

**Make thousands of people talk  
about your brand online, using  
AI.**

**Get in touch.**