



Influencer Marketing Partnership Performance Survey Checklist 2026

Campaign Overview & Alignment

Verify the fundamental alignment between the brand objectives, influencer persona, and the specific campaign goals for the 2026 fiscal year.

Campaign Name

Campaign Start Date

Campaign End Date

Primary Campaign Objective

- ☐ Brand Awareness
- ☐ Lead Generation
- ☐ Product Launch
- ☐ Sales Conversion
- ☐ Community Engagement

Target Platforms

- ☐ Instagram
- ☐ TikTok
- ☐ YouTube
- ☐ Twitch
- ☐ LinkedIn

Alignment Summary

Write something...

Campaign Brief Document

 Upload File

Content Quality & Brand Alignment

Evaluate the aesthetic quality, tone of voice, and how effectively the influencer's content represents the brand's visual identity and values.

Visual Aesthetic Alignment

- ☐ Perfect Match
- ☐ Partial Match
- ☐ Misaligned

Brand Values Represented

- ☐ Authenticity
- ☐ Innovation
- ☐ Sustainability
- ☐ Luxury/Premium
- ☐ Accessibility

Content Tone Analysis

Write something...

Brand Safety Score

Enter a number...

Screenshot of Content Reference

 Upload File

Audience Engagement Metrics

Analyze key performance indicators including engagement rates, comment sentiment, shares, saves, and overall audience interaction levels.

Total Engagement Rate (%)

Enter a number...

Total Number of Comments

Enter a number...

Total Number of Shares/Reposts

Enter a number...

Primary Engagement Drivers

- ☐ Likes
- ☐ Saves
- ☐ Shares
- ☐ Click-throughs
- ☐ Comments

Audience Sentiment Rating

- ☐ Very Positive
- ☐ Positive
- ☐ Neutral
- ☐ Negative
- ☐ Very Negative

Detailed Sentiment Analysis Summary

Write something...

Reach & Impression Accuracy

Audit the total reach, impressions, and frequency of content delivery to ensure the campaign visibility met the agreed-upon KPIs.

Total Impressions Achieved

Enter a number...

Total Reach Count

Enter a number...

Platforms Utilized

- ☐ Instagram
- ☐ TikTok
- ☐ YouTube
- ☐ X (Twitter)
- ☐ LinkedIn

Campaign End Date

Enter date...

Platform Analytics Screenshot

 Upload File

Discrepancy Notes

Write something...

Conversion & ROI Analysis

Measure the effectiveness of trackable links, promo codes, and direct sales or lead generation attributed to the influencer's specific call-to-action.

Total Number of Conversions

Enter a number...

Cost Per Acquisition (CPA)

Enter a number...

Primary Conversion Goal Achieved

- ☐ Sales/Revenue
- ☐ Lead Generation
- ☐ App Downloads
- ☐ Newsletter Signups
- ☐ Website Traffic Increase

Analysis of Conversion Discrepancies

Write something...

Campaign Performance Report Export

 Upload File

Compliance & Disclosure Audit

Ensure all sponsored content adheres to FTC guidelines, includes necessary #ad or #sponsored disclosures, and follows legal contractual obligations.

Required Disclosures Included

- ☐ #ad or #sponsored Tag
- ☐ Paid Partnership Tool Activated
- ☐ Verbal Disclosure (in video/audio)
- ☐ Link Disclosure in Bio/Description

Compliance Status

- ☐ Fully Compliant
- ☐ Minor Infraction (Requires Edit)
- ☐ Non-Compliant (Requires Re-upload)

Date of Content Publication

Enter date...

Proof of Disclosure Screenshot

 Upload File

Notes on Compliance Issues

Write something...

Compliance Auditor Signature

Timeline & Deliverable Adherence

Review the punctuality of content posts against the pre-approved content calendar and the completeness of all promised assets.

Scheduled Post Date

Enter date...

Actual Posting Date

Enter date...

Deliverable Status

- ☐ Completed
- ☐ Delayed
- ☐ Pending Approval
- ☐ Missing

Deliverables Received

- ☐ Instagram Story
- ☐ Instagram Reel
- ☐ TikTok Video
- ☐ YouTube Integration
- ☐ Static Feed Post

Delay Explanation or Notes

Write something...

Proof of Posting (Screenshot)

 **Upload File**

Influencer Communication & Professionalism

Assess the ease of communication, responsiveness to briefs, and the overall collaborative experience during the partnership lifecycle.

Influencer Responsiveness Level

- ☐ Highly Responsive
- ☐ Moderate
- ☐ Delayed/Slow
- ☐ Unresponsive

Communication Channels Used

- ☐ Email
- ☐ Instagram DM
- ☐ Slack/Discord
- ☐ WhatsApp/SMS
- ☐ Video Calls

Notes on Collaboration Experience

Write something...

Number of Briefing Iterations Required

Enter a number...

Brand Manager Verification

Post-Campaign Sentiment & Brand Perception

Analyze qualitative feedback from the influencer's audience to detect any shifts in brand sentiment or brand awareness post-exposure.

Primary Positive Sentiment Indicators

- ☐ Increased Brand Awareness
- ☐ Improved Brand Trust
- ☐ Positive Product Association
- ☐ High Interest in Future Releases

Observed Negative Sentiment Indicators

- ☐ Brand Confusion
- ☐ Negative Feedback on Product/Service
- ☐ Criticism of Influencer Alignment
- ☐ Price Sensitivity Complaints

Qualitative Audience Feedback Summary

Write something...

Estimated Net Sentiment Score (0-100)

Enter a number...

Screenshots of Top Performing Comments

 Upload File

Final Settlement & Contract Conclusion

Verify that all payments, usage rights, and whitelisting permissions have been processed and documented according to the 2026 partnership agreement.

Payment Completion Date

Enter date...

Total Final Payment Amount

Enter a number...

Contractual Deliverables Completed

☐ All Social Posts Uploaded

☐ Story Sets Published

☐ Usage Rights Secured

☐ Raw Content Files Received

Signed Completion Certificate

 Upload File

Authorized Manager Sign-off

< Previous

> Next

✔ Finish

 Generate Sample Report