Appendix 1: Screenshots of Upfluence Software

Monitor feature: displaying published posts and performances
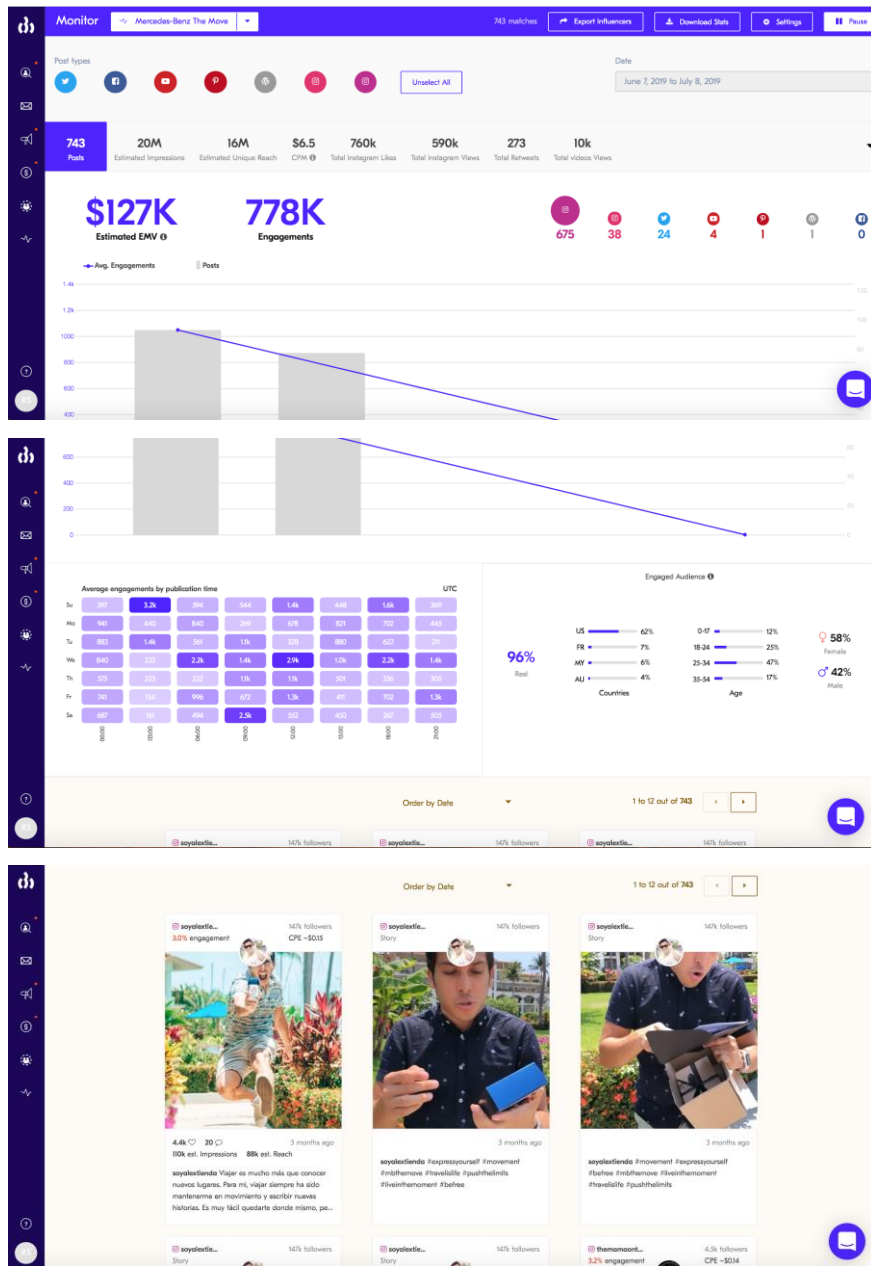
Payment feature: to manage cash-out requests

Workflow: to manage campaigns and influencers

Mailing: to contact and email influencers

Search: to identify relevant influencers
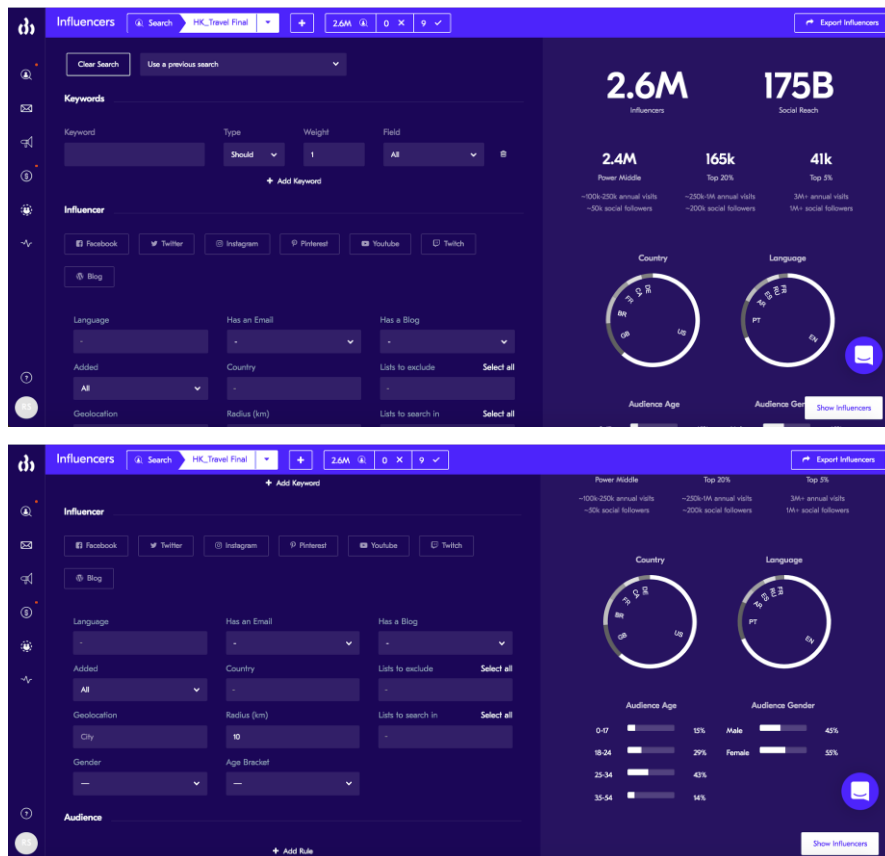
Appendix 2: Results of Mercedes-Benz Parfums campaigns

Father's day 2018

Key results	Germany	USA	Total
Budget	€8,900	€8,900	€17,800
Audience	919,454	1,609,154	2,528,608
Impressions	441,001	428,468	869,469
CPM	€20	€20	€20
Reach	327,668	178,131	505,799
Engagements	34,211	20,295	54,506
Clicks	80	81	161
CTR	10%	4%	7%

Father's day 2019

Key results	Poland	Mexico	Total
Budget	€9,295	€4,830	€14,125
Audience	825,151	291,938	1,117,089
Impressions	660,240	227,193	887,433
CPM	€21	€21	€21
Reach	361,099	134,467	495,566
Engagements	62,993	12,633	75,626
Clicks	2,302	373	2,675
CTR	0.64%	0.44%	0.54%

Appendix 3: Results of Mayoral campaigns

Winter 2018

Key results	Poland	Germany	USA	Total
Budget	€7,215	€7,215	€7,215	€21,645
Audience	336,024	291,673	369,868	997,565
Impressions	340,704	173,340	76,342	590,386
CPM	€21	€42	€94	€52
Reach	285,673	163,336	64,962	513,971
Engagements	15,676	14,617	11,800	42,093
Clicks	487	379	368	1,234
CTR	0.17%	0.23%	0.56%	0.32%

Spring 2019

Key results	UK	Italy	Total
Budget	€9,624	€9,624	€19,248
Audience	362,704	481,046	843,750
Impressions	346,766	448,708	795,474
CPM	€28	€21	€24
Reach	265,784	324,121	589,905
Engagements	16,810	38,414	55,224
Clicks	554	467	1,021
CTR	0.21%	0.14%	0.17%