

ANALYSIS COMPLETE

Creator Intelligence Report

Prepared exclusively for **Aura Skincare India** based on
Campaign Brief #441A (Q3 Hydration Launch).

Total Profiles Scanned: 52,481

Profiles Matched: 24

Displaying Top Match (Rank #1)



@RiyaGlows

Riya Sharma • Mumbai, India

Skincare Science

Clean Beauty

Dermatology Tips

Tier 1 Audience

Why the AI chose Riya

Riya's content perfectly aligns with Aura Skincare's "Science-backed Hydration" brief. She frequently debunks skincare myths, which aligns with Aura's clinical brand tone. Her audience exhibits extremely high purchase intent for mid-to-premium priced serums (₹800-₹1500 range).

Her aesthetic matches the requested "minimal, editorial, and educational" visual style.

OVERALL BRAND FIT

98%

Based on Audience Overlap (45%), Vibe Match (30%), and Historical Performance (25%).

Vibe & Aesthetic Alignment

Tone

Educational / Clinical

Visual Style

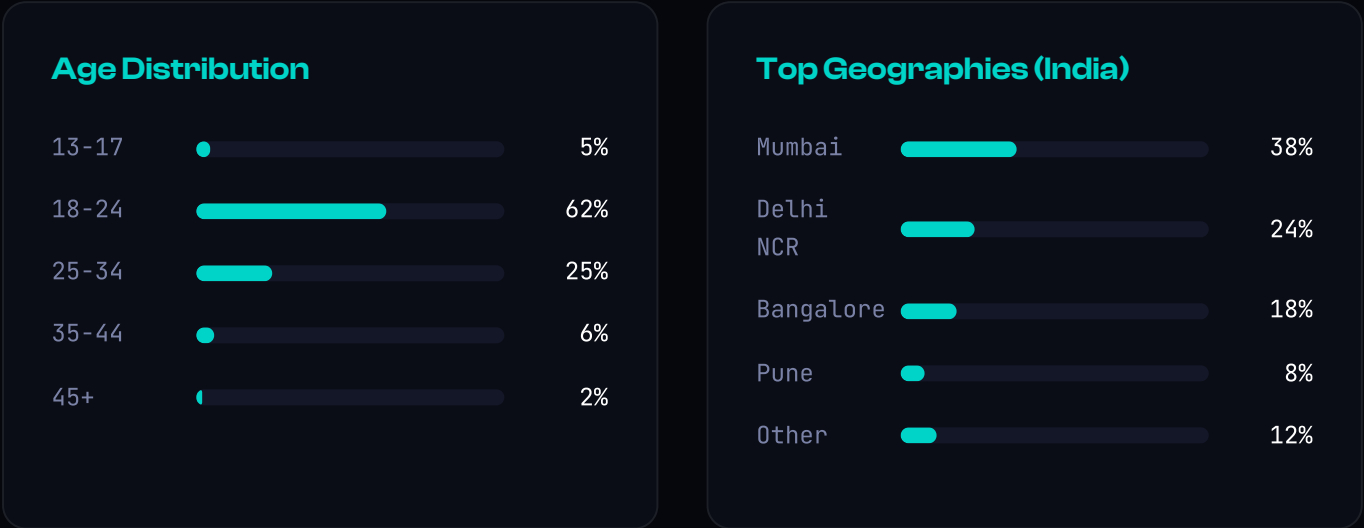
Minimal / High-Contrast

Brand Safety

High (No Flags)

Audience Demographics

Deep scan of @RiyaGlows's 245,000 followers. Verified through cross-platform overlap matrices.





Verified Authentic Engagement

Our AI fraud detection models rate this profile's authenticity at **99.2%**. Follower growth curves and engagement velocity show zero signs of purchased bots or engagement pods.

Performance & Predictive ROI

Historical data based on Riya's last 12 sponsored integrations within the beauty sector.

4.8%

AVG. ENGAGEMENT
RATE

+1.2% above industry avg

3.2x

PREDICTIVE ROAS

For products ₹800-₹1500

₹42

EST. COST PER CLICK
(LINK)

Via Instagram Stories

AI Campaign Recommendations

- ✓ **Format Strategy:** Over-index on Instagram Reels. Her Reels have a 40% higher reach penetration than static posts.
- ✓ **Content Angle:** "Ingredient Deep Dive". Her audience responds best to clinical breakdowns of ingredients (e.g., Hyaluronic Acid) rather than lifestyle "Get Ready With Me" videos.
- ✓ **Conversion Tactic:** Use Story Links with a 24-hour exclusive discount code. Historical data shows her audience is highly reactive to time-bound offers.



This is just 1 of 24 perfect matches.

Our AI engine found 23 other creators who perfectly match the Aura Skincare brief and target demographic.

Unlock the full report.

Schedule a walkthrough with our team to view
all 24 creator matches.

Visit: influengine.in/demo