



Influencer Program Report

Diet Coke unlabeled

unlabeled, All Time



Campaign Stats

Posts

11

 Instagram

11

Engagements

13.2K

 12.6K  600

Reach

376.8K

 352.4K  24.4K

EMV

\$91.6K

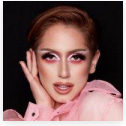
\$91.6K

 Posts True Reach

 Video/Story Views

Campaign Members

3 Influencers



Brendan Jordan ?...

◆ 97

📣 359.2K Reach



Doc Todd

◆ 66

📣 11.6K Reach



Shea Diamond

◆ 66

📣 5.9K Reach

Reach refers to the number of people who have viewed the influencer's campaign posts



Brendan Jordan ??

97

 Influence

2

 Posts

8.6K

 Eng.

359.2K

 Reach

\$62.4K

 EMV

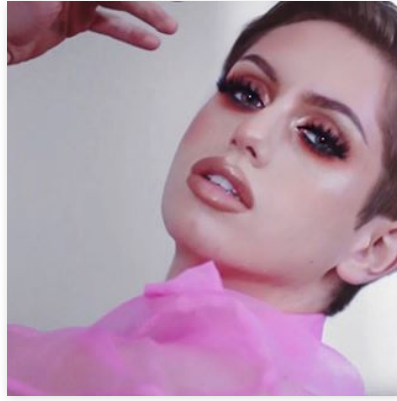


 4.1K  38 

Thank you NYC and @dietcoke #UNLABELED for having me dance, march, and protest with you ye...

[Open post](#)

07/01/19



 4.3K  191 

IM SO EXCITED to partner with @dietcoke to start an #UNLABELED conversation! For the next ...

[Open video](#)

06/18/19



Doc Todd

66

Influence

7

Posts

3K

Eng.

11.6K

Reach

\$23.2K

EMV



187 5

Don't think an @dietcoke partnership is one post #standby #work2do #unlabeled #iworkfordie...

[Open video](#)

07/22/19



95 5

My man @b.reeves.official @20repschallenge uses fitness to overcome his personal challenge...

[Open video](#)

07/16/19

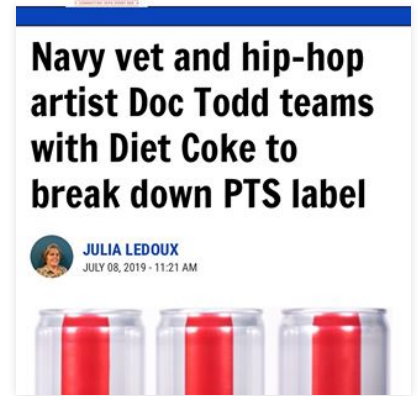


165 10

Always trying to represent the veteran community to the best of my ability. I am honored t...

[Open video](#)

07/15/19



1K 63

Humbled by my partnership with @dietcoke on the Unlabeled campaign. I know it will impact ...

[Open post](#)

07/10/19₅



Doc Todd

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♡ 410 💬 60 📷

Atlanta Nightly News! Truthfully, I hope I'm having the kind of impact people say. So prou...

[Open video](#)

07/05/19



♡ 267 💬 16 📷

@dietcoke #unlabeled Let's Get It!

[Open post](#)

06/27/19



♡ 543 💬 126 📷 ♡

PTSD is not a label that defines me! Props to @dietcoke for creating a campaign that helps...

[Open video](#)

06/20/19



Shea Diamond

66

Influence

2

Posts

1.6K

Eng.

5.9K

Reach

\$6K

EMV



900

24



More @iamsheadiamond in #newyork? I'm here for it!
#unlabeled @dietcoke
#sheadiamond #empowerment

[Open post](#)

07/16/19



638

62



@iamsheadiamond premiering on her first #billboard in #timesquare with #Unlabeled from @d...

[Open post](#)

06/26/19



That's all folks!



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