



**We help brands grow on new markets through strategic  
& data-driven influencer marketing.**

*- the leading influencer marketing company for fashion brands since 2014 -*

# Jotex

**Target audience: Millennial Women**

**Markets: Germany, Austria, Netherlands, Poland & Nordics**



## Objectives:

- Launch and build brand awareness on the German market.
- Drive sales through personal discount codes and create inspiring influencer generated content for Jotex to use in their own social channels.

## Solution:

Always-on activations with various influencers of different sizes and niches. **Monthly optimization process** to ensure that we always have the best performing influencers onboard, to continuously improve the results in terms of ROI and brand awareness. Another important KPI is to **ensure high quality content**, so that it matches the brand image. The content is used e.g. in Jotex' own social media channels and on their website, as an integrated part of the media mix.

## Results:

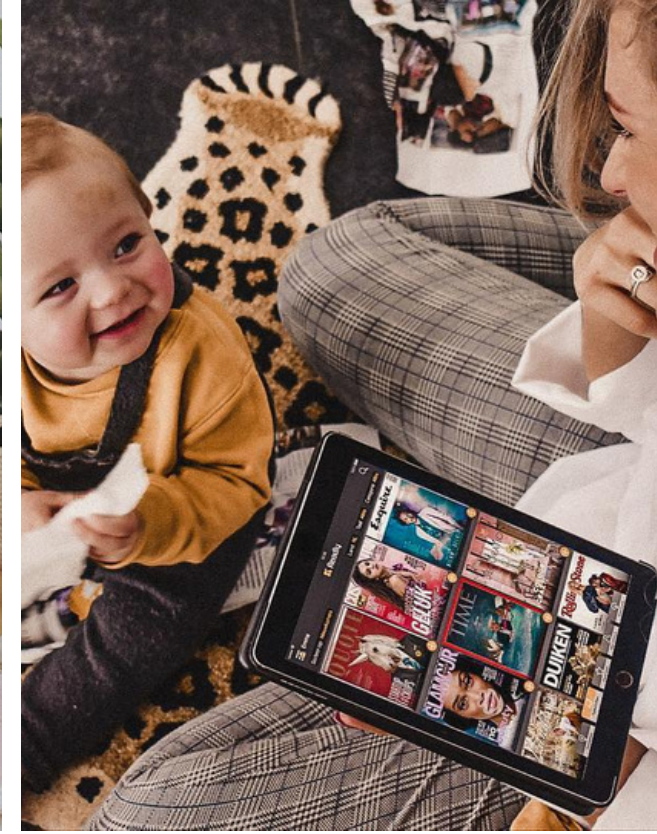
Every month, **sales have exceed the target ROI**. In the German market, we reached the 6 month ROI target only after 3 months of influencer activations.

In addition to sales, we can see **clear spillover effects from influencer marketing into other channels**. This is possible thanks to unique discount codes, so that we can measure the result beyond the last click. Also, since Jotex had zero brand awareness as they launched on the new markets, and since influencer marketing has been the primary brand channel, it's also possible to attribute increases in channels such as direct traffic and brand search to the ongoing influencer marketing activations.

# Readly

Target audience: Millennial Women

Markets: UK, Germany, Australia, US, Netherlands & Sweden



## Objectives:

- Launch and build brand awareness on the German market.
- Generate new subscribers on each focus market.

## Solution:

Always-on activations with influencers of different sizes and niches. The main focus on Instagram is on the **mommy/lifestyle segment**, but we're also including more niche influencers and macro influencers to reach a wider audience and to increase the brand awareness on the German market, **both through posts in feed, stories and reels.**

In order to drive even more subscribers, we're also **boosting the influencer posts through paid social.**

## Results:

**Influencers have become a critical part of Readly's launch strategy as they enter new markets**, since it has proven to be an effective way to build and grow brand awareness. In addition to Germany, Readly have partnered up with Cure Media for new markets such as Australia and US, to duplicate the success there.

In addition to the branding metrics, where Readly have seen a steady increase in brand awareness, we're working towards high conversion goals where we measure the number of new subscribers. Thanks to **a rigid optimization process** on a monthly basis, we have been able to find the 'sweet spot' in terms of volumes and level of investment needed to reach the target KPIs.

# Polarn O. Pyret

Target audience: Millennial Women

Markets: Germany, Sweden



## Objectives:

- Launch and build brand awareness on the German market.
- Drive engagement and generate sales on each focus market.

## Solution:

Always-on activations with mom influencers of different sizes and niches, where **high quality content is one of the keys**. For the launch in Germany, setting the right tone and creating the right brand image through the right influencers has been integral in order to build a strong brand awareness. In Sweden, the company is already well known, and therefore the solution has focused more on driving engagement and sales through inspiring content.

## Results:

In addition to high engagement rates and positive feedback from the target audience, it's possible to see **clear spillover effects from influencer marketing in other channels - especially revenue generated via organic channels**.

Through the monthly optimization process, **where we fine-tune and tweak everything from the influencer selection to messaging and content formats**, we've also found a good level when it comes to sales.

Another key result from the influencer activations are the high quality content, that is well aligned with the company's brand image and therefore used in their own social media channels.



## 9/10 CLIENT SATISFACTION

*- Client survey October 2021*



*- awarded top influencer marketing company 2018-2021 by Business of Apps UK -*