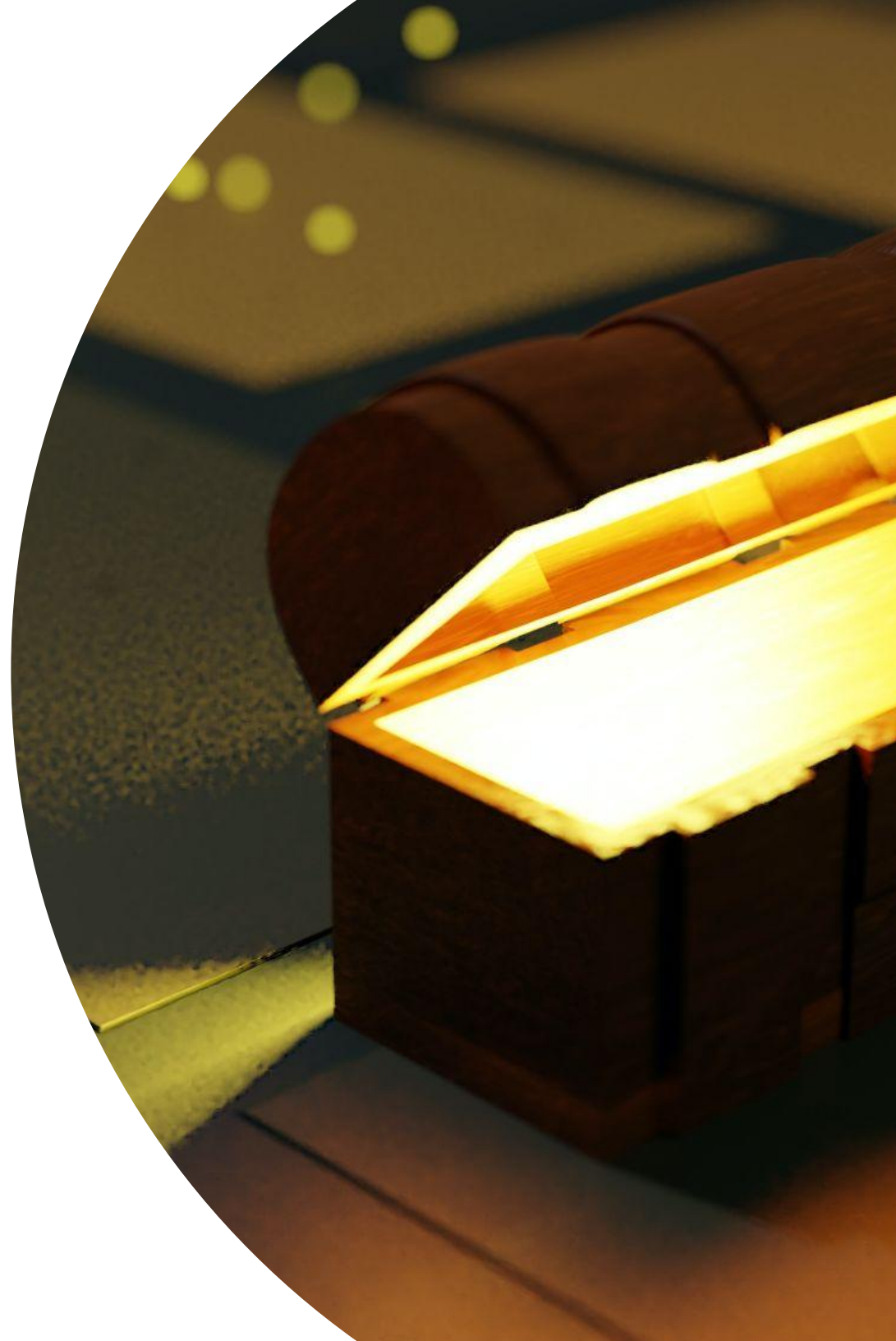


Ebook

Partnerships in action

# Discover untold treasures in **seven successful influencer stories**



# Contents

- 1** What are influencer partnerships?
- 2** Uncovering the sparkle of influencer partnerships
- 3** Inspiring case studies: seven influencer gems
  - Apollo Neuro
  - AppSumo
  - Mapiful
  - Ritz Camera
  - LightInTheBox
  - Vivino
  - Razer
- 4** The key to discovering influencer gold? Automation

## CHAPTER 1

# What are influencer partnerships?

Think about it: Did you ever buy a cell phone without checking online reviews? What about an expensive anti-aging cream? You probably prefer validation before you lay down the big bucks. So what do you do?

You hop onto Instagram/Facebook/Google/etc. to see what others have to say about the product you're considering. Sound familiar? Well, you're not alone. Many people turn to their favorite Instagram and Twitter accounts, YouTubers, and TikTok stars for recommendations on purchasing decisions.

**40 percent of consumers buy a product after seeing it on Twitter, YouTube, or Instagram.<sup>1</sup>**



\* "20 surprising influencer marketing statistics,"  
Digital Marketing Institute, October 19, 2021.  
<https://bit.ly/29surprisingstats>

## How influencer partnerships work

Influencer partnerships start with brands that want to get a product or service out to potential customers in the most effective way. Brands choose influencers because they've gained the trust and confidence of a targeted group of followers.

Influencer collaborations offer many benefits. For example, influencers:

- Impact the purchasing decisions of their followers
- Create a circle of trust with their followers
- Provide their followers with meaningful content
- Whether nano or macro, make a big impact on the customer journey



## Eight goals you can achieve with influencers

Influencers help your brand attain many goals, including:

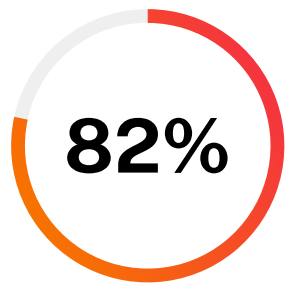
- Amplify brand awareness
- Increase traffic
- Bring customers to your website and make new sales
- Get potential customers to follow your brand on social media
- Encourage newsletter subscription
- Foster consumer engagement with your brand in ways beyond sales
- Build brand reputation
- Create authentic targeted content that speaks to consumers



## CHAPTER 2

# Uncovering the sparkle of influencer partnerships

What makes influencer partnerships so powerful?  
In short: trust.



of consumers have purchased a product because a friend, family member, or influencer posted about it on social media.<sup>1</sup>

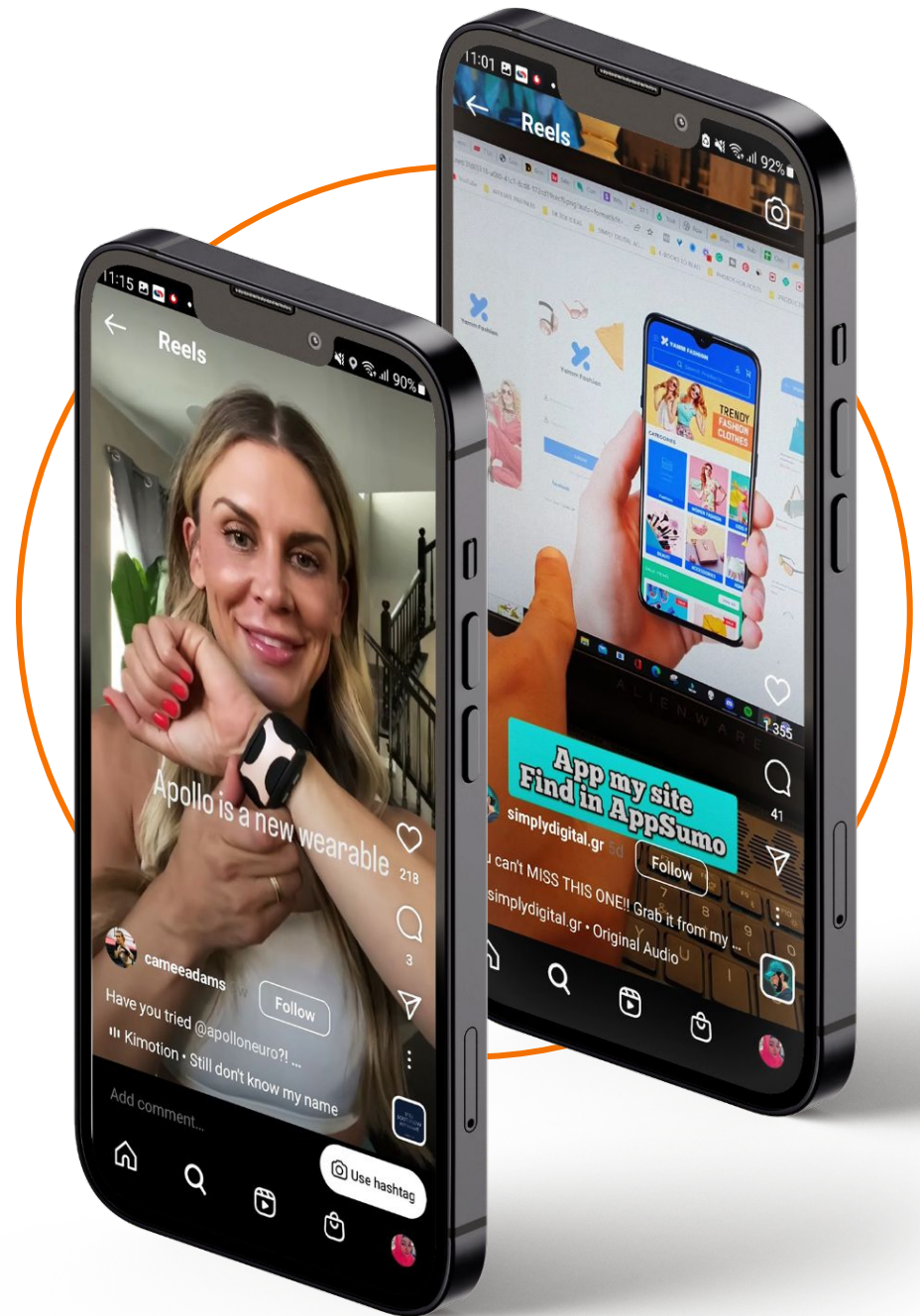
Research also shows that 81 percent of consumers like to get many points of view from people they trust before making a purchasing decision.<sup>2</sup>

<sup>1</sup> “Matter survey reveals consumers find influencers more helpful and trustworthy than brands during the pandemic,” Business Wire, May 26, 2020. <https://bwnews.pr/3PzXGOd>

<sup>2</sup> Derek Andersen, “33 statistics retail marketers need to know in 2021,” Invoca blog, July 19, 2021. <https://www.invoca.com/blog/retail-marketing-statistics>

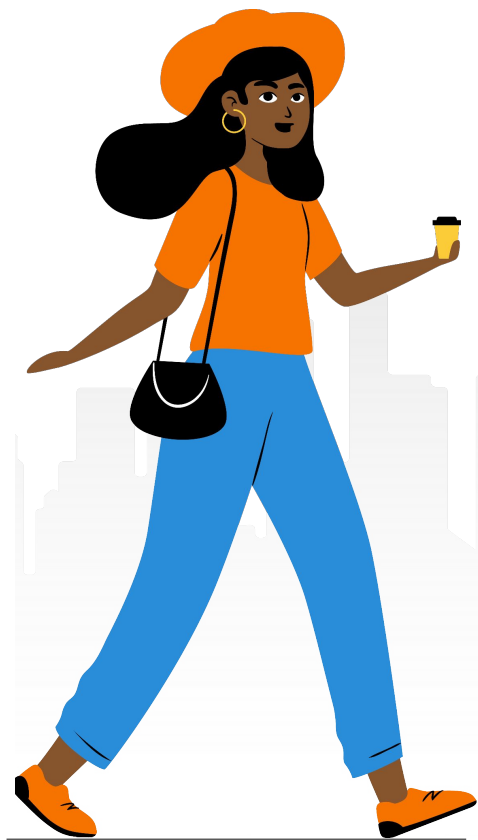


Influencer followers  
— your potential  
customers — gain  
access to informative,  
validated content from  
influencers that  
answers important  
questions, solves  
problems, or provides  
enjoyment and  
entertainment.



## Influencer types by follower size — from nano to macro and beyond

Influencers can vary by niche or content type, but typically fall into one of the following categories (based on audience size):



### Type

- Celebrity influencers

### Number of followers

- 1m +

### Description

- Gain their reputation from traditional media channels, such as TV and radio, then use social media
- Can ask high rates for posts
- While they have many followers, those followers may not be highly engaged

### When to use/benefits

- Brand awareness campaigns — when you want many eyes on your product
- Big splashy launch — especially if your brand has appeal across segments and niches



## Influencer types by follower size — from nano to macro and beyond

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- Big splashy launch — especially if your brand has appeal across segments and niches



## Macro-influencers (250k–1m followers)

### Description

- Have a massive following and leverage social media to become famous
- Know their way around their social platforms
- Compared to celebrity influencers, have a better understanding of their followers

### When to use/benefits

- Increase engagement rates
- Boost your brand's reach
- Bolster your brand's reputation with more than one audience segment



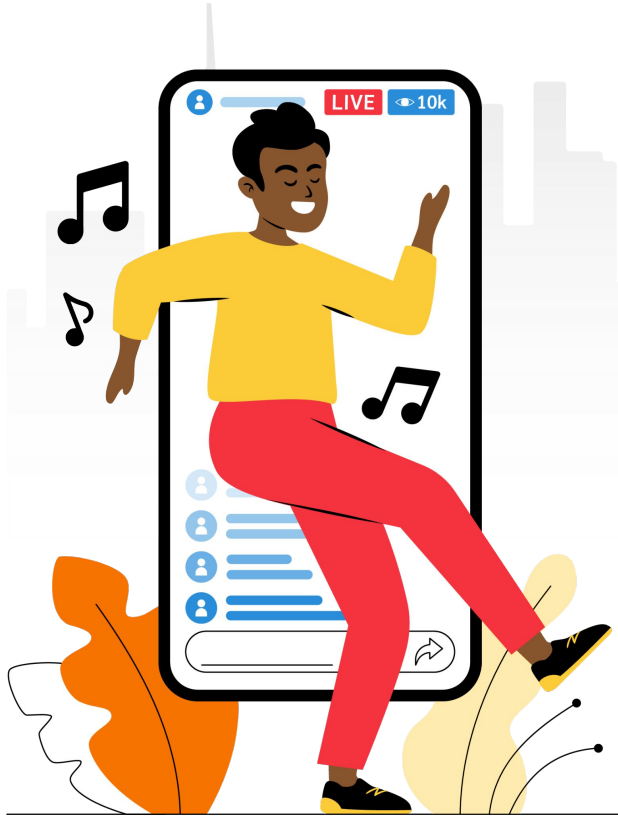
## Mid-influencers (75K-250K followers)

### Description

- Have a relatively engaged audience
- Are often considered more authentic than celebrity and macro-influencers at a lower cost
- Experienced at creating great content

### When to use/benefits

- Increase audience engagement
- Raise authenticity levels
- Create high, impactful reach



## Micro-influencers (10k–75k followers)

### Description

- Small following but boast a higher engagement rate than celebrity, macro- and mid-influencers
- Know their followers better than celebrity and macro-influencers do
- Are considered more authentic than celebrity and macro-influencers

### When to use/benefits

- Generate more focused leads
- Share specialized information
- Target niche audiences
- Create segmented marketing messages





## Nano-influencers (<10k followers)

### Description

- Have the lowest number of followers
- Relatively low cost
- Generally have the best engagement rates
- Generally come across as authentic and the most niche-specific

### When to use/benefits

- Build authenticity
- Test a product in a niche category
- High engagement marketing
- Soft launch of a product or service
- Direct feedback from followers

## Influencer types by role

Categorizing influencers goes beyond follower count; they also play different roles. The following types of influencers work in different ways, but all have the power to boost your return on investment (ROI) and raise brand awareness.

- **Influential customers or customer advocates.** These customers may not necessarily know or want to look for a formal partnership (although they may be open to one). They just love your brand and want to talk about it.
- **Affiliates.** Affiliates have expertise or act as influencers in one or more media where they publish content and can send referrals to brand partners. Some brands convert influencers who have been successful at delivering results in short-term campaigns into long-term affiliate partners.
- **Brand ambassadors.** Some brands engage influencers as brand ambassadors. Brands commit to year-long relationships, with influencers posting in exchange for money, promotions, or product. Some brands even create evergreen campaigns by recruiting a permanent bench of influencers to cyclically reactivate.
- **Content creators.** Content creators create the great graphics, stories, and trusted content that directly speaks to the right audience. Brands may reuse this content on other platforms.

## CHAPTER 3

# Inspiring case studies: seven influencer gems

How does all this knowledge about influencer relationships translate into growth and success for your brand in the real world? Which situations, strategies, and outcomes enable your brand to make influencer collaborations a solid part of its marketing strategy?

The following case studies on seven diverse influencer partnerships show how thriving companies evolved their influencer campaigns and programs — and got stellar results.



# Finding a wider audience using influencers

## Apollo Neuro grew its audience with the right influencer partners

### Situation

Apollo Neuro knew its stress reduction product had potential if it could reach and educate ordinary people facing ordinary stresses — from anxious children to sleep-deprived healthcare workers to military veterans. Apollo Neuro needed partners to bring in its next wave of revenue from a wider spectrum of sources.



### Solution

Along with the OAK Digital marketing agency, Apollo Neuro moved its entire influencer portfolio to impact.com's platform to automate the full breadth of partnerships the company aspired to. The team looked at reviews, historical data, and feedback from Apollo's existing campaigns. They listened to audiences to identify the best targeting strategy.

Apollo also tested more specialized influencer networks to tap into challenging verticals that could drive sales. It focused on:

- Publishers in the sleep category/niche
- Publishers in employee benefits to reach employees in high-stress jobs
- Wellness influencers, smaller content creators, podcasters, and YouTubers with an audience that skewed male



## Apollo Neuro's influencer program achieved these traffic and revenue goals

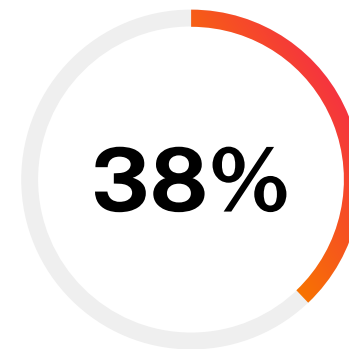
### Outcome

In less than six months, Apollo Neuro's new wave of influencer partners brought in:

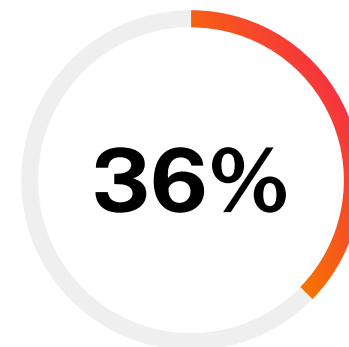
- 38 percent of the company's program traffic
- 36 percent of its partnerships revenue

Apollo also created new sources of traffic and revenue:

- Content creators that reached male audiences went from zero to contributing 22 percent of traffic
- Employee benefits publications delivered 6.7 percent of traffic
- Content partners generated almost 15 percent of program revenue



of the company's  
program traffic



of its partnerships  
revenue

## Flexibility and metrics to support a wide range of partners

**AppSumo found new influencers and used automation to manage its partnership life cycle**

### Situation

Software marketplace [AppSumo](#) engaged a network of creators that authentically connected with bloggers, freelancers, entrepreneurs, designers, and business consultants looking to access the latest business tools without Fortune 500 budgets.

AppSumo had a complex influencer program and needed more control over who referred customers to its website, flexibility in payouts, and a fee model that wouldn't penalize the company for growth. AppSumo also wanted to rework its commission structure, which solely pegged payouts to revenue volume, and instead optimize toward new customers.



## Solution

With impact.com, AppSumo gained the flexibility to overhaul its commission structure to focus on bringing in new customers and address different partner types. Next, it tapped into this authentic community by looking for influencers in the 15 key software categories most relevant to its audience. The company scanned YouTube and scraped other social media for AppSumo mentions.

From there, AppSumo built relationships, allowing potential influencer partners to try products and provide feedback. If all went well, AppSumo would issue an invitation and use impact.com to facilitate a welcome sequence of communications to move the relationship forward.

Once an influencer onboarded, AppSumo monitored and reported when they reached new customer thresholds or certain sales. Also, running an inactive influencer report helped AppSumo flag dormant influencers so it could reignite those relationships.

It also offered a separate payout structure for software influencers that sometimes acted as referral partners themselves. The payout structure steered select customers to AppSumo as an extra incentive to purchase an AppSumo license.



## AppSumo's influencer program drastically increased actions and revenue

### Outcome

With impact.com, AppSumo experienced measurable year-over-year business growth:

- 215 percent increase in actions
- 255 percent increase in revenue
- 129 percent increase in total influencer and affiliate partners
- 107 percent increase in active influencer and affiliate partners



215%

increase in actions



255%

increase in revenue



## Diversify and grow influencer partnerships

**Mapiful used complete life cycle automation to find and manage new influencers with ease**

### Situation

[Mapiful's](#) diverse customer base and specialized products required a broad array of influencers to showcase the brand's products, generate awareness, and connect with prospects to drive new sales. However, Mapiful used a complex, inflexible system that influencers found off-putting. Outreach was manual — and that made it difficult to stay connected to influencer partners.



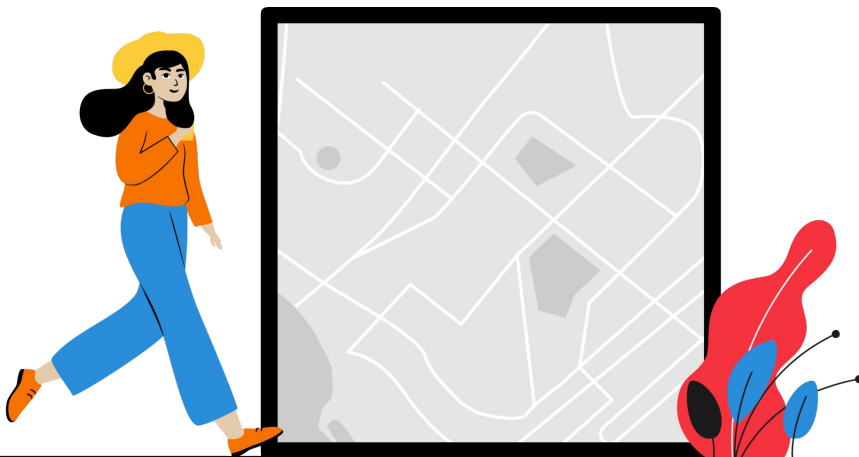
## Solution

Mapiful knew it needed full customer relationship management (CRM), automated and customizable communications, and powerful analytics all in one package to present a thriving influencer channel. It turned to impact.com and was up and running on the platform just two days after training was complete. Mapiful used impact.com's life cycle automation to dramatically reduce the number of tools it relied on to fully embrace team collaboration.

The team used impact.com to streamline and automate Mapiful's entire influencer life cycle, from discovery and recruitment to sending briefs and posting due dates. The team also used prospect and partner capabilities so it could customize existing data.

Mapiful used impact.com's **Discovery tool** to connect with influencers, even in smaller European markets where influencers are historically harder to find.

The company tailored each collaboration funnel by market and accordingly **automated workflows**. Simply having the ability to **automate** emails by time zone so they would arrive during each partner's workday dramatically improved conversion rates.



## Mapiful successfully used automated workflows to achieve these onboarding and conversion results

### Outcome

After moving its influencer program to impact.com, Mapiful unleashed the full potential of its program, resulting in:

- 13,000 new influencers onboarded in one year — doubling its program monthly
- 300+ percent increase in conversions per contact from product exchange collaborations
- 45 hours saved each month on emails and database maintenance



13K

new influencers  
onboarded in one  
year



300+%

increase in  
conversions per  
contact from  
product exchange  
collaborations

# Harness attribution insights for influencer partnerships

## Ritz Camera found a better solution for rewarding creators

### Situation

[Ritz Camera](#) knew that bloggers and other influencers contributed to the brand but believed that last click from coupon websites obscured its value. Ritz Camera partnered with its agency, All Inclusive Marketing (AIM), for tangible insights.



### Solution

Using **impact.com's click path reporting**, AIM could see how often content websites lost out to coupon websites. This data drove AIM to accordingly adjust commission rates for both groups. Under AIM's strategic direction and using impact.com's platform, Ritz Camera shifted its crediting strategy. The company began to track conversions via unique URLs and promo codes to **better reward incremental contributors**. Coupled with its renewed focus on influencers, Ritz Camera quickly saw a dramatic improvement in both profitability and revenue.

**Ritz Camera quickly saw a dramatic improvement in both profitability and revenue.**

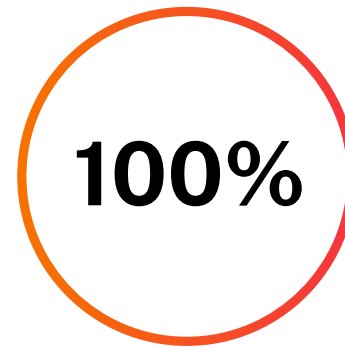


## Ritz Camera used click path reporting to achieve these revenue goals

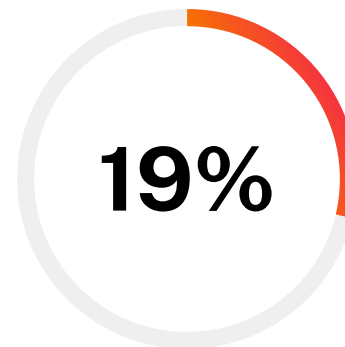
### Outcome

Results included:

- 100 percent month-over-month influencer growth
- 19 percent year-over-year improvement in return on ad spend (ROAS)
- 117 percent revenue growth



month-over-month  
influencer growth



year-over-year  
improvement in  
return on ad spend  
(ROAS)

## Scaling influencer programs

### LightInTheBox leveraged micro-influencers at scale

#### Situation

[LightInTheBox](#) recognized the value of influencers but could only execute 10 to 20 placements a month, given how time-consuming it was to discover, recruit, negotiate with, track, and aggregate them. The company wanted to grow its program globally but needed to do so in a scalable fashion.

#### Solution

LightInTheBox used [impact.com](#) to automate recruiting, negotiation, tracking, and aggregation. It increased placements to more than 200 a month and leveraged influencer-generated assets across email, social media, and the website's product pages.



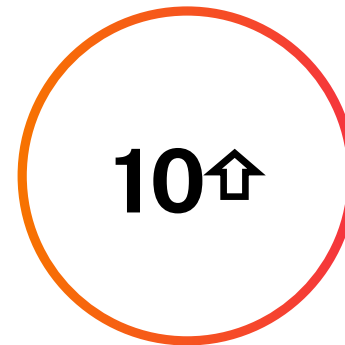
## LightInTheBox recruited micro-influencers to achieve these conversion and placement goals

### Outcome

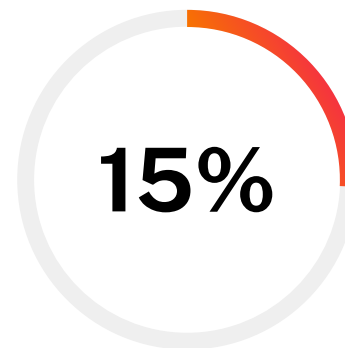
LightInTheBox partnered with micro-influencers for better creative content at a lower cost. It also achieved higher engagement, with a 15 percent lift in conversion rate on product pages enriched with influencer content vs the same product pages without enrichment. LightInTheBox could manage campaigns more efficiently, taking hours instead of weeks to get 10 times more placements.

Results included:

- Tenfold increase in monthly placements
- 15 percent increase in conversion rate on product pages enriched with influencer content



tenfold increase  
in monthly  
placements



increase in  
conversion rate on  
product pages  
enriched with  
influencer content

# Optimizing flourishing influencer partnerships

## Vivino streamlined its process for influencer growth

### Situation

[Vivino](#) began working with content creators in 2019 but didn't have a dedicated partnerships platform to manage them. Its team spent long hours each month manually calculating payouts, pulling reports from various systems, and creating invoices one at a time. As a result, the team missed out on new influencer opportunities and found it difficult to scale. Vivino looked for a tool that would allow it to streamline processes and drive growth.





## Solution

Using impact.com's platform, Vivino partnered with two industry-leading personal wine cellar companies that hosted apps to track which wines were in a customer's cellar at any given time. The partners added Vivino "buy" buttons to their apps so users could purchase new bottles of wine through Vivino.

Vivino also partnered with wineries across the world that didn't have the resources for global distribution. The company acted as a global marketplace for wineries, vastly expanding their reach while improving its product diversification and value to its customers.

**Flexibility and diverse influencer partnership types drastically improved Vivino's ability to reach its business goals.**

The company used impact.com to assess influencer performance by country, month, promo code, and other factors so it could better attribute payouts based on the value each partner drove. This detailed analysis into partner promotional efforts allowed Vivino to better incentivize its top-performing influencers.

Vivino created a level of communication and care that kept influencers engaged and even helped the brand run unique campaigns with different influencer segments.

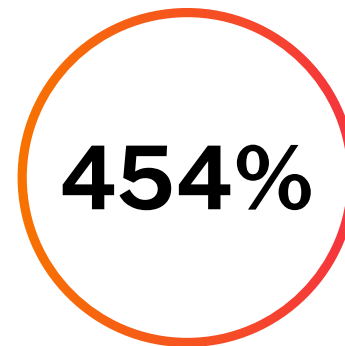


## Vivino scaled its influencer program to accomplish these revenue goals and tap into international markets

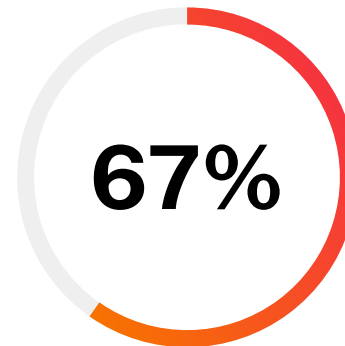
### Outcome

The team grew revenue, expanded into new markets, created stronger influencer partnerships, and scaled Vivino's program beyond what it thought possible, resulting in:

- 454 percent increase in Q4 revenue year over year
- 67 percent increase in Q4 international influencer partners year over year
- Successful increase in international influencer partners across the U.K., the E.U., and the Asia-Pacific region



increase in Q4  
revenue year over  
year



increase in Q4  
international  
partners year over  
year

## Automating influencer partnerships

**Razer simplified gaming influencer partnerships across the world with automation**

### Situation

Historically, various agencies and multiple networks across several countries managed [Razer's](#) influencer and referral partnerships channels. Within those networks, the Razer team sometimes had to manage different programs with different currencies.

Existing processes and systems didn't provide the level of granularity Razer needed. Its agency had previously handled payments to influencer partners — an extremely time-consuming task due to the large number of currencies involved. This inefficiency kept Razer from attaining the transparency and control it wanted.

Growth was stalled. Razer didn't see much diversity in the types of influencer partners it worked with. It was also difficult to determine which influencers added value to the business and which did not.





## Solution

Time and cost savings were critical to the Singapore-based team that managed Razer's global influencer program. The company migrated and onboarded all partners to the impact.com platform with zero revenue loss. With automation, the Razer team was no longer restricted by how many partners it could recruit and manage.

The company scaled and extended its program to nontraditional influencer partners like video game livestreamers on Twitch and YouTube content creators. The team could now identify trends and focus on partners that drove incremental, high-value customers.

The impact.com Discovery tool not only streamlined operations to give everyone greater control and visibility, but gave Razer access to a huge variety of influencers types to reach out to and work with.

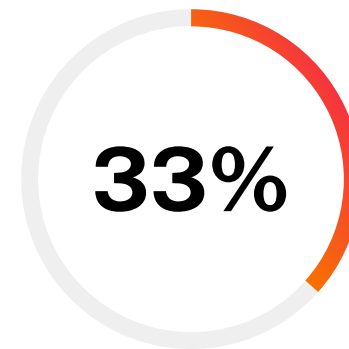
**The company scaled and extended its program to nontraditional influencer partners like video game livestreamers on Twitch and YouTube content creators.**

## Razer's influencer program achieved these time and cost savings goals

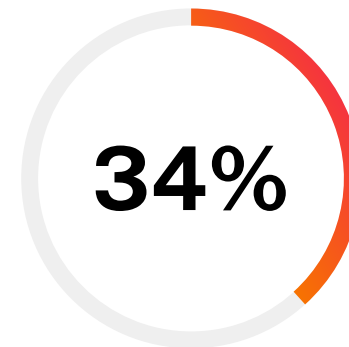
### Outcome

The ability to contract and pay in local currencies had a huge impact on Razer's influencer program. It quickly expanded into new markets across Southeast Asia and recruited local partners. Razer used increased payouts as a bargaining tool in exchange for higher activations and more prominent placements from its influencer partners. Results included:

- 33 percent decrease in time spent manually managing influencers
- 33 percent increase in efficiency
- 34 percent partnerships channel growth



decrease in time  
spent manually  
managing  
partners



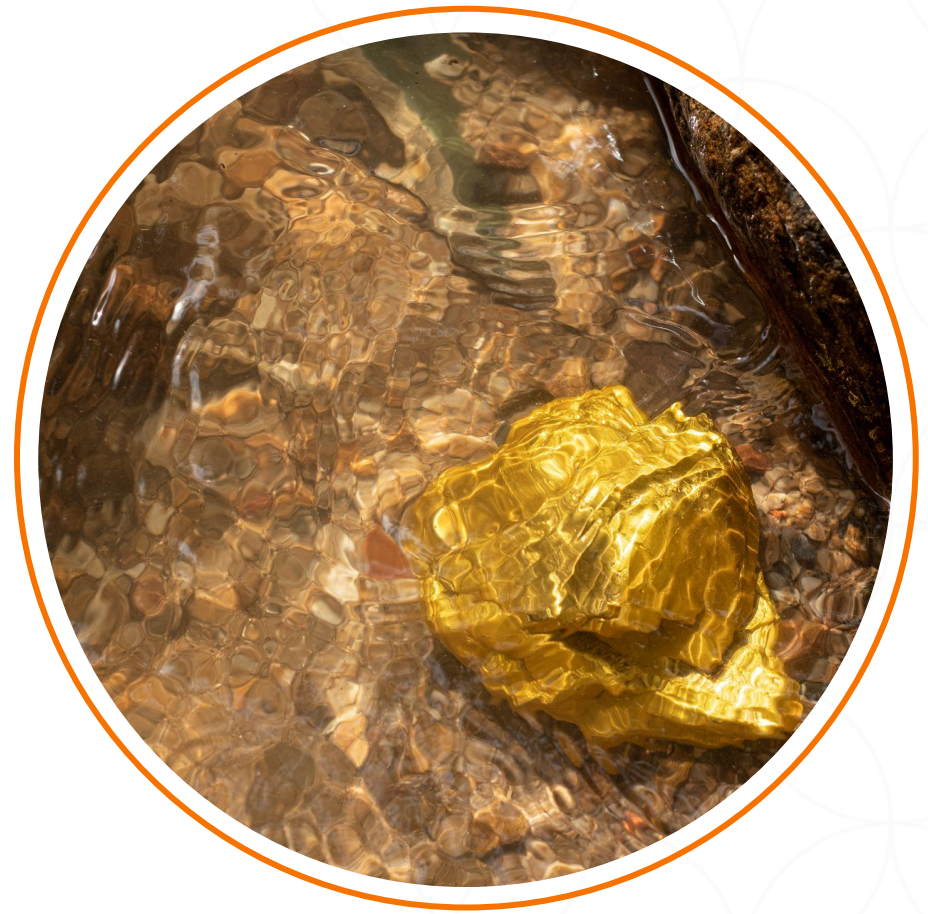
partnerships  
channel growth

## CHAPTER 4

# The key to discovering influencer gold? Automation

Automation on a platform where brands can find influencers, scale and grow influencer programs, create brand awareness, and manage the entire life cycle of their influencer partnerships makes all the difference. With the right platform, such as impact.com, you can streamline and automate for partnerships success — from the beginnings of a campaign to assessment after its completion.

The ability to measure ROI and the tangible impact of any partnership leads to better strategy, stronger partnerships, and campaigns that are more attuned to your goals. For the seven brands highlighted above, the impact.com platform not only simplified discovery and automated contracting payouts, it enabled these companies to track which partners drove the highest conversions at any point in the customer journey.





## Some final thoughts from an influencer marketing expert

*“As people are getting smarter about influencer marketing, they are realizing that they don’t want to just spend a lot of money and hire an influencer and have them post and that be it. There needs to be a lot more thought behind it and there needs to be a plan to actually hit the KPIs [key performance indicators] that you’re looking for.*

*I think that the smart brands and smart marketers are thinking of influencer as a performance channel and a channel that you can have under acquisition marketing rather than brand marketing. I think it touches both, but I think there really are sales to be had here.”<sup>1</sup>*



Jennine Mattias

Former Senior Director of Influencer Marketing

Savage X Fenty

<sup>1</sup> Molly Doyle Young, “How does Savage X Fenty build brand-affirming partnerships? Watch the interview,” impact.com, October 9, 2020.  
<https://bit.ly/savagxfentypartnerships>





## About impact.com

[impact.com](https://www.impact.com), the leading global partnership management platform, has been transforming the way enterprises discover and manage all types of partnerships — including affiliates, influencers, commerce content publishers, B2B, and more — since its founding in 2008. Its powerful, purpose-built platform helps businesses, including brands, publishers and agencies, to build authentic, enduring and rewarding relationships with both publishers and consumers. By providing visibility across the entire consumer journey they are able to aggregate, orchestrate and optimize the total value of the entire mix of partnerships with ease and transparency, driving growth and creating new value for consumers.

To learn more about how [impact.com](https://www.impact.com)'s technology platform and partnerships marketplace is driving revenue growth for global enterprise brands such as



Visit [www.impact.com](https://www.impact.com)

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