

# Using Data to Amplify Influencer Marketing Strategies.

The power of integrating your systems  
to unlock new revenue opportunities

 upfluence



KLAVIYO

ATFLUENCE





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TODAY'S DISCUSSION

# How to unlock and use the information within your data.

- Harnessing existing customer data
- Upfluence + Klaviyo integration
- Atfluence Scent Beauty case study
- Key Takeaways

Q&A



# Influence with Atfluence

## A full service digital agency.



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CREATIVE BOUTIQUE

# Atfluence - A full-service digital agency



## Brand Evaluation

Web & Social  
Management,  
E-Commerce  
Solutions &  
Consulting

## Asset Production

Traditional  
Photography,  
Video, Production  
& Casting

## Campaign Management

Google/Facebook  
Campaign  
Management &  
Retargeting

## Influencer Management

Recruitment,  
Relations, Events, &  
Promotions

## New Growth Strategies

NFT Brand and  
Celebrity Drops  
and promotions

[Learn more about Atfluence?](#)



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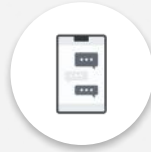
# Meet Klaviyo

Klaviyo lets you deliver amazing experiences across email and other owned channels.





Email



SMS



Onsite Forms



Segmentation



Analytics

**We help businesses of every size — from entrepreneurs to iconic brands.**



**↑Huckberry**



**Marine Layer**

**FENTY BEAUTY**



1,000K+ Employees Globally | 80,000+ Customers | 100+ Countries

## ANALYTICS

# Challenges marketers face.



## Declining Brand Loyalty.

73% of US customers and 63% of UK customers have tried new shopping behaviors since COVID-19.

[Source: McKinsey](#)

## Limited Team Bandwidth.

According to a Gallop poll from 2020, 34% of senior leaders reportedly furloughed staff across all business functions, and 65% had imposed hiring freezes.

[Source: Gartner](#)

## Data Privacy Changes.

Only 15 percent of worldwide users and 6 percent of US users have chosen to opt into tracking on iOS 14.5, and Google plans to phase out third-party cookies (3PC) in 2023.

[Source: Klaviyo](#)



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DATA

# Harnessing existing customer data.



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# Where your data lives, and how to analyse it

## Visitor Sign-ups



## Customer Checkouts

refersion\*



COMMERCE

## Using zapier\*



mailchimp



@courtandkelly



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## Audience Data



Kelly Courtney  
@courtandkelly



### Engaged audience



## Brand Mentions

Jessica Eve



## Post Activity

Engagement Top 5%

Likes Top 35%

Comments Top 5%















### Post per day



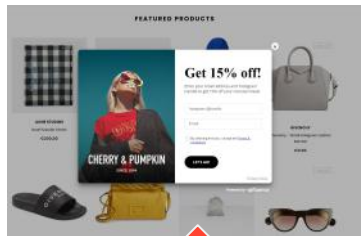
# Use cases: leverage the potential of your community



Includes all **zapier** integrations

Casual Users	Nano/Micro (500+)	Medium (10K+)	Large (100K+)	Partners
Capture customer's and visitor's <b>Social Data &amp; Purchase History</b> .				 KLAVIYO  shopify  WOO COMMERCE
Reach out to them on a regular basis with your mailing system				 Gmail  KLAVIYO  Exchange
Join your <b>Loyalty Program</b> .	Join your <b>Affiliate Program</b> .			 HubSpot  refersion*
Join your <b>Influencer Network</b> .				 upfluence
Influencer posts.				    
INCREASE LOYALTY	INCREASE SALES	INCREASE BRAND AWARENESS	INCREASE ENGAGEMENT	

## 1. Tap into Network



## 2. Customer Value Analysis

@thomas.serrer



## 3. Posts Generate Interest



Engagement rate	8.29%
Follower count	97k
Suggested price	\$220
Avg. purchase value	\$67
Avg. likes	3.8K
Purchases (6 month)	3

EVER-GROWING NETWORK

## The Snowball Effect



As you acquire new customers, you're able to analyze their potential influencer value on a recurring basis to convert them into ambassadors who then post engaging content and the cycle continues.

PARTNERSHIP

upfluence

+



KLAVIYO



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## PARTNERSHIP

# Finding all your influential contacts in your Klaviyo database.



## Connect

Connect your Klaviyo database to Upfluence and automatically match contact information against over millions of influencer profiles.

## Uncover

Use powerful social data insights to identify influencers in any Klaviyo list.

## Activate

Influential contacts are automatically added to Upfluence for easy activation.



## INTEGRATION SNAPSHOT

# Klaviyo - Enriched Contact Data.



- Passive influencer identification
- Valuable, actionable insights
- Easier, less expensive to activate

**INFORMATION**

**Custom properties**

**Instagram handle** @joyfuljoyous1

**Followers** 500 841

**Engagement rate** 6%

**URL** [software.upfluence.co/influencers/28687231](https://software.upfluence.co/influencers/28687231)

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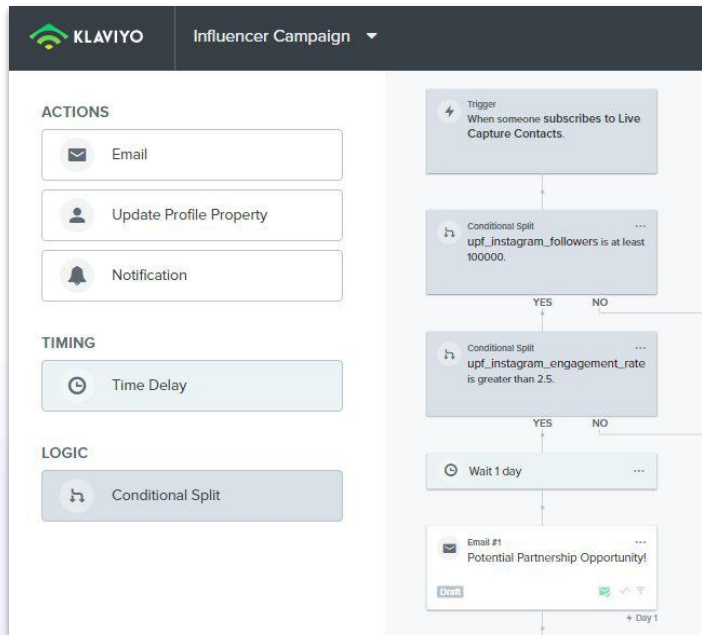
**Profile created** July 22nd 2021, 6.37 am

**Profile updated** July 25th 2021, 9.52 am



## INTEGRATION SNAPSHOT

# Klaviyo - Customized E-mail Flows.



- Data driven segmentation
- Automatic, tailored outreach
- Influencers inbound to you





# Atfluence Case Study

## Scent Beauty: Dolly Parton.



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SCENT BEAUTY

## The Dolly Parton Scent Beauty Fragrance Launch.



- Searching for traditional influencers
- Uncovering organic influencers for SB
- Influencer outreach and activation
- Campaign and asset management
- Delivering results to Dolly & team



SCENT BEAUTY

# Campaign Breakdown.

## **Campaign:**

Eau De Parfum tester fragrance

## **Kickoff:**

Superbowl Sunday 2021

## **Spend:**

No Pre Launch or product spend



SCENT BEAUTY

# Dolly Parton, Eau De Parfum Tester Fragrance Campaign.

## Brief

Affiliates were provided pre shot assets and no actual fragrance and were asked to post during half time.

## Targeted Partners

**Revenue Share Affiliates** and **Existing Customers**  
*(Customers selected with integrated tool set in Upfluence).*

## Metrics Tracked

Super Bowl + 3 day period following the game, **CPA's** based on **conversions** & **outreach** generated by **links and codes**.

## Results

**Ten of thousands of units sold;** social outreach, driven by Atfluence & Upfluence, reaching **100,000's+ followers.**

SCENT BEAUTY

# The Influencers.



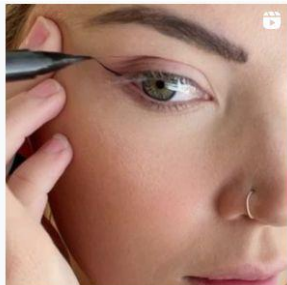
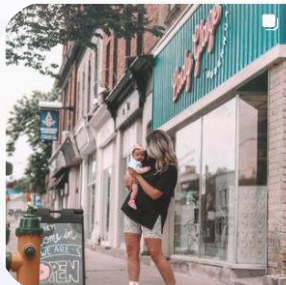


thebirdspapaya

6,864 posts   2m followers   6,747 following

**Sarah Nicole Landry**  
Blogger

A journal of life & love after massive change.  
Mother | Writer | Creator | Speaker 🇨🇦  
Photo App 🌟 @pinkpapayaapp  
🎧 @thepapayapodcast!  
Blog 📖  
[msha.ke/thebirdspapaya](https://msha.ke/thebirdspapaya)



Channels   Email   Notes   Influencer

Print or Export as PDF

thebirdspapaya

First Name   Last Name

thebirdspapaya@gmail.com

Responds within 8 hours   LDA Compliant

Canada

Location

97%

Real

Engaged Audience

Toronto	8%
Vancouver	2%
Los Angeles	2%
New York	2%
Calgary	1%

Cities

US	49%
CA	29%
GB	4%
AU	3%
DE	1%

Countries

0-17	8%
18-20	5%
21-24	20%
25-34	56%
35-54	10%

Age

90%	Female
10%	Male

Gender

thebirdspapaya

Instagram

2.0M

0.9% engagement   CPE - \$0

5 days ago

19k   132   234k est. Impressions   187k est. Reach

thebirdspapaya Instagram vs reality of sleep and rest. Often times, sleep and rest are discussed and shown like a luxury instead of a priority. Because in reality, sleep doesn't always...

6.5% engagement   CPE - \$0

6 days ago

130k   1.3k   1.6M est. Impressions   1.3M est. Reach

thebirdspapaya It's all about this whole thing beyond a body. But sometimes, it really is lovely to have someone look at you in all your rawness like you are everything. Not a...

Brand Mentions

Brand	42%	88%
	saturation rate	post effectiveness
welldotca	8 mentions	83% effectiveness
londrebodywear	5 mentions	102% effectiveness
thebump	4 mentions	132% effectiveness
parents	4 mentions	112% effectiveness
postpartum	3 mentions	125% effectiveness



SCENT BEAUTY

# Influencer Campaign Examples.

@eclisse\_cr... 75k followers  
4.1% engagement CPE ~\$0



scentbeauty + 1 more

2.8k ❤️ 187 💬 11k 🌐 3 months ago  
38k est. Impressions 30k est. Reach

**eclisse\_creazioni** I'm absolutely OBSESSED with NATALIE DYLANA Eau De Parfum that I found at @scentbeauty; Warm, elegant, fruity, just the way I like it! Scent Profile: Top- Fresh...

@eclisse\_cr... 75k followers  
3.8% engagement CPE ~\$0

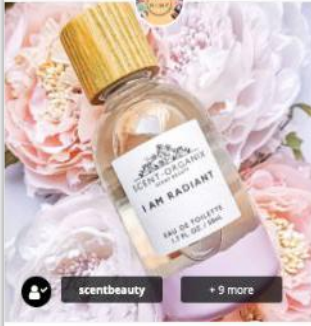


scentbeauty + 3 more

2.7k ❤️ 174 💬 11k 🌐 2 months ago  
36k est. Impressions 29k est. Reach

**eclisse\_creazioni** @ThePhluidProject Humanity Eau de Parfum from @scentbeauty has been named the new spring fragrance to fall in love with according to @Allure. 🌸...

@ms.n.i.m.f 14k followers  
18.7% engagement CPE ~\$0

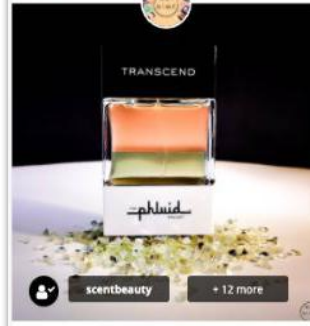


scentbeauty + 9 more

2.5k ❤️ 159 💬 3 months ago  
33k est. Impressions 27k est. Reach

**ms.n.i.m.f** Radiant like Spring 🌸 Today is National Fragrance Day, and since Spring is officially here, I'd like to share my love for Scent - Organix I Am Radiant Eau De Toilette\*...

@ms.n.i.m.f 14k followers  
15.2% engagement CPE ~\$0

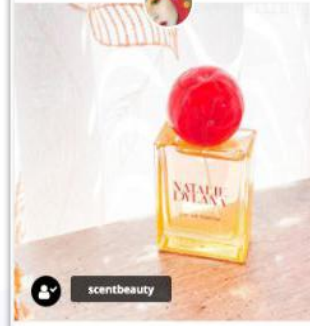


scentbeauty + 12 more

2.0k ❤️ 145 💬 2 months ago  
27k est. Impressions 22k est. Reach

**ms.n.i.m.f** Transcend Yourself Presenting the Transcend Bi-Phase Eau De Parfum\* by @thephfluidproject 🌈 The Phluid Project is a gender-free brand that empowers individuals...

@thenehanom... 25k followers  
8.0% engagement CPE ~\$0



scentbeauty


2.0k ❤️ 4 💬 2 months ago  
25k est. Impressions 20k est. Reach

**thenehanoman** Natalie Dylana X @scentbeauty 🌸 A multifaceted scent, for the contrasts in all of us. 🌟 Shop Mother's Day Scents & Specials now at ScentBeauty.com! U...

## SCENT BEAUTY

# Influencer Campaign Examples.

**blonde25** 48k followers  
3.9% engagement CPE ~\$0.13



scentbeauty

1.7k ❤️ 126 💬 2 months ago  
23k est. Impressions 19k est. Reach

**blonde25** @scentbeauty Has an amazing perfume line! Can be found here <https://tracking.scentbeauty.com/SHo Breath deeply. Fresh, evocative florals lift you, and fil...>

**euphoriaxn...** 28k followers  
6.1% engagement CPE ~\$0.11



scentbeauty

1.6k ❤️ 111 💬 2 months ago  
21k est. Impressions 17k est. Reach

**euphoriaxnyc** Need some gift ideas for mom? I think a nice clean fragrance would make a great mother's day gift. Scent Organix by @scentbeauty "I Am Radiant" has a long lasti...

**simplytash...** 42k followers  
4.0% engagement CPE ~\$0.16

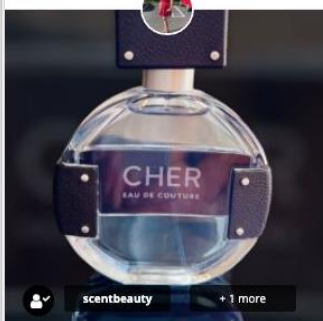


scentbeauty

1.6k ❤️ 50 💬 6 days ago  
21k est. Impressions 16k est. Reach

**simplytasheena** Scent of the day 💖 Shake & Spray 🌟 I'm so happy to add HUMANITY by The Phluid Project to my scent collection from @scentbeauty #scentguru SCENT PROFILE TO...

**maddynath2...** 20k followers  
7.1% engagement CPE ~\$0.07




scentbeauty + 1 more

1.2k ❤️ 211 💬 22 days ago  
18k est. Impressions 14k est. Reach

**maddynath2922** #scentbeautygiftedme I am in so much love with this refreshing and charming fragrance from @scentbeauty that instantly uplifts the senses as soon as I apply ...

**simplytash...** 42k followers  
3.9% engagement CPE ~\$0.16



scentbeauty

1.6k ❤️ 86 💬 15 days ago  
20k est. Impressions 16k est. Reach

**simplytasheena** Scent of the day 💖 I'm so happy to add CHER EAU DE COUTURE ATOMIZER by Cher to my scent collection from @scentbeauty 💖 Loving the mini size 🌟 It's...

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# Key Takeaways.



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## KEY TAKEAWAYS

# Best Practices.



### **Not using Upfluence or Klaviyo?**

You can still find ways to link data among the tools you do use.

### **Only using Klaviyo?**

Klaviyo connects to many systems and centralizes contact data, powering custom email and text marketing.

### **Using Upfluence and Klaviyo?**

Together they allow the identification of influential contacts that build organic influence networks (authentic content, high performers, etc.)

### **Pre-BFCM prep**

Use this time to carefully audit your full customer journey and dedicate resources to design, activate, and report on A/B tests to optimize digital engagements.



# Q&A

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# Book a complimentary consultation with an Upfluence expert!

Book Your Call



**SENIOR VP OF SALES**

Paul Kahn

[paul.kahn@upfluence.com](mailto:paul.kahn@upfluence.com)

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