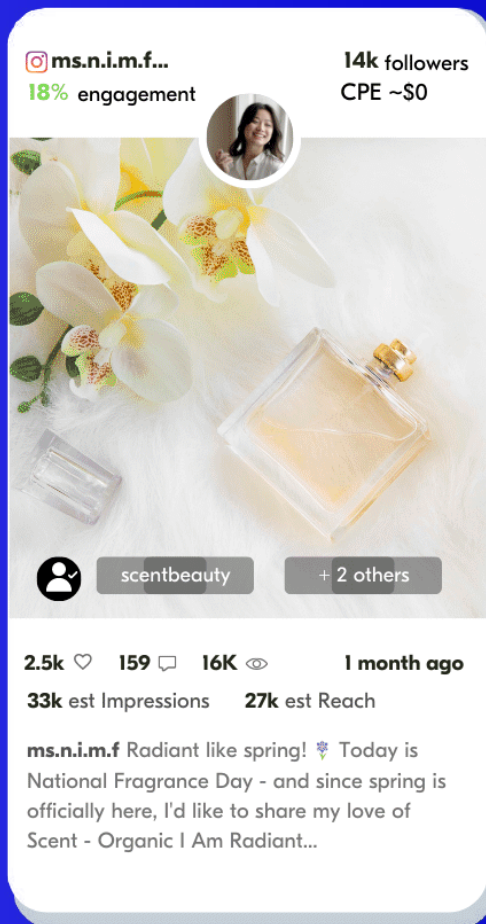


CASE STUDY

How
ATFLUENCE
drove a 350%
increase in
sales for
their clients
with Organic
Influencers.



CASE STUDY

Discover how ATFLUENCE drove a 350% increase in sales for their clients using integrations and Organic Influencers.

Atfluence is a full-service branding agency specializing in top-tier luxury brand campaigns. They chose Upfluence as their end-to-end influencer identification, outreach and management software to surface Organic Influencers - a brand's most influential customers and contacts, hidden within their databases. These organic influencers are proven to be 7x more likely to collaborate for free, and are 52% cheaper for #ads.

Combining 10+ years of experience, and the latest technology, Atfluence has expanded and affirmed its expertise as a powerful, results-driven, 360 digital marketing agency.



SOLUTION

Influencer Search & Selection
Shopify & Klaviyo Integrations
Outreach and Activation



INDUSTRY

Fragrance Industry
Personal Care



CAMPAIGN KPIs

Drive Conversions
Generate Sales
Brand Reach

The Challenge.

Atfluence is renowned for delivering high-impact campaigns for its clients. In a changing e-commerce landscape, Atfluence was seeking to help their client find innovative ways to achieve growth by incorporating influencer marketing and an efficient affiliate program as a key lever in their campaign while minimizing costs and efforts.

Their approach included traditional influencer search and sourcing organic influencers from within their client's customer base, so they needed to leverage Upfluence's integrations and data to modernize and accelerate their mission.



DATA DRIVEN CAMPAIGNS

With substantial networks to explore and influencer strategies to execute, this campaign required a streamlined approach that called for integration capabilities to uncover and onboard traditional influencers as well as organic influential customers, while revealing their purchase history and brand loyalty.

Atfluence needed to manage multiple campaigns and digital assets simultaneously, track conversions, and deliver deep performance analytics.

The Solution.

Using Upfluence's vast database of vetted influencers and key software integrations, Atfluence conducted influencer discovery and audience analysis, diving into integrated platform datasets to uncover organic influential customers and influencers.

Using Upfluence to activate these organic influencers with discount codes and affiliate links, Atfluence drove a 350% increase in sales revenue for their brands, while minimizing costs.

INFLUENTIAL CUSTOMERS VS TRADITIONAL INFLUENCERS

TIME SAVED

25% faster for outreach, onboarding, and posting.

AUTHENTIC CONTENT

Atfluence clients received more authentic storytelling when they partnered with customers for campaigns.

BRAND ADVOCATES

Atfluence's client, grew their referral sales program by 30% based on customer referrals alone.



The Solution continued.

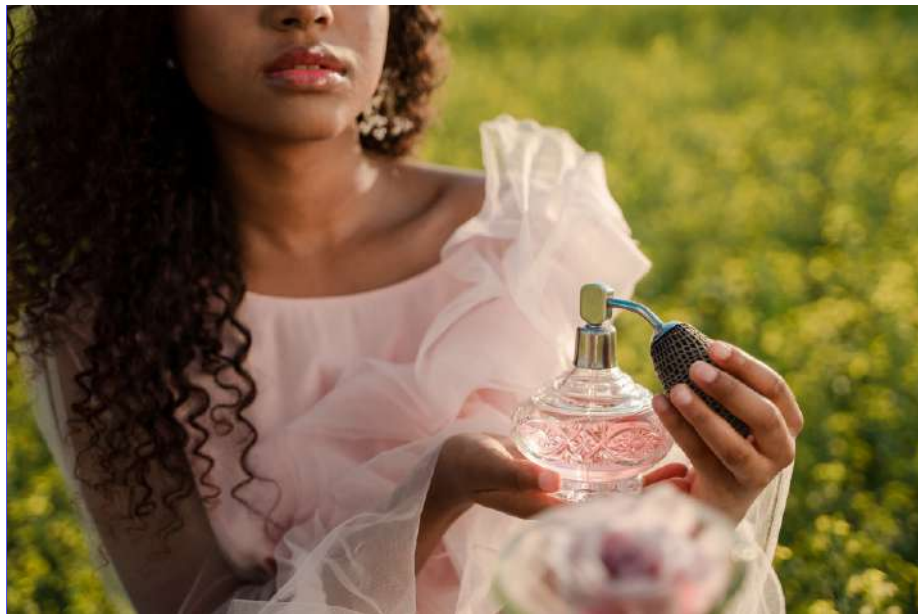
By integrating Shopify with Upfluence, Atfluence was able to hand-select the perfect brand representatives based on social media data and purchase history.

Due to the natural affinity the creators had with the brand, this analysis resulted in the creation of authentic, repurposable content, significant sales conversions, and stronger partnerships.

POWERFUL INTEGRATIONS

Atfluence also integrated Upfluence with Klaviyo to find organic influencers hidden in their client's contact lists. When combined with data from Shopify, Atfluence was able to uncover their client's most influential customers and create highly personalized outreach to these found influencers.

Through integrating Refersion with Upfluence, Atfluence easily invited found influencers into their client's affiliate programs and tracked all affiliate sales associated with their client's campaigns.



A Key Discovery.

When Atfluence explored their client's integrated datasets in Klaviyo and Shopify, they discovered influential customers ranging from Nano (1K - 5K followers) to hidden gem Mega & Celebrity influencers (500K - 3M+ followers).

An excellent example of this was for their client Dolly Parton's ScentBeauty. Atfluence discovered five mega influencers who were huge fans of Dolly Parton, as well as existing customers.

DRIVING SALES!

Atfluence unearthed these organic influencers among integrated data then reached out and onboarded them as part of the launch of Dolly Parton's new fragrance. Atfluence had found the perfect influential customers for their clients, Dolly Parton and ScentBeauty. These mega influencers went on to generate thousands of affiliate sales orders!



The Results.

ORGANIC VS TRADITIONAL INFLUENCERS



86%



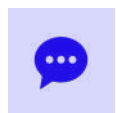
Ad Campaign cost savings



75%



Reduction in time spent on influencer identification & activation



115%



Increased influencer response rate



30%



Increase in referral program

“

It's amazing! The amount of time we're saving by using Upfluence to connect our client's platforms, like Klaviyo and Shopify, to a single tool and pulling out influential gems from our customer's client lists is staggering!

DOUG HILL

Partner
The Atfluence Agency



Join The Club.



JOIN OVER 1,600+ HAPPY CUSTOMERS LIKE ATFLUENCE

Upfluence is an all-in-one influencer marketing platform that allows brands and agencies to identify, contact, manage, and analyze their influencers at scale. Upfluence is the only influencer marketing software with a dedicated offering for eCommerce brands helping drive online sales by leveraging social data, brand affinity, and authenticity to turn customers into your best-performing influencers.

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