

CASE STUDY

Discover how Tiege Hanley tripled influencer activations with Upfluence.



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Discover how Tiege Hanley tripled their monthly influencer activations.

Tiege Hanley is a men's skin care brand that offers high-quality skin care systems that work to maximize results and eliminate guesswork for men of all skin types.

With a powerful purpose of offering uncomplicated skin care for men, Tiege Hanley was ready to move away from spreadsheets and time-intensive manual outreach and invest in uncomplicated influencer marketing.



SOLUTION

Influencer Search & Selection
Long-term partnerships



INDUSTRY

Wellbeing and Skin Care



CAMPAIGN KPIs

Influencer partnerships
Brand reach
Sales

The Challenge.

Originally relying on 3rd party agency insight and receiving limited data on influencer performance, Tiege Hanley could only identify a small number of potential influencers to engage with.

They turned to Upfluence to efficiently expand their influencer search and selection processes and increase their number of influencer partnerships.

SCALING EFFECTIVELY

For a fast-growing brand like Tiege Hanley, boosting operational efficiency is essential. They left behind manual campaign processes and used Upfluence's all-in-one platform to source and onboard influencers for their campaigns.

They needed to combine quality and quantity when it came to influencer identification. Upfluence's data-driven search allowed Tiege Hanley to scale their influencer program.



The Solution.

Using Upfluence's platform, Tieg Hanley reclaimed 75% of their time spent on influencer research and outreach while achieving a 400% increase in relevant influencer opportunities.

Upfluence helped them transform their influencer search and selection processes thanks to in-depth analysis and automation.



BOOSTING EFFICIENCY

Upfluence's social listening tool allowed them to monitor YouTube feeds, competitors, and their own influencers and campaigns all from one dashboard. They were able to expand and streamline their outreach and management processes and drive more reach in sales, reclaiming 75% of their time through Upfluence's features.

LONG-TERM PARTNERSHIPS

The key to the success of their influencer marketing campaigns was building long-term influencer relationships and having the ability to nurture new relationships at scale.

The Results.



+400%



Influencer Opportunities



+75%



Operational Efficiency
(Time saved)



+50%



Influencer Qualification
Before Outreach



3x



Influencer Activations

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Once we knew what kind of content we wanted to sponsor, Upfluence made it extremely simple and easy to find creators that fit that niche and produce results!

Anyone who is using a different platform than Upfluence, doesn't understand influencer marketing!

JOSHUA WEIDLING

Influencer & Social Media
Marketing Manager, Tiege Hanley



Join The Club.



JOIN OVER 1,600+ HAPPY CUSTOMERS LIKE TIEGE HANLEY

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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