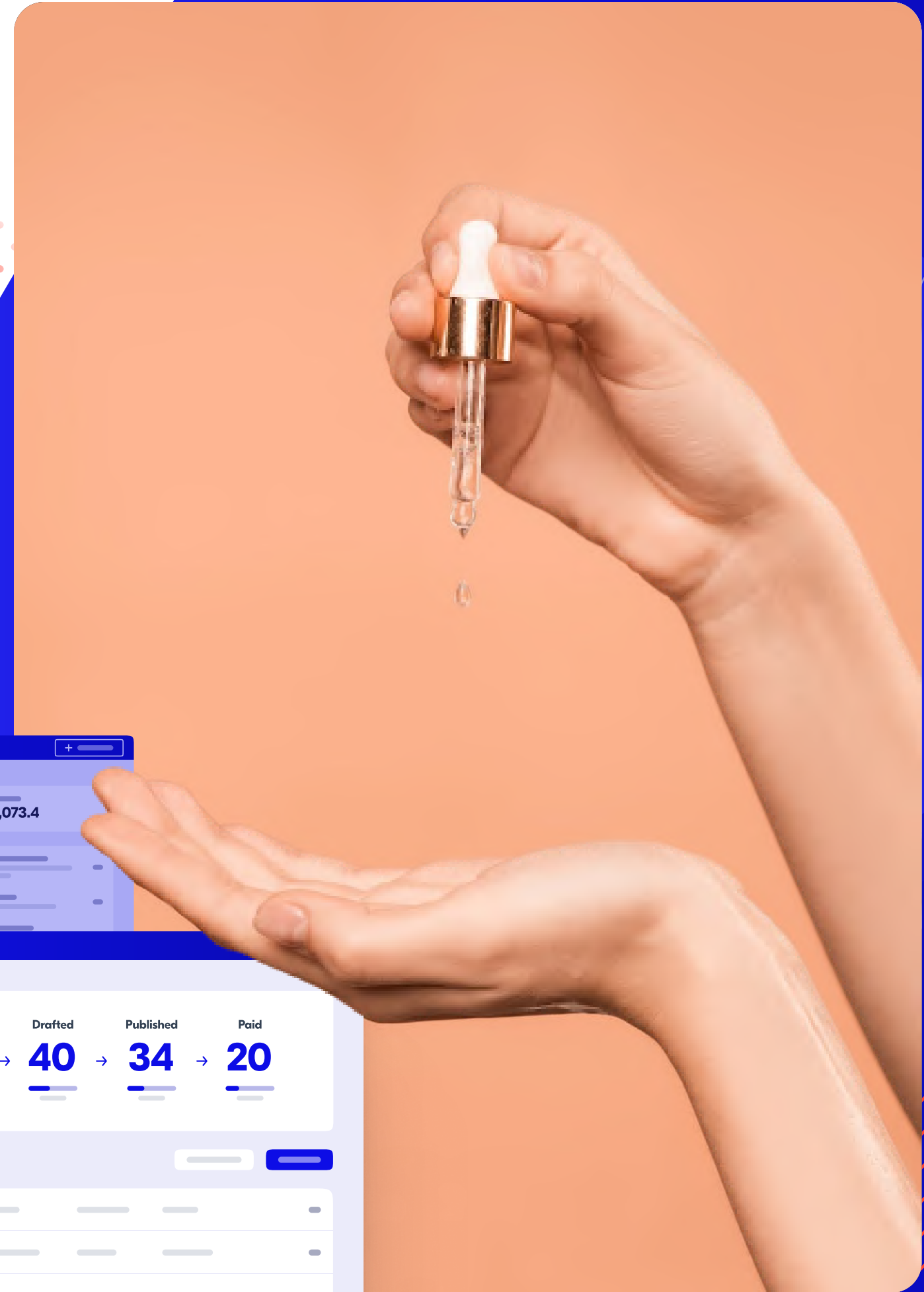


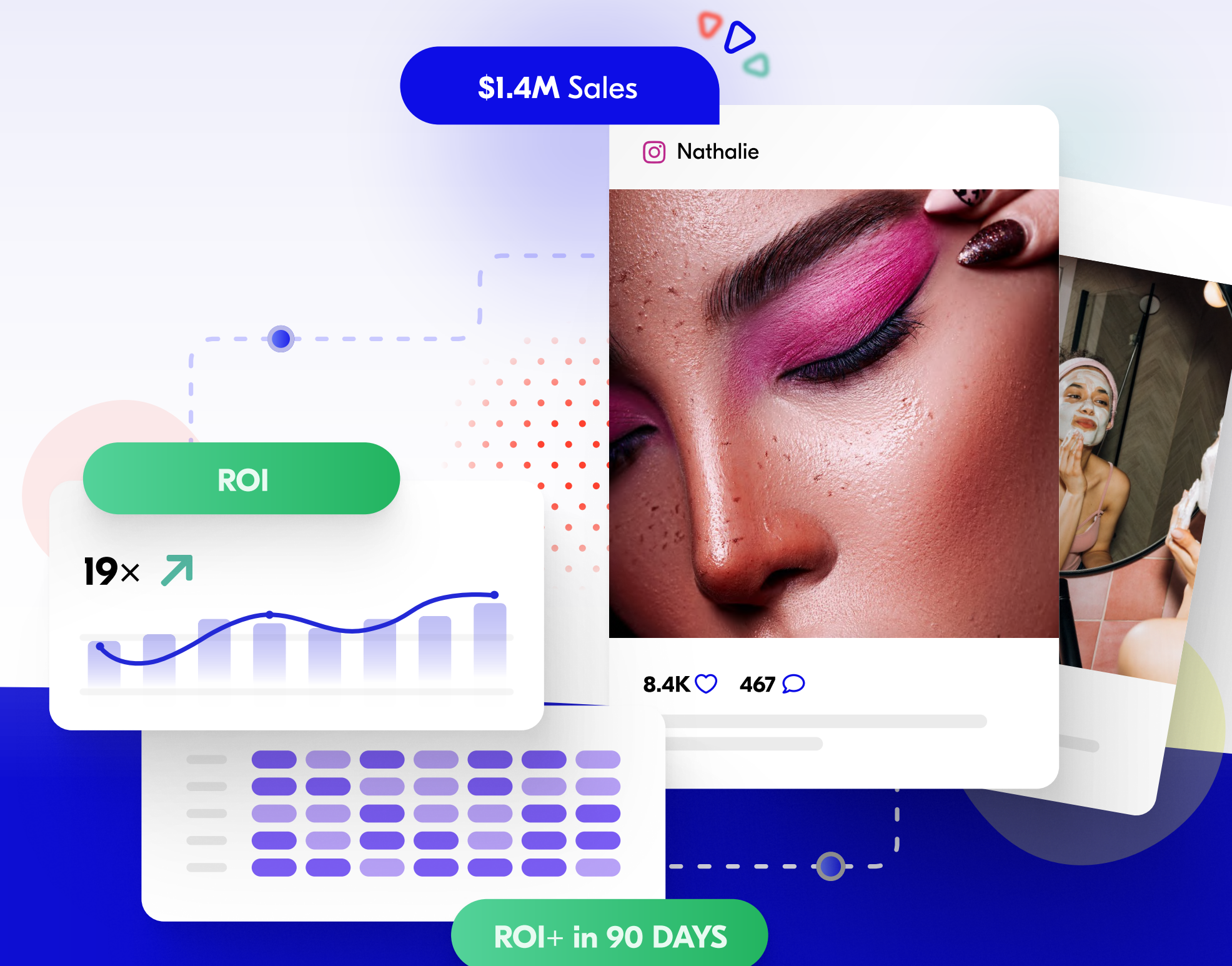
How Upfluence helped a client to generate \$1.4M sales in just 6 months.



upfluence

EXPLOSIVE SALES GROWTH

\$1.4M sales generated with content creators.



SALES

\$1.4M

sales achieved in
just 6 months

ROI

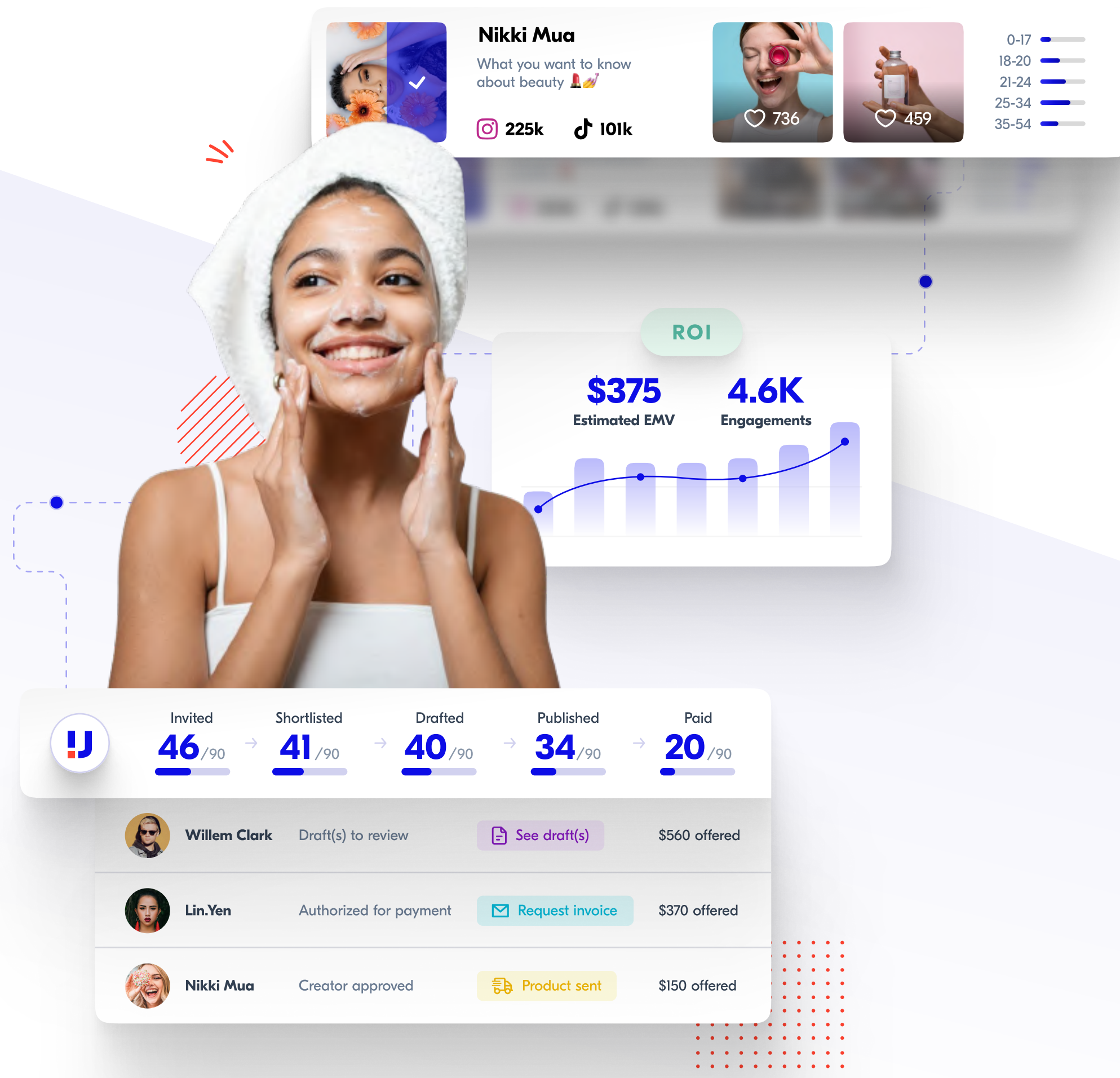
19x

earning \$19 for
every \$1 spent

THRESHOLD

90 days

campaign ROI
surpassed in 3 months



ROI POSITIVE IN 3 MONTHS

Our client's journey from Zero to \$1.4M in Sales.

COMPANY DESCRIPTION

A leading influencer marketing agency specialized in beauty clients. They manage campaigns from start to finish, including influencer identification, content creation, and ROI analysis.

THE NEED

With a reputation for success, the agency aimed to provide its clients with the tools necessary to increase revenue and grow their businesses. They found their solution in Upfluence Software.

THE SOLUTION

By integrating Upfluence and their client's Shopify accounts, the agency was able to generate brand awareness and sales through influential customers.

Campaign Timeline.



MONTH 1



Onboarding & campaign set up

- ✓ Partnership start
- ✓ Onboarding process
- ✓ Set up for success
- ✓ Stack integration

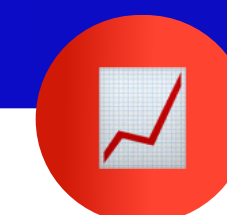
MONTH 2



Building a thriving creator community

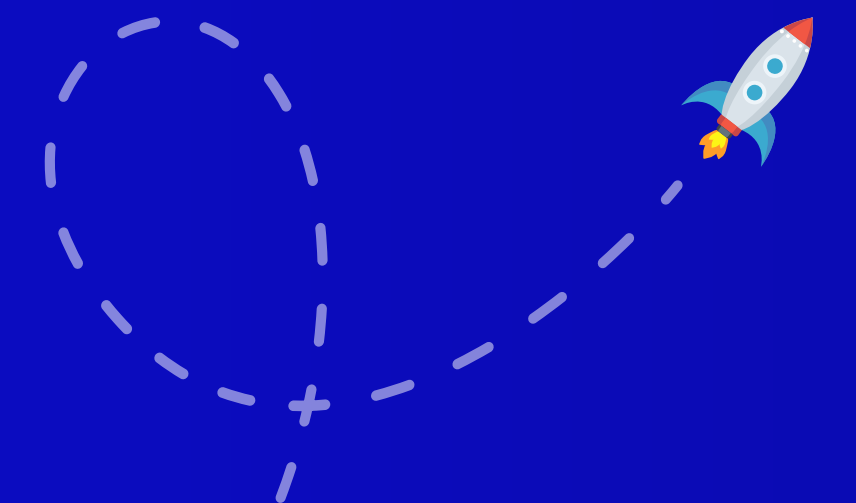
- ✓ Influencer matching
- ✓ Creator outreach
- ✓ Creator application
- ✓ Product shipment

MONTH 2-6



Generating sales & iterative process

- ✓ Affiliation set-up
- ✓ Influencer payment
- ✓ Sales & ROI tracking
- ✓ Iterative process



MONTH 1

Onboarding & campaign set up.

STREAMLINED ONBOARDING PROCESS

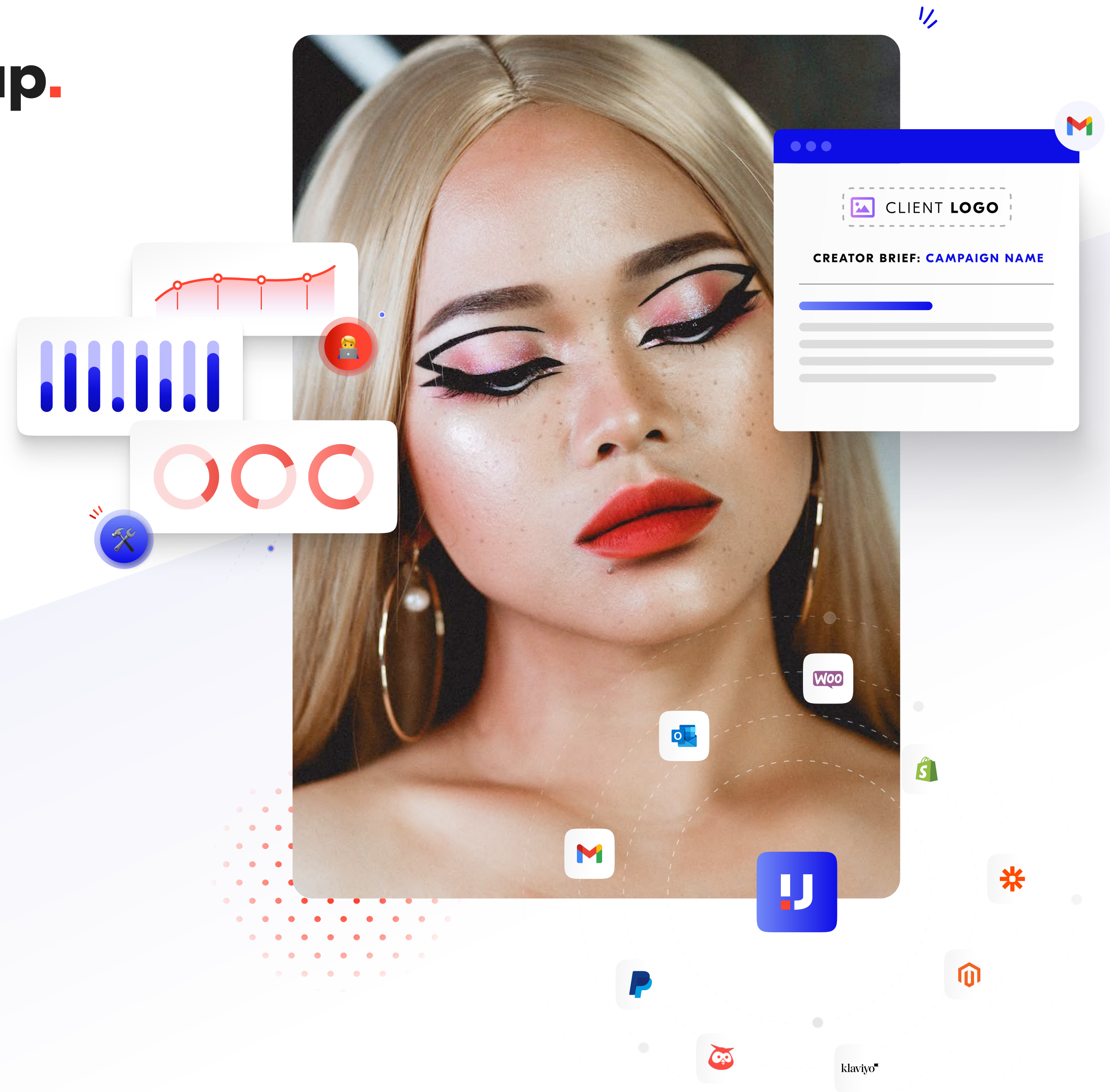
- ✓ 2 sessions with a CSM to dive into campaign needs
- ✓ Full support available for any technical requests

SET UP FOR SUCCESS

- ✓ Hands on support for the set up of the first campaign
- ✓ Emails and brief templates provided for further needs

SEAMLESS STACK INTEGRATIONS

- ✓ Gmail integration to reach out to influencers
- ✓ Shopify and Klaviyo integrations for affiliation set up
- ✓ PayPal integration to remunerate content creators



Building a thriving creator community.

160K

CUSTOMERS SENT TO UPFLUENCE SOFTWARE

- ✓ Identification of influential existing customers to turn them into brand ambassadors

15K

INFLUENCERS IDENTIFIED & CONTACTED

- ✓ Around 10% of customers identified as content creators, meaning 15,000 potential collaborations
- ✓ Shopify integration allows for matching new influential customers continuously

3,4K

INFLUENCER RESPONSES

- ✓ A tremendous response rate of 22.5% (3,375). Influencers are 2× more likely to work with brands they already purchase

2,7K

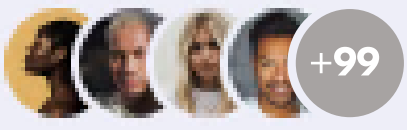
INFLUENCER APPLICATIONS

- 80% influencer application rate for the campaign (2,700).
- ✓ They were also more likely to accept a product as payment or charge less

CONTINUOUS CREATOR MATCHING II

 **Shopify**
15K creators identified

Active 



15K creators found

Hi Willem!



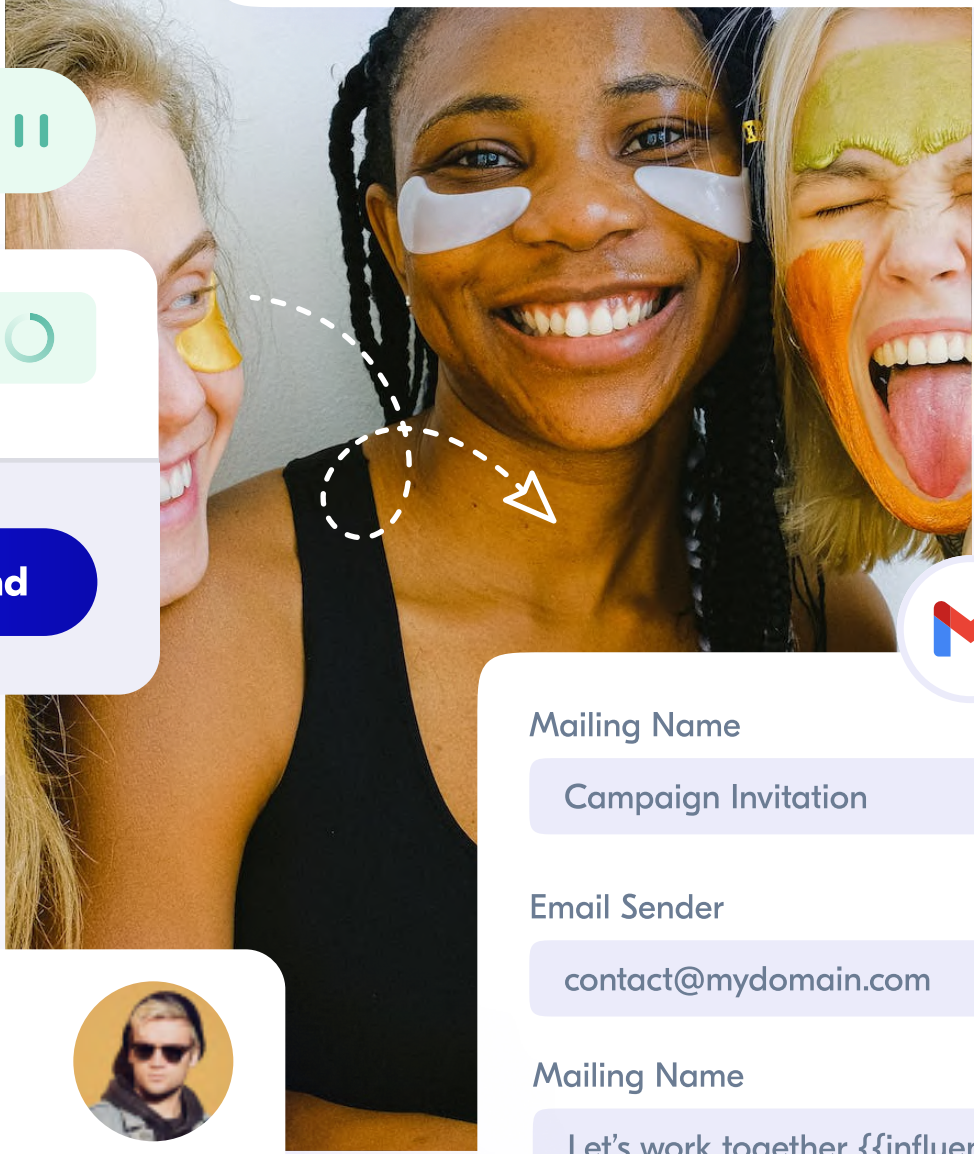
 **Choose your products** 1/3 products

We would like to offer you a choice of products as compensation. Choose the one(s) you want to receive for this campaign

 **Product 2**
Shade: 7

 Reached **15K** → Responses **3,4K** → Applications **2,7K**



Mailing Name

Campaign Invitation

Email Sender

contact@mydomain.com

Mailing Name

Let's work together {{influencer_name}}

☆ Templates **B I U** Arial

Hi {{creator_name}},

We'd love to include you in our upcoming campaign!

You can access the application form here: [{{application_link}}](#)

[Application link](#) [Refersion](#)

☐ Preview

MONTH 2 TO 6

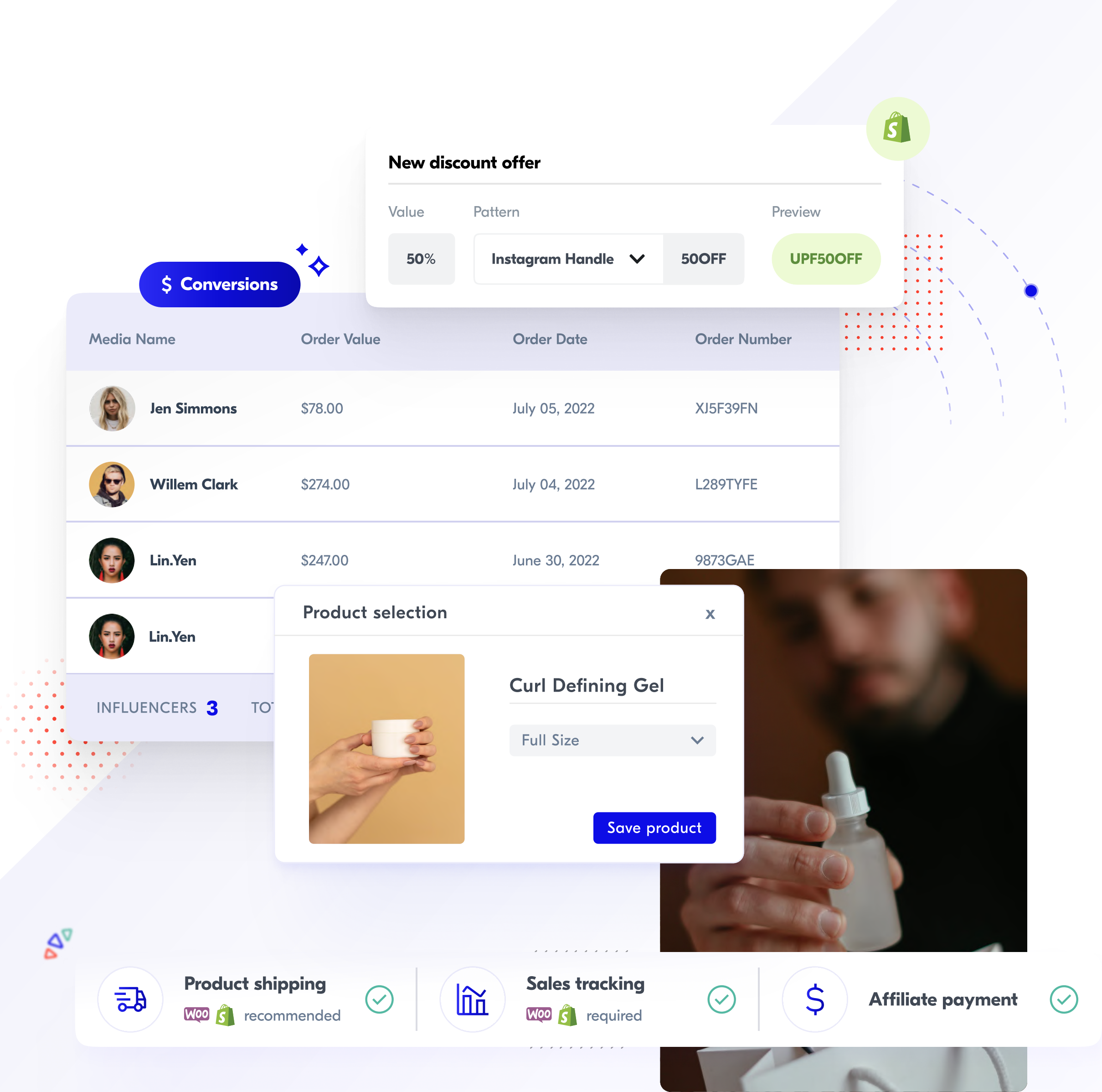
Generating sales & iterative process.

PRODUCT SHIPMENT

- ✓ Influencers picked a product in real-time from Shopify store inventory and provided their delivery details
- ✓ One-click orders shipment to their designated address

AFFILIATION SET-UP

- ✓ Seamlessly generated promocodes to track sales from influencers
- ✓ Affiliation model set-up to compensate influencers, based on their sales





Granular tracking, leading to a positive ROI after 90 days.

ROI TRACKING

- ✓ Tracking of individual influencer performances inside Upfluence Software
- ✓ Real-time reports allowing ROI-driven decisions at different levels (per campaign, per influencer...)

ITERATIVE PROCESS AND CONTINUOUS ROI IMPROVEMENTS

- ✓ Renewed partnerships with best performers and stopped collaborating with bad performers
- ✓ Best practice implementation thanks to Upfluence's detailed reporting insights

Join over 1,600 happy customers.

Take your Influencer and Affiliate Marketing strategies to the next level with the Upfluence Software. Streamline and scale campaigns while benefiting from a comprehensive understanding of your campaign's success.

Take the first step towards integrated operations and increased efficiency.

[Book a demo](#)

