

upfluence

CASE STUDY

**This luxury retail  
e-commerce closed \$15.4M+  
in a year using creators**



BUILDING AN EVERGREEN INFLUENCER PROGRAM

# Closing \$15M in Gross Transaction Value (GTV) in less than a year.



SALES

## \$1.2M+

monthly sales generated through affiliation

ROI

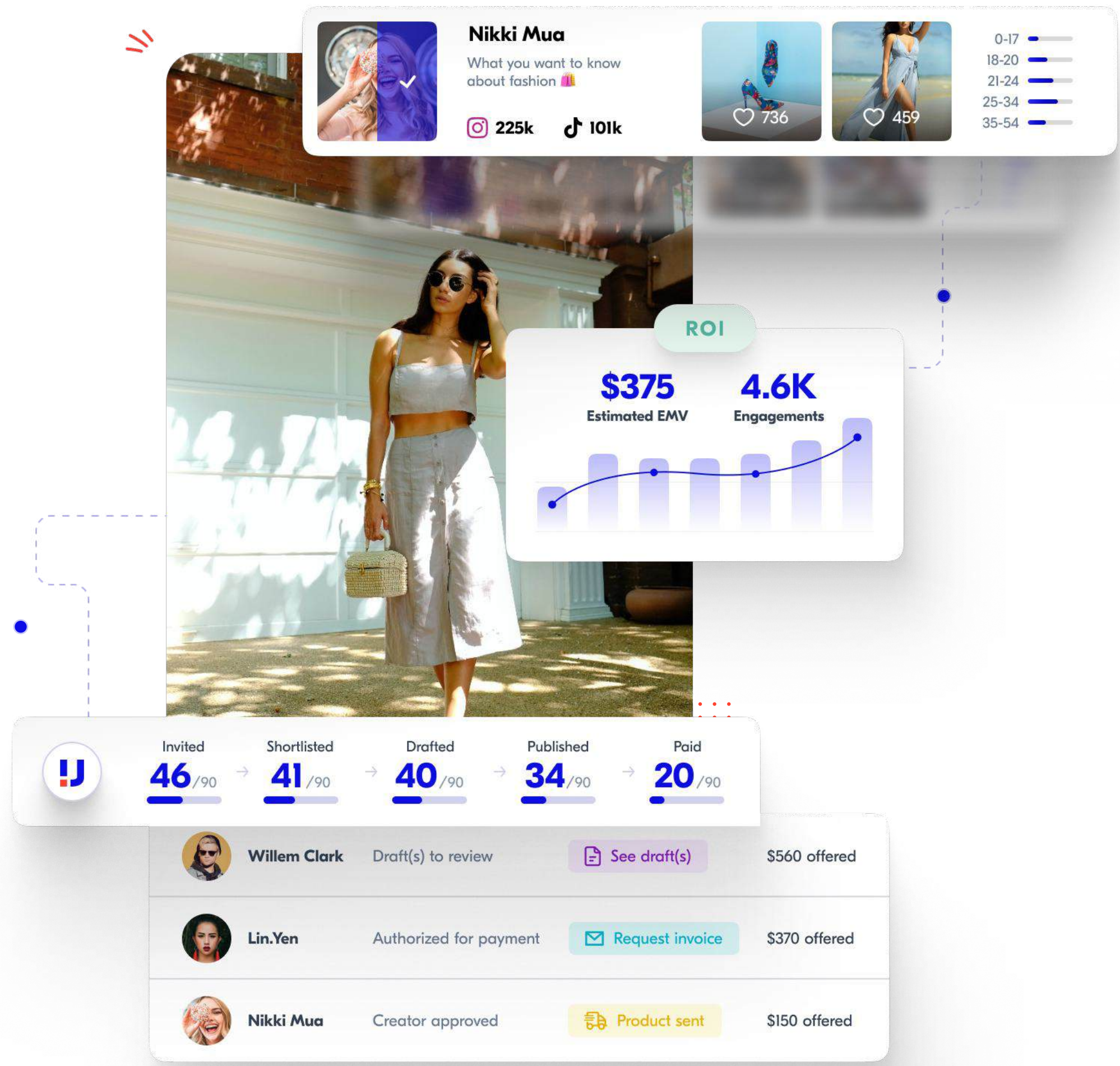
## 8.2x

earning more than \$8 for every \$1 spent

AOV

## 16.8K+

new customers acquired



**E-COMMERCE LUXURY RETAILER**

# The e-commerce journey to streamlined Creator Programs 🔥

This leader in online luxury fashion sought a creator and affiliate marketing platform to effectively manage their influencer marketing programs, driving sales and customer acquisition.

Upfluence’s simplified campaign management was the perfect fit for them, covering creator identification, email outreach, campaign creation, content management, and payment.

## GETTING STARTED

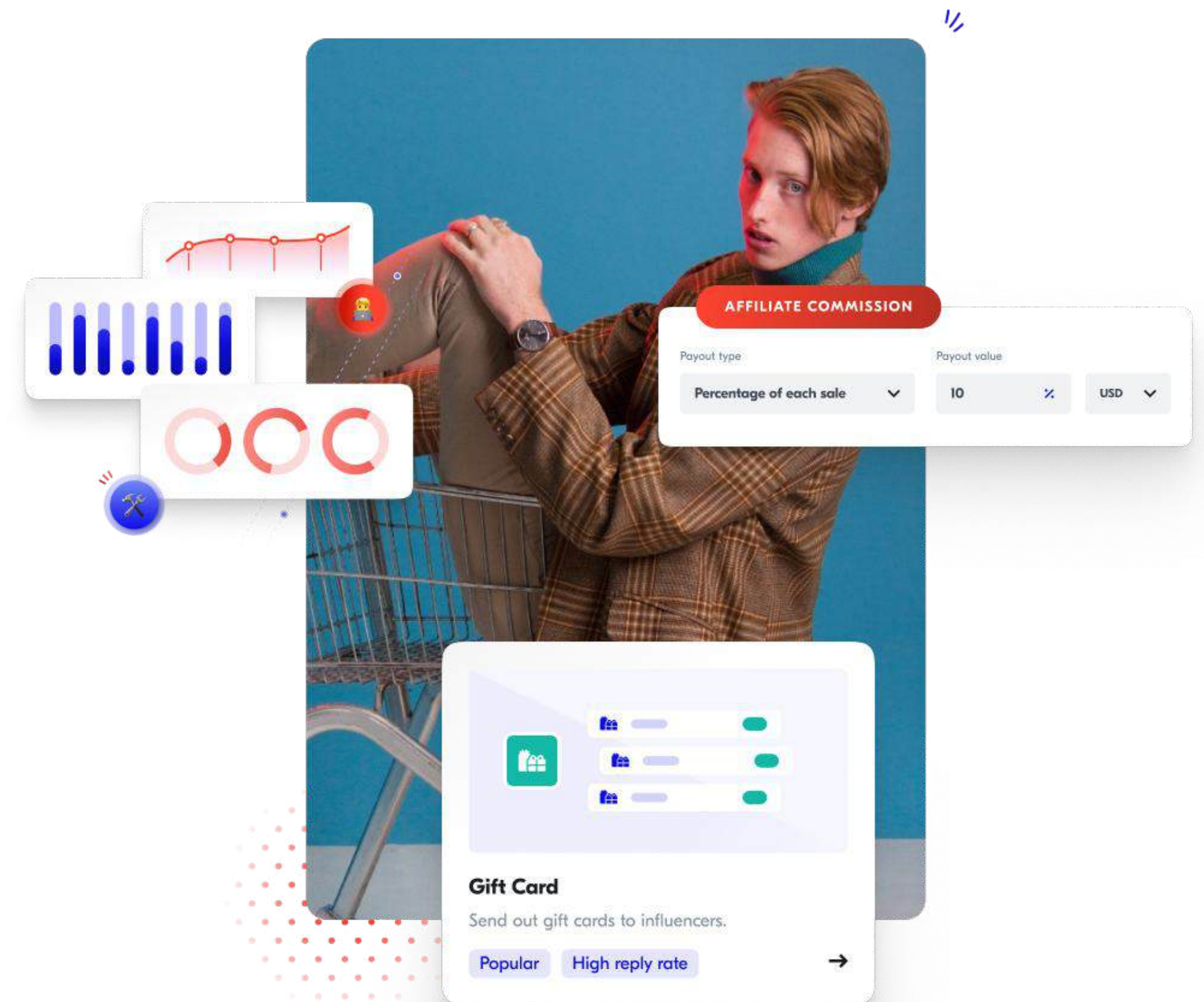
# Onboarding & Campaign Set-Up

### Streamlined Onboarding Process

- ✓ Sessions with an account manager to dive into their specific campaign needs
- ✓ Full support available for any technical requests, at any time

### Set-up for success

- ✓ Hands on support for the set up of the influencer program
- ✓ Emails and brief templates provided to get up and running



## THE PROCESS

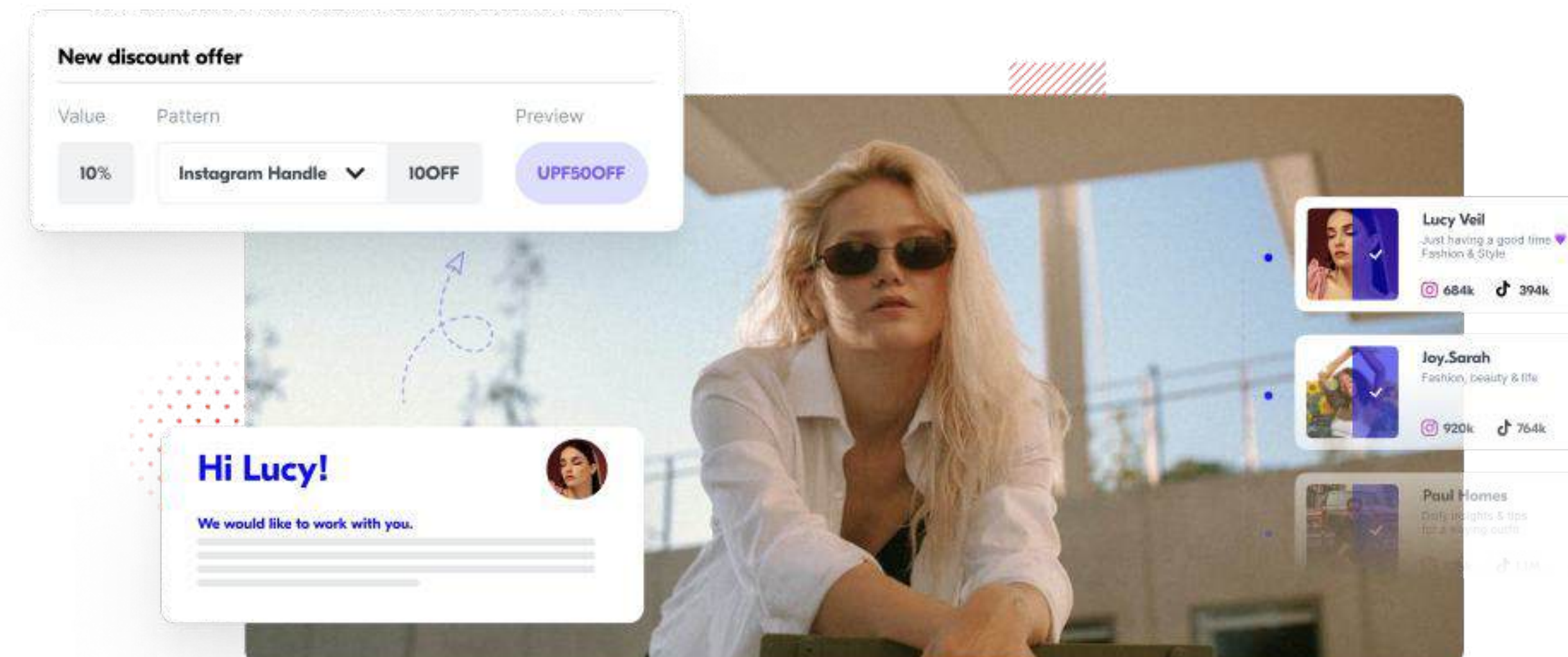
# Creator Compensations & Requests

### Creator value proposition

- ✓ A gift card of up to \$500
- ✓ A negotiable set fee, and 10% commission based on sales

### Creator Assignments

- ✓ 5 stories published at two key moments
- ✓ Bespoke 10% promo code valid for a limited time and for new clients only
- ✓ Trackable swipe-up links to shop the promoted item and the 'New In' product page



## RESULTS

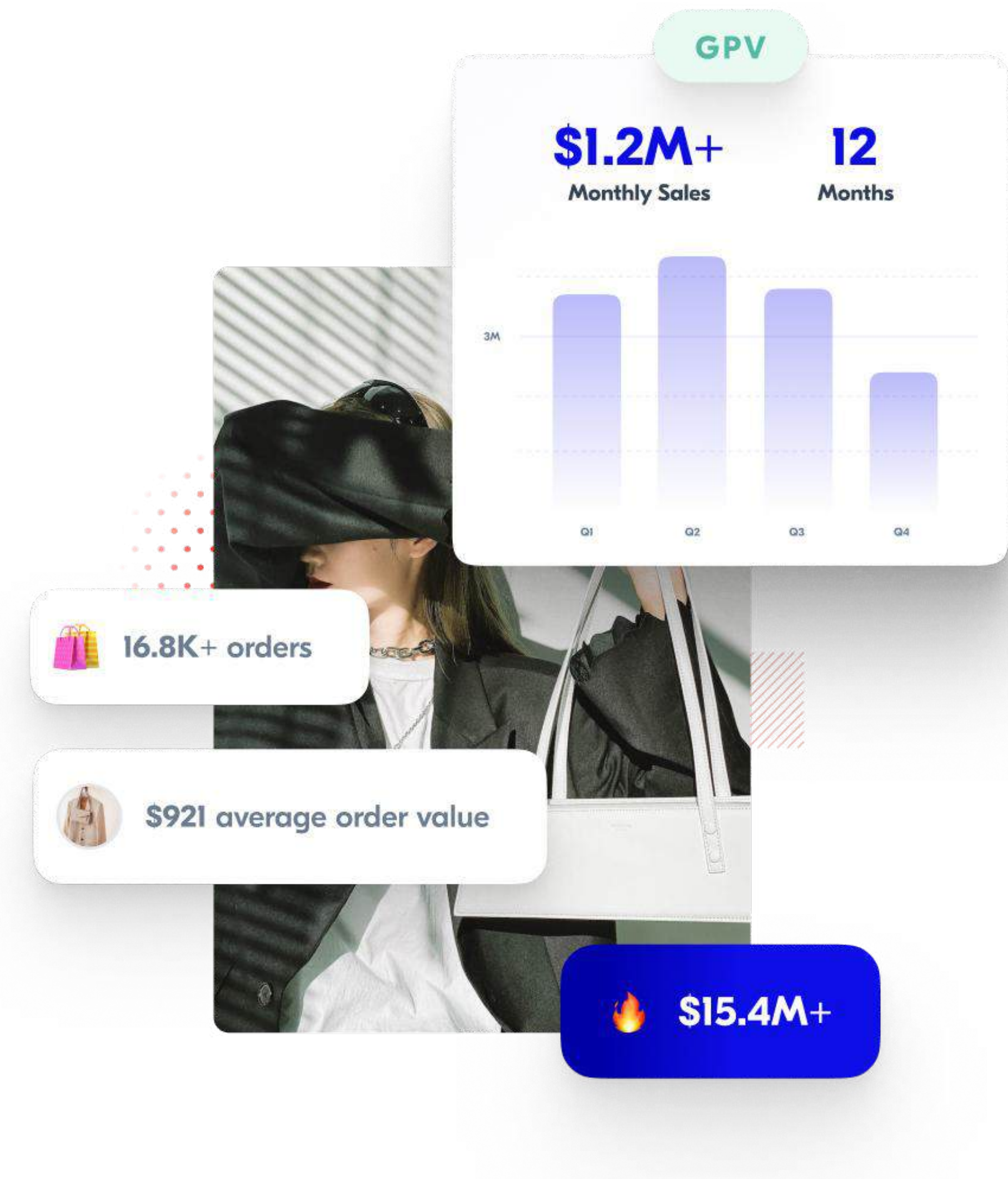
# Key metrics, in a nutshell

**\$15.4M+ Sales**

- ✓ 8.2X ROI, \$112 Customer Acquisition Cost

**16.8k+ new customers acquired**

- ✓ 29% of them turned into repeat buyers, elevating the average Lifetime Value (LTV) to \$1,188
- ✓ Given a Customer Acquisition Cost of just \$112, the resulting LTV/CAC ratio is an 10x
- ✓ This was the highest ratio of all customer acquisition channel for this company



# Creator Program Details

## Customer Acquisition

A program leading to acquiring new clients worldwide

## 11 Markets

United States, United Kingdom, Germany, France, Italy, Spain, Switzerland, Austria, Ireland, Japan, Australia, South Korea

## 1.2K creators

Building a strong high-performer creator community from scratch

## Instagram Campaign

Instagram was used for its audience demographics and traffic levers

## 12 months

Evergreen influencer programs led at different seasonal highlights

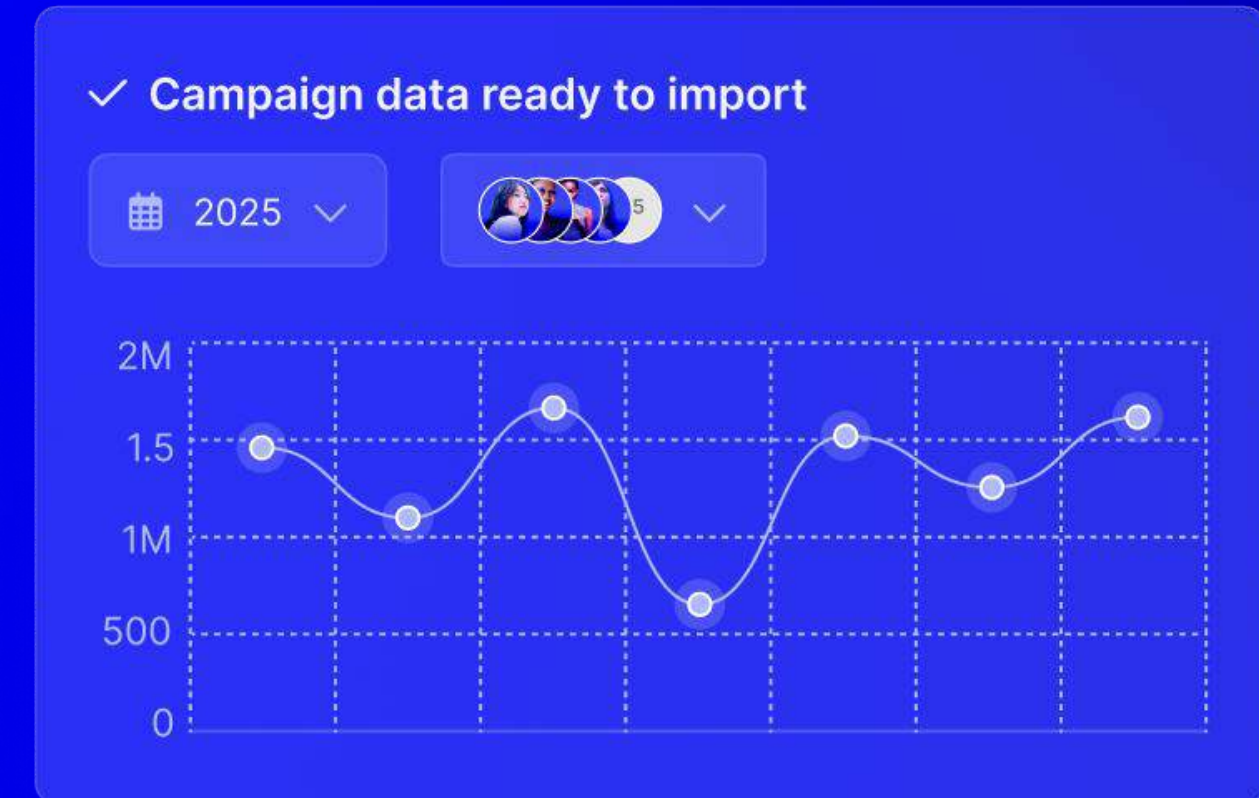
## Hybrid Compensation

Including product gifting, flat and performance-based payments



# The #1 Influencer Marketing Platform for Brands and Agencies.

Get Started



Hours saved by Upfluence

20h/week

Upfluence campaign ROI

6.5x avg.

Trusted by 1.600+ brands

