BOBBI BROWN CASE STUDY
Overview

Bobbi Brown reached out to Tagger to help streamline their brand’s influencer marketing campaigns with a focus on scaling their initiatives and improve systems for content approvals.

Better influencers

Using Tagger, Bobbi Brown was not only able to meet all their content approval needs including better organization and increased collaboration options, but they were also able to exponentially improve their ability to discover and activate better influencers on a much larger scale.

Drive better ROI

Tagger’s data-driven platform allowed Bobbi Brown to hone in on high-value creators whose audiences were predisposed to an affinity with Bobbi Brown’s products therefore, significantly increasing the likelihood their branded social content will drive better ROI.
The Challenge

Finding specific influencers whose audiences have a true affinity with Bobbi Brown’s products and brand beyond surface-level category makers.

Finding one platform to easily collect and approve all content for hired creators.

Needing a place to seamlessly collaborate with creators throughout the campaign while staying organized.

Measuring and/or guaranteeing certain campaign results.

The Solution

Using Tagger, Bobbi Brown saved countless hours by providing their team with an easy & efficient way to activate influencers at a global scale, collect content & provide feedback all in one place.

In addition to the expedited workflow, they were also able to ensure the content aligned with the same vision, messaging, and quality of the brand’s standards.

Through Tagger’s Pixel link integration, Bobbi Brown was able to target an audience that was most likely to engage with their content, and accurately measure and report their campaign success.
Before Tagger

- Inefficient content approvals via Dropbox
- Limited file sizes, no ability to collaborate
- No ability to track creator payments
- No ability to track deliverables
- Had to rely on back and forth email feedback for each creator
- Difficulty staying organized due to use of multiple platforms
- Manual way to activate influencers at a global scale

After Tagger

- Ability to execute every step of their campaigns directly on platform
- CRM eliminated the need for constant back and forth emails
- Ability to execute and keep track of all influencer payments
- Provided a much needed easy and efficient way to collect content
- Able to track deliverables and provide feedback in one place
- Able to seamlessly communicate & collaborate with teammates and creators globally
- Ability to accurately measure and report campaign ROI
# Standout Campaigns

## Makeup Campaign #1

<table>
<thead>
<tr>
<th>Data</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Posts</td>
<td>706</td>
</tr>
<tr>
<td>Total Engagement</td>
<td>38.7K</td>
</tr>
<tr>
<td>Impressions</td>
<td>1M</td>
</tr>
<tr>
<td>Engagement Rate</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

- **Engagement Rate**: 2.5%
- **Impressions**: 1M
- **Sponsored Posts**: 706

## Sample Post

**Loving my @bobbibrown Weekend Glow Collection**

These four products are perfect for a no makeup, makeup look, and they're super versatile to take you from your busy work week into the weekend. Products I'm wearing: @bobbibrown extra illuminating moisture balm in “Bare Glow”

@bobbibrown nude finish tinted moisturizer in “Light Tint” @bobbibrown corrector in “Bisque”

@bobbibrown bronzing powder in “Natural”

@bobbibrown highlighting powder in “pink glow”

@bobbibrown lip pencil in “Beige” @bobbibrown extra lip tint in “Bare Pink Sparkle”

- **Likes**: 2,573
- **Comments**: 12
- **Views**: 62,600
- **Estimated Impressions**: 10,307
- **Engagement Rate**: 6.77%
- **Revenue**: $50.28

**Creators**

- Micro: 33%
- Mid: 67%
- Macro: 100%
Standout Campaigns

**Makeup Campaign #2**

**Data**
- 191 Sponsored Posts
- 212K Total Engagement
- 4.5M Impressions
- 1.4% Engagement Rate
- 15 Creators

**Sample Post**

Rachael
Oct 21, 2020

#ad when it comes to doing my makeup, I've always had trouble tackling my undereyes - they're dry and oily at the same time, and I have prominent dark...

View Post on Instagram

- 2,720 Likes
- 217 Saves
- 17,030 Impressions
- 328 Comments
- 15,941 Reach
- 9.35% Eng. Rate

Breakdown of Creators:
- Micro: 33%
- Mid: 67%
- Macro: 100%
- Micro: 86%
Summary

After using Tagger as their unique Influencer Marketing SaaS Technology provider to help discover, pitch, manage, and track ALL influencer marketing campaigns...

- Bobbi Brown saw continuous growth across their social platforms & across organic mentions about their profile and products.

- They were able to discover high value influencers, identify audience affinities, and track ROI.

- Using Tagger’s content approval links, they were able to effectively streamline their content approval process, allowing for a drastically increased volume of high quality content.

There is now a clear line of communication that easily allows all parties to keep track of deliverables & payment within each creators’ scope of work, at scale.
Conclusion

Using Tagger, Bobbi Brown was able to streamline their influencer marketing efforts to be more efficient and effective on a much larger scale.

Tagger enabled Bobbi Brown to aggregate all of their content, track payments, and allow for an open dialogue and approvals in one place that is easy to use.

With over 14k sponsored engagements & over 15k organic mentions within the last year, Tagger has quickly become an integral resource for Bobbi Brown in measuring and maximizing ROI.