

tagger

& Coty - Gucci Beauty

Case Study

02.15.22

Overview

Goal

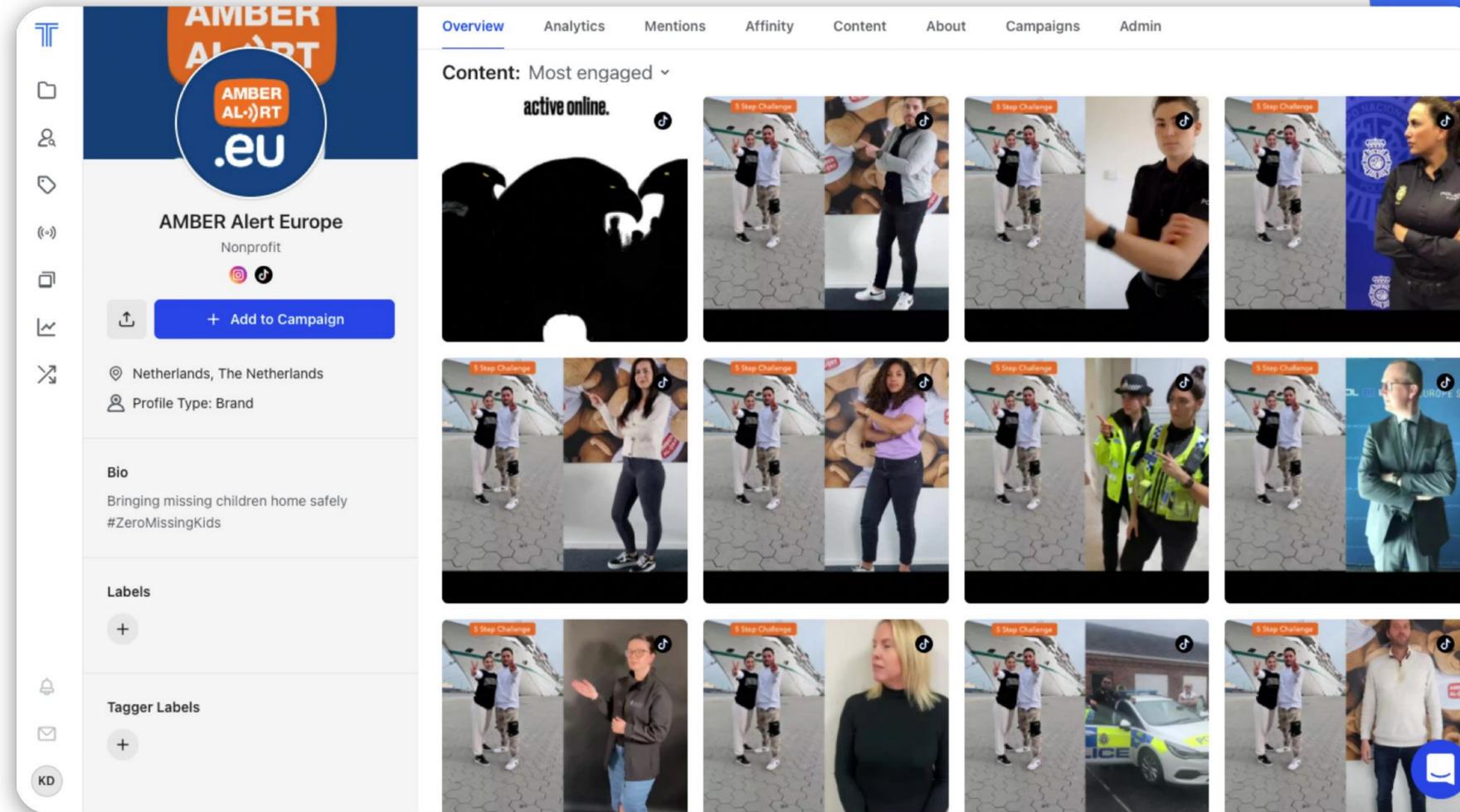
The goal of the Gucci Beauty Campaign was to raise public awareness about dangerous online grooming tactics and missing children. By partnering with influencers on TikTok to create engaging viral content, Amber Alert Europe was able to educate viewers and mobilize them to take action.

Response

BEYONDinfluence was able to successfully launch an original influencer driven campaign called the #5StepChallenge, powered by Tagger's platform. This social media trend, while innocent at first glance, was actually a representation of the issue that online grooming often goes unnoticed by the public eye.

Results

Once the #5StepChallenge took off, the shocking real message was revealed and the truth of how difficult it can be to spot online grooming sent shockwaves through social media. Their viral TikTok marketing campaign made people conscious of the five stages of online grooming, taking this campaign from an online challenge to real world change.



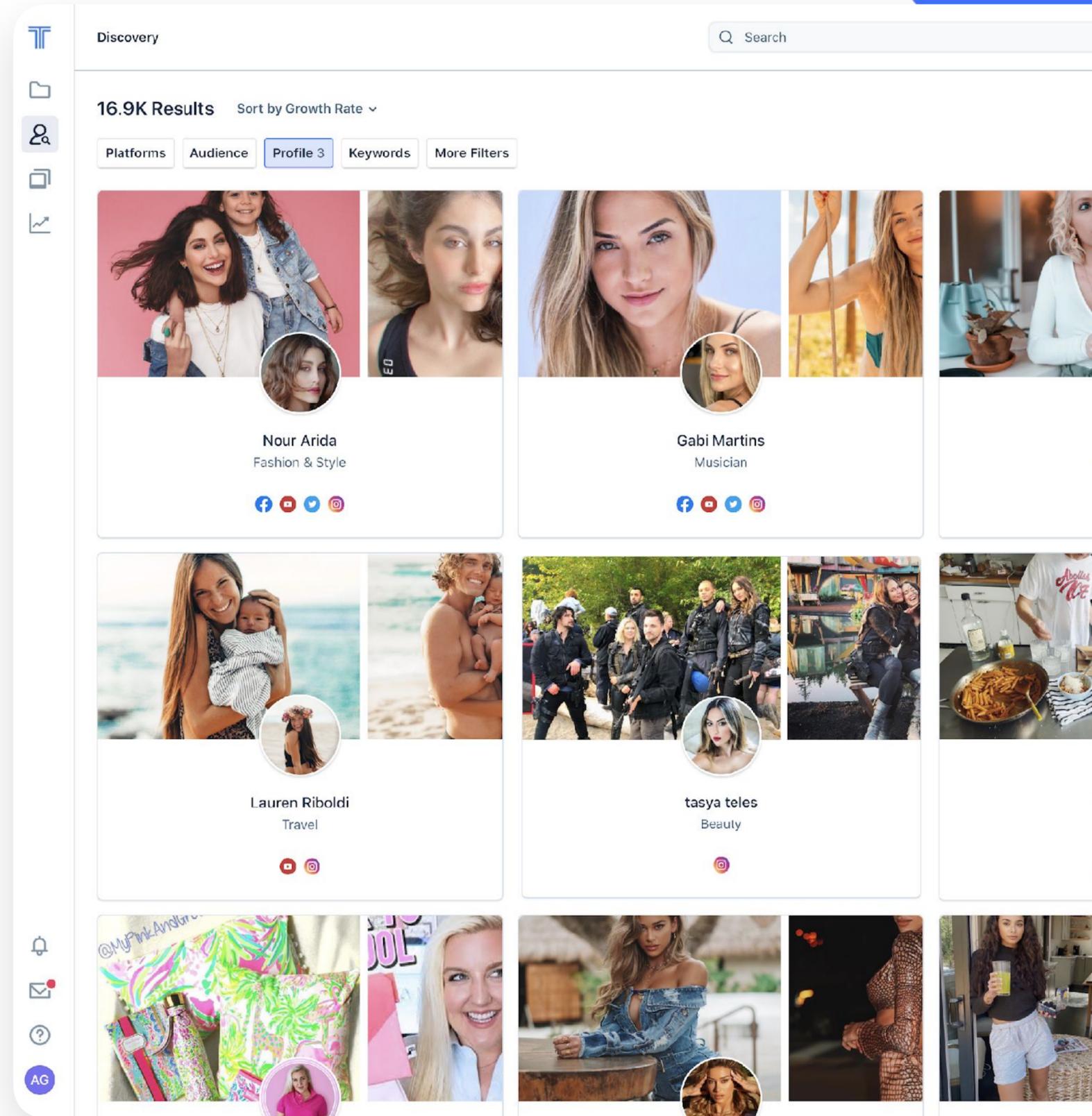
The Challenge

BEYONDinfluence's biggest challenge was **finding relevant influencers within a specific geographical proximity**. Their affinity to dance and movement as well as healthy account statistics were also a priority.

The Solution

By harnessing the power of Tagger, BEYONDinfluence was able to get an incredibly important message to millions of people through targeted influencer marketing. They were able to **find creators with the same vision, messaging and affinities that aligned with their cause**.

BEYONDinfluence saves tons of valuable time and resources by simultaneously running all their campaigns through the Tagger platform. Tagger also provides **campaign management, reporting, and other features** that allow users to ease the stress of running smaller and bigger influencer campaigns at the same time.



Before Tagger

BEYONDinfluence was completely without a data-driven strategy to optimize their campaigns and had no means to measure success. They also would not have been able to **compare specific creators with each other to discern which one would be a better fit from a data perspective** (follower ratio, age, performance, and follower growth over time).

After Tagger

BEYONDinfluence now uses Tagger every day, saying, “it is the bread to our daily influencer marketing diet.” They use Tagger as **a search tool to find creators in any given category, taking a deep dive into their profiles, comparing them with look-alike influencers, and discovering high-value creators through optimized search queries.**

Once they find the creators they want to work with, they’re able to then categorize profiles into different groups which saves time when searching for relevant influencers to add to new campaigns. “It’s like [our] talent rolodex you can always go back to and get an updated look at their stats. Not every client has the same workflow, so we appreciate the customizable aspects of Tagger’s workflow capabilities.”

Amber Alert

Find Profile by name or @handle

Campaigns Creators Content Approval Summary

+ Add Filters

Creators Sort by: Engagement Rate 1 - 10

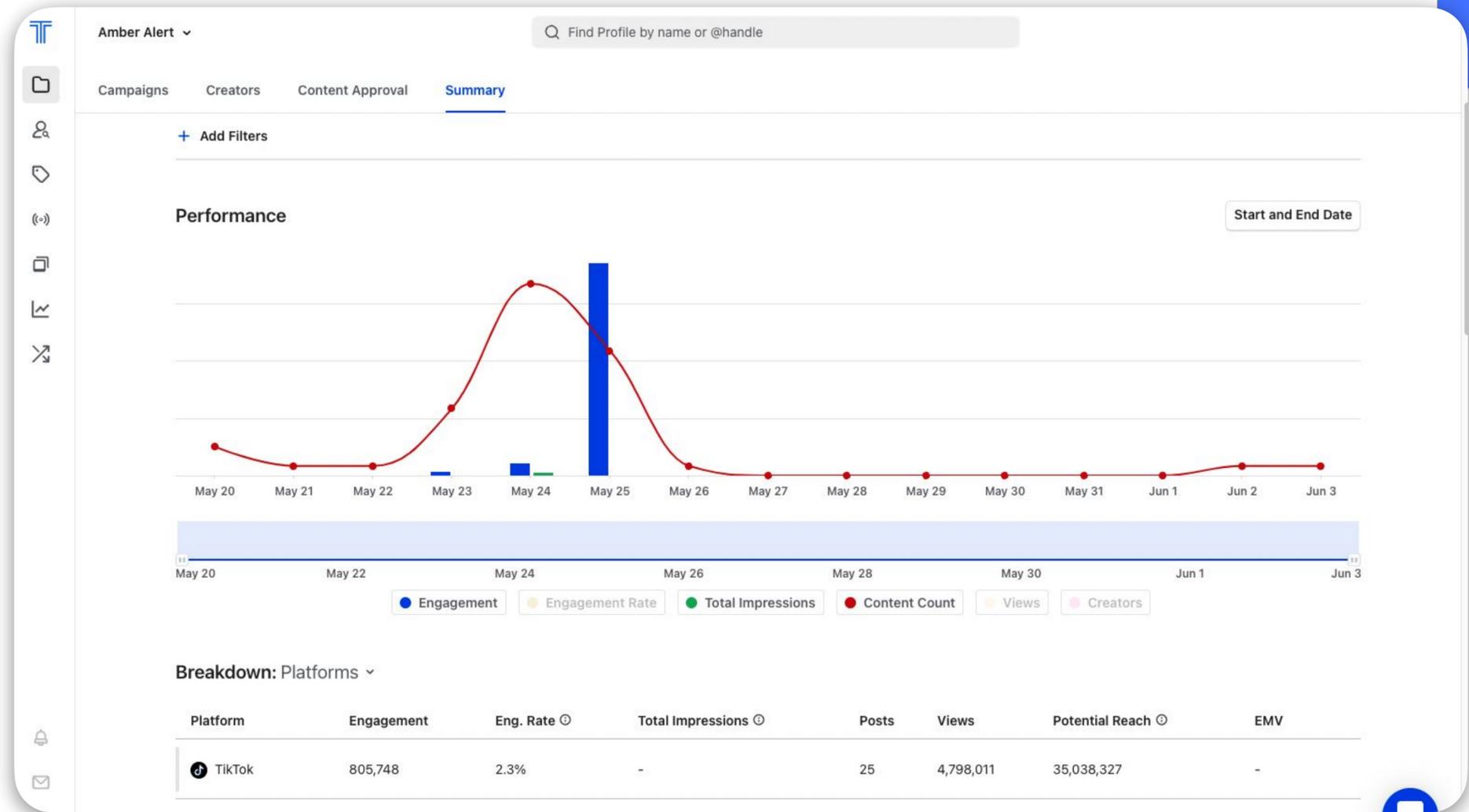
+ Add Filters

| Creator | Campaign | Group | Posts | Eng. Rate | Engagement | Total Impressions | Organic Eng. Lift | View |
|---------------|--|----------|-------|-----------|------------|-------------------|-------------------|--------|
| NV dance crew | Amber Alert - International Missing Children's Day | Group #1 | 1 | 29.57% | 205,190 | - | - | 693, |
| DYMA | Amber Alert - International Missing Children's Day | Group #1 | 1 | 24.71% | 166,882 | - | - | 675, |
| Sidney & Emil | Amber Alert - International Missing Children's Day | Group #1 | 1 | 23.92% | 263,143 | - | - | 1,100, |
| Emulation | Amber Alert - International Missing Children's Day | Group #1 | 1 | 20.70% | 10,972 | - | - | 53,0 |
| Evy | Amber Alert - International Missing Children's Day | Group #1 | 1 | 20.08% | 27,215 | - | - | 135, |
| Amanda Ciss | Amber Alert - International Missing Children's Day | Group #1 | 2 | 14.60% | 1,397 | - | - | 9,56 |
| Olivia May C | Amber Alert - International Missing Children's Day | Group #1 | 1 | 12.94% | 291 | - | - | 2,24 |
| EHIZ | Amber Alert - International Missing Children's Day | Group #1 | 1 | 11.26% | 14,792 | - | - | 131, |

Campaign Summary May 29, 2021 - June, 30, 2021

1 Month
 30 Creators
 4,798,011 Views
 806,876 Engagements
 24.33% Peak Engagement Rate
 16.79% Overall Engagement Rate

Previous campaign had 8.71% Overall Engagement Rate which is a 50% increase.



Conclusion

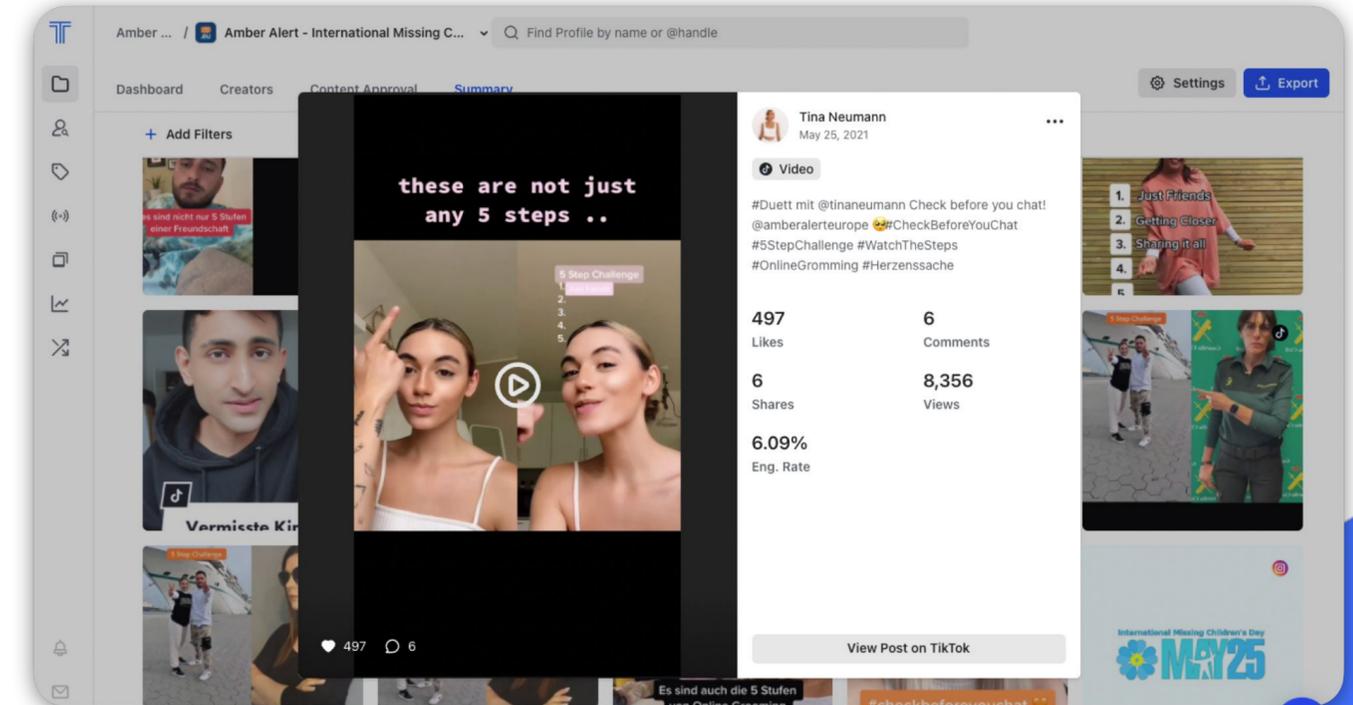
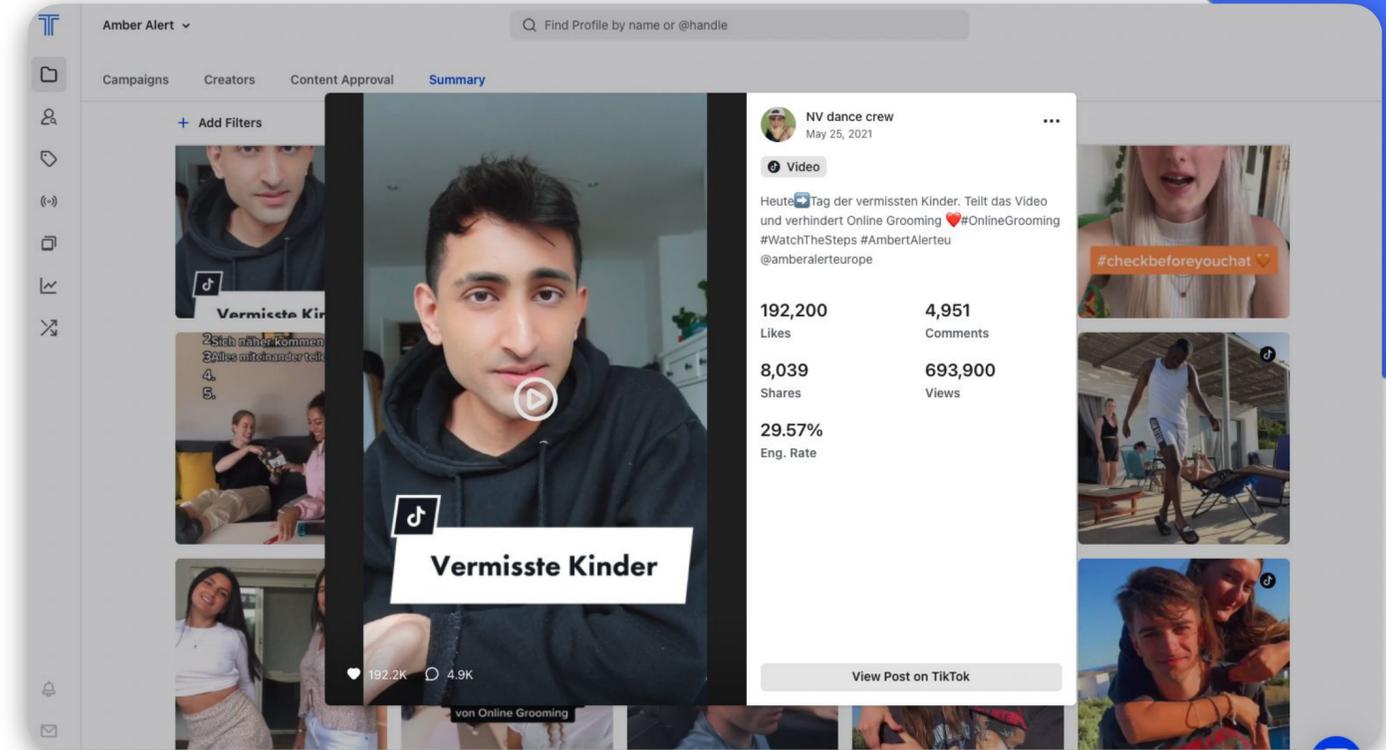
Before deciding on a technology partner, BEYONDinfluence looked into dozens of platforms that have search and data analytics capabilities. They've now been using Tagger for the past 12 months, and with Tagger's recent feature add-ons, it's, "a no brainer to continue" with them for the future.

Another reason BEYONDinfluence recommends Tagger is the Customer Success. "The Customer Service quality is triple A+ as this is one of the important things in working with a platform like Tagger on a daily basis".

Influencer Marketing is a people business. Even with tools, the discipline is a time consuming endeavor, so the better a SaaS solution is, the more helpful it is in the day-to-day grind of conceiving and implementing successful campaigns and programs.

The Epic-Award-nominated Amber Alert Europe Campaign is a perfect example of how social media and influencer marketing can inspire a real-world movement and raise awareness beyond what would have been possible with manual efforts or traditional advertising techniques.

The power of a data-driven influencer campaign shows that real-world impact is possible.



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Thank You!

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