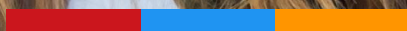




# BAIDU FACEMOJI MOBILE APP USE CASE

*HOW TO MAXIMIZE CONVERSIONS ON YOUR INFLUENCERS CAMPAIGNS*



Measurement  
Program

# SITUATION

MOBILE APP NEEDS TO REACH & CONVERT ITS SPECIFIC AUDIENCE

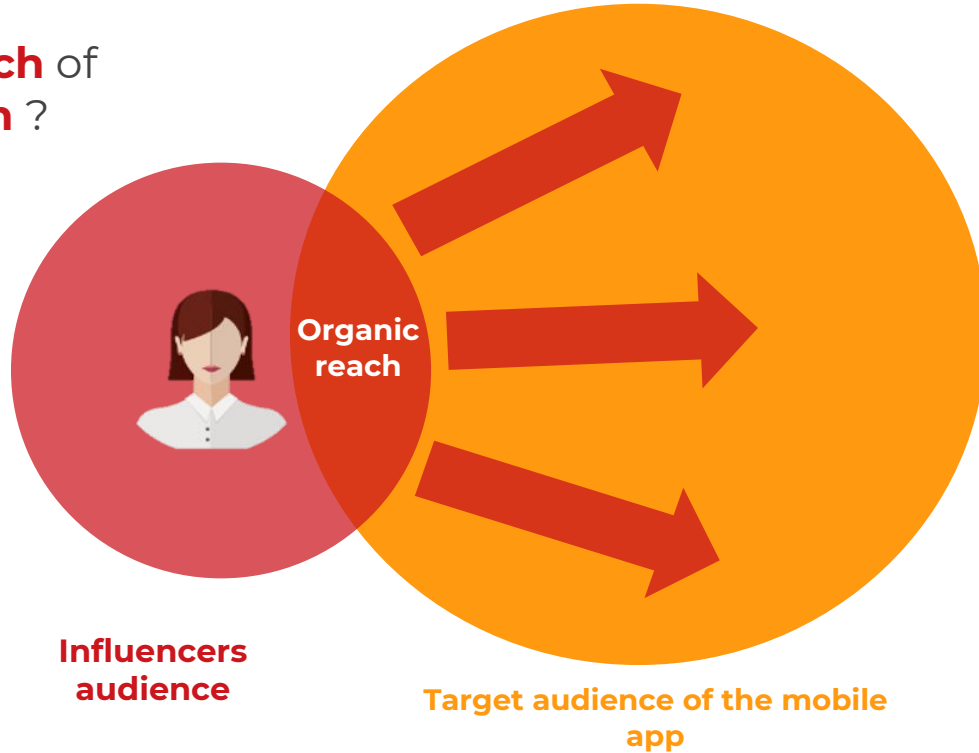
Who are the **most relevant influencers** for my app ?



# CHALLENGE

INFLUENCERS ON TARGET AUDIENCE ARE HARD TO FIND AND HAVE SMALL REACH

How can I increase the **reach** of my **influencer campaign** ?



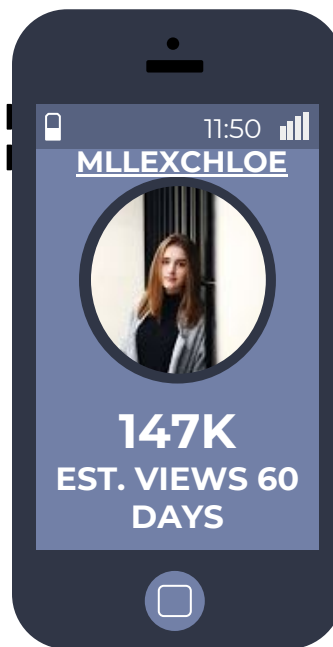
# SOLUTION 1

SELECT NICHE CHANNELS CLOSEST TO NICHE AUDIENCE TARGET SELECTION

Influencers ranked by  
Audience Proximity with game



Target age : 13-24  
Target gender : females  
Target center of interest : emoji  
Target device : mobile



**MLEXCHLOE :**

- > +60% **13-24** audience
- > 90% **female** audience
- > A lot of **engaging content about emoji** on her channel

# WIZDEO ANALYTICS HELPS YOU TO :

FIND THE MOST RELEVANT INFLUENCEUR



Method approved by the YouTube Measurement Program



Measurement Program

1

APP MOBILE



Age : 13-24  
Sex : femmes  
Interest : emoji

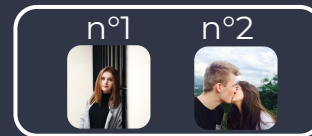
2

MLLEXCHLOE  
MATCH!



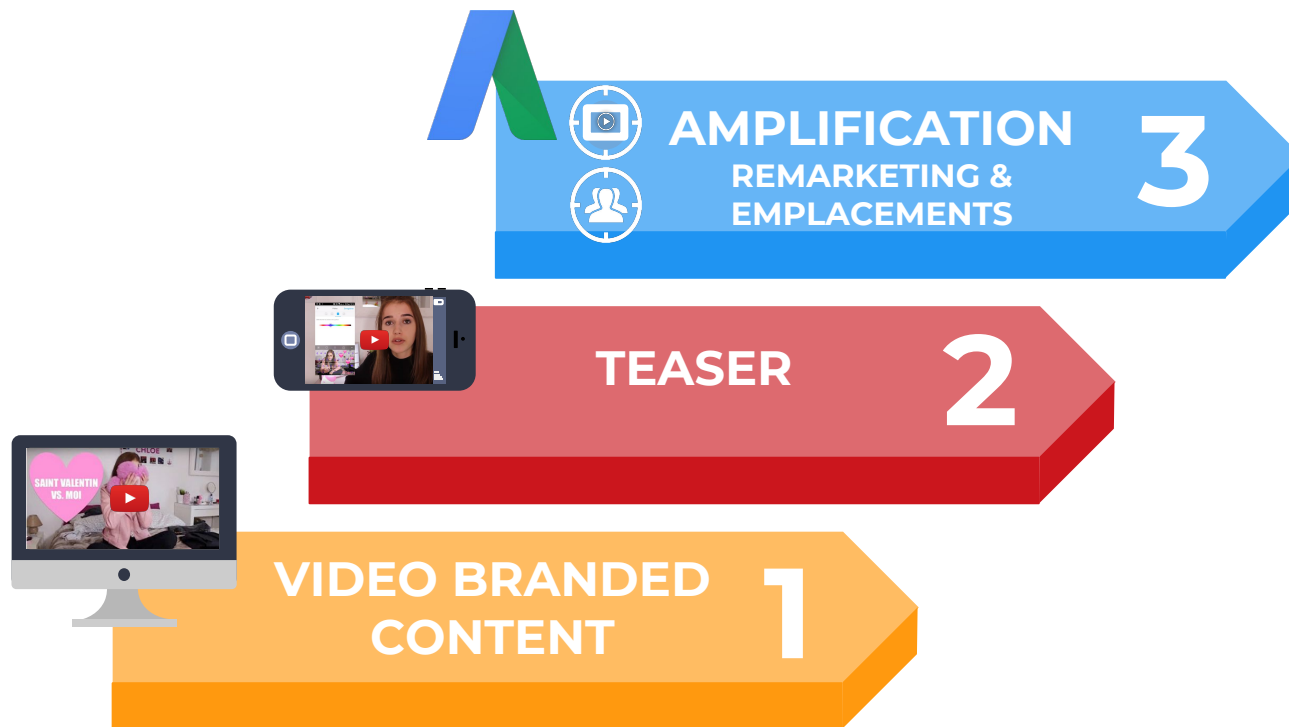
3

RELEVANT INFLUENCEURS



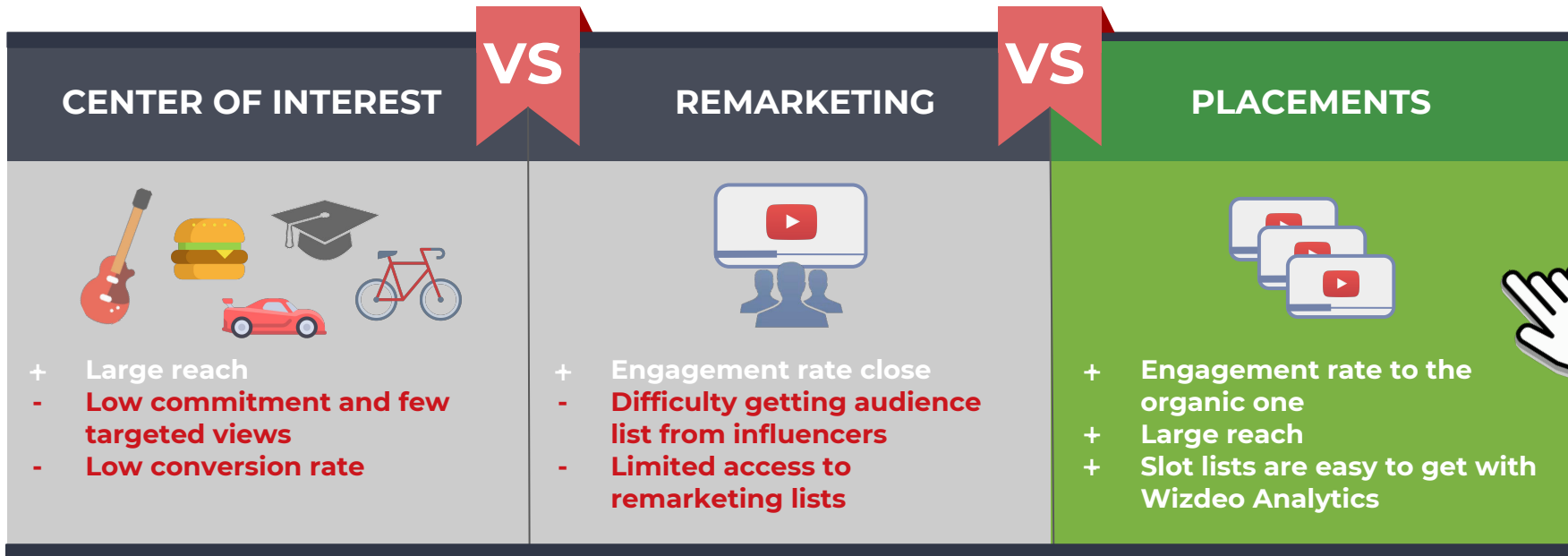
# SOLUTION 2

GO FURTHER THAN ORGAN BY PUSHING TEASER ENGAGING THROUGH ADWORDS



# AMPLIFY MY CAMPAIGN

PLACEMENTS AS A BETTER SOLUTION TO INCREASE REACH OF ITS INFLUENTIAL CAMPAIGN



# WIZDEO ANALYTICS HELPS YOU TO :

IDENTIFY THE MOST RELEVANT PLACEMENTS FOR YOUR AMPLIFICATION CAMPAIGN



Method approved by the YouTube Measurement Program



Measurement Program

1

YOUR INFLUENCER



2

RELEVANT LOCATIONS  
sorted by audience proximity



1

2

3

4

3

YOUR ADWORDS CAMPAIGN

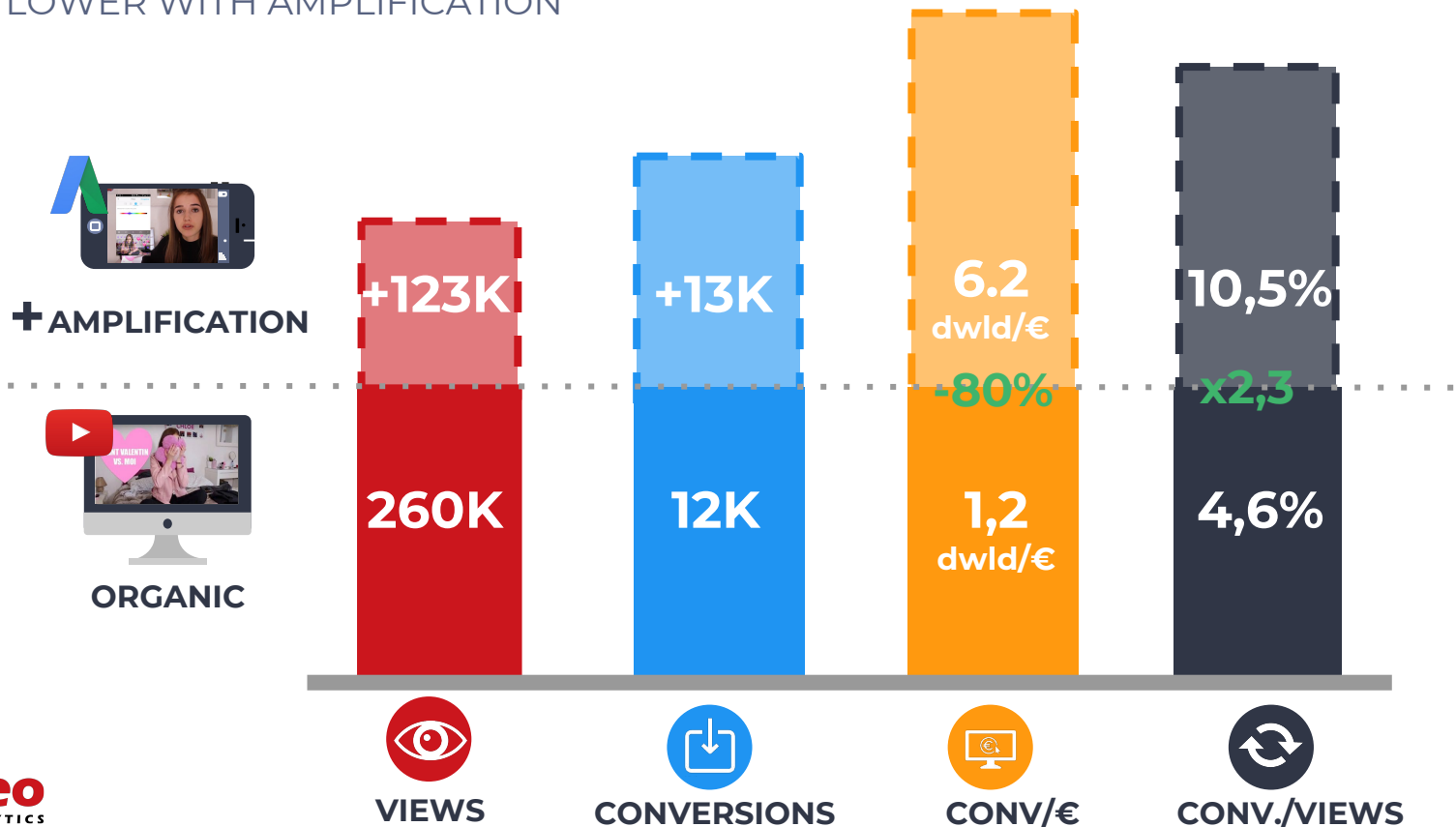




# RESULTS OF THE FACEMOJI CAMPAIGN











# RESULTS

TOTAL REACH X 2, TOTAL CONVERSIONS X 2 | TOTAL COST + 20 % | COST/CONVERSION 7 TIMES LOWER WITH AMPLIFICATION



# INSIGHT

CHOOSE SMALL FOCUSED CHANNELS OVER BIG YOUTUBERS

				
 Abonnés	599 K subs			11 M subs
 Engagement	62 engagement			24 engagement
 Views 7j	260 views number 7 days			5,7 views number 7 days
 Clics 7j	19K clics number 7 days			11K clics number 7 days
 Budget	€	Budget /33		€€€€€€€€
 CTR	7,14%	CTR X79		0,79%

# EAGER TO START YOUR NEXT INFLUENCE CAMPAIGN ?

[FIND YOUR INFLUENCER HERE](#)



[AMPLIFY YOUR INFLUENCER CAMPAIGN HERE](#)

