

wiztracker

INCREASING CONVERSIONS & REACH WITH YOUR INFLUENCER CAMPAIGN

The screenshot displays the wiztracker website interface, which is designed for YouTube influencers and brands. The top navigation bar includes the wiztracker logo, navigation links for 'for YouTubers', 'for Brands', and 'for Networks & Agencies', a search bar for 'YouTube channel', and utility links for 'Log out', 'Settings', 'Offers', and 'Contact'.

The main content area features a large banner titled 'YOUR BRAND INFLUENCERS' with the subtext 'IDENTIFY THE MOST INFLUENTIAL YOUTUBERS THAT COMMENTED ON YOUR CHANNEL' and a 'VIEW FEATURE' button. To the right of the banner is a preview of a channel dashboard.

Below the banner, there is a section titled 'Access your channel's dashboard' with a subtext 'Optimize your channel's programming, referencing, retention and promotion with our tips and tools.' and an 'Add a channel' button.

The bottom section contains three feature cards:

- Schedule your uploads at the right time**: Represented by a calendar icon with the number 31.
- Locate and contact your lookalike channels**: Represented by a network graph icon.
- Check out your subscribers' favorite videos**: Represented by a video player icon.

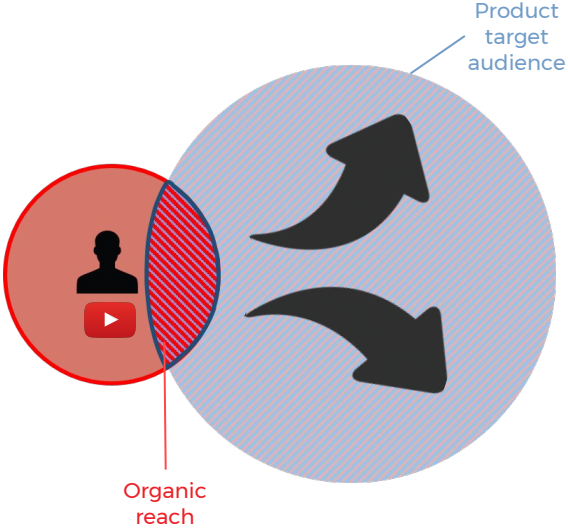
A sidebar on the left side of the page lists various features and tools, including 'My account', 'Find channels / videos', 'Find influencers', 'Media campaigns targeting', 'My channel analysis', 'YouTube competitor analysis', 'YouTube optimization tools', 'Videos', and 'Admin'. A red 'Upgrade your plan' button is located at the bottom of the sidebar.

SITUATION : MOBILE GAME NEEDS TO REACH & CONVERT ITS SPECIALIZED AUDIENCE
CHALLENGE : INFLUENCERS ON TARGET AUDIENCE ARE HARD TO FIND AND HAVE SMALL REACH

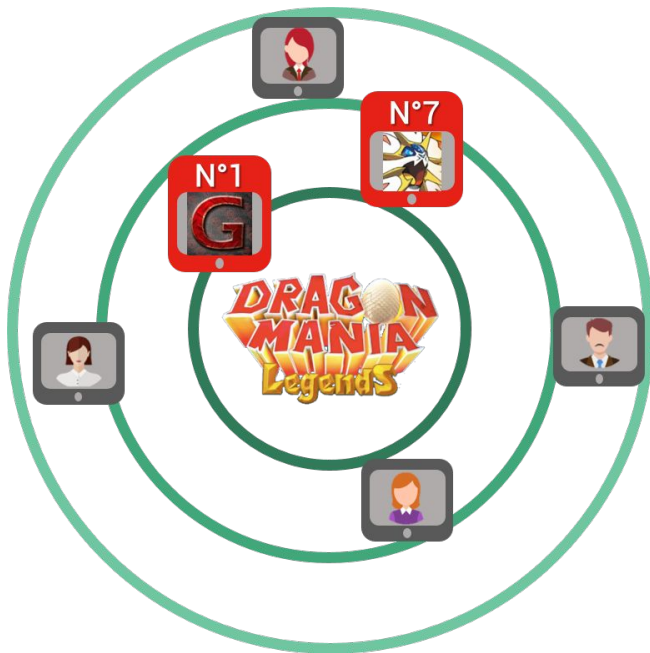
Who are the most relevant influencers for my product ?



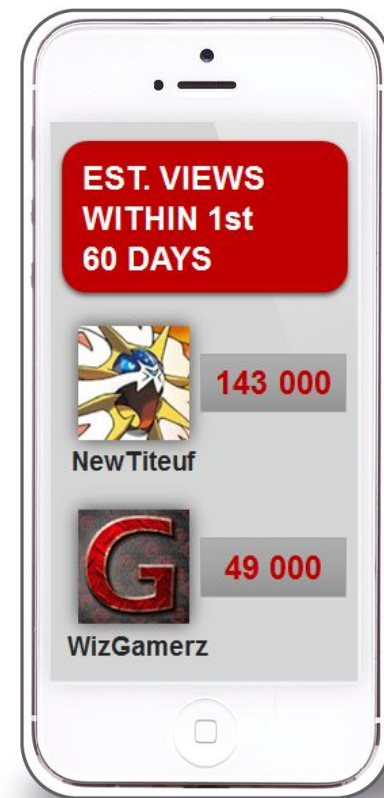
How can I increase my influencer campaign's reach ?



SOLUTION, STEP 1 : FIND NICHE CHANNELS WHOSE AUDIENCE BEST FIT TO YOUR TARGETED AUDIENCE

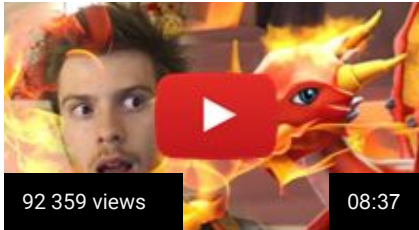


Audience proximity level with brand

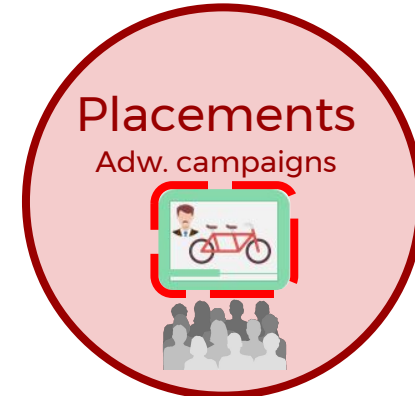
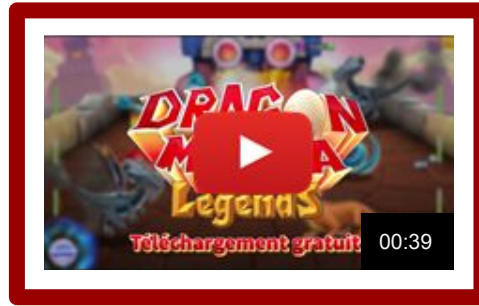


STEP 2 : WIDER REACH THRU TARGETED ADWORDS CAMPAIGN, LEVERAGING MOST ENGAGING SHORT VIDEO

Branded Content Videos



Short Videos



HOW WIZTRACKER HELPS : BRANDS-YOUTUBERS MATCHING & PLACEMENT IDENTIFICATION FOR AMPLIFICATION CAMPAIGN

Wiztracker helps you find Youtubers matching your brands

BRAND/PRODUCTS



It's a match !



RELEVANT YOUTUBERS

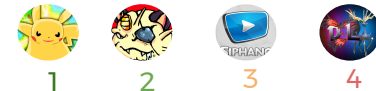


Wiztracker helps you find better placements thanks to audience proximity with your influencer

YOUR INFLUENCER



RELEVANT PLACEMENTS
SELECTION RANKING



YOUR ADWORDS CAMPAIGN



RESULTS : REACH X 4, CONVERSIONS X 5, BUDGET X 4

VERY HAPPY BRAND CUSTOMER

BRAND CONTENT CAMPAIGN (60 first days)

AMPLIFICATION VIA ADWORDS (47 days on Android & iOS)



VIEWS

213 000

X 4

787 700



CONVERSIONS

5395

X 5

26,773



COST/CONV

1,5€

- 30 %

0,98€



%CONV/VIEW

2,53%

+35 %

3,40%

EAGER TO START YOUR NEXT INFLUENCER CAMPAIGN ?

[START YOUR INFLUENCER CAMPAIGN HERE](#)



[AMPLIFY YOUR INFLUENCER CAMPAIGN HERE](#)

