

wiztracker BY **wizdeo**



BAIDU FACEMOJI - MOBILE APP

BOOSTING CONVERSIONS ON INFLUENCER CAMPAIGNS

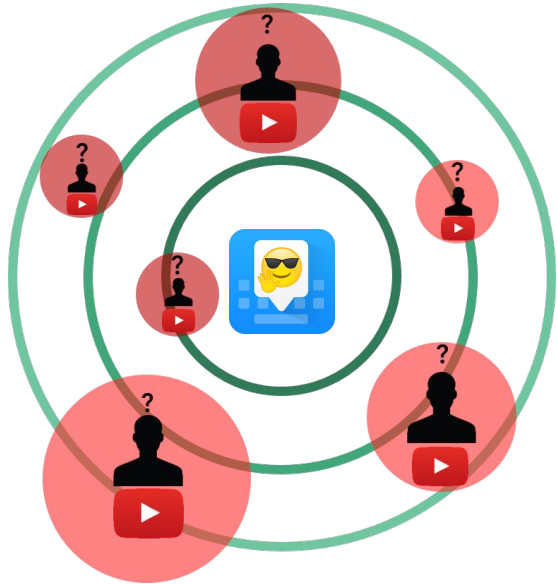


Measurement
Program

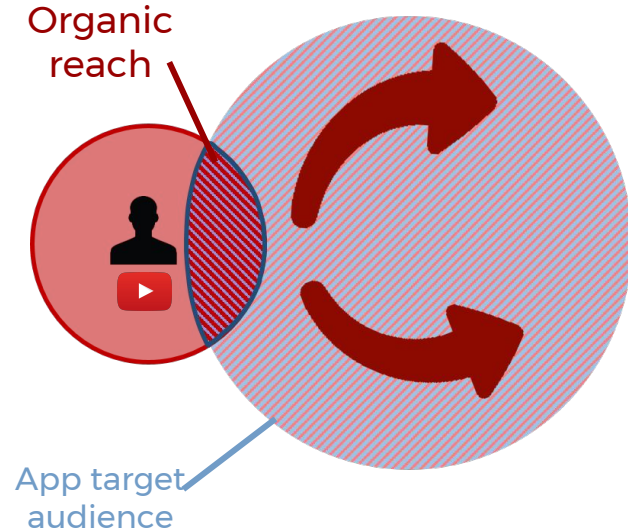
SITUATION : MOBILE APP NEEDS TO REACH & CONVERT ITS SPECIFIC AUDIENCE

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

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



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



STEP 1 : SELECTION & CREATION

IDENTIFY & SELECT NICHE CHANNELS CLOSEST TO NICHE AUDIENCE TARGET

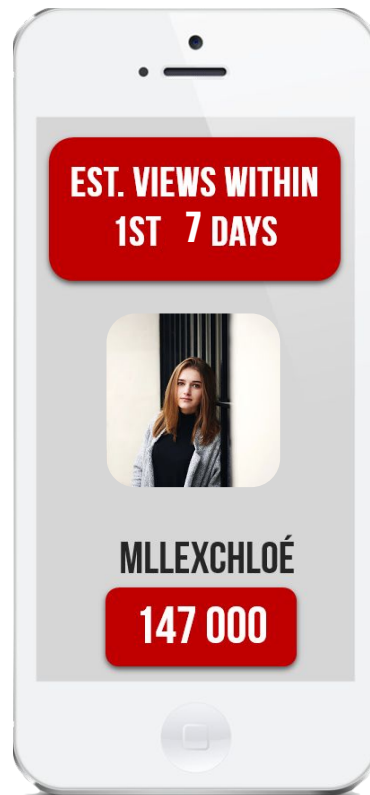
Influencers ranked by Audience Proximity with game

Target age/country : 13-24 France

Target gender : females

Target center of interest : emoji

Target device : mobile



> +60% **13-24** audience

> 90% **female** audience

> A lot of **engaging content on emojis** on her channel

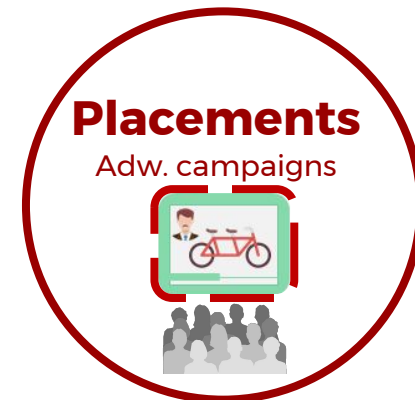
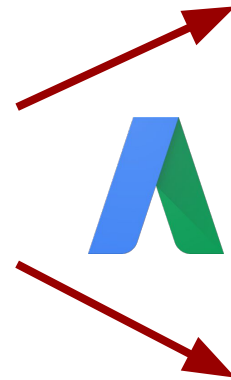
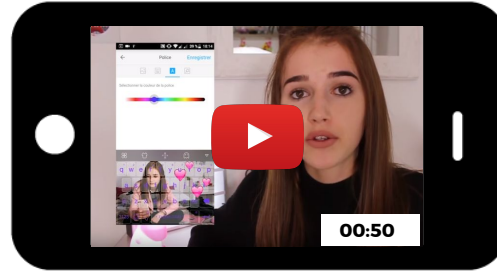
STEP 2: AMPLIFICATION

GO BEYOND ORGANIC BY AMPLIFYING ENGAGING SHORTENED VIDEO

Branded Content Video



Short Video



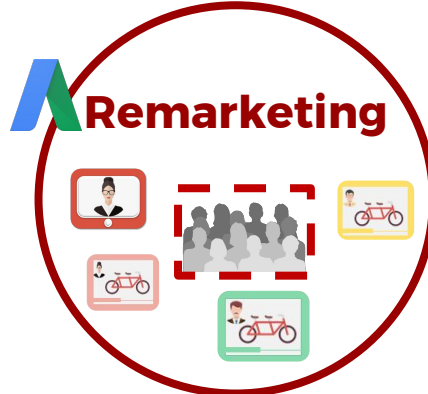
AMPLIFICATION

PLACEMENT BEST SOLUTION TO INCREASE INFLUENCER CAMPAIGN REACH



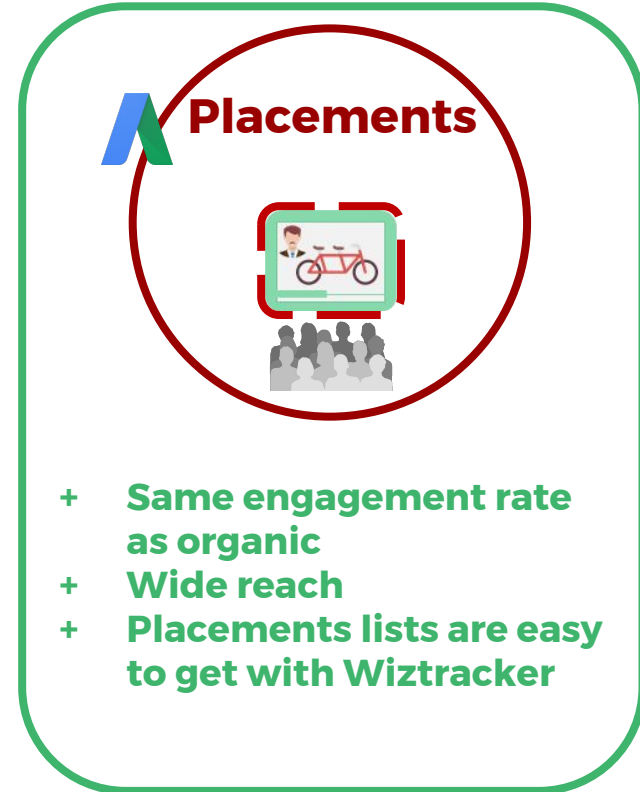
- + **Wide reach**
- **Weak engagement and low targeted views**

=> **No good conversion rate**



- + **Same engagement rate**
- **It is hard to get those lists**

=> **Limited access to remarketing lists**



- + **Same engagement rate as organic**
- + **Wide reach**
- + **Placements lists are easy to get with Wiztracker**




HOW WIZTRACKER HELPS

MATCHING BRANDS-YOUTUBERS & IDENTIFYING RELEVANT PLACEMENTS





FIND INFLUENCERS





MOBILE APP
Age : 13-24
Gender : females
Interest : emoji

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It's a match !

RELEVANT YOUTUBERS

n°1  n°2 

AMPLIFY



YOUR INFLUENCER

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RELEVANT PLACEMENTS
ranked by audience proximity

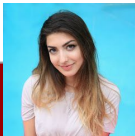

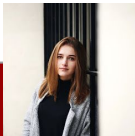







   

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YOUR ADWORDS CAMPAIGN

INSIGHT : SMALL FOCUSED CHANNELS > BIG YOUTUBERS

	 RCLBEAUTY101 BC VIDEO* 	 MLLEXCHLOÉ BC VIDEO* 
 NBR of SUBS	11 494 K	599 K
 7-day VIEWS	5,7M views	260K views
 7-day CLICKS	10 800	18 585
 BUDGET	€€€€€€€€ <div style="display: inline-block; vertical-align: middle; text-align: center;"> ÷ </div> 33	€
 CTR	0,09%	<div style="display: inline-block; vertical-align: middle; text-align: center;"> × </div> 79
 MNGT TIME	--	++






*both campaigns promoted a mobile app (Piano Tiles & Emoji) for 13-24

RESULTS : TOTAL REACH X 2, TOTAL CONVERSIONS X 2 TOTAL COST/CONVERSION 7 X LOWER WITH AMPLIFICATION

	BRAND CONTENT CAMPAIGN (7 first days) 		AMPLIFICATION VIA ADWORDS (7 days) <i>additional</i> 	
 VIEWS	260K		123K	
 DOWNLOADS	11 919		12 989	
 COST/CONV	0,84€	-	80%	0,16€
 %CONV/VIEWS	4,6%	X	2,3	10,5%

WORKS ALSO ON BRANDING CAMPAIGNS !

BETTER CORE TARGET REACH WITH SMALL YOUTUBER AMPLIFICATION

		BC ONLY Ariel Spain*	BC + AMPLIFICATION Ariel Spain
 TOTAL VIEWS		2 100K	2 524K
 VIEWS ON CORE DEMO TARGET		262K	+ 161% 686K
 WATCHTIME		02:50	= 02:54
 RELATIVE WATCHTIME		50%	55%

* +25 women Spain

EAGER TO START YOUR NEXT INFLUENCER CAMPAIGN ?

[START YOUR INFLUENCER CAMPAIGN HERE](#)



[AMPLIFY YOUR INFLUENCER CAMPAIGN HERE](#)

