



Influencer Marketing Results:

White Paper on Cryoskin Create Mekend Campaign

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Why Influencer Marketing?

Today, we see consumers more skeptical than ever of big-brand claims, with an eroded sense of trust in traditional marketing.

As advertisers, we understand that we are helping brands to sell a lifestyle, *not just a product*. Tapping into influencer marketing is a crucial step in humanizing brands and bringing them closer to consumers. **After all, influencers are those who make their living by selling a lifestyle.**

But who is an influencer? We would consider an influencer to be any person within the range of social media microcelebrities who espouse the values or live the lifestyles that their followers aspire to, in every arena from world travel to fashion, parenthood, video games, and comedy. Unlike traditional forms of advertisements which usually contain nameless, faceless claims, influencers are real people who share their lifestyles publicly and have built followings off of that lifestyle. And, unlike traditional celebrities, influencers have a closer, more trusted connection with their following.

This intimate audience connection is what allows influencers to strike the right balance between brand/product exposure and *credibility, something that brands alone often cannot offer.*

The world of commerce has historically always leaned on person-to-person recommendations, and influencer-to-consumer recommendations are quickly becoming the most effective way to add credibility to a brand.

Why is Influencer Marketing Imperative to Consumer Growth?

- If you aren't currently utilizing influencer marketing, you're missing out on an opportunity that the vast majority of marketers are currently taking advantage of. 93% of marketers are now practicing influencer marketing in some form*, with total spend projected to be \$101B this year.**
- Consumers are telling brands that they make decisions based on recommendations. 92% of consumers say they trust friends, family and influencers to suggest products.***
- Traditional digital ads are seen as just that – ads. 26% of desktop users have ad-blockers enabled, where 15% have them enabled on mobile.****
- You can save thousands on content creation. Chances are if you're repurposing influencer content, you're saving a fortune on creative an agency would otherwise be creating.

*Via SocialPubli

**Via Associate of National Advertisers and PQ Media

***Via Nielson

****Via IAB

Best Practices

Although each brand's strategy will be different, here are some best practices to keep in mind:

- **Define your objectives:** What are you trying to accomplish with influencer marketing? Do you want exposure, brand awareness, feedback, or direct sales? Brands who begin with well defined objectives are far more successful. Anything in your plan that doesn't support these objectives probably doesn't belong.
- **Find the right influencers:** The right influencers can make all the difference both in quality of content and time invested. Influencers are professionals in their own right and those who are a good brand fit and have a great work ethic will create more authentic content.
- **Cultivate long-term relationships:** Influencers require a relationship and like all relationships, they take time. After you've executed a few campaigns and both parties have learned about each other, successive engagements will take incrementally less work. Long-term influencers will better understand your guidelines, what performs best, and know how to navigate success.
- **Consider micro-influencers:** The data is incontrovertible: micro-influencers often achieve higher engagement for a lower CPE. They do take more work, however, which is why influencer platforms offers a great advantage.
- **Invest in platform software:** Influencer platforms automate the difficult portions of discovery, vetting, negotiation, content creation, payments, and analytics, and free marketers up to treat influencer marketing as a standalone channel rather than a full-time role. The more you invest in your strategy, both in preparation and tools, the more output you'll see in terms of content and ROI.

What Realtime Media Does Differently

At Realtime Media, we are always looking for ways to help our clients innovate, grow, and adapt to a constantly changing ad environment. Influencer marketing is no exception and a tool we hope to help each and everyone one of our clients use to not only boost ROI, but overall positive perception of brand.

In the following sections, we'll dive deeper into how our team developed a tailored success plan for Cryoskin, including informed discovery, clean and meaningful testing, married organic and paid content strategy, and ultimately drove success of positive ROI in the form of bringing additional store revenue in what would typically otherwise be a period of seasonal decline.

About

Cryoskin's Create Mekend campaign served to highlight the importance of mental and physical wellness as part of a holistic self-care routine, framing Cryoskin technology as just one stop along the way in the consumer's personal care regimen.

To do this, we selected a series of social media influencers who embodied the kind of thoughtful and healthy principals Cryoskin values, and asked them to participate in a "Create Mekend" – or a weekend where they took time out of their busy lives to focus on well-being in their career, relationships, health, and personal lives. Additionally, we invited each influencer into their nearest facility offering Cryoskin treatments so that they could try and give their audiences an honest review of the results.

Using the content we received from our Influencers – both regarding their Cryoskin treatment as well as messaging around their Create Mekends, we then developed a paid ads campaign on Facebook and Instagram, which ran for a total of 6 weeks and served as a tool to test the effects of multiple factors (discussed in the "Paid Social Results" section of this White Paper).

Section I

Organic Results

Discovery

Because content can't be modified once accepted from the influencers, it was essential that we allow proper discovery time to obtain the ideal group of influencers that not only spanned brand-friendly lifestyles, but created content similar to that which we might expect to perform well in both organic and paid ad campaigns.

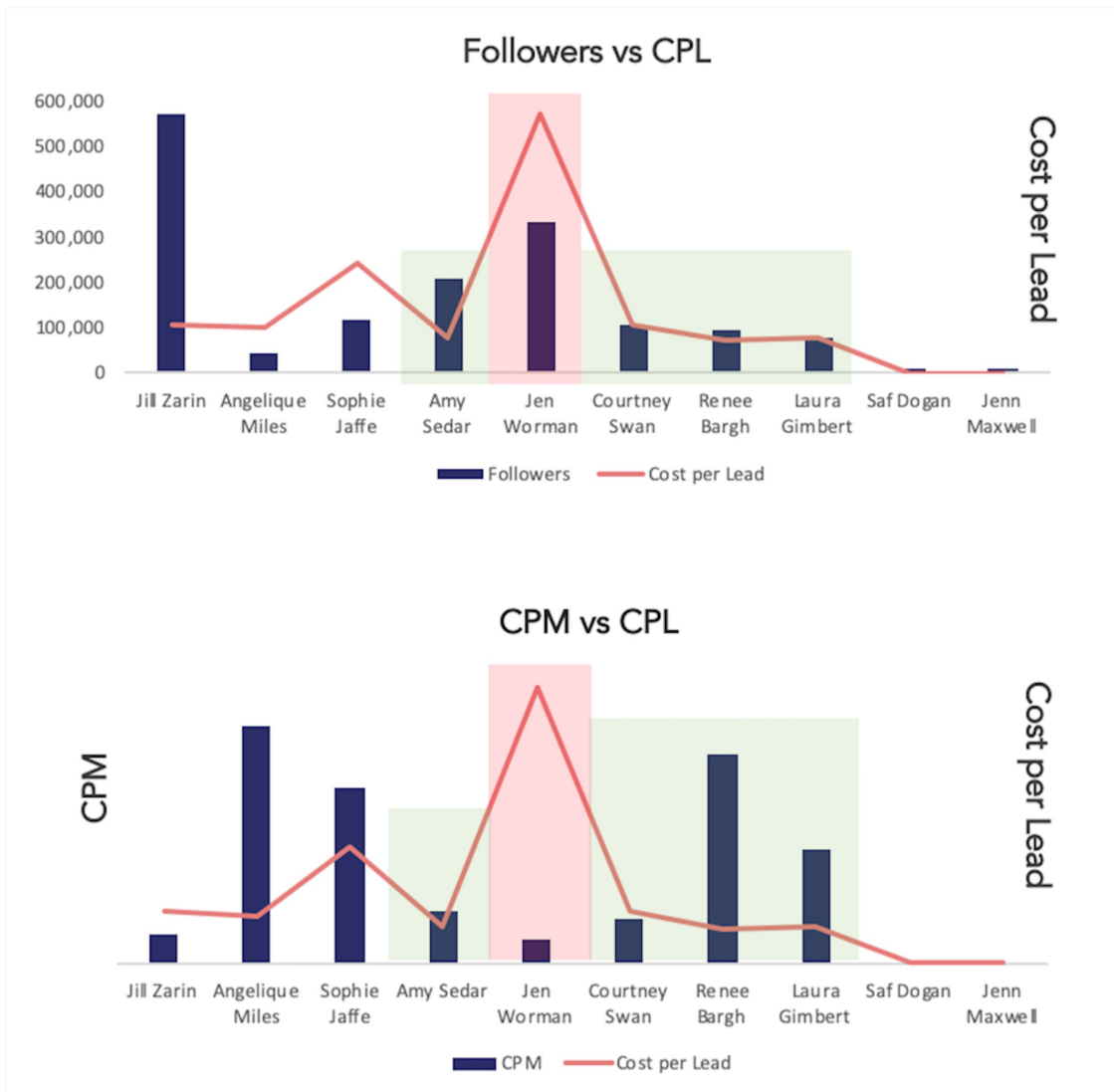
Realtime Media utilized a preferred tool to collect and analyze various influencers' audience demographics - such as age, income, education, location, and top interests - in order to select influencers whose audiences aligned with Cryoskin's core demographics.

Additionally, our team conducted manual review of all social pages per influencer to ensure content style was brand-friendly and appropriate/high quality for use in paid advertising later on in the campaign.

Methodology

For this test, we utilized a range of influencers with followings varying from 10k to 500k+.

Both follower count as well as CPM not only appear to be non-related to lead efficiency, but in many cases are inversely related to conversions. Additionally, our found “sweet spot” of following seems to be in the 100-200k range, as the most efficient leads have come from influencers falling within this bucket.



Follower Impact

Overall, our top performing creators in terms of lead efficiencies were Amy Seder (@amyseder), Renee Bargh (@reenebargh) and Laura Gimbert (prbossbabe).

Amongst top performers, the observed common denominator was influencers adapting the Create Mekend campaign to content styles they're already well-known for, rather than forcing them to adopt best practices from our paid social strategy.

For example, Amy utilized a mix of in-facility and lifestyle images, striking an excellent balance between personal tone of voice and Mekend language. The response was overwhelmingly positive towards Cryoskin and the overall Mekend concept.

Renee followed a similar approach, leaning into the lifestyle angle and showing Mekend activities that revolved around inward reflection (hiking, nature, etc).



Laura is a well-known mommy blogger, and revolved her Create Mekend content around a “mom-recharge” narrative, suggesting that Cryoskin is good for postpartum bodies and stressing how important it is for moms to have me-time.

In addition to strong conversion rates, our top three performers also cultivated an extremely strong response to the Create Mekend concept in their post comments, with audience members even noting their desire to have their own Mekend. In looking at the resonance of this hashtag, we found that it was used 1.3k times on social media over the 3 month period our campaign was active.*

*Data provided via Sprinklr Listening

Section II

Paid Social Results

Controlled Testing

Within the paid ads portion of our campaign, we ran tests of three variables:

Test 1: Post variation

For this test, we studied the performance of three different kinds of posts:

- 1) Promotion of Influencer's original organic post
- 2) Promotion from Influencer's handle utilizing top performing DR-focused copy
- 3) Promotion from @Cryoskin's handle utilizing the influencer's original copy and image

Overall, the top mix in terms of CPM, site traffic, as well as Cost per Lead was using the true influencer testimonial from the Cryoskin handle. However, influencer handles proved to be top performing when it came to unique reach.

Test 2: City

For this test, we examined performance in Austin, LA, and San Antonio. Austin proved to be most efficient in terms of cost per lead. Additionally, the least expensive site traffic also came from our Austin ads.

Test 3: Influencer ads vs normal Cryoskin campaign ads
For this test, we launched our influencer ads in audience environments with our normal Cryoskin campaign ads to ensure no outside factors were affecting any difference in performance.

Within this test, we found that normal Cryoskin ads outperformed against Influencer ads, but only by a difference of \$19.78. However, Influencer ads garnered a 22% more efficient CTR.

The above leads us to theorize that efficient leads may result from different targeting when using Influencer ads vs regular Cryoskin ads, and a future test to determine how to convert those efficient clicks into leads will follow.

Paid Test Success

As demonstrated in the above three tests, influencer content contributed a huge amount of added value to our otherwise standard Cryoskin paid ads campaign:

- Free, high quality, personalized images, video and testimonials that we own for future campaign use and optimization. This helped to reduce our client's creative costs by 80%.
- Positive influencer relationship and incentive for advocacy – most of our influencers have asked to work with us on future long term campaigns because they had such a positive experience with the treatment.

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- Extremely strong results against KPI when promoting true influencer testimonials from Cryoskin handle.
 - Similar results when testing influencer content against normal Cryoskin ads – although Cryoskin ads produced higher efficiency here, it's important to keep in mind these are creatives and messaging that has already been tested and optimized for high performance, whereas influencer images and messaging is in first round of testing. The gap observed in lead efficiency is small enough to close with future optimization of influencer content.
 - Increased revenue against facility forecasts based on standard decline towards end of year, as evident in the next section titled "Revenue Lift".

Revenue Lift

Despite leads being a slightly more expensive vs normal Cryoskin ads, ultimately our efforts did see a positive impact on overall revenue; whereas revenue is typically in decline towards EOY due to seasonality, retailers included in our targeted cities saw revenue 29% higher than forecasted when compared to cities not targeted with paid Create Mekend ads.

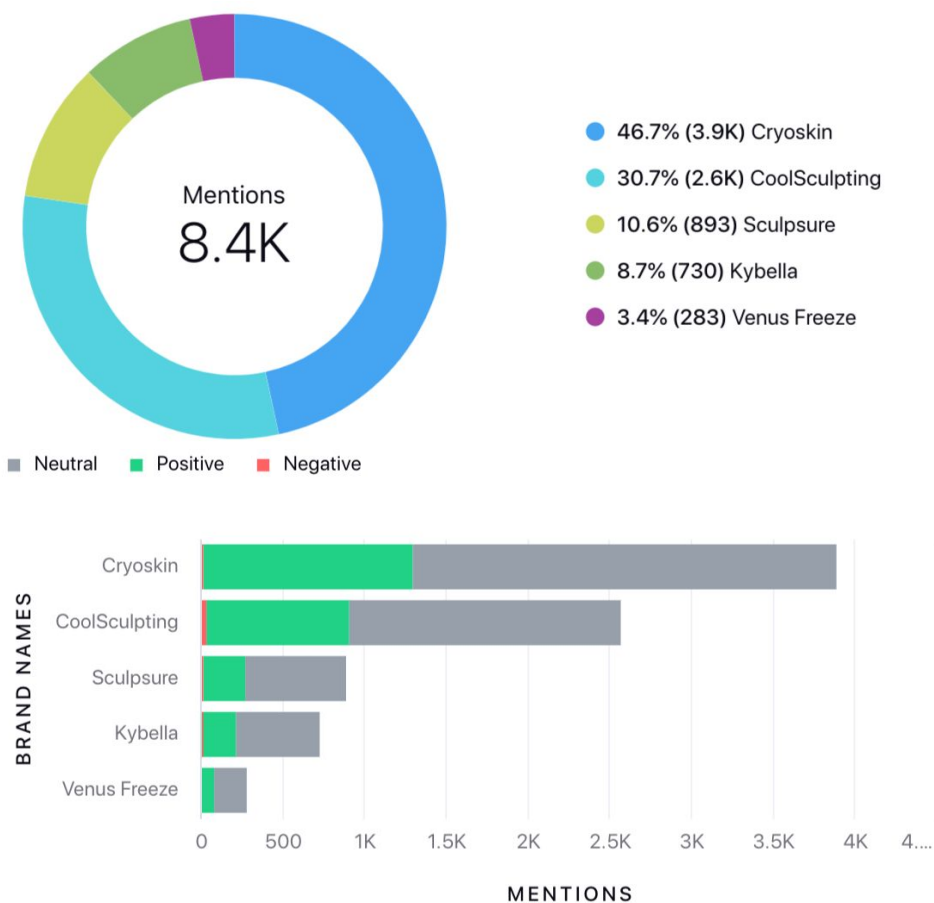
Section III

Supplementary Material

Competitor Analysis

In addition to our organic and paid influencer efforts, we have also utilized Sprinklr's Listening tool to better understand the Cryolipolysis landscape.

Of all competitor mentions, Cryoskin not only dominates the space with nearly 50% of share of voice, but leads with the lowest percentage of negative feedback (less than .5%) and over 1/3 of all mentions being positive.



Product Seasonality

Overall, Cryofacial technology is determined to be Cryoskin's most-talked-about technology according to Sprinklr Listening – regardless of season. In fact, this treatment accounts for over 76% of social chatter in winter months, before Cryotoning and Cryoslimming conversation picks up in the Spring – Fall.

Interestingly, Cryotoning appears to see a huge jump in social mention share during September-November, which – more interestingly - is paired with an overall 8% increase in organic online mentions of Cryoskin during this period.

Seasonal Product Mentions

