



CASE STUDY:

KONTROLFREEK

RESULTS

324,686

SOCIAL SHARES

1.2m

CLICKS

\$2.4m

EARNED MEDIA VALUE

13,715%

ROI

CHALLENGE



CHALLENGE: Prove measurable return on influence

KontrolFreek, the leading performer in gaming accessories, excels at providing their customers a competitive edge in online gaming. With one of the most passionate fan bases in competitive gaming, KontrolFreek is always looking for ways to reward their fans.

To coordinate a **seven-day campaign with seven different global YouTube stars**, KontrolFreek needed the ability to manage a consolidated campaign and measure the results of each influencer.



SOLUTION: Use Sideqik to activate seven leading streamers

KontrolFreek used Sideqik **to manage, activate and measure a consolidate campaign** with seven YouTube influencers.

Sideqik made it easy to automatically generate individual tracking links and landing pages for each influencer. This allowed them to **measure where each impression, click, and engagement originated**. Thanks to Sideqik's influencer platform, KontrolFreek was able to **effectively manage, activate, and engage seven different audiences** simultaneously!

SOLUTION



GET IN TOUCH

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