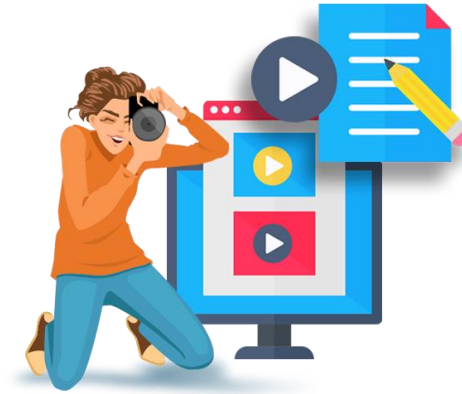


# Carusele

## Data-Driven Influencer Marketing



## All Influencer Marketing...



### FINDS INFLUENCERS

Some use opt-in programs or low-quality vetting processes, but all will pair you with influencers who will talk about your brand.



### ENSURES THEY POST

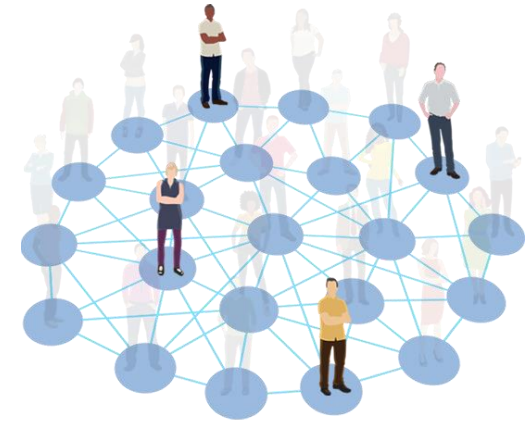
All agencies will work with the influencers to make sure they post about you, although many will give each influencer the same assignment.

## Some Influencer Marketing...



### LAYERS IN MEDIA

Some agencies support influencer programs through various paid media tactics, such as “boosting” an influencer’s post or running ads on the brand page with influencer content.



### TRACKS RESULTS

This is often done by tracked links or measuring potential reach, neither of which are very accurate.



# Carusele's Influencer Marketing is Better

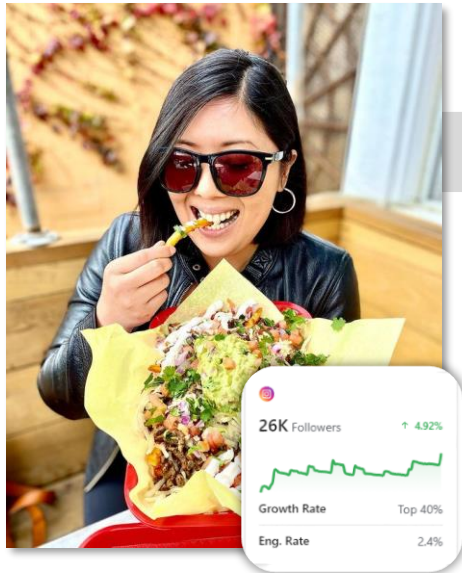




**Our data-driven  
approach ensures  
proven content  
reaches your best  
audience**

# Carusele's Influencer Marketing Approach

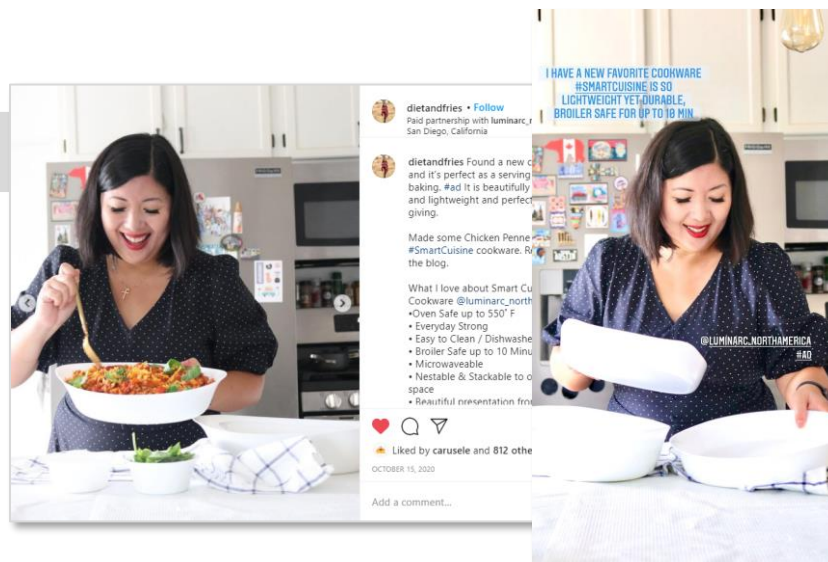
## STEP 1



### HIRE INFLUENCERS

Influencers are hand-selected to create content based on real-time audience data and additional custom campaign criteria.

## STEP 2



### SOCIAL SHARES

Influencers share content on designated social networks. All content is hand-reviewed by internal teams prior-to and after publishing for accuracy.

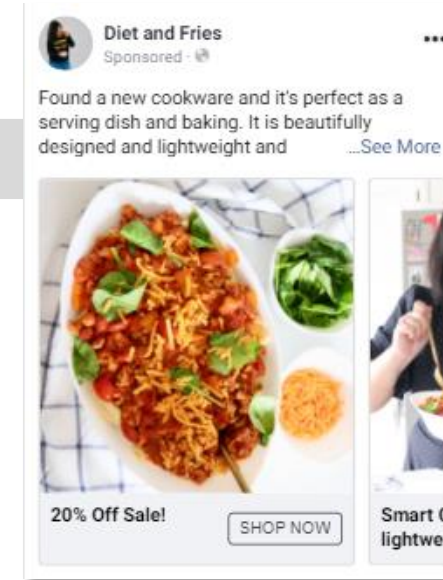
## STEP 3



### TEST/SCORE

Carusele systems monitor performance of every piece of content in real time, allowing us to rapidly identify the best content.

## STEP 4



### SYNDICATION

Using a customized strategy and advanced targeting, we syndicate the best content to target audiences outside of the influencers' organic following, optimizing assets daily.

## STEP 5

### Resulting in Measurable Conversions for:

- Amazon
- Bed Bath & Beyond
- Haagen-Dazs
- MiaMily
- Reddi-wip
- Revlon
- Tyson
- Vera Bradley
- Walgreens
- and **MORE**

### RESULTS

By leveraging real-time data throughout the duration of the program, efficiency improves during each phase, leading to high-quality, meaningful results for our clients.







**But There's More**

**Data and real-time  
optimizations improve  
each part of Carusele  
programs**



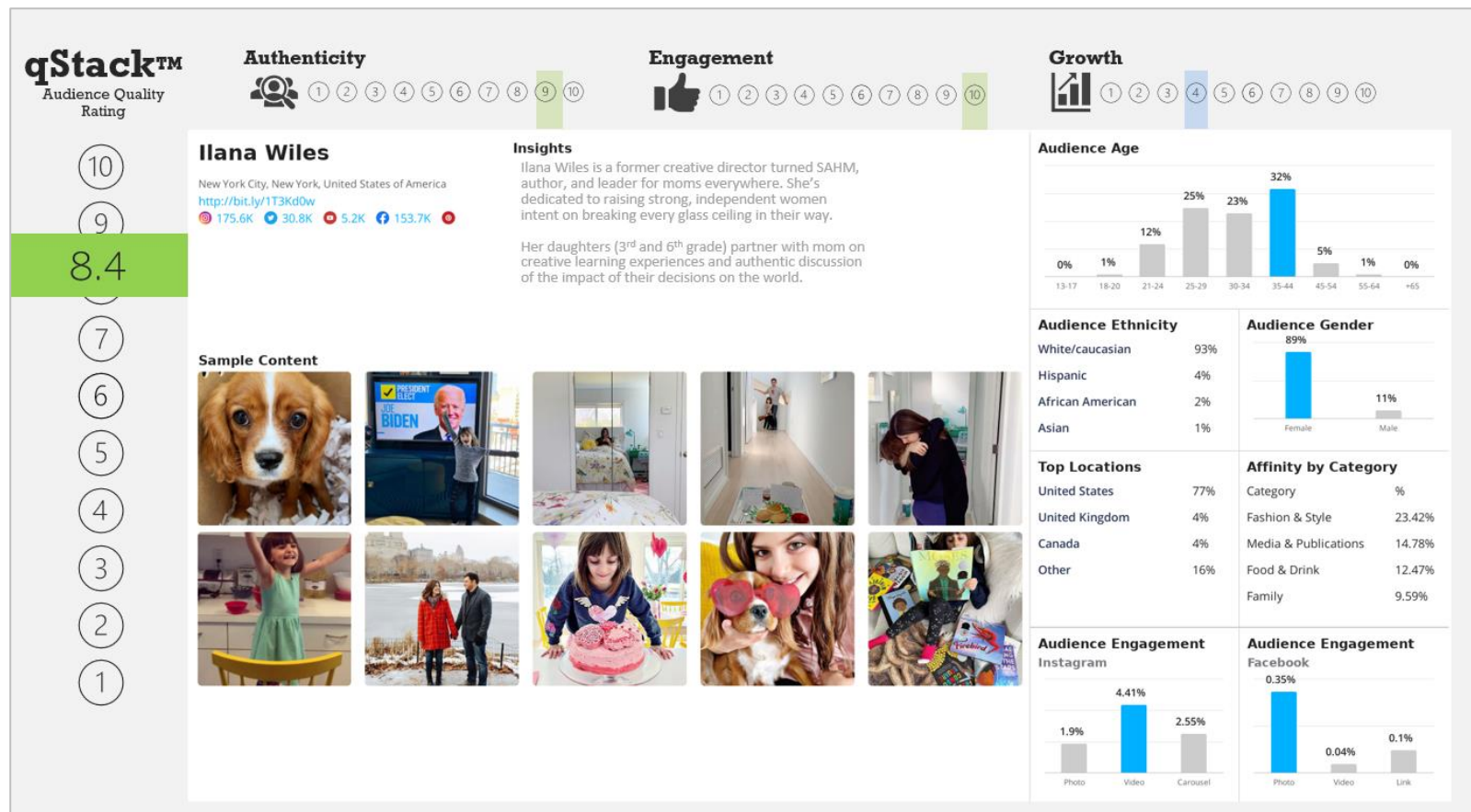


## qStack™ Quality Ranking

With data pulled directly from social networks and verified by Demographics Pro, influencers are qualified and benchmarked against similar influencers in their category using the following data points:

- Audience Size
- Audience Location
- Engagement Rate
- Reach Rate
- Growth Rate
- Audience Demographics
- Saturation Rate
- Competitor Agreements
- ...and more

Additionally, we hand review each influencer against additional criteria and ensure we catch what machines can't including behavior that isn't brand-safe.

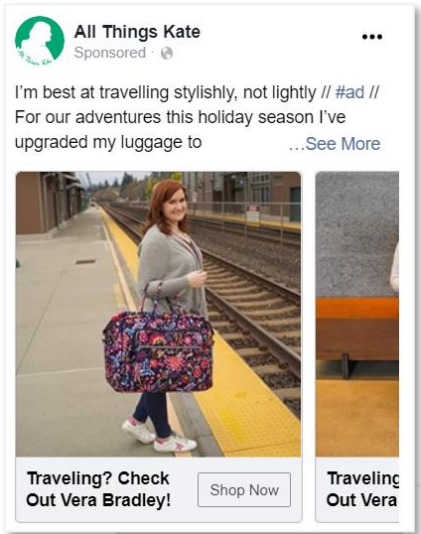




We analyze real-time data on the performance of every piece of content. Content is then manually evaluated, hand-scored, and ranked using our content performance algorithm.

Brands get perpetual rights to reuse the content, which is a tremendous added value.

Index	Influencer	Content URL
144	La Passion Vintage	<a href="https://twitter.com/LaPassionVintage/status/1009940312471242880">https://twitter.com/LaPassionVintage/status/1009940312471242880</a>
144	La Passion Vintage	<a href="https://www.facebook.com/la.passion.vintage/photos/?fbid=1009940312471242880">https://www.facebook.com/la.passion.vintage/photos/?fbid=1009940312471242880</a>
128	La Passion Vintage	<a href="https://twitter.com/LaPassionVintage/status/1009940312471242880">https://twitter.com/LaPassionVintage/status/1009940312471242880</a>
120	Corated By Winlon	<a href="https://www.instagram.com/cbwinlon_photos/">https://www.instagram.com/cbwinlon_photos/</a>
120	Corated By Winlon	<a href="https://www.facebook.com/1001009400314789">https://www.facebook.com/1001009400314789</a>
115	Simply Lauren Rose	<a href="https://twitter.com/SimplyLaurenRose/status/1001009400314789">https://twitter.com/SimplyLaurenRose/status/1001009400314789</a>
115	Simply Lauren Rose	<a href="https://www.facebook.com/1001009400314789">https://www.facebook.com/1001009400314789</a>
112	La Passion Vintage	<a href="https://www.instagram.com/LaPassionVintage/">https://www.instagram.com/LaPassionVintage/</a>
112	La Passion Vintage	<a href="https://twitter.com/LaPassionVintage/status/1000011245113440000">https://twitter.com/LaPassionVintage/status/1000011245113440000</a>
108	Prag In Your Shop	<a href="https://www.instagram.com/PragInYourShop/">https://www.instagram.com/PragInYourShop/</a>
108	Prag In Your Shop	<a href="https://www.facebook.com/la.passion.vintage/photos/?fbid=1000011245113440000">https://www.facebook.com/la.passion.vintage/photos/?fbid=1000011245113440000</a>
104	Corated By Winlon	<a href="https://www.instagram.com/cbwinlon_photos/">https://www.instagram.com/cbwinlon_photos/</a>



# Data-Driven Syndication


High-performing content created by influencers is amplified beyond the influencers' organic reach to engage targeted audiences.

Sample of Targeting Available:

- Demographics
- Locations
- Interests
- Brand Affinities
- Media Consumption
- Custom Audiences

Ad types, audience sets, and platforms are optimized daily.



**Elisabeth McKnight with Carusele.**  
Paid Partnership · 

Snack rule for kids: 2 food groups keeps them fuller longer. [#ad](#)

A few months ago, I attended a kid's intuitive eating workshop geared toward parents of picky eaters and one of the takeaways I was surprised at was how each snack should include two different food groups. Different types of food fill kids up at different rates for different amounts of time (sugar fills you up immediately but that feeling doesn't last long -protein takes longer to satisfy you but keeps you full longer). Think apple + peanut butter, yogurt + pretzels, or popcorn + jerky.

We stopped by [Walgreens](#) on our way home this week to grab a few things and stocked up on balanced snacks for the kids (and me, let's be honest). I love to have pre-packed things on hand in my purse + the car and Nice! has so many great options. Their products have no trans fats and all have easy nutrition info right at the top of the packaging.


A few of our favorites to snag on your next Walgreens trip:




- Veggie sticks (pair with apple sauce, yogurt, or a cheese stick)
- Almonds (pair with Sea Salt Popcorn or apple slices)
- Organic White Cheddar Puffs (pair with beef jerky)
- Yogurt Covered Pretzels (hits two food groups on their own!)

Summary: Choose snacks with protein from milk, nuts, eggs or lean meats to help kids feel full longer. Add foods rich in carbohydrates like fruits, grains or vegetables for energy.


What are your go-to snacks for kids? What are your kid's favorite combinations? [#SimplyNice](#)

To view all of their yummy snacks click here: <http://bit.ly/2XDDvH0>




 Like  Comment  Share



**Elisabeth McKnight**  
Sponsored · 

Snack rule for kids: 2 food groups keeps them fuller longer. [#ad](#)


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Healthier snacks from [Nice!](#)

**Instagram**

**elisabethmcknight**  
Sponsored



[Learn More](#)

elisabethmcknight Healthier snacks from Nice! at Walgreens... [more](#)

**elisabethmcknight**  
Sponsored · [Expand Story](#) 



**Healthier snacks from Nice! at Walgreens**

**Snack rule for kids: 2 food groups keeps them fuller longer. [#ad](#)**

**A few months ago, I attended a kid's intuitive eating workshop ... [more](#)**

 [Learn More](#) 

## Engaged Audience Profiles™

Throughout the program, we're able to gather insights and data on the audiences that take actions on your content.

This data enable us to created Engaged Audience Profiles. We not only deliver a makeup with these profile within our reporting, we actively use this information during the campaign to aid in optimizing our media buying strategy by retargeting organic clickers and creating look-a-like audiences – a tactic which has proven to be more than 2X as effective as traditional targeting methods.

### Top Demo

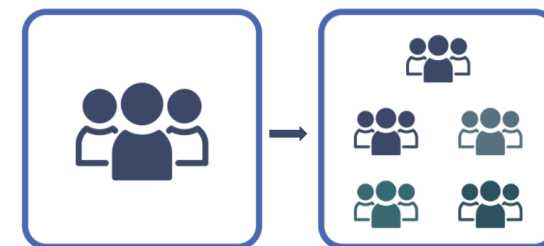


#### High Purchase Intent:

20% Motor Vehicles  
12% Home Decor  
8% Home & Garden Services

### Top 10 Lifestyle Affinities:

54% Fast Food Cravers  
50% Pet Lovers  
45% Cooking Enthusiasts  
43% Auto Enthusiasts  
43% Sports Fans  
40% Convenience Store Shoppers  
38% Outdoor Enthusiasts  
35% Luxury Shoppers  
33% Beauty and Wellness  
33% Family-Focused



### Top States:



California  
Texas  
Massachusetts  
New York  
Florida

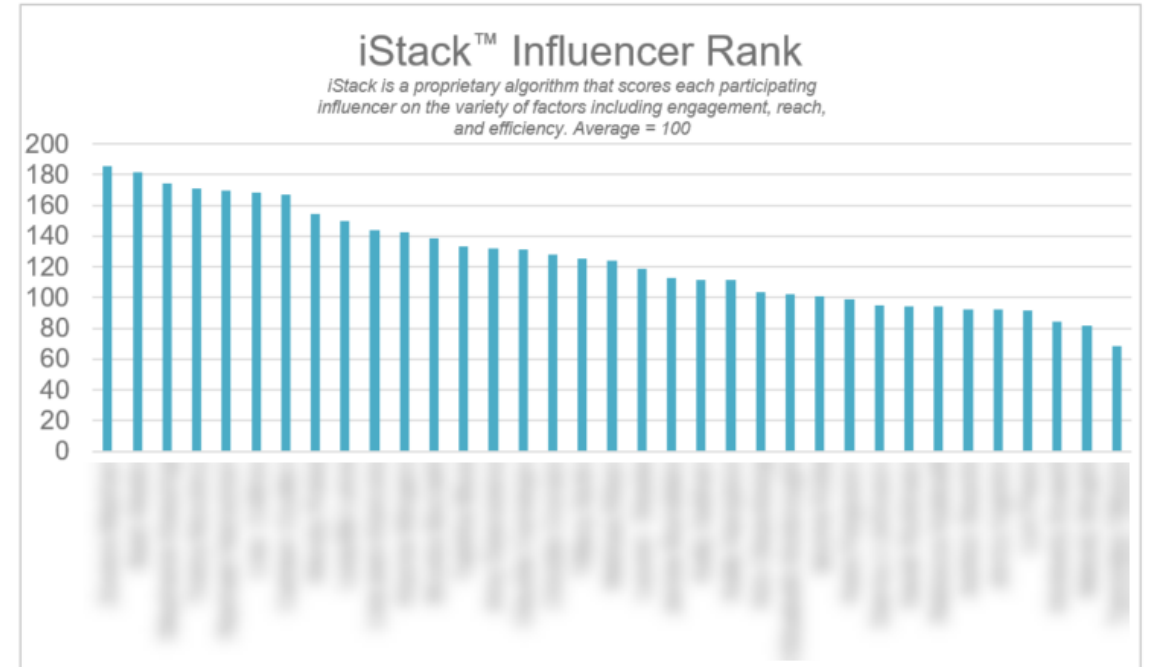


## We Even Optimize Influencers

At the conclusion of every phase, each influencer earns an iStack™ score indicating their ability to efficiently deliver on campaign objectives. Top performing influencers are identified as ideal ambassador candidates for future campaign consideration.

Why consider an ambassador program?

- 61% of women will not engage with influencer-created sponsored content if it doesn't feel genuine and consistent with the influencer's social feed.
- 400% increase in engagement rate on sponsored content by influencers after Carusele employed an ambassador strategy for one client.
- 65% reduction in cost per engagement after 8 months of ongoing ambassador programming executed by Carusele for another client.



# Flexible Models Available to Meet Your Specific Business Objective



# Different Goals | Different Strategies



## Content Creation

Reduce or eliminate the media layer and maximize budget allocation to as many influencers, and as many influencer assignments, as possible.

**Recommended Minimum Spend: \$20,000\***



## Drive Awareness

Focus on content with efficient delivery and consider long-term tactics such as blogs and long-form video. Optimize ads for ad recall, which is shown to correlate with sales much more strongly than reach or engagement.

**Recommended Minimum Spend: \$30,000**



## Drive Sales Online

Focus on efficient web traffic drivers using our complete process. Optimize for click efficiency and, whenever possible, optimize daily based on conversions. Utilize retargeting with influencer content.

**Recommended Minimum Spend: \$40,000**



## Drive Sales at Retail

Target shoppers of a particular retailer when relevant. Consider geo-targeting, geo-fencing, and/or day-parting. Focus on optimizing for ad recall.

**Recommended Minimum Spend: \$50,000\*\***

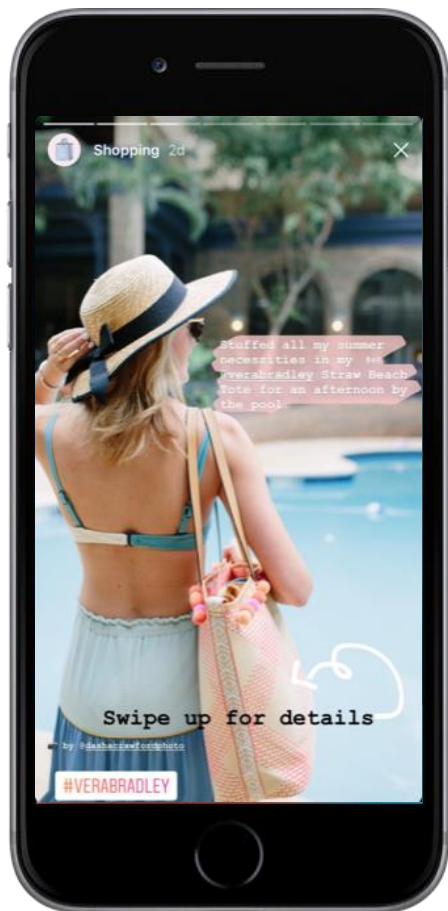




# Proven to Drive Measurable ROI for Our Clients







style\_bysamantha Yes #treatyourself!  
These are the perfect travel bags!

kangthropologie Perfect graduation gift!

makeupbyalixxxa This is perfect luggage!  
@verabradley



"Looking for the perfect gift for your recent graduate? Look no further! When I graduated, I really wanted a durable and cute set of luggage I could take on my weekend trips. These Vera Bradley pieces fit the bill! Now, where can I get a ticket going anywhere?"  
– Kirstin Orteza, Curated By Kirsten



To drive e-commerce sales among two distinct target audiences around a key time of year (graduation heading into summer travel) we partnered with recent grads and older millennials to craft content that made select Vera Bradley bags relevant to the consumer's current mindset.

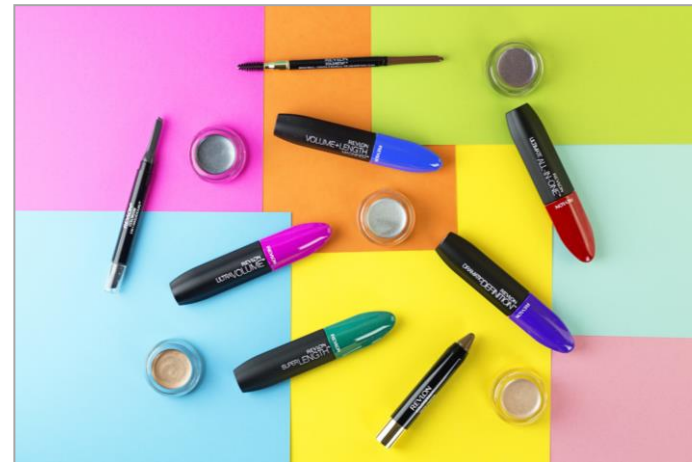
Content was analyzed based on its ability to drive quality traffic to the site, and top performing content was syndicated with paid social ads. Ads were optimized daily based on their ability to convert site visitors to sale by shifting budgets across target audiences and refreshing ad unit styles



× Vera Bradley

Measurable Sales ROI	Total Conversions	Minutes of Audience Attention
<b>\$2.53:\$1</b>	<b>1.4K</b>	<b>90K</b>





Lift in Mentions  
**+68%**

Pieces of Unique  
Content  
**215**

Unit Sales Lift vs.  
Benchmark Event  
**+209%**

Influencers embraced the concept of Mascara Cocktailing (layering multiple mascaras, each with different functions) to encourage the purchase of multiple SKUs at Walgreens, while celebrating the upcoming Mascara Day. They posted original content

on blogs, Instagram, and other social channels, all with the call-to-action for followers to head into their nearest Walgreens and pick-up a variety of mascaras to create their own, unique mixology look.





During the 2018 holiday season, BB&B challenged our team to drive audiences to the holiday UGG Home Collection on the BB&B website with the goal of converting sales and driving shoppers in-store. To accomplish this, we partnered with influencers to create original, high-quality content featuring the UGG Collection.

Influencer content was optimized to drive traffic through shoppable blogs and click-optimized social posts. Our team then monitored the content daily and implemented a traffic and conversion optimized paid media strategy to drive web traffic by qualified audiences.



Estimated ROI  
**4.56:1**

Exceeded CTR  
Benchmark By  
**69%**

Minutes of Audience  
Attention  
**79K**





Brand Favorability

**+18**

Willingness to Pay More

**+13**

Aided Awareness

**+18**

Point Lift Compared to the Control Group

Laura's Lean wanted to leverage influencers to increase awareness and consideration with both their aging core buyer audience segment and a younger, growth target audience. To accomplish this, Carusele began by engaging with micro-influencers in the recipe, food, and lifestyle categories and

securing them into a long-term, ambassador building strategy. As the campaign ran, we measured success through a partnership with Group RFZ by conducting a survey centered on brand awareness, consideration, and purchase intent.



ADVERTISEMENT

## Tips to Make this the Year You Quit Smoking for Good

Jan 15, 2021 Updated Jan 22, 2021



f t i s p

(StatePoint) Is "quitting smoking" on the top of your list of goals for the year? Was it last year too? Here are some insights from those in the know into kicking this habit to the curb for good.

"They say old habits are hard to break, and when it comes to my dad's addictive smoking habits, I couldn't agree more," says Linh Nguyen, the Houston style, fitness and mom blogger behind [A Beautiful RAWR](#). "He knows smoking is detrimental to his health, but the thought of not having it be part of his daily routine has been a challenging, intimidating, and in some ways, scary idea for him to grasp."

### SECTIONS

- Automotive
- Bridal
- Business And Career
- Community Care
- Education
- Español
- Family Living
- Fashion, Beauty & Style
- Food, Recipes & Entertainment
- Gift Ideas
- Green Living
- Health & Wellness
- Home Decorating
- Home Improvement
- Hot Topics
- How To
- Kitchen, Bed & Bath
- Lawn & Garden



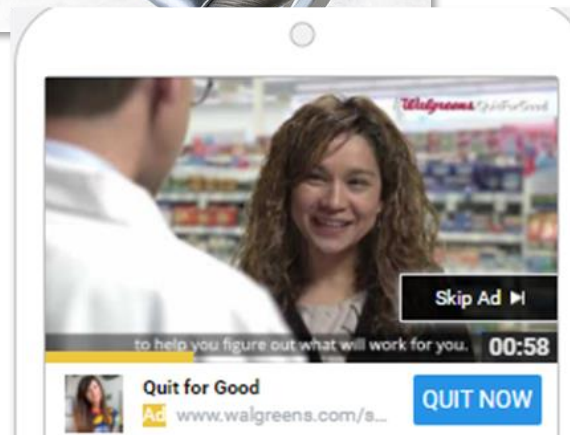
Make 2021 the year that you quit smoking for good.

My family motivates me to live a healthy lifestyle. Have you set better health goals for 2021?

YES NO



If quitting smoking is your New Year's Resolution, then Walgreens can help! #for18+ #WalgreensQuitForGood #AD

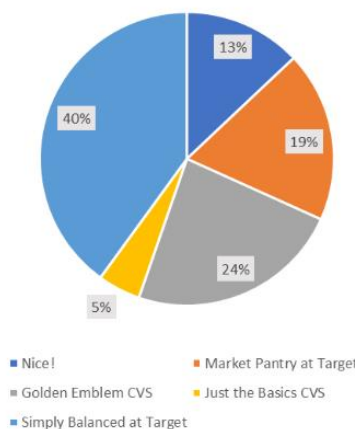


Because of the age gap, I don't get pictures with both my kids often enough. These two inspire me to practice healthy habits. If your kids have inspired you to quit the habit of smoking, check out @walgreens Smoking Cessation Products. #for18+ #WalgreensQuitForGood #AD

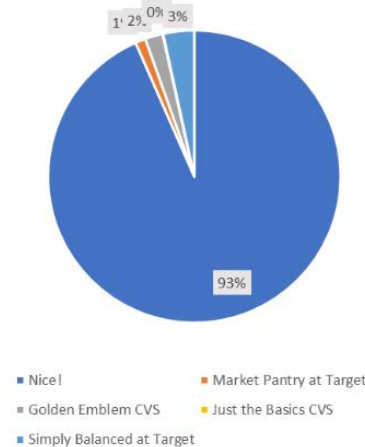




Brand vs. Competitor SOV Before Campaign



Brand vs. Competitor SOV During Campaign



Increase in SOV Ownership  
**80**  
Percentage Points

Minutes of Audience Attention  
**739K**

Total Engagements  
**66K**  
ER 17% better vs benchmarks

To build awareness and shift perception of the Nice!® brand from discount national-brand equivalent to trusted, balanced food brand, Carusele partnered with Walgreens VIP Influencers to showcase food and beverage products as must buy items for the Back-to-School season.

VIPs shared personal stories about busy schedules, healthy school snack for kids and more across blogs and social networks accompanied by an influencer hosted Twitter Party. Top performing #SimplyNice content was then boosted to reach more of the target audience.



# See How Carusele Can Enhance Your Influencer Marketing Programs

[Request A Proposal](#)

