Carusele

Data-Driven Influencer Marketing



Content examples shown throughout are from actual Carusele client campaig

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

STEP 2







HIRE INFLUENCERS

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

SOCIAL SHARES

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

TEST/SCORE

STEP 3

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
- Revion
- 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.





cStack[™] Content Index

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 Voutes	http://wite.com/afaoior/bains/indu/2018/AD110 202298
	144	La Passion Voutee	Mig. (News Acolemic conclusion which also been field the Second constraints of the second s
	128	La Passion Voulee	https://testite.com/ad/autor/instea/ant.o/2008/40100 2002/98
	120	Carated By Kinsten	Marc2 www.indepen.com/a/first_bank20
	120	Curated By Krotes	http://www.locdicole.com/2012/05/46012470
	115	Simply Lauren Rose	1014 - Charlier Lord Recent Section (10414) 404 (823) 86218
	115	Simply Lauren Rose	Machees Sectors Condition (1993)
	112	La Passion Vouter	Manufactory interaction of the Manufactory
	112	La Passion Voutee	http://texter.com/afaoior/toxte/104242423
	108	Propin Your Step	Marchene integer conjulted of March
	108	Propin Your Step	http://www.facebook.com/permatric.atu/Many. Rol-MIT mana.com/waka-/comm.facebook
	104	Curated By Kinsten	March Server Index at controls Test Differing



I'm best at travelling stylishly, not lightly // #ad // For our adventures this holiday season I've upgraded my luggage toSee More



Shop Now

Traveling? Check Out Vera Bradley!



Out Vera

FOR (LITERALLY) EVERYONE

A COZY THROW THAT'S PORK APPROVED FOR NAPS

@verabradley #ad
#verabradley

...

 Water with mickas - fellow
 weter with answer

 With a particular with a particular with a super constraints
 weter with a super constraints

 With a super constraints
 weter with mickas its been a crazy fee days on my side but an super constraints

 With a super constraints
 weter we

Vida Fashionista December 3, 2019 · 3

The panets fees is by onen traveling and This Camous Backgard. Thereforehands Travel Bag - Hardidis Samar I hang hang price travel travel relevanted Travel Bag - Hardidis Samar I hang hang price travel travel back is a controlled Banks to lite packed straps and back. Put your laptop in without worrying about 1 digging into your landout to back. The samar Bajnomir is carry-accompliant and has an integrated TSA lock on II You can choose to keep the presel took combo or create your own. The Vieteender has so many poolests, making late story to say organication when threeting. Finally, the locality Lite Contents is a roomy and being oh, and dial menote hat lite water repetient? Visit Miny March high Visit and check out all the ways @VeraBradle; can make you both stylish and travel easier.





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.

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 Nicel 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





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 ... See More









Instagram

...



Healthier snacks from Nice! at Walgreens Snack rule for kids: 2 food groups keeps them fuller longer. <u>#ad</u> A few months ago, I attended a kid's intuitive eating workshop ... <u>more</u>





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

L 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







13

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





AURA'S

Swipe up for details

style_bysamantha Yes #treatyourself ! These are the perfect travel bags! kangthropologie Perfect graduation gift! makeupbyalixxza 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 Ortez, Curated By Kirsten





© 2021 Carusele -Proprietary and Confidential



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



Measurable Sales ROI Total Conversions

Minutes of Audience Attention **90K**





© 2021 Carusele - Proprietary and Confidential





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 and pick-up a variety of 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 mascaras to create their own, unique mixology look.

© 2021 Carusele - Proprietary and Confidential



Learn More

C V

Now that the ORC is over, I'm in desperate need of some rest and relaxation and NO stress. But thinking of the holidays is already stressing me out - ... more





d are Furnishing pecially new, lankets for wintertime When I heard that one of favorite brands, @ugg, had partnered with handbeyond, I was



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.

lateafternoon 🤤 🗘 • Following Paid partnership with bedbathandbeyond

lateafternoon My favorite thing about the holiday season is the brilliant holiday decor. #ad Every year I like to change up our decorations and this year I had a vision of a cozy California Christmas in hues of redwood and snow. I partnered with @bedbathandbeyond to make my vision come to life with their luxe range of home decor from the UGG Home Collection. From cozy pillows and cable knit throws that make you never want to leave your house to adorable holiday sweaters, scarfs and beds for your pups, there's something for everyone. Stop by your local Bed Bath & Beyond to see more of the UGG Home Collection and to stock up on all of your holiday needs, and cross some names off of your shopping list. #UGGatBBB #BedBathAndBeyond

Load more comments $\bigcirc \bigcirc \uparrow \downarrow$ Liked by carusele and 1,536 others NOVEMBER 20

...

Add a comment...



Influencer content was optimized to drive traffic through shoppable blogs and clickoptimized 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**

© 2021 Carusele -Proprietary and Confidential







Willingness to Pay More

Nore 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, ambassado 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.



MENU

ADDIED TO BEAL

Jan 15, 2021 Updated Jan 22, 2021 🗪

Tyler Morning Telegraph

a in Town News Sports Español Events Lifestyle Opinion ETX View Obituaries Classifieds Video Local Directory

SECTIONS

Automotive

Gift Ideas Green Living

Kitchen, Bed &

Laten & Cardon

Tips to Make this the Year You Quit Smoking for Good



f ¥ = 0 = 0

(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 <u>A Beautiful RAWR</u>. "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."



My family motivates me to live a Bridel healthy lifestyle. Have you set Business And Care better health goals for 2021? Community Care Education Espanol Family Living Feshion, Beeut Food, Recines &





YES

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





ww.walgreens.com/s..

Carusele partnered with a small group of trusted influencers to generate awareness of Walgreens Smoking Cessation products and to drive audiences in-store. Influencers created a variety of content types centered around "Make a New Year's Resolution to Quit For Good". Our team then measured the performance of organic content to

identify top performing influencer assets which were converted into ads and strategically amplified to additional target audiences to expand the campaigns total reach. We also syndicated content beyond social with a feature news article that was picked up by dozens of newspapers.

Welcome. I'm Censie



× Walgreens





Exceeded Ad Recall Benchmark 695,876 86%

11.16% Ad Recall Rate

e > Blog > family > New Year...New You - Quit For Good! NEW YEAR ... NEW YOU - QUIT FOR GOOD!



f making resolutions and changes. Focusing on your health just got easier with the sigreens Quit for Good campaign. Learn how you can QUIT FOR GOOD. ...for your

impaign, sponsored by Walgreer and Perrigo. Although I have been compensated, all opinions are my own





Highlights 3d

2021 Carusele - Proprietary and Confidential





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 nationalbrand 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



Content examples shown throughout are from actual Carusele client campaid