



# Primetag

## Coffee Brand

Case study



# Coffee Brand

The client is one of the world's largest food and beverage companies.

The Portuguese branch used Primetag to plan, develop and implement an influencer marketing campaign for the launch of a new product in the Portuguese market.





# Brand challenges



## Lack of control

No clear view of the campaign's stage, published content or achieved results.  
No legal structure for contracts with Influencers.  
Overall decentralized and unreliable information leading to inaccurate reporting.



## No playbook

Hard to calibrate expectations regarding influencer marketing.  
Not knowing the proper amount to pay to each influencer.  
Brand's advertising agency lacked knowledge and therefore was not providing any relevant support.



## Hard to measure ROI

Not knowing if the campaign objective was reached.  
Having to wait up to 2 or 3 weeks to have a campaign report.  
The reports have insufficient data making hard to understand if the campaigns were a success or a failure.



# The brand counts every cent. Primetag makes every cent count.

The Brand's resources are scarce. There's never enough time, money, or people. Primetag helped maximising them by:

- ✓ Freeing up staff by automating hours of mindless work
- ✓ Starting to measure the campaign's performance
- ✓ Guaranteeing that the Brand was getting the right ROI





# Primetag's professional approach to influence marketing



## Keeping the Brand safe

Our audit tool ensured honest and transparent collaborations. Brand's team was able to monitor all influencer activity, campaign progress and ROI. Primetag's platform provided Terms and Conditions for each influencer's deal.



## The playbook for influencer marketing

Primetag's campaign workflow provided Brand a clear path to follow based upon 7 pre-defined objectives plus forecast on the potential ROI. Brand's team was able to take guesswork and personal bias away from the equation by knowing in advance which influencers would perform best.



## Achieve consistent ROI – Return on Influence

Primetag's cross-platform real-time reporting tool allowed Brand's team to keep up with all the content posted by influencers. They were able to use industry benchmarks to measure their campaign's success. Now they have the knowledge to optimize future campaigns and achieve a consistent ROI – Return on Influence



# The framework for influencer marketing

Brand Coffee brand

Campaign New product launch

Duration March and April 2019

Country Portugal





## Strategy & goals

## Briefing

### ✓ New Product Launch Promotion

## Goal

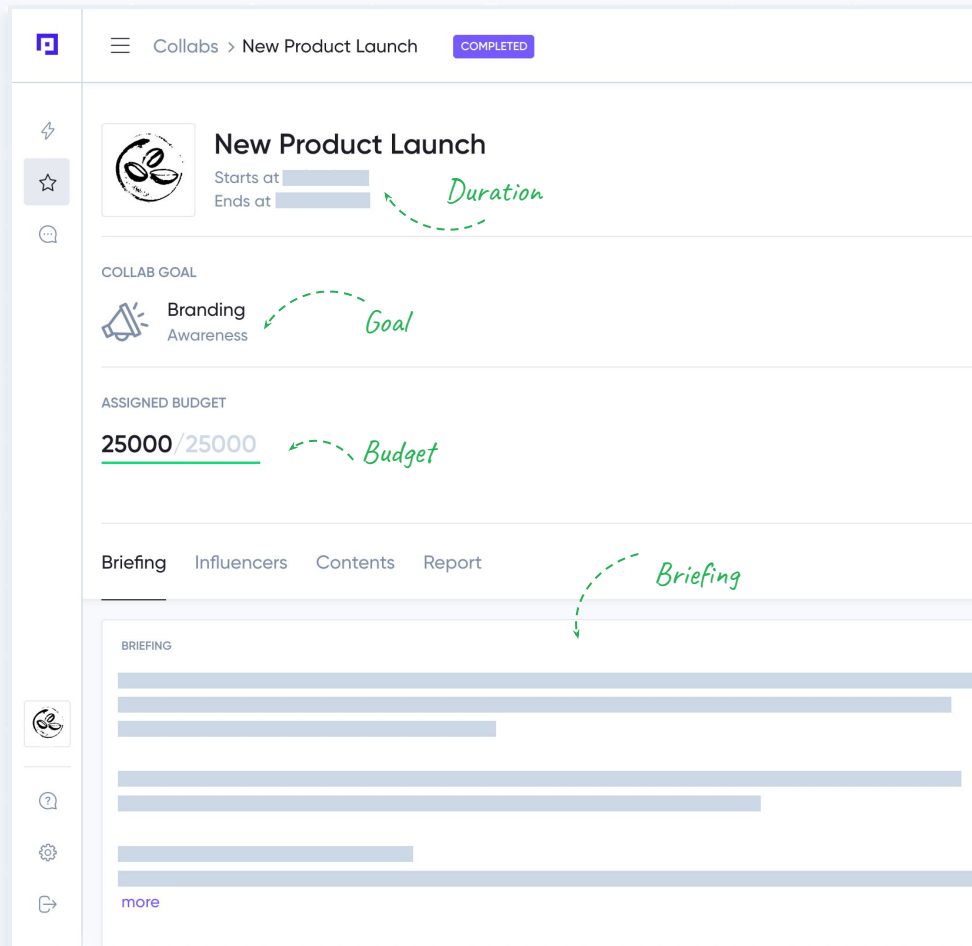
✓ Awareness

## Budget

✓ 25.000€

## Forecast

✓ 2M impressions





## Step 1: Strategy & goals

# Strategy & goals

### Without Primetag

### With Primetag

Campaign Setup

Decentralized information that got easily outdated

The campaign information was always up to date and easily shareable

Forecast

Brand's team didn't know what to expect from influencer marketing campaigns

Automatic forecast based on budget and industry





## Step 2: Finding the right Influencers

# Influencer discovery

### Qualitative Selection

- ✓ Drink coffee
- ✓ Lifestyle contents
- ✓ Instagram account
- ✓ Not working with competitors

### Quantitative Selection

- ✓ Follower size
- ✓ Engagement rate
- ✓ Followers growth MoM
- ✓ Audience demographics
- ✓ Audience health

| INFLUENCER | TYPE       | CHANNELS | FOLLOWERS | ENGAGEMENT |
|------------|------------|----------|-----------|------------|
|            | Influencer |          | 606.2k    | 4.4%       |
|            | Influencer |          | 344.0k    | 12.7%      |
|            | Influencer |          | 36.6k     | 4.2%       |
|            | Influencer |          | 143.1k    | 3.7%       |
|            | Influencer |          | 99.0k     | 6.8%       |
|            | Influencer |          | 54.5k     | 7.6%       |
|            | Influencer |          | 46.5k     | 3.0%       |
|            | Influencer |          | 23.3k     | 9.3%       |



## Step 2: Finding the right Influencers

# Influencer discovery

### Without Primetag

### With Primetag

#### Qualitative Selection

Manually searching influencers on social media for several hours

Access to curated & cataloged database with thousands of influencers that can be filtered in seconds

#### Quantitative Selection

Request for influencers' media kit via email or social media app

Easy access to public and private influencer insights

#### Result

Many clerical tasks with poor outcome

It took only one minute to find Influencers that fit the "On Brand" and "On Goal" criterias



## Step 3: Assigning the best deals

# Evaluation

### Quotes

- ✓ Asked for quotes
- ✓ Closed deals with 4 influencers

### Projections

- Forecast
  - ✓ 2m impressions
- Industry benchmark
  - ✓ 13,6€ CPM

Collabs > New Collab Request

## Influencers for Embaixadores e Amplifiers

Select the right influencers for each deal pack.

< Embaixadores e ... >

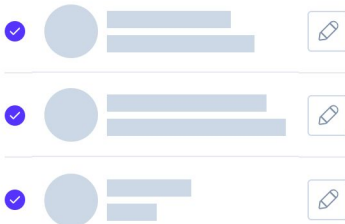
My lists ▾



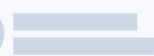

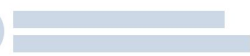

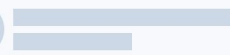



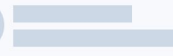



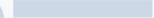
Channels ▾

Categories ▾

Influencer Ty

3 INFLUENCERS SELECTED



| INFLUENCER  |  | TOTAL IMPR        |
|---|---|-------------------|
| <input checked="" type="checkbox"/>     | 28.4k<br>CPM 17.59€   | 28.4k<br>CPM 17.5 |
| <input checked="" type="checkbox"/>     | 23.3k<br>CPM 21.47€   | 23.3k<br>CPM 21.4 |
| <input type="checkbox"/>                | 234.8k<br>CPM 2.13€   | 234.8k<br>CPM 2.1 |
| <input type="checkbox"/>                | 12.3k<br>CPM 40.68€   | 12.3k<br>CPM 40.6 |
| <input type="checkbox"/>                | 25.5k<br>CPM 19.60€   | 25.5k<br>CPM 19.6 |
| <input checked="" type="checkbox"/>   | 29.5k<br>CPM 16.94€   | 29.5k<br>CPM 16.9 |
| <input type="checkbox"/>            |   |                   |



### Step 3: Assigning the best deals

## Evaluation

|                                  | Without Primetag   | With Primetag   |
|----------------------------------|--|---|
| Industry and platform benchmarks | Brand team didn't know if 1000€ for a post was a good deal or not                | Effective cost based on the deal, platform chosen and campaign goal   |
| Scalable negotiation             | When dealing with +5 influencers 1-on-1 negotiation became a very demanding task | 1-to-many negotiation Collab tool. Centralized responses and negotiation funnel available to keep track of deals and stages |
| Liability                        | No influencer liability when they were falling short on deals                    | Automatically generated Terms & Conditions Agreements for each deal   |



## Step 4: Monitoring and Reporting

# ROI – Return On Influence

### Content

✓ 27 published contents

### Goal

#### Awareness

✓ 3.9M impressions

✓ 6,41€ CPM

Briefing Influencers Contents Report

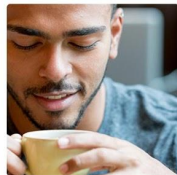
Influencer

Platform



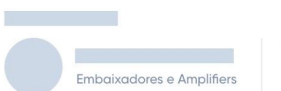
VIEWS  
11775

REACH 10703 STORY EXITS 517 SWIPE UPS 14 CTR 0.12%



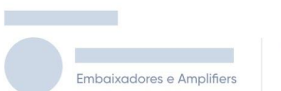
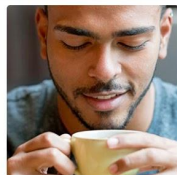
VIEWS  
77821

REACH 68257 STORY EXITS 2039 SWIPE UPS 76 CTR 0.10%



VIEWS  
79292

REACH 69907 STORY EXITS 2360 SWIPE UPS 76 CTR 0.10%



VIEWS  
144863

REACH 80556 LIKES 2852 COMMENTS 12 ENGAGEMENT RATE 2.00%



## Step 4: Monitoring and Reporting

# ROI – Return On Influence

|                  | Without Primetag  | With Primetag   |
|------------------|---|---|
| Content Clipping | Wasted time checking if the content was posted – weekends included  | Received notifications every time a content from the campaign was posted – Instagram stories included |
| Reporting        | Usually takes weeks for influencers to send print screens that allow marketers to build post-campaign reports | Real-time reporting, tailored to each campaign goal and easily exportable to a spreadsheet            |
| ROI              | Campaign success determined mainly on “gut feeling”   | Goal comparison with industry benchmarks to best assess campaign overall performance                  |



# Brand Campaign ROI

Twice the impressions, half the cost and almost three times the ROI

|                    | Contents | Impressions | CPM   |
|--------------------|----------|-------------|-------|
| Industry benchmark | 10       | 1,8M        | 13,6€ |
| Forecast           | 10       | 2M          | 12,5€ |
| Return             | 27       | 3,9M        | 6,41€ |
| ROI                | 280%     | 195%        | 6,41€ |



# Thank You!



**Connect with  
influencers.**



**Create Collabs.**



**Track results.**



**Do it right.  
Start now.**

**Patricia Onofre**

Strategic Business Development Manager

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