



How Intellifluence helped Her Interactive manage influencer collaborations from a single spot - and enjoy uplifts in traffic and sales that last for the long-term

Weeks

Of admin time saved

3 week

Spikes in traffic and sales

Major

Boost to business' bottom line



"Intellifluence is a great tool to manage the entire influencer ecosystem. It has helped us build greater awareness of our company and positively affected our bottom line."

JARED NIEUWENHUIS,
Head of Marketing, Her Interactive



Her Interactive is a developer and publisher of family-friendly video games, based in Washington, USA.

The company's strategy is to create high-quality, fun and inspiring games for girls of all ages. Their top-selling franchise is the ever-popular Nancy Drew series.

HIGHLIGHTS

CHALLENGES

- Process of finding and managing authoritative influencers is time-consuming and challenging
- This untamed sector of the marketing ecosystem akin to the 'Wild West'
- Keen to reduce the huge trail of emails and admin that came with every influencer relationship

SOLUTIONS

- Signs up to an annual plan with Intellifluence, an influencer marketing platform
- Instant access to tens of thousands of influencers
- Ability to manage and track all his collaborations from a single spot
- Key analytics about every influencer means he can make smarter decisions about who to work with

RESULTS

- Enabled company to scale their use of influencers - used 100 in six months!
- Weeks of previously wasted time now saved
- Uplifts in traffic and sales that last for weeks, not days
- Clear boost to business' bottom line

Challenges

EAGER TO MAXIMIZE INFLUENCER MARKETING, BUT STIFLED BY THE ADMIN INVOLVED

As Head of Marketing for Her Interactive, Jared Nieuwenhuis understands the powerful role influencers can play in promoting his brand and helping the company grow.

While influencers carry a lot of weight among video game communities, it can be time-consuming and challenging to find people in the right niche - and then to manage those relationship from end to end.

"We had been working with influencers directly and I knew the value they brought to our business," explained Jared. "The biggest problem I had was the time and effort it took to develop those relationships: not only accessing the right influencers, but following up to come to an agreement on payment, developing the campaign, and managing the delivery of content and payment."

As a sphere of marketing that's still in its infancy, Jared likens the challenge to working in the untamed Wild West. Keen to get greater control of this territory, Jared knew he had to find a way to unify and simplify the process.

"I wanted to find a platform that would help me better maximize my time and resources," he said. "One where I could find authoritative and credible influencers and create and manage campaigns in a simple and straightforward way."

Jared had a lot to gain from finding a more streamlined solution. He'd be able to say goodbye to the exhausting trail of emails and admin that came with every influencer relationship. And he'd get essential time back in his diary to spend on other important aspects of his marketing plan.



“I wanted to save time, money and effort by finding one tool that would allow me to get in touch with a number of influencers and manage those relationships from end to end.”



Solution

EASY ACCESS TO TENS OF THOUSANDS OF INFLUENCERS ON A SINGLE PLATFORM

After some careful research, Jared signed up for an annual plan with Intellifluence, an influencer marketing platform for brands and influencers.

The platform provided Jared with instant access to tens of thousands of powerful influencers - along with the facility to manage all his collaborations in one spot. Jared found the technology easy and intuitive to use.

“One of the great pieces about Intellifluence is that their system is really easy to understand,” said Jared. “It’s simple to navigate, to find relevant influencers and to create and manage campaigns. The onboarding was great: fast and easy.”

Intellifluence works by connecting Jared directly to reputable influencers who are capable of writing honest reviews that build awareness of his products and boost sales. With key metrics about each influencer right at his fingertips, Jared can get the best bang for his buck.

“Because of the tools that Intellifluence provides, you can see how long an influencer has been developing their community, how big that community is, and what kind of impact and engagement they have with that community,” explained Jared. “They really put those analytics and metrics at your fingertips, so you can make smarter decisions about who you’re going to work with.”

Whenever Jared finds an influencer who meets his marketing goals, he can connect with them and negotiate expectations and fees in a matter of minutes. Then, when the campaign is underway, tracking its progress and success is child’s play.

“From one dashboard, Intellifluence allows me to see exactly where we stand in terms of the number of people that have applied, who has accepted a pitch, who’s completed a pitch, and who’s been paid,” explained Jared. “I can also see reports on exactly how big of an impact those influencers have had on my products. So it’s a great tool to manage the entire influencer ecosystem.”

Another valuable feature allows Jared to view his return on investment for every campaign.

“This is so important when it comes to showing my boss the value we’re getting from our investment in Intellifluence,” said Jared. “The boardroom might not always understand the power of influencers - Intellifluence can really help you manage that.”



“Intellifluence puts vital analytics and metrics at your fingertips, so you can make smarter decisions about the influencers you’re going to work with.”

Results

ONGOING UPLIFTS IN TRAFFIC AND SALES THAT LAST FOR WEEKS

Jared says that using Intellifluence has really taken recruiting and managing influencers to the next level. He started seeing results from day one.

“I was immediately impressed with the platform,” enthused Jared. “I was able to scale my use of influencers because the platform allowed me to access and manage them more efficiently. We’ve worked with close to 100 influencers since we joined the platform - a major increase on where we were before.”

Carrying out his influencer marketing through the platform has given him back ‘weeks’ of valuable time.

“It has saved us weeks of time, easily,” he said. “In the past, I’d waste time tracking down past emails, to find out where we left a campaign off, or whether the next step was on me or were they supposed to get back to me? It’s a testament to the functionality of the platform that it’s saving me a tremendous amount of time.”

Jared is in no doubt that using Intellifluence has significantly bolstered his business' bottom line.

“In our most successful campaigns, we’ve not only seen an increase in sales on that particular day, we’ve seen a growth in traffic and sales continue over a one, two, sometimes even three-week period!” said Jared.

The marketing expert is delighted that Intellifluence has enabled him to really kick his influencer marketing up a notch.

“Intellifluence has given us the platform to access the influencers who are right for our business quicker and more efficiently,” concluded Jared. “This has helped us enrich our content and build greater awareness of our company and products, which has positively affected our bottom line. That’s the greatest value right there!”



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talking about – and buying –
your products?**

**Find out how Intellifluence can help you maximize
the impact of influencer marketing while
minimizing the burden**

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