

# Customer Success Story



## VANITY PLANET

- **Vertical:** Beauty
- **Problem:** Customer's previous influencer marketing program was complicated and needed a simpler solution. Customer was unable to work with nano, micro and customer influencers.
  - "Agreements with individual influencers differ. Vanity Planet pays some via an affiliate model, it gives others only product and with others uses a sponsorship model in which the retailer pays influencers to produce content." Internet Retailer 12/2016
- **Solution:** A Brand Ambassador Program was created using the Indi platform that any consumer can join no matter the social following. Customer received sales, new influencers, ownership of content, free social reach and data.

## Win Results

1000 customer micro-influencers added in 2 months

Drove 2% incremental revenue in first 2 months

Over 1,000 pieces of video reviews and photo user generated content to use on their site

"These were people who we weren't able to work with before because we didn't have a platform to do so. That's all incremental revenue. These are brand new people who are driving sales to our site."

Mike Ponzillo, President, Vanity Planet | Internet Retailer

# Customer Success Story



- **Vertical:** Travel; Affordable Private Jet
- **Problem:** Customer wanted to create an influencer program that would increase brand awareness and sales and ownership of user generated content
- **Solution:** A Brand Ambassador Program was created using the Indi platform

## Win Results

Customer content drove over 5% conversion which represents more than double their average conversion

Reinforced brand as both aspirational and attainable

90% of submissions were received after emailing customer data base

# Customer Success Story



- **Vertical:** Retailer
- **Problem:** Customer wanted to create a collection of shoppable video/photo and embed it into their website
- **Solution:** Macy's employees were able to upload content and attach products on the Indi platform and share commissionable product links. All of their content could be seen on the Macy's website through a custom embed.

## Win Results

Starting with 20 employees, Macy's generated hundreds of quality product videos

Content was repurposed for video shopping on Macy's web and app to increase conversion by up to 80%

"one ambassador who sold \$15,000 worth of handbags in one week as proof of the format's success"

- James DeJulio, President, Tongal | Glossy