Ruby Skye

San Francisco, CA
Influencer Targeting Campaign

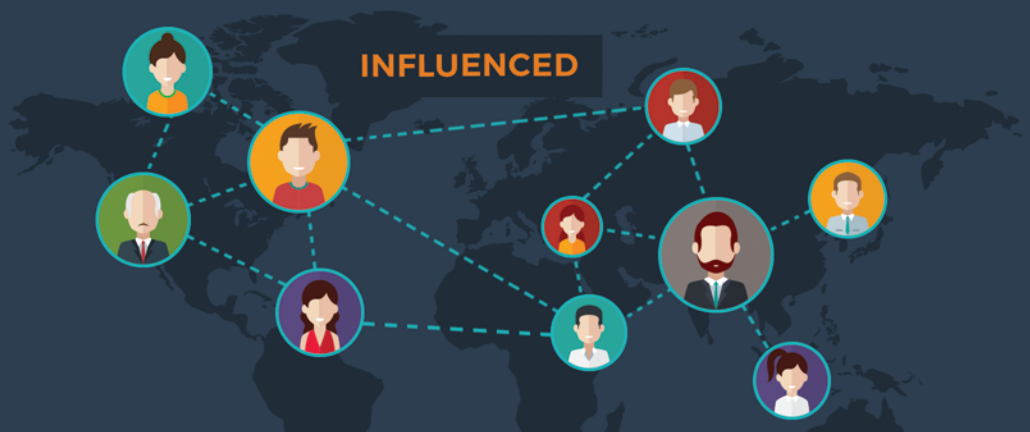
Goals

- **Increase sales** for desired event
- Drive higher marketing **impact** through targeting brand ambassadors
- Identify customer **word of mouth** network

Key Highlights

- Identified most **valuable** customers for Ruby Skye
- Alpharank analyzed 310,093 credit card transactions and found 8,140 influencers **(9.77%) driving purchase behavior** to 49,110 other customers
- 8,140 influencers were responsible for $677,229 in **ticket sales**

Influencer Impact



8,140
customers
(9.77% of total)

49,110
other
customers

Alpharank is a data enrichment tool that helps marketers target their brand ambassadors that drive the most influence in their network

ALPHARANK