Princess Polly

Queensland, Australia
Influencer Targeting Campaign

Goals

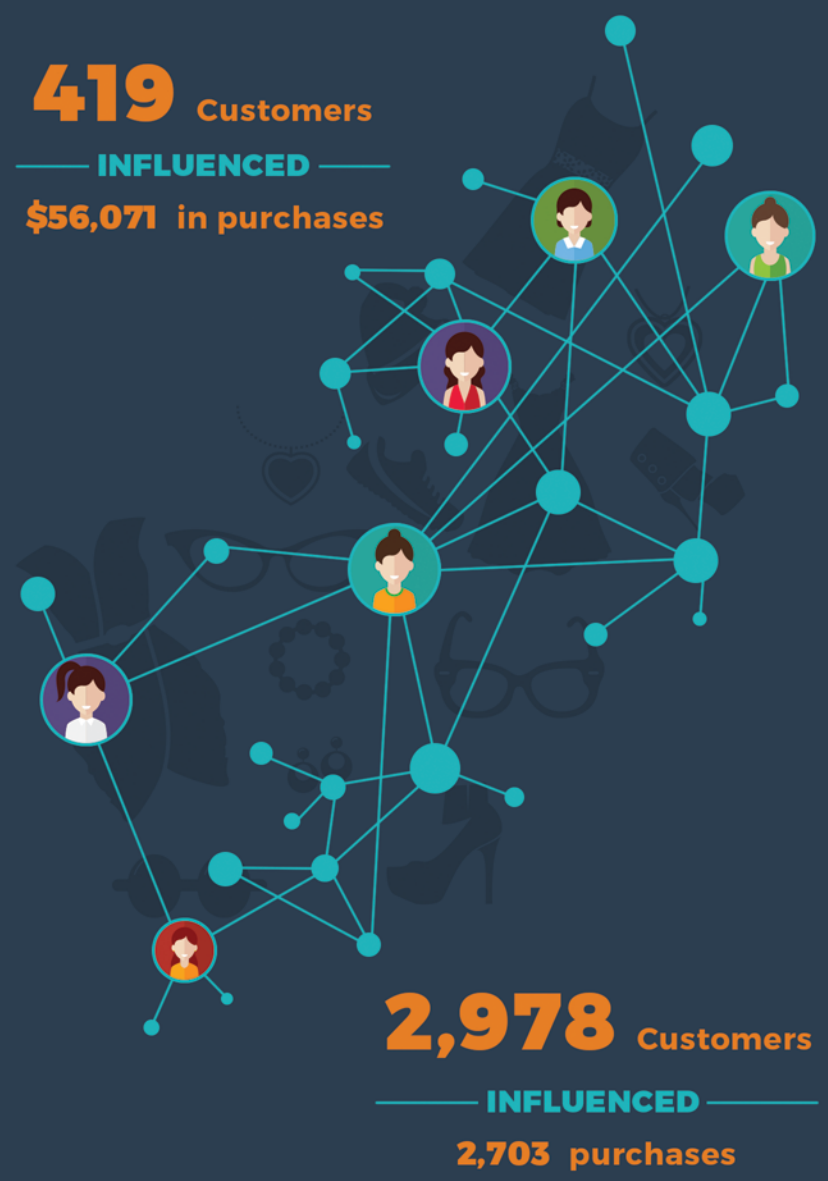
- Evaluate strength of Princess Polly's customer **word of mouth** network
- **Identify** best customers ranking by high, median, low influence
- Deliver a list of products **favorited** by top influencers

Process

Alpharank was given a transactional data set and **identified** the high, median, and low customer influencers. The next step was to analyze the strength of Princess Polly's **word of mouth** network. The findings showed that every top influencer only completed 8 purchases on average, but influenced **25 more** transactions, proving a high network score for Princess Polly.

Key Highlights

- **Best customers** made 419 transactions & influenced $56,071 in total transactions
- **Median** customers made 2,978 transactions and influenced an additional 2,703 transactions
- The top product category bought by influencial customers was **accessories**



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

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