



## **Driving Sales Impact in Local Markets for Tide Cleaners**

Influence Program Recap

**July 30, 2020**

# Our mission evolved throughout the campaign flight while staying true to our objective



**To achieve it, we developed a plan to  
hyper-target specific audiences per market**



**Working  
Professionals**



**Sports/Fitness  
Enthusiasts**



**Busy Parents**



convenient no matter your schedule!  
drive through service at their store, drop  
boxes for dropping off after hours or they'll



Life hack:  
@tidecleaners

Swipe up and enter your zip code at  
TideCleaners.com then show my code  
TCINFL50 in-store for 50% off your first  
order of dry cleaning, households, and  
wash & fold placed through the end of July.  
Standard exclusions apply.

#ad



# With content that told the Tide Cleaners story



Swipe up to find your  
nearest @tidecleaners store  
or locker location  
#ad



@tidecleaner  
#ad



Nevermind, let's drop our  
laundry at @tidecleaners and  
go to the park instead! #ad

Swipe up to check out #TideCleaners  
Mention code TCINFL50 in-store for  
50% off your first order.  
Standard exclusions apply.

# Delivering our Key KPIs and Exceeding Benchmarks

|                                  | KPI/Benchmark | Performance |
|----------------------------------|---------------|-------------|
| Impressions                      | 19.7MM        | 23.3MM      |
| Website CTR                      | 0.05%         | 0.21%       |
| I/O Foot-Traffic Conversion Rate | 0.46%         | 0.51%       |
| Engagement Rate                  | 1.25%         | 1.75%       |

We achieved **42.4M clicks to website**, however not reaching the initial KPI of 73M due to the evolution from driving to the website/app downloads to driving in store.

## **KEY LEARNINGS**



According to our IFO mobile data, **Busy Parents** and **Athletes** were **17% more effective** at driving users to **Tide Locations** with a 0.21% conversion rate.



ER  
8.01%

❤️ 6,330 💬 58 📍 345 📌 21



VTR  
9.17%

Nevermind, let's drop our laundry at @tidecleaners and go to the park instead! 🌳 #ad

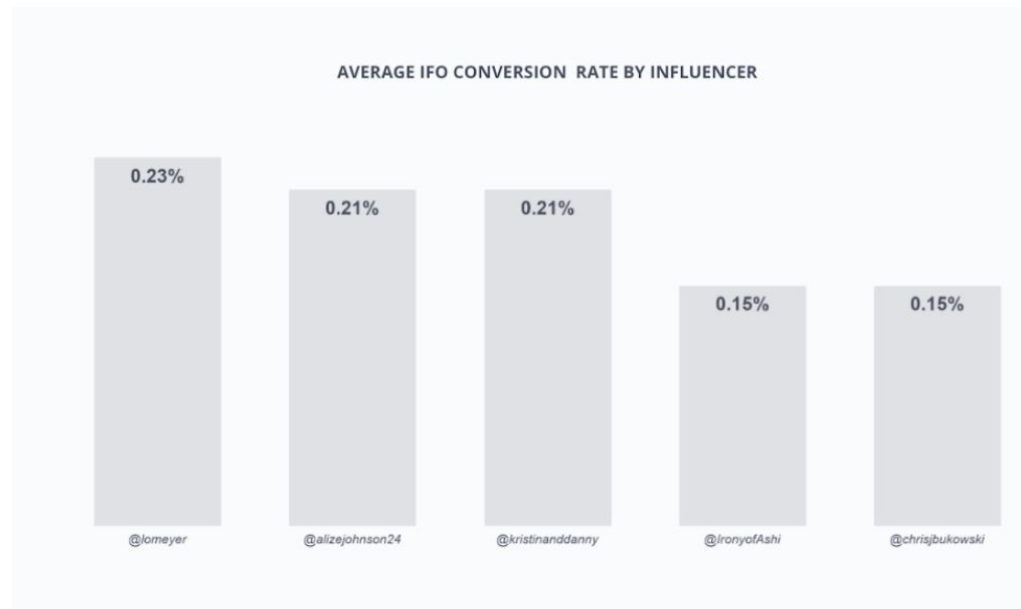
Swipe up to check out #TideCleaners  
Mention code TCINFL50 in-store for 50% off your first order.  
\*Standard exclusions apply

8.5K  
VIEWS

29  
SWIPE-UPS

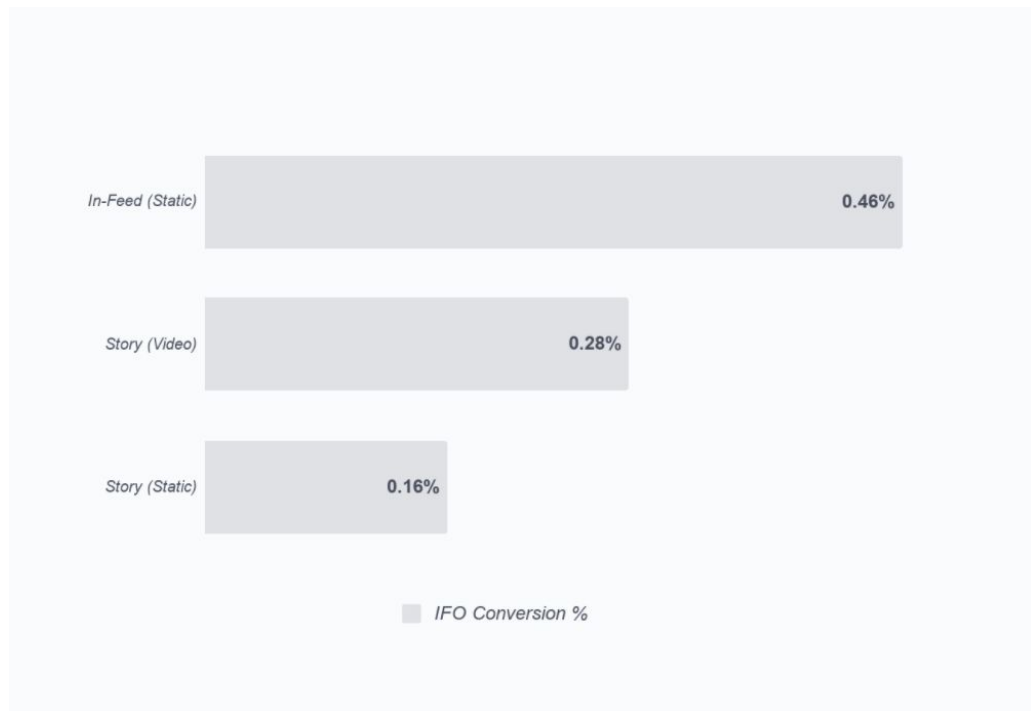
23  
STICKER TAPS

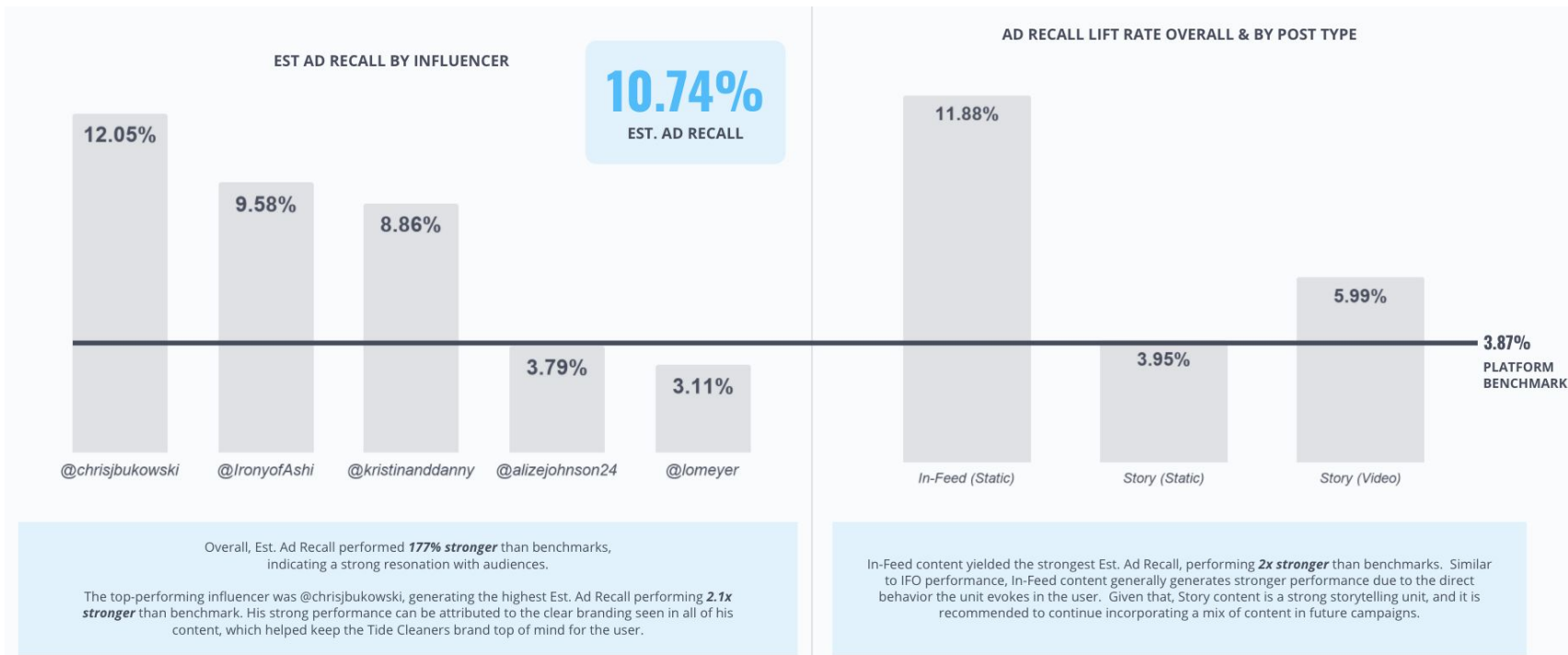
But, when we look at individual influencers, **Lo Meyer had the highest individual conversion rate**, due to her ad-friendly visual and high performing paid content.





**In-feed drove the highest conversion rate overall,**  
followed by Stories video content. Our future recommendation is to **test carousel content with a mixture of stills and video.**





Despite low IFO conversion, **Chris Bukowski had the highest ad recall**, indicating that he would be a good candidate for **longer-term campaigns**.

Our athlete **Alize's** content had the highest engagement rate at **8.01%**, significantly higher than our benchmark of **1.20%**.

This reinforces that **local athletes have a huge pull organically for sports enthusiasts.**



**88.8k followers**

Content that pictured the influencers **at their local Tide Cleaners locations resonated with audiences, as our two posts with the highest ER** featured influencers at the locations themselves as opposed to with the bag.



**1.27% ER** (benchmark of 1.20%)

# RESULTS

# ORGANIC CAMPAIGN OVERVIEW

**60,485**

**Total Campaign Engagements**

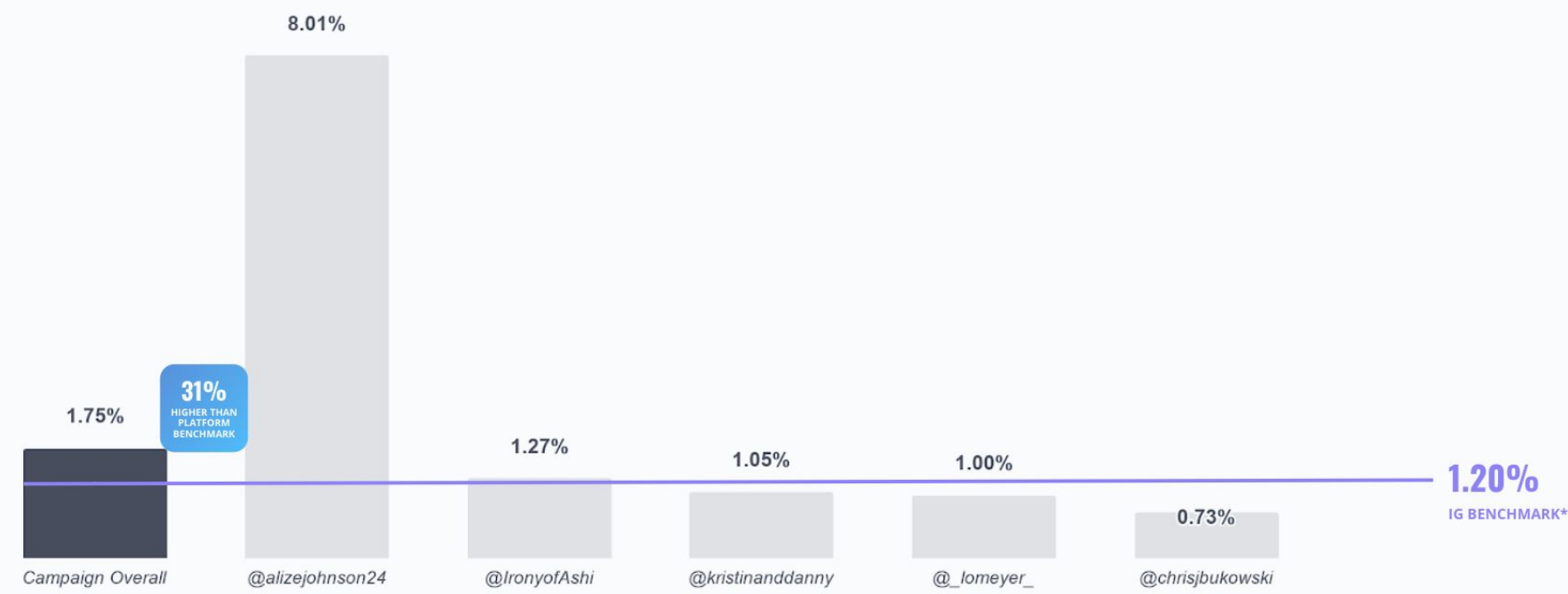
We activated five influencers across three different tribes to drive foot traffic and awareness of Tide Cleaners.

| Instagram  |                                  |   |
|--|----------------------------------|---|
| INFLUENCERS  | IN-FEED POSTS                    | STORIES   |
| 5  | 5                                | 6   |
| TOTAL NATIVE IMPRESSIONS<br>(In-Feed)                | TOTAL NATIVE VIEWS<br>(IG Story) | TOTAL STICKER TAPS<br>(IG Story)                |
| 704K   | 95K                              | 252   |
| OVERALL IN-FEED ER<br><small>Engagement Rate</small> | OVERALL SENTIMENT                | OVERALL STORY VTR<br><small>(w/o views)</small> |
| 1.75%  | 77% POSITIVE                     | 3.33%   |
| Benchmark: 1.20%                                     |                                  | Benchmark: 3.63%                                |



# ENGAGEMENT RATE ANALYSIS

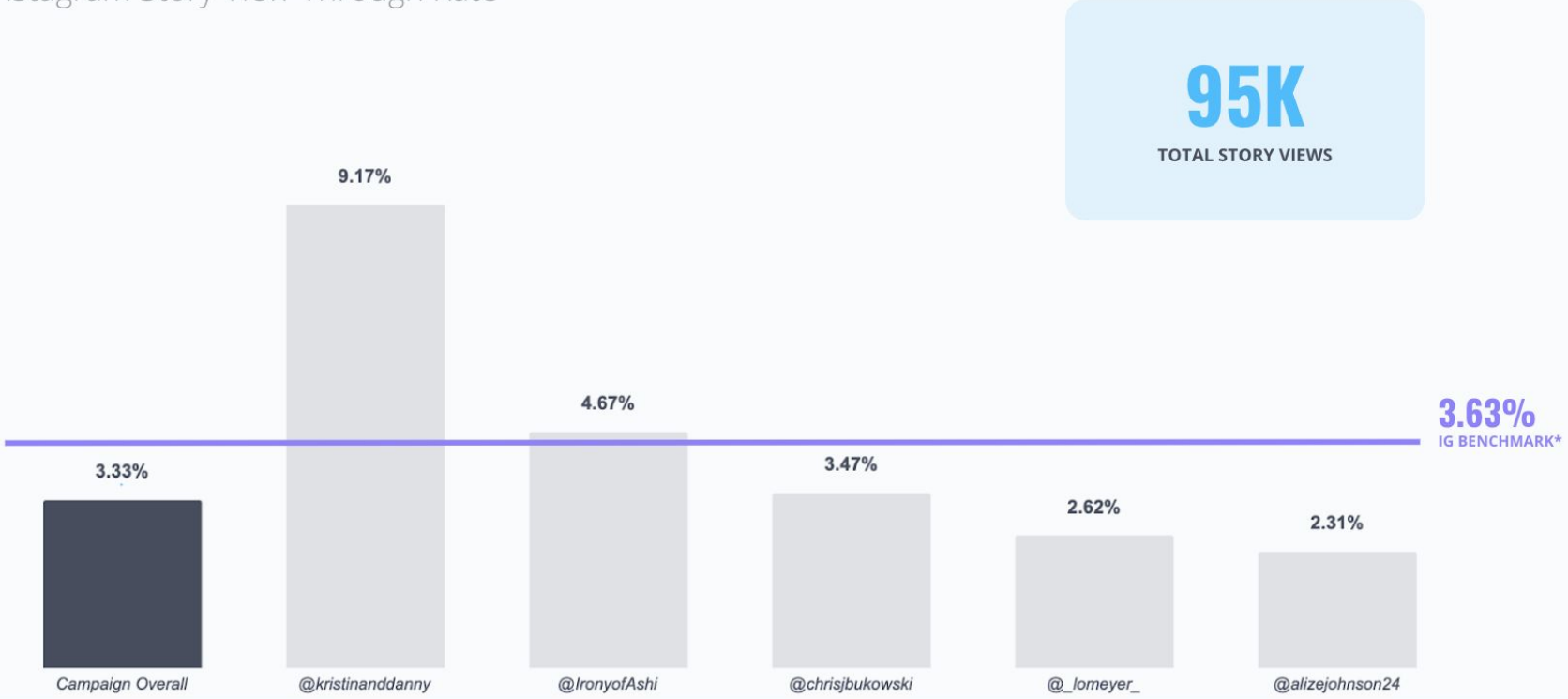
Native In-Feed Posts



Our overall engagement rate performed **31% above** the benchmark.  
@AlizeJohnson24 post drove the highest ER, and garnered over 6K total engagements, and all in-feed posts had a total of 12K engagements.

# ENGAGEMENT RATE ANALYSIS

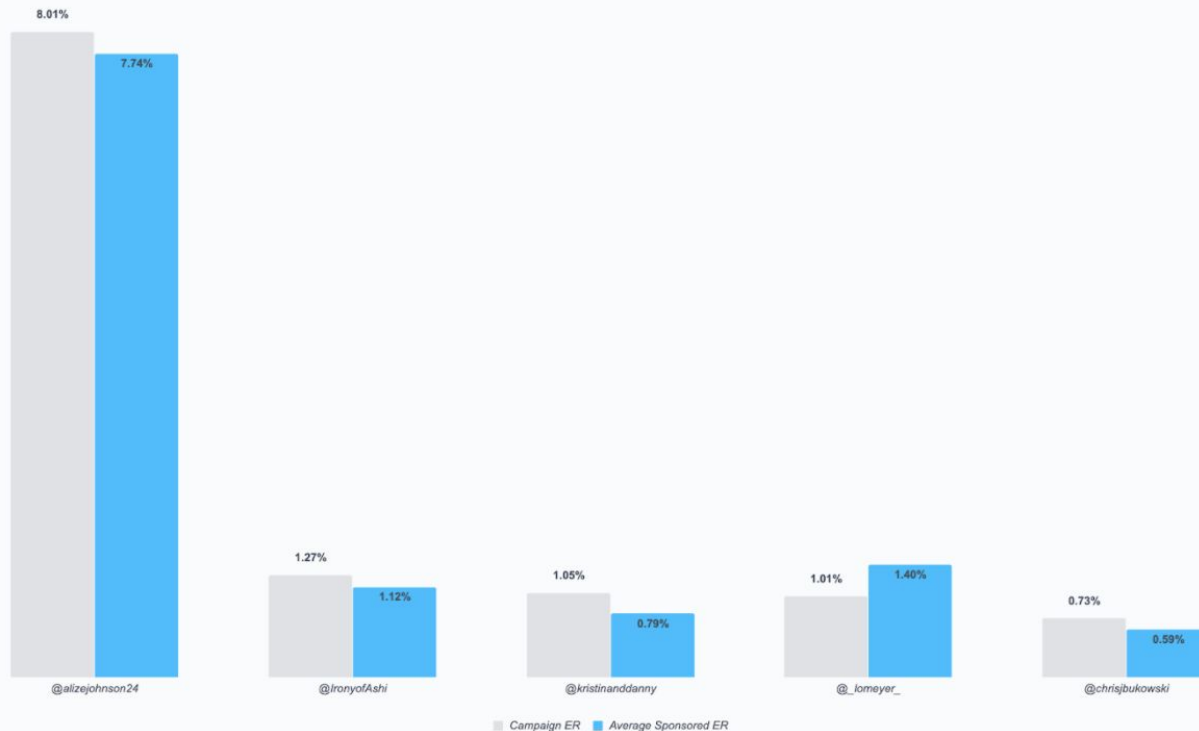
Native Instagram Story View-Through Rate



While our average campaign VTR was below benchmark, the influencers together received over 95K total views and 532 total story engagements, which helped drive people to check out the @tidecleaners page and learn more about the service.

# SPONSORED ENGAGEMENT

## C Native Campaign Post ER vs Average Sponsored Post ER



Most of our influencers' campaign content outperformed their average sponsored post engagement rate. While @\_lomeyer\_'s campaign in-feed ER was lower than her average, she did have the highest stories views, indicating more of campaign engagement took place on stories, increasing our overall story views and engagements.

# IN-FEED INFLUENCER CONTENT SNAPSHOT

ER  
0.73%



♥ 1,886

💬 33

📍 11

🔖 13

ER  
1.00%



♥ 1,472

💬 410

📍 10

🔖 29

ER  
1.27%



♥ 1,433

💬 24

📍 11

🔖 40

# IN-FEED INFLUENCER CONTENT SNAPSHOT

ER  
8.01%



 6,330  58  345  21

ER  
1.05%




 460  18  5  5



# STORIES CONTENT

VTR 2.31%

**Life hack:**  
**@tidecleaners**



Swipe up and enter your zip code at TideCleaners.com then show my code YCINFL50 in-store for 50% off your first order of dry cleaning, households, and wash & fold placed through the end of July. Standard exclusions apply.

**#ad**

1.8K VIEWS 25 SWIPE-UPS

@ALIZEJOHNSON24

VTR 3.47%



**@tidecleaners**  
**#ad**

27.7K VIEWS 114 SWIPE-UPS 59 STICKER TAPS

@CHRISJBUKOWSKI

VTR 9.17%



**Nevermind, let's drop our laundry at @tidecleaners and go to the park instead!**

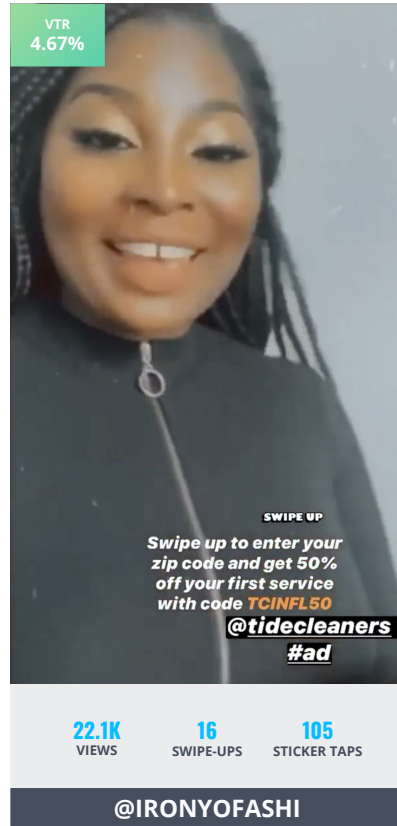
Swipe up to check out #TideCleaners Mention code YCINFL50 in-store for 50% off your first order. \*Standard exclusions apply.

8.5K VIEWS 29 SWIPE-UPS 23 STICKER TAPS

@KRISTINANDDANNY



# STORIES CONTENT



# PAID MEDIA STRATEGY OVERVIEW

42.4K

Total Clicks to Site

## OPM Strategy

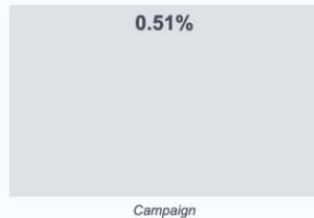
**Objective:** Leverage Influential's Universal Attribution offering to understand what happens when users visit Tide Cleaners locations and visit the Tide Cleaners site all in a single exposure.

A21-65+ within the following DMAs:  
Chicago, Minneapolis-St. Paul, Phoenix (Prescott), Indianapolis, and Houston

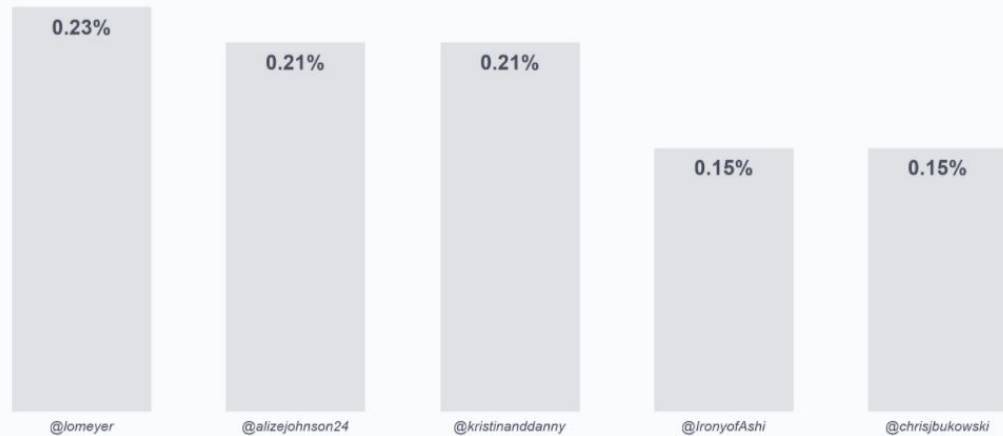
| Instagram                                  |                |                  |                   |
|--|----------------|------------------|-------------------|
| TOTAL IMPRESSIONS                          |                |                  |                   |
| 19.7M                                      |                |                  |                   |
| OVERALL IFO CONVERSION RATE (FOOT TRAFFIC) | OVERALL OPM ER | OVERALL CTR      | OVERALL AD RECALL |
| 0.51%                                      | 0.24%          | 0.21%            | 10.74%            |
| Benchmark: 0.46%                           |                | Benchmark: 0.05% | Benchmark: 3.87%  |

# IFO PERFORMANCE

AVERAGE IFO CONVERSION RATE



AVERAGE IFO CONVERSION RATE BY INFLUENCER



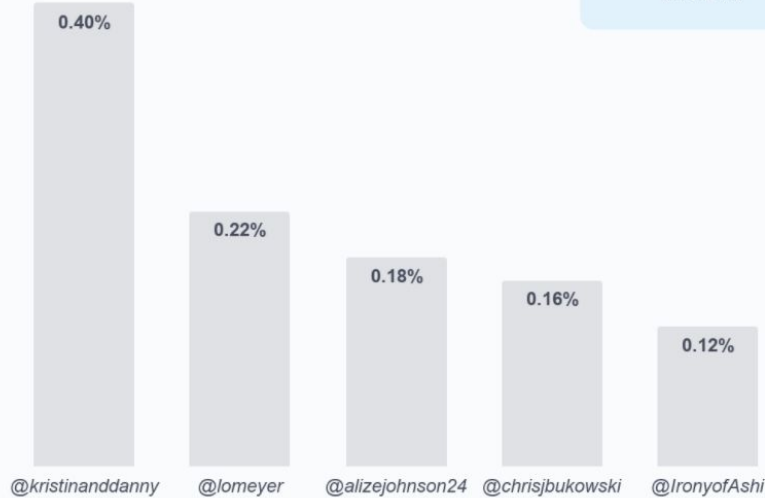
Campaign concluded with an average conversion rate of 0.51%.

Top performing influencer was @lomeyer, who yielded a conversion rate at 0.23%, indicating her content was 23% more likely to drive users into locations in comparison to all other influencer content.

# SITE TRAFFIC PERFORMANCE BY INFLUENCER

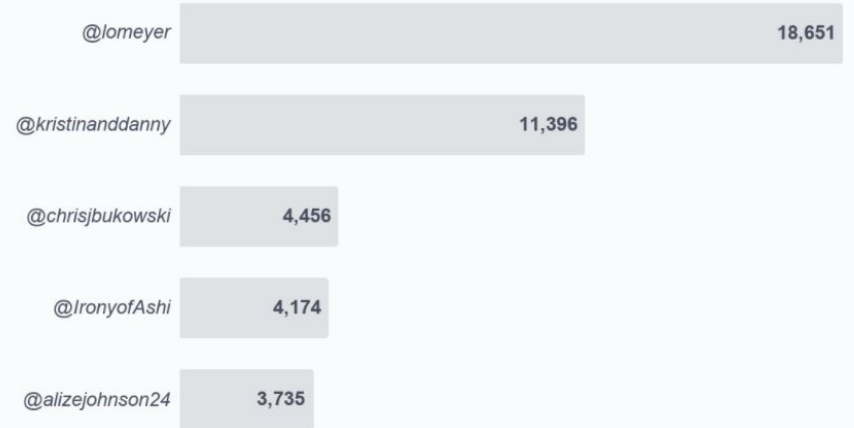
AVERAGE CTR BY INFLUENCER

**0.21%**  
AVG CTR



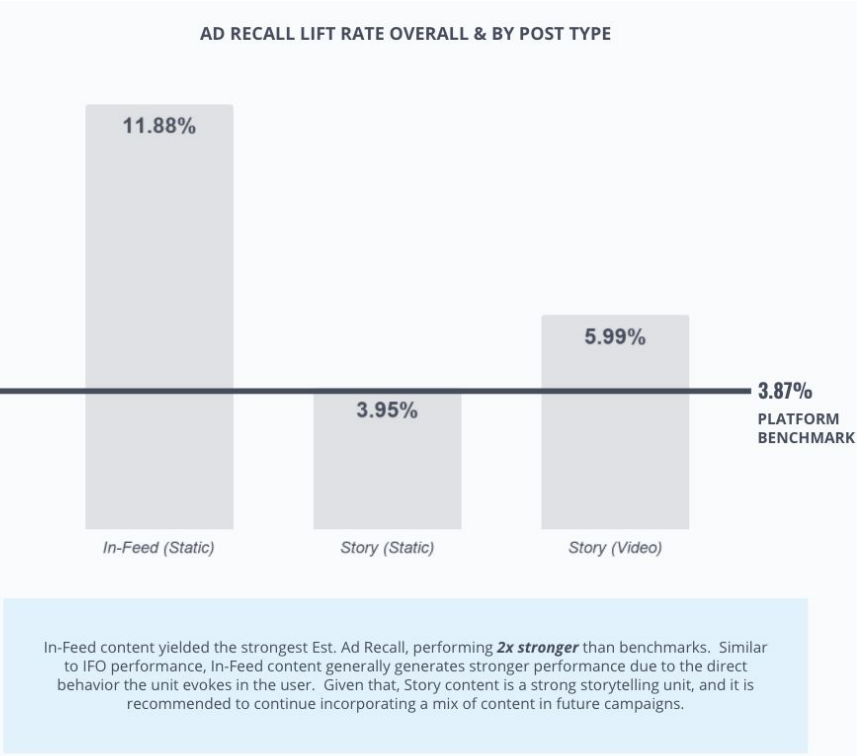
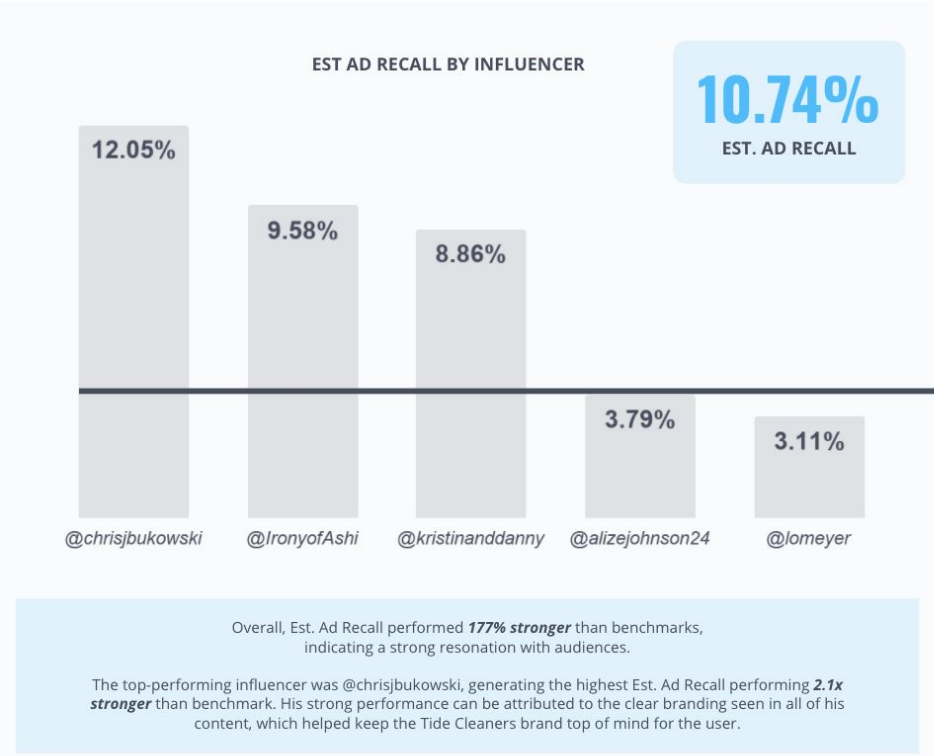
TOTAL CLICKS BY INFLUENCER

**42.4K**  
TOTAL CLICKS TO SITE

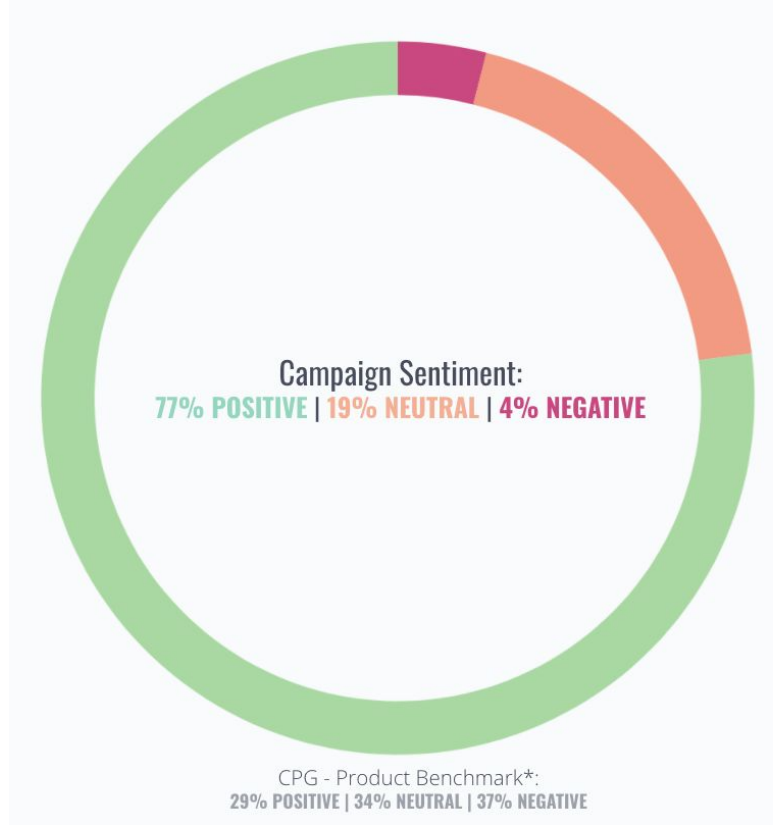


Overall, the campaign yielded a CTR that performed **3.3x stronger** than benchmarks. While @lomeyer generated the highest volume of clicks - accounting for 44% of the total volume - @kristinanddanny generated the strongest CTR, performing **90% stronger** than benchmark.

# ESTIMATED AD RECALL



The iconic Tide branding was a **hit with audiences**, with many saying they **wanted a Tide laundry bag of their own.**



**adi\_colina** I love the Huge Bag more than anything! Its a cute bag

I'm like everyone else, Love the bag n Would love to have one. 😊❤️👍



# People are raving about Tide Cleaners!

@alizejohnson24

**sharksportsmanagement** One of the best product 🏆

**mary\_price98** Tide is the best! 🙌

**andreacaitlin\_** Okay need to do this 🙌

@ironyofaski

**sincerelyonyi** Wow this is awesome!!

**iamiffyify** @ironyofashi I use them through the app. They pickup and drop off too

**totalshopwigs** Ah! Time to get those curtains and blankets 🦋🦋🦋 Tide all the way 🏆

@\_lomeyer\_

**saraelizabeth0318** This is genius!

**carrie.dewitt** So convenient!

**insearchofsand** Ooo I love learning about new services like that!

**homewithgrey** We love tide over here! 🙌

**styleandlatte** That's so amazing 🙌

**cora\_nelson** Love tide!

**mary\_price98** Tide is the best! 🙌

**andreacaitlin\_** Okay need to do this 🙌

@chrisjbukowski

**silvana\_marie** Yes yes yes this looks niice

**teresa\_carbo** Awesome! Can't wait to check it out.

**lilrenee28** Such a time saver!! 🙌

@kristinanddanny

**adi\_colina** I love the Huge Bag more than anything! Its a cute bag 🧡

**adi\_colina** How cool!! 🧡 Awesome!!

**anthonythomps0n** Rad. 🙌

**Thank you!**