

Case Study

# ACTIVATE

Brookline

# Product Launch: Brooklinen

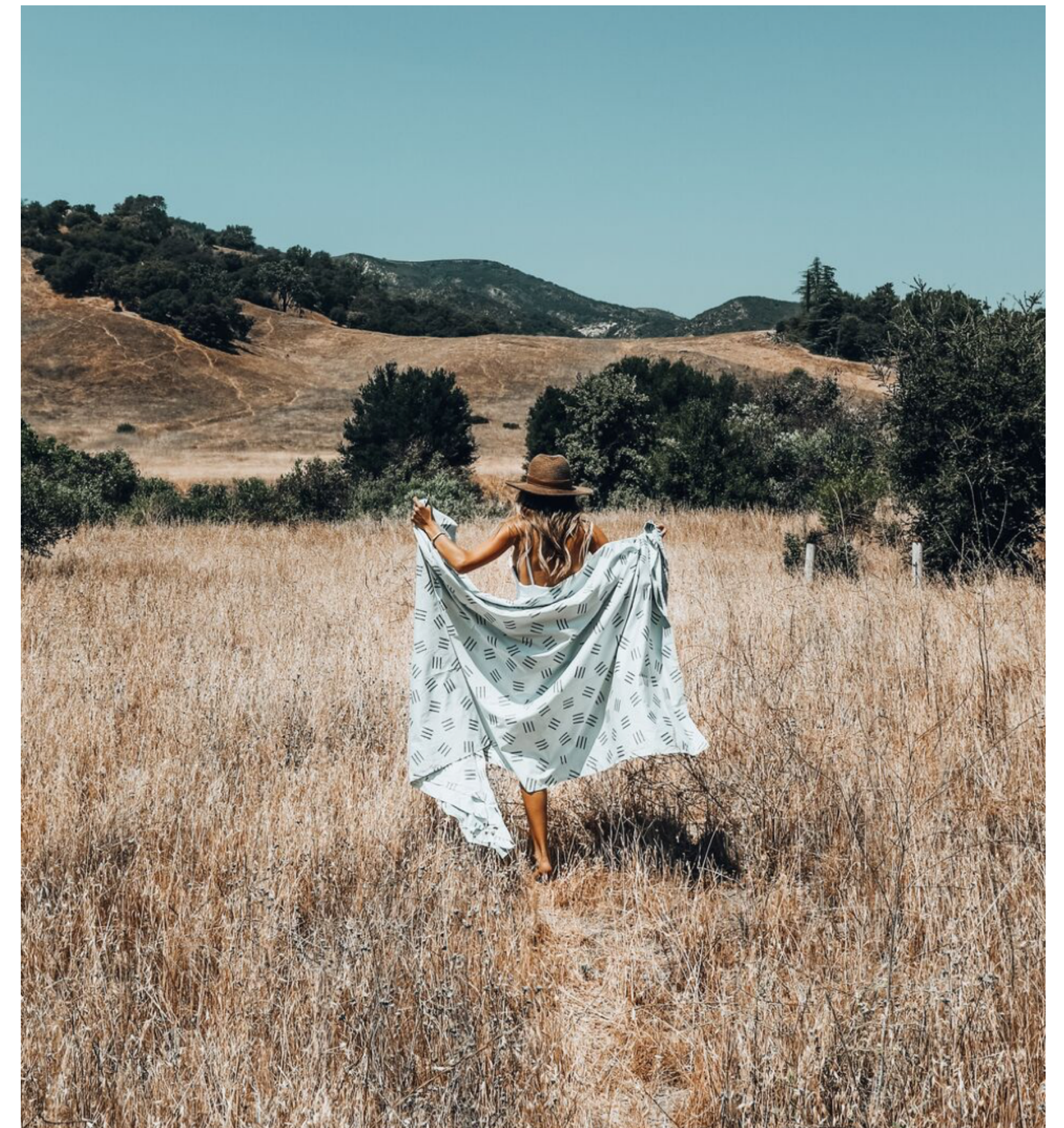
ACTIVATE and Brooklinen collaborated with 12 lifestyle influencers to foster brand awareness around Brooklinen, and drive consumers to ultimately purchase the brand's new bedsheets collection. Brooklinen received 24+ pieces of high quality influencer custom content for repurpose on Brooklinen's own social channels.

## Challenge

- Educate consumers about Brooklinen's product offering, differentiation, and value in an accessible way
- Drive qualified traffic directly to Brooklinen brand site for purchase

## Solution

- Partnered with 12 US high-quality lifestyle influencers through ACTIVATE's influencer technology to produce compelling custom content that highlighted the new collection
- Through Instagram posts, Instagram Stories and Swipe Ups, ACTIVATE not only generated brand awareness, but also drove significant click traffic to the Brooklinen retail site
- All influencers leveraged their own unique promo codes to incentivize followers to shop directly from stories, or to refer back to the site later and use the influencer's discount



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2.8M+

Total Potential Influencer Reach

2,8%

AVG Instagram Post Eng. Rate (Likes+Comments)/Reach)

9,8%

AVG Story Impressions to Total Followers Rate

267K

Total Instagram Story Impressions

Brand Awareness & Engagement

2K+

Instagram Story Swipe Ups to Brooklinen

0,49%

AVG Instagram Story CTR Based on Story Swipe ups per Total Story Impressions

Purchase Intent & Consideration

31,5%

AVG Return on Ad Spend (Influencer Sales Converted)/ (Influencer Pay Out)

\$7.3K

Total Sales Driven from Top 3 Performing Creators  
*\*On average, each of them delivered a higher sale amount than they were paid*

Conversion

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## What They're Saying:

“

“The team at activate was very responsive - always available to answer any questions we had. They provided us with quality influencers who we hope to work with again in the future. Great overall experience!”

”

— Community & Content Coordinator, Brooklinen, October 2018



Let's talk

<http://activate.social>