

CASE STUDY

MAXIMIZING ROI: **HOW DIVI SCALP** **AND HAIR HEALTH'S** **INFLUENCER STRATEGY** **DELIVERED 5.3X ROI**





A leading lifestyle influencer – specializing in authentic content on motherhood and personal growth while engaging her audience with "get ready with me" videos and candid moments – successfully generated a 5.3x return on investment (ROI) for Divi.

BACKGROUND

To support Divi's highly anticipated new product launch, the Acceleration Partners influencer team crafted a campaign to maximize impact and drive results. The team reviewed past partnerships to identify influencers capable of producing the best content, including organic posts, strategically timed paid Instagram stories, and authentic storytelling that would resonate with the target audience and meet the client's ROI goals.

STRATEGY

Before the paid collaboration, the influencer, a trusted Divi partner, was already familiar with the brand. She seamlessly incorporated content about the Air Dry Cream into her daily shares, highlighting her need for a product to care for her naturally curly hair without heat. Her organic content built a deeper connection with her audience, making the upcoming paid promotion seamless and genuine.

For the paid Instagram story, the influencer had the freedom to tell the story in a way that was most authentic to her. With access to historical performance data, Acceleration Partners provided suggestions to optimize engagement. She posted in the morning to show the product's impact throughout the day and followed up the next day to reinforce the brand message.

RESULTS

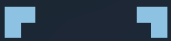
The campaign resulted in one of Divi's highest sales to date, yielding a 5.3x return on investment (ROI). For a macro partner to produce these results was a huge success and heightened the trust between Acceleration Partners, Divi, and the lifestyle influencer.

The results of this campaign showcase the power of open-minded communication. The combination of organic and paid content drove engagement, and the influencer's authentic storytelling played a critical role in the campaign's success.

The positive outcome has prompted Divi to explore this approach with their core influencers, integrating organic shares between paid posts and follow-up content to continue maximizing results.

 **5.3x ROI**





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