

AP DESIGNS ALWAYS-ON INFLUENCER STRATEGY FOR ALLBIRDS



Acceleration
PARTNERS®

CHALLENGE

When Allbirds partnered with Acceleration Partners (AP), its influencer program was approximately two years old. Allbirds observed three key challenges with its existing program, including:

- An infrequency of posts — influencers were not publishing enough content.
- A large revenue gap — three creators were generating the majority of revenue.
- A lack of resources — Allbirds' internal team did not have the resources to manage the influencer program or acquire new partners.

Additionally, Allbirds' influencer partners garnered high engagement, but these interactions were not consistently translating to sales.

OUR APPROACH

AP opened the content creation floodgates by using a combination of two tactics. First, the AP team proactively recruited active, high-performing partners that would consistently publish Allbirds content. AP leveraged discovery tools to find opportunities that closely resembled the high-performing influencers already partnered with Allbirds across a range of content verticals using GRIN - Allbirds' all-in-one creator management platform. This approach led to a near-immediate increase in total content volume, thereby boosting brand awareness, reach and productivity.

Additionally, AP revamped Allbirds' incentives model in order to encourage influencers to scale their partnerships and increase their engagement with the brand. This new model led to an increase in post frequency among top performers and influencers that historically enjoyed little success in terms of revenue.

As part of these efforts, AP helped Allbirds classify its creators using a tiered structure. This structure divided Allbirds' nearly 900 creators into one of three categories: inactive, click active, or revenue active. Individual influencers were then assigned specific goals — such as driving more sales — and were promised incentives upon meeting those objectives.

RESULTS

+371%

increase in revenue YoY

+410%

increase in conversions YoY

+203%

increase in content
posts YoY

498

new influencers added
to the program

CLIENT TESTIMONIAL

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With the help of Acceleration Partners, we were able to build an industry leading influencer affiliate network to spread the genuine brand love consumers have for Allbirds.

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WANT TO REALIZE UNPARALLELED PROGRAM GROWTH?

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