

THE INFLUENCER EFFECT:

**SAJE WELLNESS'
INFLUENCER EXPANSION
BOOSTS BRAND
AWARENESS AND SALES**



OVERVIEW

Saje Natural Wellness, a Canada-based provider of essential oils and natural skin care products, wanted to grow the brand in its home country and expand across the United States. The company was already using Acceleration Partners to manage its affiliate marketing strategy, and Saje leadership asked the agency in February 2023 to help scale up through the influencer channel. The goals were to drive meaningful traffic and revenue while increasing awareness and sales in the U.S. This expansion elevated brand awareness and had a powerful halo effect on their existing affiliate program. In the 12 months following the launch, the affiliate channel saw a **36 percent increase in clicks** and a **31 percent boost in revenue**, demonstrating the significant impact of integrating influencers into their broader marketing strategy.

MOVING SOUTH

With the brands' Canadian roots and an established brick-and-mortar presence across the country, Saje naturally had stronger brand awareness in the Canadian market. Still, the U.S. remained a significantly untapped market with major potential. The Saje team had been running an in-house influencer program with Canadian partners, but wanted to leverage Acceleration Partners' U.S. expertise to build and scale a robust influencer program in the U.S., which would build upon its established Canadian influencer program.

WHY INFLUENCER MARKETING MAKES SENSE FOR SAJE

Saje's unique wellness products include plant-based remedies to relieve head and neck tension, seasonal allergies, joint and arthritis pain, difficulty sleeping and more. For Saje and similar brands, influencer marketing serves as a perfect platform — content creators can authentically share with their audience the benefits of the product and educate viewers on best practices and benefits in an engaging way.

SELECTING CREATORS

Acceleration Partners' curated database of top-performing influencers allows our team to view historical performance data based on client and sector, then create tailored selections for clients that make sense in terms of performance and alignment. By constantly testing, learning and optimizing over the last several years, our team could choose influencers that would become ultimate performers for Saje.

OUR SAJE STRATEGY

TEST AND LEARN

Once the Acceleration Partners team determined the influencers that would best fit Saje's brand identity and goals, they tested how creators would first perform with Saje's top-selling products. If influencers performed well with those products, Acceleration Partners rebooked them with a focus on seasonal or more niche products.

CREATOR OPTIMIZATION AND EDUCATION

We encouraged creators to engage with their audiences by sharing follow-up posts and running product Q & A's. Our data also showed posts performed best Monday through Thursday during the day, information we shared with partners to drive their success.

HOLIDAY GIFTING

We leaned into the holiday gifting angle during Mother's Day and the U.S. holiday season. For all rebooked partners — those who previously promoted Saje's hero products and met the KPI goal — the Acceleration Partners team focused on promoting the brand's Mother's Day Kit.

ADJUSTING BUDGETS

Historically, we've seen results dip in July and October, when Amazon Prime Day sales are prevalent. We used that data to efficiently use resources, scaling back the budget in those months.

RESULTS

260
campaigns

145
unique creators

82%
of creators
from the U.S.

10
million views

5.5
million views
from 300
influencer posts

\$108
revenue driven by
the top three
influencers in 2024

When looking at affiliate performance in the 12 months before and after the expansion, the affiliate channel saw an increase of 36 percent in clicks and 31 percent in revenue.





INFLUENCER PARTNERSHIPS THAT DELIVER REAL RESULTS.

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