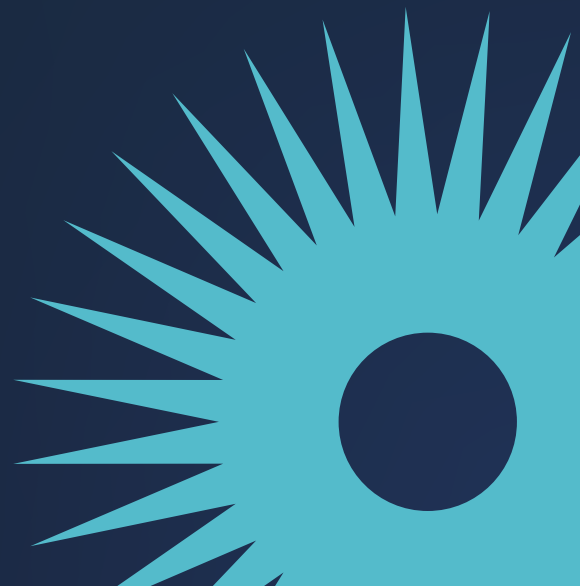


CASE STUDY

TURNING CROSS-PORTFOLIO INFLUENCER INSIGHTS INTO SMARTER CLIENT STRATEGY



THE POWER OF CROSS-PORTFOLIO PERSPECTIVE

One of our greatest strengths as an agency is analyzing influencer performance across a broad portfolio of brands. This cross-portfolio perspective allows us to surface patterns and benchmarks that individual clients, especially newer programs operating in silos, cannot see on their own. By leveraging these insights, we provide guidance that helps clients make smarter, more strategic decisions.

FROM INSIGHT TO ACTIONABLE OUTCOMES

Our cross-portfolio data revealed a clear pattern: link-only attribution significantly underreported influencer impact. By comparing performance across brands and categories, we consistently observed that:

- ☀ Influencer-driven intent often converts without a tracked click
- ☀ Promo code redemptions rise even when link clicks stay flat
- ☀ Many influencer-attributed purchases occur days or weeks after content exposure

For newer clients without historical benchmarks, these insights are often invisible. Using these cross-portfolio insights, we guided clients to leverage promo codes to better capture and credit influencer-driven demand. The results speak for themselves:

Retailer One:

+350%

lift from promo code redemptions
with flat WoW clicks

Retailer Two:

+8,312.5%

lift in code redemptions
vs. link-driven sales

Retailer Three:

**WEEK-OVER-WEEK
REVENUE GAINS**

tied directly to code usage

Promo codes are just one example of how we turn cross-portfolio insights into action. By leveraging portfolio-wide data, we help brands future-proof their influencer programs, make smarter strategic decisions, and drive measurable growth at every stage.



FUTURE-PROOF YOUR INFLUENCER PROGRAM

Contact us:

ACCELERATIONPARTNERS.COM