

The Cirqle

# Influencer Pricing Strategies

Free Tips and tricks that will take you all the way to campaign Success.

Pricing & KPI's - Free eBook Powered by The Cirqle Data Studio

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# KPI: Awareness Campaign

In your budget proposals, make sure you look at the correlation between Impressions, CPM's and the total program cost to drive your decision if the program pricing is compelling enough for you to pursue.

## Program Influencers

Influencers	12
Total Pieces of Content	12
Average follower size	42.500



## Program Impact & Return

<b>Impressions</b>	<b>2.019.600</b>
<b>Reach</b>	<b>1.555.092</b>
Engagement Points	62.204
Clicks	7.760
Mobile Wallet Card Saves	-
Average CTR	0,50%
Average Card Save Rate	-
Estimated Engagement %	4%
<b>Estimated CPM</b>	<b>€ 22,77</b>
Estimated CPE	€ 0,80
Estimated CPC	€ 2,14



### How to track awareness

Clients who want to drive as much awareness as possible should look at three primary metrics:

- i) Impressions
- ii) Reach
- iii) CPM's

# KPI: Drive Sales

In your budget proposals, make sure there's a clear funnel that goes from top (impressions) all the way down to sales (conversions). Without sales tracking built in to the campaign strategy (trackable URL's/ Mobile Wallet cards), success will also be impossible to determine.

## Program Influencers

Influencers	12
Total Pieces of Content	12
Average follower size	150.000



## Program Impact & Return

Impressions	5.508.000
Reach	4.241.160
Engagement Points	169.646

Clicks	63.575
Mobile Wallet Card Saves	10.967
Average CTR	1,50%
Average Card Save Rate	17,25%

Estimated Engagement %	4%
Estimated CPM	€ 16,77
Estimated CPE	€ 0,80

Estimated CPC	€ 1,14
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### How to track sales

Clients who want to drive sales should look at 5 primary metrics when it comes to budget pricing proposals:

- i) Clicks
- ii) Mobile wallet saves
- iii) CTR's
- iv) Save Rate
- v) CPC

# Funnel Design & Strategy

Content will be rolled out with the strategic intention to tell a cohesive and compelling story, sequentially moving YourBrand's target audience down the purchase funnel.

## 1. Retargeting

Retarget your audience who engage or watch the celebrity's content, sequentially moving them down the funnel towards purchase.

## 2. Engage the audience

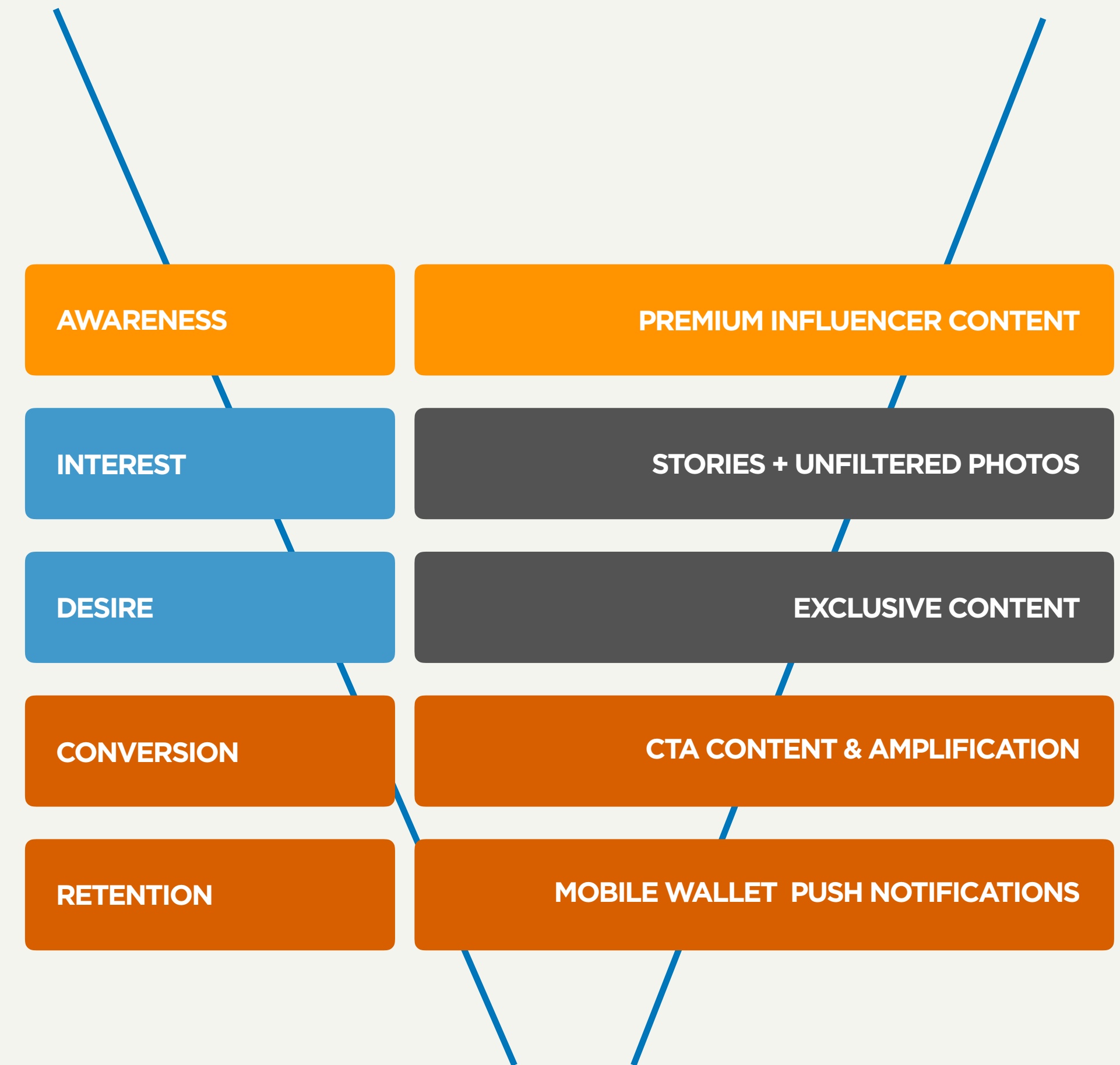
Drive product consideration through intelligent timed and geo-based push notifications, to drive the message home and generate conversions.

## 3. Turning awareness into commerce through Tracking URL's or Mobile Wallet

By continuing to retarget the audience with a mix of content from different handles (talent + brand) you can converge the audience into shoppers.

Hashtag: #YourBrand #YourBrand

Handle: @YourBrand



The Circle

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by the  
Best.

