

lumanu

MIZZEN+MAIN

How the performance menswear brand saw a 2.3X increase in purchases by adopting an influencer strategy and by targeting ads to influencer lookalike audiences using Lumanu

overview

Founded in 2012, Mizzen+Main invented a new approach to the modern classic dress shirt by using moisture-wicking, wrinkle-resistant fabric that requires no ironing or dry cleaning. The Dallas-based brand also features other performance-based products for modern professionals, including chinos, polos and many more. Mizzen+Main is available online, at its five brick-and-mortar store locations, and via retail partners nationwide. By partnering with Lumanu, Mizzen+Main has unlocked easy collaboration with dozens of influencers to amplify their content and tap into audiences directly with FB ads Manager.



their goal

FINDING PROSPECTIVE CLIENTS

Mizzen+Main wanted to improve how it reached new audiences of prospective customers and improve return on ad spend.

Along with their media agency, Wpromote, they saw an opportunity to test a new channel for acquisition by gaining access to influencer handles and audiences to create a campaign that reached consumers not targeted by their current brand efforts.

THE SOLUTION:

Ad variant testing & influencer audiences



Prior to Lumanu, Mizzen+Main had a robust influencer program for branding and social campaigns. However, that robust program fell short when it came to generating true performance marketing results. Lumanu and Wpromote saw an opportunity to leverage the influencer marketing efforts within the context of Mizzen+Main's paid social media marketing strategy to combat ad fatigue, add more variety, and ultimately increase sales. This was achieved by creating Instagram and Facebook dark posts and leveraging influencer and brand audiences for the targeted ads.

THE SOLUTION:

Ad variant testing & influencer audiences

To effectively reach people with this influencer content, Lumanu automated the whitelisting process to directly connect Mizzen+Main's network of content creators to its Facebook ad account. The influencers posted in Instagram feed and Instagram Stories, which provided a trove of material for Mizzen+Main to amplify in its paid campaigns. Once an influencer posted their photo or video, it would flow into Mizzen+Main's ad account, where Wpromote would transform it into ads with variations in copy and calls to action, inspiring people to make a purchase.

This steady stream of creative assets from influencers allowed the team to test different variations with different audiences. Lumanu technology also allowed Wpromote to tap into Instagram influencer data to create lookalike audiences based on the groups of people who engaged with their posts and profiles.

EXPANDED AUDIENCE TARGETING

Lumanu's ability to tap into influencer audiences AND create lookalikes allowed for robust testing of audiences that are proven to respond to influencer ads on Facebook and Instagram.



TIME SAVED

Lumanu's automated whitelisting solution allowed Mizzen+Main to get access to influencer handles and audiences in minutes. Without the need for an influencer to create a Business Manager, Mizzen+Main was able to reduce the steps needed to gain advertising permissions from hours of work per week from their influencer team to just an email link + 1 click.

ADDED INFLUENCER TRUST + EASE

The partnership with Lumanu helped give the influencers valuable insight into the effectiveness of the content they created on behalf of Mizzen+Main.

the takeaway

Lumanu has become a key strategic partner in scaling Mizzen+Main's paid influencer advertising initiatives.

By providing an easy way to access influencer identities and audiences, Lumanu has become the trusted source for advertising permissioning by both Mizzen+Main and their influencer network.

2.3X

increase in purchases

3X

increase in RoAS

73%

decrease in CPA

testimonials

“

The results from using influencer media on Facebook and partnering with Lumanu exceeded our expectations. Prior to the testing with Lumanu, the return on influencer campaigns had been difficult to measure and scale. With lumanu, we are able to scale our influencer initiative and optimize our spend based on full-funnel metrics.

Chris Phillips

CEO, Mizzen+Main

“

Wpromote's position on recommended partners such as Lumanu is always the same that it's intertwined with our purpose to help brands maximize lifetime value and grow their customers while keeping the cost per conversion as low as possible. We use Lumanu because it's a fantastic way to help brands hit these goals.

Kevin Simonson

VP of Social, Wpromote

Check out the official Facebook case study [here](#).

ABOUT LUMANU

Lumanu is the first universal content rights and distribution platform for creators and the marketers they work with. We envision a world where every content creator - from everyday consumers to influencers, publishers, celebrities, and athletes - can trust Lumanu to ensure their content is being used appropriately and distributed in a way that respects their personal brand while maximizing results for their marketing partners.

Since its founding in 2016, Lumanu has worked tirelessly to illuminate the world for creators, empowering them to seamlessly collaborate with brands, make more money and build thriving businesses.

Today, with a presence worldwide, Lumanu continues to define and own the market through a stellar roster of industry-defining creators and high-profile brands, including Fashion Nova and Savage X Fenty, all while earning the trust of leading talent agencies like Elite and William Morris Endeavor.

Get in touch: hello@lumanu.com

Learn more at www.lumanu.com