

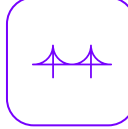




How BlendJet, a global D2C brand, increased brand awareness by reaching 1M+ people globally during Black Friday with the help of affable.ai



@blendjet

Industry	Offering	HQ	Target Geography	No. of Employees
 Consumer Electronics	 Portable Blender	 USA	 Worldwide	 10+

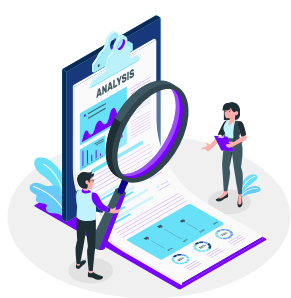
About BlendJet

BlendJet, founded in 2017, has emerged as the number one portable blender brand globally in the last couple of years. With its game-changing technology that lets you make fresh smoothies, protein shakes, cocktails, or baby food wherever you go, BlendJet's goal is to make healthy food convenient for everyone across the globe.

In 2021, almost a month before Black Friday, BlendJet aimed to raise awareness around its product by reaching out to its target audience from millennial moms to fitness, beauty and healthcare enthusiasts. They required influencers who could mirror the demographics of their target market.

Prior to their partnership with affable.ai, BlendJet leveraged a different platform for the brand ambassador programme to build brand awareness. The prominent challenge was the lack of an in-house audit system to comprehensively review each ambassador candidate and gauge its reliability in driving long-term conversions.

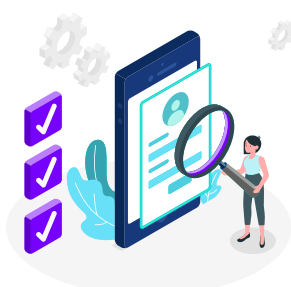
Challenges



Lacked analytics tools to know about ambassador's audience demographics like age, gender, lifestyle and interest of their audiences



Unable to measure the estimated reach of the brand ambassador campaign



No mechanism to conduct background checks of content creators and spot suspected accounts with a fake follower base



Manual influencer outreach made product gifting time-consuming

Solution

BlendJet, for the first time, partnered with affable.ai to run its campaign, "Become a BlendJet Influencer!" Affable.ai enabled BlendJet to identify the right influencers from within the database of six million influencers to run their campaign, giving in-depth insights into influencer analysis and their audience demographics. More so, tracking conversations around the brand and measuring engagement.

Results



Created significant audience engagement by getting an estimated reach of 1M+, an engagement rate of 2.1% and 35.6k likes.



Sent personalized campaign outreach mails to 403 top Instagram influencers globally.



Ran end-to-end influencer marketing campaigns without switching from one platform to another. Saved 75% of man-hours by automating product seeding.



Affable.ai is a great platform to find new influencers across different demographics. Its discovery tools allowed me to make informed decisions using hard data, and its integration with Shopify helped automate internal processes, saving my team time and resources.



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