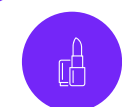


How Affable helped Sensatia Botanicals save 80% of their influencer marketing campaign cost



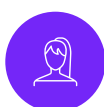
Sensatia
botanicals



Industry
Cosmetics



Offering
Natural Cosmetics



Ideal Customers
Women | Aged 25-40



HQ
Indonesia



Target Geography
Indonesia



Company Strength
150+

About Sensatia Botanicals

Started in 2000 to empower local communities on the east coast of Bali, Sensatia Botanicals - a healthy skin care product with natural ingredients - has come a long way into becoming an internationally renowned brand.

In 2021, while launching a new product Sensatia Botanicals required apt social media influencers who could help in increasing awareness about their new product and cost-effectively increase their visibility.

They actively leveraged influencer marketing in the past, working with content creators that aligned with the brand mission. But identifying influencers and running campaigns by hiring an agency did not prove cost-effective while doing everything manually on Instagram and TikTok turned to be arduous for Sensatia Botanicals.

CHALLENGES



Manual outreach on TikTok and Instagram was inconvenient and time-consuming



It took around three days to find roughly about seven relevant influencers for the campaign



Shuffling between various platforms to trace relevant influencers and fetch their contact information



Working with an agency was convenient compared to manual outreach, but the cost got raised by 5x to 10x

On transitioning from agency to in-house, discovering the right influencers at scale became a concern. Their target market needed a specific niche of influencers to resonate with customers.

SOLUTION

Influencer marketing platform- affable.ai - identified the right influencers by interest, audience and demographics from within the database of six million content creators. It enabled the brand to interact, engage, and run influencer marketing campaigns while eliminating the need for platform-hopping to fetch contact details.

RESULTS

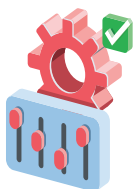
Sensatia Botanicals ran a three-month-long campaign by discovering over 50 appropriate influencers across TikTok and Instagram through the affable.ai dashboard. It found:



Running end to end influencer marketing within the platform helped the brand save 80% of the cost compared to what they paid to an agency.



Time to identify the right influencers reduced from five days to a few hours.



Filters available on the influencer marketing platform enabled the scalable selection of influencers based on data.

“

We love affable.ai holistic capabilities for campaign management on Instagram. We are glad to learn that the team is also enhancing the experience for TikTok based on our feedback. Since TikTok is a channel of significance for us, we are happy with affable.ai agility in supporting partners like us with our goals and priorities.



Kunti Sari
Marketing Manager

Sensatia
botanicals