

# First Day reduces influencer marketing costs by 63% with affable.ai

Leveraging affable.ai, First Day was able to decrease its influencer marketing cost by 63% and save 120 hours while running multiple campaigns



## first day

<b>Industry</b>  <b>Health &amp; Wellness</b>	<b>Offering</b>  <b>Vitamin Supplements</b>	<b>HQ</b>  <b>San Francisco USA</b>	<b>Target Geography</b>  <b>USA</b>	<b>Ideal Customers</b>  <b>Women above 30+ &amp; athletes</b>	<b>No. of Employees</b>  <b>10+</b>
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## About First Day

First Day is a health and wellness company that manufactures natural multivitamins for children, teenagers, men, and women with a goal of raising healthy and happy families.

The D2C company, which was founded in 2018, has long recognised the value of influencer marketing in raising brand awareness and recruiting potential influencers who can be converted into product ambassadors.

## Goal

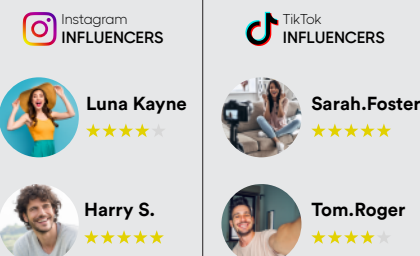
First Day required an all-in- one solution for simplifying and automating influencer outreach across social media channels. A tool that could manage product gifting and generate discount codes to track engagement and sales driven by influencers — at a low cost and without a six-month to one-year lock period.

## Challenge

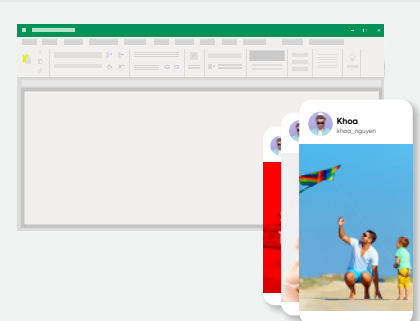
### CreatorIQ



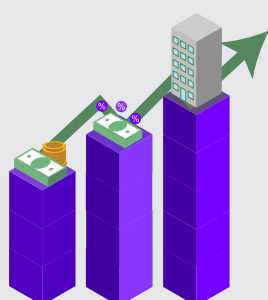
First Day paid a hefty price to CreatorIQ with a nearly 12-month lock-in period to run influencer marketing campaigns.



Creator IQ could narrow its influencer search to only two channels - Instagram and TikTok. It affected outreach on YouTube, Facebook, Twitter and other channels.



First Day spent countless hours on spreadsheets managing and tracking the stories and posts of influencers.

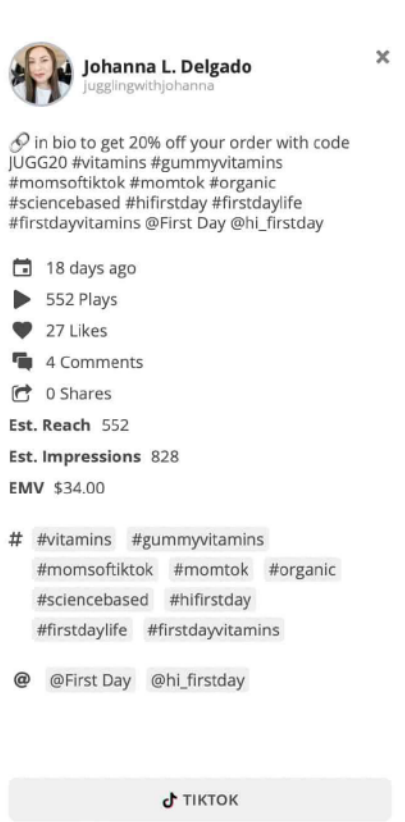


A long-term commitment with the solution provider.

## Solution

Affable.ai optimized influencer marketing by allowing First Day to manage everything on one platform. It provided First Day with access to influencers across multiple social media channels, pulled in posted content, and provided real-time tracking of stories and videos without requiring the company to spend a fortune.

First Day could make product orders directly in affable.ai and ship them in bulk in just a few clicks. The tool enabled them to track individual influencer performance by generating discount codes and unique links. The three-month commitment with affable.ai let them create a proof of concept that translated into effective campaigns.



## Results



Saved 63% cost of running end-to-end influencer marketing campaigns



Saved 120 hours in two months by switching from manual to automated product gifting.



Got rid of manual tasks and spreadsheets

“Affable.ai has a tremendous impact on cutting down the overall cost and time to run campaigns. It expanded our demographic outreach, reduced the manual task of maintaining spreadsheets and easily integrated with the affiliate platforms we have been working with,



Pen Miras  
Marketing Director

first day