

Partnering with Influencers to Drive 4.2% Revenue per Session Lift

Our partner, a home shopping channel that sees hundreds of thousands of products ordered each month, was working with influencers to endorse popular items to their audience. This direct-to-consumer retailer approached Granify to brainstorm additional ways of leveraging their influencers, with a focus on delivering influencer recommendations and reviews to a larger, equally engaged audience.

We used our machine learning technology, educated by billions of sessions, to power product spotlights that showcased relevant influencer reviews to the online shoppers that would benefit most from the insights. These campaigns were shown across a wide variety of categories, from fashion and beauty to items for moms, and even for shoppers on a budget!

THE RESULTS

The campaigns ran from November to January and averaged a 3.2% increase in conversions, with a 4.2% increase in revenue per session. The initiative was so successful that we were able to drive over \$150,000 in incremental revenue for our retail partner in just two months. Throughout the run-time, these spotlights performed even better than other top-performing campaigns:



28%

Additional incremental revenue compared to promotional tactics.



49,000+

More conversions than our best-performing urgency messaging.



46%

More revenue per session than recommendation campaigns.



Our customers want Granify to remain their best-kept secret.

If you'd like more information on how we were able to highlight influencer campaigns to drive both conversion rate and revenue growth for this industry-leading shopping network, our team would be happy to provide additional insights into the work we did with them and the results we saw.