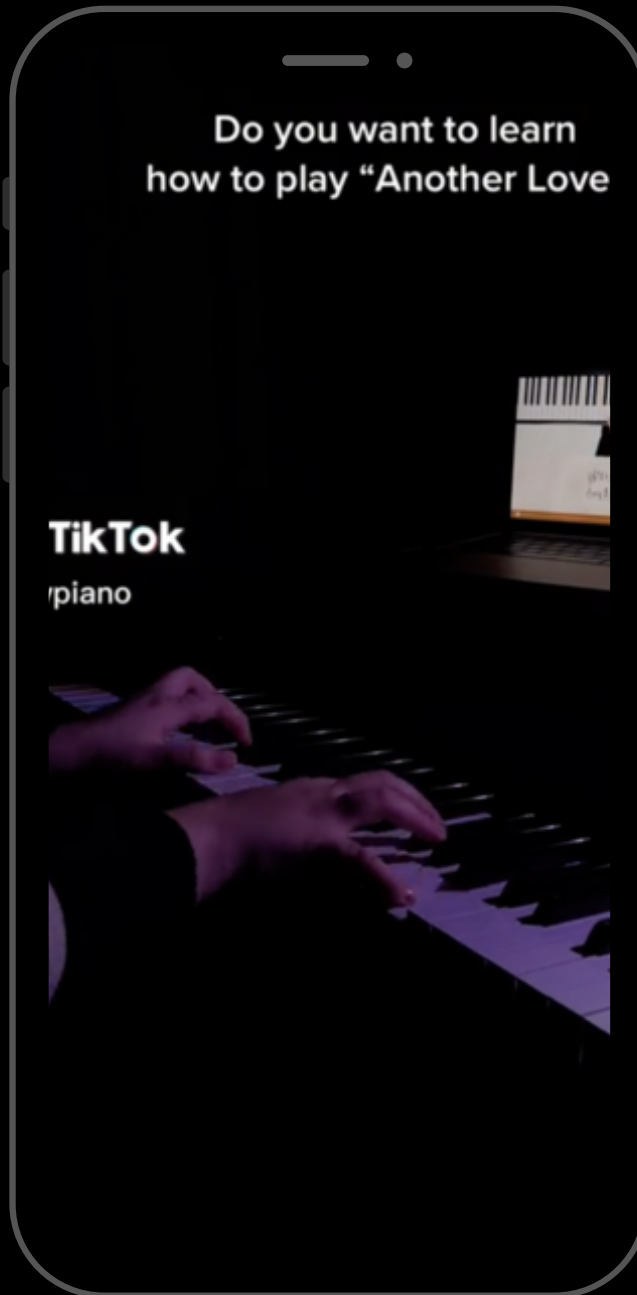


FOX

A CASE STUDY



Fox Mgmt GmbH

www.thefoxmgmt.com | [@fox.mgmt](https://www.instagram.com/fox.mgmt)

Neue Schönhauser Str. 2, 10178 Berlin, Germany

How an app client used Fox Mgmt to spike their monthly downloads and expand to new markets.



**40+ million
unique views**



**150k+
link clicks**



**30k
downloads**

CUSTOMER

An app for learning to play the piano with easy-to-follow tutorials and a vast selection of songs.

OBJECTIVES

Our influencer marketing campaign was designed to showcase the benefits of social media marketing for our client. They had previously relied on other marketing channels and were uncertain about the suitability of influencer marketing for their business. Therefore, our campaign focused on achieving a high number of app downloads at a low cost per install and boosting the company's social media presence. One of the challenges we faced was finding a way to align the content with the company's values and branding while also allowing the creators sufficient creative freedom to appeal to a younger audience and potentially go viral.

SOLUTIONS

To achieve these objectives, we primarily focused on social media platforms Instagram and TikTok, leveraging our extensive creator network and expertise to create visually appealing and educational content that would capture the attention of our target audience, encouraging users to download and try out the app. Our unique data-based approach enabled us to identify potential high-performers, gather 'best practices', and replicate this strategy in new markets and in collaboration with new creators; we were successful in dramatically reducing the leading indicators of cost-per-install (CPI) and cost-per-click (CPC), all the while generating high quality leads and reducing costs.

Entering into our second year, we now maintain a roster of high-performing brand ambassadors with whom we work monthly; we continuously fine-tune the strategy in close discussions with our client to ensure the brand and creators are strategically aligned.

Following early successes in the German market, we applied our disciplined approach to key markets such as Japan and the United States, which have since grown to become our largest markets.

AT A GLANCE

Challenges

- Generate new downloads with a competitive CPI and CPC
- Brand value vs creator creativity
- Identifying the over-performers
- Expanding to new markets (Japan and US)

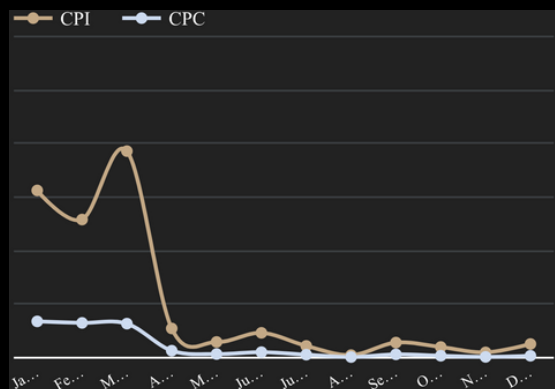
Campaign stats

- 12+ months duration
- 250+ unique videos created
- 50+ creators staffed

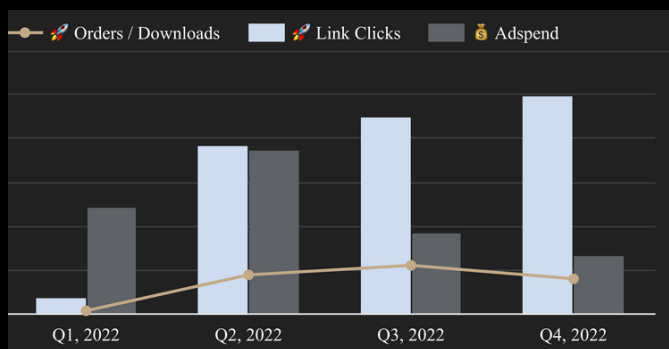
RESULTS

The campaigns have had exceedingly positive results. We were able to generate a significant (and growing every month) number of app installs for our client, while continuing to reduce and optimise the CPI, indicating that our strategy to target the right audience and create engaging content is a winning formula. Additionally, user feedback remains overwhelmingly positive and we have seen an overall increase in social uplift, awareness, and word-of-mouth.

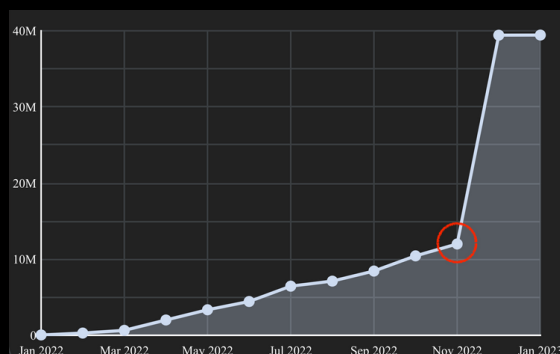
Throughout our first year of working together, we reduced adspend costs by over 50% while significantly increasing the number of installs and clicks. After 12 months, the campaign has now matured into a stable and growing marketing channel with highly-organic, reliable, and growing performance numbers. Our client will continue to utilize social media platforms and focus on creating engaging content in future marketing efforts.



Examples of how the CPI and CPC have dropped over the course of 12 months, once the best creators have been identified.



Examples of installs & link clicks over the course of 12 months. And a significant drop in adspend due to collaborating with top performing creators.



Example of the explosiveness of influencer marketing when videos go viral. Within just a few days, the campaign has jumped from 12M to 40M impressions.

GET STARTED WITH INFLUENCER MARKETING STRATEGIES TO GROW YOUR BUSINESS

Think our approach could benefit your company? Let's discuss your specific needs and goals. If you have any further questions or would like to discuss this further, please don't hesitate to contact us. We are here to help and would be happy to assist you in achieving similar successes.

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