

HATS OFF TO SUCCESS

How Poleberg racked up \$66.5K in sales through Influencer coupon codes

THE CHALLENGE

How can Poleberg, a small family-owned cap brand, scale its influencer marketing efforts to drive awareness and sales?

THE SOLUTION

- Poleberg leveraged Creator's team of influencer marketing experts to handle all recruitment and negotiations, letting their small team focus on other tasks.
- Unique, limited-time coupon codes created urgency and drove engagement.
- Running a variety of campaigns to highlight Holidays, different teams and promotions. This kept the campaigns fresh and engaging.



THE RESULT

- Poleberg worked with the same creators across different campaigns building longer-term relationships.
- One particular influencer @emilyharrah generated \$11.1k in sales through her code.
- Poleberg were also able to drive 100 new sign ups to their loyalty programme.

Views	1.1M	Shares	508
Saves	3K	Comments	2.7K
Reach	709K	Sales	\$66.5K



"I work with multiple account managers across different sectors, including email marketing and website development, I can say with confidence that my account manager's work ethic stands out significantly at Creator."

BRIAN KOO
FOUNDER/CEO AT POLEBERG