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Danube Case Study



7.1 Danube Case Study

The Danube case study highlights an impressive campaign impact, showcasing the power of influencer marketing and digital outreach. With a pool of 2,600 influencers, primarily of Asian ethnicity, the campaign reached an astounding follower-ship of 1.1 billion. Boasting a strong engagement rate of 4%, the campaign successfully generated 94 million views. These metrics underscore Danube's strategic approach to leveraging relatable influencers and culturally resonant content to drive meaningful audience interactions and maximize visibility.

Count	2600
Ethnicity	Asians
Follower-ship	1.1 B
Views	94 M

Type	Count	Follower-ship
Nano	1000	100,000,000
Micro	900	450,000,000
Macro	700	560,000,000

DO YOU HAVE ANY QUESTIONS?



Thank you

"for your support and trust in our brand. Your partnership is invaluable to us, and we look forward to continuing our journey together."