



**KSA REGION\_INFLUENCER CASE STUDY**



## SND CAMPAIGN BRIEF

Lenskart entered the Saudi Arabian market and established itself as a local-friendly brand by aligning with Saudi National Day. To promote their special edition eyewear collection for the event, 100+ influencers were sourced to repost the brand's National Day commercial, boosting local visibility and engagement.

Campaign Duration: 5 Days

Start Date: 16 September, 2024

End Date: 23 September, 2024

Campaign objective: Create brand awareness & drive traffic to the website

Total influencers: 100 Arabs only.

**Influencers need to be from Saudi, Arabs & Residents only**

**Engagement expectations were: 2-3%**

Gender: Mixed

Category: Micro & Macro

Genre: Lifestyle & Fashion

Platform: Instagram & Snapchat

### **Deliverables were**

- Bio in the Link
- Video Reposting on Reels
- Tagging the Brand

## SYNOPSIS

ayagamall.orabella

Follow

Message

544 posts 504K followers 387 following

Aya gamalessa آية جمال

ayagamall.orabella

Blogger  
Fashion designer  
FOUNDED of : @orabella\_classy  
Mrs : Ahmed salim  
My baby's : @lily.ahmedsalim  
@ronza\_ahmedsalim



36.7K

raniahassanofficial

Follow

Message

302 posts 427K followers 683 following

Rania hassan | رانيا حسن

raniahassanofficial

Digital creator  
Interior designer  
Saudi Arabia sa Riyadh  
Egypt Cairo  
fashion. Beauty. Lifestyle  
Pro... more  
bit.ly/3MMoGd9



40.9K

A total of 100 Saudi resident Influencers, Re- reposted the Saudi National Day video, generating a Total: of 359,115 views on the Instagram platform from reels. With an impressive overall engagement rate of ~ 5.66%, 200+ orders were attributed directly via a tracking link. Giving total unique users - 6,000+

### Highlights

(1) Creator's Having Higher Influence/ Reach [ Macro influencers ]  
Aya gamall : 504k Followers

(2) Cost per view to: 0.012 fills, Which is 4X less cheap than Meta & Google ads on an AVG

(3) Impressive Engagement Rate of ~ 5.66%



## CAMPAIGN STATISTICS

Total video Re-posted	100
Saudi arab Influencer %	100%
Total Views	359,115
Total Engagement Count	46,547
Engagement %	5.66%
Total Likes	19,726
Total Comments	608
Cost per View	Aed0.11
Total Unique Visitors	6,000+
Total Orders	200+

Influencers Combine followership reach were : 6.5 M Followerships



DO YOU HAVE ANY QUESTIONS?

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*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."