



UAE REGION\_INFLUENCER CASE STUDY



## SARA X LENSKART COLLAB CAMPAIGN BRIEF

Lenskart partnered with a renowned TV personality to introduce a special edition eyewear collection. To amplify the launch, over 100 influencers from the UAE and Saudi Arabia were sourced to repost the brand collaboration video, driving significant regional visibility and engagement for the campaign. The collaboration showcased the power of influencer marketing in expanding brand reach and connecting with diverse audiences.

Campaign Duration: 5 Days

Start Date: 12 September, 2024

End Date: 16 September, 2024

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

Total influencers: 100

**Where Influencers can be from UAE & Saudi residents with mixed nationality**

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

Gender: Females only

Category: Micro & Macro

Genre: Lifestyle & Fashion

Platform: Instagram & Snapchat

### **Deliverables**

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

## SYNOPSIS

A total of 100 Influencers Re-posted Sara's collab video, generating a Total of 754,487 views on the Instagram platform from reels. With an impressive overall engagement rate of ~ 8.84%,  
With 300+ orders attributed directly via a tracking link.  
Giving total unique users - 9,000

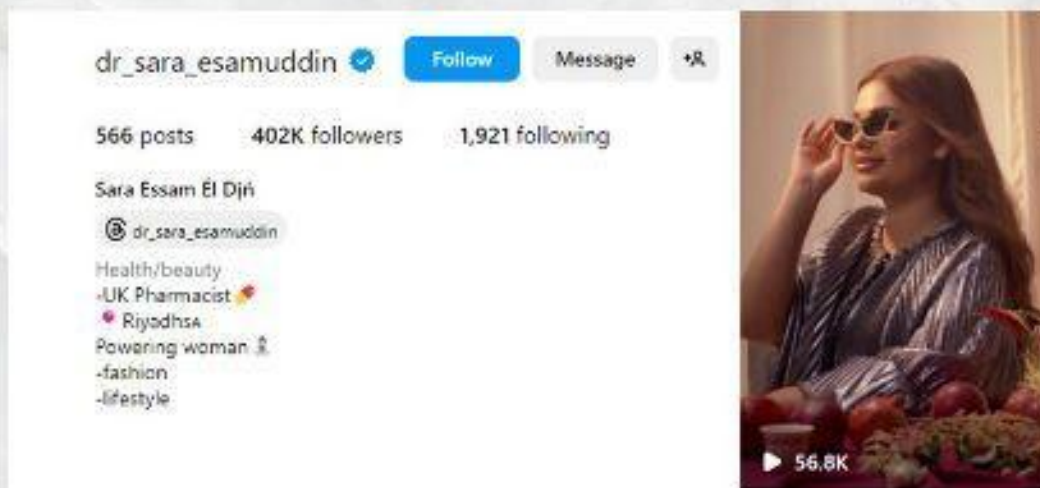
### Highlights

(1) Creator's Having Higher Influence/ Reach [ Macro influencers ]

- Sara - 404k followership
- Amar Wadien - 353k followership

(2) Cost per view to: 0.073 fills, Which is 4X less cheap than Meta & Google ads on an AVG

(3) Impressive Engagement Rate of ~ 8.39%





## CAMPAIGN STATISTICS

Total video Re-posted	100
Saudi Influencer %	57%
UAE Influencer %	43%
Total Views	754,487
Total Engagement Count	46,547
Engagement %	8.84%
Total Likes	57,908
Total Comments	8,761
Cost per View	Aed0.07
Total Unique Users	9,000
Total Orders	300+

Influencers Combined followership reach were: 7.1 M Followerships  
Micro Creators: 86 | Starting followership \_ 30k to 100k |  
Macro creators: 14



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."