DANUBE PROPERTIES x DMS Data My Site

Case Study

DANUBE × DATAMYSITE

CASE STUDY

DANUBE

CASE STUDY



COMPANY NAME

Danube

WHAT WE DID

Influencer Marketing | Digital Outreach

INFLUENCER POOL

2,600 influencers, primarily of Asian ethnicit y

FOLLOWER-SHIP

1.1 billion

7.1 DANUBE CASE STUDY

CAMPAIGN IMPACT

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.

2,600

Count

Influencers

1.1 B

Follower-ship

94 M

Views

4%

Engagement rate

7.1 DANUBE CASE STUDY

INFLUENCER MIX

Count	2600
Ethnicit y	Asians
Follower-ship	1.1 B
Views	94 M

TYPE	COUNT	FOLLOWERSHIP
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.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM