lenskart x DMS

Data My Site

Case Study

LENSKART × DATAMYSITE · KSA REGION



CASE STUDY

SND CAMPAIGN
INFLUENCER CASE STUDY

COMPANY NAME	INDUSTRY	WHAT WE DID	LOCATION
Lenskar t	Eyewear	Influencer Marketing | Influencer Sourcing | Video Reposting on Reels | Tracking Link Attribution	Saudi Arabia

CAMPAIGN BRIEF

SND CAMPAIGN

Lenskart entered theSaudiArabian market and established itselfas a local-friendly brand byaligning 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.

Influencers need to be from Saudi, Arabs & Residents only

Engagement expectations were: 2-3%

CAMPAIGN DURATION
5 Days

TOTAL INFLUENCERS
100 Arabs only

START DATE
16 September, 2024

END DATE
23 September, 2024

CAMPAIGN OBJECTIVE
Create brand awareness & drive traffic to the website

GENDER
Mixed

CATEGORY
Micro & Macro

GENRE
Lifestyle & Fashion

PLATFORM
Instagram & Snapchat

DELIVERABLES
Bio in the Link · Video Reposting on Reels · Tagging the Brand

SND CAMPAIGN

SYNOPSIS

Atotal of 100Saudiresident Influencers, Re- reposted the Saudi National Day video, generatinga 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%

359,115

5.66%

200+

6,000+

TOTAL UNIQUE VISITORS

SND CAMPAIGN

CAMPAIGN STATISTICS

Total video Re-posted	100
Saudi arab Influencer %	100%
Total Views	359,115
Total Enagement Count	46,547
Enagement %	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?

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