

lenskart x DMS

Data My Site

Case Study

LENSKART × DATAMYSITE · UAE REGION



CASE STUDY

SARA X LENSKART COLLAB
INFLUENCER CASE STUDY

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

CAMPAIGN BRIEF

SARA X LENSKART COLLAB

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.

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

Engagement expectations were: 2-3%

CAMPAIGN DURATION
5 Days

TOTAL INFLUENCERS
100

START DATE
12 September, 2024

END DATE
16 September, 2024

CAMPAIGN OBJECTIVE
Create brand awareness & drive traffic to the website

GENDER
Females only

CATEGORY
Micro & Macro

GENRE
Lifestyle & Fashion

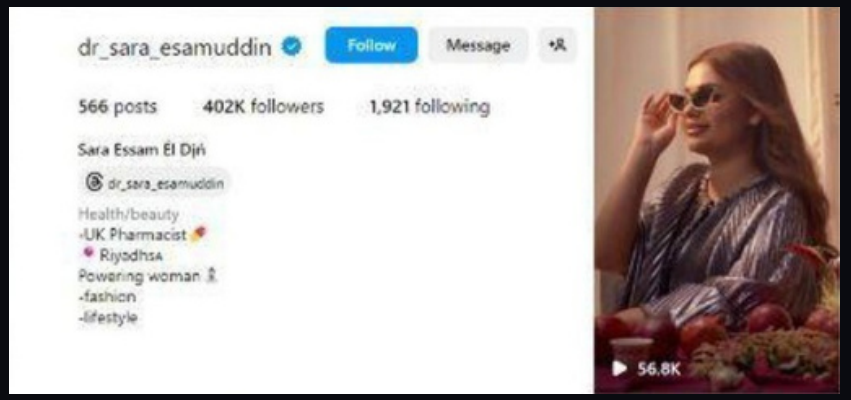
PLATFORM
Instagram & Snapchat

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

SARA X LENSKART COLLAB

SYNOPSIS

Atotal of 100Influencers 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%

754,487

8.84%

300+

9,000
TOTAL UNIQUE USERS

SARA X LENSKART COLLAB

CAMPAIGN STATISTICS

Total videoRe-posted	100
Saudi Influencer %	57%
UAE Influencer %	43%
Total Views	754,487
Total Enagement Count	46,547
Enagement %	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?

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.

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DMS TEAM