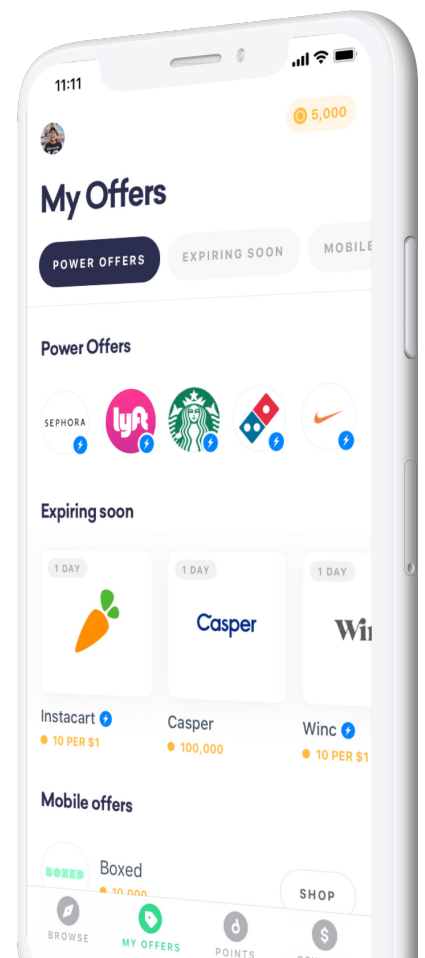




Success Story

Customer success case studies from Grapevine

Drop Supercharges Their User Acquisition Efforts With Influencer Marketing



Founded in 2016, Drop is the free app that's giving out cash rewards to it's member base of over 3 million across the US and Canada, for the spending they do every day. When Drop members spend with brands like Uber, Target, and Starbucks (to name a few) - they earn points back on the app which they can redeem for gift cards to their favorite stores.

► CHALLENGE

Expand Drop's influencer strategy, which primarily consisted of celebrity/big name creators on IG, into other channels and tiers to test out Drop's resonance with other audiences and continue to create content that activates and inspires their target audience.

► SOLUTION

With proven success in Influencer Marketing as a tried-and-true UA strategy, Stephanie needed tools to expand her teams influencer outreach and discover new talents in the micro-influencer category.

► INITIAL RESULTS

With Grapevine, Stephanie was able to unlock a new branch of Drop's influencer strategy and expand their approach which consists of more micro-tier of creators/up-and-comers. These creators are easy to find on Grapevine and eager to collaborate.

► THE FUTURE

After success with Instagram Stories, Stephanie is looking to build out their roster of YouTube influencers as well as explore other platforms such as IGTV.



Spotlight: Stephanie Soltz, User Acquisition Manager at Drop.

With a background in building strong communities, Stephanie recognizes the power of creating a network of ambassador/influencer's to fuel the growth and engagement of Drop's member base. As a member of a lean team of marketers

seeking to grow a brand dedicated to fundamentally 'elevating the everyday' lives of its members, Stephanie needed a solution to reach untapped audiences by discovering and activating up-and-coming creators and in an almost on-demand fashion. "Grapevine makes it easy for us to find and book micro-tier creators in an instant - which makes it a great compliment to our robust influencer marketing strategy."



- **Goals:** humanize the brand to distill messaging in an easy-to-understand way. Drive immediate conversions to grow Drop's member base.
- **Top platforms:** Instagram Stories
- **Favorite features:** Customer Support, Influencer Direct Message Center

11:11

5,000

Rewards

REWARDS

WALLET

Favorites

EVERLANE

Everlane

● REDEEM FOR 10,000

50% earned

All rewards

Glo

We have found that influencer-generated content is able to humanize our brand and convey our value proposition more authentically than paid ads on social media ever could."

|||||

90% e

|||||

Organizations like Coca-Cola, L'Oreal, Ogilvy & Mather, LG Electronics, and many more depend on our world class team of strategists to design, implement, and measure influencer programs that put your brand squarely in front of the customer personas that matter, improving both your mindshare and share of wallet.

- ▶ The key to influencer marketing is spending time to identify influencers that foster an authentic connection with their fans.
- ▶ It's okay to be picky! Stephanie found Drop found success with mommy bloggers, fashion, lifestyle, and beauty influencers.
- ▶ Work with influencers to create content that resonates. For Stephanie, she strived to create believable content centered around on how Drop fit into a user's every day life.
- ▶ Tell a story! Stephanie found that Instagram Stories was a very efficient way to deliver value and generate quick conversions thanks to the "Swipe Up!" function.
- ▶ Stephanie focused on micro-influencers with niche audiences. Up-and-coming creators are more cost effective to book and drive higher engagement. .