



Objectives

- 👁 Notoriety
- ★ Brand image
- 📍 Acquisition

Strategy

Influencer Marketing is for Cheerz a channel which allows them to work on their image and their notoriety. The brand also uses it as a powerful acquisition tool for new customers. Five persons specifically work on this tool internally for the three countries where Cheerz has an expansion strategy: this represents around 10% of their investments.



We chose the Kolsquare solution for its ergonomics and its ease of use. The evaluation of profiles allows us to tweak our strategy by helping us select the ones most consistent with our core target. The reporting part is also very valuable because it allows us to evaluate the performance of our campaigns thanks to the EMV calculation, among other things.

Kolsquare also permits giving rates on influencers, which helps to work efficiently as a team. All the campaigns created by a member of the team are visible by the other members, which is very useful to circulate information. Our interlocutor at Kolsquare is very present and extremely reactive to answer our questions and assistance requests.

We have been collaborating with influencers since 2017, mostly in the parent field but also with lifestyle, decoration, travel and food influencers. We also have a pool of ambassadors with whom we work regularly and who we support all year long during our key moments.

We take the notion of branding efficiency into account even more than the performance of promo codes shared by our influencers since the integration of Kolsquare into our strategy. The platform also helps us target the profiles better.

Bérengère STEINEUR,
Influencer Marketing Manager @Cheerz

Results

Kolsquare is a true work basis for Cheerz. The solution brings them a gain of time and efficiency in their daily operations.



**For a one-month standard campaign of the brand Cheerz*

Talents involved



Maesoftness

Blogger
+43.6K followers in global
@



Emilie Fiorelli

Influencer
+1.3M followers in global
@



Jeremstar

Video maker
+7.1M followers in global
@



Charlène Le Mer

Influencer
+329K followers in global
@



Melo Gomme

Teacher, Influencer, Blogger
+35.9K followers in global
@



NoemieMakeupTouch

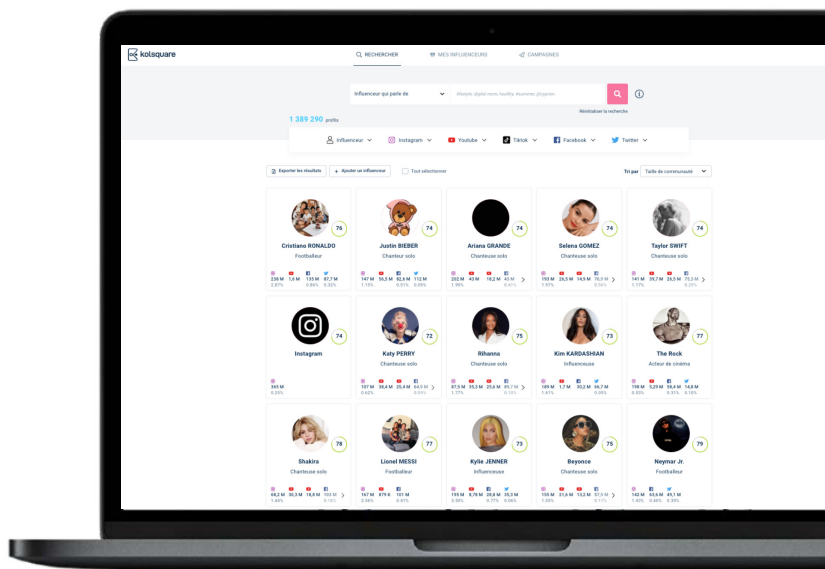
Video maker, Influencer,
+2.2M followers in global
@



Your Influencer Marketing Technology

TECH-POWERED. HUMAN DRIVEN.

The Kolsquare team takes a daily interest in the strategic and technological developments of the Influencer Marketing market.



+1,5M

INFLUENCERS OF
+ 5K SUBSCRIBERS
IN 180 LISTED
COUNTRIES

+4,5MDS

IDENTIFIED POSTS,
FROM VIDEOS
TO SIMPLE POSTS

5

SOCIAL NETWORKS

+3K

CAMPAIGNS
LAUNCHED SINCE
OCTOBER 2018

70

EXPERTS

About Kolsquare

Kolsquare is an **Influence Marketing campaign management solution** which strives to optimize the communication strategies of brands and agencies in the light of new digital challenges. Our technology allows professionals to identify the best influencer profiles, to manage their influencer marketing campaigns from start to finish, and to measure their results and performance.

Kolsquare offers hundreds of clients, advertisers and agencies (Coca-Cola, Danone, Publicis, Orange, My Jolie Candle, Lego, Sézane, Decathlon, etc.) the latest Big Data, AI and Machine Learning technologies in order to establish inspiring and authentic partnerships with + 1.5M KOLs (Key Opinion Leaders) who have more than 5000 followers in 180 countries on Instagram, TikTok, Twitter, Facebook and YouTube.

Kolsquare takes advantage of the skills and expertise of 70 experts to provide brands and agencies with everything they need in order to better bring together **technology, performance and strategy.**

“

Their modern data-driven approach helped us find the best influencers for our campaign.

“

The Kolsquare solution ensures a high-quality management of relationships with influencers!

KIKO
MILANO

natural **mojo**

Coca-Cola

ZADIG & VOLTAIRE

CHERZ typology.

CABAÏA

DECATHLON

*My Jolie
candle*

SÉZANE

LEROY MERLIN

vertbaudet