Kolsquare

Customer testimony

fizzer

☰ Goals

- 👁 Visibility / Notoriety
- ☆ Brand image
- 👤 Acquisition

◎ Strategy

Relying first and foremost on other marketing and branding strategies, Fizzer has fully implemented Influencer Marketing into its strategy as a ROI oriented and efficient tool in 2020 as part of the involvement of macro and micro-influencers.

"

We have decided to incorporate Kolsquare into our daily actions because of the many functionalities that the solution offers,in particular in order to identify macro-influencer profiles relevant to our brand. This research is made easier for us thanks to the credibility score of the audience of each profile that we consider.

Claire Lambert
Communication & Partnerships Manager @Fizzer

⨯ Involved talents

La Penderie de Chloé
Influencer
+215K subscribers overall
◯ ▶ f 🐦

PoiFamilly
Videographer(s)
+455K subscribers overall
◯ ▶ f

Megan Vlt
Videographer, Influencer, Blogger
+380K subscribers overall
◯ ▶ f 🐦

HealthyLifeMary
Blogger
+244K subscribers overall
◯ ▶ f 🐦

Daddy Poule
Videographer, Influencer, Blogger
+27.9K subscribers overall
◯ ♪ f 🐦

⊘ Results

Fizzer teams run, on average, one influencer campaign per month. Since January, the brand has registered:

+700	6	+110
PUBLICATIONS ON SOCIAL NETWORKS	INFLUENCER CAMPAIGNS LAUNCHED AND MANY TO COME	KOL (KEY OPINION LEADERS) ACTIVATED

kolsquare

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.
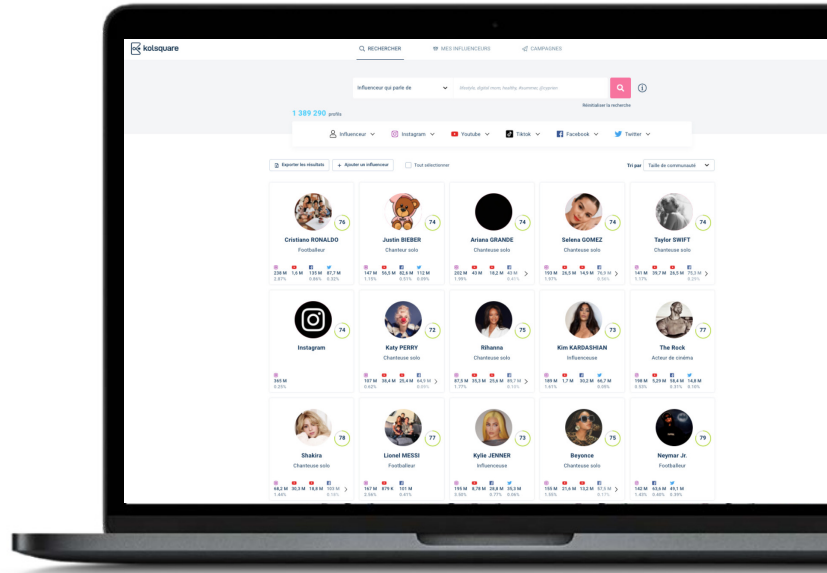
+1,5M

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

CHEERZ

typology.

CABAÏA

DECATHLON

My Jolie candle

SÉZANE

LEROY MERLIN

vertbaudet