

Goals

- 👁 Visibility / Notoriety
- ★ Brand image

Strategy

How To Spa considers Influencer Marketing to be an excellent tool and a way to make yourself known, gain credibility, get closer to your community and trigger potential sales.

Testimonials

“

We started our communication strategy 3 years ago with sponsorship campaigns on social media and the following year with publications in the press. Today, we are 80% focused on Influencer Marketing, which is more economical and efficient.

Kolsquare is a very impressive solution thanks to its database and how easily information can be found there. It allows me, for example, to search for the most relevant influencer profile for a specific campaign or to analyse the influence / engagement score, in order to really know the quality of the profile depending on what I invest.

Maud Ganry Boutaric
Founder of How To Spa



Results

The integration of the Kolsquare solution has enabled the How To Spa teams to improve their expertise and to be more in tune with the ins and outs of this acquisition and commitment tool. With each Influencer operation carried out, the brand has noticed a gain in visibility and notoriety.

Involved talents

 **Naturopathie Coaching**
Author, Coach, Naturopath, Influencer
+17.9K subscribers overall
📷 📺 📘

 **Maybe Trust Me**
Influencer
+10.3K subscribers overall
📷

 **Alex.Holystic.blog**
Influencer, Blogger
+4.7K subscribers overall
📷 📘

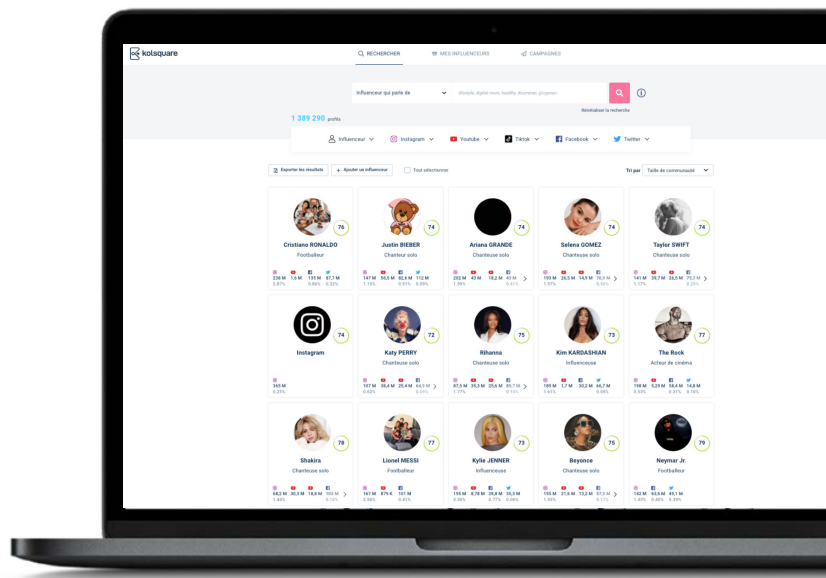
3
INFLUENCERS
INVOLVED

2
CAMPAIGNS
LAUNCHED

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