

☰ Goals

- 👁️ Visibility/Notoriety
- ☆ Brand image

Influencer Marketing is a very strong strategic tool for JOONE. The brand behind “The Next Generation Babycare” frequently works with macro and micro-influencers for successful partnerships based on common values, such as transparency, authenticity and simplicity.

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We have chosen Kolsquare because we needed to identify influencers with a specific audience and also because we wanted to take a peek at the statistics of influencers who contact us.

“

The Kolsquare teams are always attentive and available, which is very pleasant. The functionalities of their solution, such as audience targeting, influencer statistics and campaign tracking prove to be very useful every day.

“

The first influencers to trust us allowed us to gain visibility and credibility on social networks. Our ambassadors play a key part in announcing our new products, more than a simple tool, they become spokespeople for JOONE and for our commitments.

“

Kolsquare saves us a lot of time, particularly in campaign monitoring, and gives us a lot of visibility on a daily basis. For example, we have seen an increase in our number of followers since we have been running campaigns with this solution.

Inès Lagougine,
Influencer Marketing & Celebrities Manager at JOONE

☑️ Results

JOONE teams are used to carrying out long-term campaigns in order to build long-lasting and recurring partnerships with KOLs (Key Opinion Leaders). This allows them to check that the influencers involved have produced the expected content and, also, to take a step back and consider the results month after month.

These figures come from the Influencer Marketing campaigns conducted by JOONE in June 2020. Thanks to the Kolsquare solution, the brand was able to identify and involve 60 relevant influencers.

👥 Involved talents

**Alexia MORI**

Influencer

+708K subscribers overall

**Maesoftness**

Blogger

+43,7K subscribers overall

**Audrey Lieutaud Monleau**

Entrepreneur/Influencer

+162K subscribers overall

**Jade Leboeuf**

Influencer, Model

+118K subscribers overall

**3,07M**

TARGET HITS

96,6K

EMV

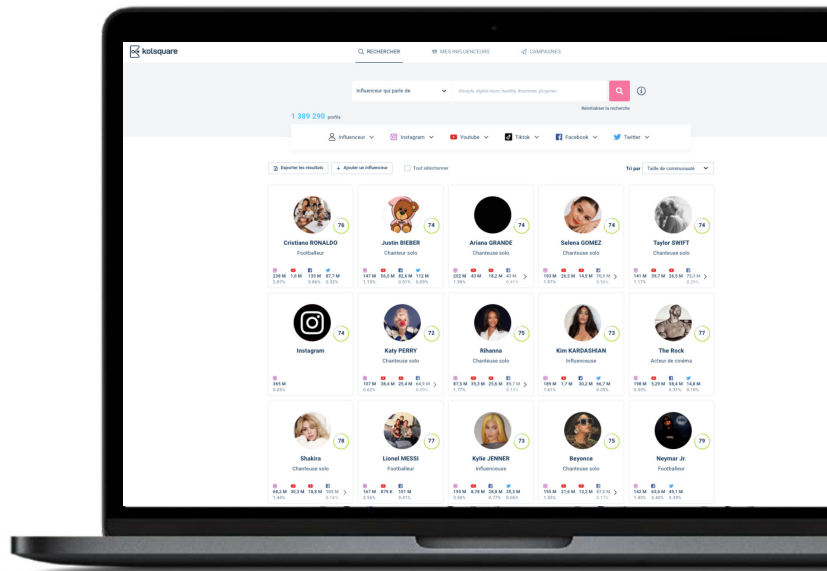
40NFLUENCERS
INVOLVED



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!

