Customer Testimony

LALALAB.
Print great moments

Goals

👁 Visibility

⭐ Brand image

👤 Acquisition

Strategy

Influencer Marketing has been fully established in LALALAB's marketing strategy for over two years. This is a very strong strategic tool for the brand on a daily basis in order to acquire new customers.

LALALAB works on a regular basis with influencers whose communities exceed one million subscribers in France, Spain, Italy, Germany and the United Kingdom. The brand also involves micro-influencer profiles depending on its influence campaign goals.

Testimonials

"

Since we have implemented the Kolsquare solution as a part of our strategy, we deal with Influencer Marketing in a much more qualitative and relevant way. This allows us in particular to better target the influencers with whom we wish to collaborate.

Thanks to its database, Kolsquare allows us to quickly research / find / analyse the influencer profiles most relevant to our brand. Its Chrome extension connected directly to Instagram is also very useful since it provides the detailed data of each influencer that we work with.

Amélie Brulé
Head of Influence Marketing & Social Media @LALALAB

Results

Thanks to its implementation, Kolsquare enables LALALAB to analyse the KPIs of each influencer profile and allows the brand to really save time in decision-making regarding the involvement of KOLs (Key Opinion Leaders).

Involved talents

Jennifer_Crn
Influencer
+2.9K subscribers overall
📷 ▶

Carla Front Low
Journalist, Blogger
+18.9K subscribers overall
📷

Noholita
Influencer
+1,1M subscribers overall
📷 🐦 f ▶

Whext_travelblog
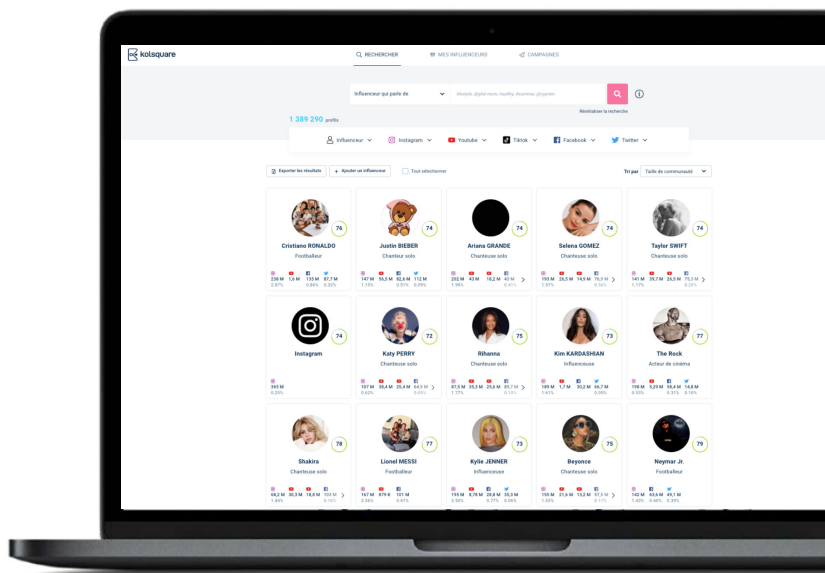Blogger
+37.1K subscribers overall
📷

Enabla
Blogger
+49.9K subscribers overall
📷 🐦 f ▶

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

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