Goals

👁 Notoriété

⭐ Image de marque

Strategy

Influencer Marketing is conducted weekly and on two levels at Sybel: the sharing of the brand's contents and/or the creation of contents by certain involved talents.
Sybel works all year long with creative KOLs (Key Opinion Leaders) and regularly activates the co-creation lever with macro and micro-influencers.

The Kolsquare solution allows the brand to make sure that it addresses the right target and that its goals set in advance of the influencer campaigns will actually be achieved.

"

We chose to use the Kolsquare solution for the quality of influencer data. This allows us to save much time, avoid wrong picks and thus create more reliable projects.

Throughout the creation of our latest "Storytimes", Kolsquare helped us find the talents who met our needs the most in order to include many profiles with several stories to tell, from micro to macro-influencers.

Nicolas Prokopiadis,
Social Media Manager at Sybel

Results

By including Influencer Marketing in its global strategy, Sybel observed a steady increase in downloadings after each campaign conducted. This strategic lever permits increasing notoriety, traffic and forward, the brand's revenue as well as ensuring greater reliability on the operations conducted.

+ 100	+50
CAMPAIGNS LAUNCHED	PROFILES INVOLVED

👥 Involved talents

Storytimes

Juste Zoé
Influencer
+3.5M followers in global
📷 🐦 ♪ ▶

Alexandre Gigow
Video maker
+583K followers in global
📷 🐦 f ▶

Emy LTR
Video maker
+3M followers in global
📷 🐦 f ▶

Emma CakeCup
Influencer
+5.1M followers in global
📷 🐦 f ♪ ▶

Original Sybel Creations

JeremdMonkey
Video maker
+1.1M followers in global
📷 🐦 f ▶

PV Nova
Singer
+977K followers in global
📷 🐦 f ▶

Studio Danielle
Video maker
+4.4M followers in global
📷 🐦 ♪ ▶ f

kolsquare
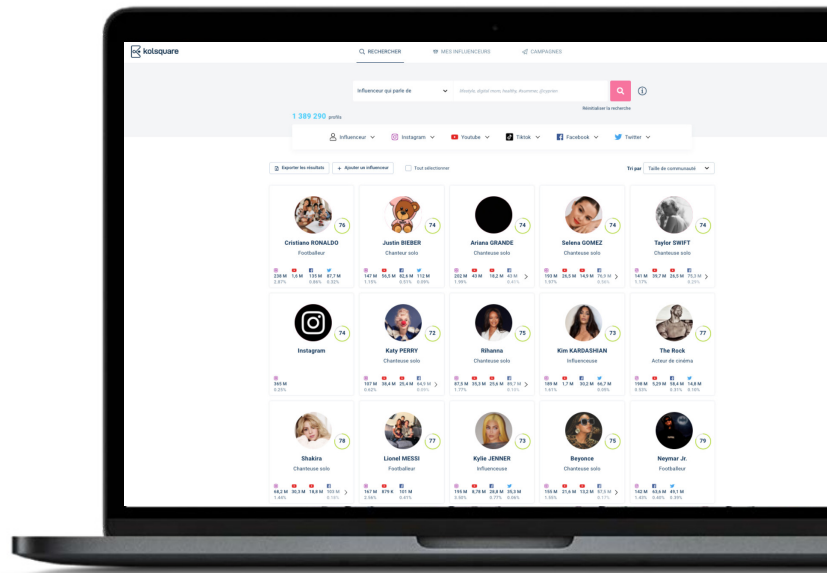
Your Influencer Marketing Technology

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