

## ☰ Goals

- 👁 Visibility
- ★ Brand image
- 📍 Acquisition

## 🎯 Strategy

Created in 2007, The Desk is an agency specializing in influencer communications which keeps its first promises: a reliable strategic approach, contents in line with the expectations of the intended targets, an activation of the most relevant communication levers.

**Thanks to the Kolsquare technical solution of Influencer Marketing, The Desk team can now offer more profiles of KOLs (Key Opinion Leaders) relevant for its clients in accordance with their strategic goals.**

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Today, Influencer Marketing is an essential lever at the heart of our strategy. It also mingles with media relations and with the other marketing focuses that we process everyday.

In addition to the ergonomic format of its solution, Kolsquare offers numerous possibilities: campaign creations, contact, quick research of influencers,... Its integration especially permitted to complement the manual work of searches and listings already created by our teams.

### **Constance Aubard**

*Social Media Manager chez The Desk*



## ☑ Results

We like to work with the Kolsquare tool thanks to the various functionalities it offers. The Kolsquare team is also very attentive, which allows us to easily exchange about our requests with them.

### 👤 Involved talents



#### **MySweetCactus**

Blogger

+74.2K followers in global



#### **Walter Denéchère**

Editor, Make-up Artist

+3.5K followers in global



#### **Alix Saint Georges**

Influencer, Skin Therapist

+1.6K followers in global



#### **UnetUnFontSix**

Blogger

+8.3K followers in global

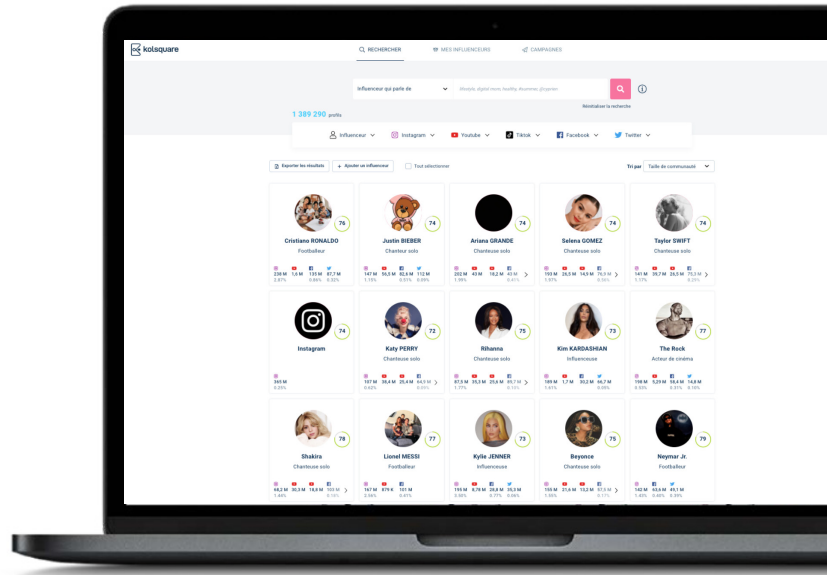




# Your Influencer Marketing Technology

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!

