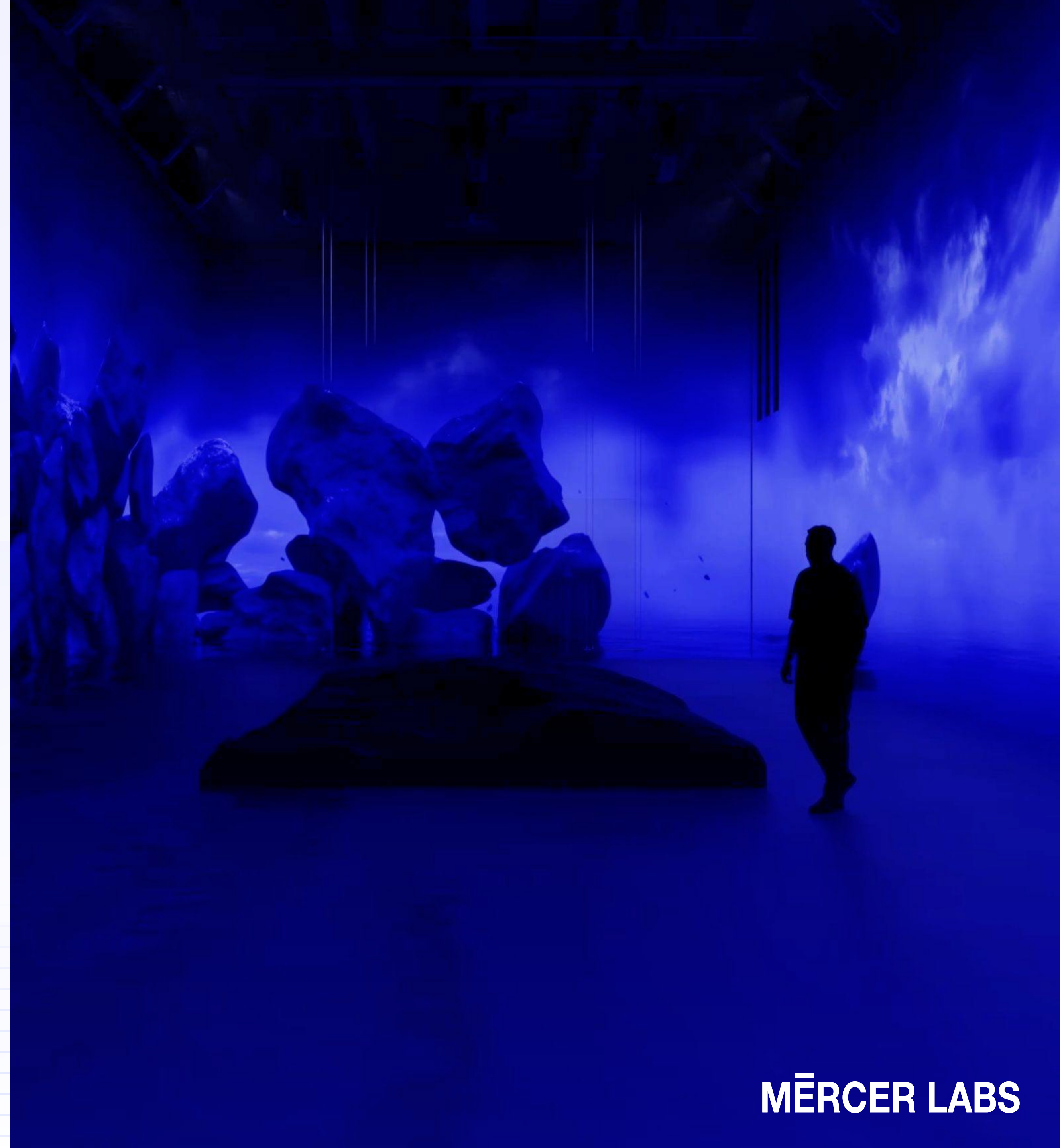


Case Study

MercerLabs drives 6x ROI with Creator Affiliate Program



Results

200 creators helped MercerLabs reach 6x ROI

- ✓ MercerLabs cross-referenced existing influential customers from their CMS with Upfluence's creator database, and reached out to over 10k creators in NYC.
- ✓ Upfluence's automations increased response rate to 15%, and allowed over 200 creators to onboard automatically to promote Mercer Labs' exhibit through an affiliation campaign.
- ✓ The bulk-creation of affiliate discount codes for influencers helped drive sales and generated 6x return on investment with creators posts.



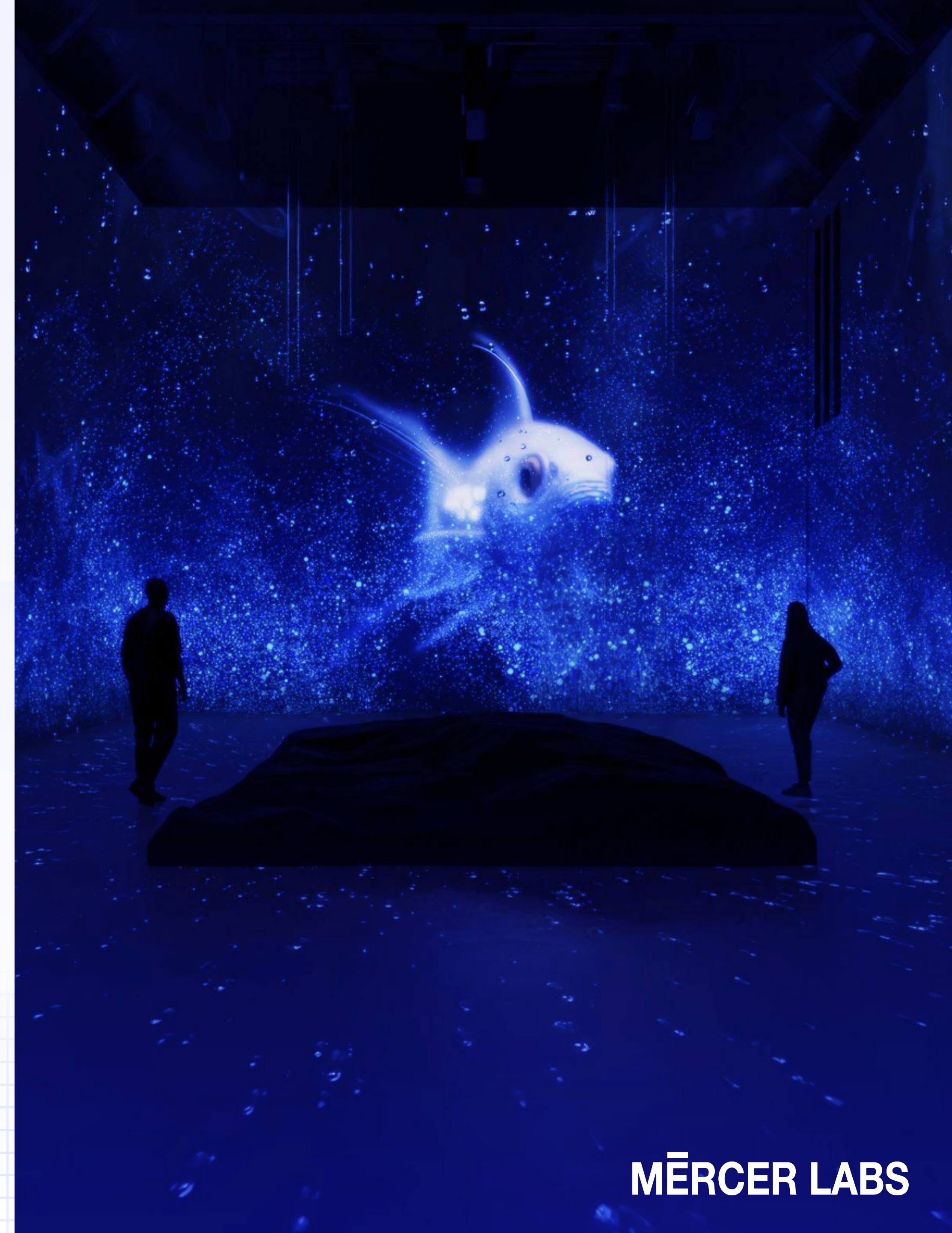
MERCER LABS

Context

About MercerLabs

Mercer Labs is a museum dedicated to fostering curiosity and exploration through **immersive exhibits and innovative programming.**

The museum offers visitors a chance to engage with a **rich blend of art, science, and history**, providing a dynamic space for learning and discovery.

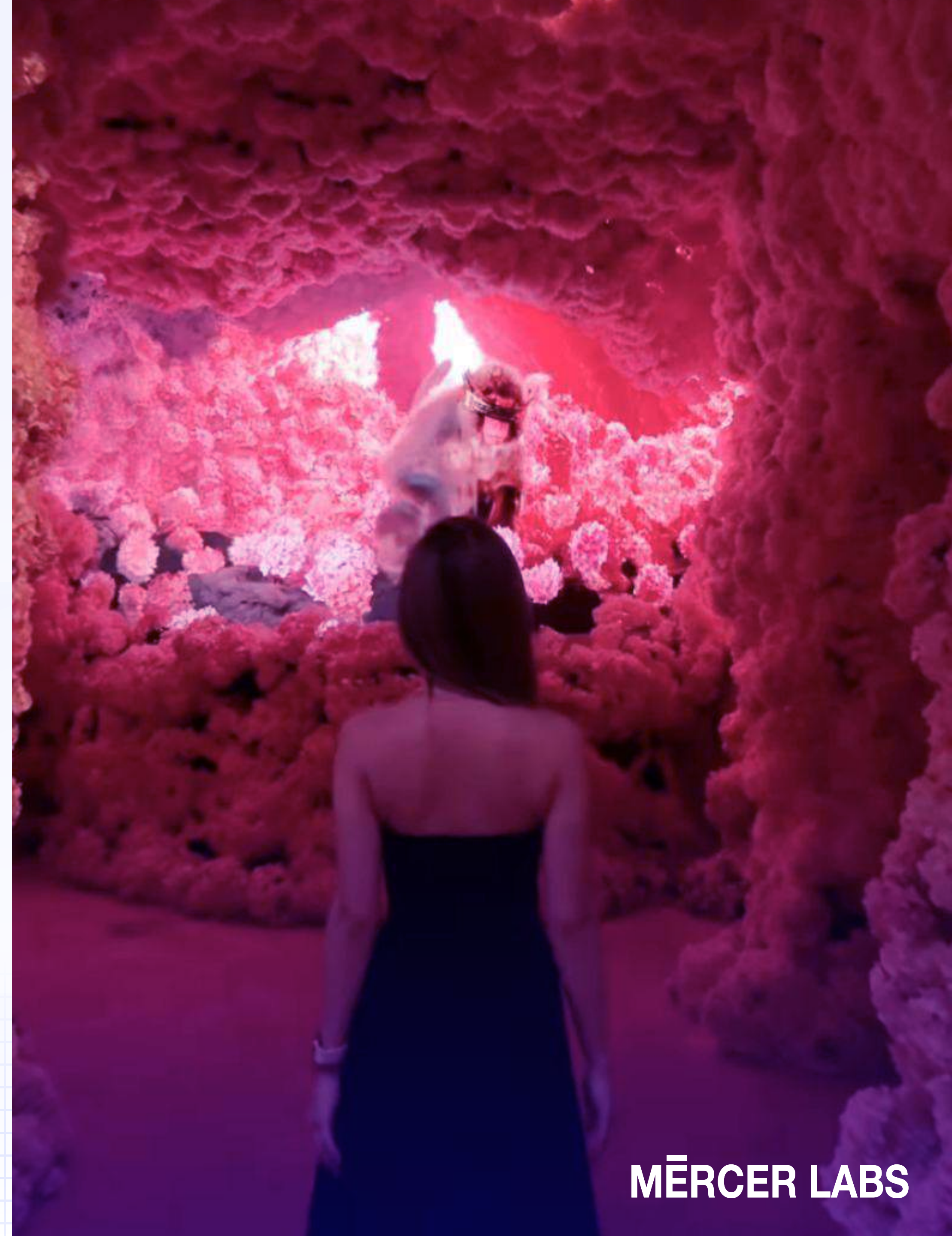


MERCER LABS

Pain Points

MercerLabs needs coming to Upfluence

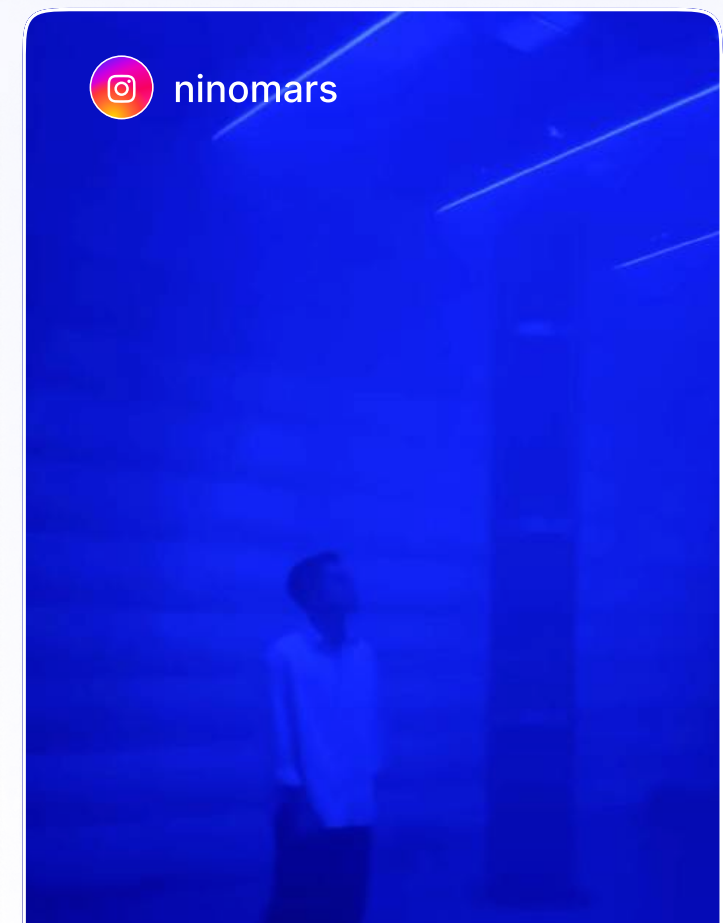
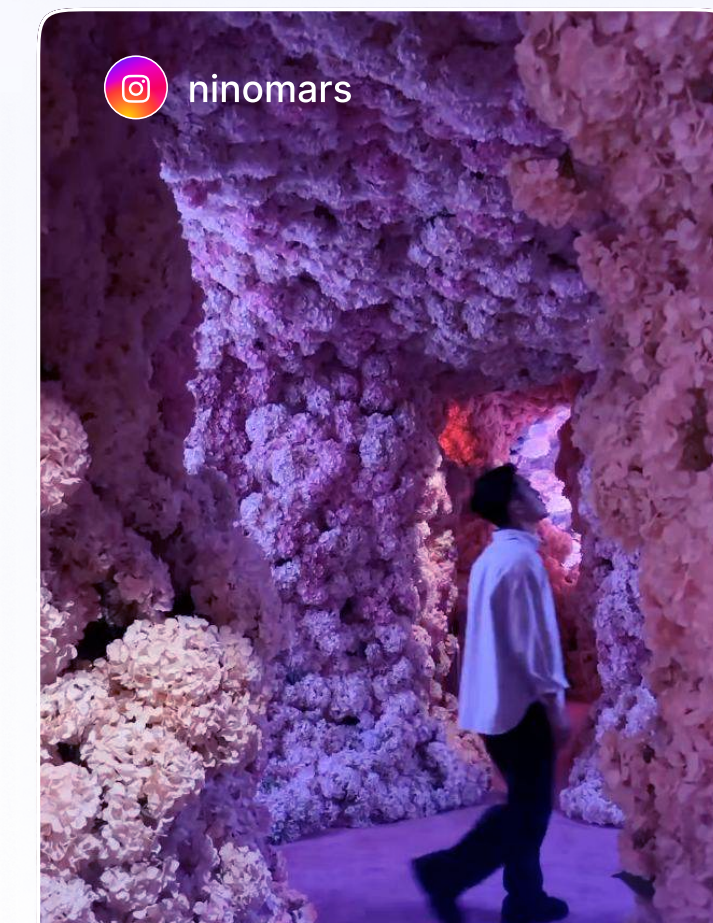
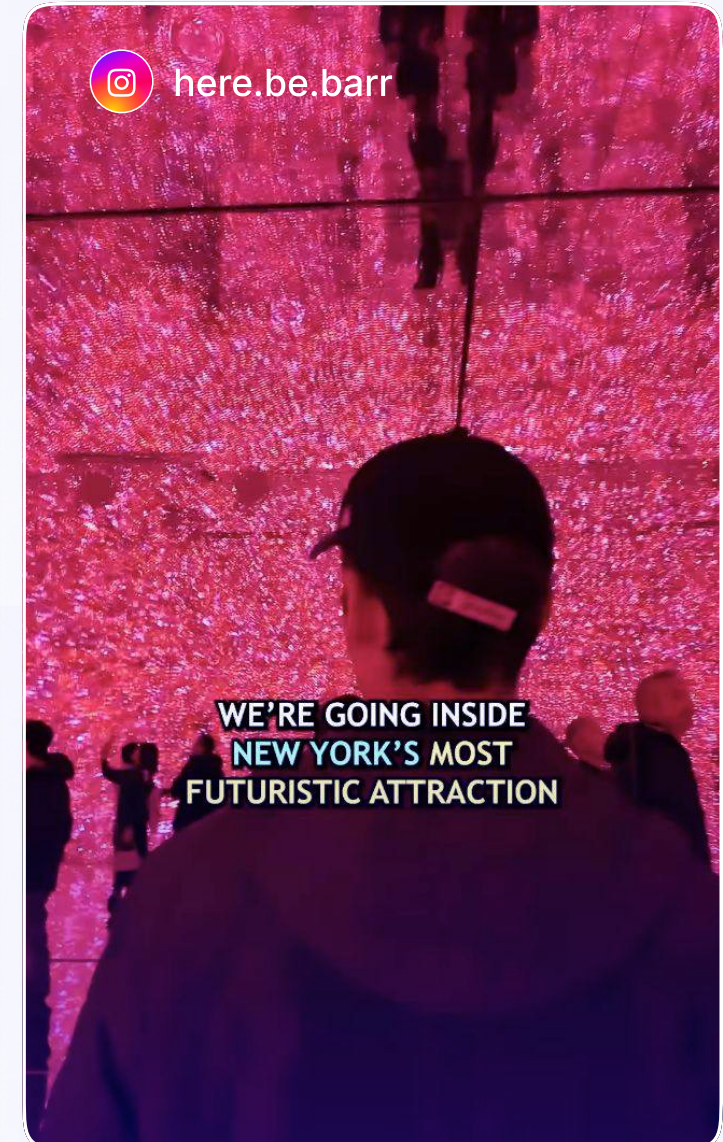
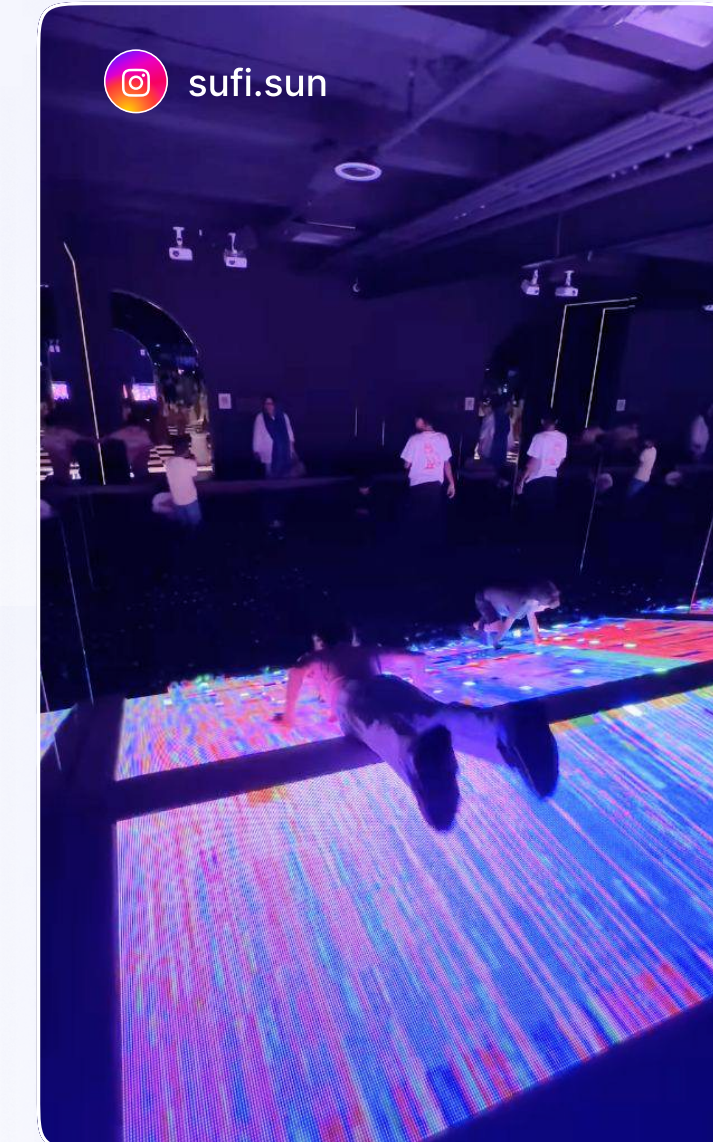
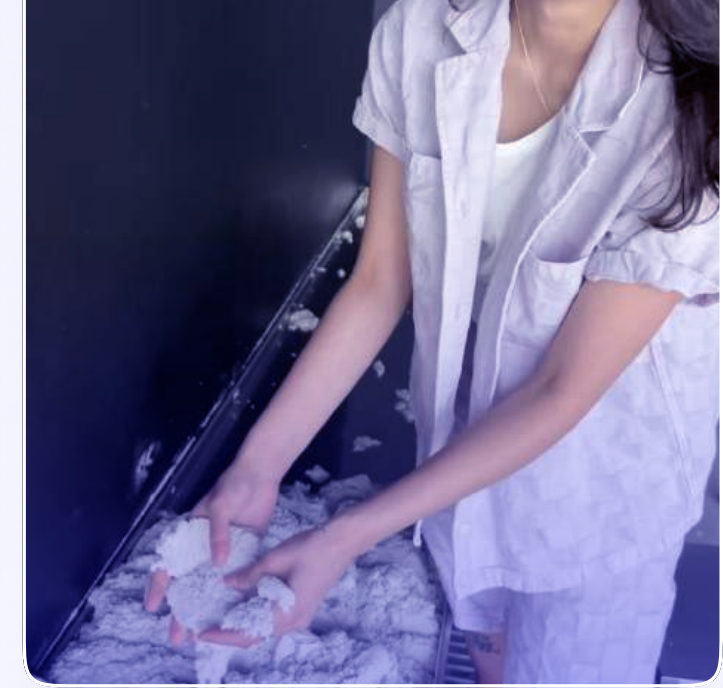
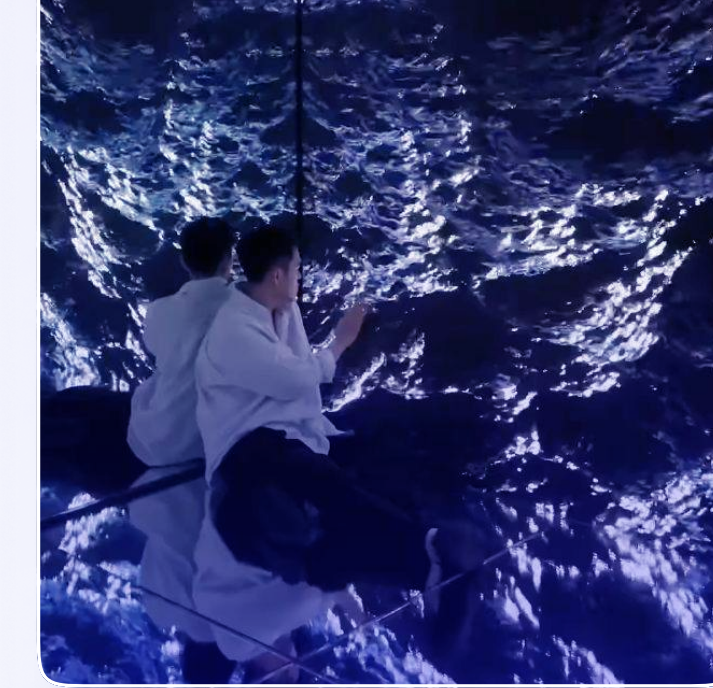
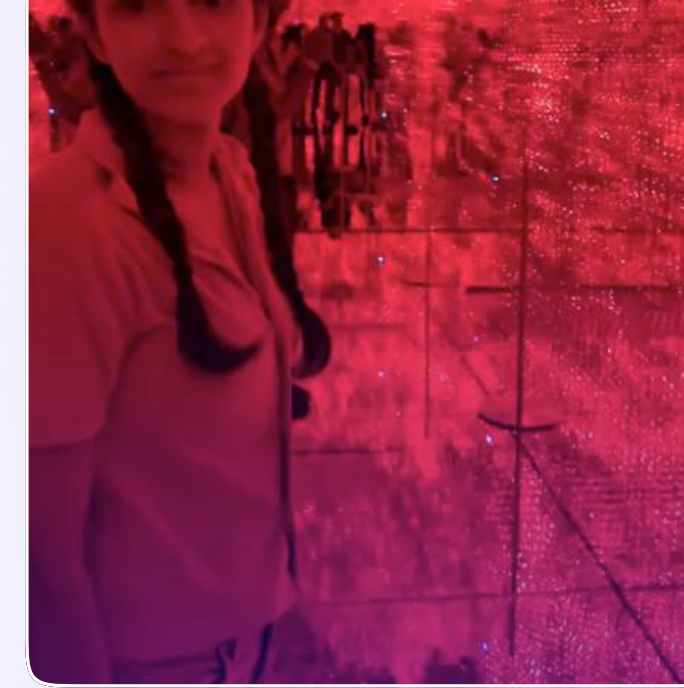
- ✓ Increase ticket sales and streamline creator collaborations with an all-in-one influencer platform.
- ✓ Track unique sales back to creators and analyze campaign performance to focus on best performers.
- ✓ Manage large-scale influencer marketing and ensure proper follow-ups with to their large list of creators and collaborations.



MERCER LABS

How they unfolded their campaign strategy

- ✓ Hired Upfluence's agency to fully manage their campaign in the platform. Their expertly crafted campaigns focused on proven top-performing creators to drive profitability.
- ✓ Chose a risk-free affiliate model, ensuring revenue with low upfront fees. Creators received revenue-based variable percentage commissions.
- ✓ Leveraged our exclusive Live Matching feature to connect with existing influential customers, 7x more likely to work with them.
- ✓ Used Upfluence to streamline communications, affiliate link creation, campaign management, and more—all in one place, saving hours daily.





Revolutionize your influencer campaigns.

Run creator programs that sell. Implement Upfluence into your influencer marketing stack, grow your business today.

Get Started

