

Case Study

\$50k in 5 month: Afnan's Creator-Led Revenue Win

Results

Smarter and More Profitable Creator Programs, at Scale



5 months, \$50k+ sales

The first campaign through Upfluence led to hundreds of orders, with influencers successfully converting new customers.



47% Conversion Rate

Demonstrating strong influencer engagement in creator onboarding the program.



Performance Marketing

Each influencer was provided a flat fee +15% commission on sales generated, incentivizing performance-driven partnerships.



Successful influencer marketing strategy

Afnan Perfumes successfully scaled its influencer marketing strategy, evolving from initial gifting campaigns to high-impact, performance-driven influencer programs.



Challenges

Lost Sales, No System: Why Afnan Needed Upfluence

- ✓ Challenges in effectively managing and scaling influencer marketing campaigns due to a lack of streamlined systems and automation.
- ✓ Limited attribution and performance tracking capabilities, making it difficult to measure the direct impact of influencer marketing on sales.
- ✓ Expanding into the U.S. market demanded a strategic approach to identifying and effectively engaging high-value creators.



Goals

Turning Influence into Sales: Afnan's Game Plan

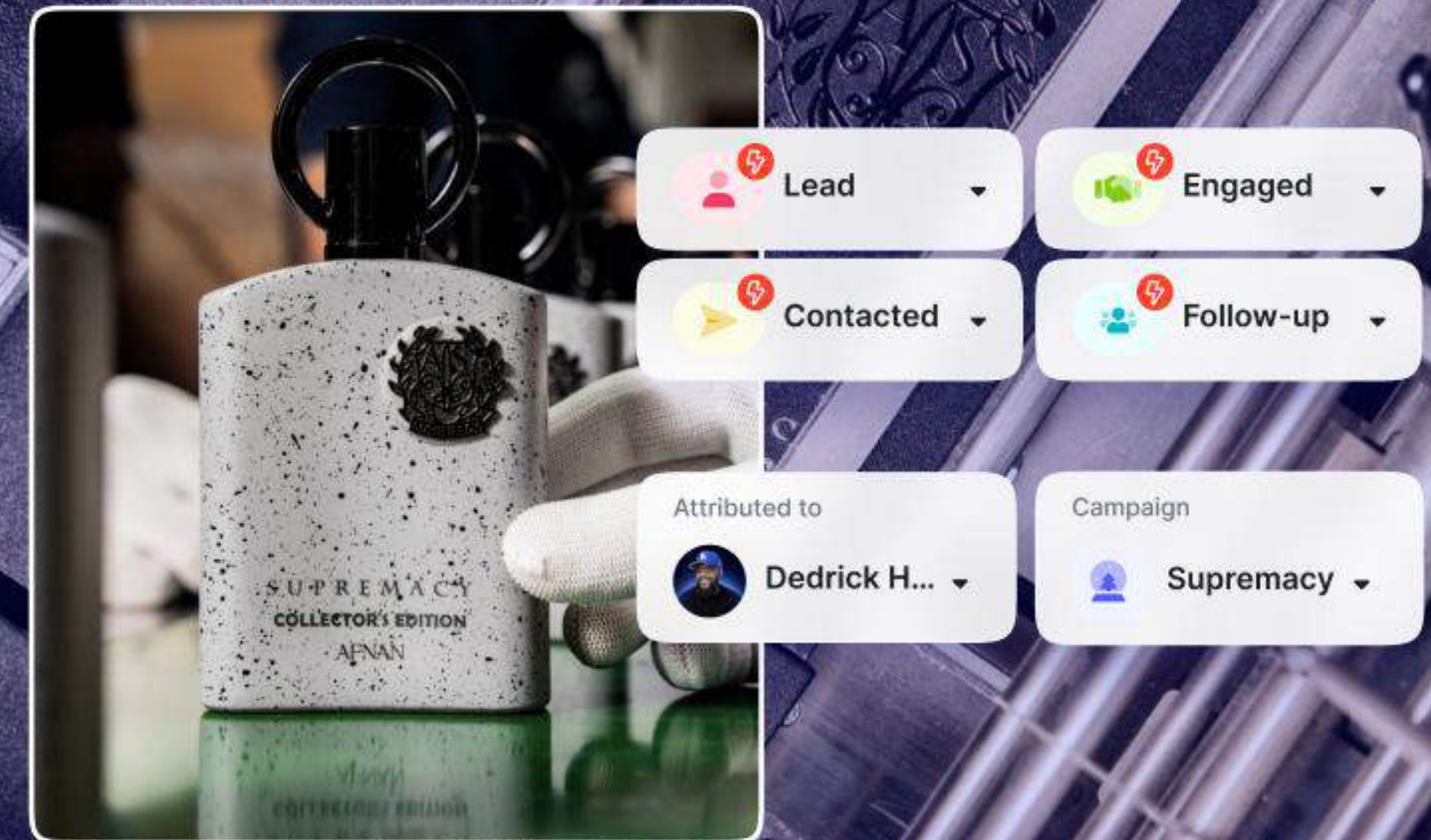
- 💡 Build influencer programs as a revenue-generating channel with automated tracking and effective sales attribution.
- 💡 Streamline and automate influencer campaign management to maximize efficiency and resources.
- 💡 Identify and engaged relevant creators in the U.S. market to boost brand awareness and drive measurable sales.



Our Solution

Fueling Sales Growth: How Upfluence Helped Afnan

- ✓ Leveraged **Live Capture** to quickly create dedicated landing pages, engaging their community and driving influencer collaborations. In just three months, they captured 605 interested creators.
- ✓ **Automated email flows and bulk invitations** streamlined their outreach and creator onboarding, significantly reducing manual effort and time.
- ✓ **One-click shipping and automated follow-ups** streamlined campaign execution, ensuring smooth product delivery and efficient program management from start to finish.
- ✓ Upfluence's **Amazon integration, combined with bulk tracking link creation**, provided detailed insights into influencer-driven sales, enabling precise performance measurement and attribution.
- ✓ Utilized **Upfluence Pay** to automate influencer payments at scale, easily managing both flat fees and commission-based payments in one click, worldwide, and fully compliant.





Ready to transform your e-commerce strategy?

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

Get Started

