

Case Study

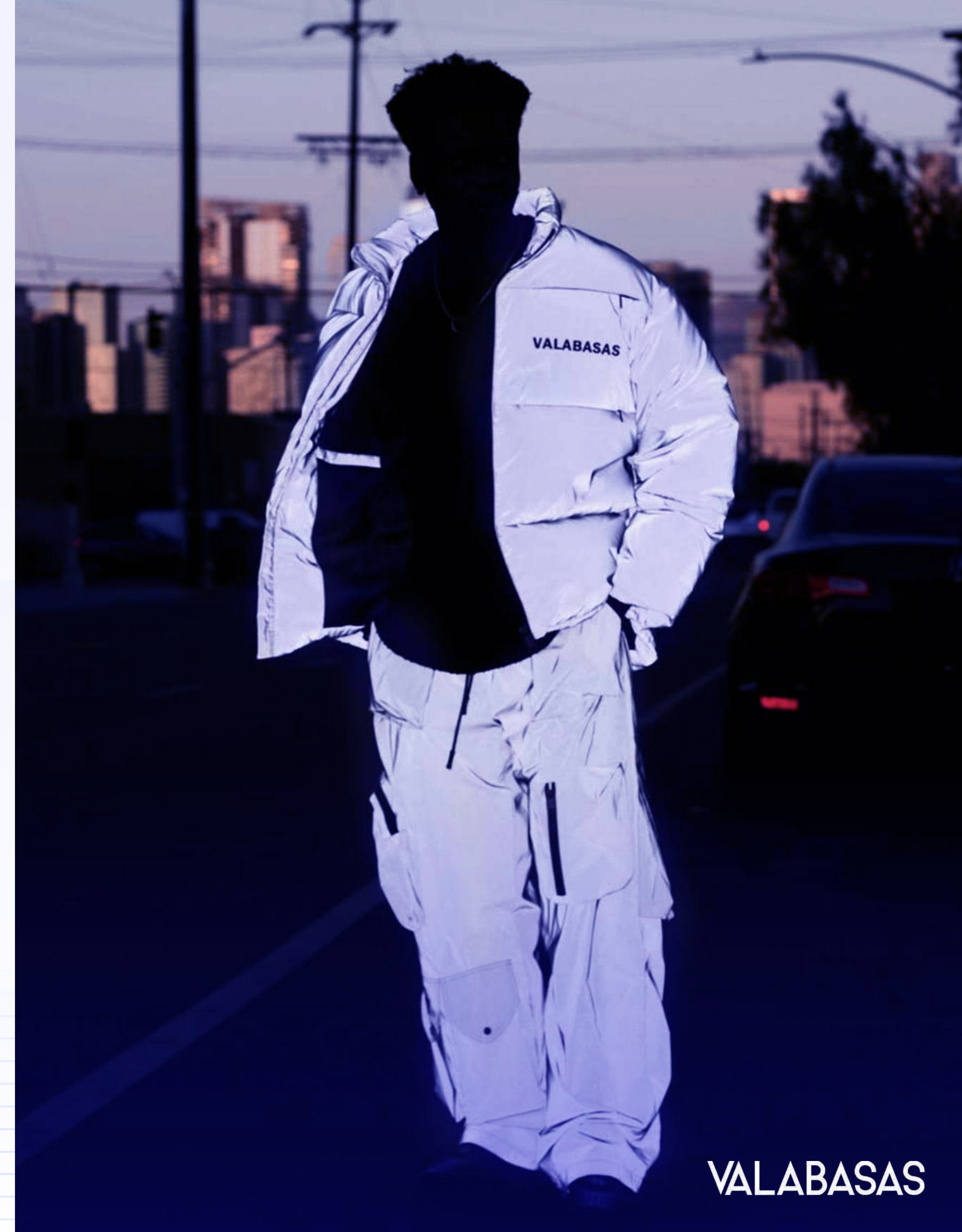
Valabasas drove 14x ROI turning influential customers into brand affiliates



Results

One campaign. Three months. \$165K in sales. 14x ROI. Mic drop. 🎤💥

- ✓ Valabasas sold \$165K in just 3 months from their first Upfluence campaign, with minimal costs—just goods and shipping, no additional ad spend, and no platform fees on sales generated, achieving close to 14x in ROI.
- ✓ By leveraging existing influential customers as creators, they saw increased engagement and stronger performance, with close to 100 posts and an average campaign engagement rate of 10%, proving the power of authentic affiliation programs.
- ✓ Building on their success, Valabasas scaled their strategy with Upfluence—expanding from gifting collaborations to high-impact paid programs. By partnering with performance-vetted creators, they ensured sustained growth and ongoing success.



VALABASAS

Context

About Valabasas

Valabasas is a men's fashion brand designed to inspire confidence and challenge the status quo through meaningful, stylish products.

Built on values of loyalty, hard work, and creativity, Valabasas inspires people to believe in themselves and pursue their biggest dreams, which is reflected in the empowering quotes on their products.



Pain Points

Challenges that led Valabasas to Upfluence

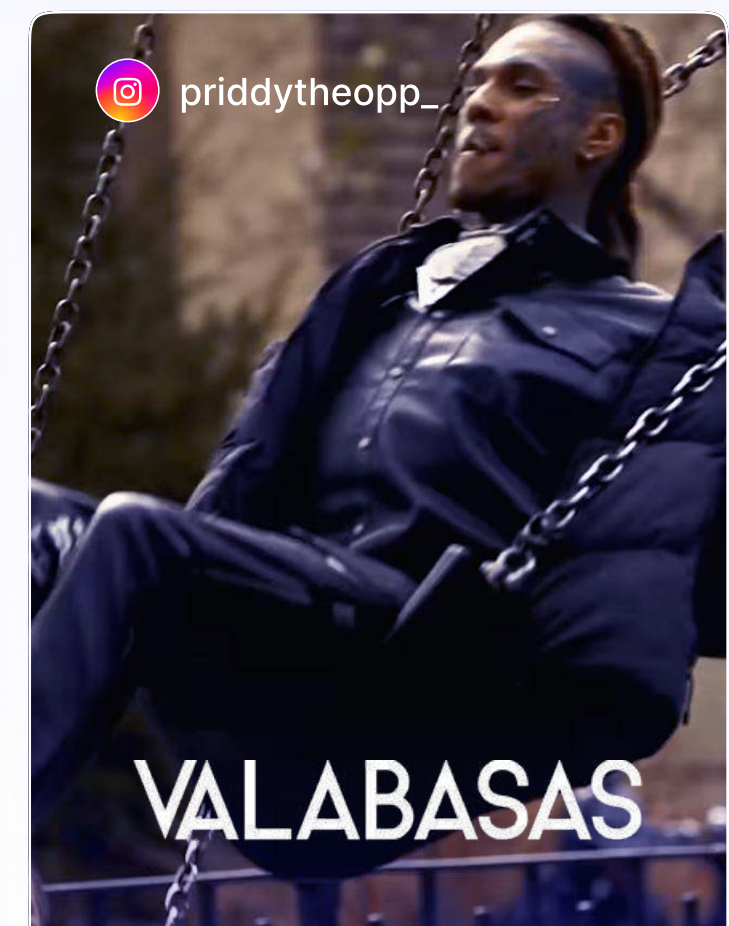
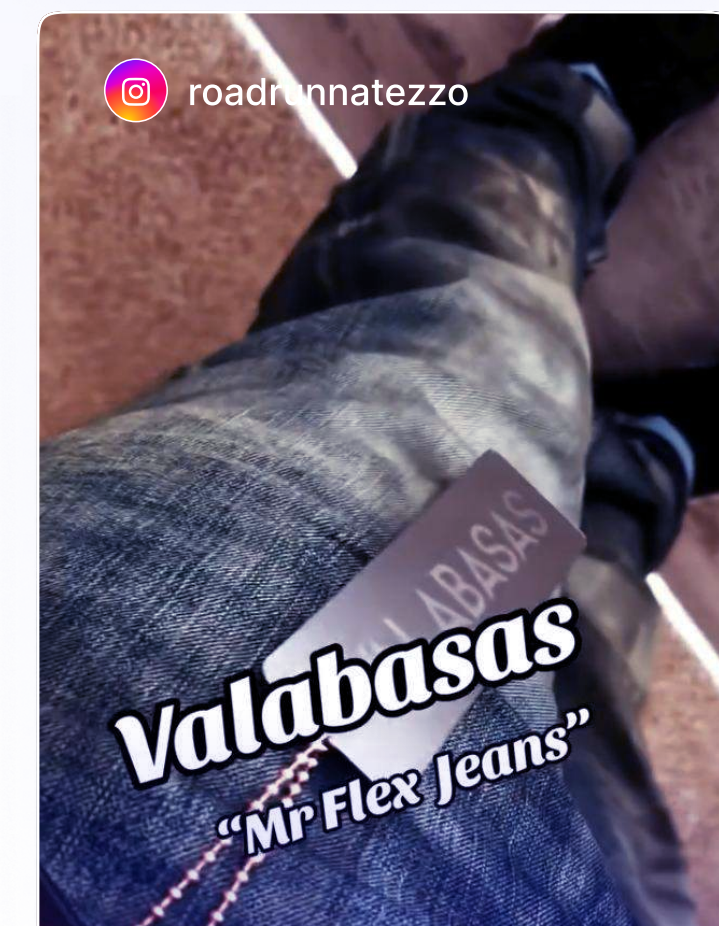
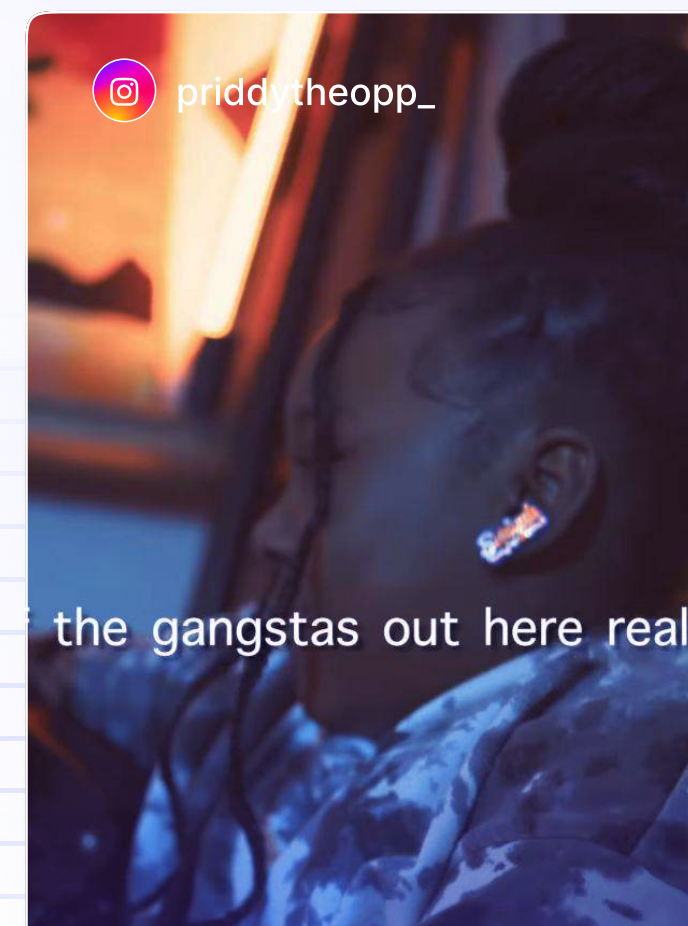
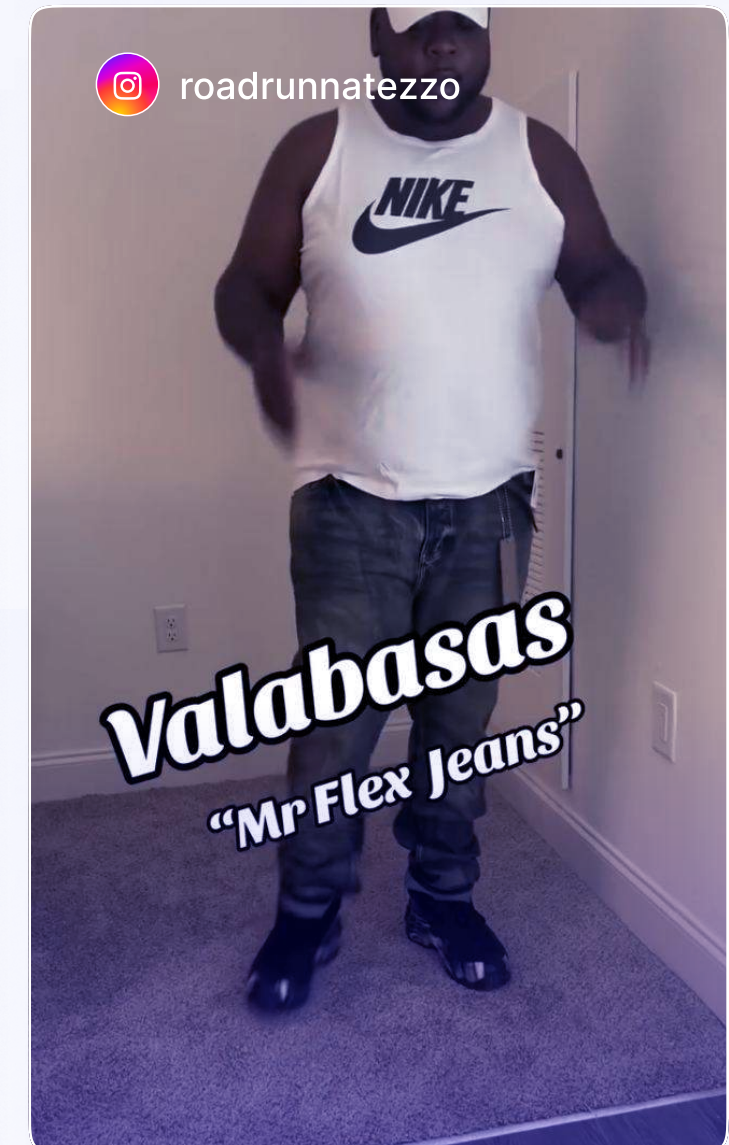
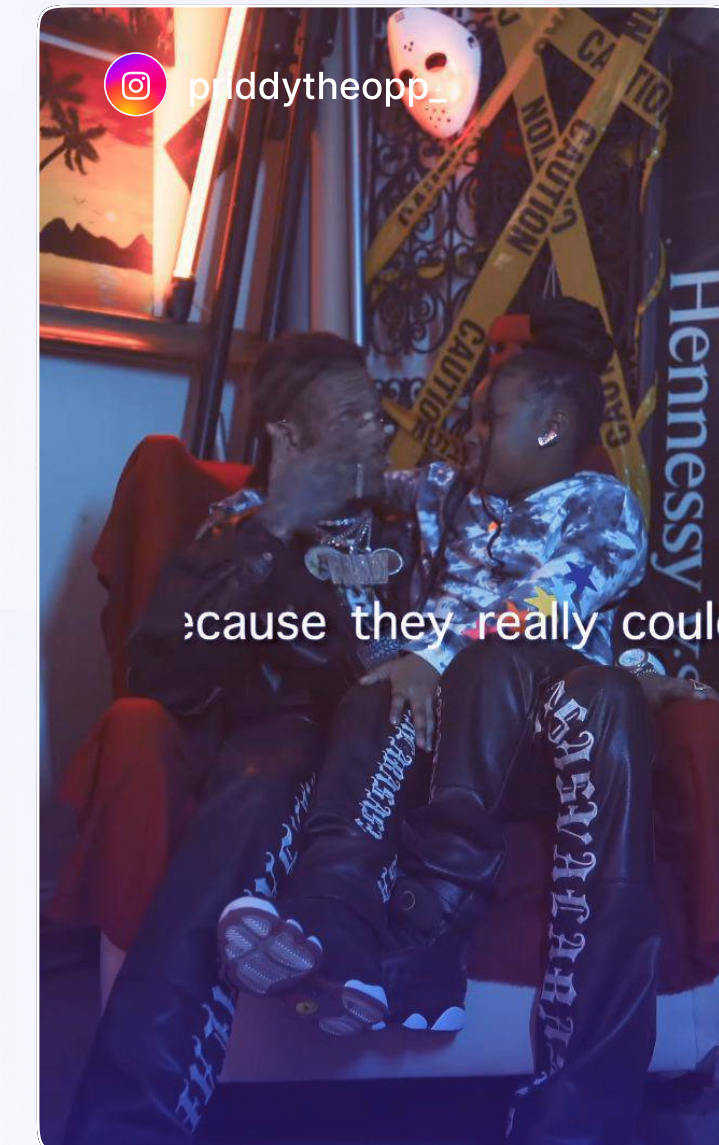
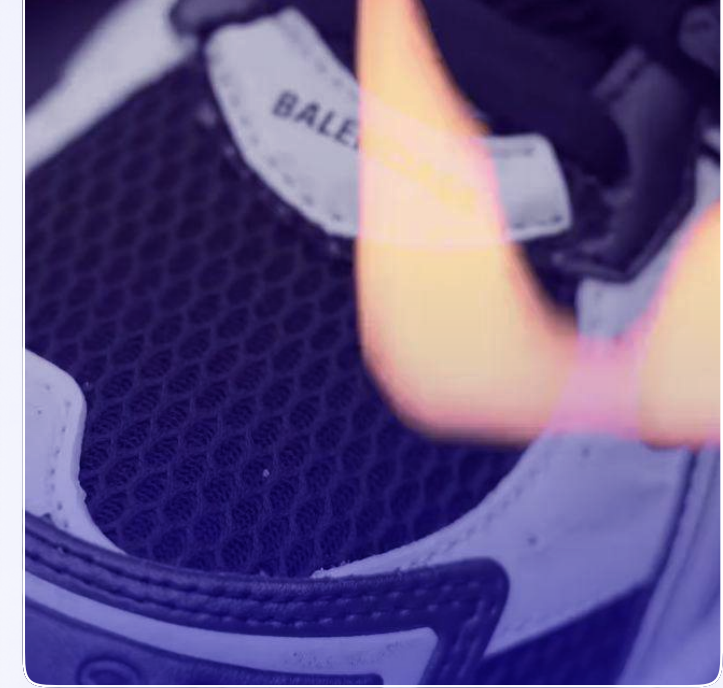
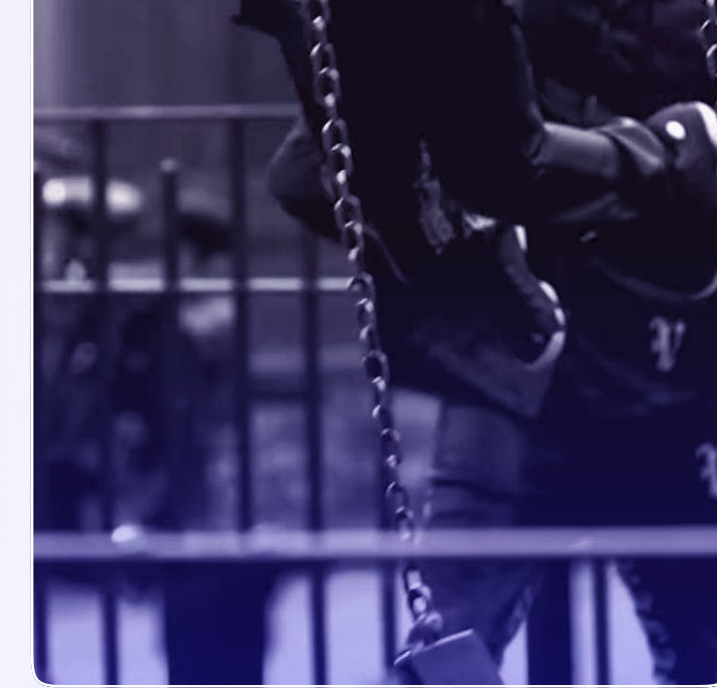
- ✓ Need to build strong partnerships with high-value creators to drive sales, including influential customers who already align with and buy their brand.
- ✓ Struggle to identify those relevant and engaged creators, resulting in missed strategic opportunities for collaboration.
- ✓ No streamlined system and monitoring: inefficient and time-intensive campaign management process.
- ✓ Lack of attribution capabilities and performance tracking: hindered ability to measure sales impact and ROI directly linked to influencer marketing.



Valabasas Strategy

How Valabasas improved their campaign process

- ✓ Leveraged Upfluence's exclusive Live Capture feature to scan their Shopify customer base, uncovering over 900 creators already organically shopping their brand.
- ✓ Automated email flows and bulk invitation features made it easy to manage outreach and onboard those creators quickly and efficiently, saving hours of their day.
- ✓ One-click shipping and bulk tracking link creation ensured smooth campaign management and precise performance measurement.





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

