

Amplifying big content from smaller partners, **impact.com** delivers **2X target impressions** for **Vivino**



Situation

Needed to engage a wide audience

Vivino aims to make wine discovery and purchase fun, accessible, and effortless for all wine consumers. To reach this broad audience, Vivino needed help finding the right creators to educate wine drinkers in a fun and approachable way and achieve its key goals to:

- Promote the Vivino app's unique features, including its taste profile, wine scanner, and personalized recommendations
- Amplify posts that drive traffic to the Vivino website for conversion
- Capture high-quality content that demonstrates how to use the app's features and highlights the variety of wines available for purchase
- Ensure the brand is relatable, encompasses all wine shoppers, and offers accessible guidance

About

Vivino

Vivino is the world's largest online wine marketplace and the most downloaded wine app, powered by a community of millions. Vivino uses crowd-sourced data to personalize wine recommendations so that every community member feels confident about their wine choices.



Solution

Invest in reach, engage with content

The impact.com team developed and built Vivino's influencer program using a mix of influencer tiers, engaging video content, and content amplification that drives traffic to the brand's website.

Next, impact.com expanded Vivino's influencer network with 10 diverse new voices, from parents and chefs to wine experts, sharing how Vivino helps everyone find the right wine based on their individual taste.

To maximize impressions and influencer-generated content (UGC), the team recruited a mix of micro- and mid-tier influencers. Vivino capitalized on prominent influencers' large audiences and took advantage of cost-effective content from smaller creators.

Using a three-pronged approach to casting potential influencers, the impact.com team began by presenting on-platform applicants it had previously worked with and could recommend based on their strong performance.

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The impact.com team's comprehensive approach in collaborating with the Vivino team every step of the way helped us to partner with the right mix of influencers to meet our program goals and made it a very smooth and pleasant experience.

Reyna Piñon

Associate, Brand Marketing
Vivino



Solution (cont.)

Invest in reach, engage with content

Next, the impact.com team hired mid-tier creators with powerful content production capabilities through talent managers. Using off-platform recruiting, they recruited Vivino users and category experts.

Thanks to the impact.com team's expertise, Vivino could:

- Negotiate usage rights to repurpose content and manage a paid amplification campaign focused on generating clicks within a target audience
- Commission original content, including video tutorials that showcased specific app features and eye-catching images for amplification
- Partner with a diverse pool of influencers that shared how Vivino helps everyone find the perfect wine, depending on personal taste



@by_lakeisha

Outcome

Great influencer content exceeds all targets

By amplifying the most dynamic imagery and videos that showcase how to use Vivino's unique app features, impact.com's influencer strategy achieved 1.36m impressions and more than 11k clicks – doubling the brand's performance while staying within its cost-per-thousand (CPM) targets.

Partnering with micro-influencers with loyal audiences led to a strong engagement rate, while mid-tier influencers captured vital impressions.

The entire program exceeded contracted performance goals, delivering more than 684k additional impressions and more than 31k extra engagements.

Top-performing influencers were re-engaged in a follow-up holiday season campaign.



impressions



engagements



clicks