



How **Fabletics** Reduced its Customer Acquisition Cost by 30% With CreatorIQ

CreatorIQ Case Study

Tribe Dynamics, a CreatorIQ company, was acquired in September 2021. The features discussed in this report are still available to CreatorIQ clients.



“CreatorIQ is a vital part of our influencer strategy at Fabletics. Being able to take informed risks and test new strategies, all while easily being able to access social, audience, performance and integrity metrics of potential new partners, has made evolving our program so easy.”

Kelly McDermott

Director of Brand Partnerships and Influencer Relations, Fabletics

Goal:

✓ Build Lasting, Productive Partnerships With Creators at Scale

When it comes to influencer marketing, Fabletics is all about long-term relationships. Rather than opting for one-off partnerships, which tend to prompt short-lived spikes in activity, the activewear brand strives to achieve lasting, sustainable online conversation by nurturing time-honored connections with creators.

However, as Fabletics scaled its influencer program, the brand faced two key challenges. First, Fabletics needed to ensure that its consistent champions continued to drive engagement and conversion quarter after quarter. Second, Fabletics sought to bring new styles and new demographics of creators into its community, all while prioritizing the lifetime value of its relationships.

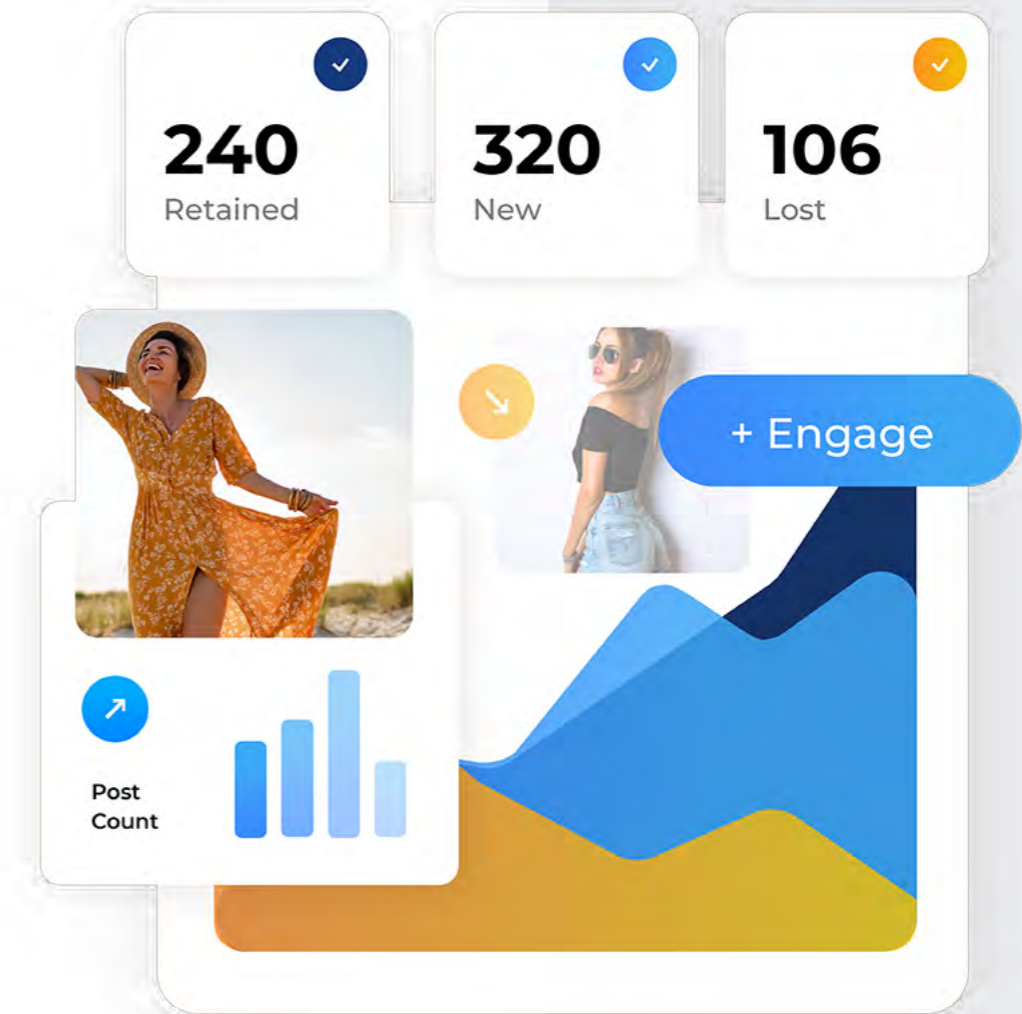


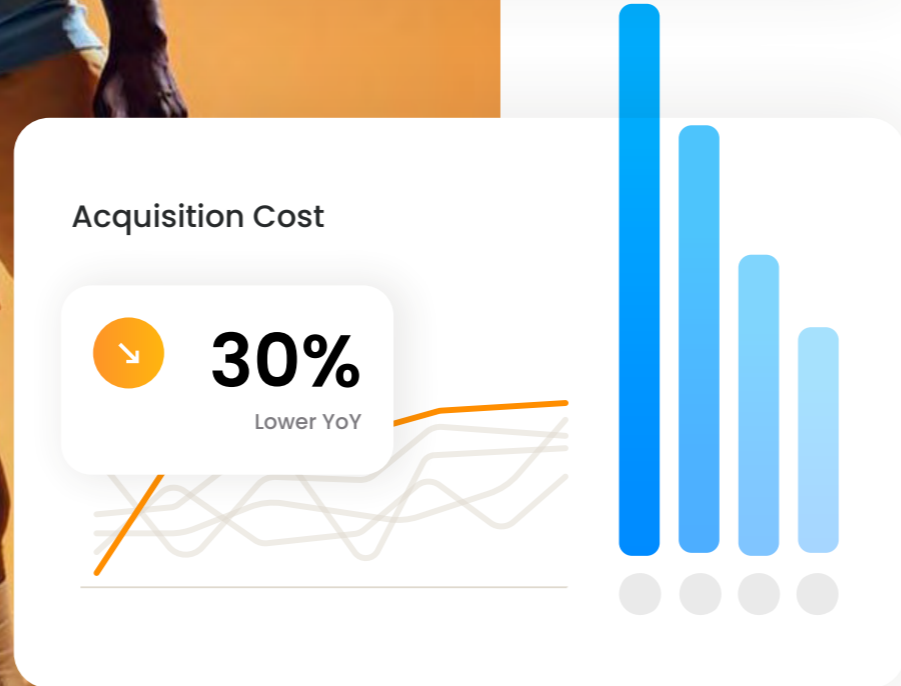
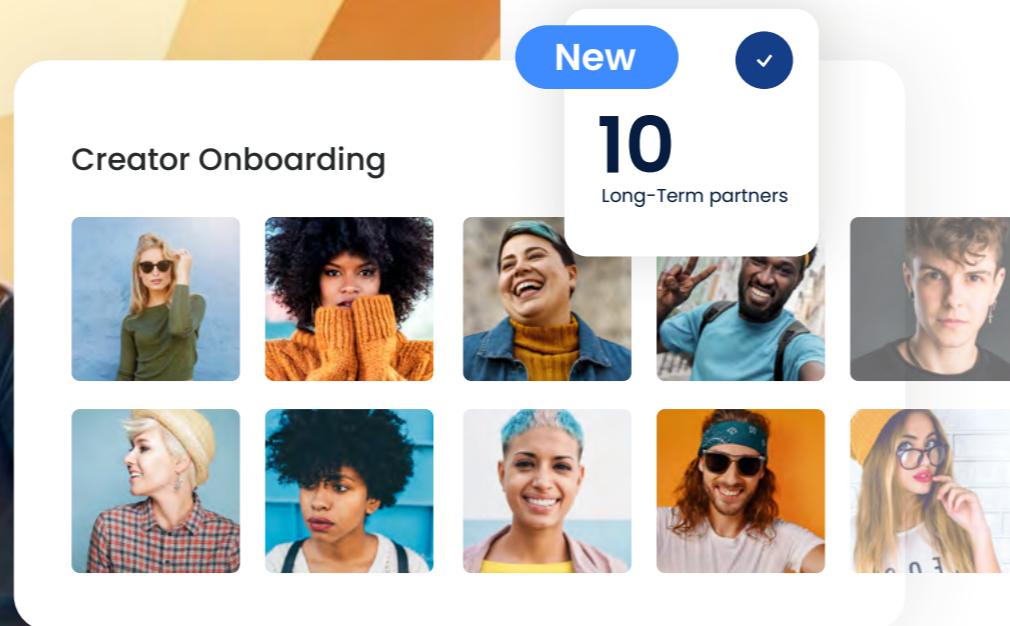
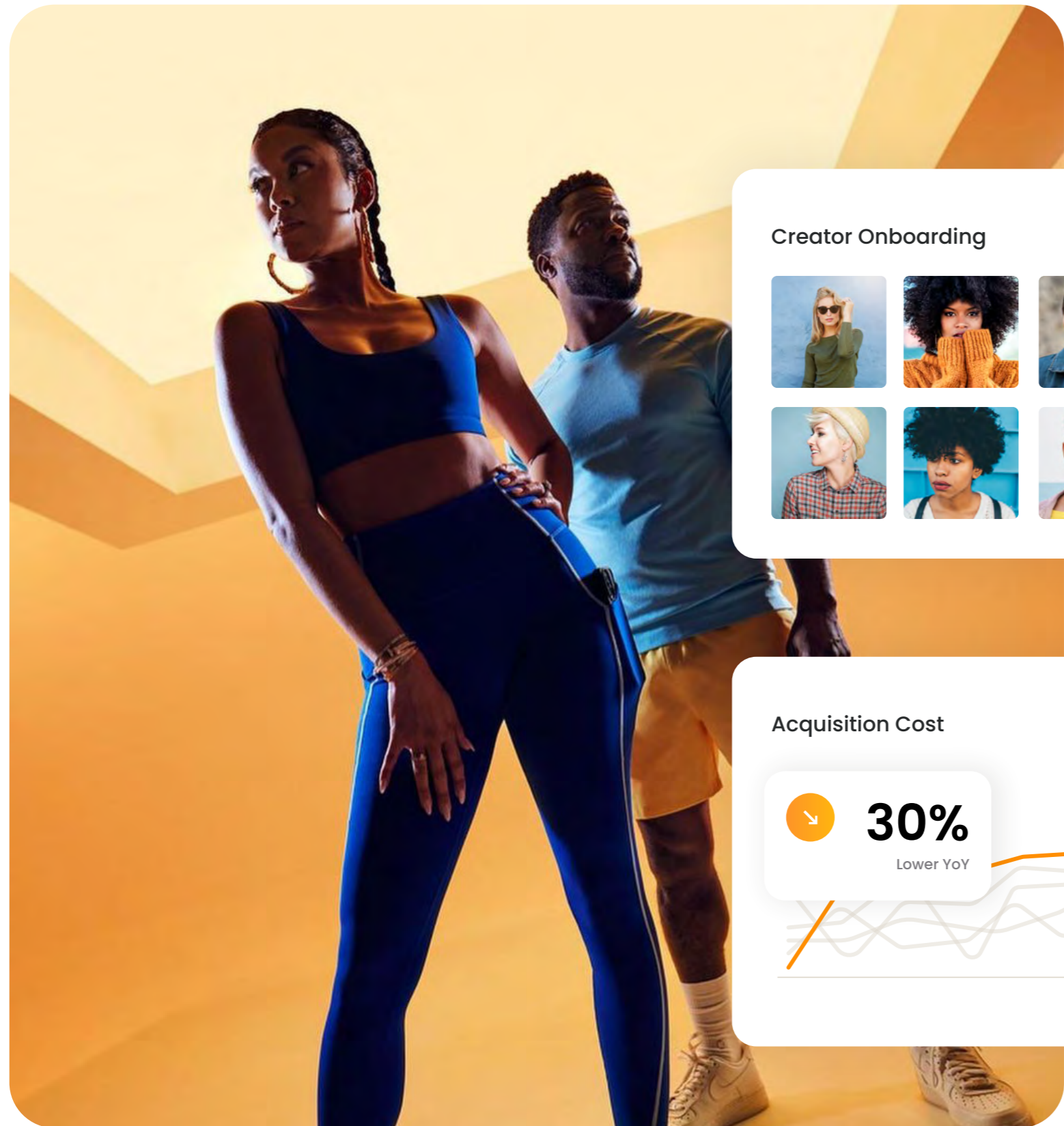
Image via Fabletics on Instagram

Solution:

✓ Holistically Evaluate New and Existing Relationships With CreatorIQ's Influencer Analytics

With CreatorIQ's platform, Fabletics unlocked in-depth insights on creators across its community, accessing data related to the performance, audience makeup, and integrity of both longtime and potential partners. By monitoring the activity and effectiveness of its consistent advocates, Fabletics could ensure that these influencers continued to drive value over time as the brand's program matured. Meanwhile, the brand easily surfaced new, impactful creators using CreatorIQ's Creator Discovery feature, which recommends strategic partners based on influencers' demographic data, audience, and historical performance. For additional vetting, Fabletics established a "Testing" program for recent fans: the brand conducted short-term outreach to a variety of potential ambassadors, used CreatorIQ analytics to evaluate the strength of these relationships, then onboarded select creators as long-term partners.





Results:

- ✓ Equipped with CreatorIQ's suite of influencer marketing tools and metrics, Fabletics has successfully onboarded 10 long-term partners over the past year.
- ✓ Thanks to the success of its influencer program, Fabletics reduced its customer acquisition cost by 30% over the past year!

Advance your influencer marketing maturity in the age of the Creator Economy with the industry's most trusted software solution.



CreatorIQ is the industry's most trusted creator marketing software, powering advanced creator marketing insights and program management for the world's most innovative enterprise brands. Supported by cutting-edge data science, our Intelligence Cloud enables creator discovery, streamlines marketing teams' workflow, ensures brand security, and provides customized performance metrics. Our intuitive, comprehensive features have helped make CreatorIQ the chosen creator marketing software solution for brands such as AB Inbev, Airbnb, Calvin Klein, CVS, Disney, H&M, Sephora, Unilever, and more.

Founded in 2014, CreatorIQ is headquartered in Los Angeles, with offices in New York, Chicago, London, and Ukraine. In September 2021, CreatorIQ further bolstered our benchmarking and insights capabilities by acquiring Tribe Dynamics, a leading influencer marketing platform that helps passion-driven brands understand the value of their digital earned media.

For more information, and to learn how CreatorIQ can help your brand, visit:

creatoriq.com