A woman is shown from the chest down, wearing a green ribbed top, a tan leather bag with a strap, and a wide tan belt with gold studs. She is wearing multiple gold necklaces, including one with a crescent moon and stars, and a silver bracelet on her left wrist. Her right hand is holding the top of the tan bag.

• Achieving **1.9M** impressions through **46** Chile Instagram influencers.

CASE STUDY

AliExpress



CASE STUDY



## .The Context

AliExpress



Consumer Goods Industry



Fashion and Lifestyle products



China



[aliexpress.com](https://www.aliexpress.com)



[@aliexpress](https://www.instagram.com/aliexpress)

## .The Challenges

### Increase **Social Engagement**

AliExpress looked to generate social media awareness and engagement with Chile-based followers, as a part of their 9-year anniversary.

### Drive **Online Visits to e-shop**

AliExpress aimed to promote and drive conversions to the online site Trendyol, through working with beauty and lifestyle influencers sharing coupon codes.



[www.upfluence.com](https://www.upfluence.com)

[hey@upfluence.com](mailto:hey@upfluence.com)



# .Appendix

## KPIs Explained

### Community Size

The number of followers an influencer has on their social channel.

### Engagement/Interactions

Engagement figures reflect the ways in which fans and followers interact with a social post or story: Likes, Comments, Saves, Story Views, and Clicks.

### Impressions

The total number of times a piece of content was displayed.

### Clicks

The number of clicks is calculated based on the number of website traffic generated from influencers' unique links.

### Engaged Audience

An influencer's engaged audience is the community that engage with influencers through liking and commenting on their posts.

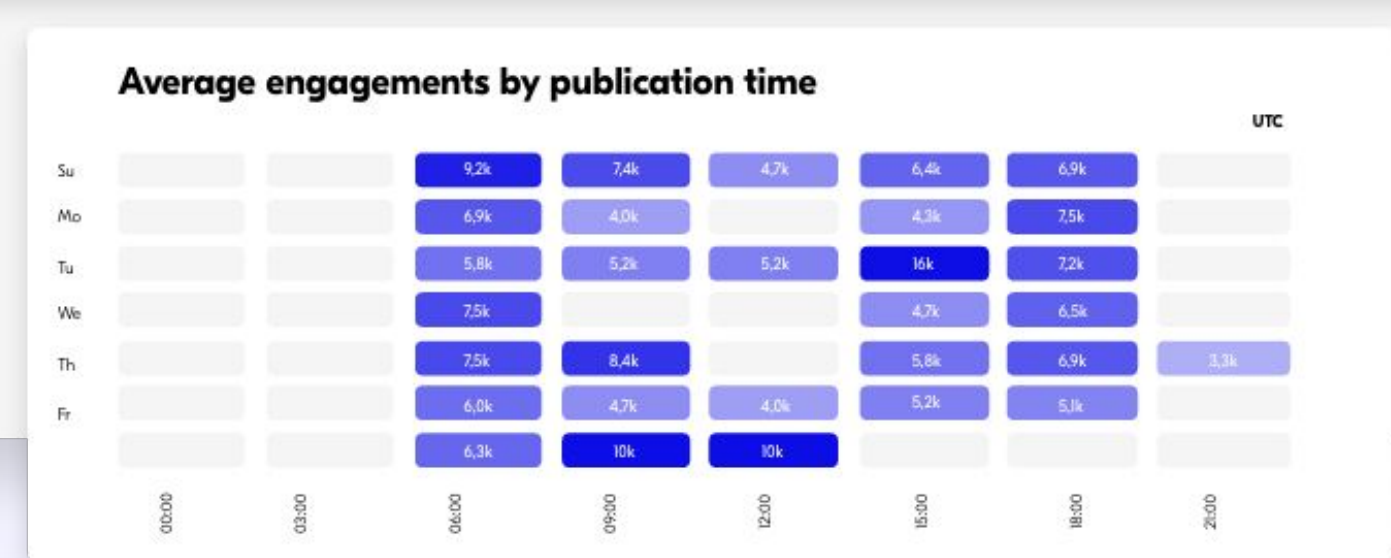
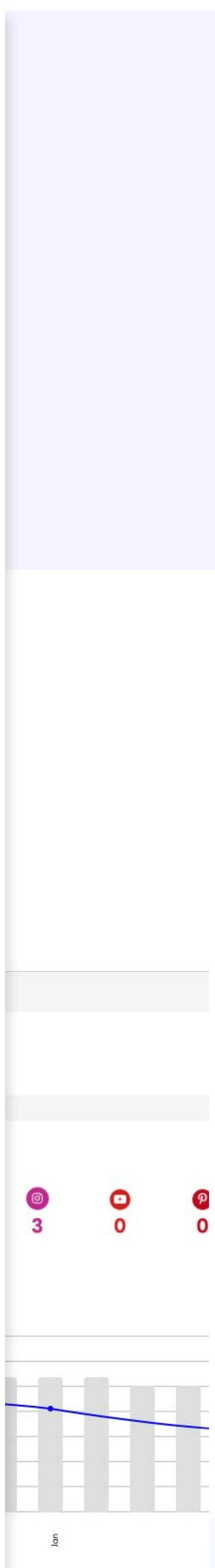
### Real

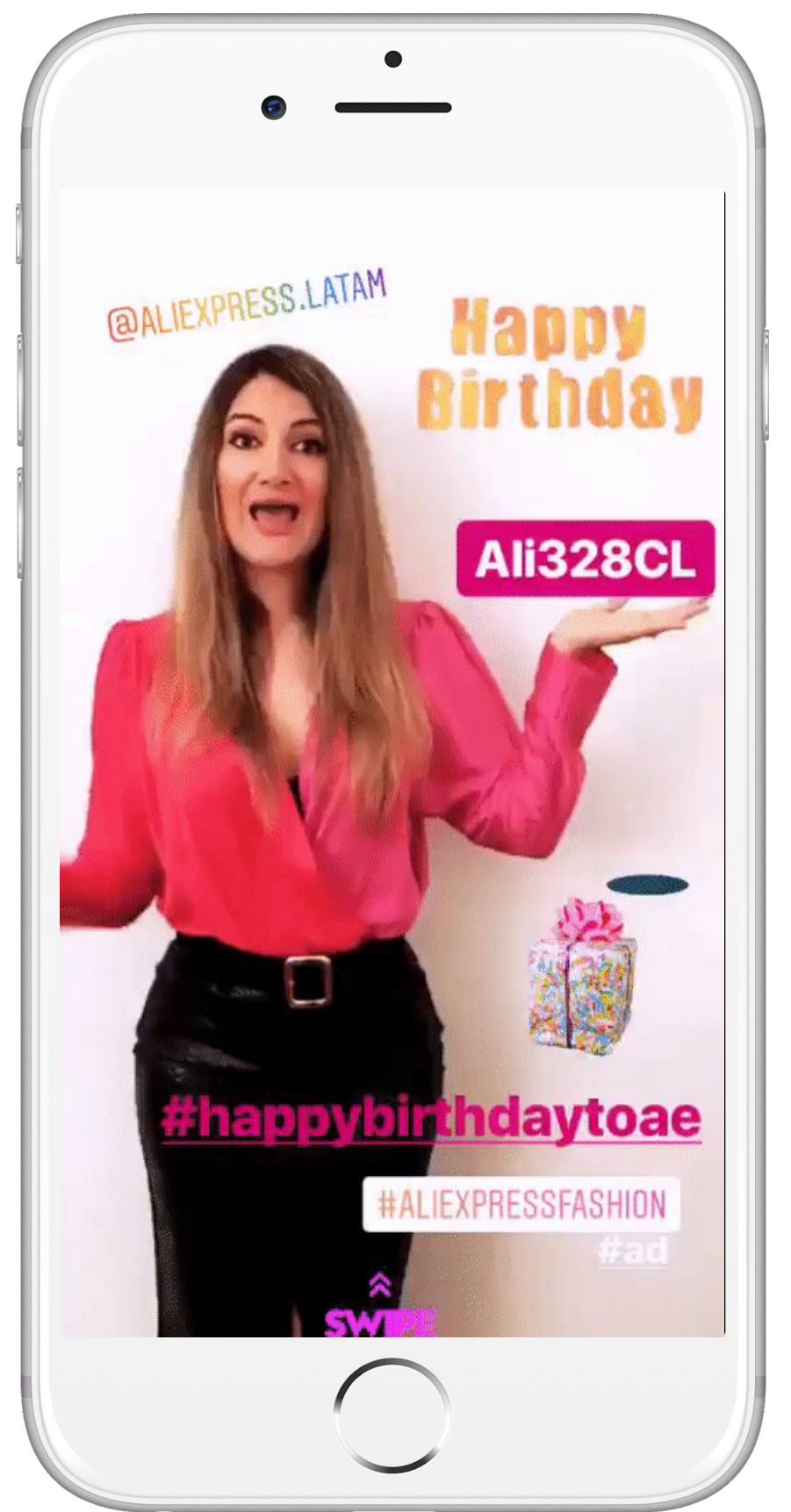
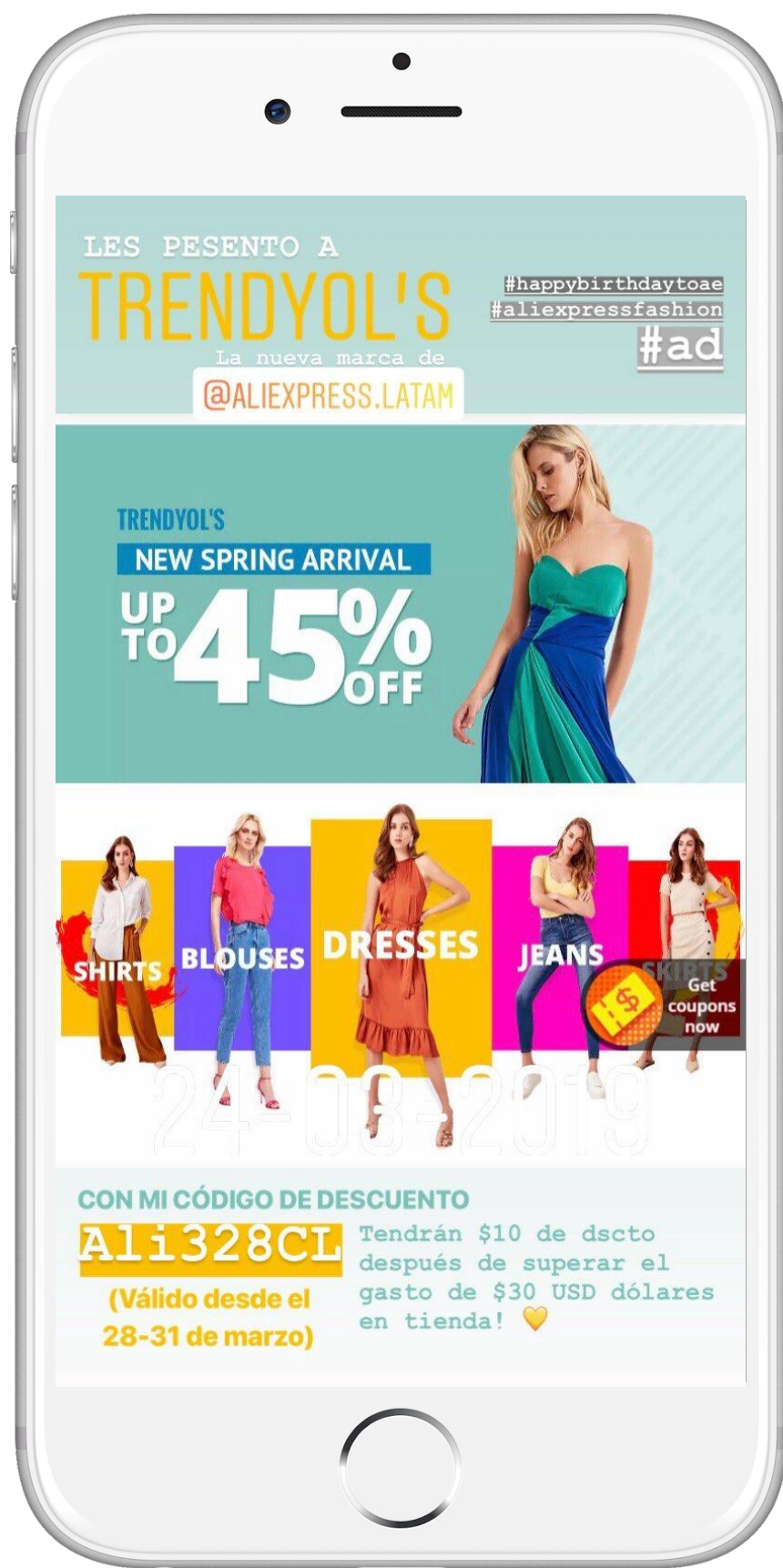
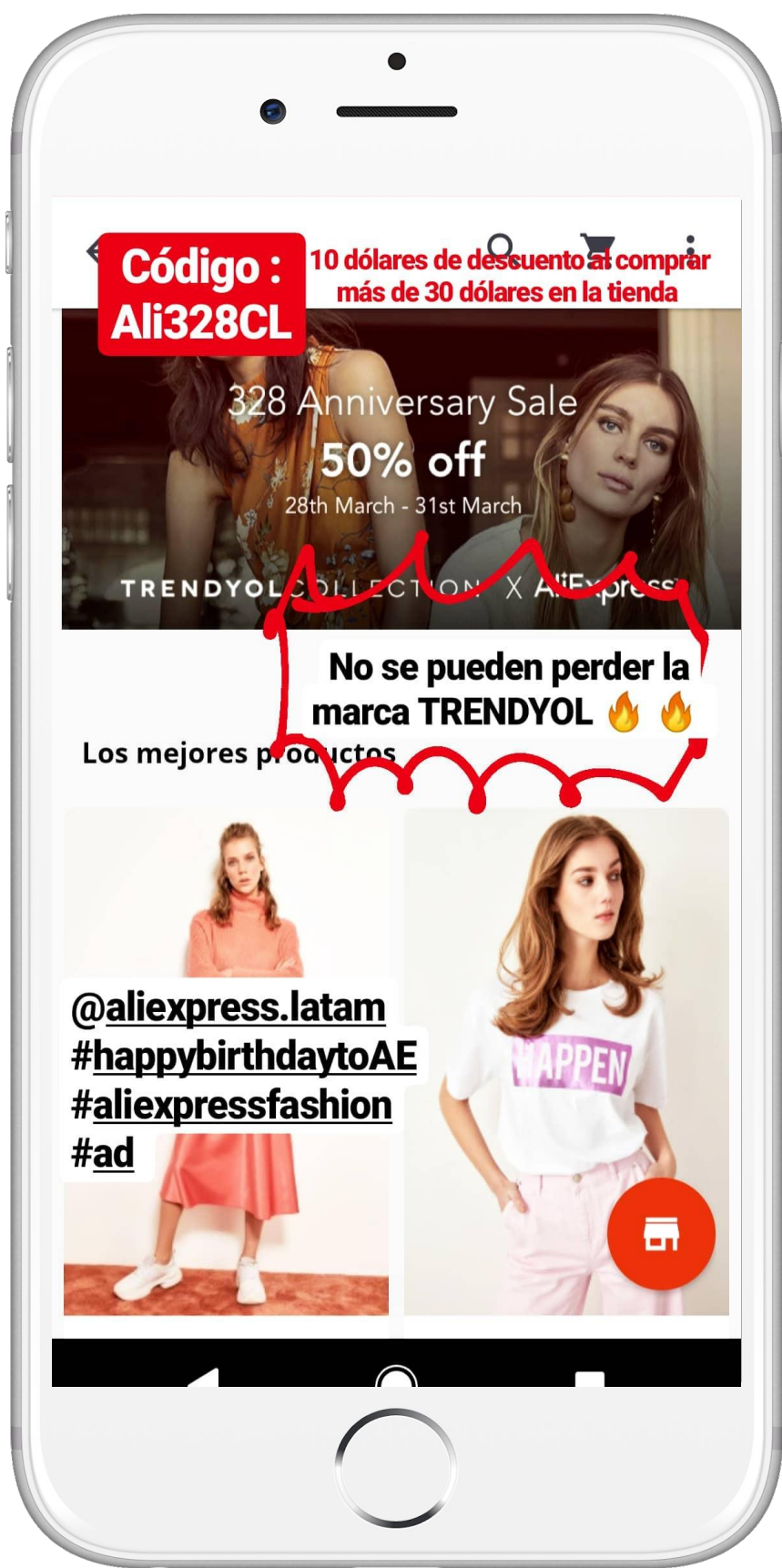
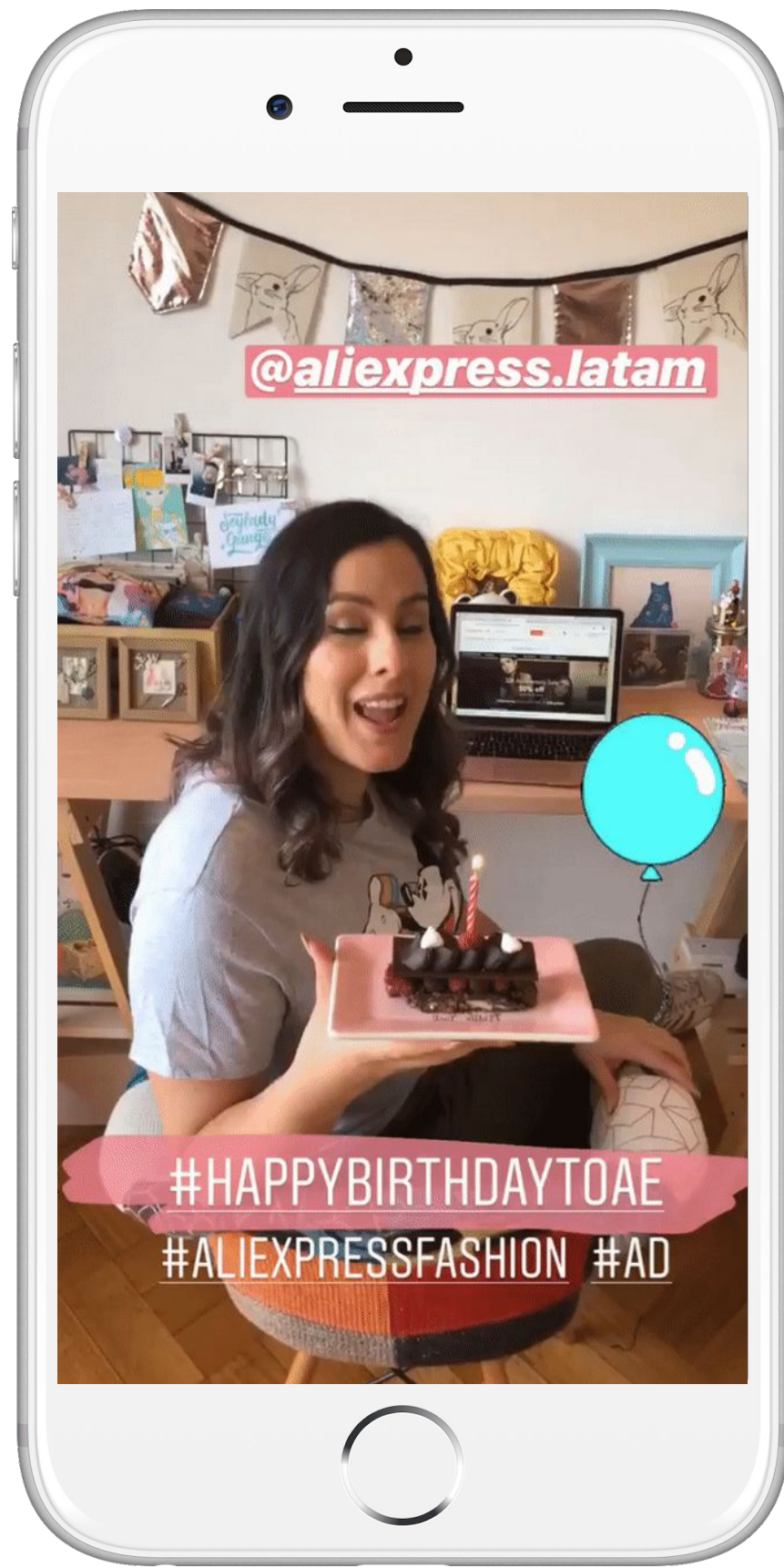
Influencer's realness score represents the percentage of their audience that is real, as opposed to bots or spam accounts.

### Location

The engaged audience's locations are abbreviated as follows:

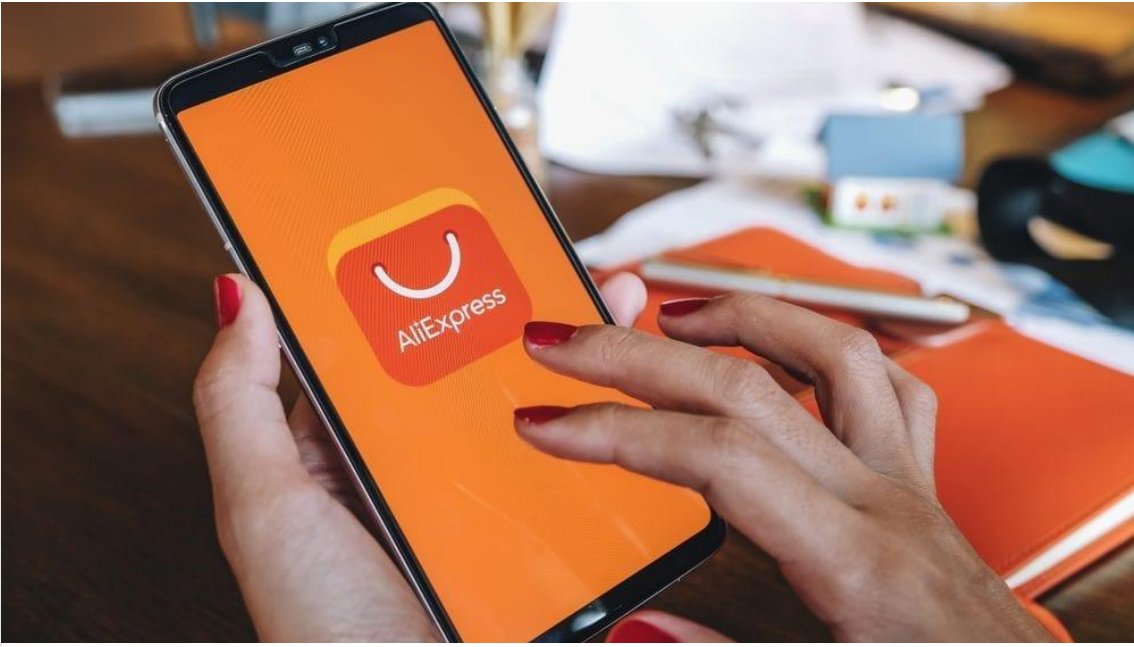
- ES: Spain
- US: United States of America
- CO: Colombia
- MX: Mexico
- CL: Chile
- BR: United Kingdom
- IT: Italy





# .The campaign - Affiliation & Paid

# Influencer Marketing as an Approach



## GLOBAL REACH

From millions of influencers in the database, Upfluence sourced **46 Instagram creators** who introduced AliExpress to a collective of **4.6 Million prospective customers**.



## PRECISE AUDIENCE TARGETING

Upfluence's services team produced a catalog of highly targeted influencers who matched AliExpress' desired demographic:

**Chile-based audience interested in fashion and lifestyle.**







## CONTENT PRODUCTION

The desired content was delivered as Instagram stories and posts that celebrated **AliExpress' 9th anniversary**.

They also included **coupon codes** for Trendyol, which prompted additional clicks and conversions.



## TARGET AUDIENCE

-  Instagram
-  Fashionable women
-  Chile
-  Mid-size + Macro influencers
-  Sampling Affiliation + Paid

# .The results



**46**

Creator collaborations

**256**

Stories and posts



**4.6M**

Community Size

**1.9M**

Impressions

**1.5M**

Interactions

**6**

Instagram posts

**250**

Instagram stories

**10k**

Clicks



www.upfluence.com

hey@upfluence.com



# .Influencer Selection

## INTRODUCTION



46

Influencers



101K

Average Followers

## SELECTED INFLUENCERS

### Influencer DEMOGRAPHIC



46 Female  
creators



0 Male  
creators

5.5k  
per post

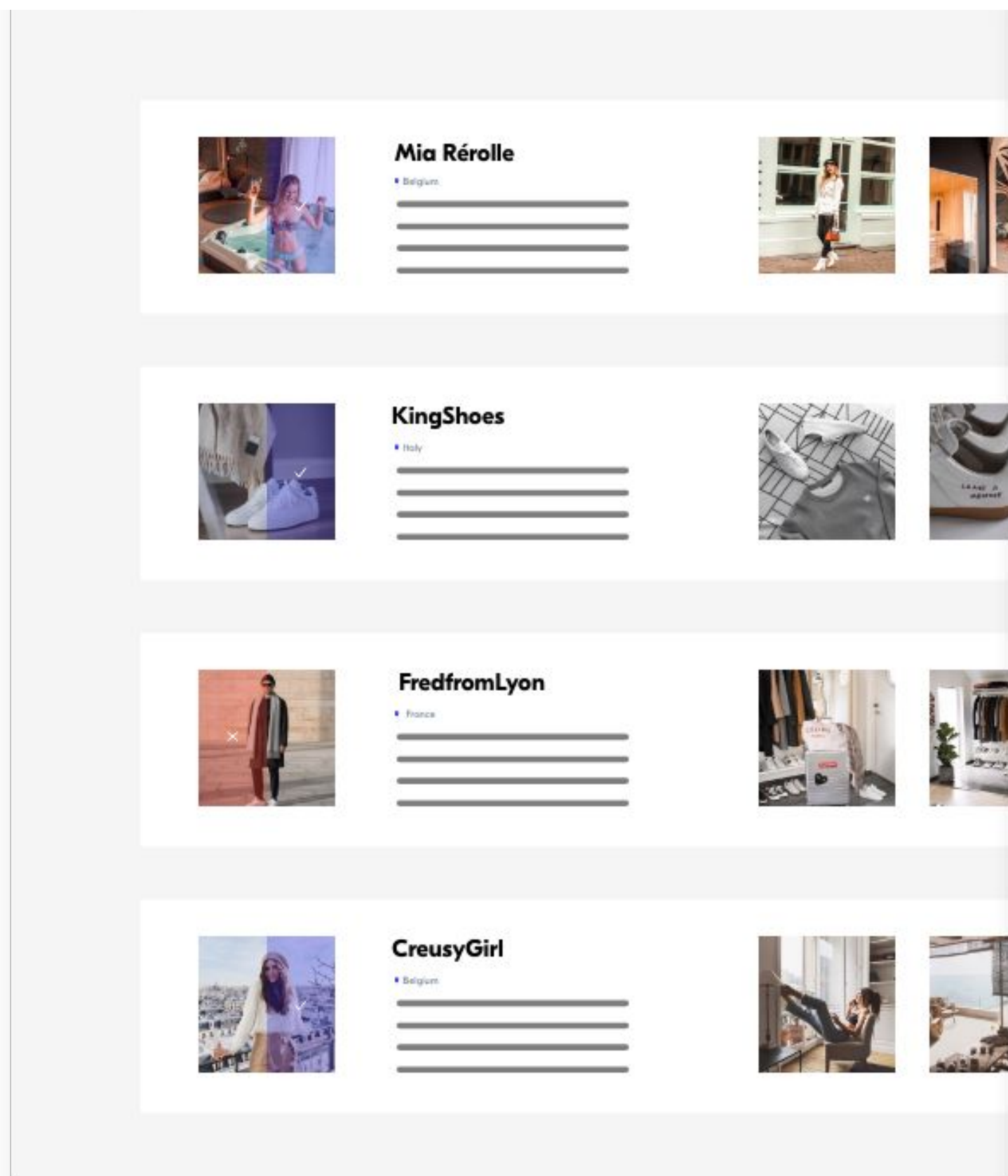
Average  
engagements

### Channel ACTIVATED

Instagram posts & stories

### Content HASHTAG + HANDLE

#HappyBirthdayToAE  
#AliExpressFashion  
#Ad  
@aliexpress.latam



99%  
Real followers

@CreusyGirl  
Natasha Creusy  
contact@creusygirl.com



# .Influencer Selection

## MID-SIZE INFLUENCER



**55K**  
Followers



**91%**  
Real

## ENGAGED AUDIENCE

♀ 83%

♂ 17%

## COMMUNITY

ES 33%

US 18%

CO 13%

MX 11%

## LOCATION

0-17 14%

18-24 31%

25-34 42%

35-54 12%

## AGE



[@danielaliepertw](https://www.instagram.com/danielaliepertw)



www.upfluence.com

hey@upfluence.com





# Influencer Selection

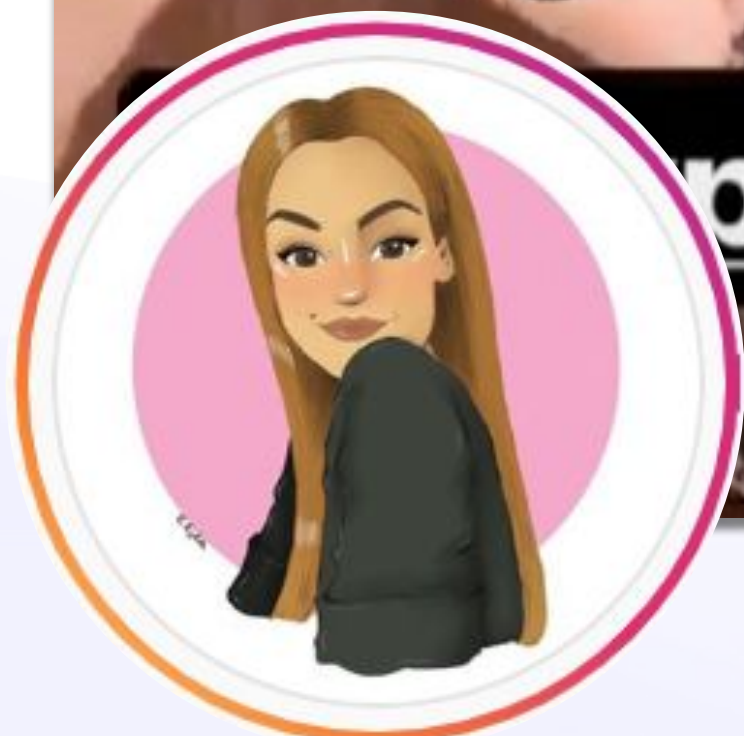
## MACRO INFLUENCER



**332K**  
Followers



**98%**  
Real



[@carmenuitera](#)

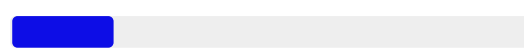
## ENGAGED AUDIENCE

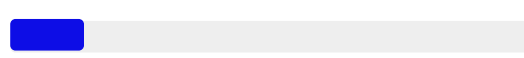
♀ 79%

♂ 21%

## COMMUNITY

CL  42%

US  15%

BR  8%

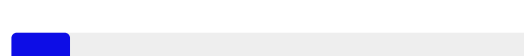
IT  3%

## LOCATION

0-17  15%

18-24  36%

25-34  41%

35-54  8%

## AGE



[www.upfluence.com](http://www.upfluence.com)

[hey@upfluence.com](mailto:hey@upfluence.com)



# .Key takeaways

AliExpress' partnership with Instagram influencers for their 9th anniversary was incredibly successful. With the main content focused on **Instagram stories**, influencers could freely express their creativity, resulting in nearly **2M impressions and 10K clicks**.

AliExpress achieved its goal of reaching out and engaging with **Chile-based followers**, thanks to the precise location targeting of the **46 onboarded content creators**.

By including unique discount codes in their content, AliExpress' influencers were able to share with their followers a way to shop and save at **Trendyol**. The campaign helped reach the goal of **3,000 coupons used**.

The campaign exceeded expectations, thanks to influencers generating **250 Instagram stories** instead of the expected 136, and cumulative **story views reaching nearly 1.5M**.



“

Vestido y bolso @aliexpress ✨  
Disfruta del código promocional de Ali328CL en la página hasta el 31 de marzo”

[@rihannafaire](#) (34.2K followers)

# .More Stories



BURROW

mayoral



sopra  steria



Ricola

BRAUN



Mercedes-Benz



Ω  
OMEGA



MORE STORIES



[www.upfluence.com](http://www.upfluence.com)

[hey@upfluence.com](mailto:hey@upfluence.com)

