

.Achieving **9.2M** impressions through **10** Twitch creator collaborations in **2** months.

CASE STUDY

MICRO CENTER
computers & electronics



CASE STUDY



.The Context

MICRO CENTER
computers & electronics



Electronics Industry



Computers and Electronics



United States



microcenter.com



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

.The Challenges

Increase **Brand Awareness**

Micro Center looked to build brand awareness through reaching out to a gaming audience thanks to influencer collaborations.

Drive **Online & Offline Visits**

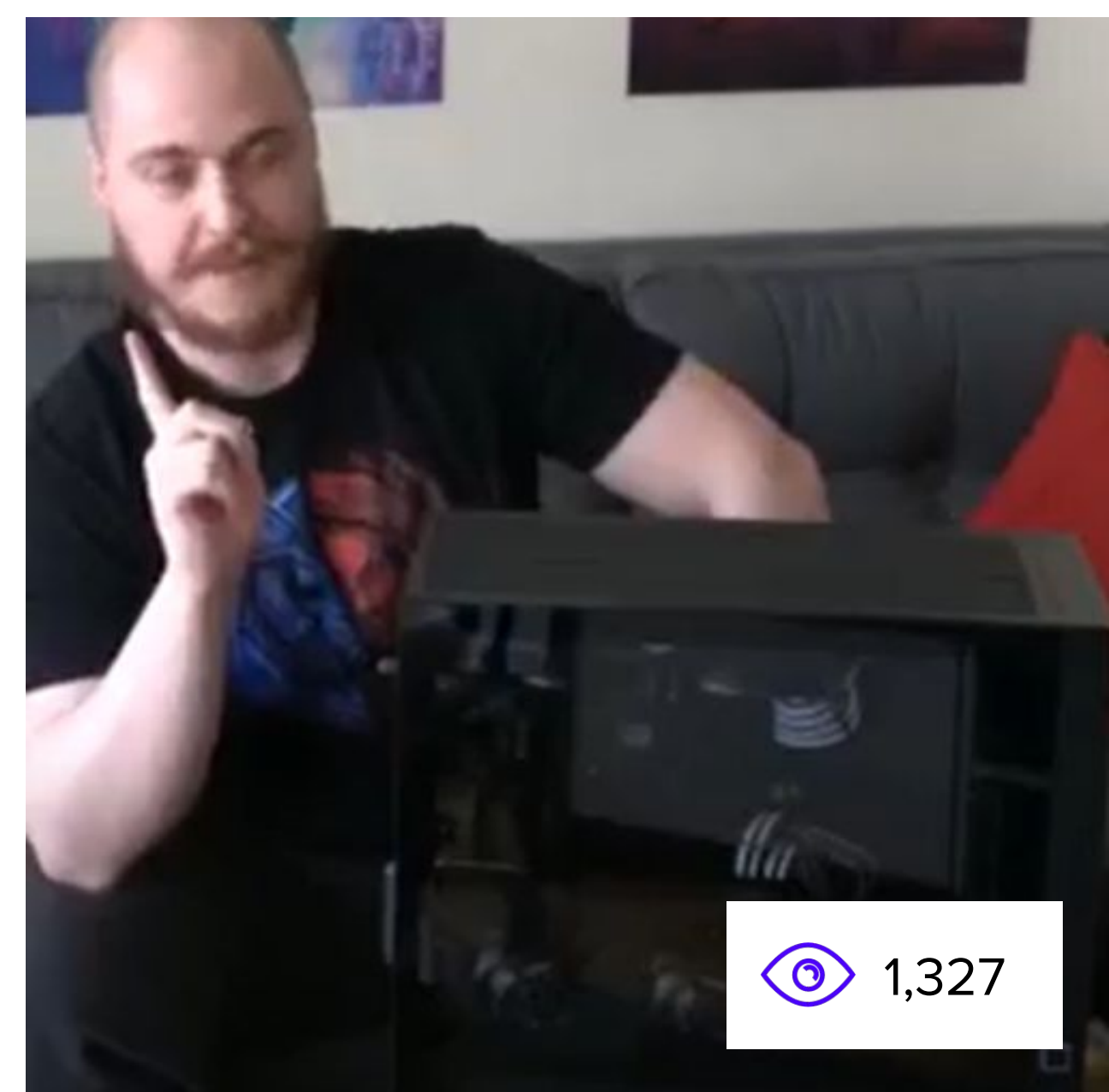
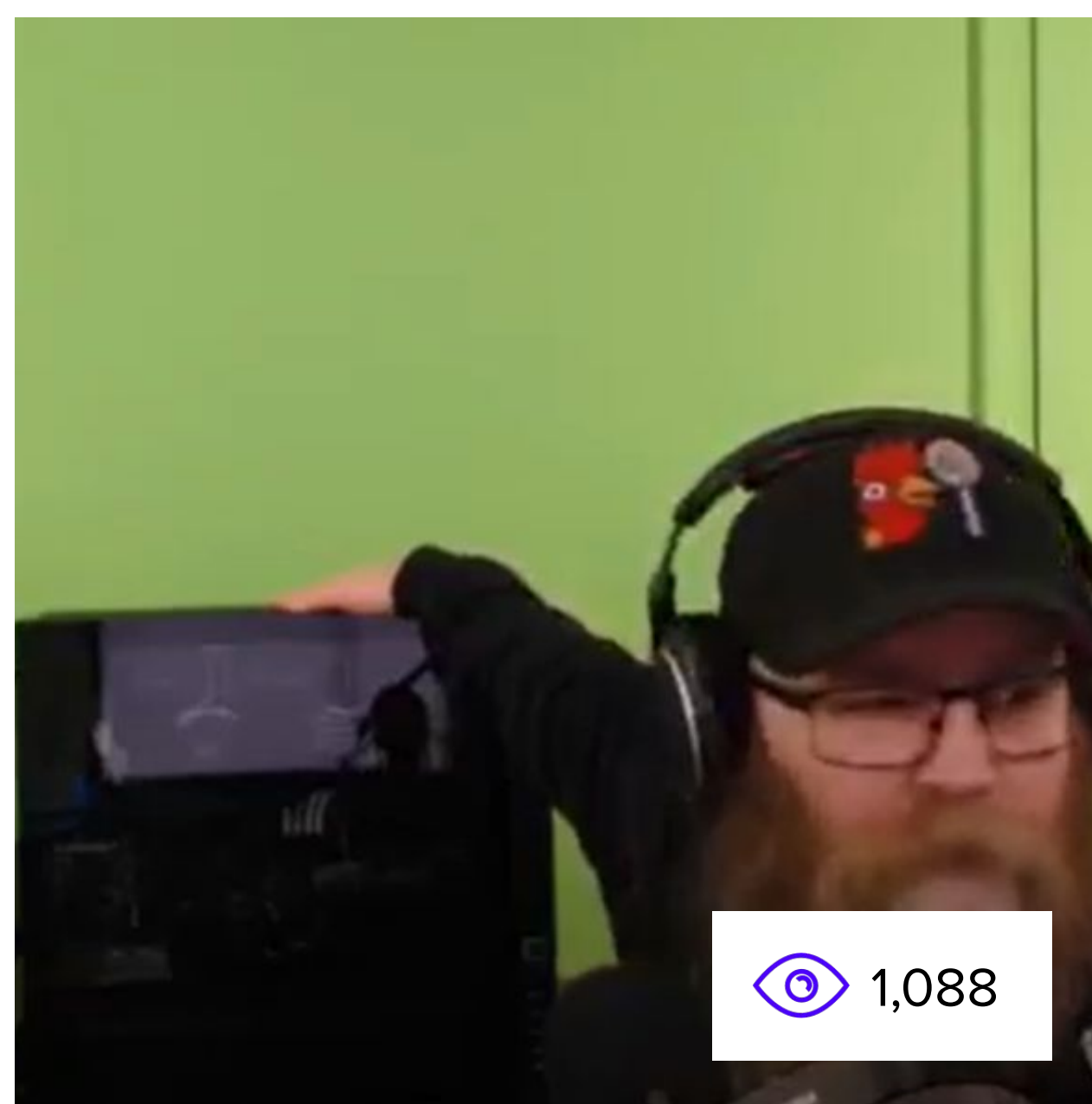
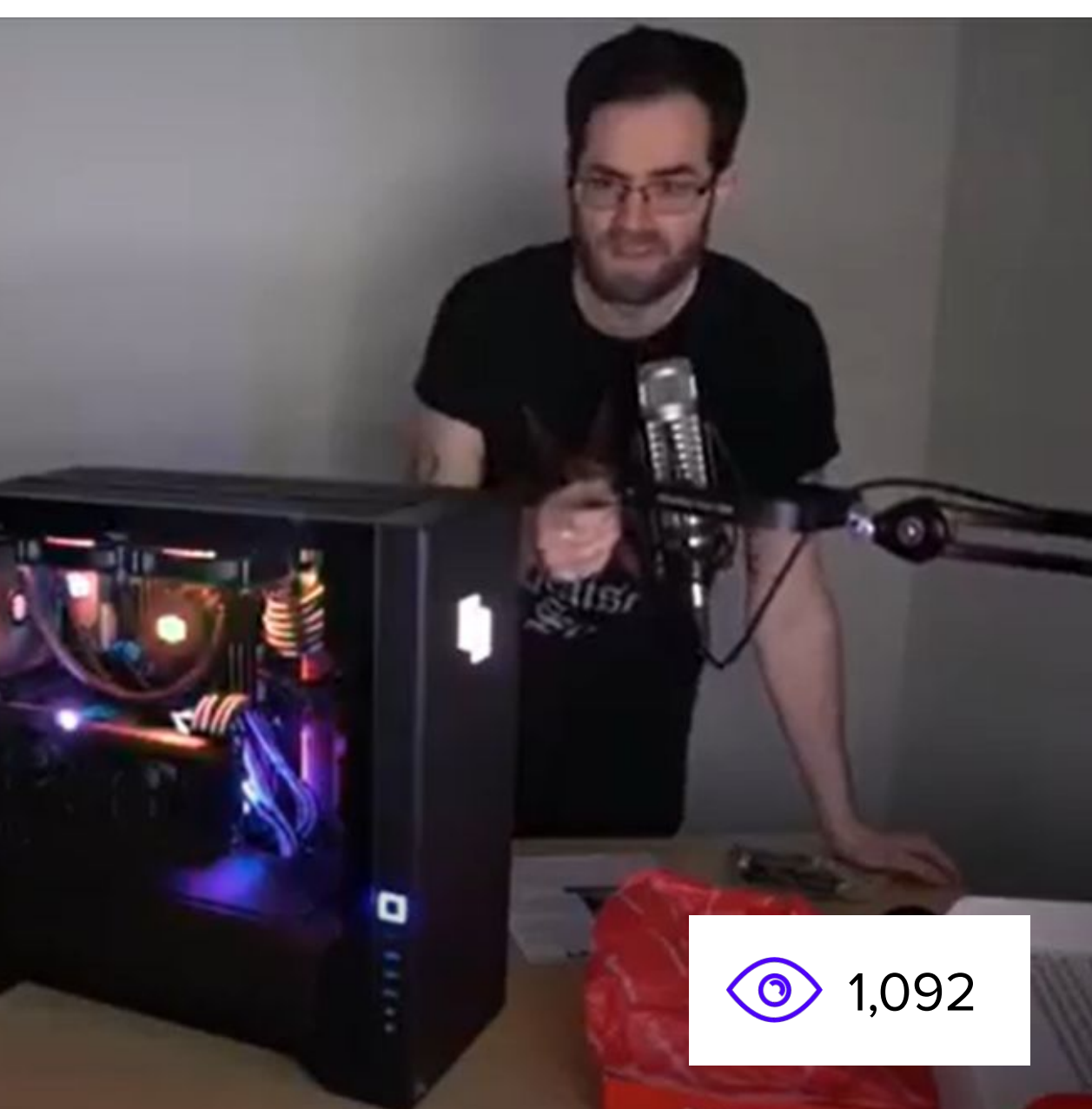
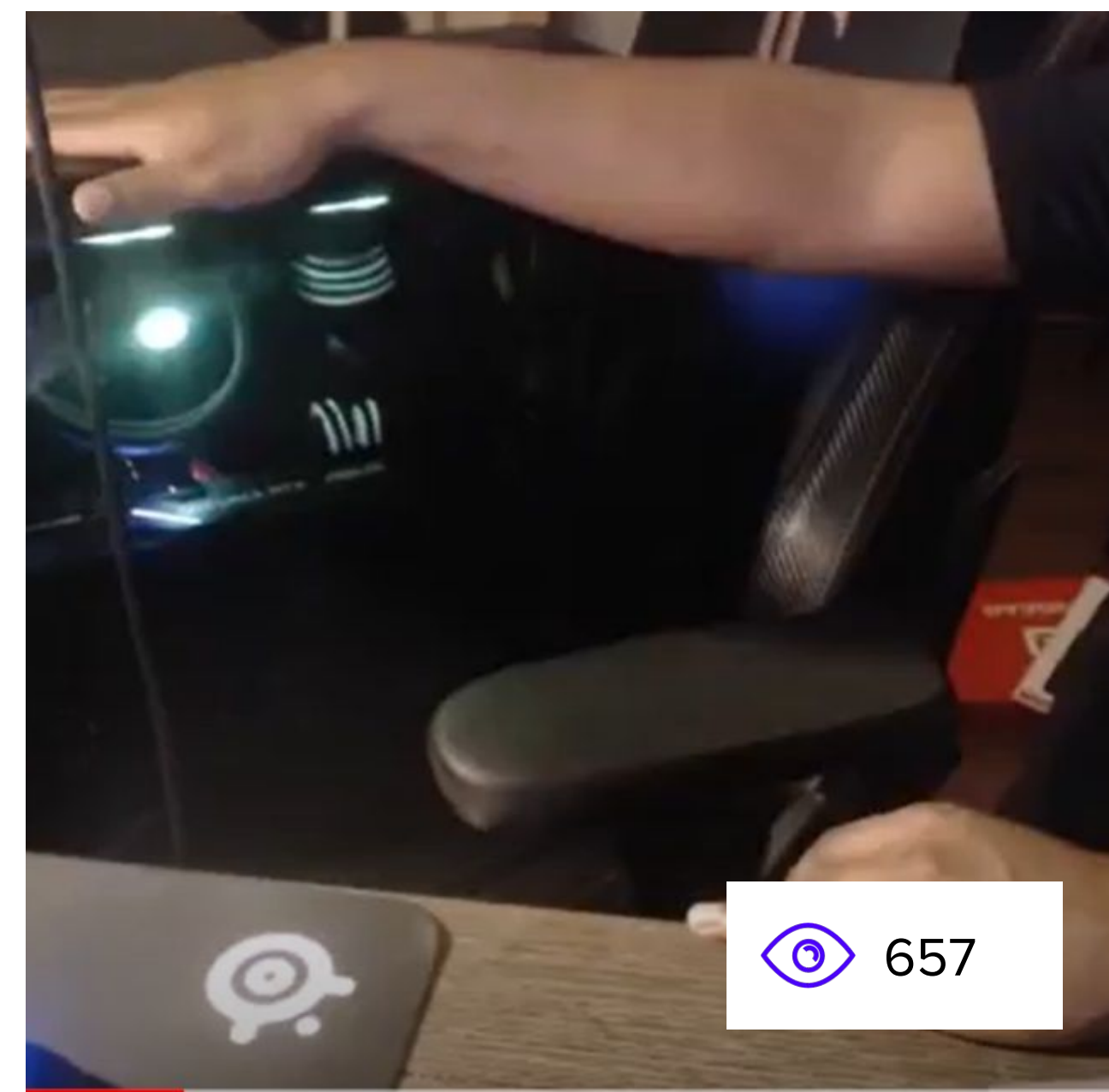
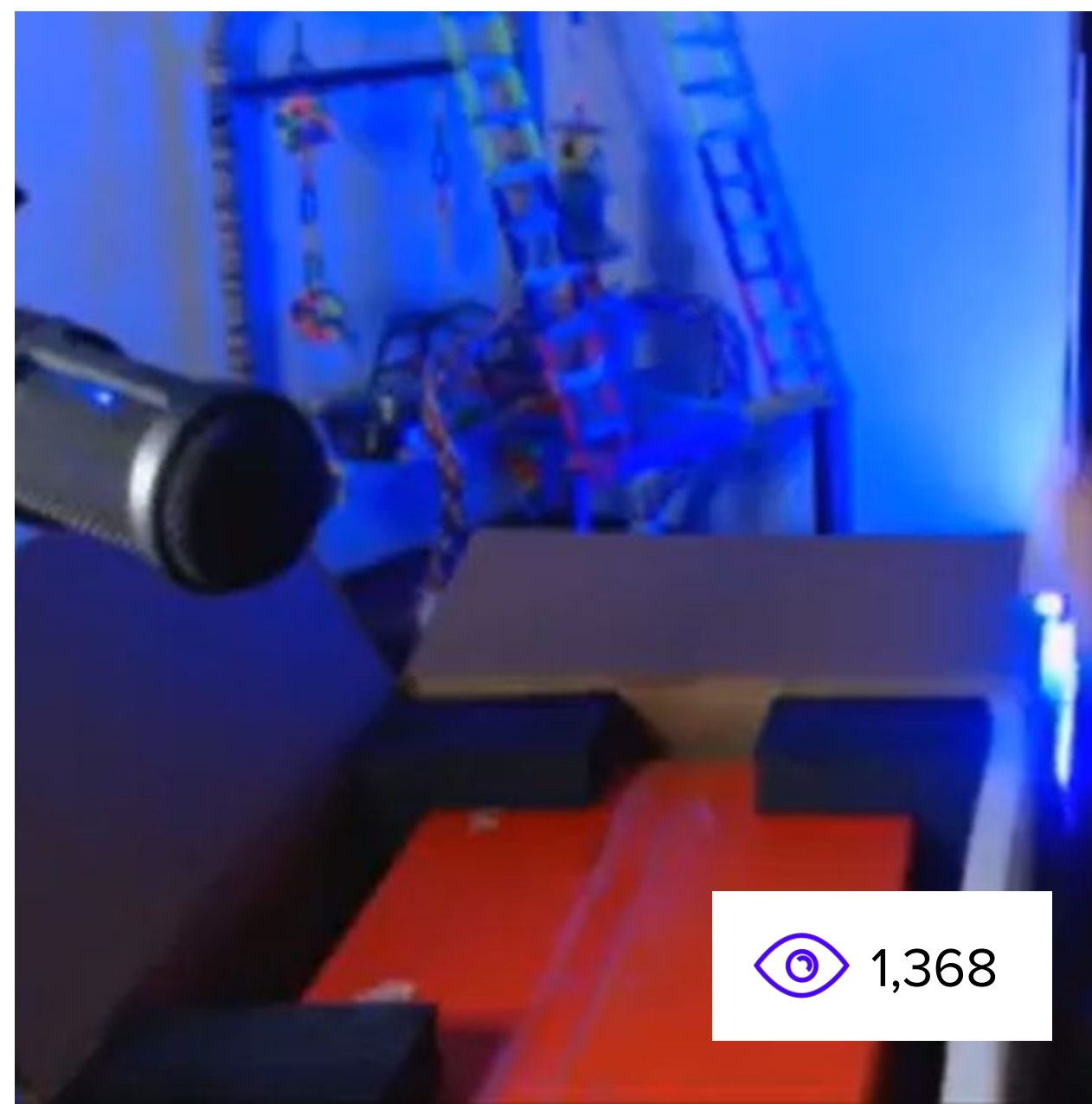
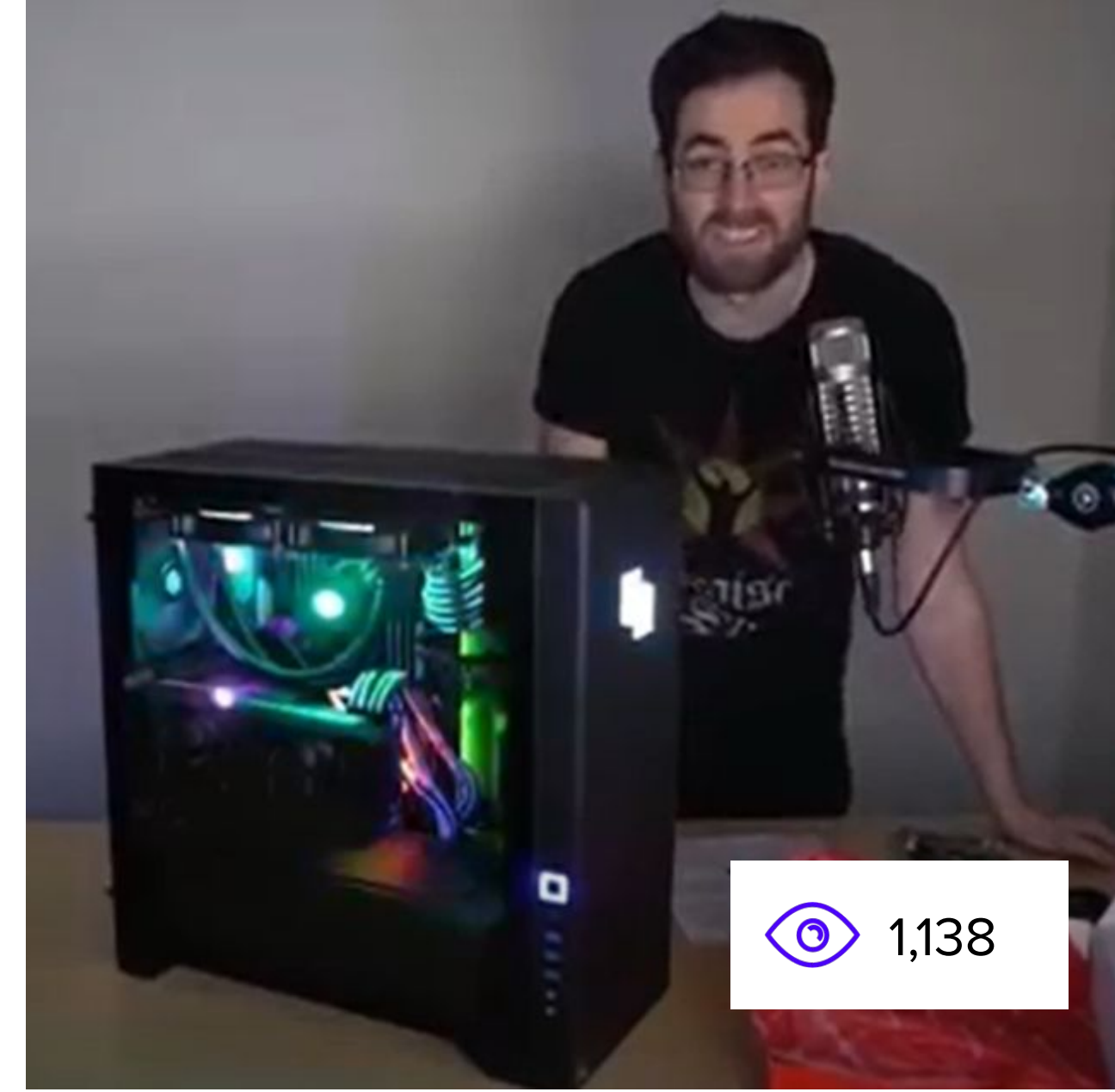
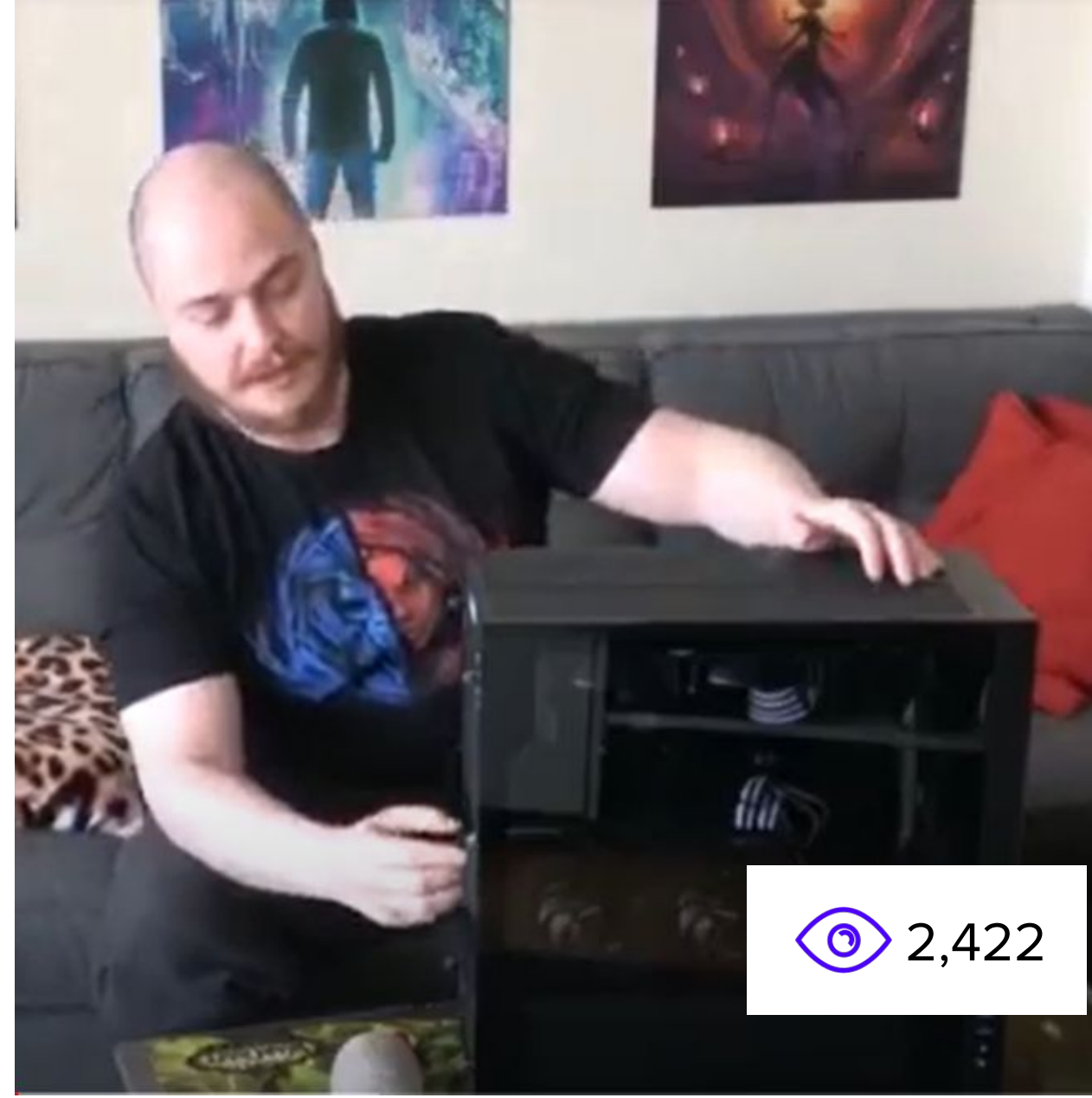
Micro Center's goal was to increase visits to their store and website and promote their new product, the MainGear Vibe 2 computer amongst their target audience of people aged 21+ interested in tech and gaming.



www.upfluence.com

hey@upfluence.com





.The campaign - Live unboxing



.Appendix

KPIs Explained

Average Concurrent Viewers

The number of simultaneous viewers of a live-stream calculated minute by minute, added up and averaged for the total stream duration during the selected time period.

Average Engagement Rate

An engagement is any interaction with a post on social media (like, comment, share etc). The average engagement rate is calculated by adding the total number of engagements divided by the number of followers x 100.

Impressions

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

Favorites

The number of times a user reacts to a tweet by clicking the heart symbol.

Keyword Mentions

Number of times a predetermined set of keywords are referenced in the chat. Keywords can include a brand name and related words.

Live Views

Total number of views of a live-stream.

Retweets

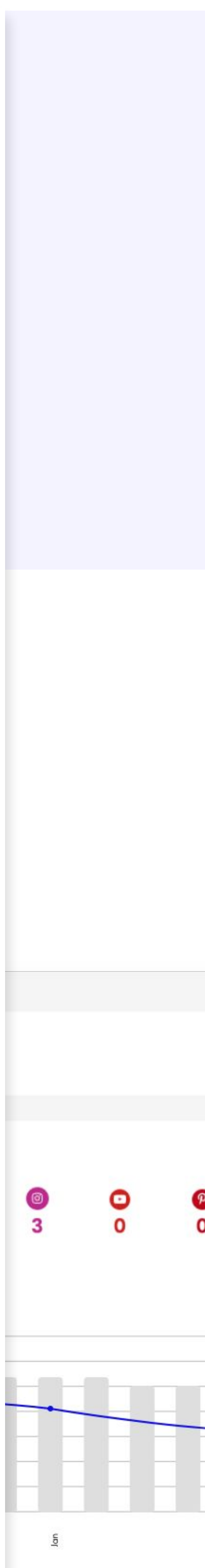
Number of times a post on Twitter is reposted by other users.

Sentiment

Interpretation of emotions expressed (e.g in Twitch chat) as positive or negative using text data analysis.

Unique Viewer Peak

Highest number of concurrent viewers of a live-stream over a set period.



.The results



10

Influencer collaborations on Twitch

1.7M

Community Size

9.2M

Live views

4.3M

Hours watched



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.The results



4

Influencer collaborations on Twitter

8

Sponsored Tweets

58K

Impressions

1K

Clicks



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.Influencer Marketing as an Approach



GLOBAL REACH

From millions of influencers in the database, Upfluence sourced **10 Twitch influencers** to introduce the Micro Center to a collective of nearly **1.7M prospective customers**.



PRECISE AUDIENCE TARGETING

Upfluence's services team produced a catalog of highly targeted influencers who met Micro Center's desired demographic:

Young people interested in tech, gaming and gadgets.



CONTENT PRODUCTION

Influencers live-streamed **unboxing the MainGear Vibe 2 computer** on Twitch to showcase the main features of the product and answer fans' questions.



TARGET AUDIENCE



Twitch & Twitter



Age 21+



United States



Mid-size + Gaming Streamers



Sampling Affiliation + Paid



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.Influencer Selection

INTRODUCTION



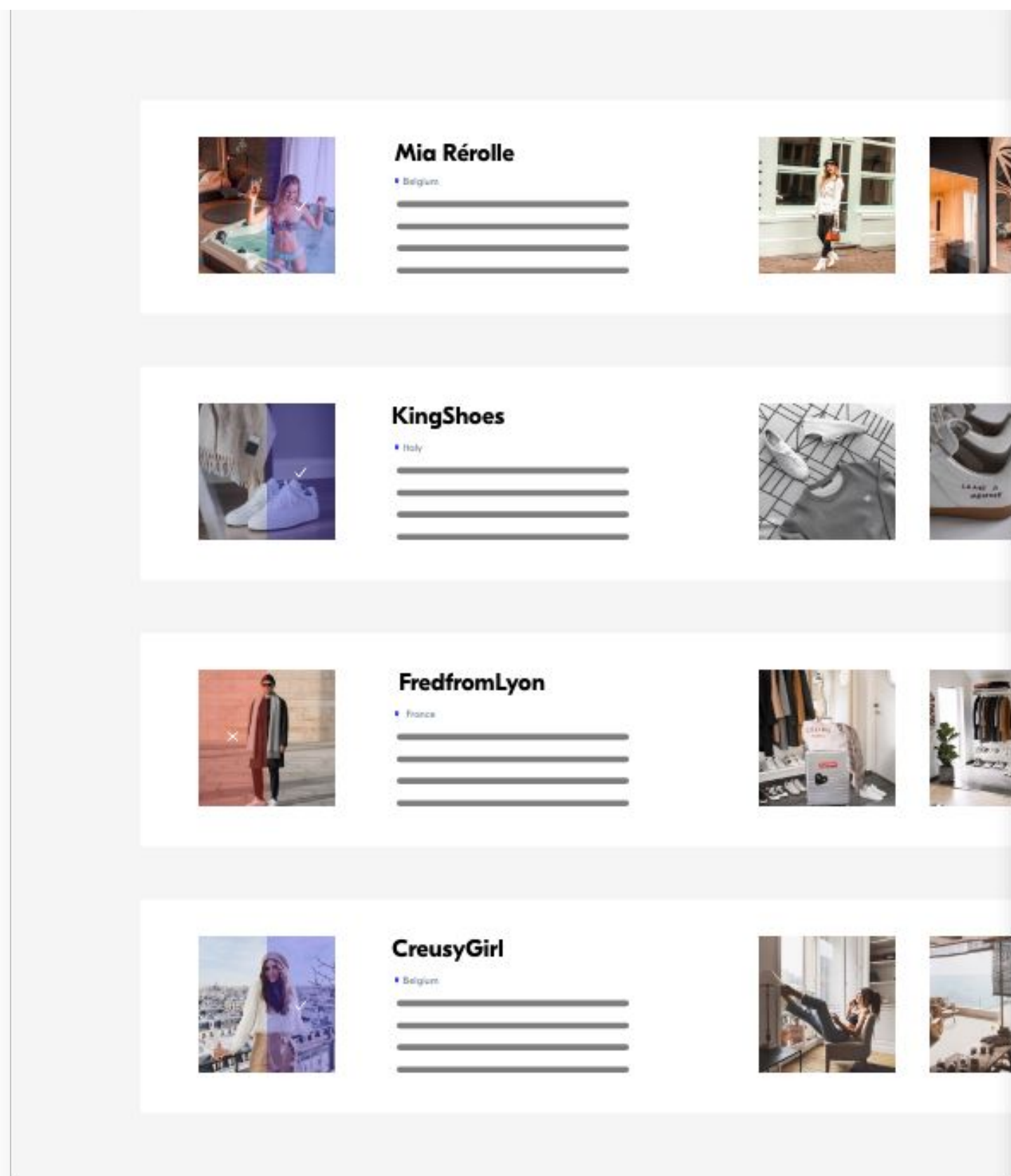
10

Influencers



142K

Average Followers



99%

Real followers

@CreusyGirl

Natasha Creusy

contact@creusygirl.com



SELECTED STREAMERS

Influencer DEMOGRAPHIC



2 Female
creators



8 Male
creators

529
-1.5K

Average
Concurrent
Viewers

Channels ACTIVATED

Twitch & Twitter

Most streamed VIDEO GAMES

Valorant
League of Legends
Dead by Daylight
Doom Eternal
Final Fantasy XIV Online



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.Influencer Selection

MACRO INFLUENCER



544K

Followers



1.5K

Average Viewers



[@kephrii](#)

CAMPAIGN RESULTS

Twitch ENGAGEMENT

24%

Avg.
Engagement
Rate
(During Unboxing)

397K

Unique Viewer
Peak

Twitter ENGAGEMENT

5.5K

Retweets

1K

Favorites

2M

Impressions



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.Influencer Selection

MICRO INFLUENCER



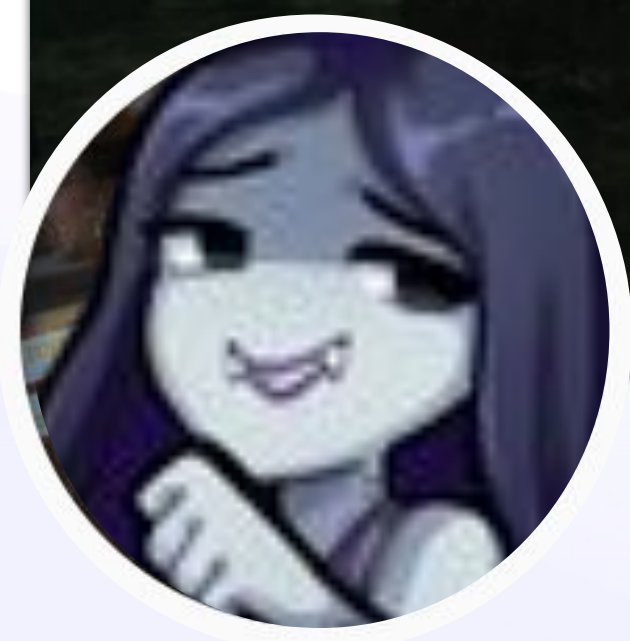
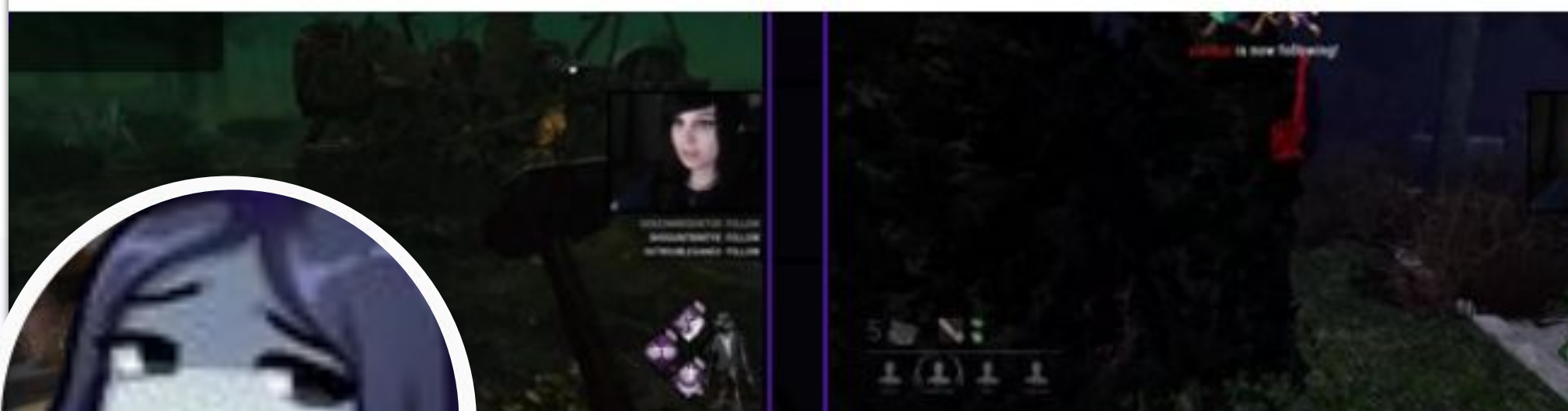
70K
Followers



1.3K
Average Viewers



Accueil Vidéos Clips Followers



[@umbra](#)

CAMPAIGN RESULTS

Twitch ENGAGEMENT

1.6K Avg.
Concurrent
Viewers
(During campaign)
*Top Performer

200K Live Views

10K Unique Viewer
Peak

13% Avg.
Engagement
Rate (During
Unboxing)

402 Keyword
Mentions



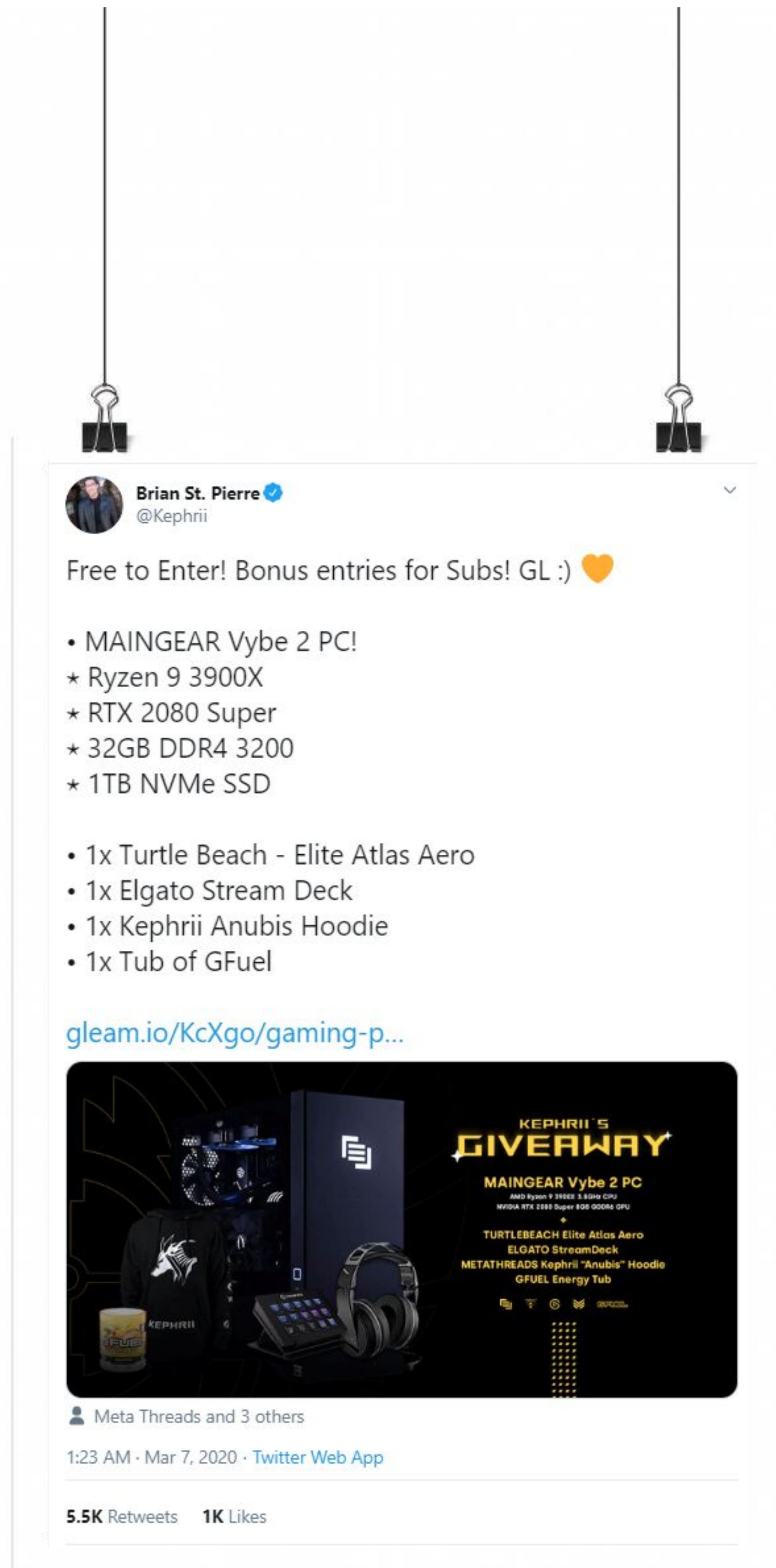
Key takeaways

Micro Center's influencer partnerships were incredibly well received by the streamers' community on Twitch and Twitter. They were an engaged audience with positive interactions, including the overall Twitch chat sentiment which was **70.7%** positive.

An impressive total of **9,2M+ impressions** were made, when 4M were estimated. This is partly due to longer stream hours and bigger audiences during the quarantine during the 2 months that the campaign was running.

The campaign reached a minimum of **1,402,008 unique viewers**. The streamers content, directly linked to Micro Center visuals, were seen during **4,364,705 hours of streaming** during the two months partnership.

During the unboxing portion of the live-stream there were **306 direct brand mentions** and **1.2K Micro Center related keyword mentions**.



“

“Here it is! Dude it looks so cool - I'm definitely going to use this! It's lightweight too. Pretty cool PC.”

@lacari (124K followers)



.More Stories



BURROW

mayoral



sopra  steria



Ricola

BRAUN



Mercedes-Benz



Ω
OMEGA



MORE STORIES



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