



HOPE

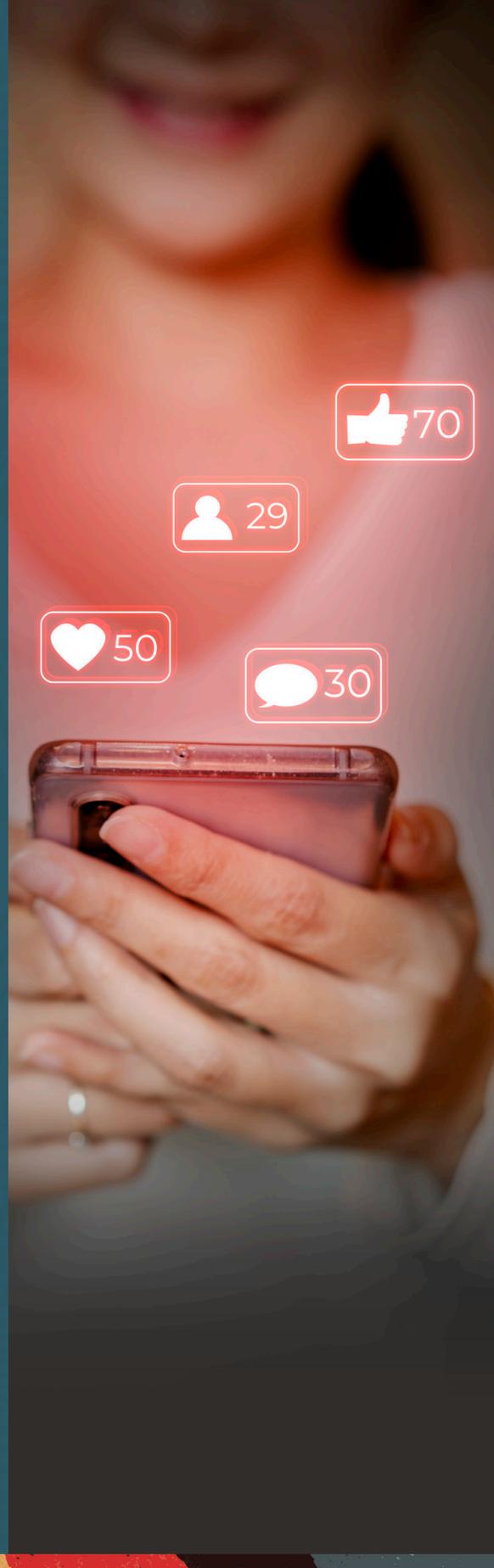
Startup Reveals
Best Influencers for Lingerie Brand

HOPE Lingerie is a family-run lingerie business in Brazil. To drive sales and brand recognition, HOPE wanted to tap the power of social media, and was particularly interested in using influencers to expand their reach. Like social media itself, the world of online influencers is vast and sometimes murky. HOPE Lingerie found it challenging to understand an individual influencer's reach, or whether they were a strong fit for the HOPE brand. They were discouraged by so many options, without transparency to help them identify the right fit.

- Knowing that around 84% of consumers buy products based on recommendations, HOPE Lingerie wanted to run digital collaborations with well-matched influencers to increase sales.
- The family-run business hoped to understand an influencer's reach and target audience to ensure they were spending wisely and building lasting relationships.

“*We knew we wanted to work with influencers, but without clear metrics, we didn't know which influencers would be worth the investment. Airfluencers' toolkit is helping us sort and pick the best influencers for our brand and our audience. This technology is helping us build successful collaborative campaigns.*”

— *Priscila Denicoli*
Marketing Manager, HOPE Lingerie





A Fresh Filter for Social Influencers

Just 72 hours after an introduction through **Oracle for Startups**, HOPE Lingerie began using **Airfluencers'** influencer-finding technology to find, analyze, and manage marketing with influencers.

Airfluencers uses artificial intelligence and machine learning to process millions of social profiles every day. Using specialized algorithms and hundreds of search filters, the tool creates metrics to evaluate the quality of a social media profile's engagement. By aggregating several data points into a unified "AirScore," Airfluencers measures whether an influencer is a strong match for a brand's needs.

HOPE Lingerie uses the cloud startup's 'Discovery' tool to find, manage, and analyze the best influencers for each campaign, using predictive analysis, layered over the AirScore. The discovery process allows HOPE's marketing team to cut through a huge amount of influencers and identify only those who match their current needs and brand standards.

Airfluencers' tools enable HOPE Lingerie to deploy more on-brand content to their growing audience, supported by influencers that fit the brand as perfectly as HOPE's lingerie fits its customers.

Offering “HOPE” to Traditional Brands

The result is engaging, audience-appropriate promotional content that increases awareness and drives sales, while protecting the brand’s reputation. HOPE can also use Airfluencers’ tools to track their influencer-powered posts and measure success.

“*It feels good to know that the people we are choosing to work with have been vetted, so we can trust them. Our brand reputation is precious, so we only want to work with influencers who will support our vision and respect our customers. Airfluencers helps us market with confidence.*”

— *Priscila Denicoli*
Marketing Manager, HOPE Lingerie

HOPE Lingerie’s vision of fresh social media partnerships has blossomed into beautiful, on-brand partnerships, especially on Instagram. Today, thousands of **Instagram** users visit their page to engage with posts featuring ‘HOPE Girl’ and social influencer, Anitta.

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