

Influencers Engage with Mederma



■ Challenge

As a media and marketing agency catering to clients such as *Rust-Oleum*, *LCA-Vision* and *Hoover*, Empower MediaMarketing was searching for new ways to connect their clients' brands with social behavior online. They partnered with ShareThis to create an influencer campaign for their client *Mederma*®, a leading U.S. scar management brand with robust search marketing and contextual display spend.

■ Solution

Empower and Mederma selected targeted social topics that would appeal to women with scars and stretch marks. As the largest sharing network reaching 400+ million consumers and analyzing millions of social topics a month, ShareThis understands how to find the "Influencers" (the people who share), as well as their "Affected" friends (the people who respond to shared information). ShareThis ran influence-segmented creative against identical control creative, analyzing results across multiple segments based on the varying types of influence signals.

■ Results

1 Mederma's target Influencers had a higher "intent to redeem" compared to recent search or display campaigns. One out of every 2 influencers converted to a coupon download page, compared to 1 of 4 for Mederma's usual search campaigns and 1 of 10 for contextual display campaigns.

2 Share Responders, or the "Brand Affected" group, is an integral part of the sharing experience and value. These highly valuable consumers, who were influenced by their peers, were 1.6 more likely to redeem than a contextual display campaign.

■ Whats Next?

Empower, Mederma and ShareThis are continuing to apply this case study to the bigger questions, "How can we continue to tap into sharing, one of the most widespread, social behaviors on the web?" and "What is sharing worth?" The companies are eager to continue testing and validating the value of sharing and social, especially as it is applied to premium display advertising.

Key Learning

1. Sharing helps identify influencers who are topically engaged.
2. Influencers, and the people they share with, are valuable.
3. Sharing audiences perform like a hybrid of search and display

Intent to Redeem Coupon:

Influencers:	55%
Search:	30%
Display:	8%



Tapping into sharing on the web is an effective way to increase engagement and connect a brand to influence. Empower was the first to work with ShareThis and their Influencer segments. This helped us increase intent to convert compared to other forms of Search and Display advertising we had conducted in the past."

— Jim Price,
Empower MediaMarketing