



Ambassador + Fashion & Lifestyle

How a Unique Influencer Campaign Drove
\$441,488 in New Revenue in 3 Weeks

When this Fashion and Lifestyle brand launched a contest to win a pair of shoes that once sold on eBay for nearly \$30,000, the company had a feeling people would pay attention. What it didn't expect, however, was that it would drive \$441,488 in new revenue – in less than three weeks.



BY THE NUMBERS

A Closer Look at the Data

Since partnering with Ambassador, the company has:

11,737

Website visits

1,614

New customers from referrals

\$441,488

in new revenue

“ Ambassador’s role in making our influencer campaign super easy to setup and execute was a huge value-add. I don’t think we would have been able to manage the crazy numbers we did without the tools Ambassador gave us.

- Senior Software Engineer

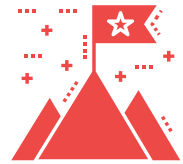
THE COMPANY

This forwardthinking fashion and lifestyle company is a virtual stock market of things – a hub where buyers and sellers swap indemand goods at prices based on live market data. While the company got its foot in the door with sneakerheads, the brand has now expanded into a vast variety of luxury goods.



THE CHALLENGE

The brand got a huge boost when it announced a partnership with hiphop icon Eminem. To celebrate, the company came up with a unique contest: Every time someone bought or sold shoes on its platform (or referred a new customer who did), that person would be entered into a drawing to win a pair of Eminem + Carhartt Jordan 4 shoes – sneakers that once sold for nearly \$30,000 on eBay. That said, the concept for the contest was the easy part – the company knew people would covet the prize. The hard part was assembling the infrastructure that would allow the company to effectively and efficiently track and manage every purchase associated with the campaign, and identify exactly who deserved referral credit for it.



THE SOLUTION

That's where Ambassador came in. Thanks to the referral marketing platform's robust API, the company immediately had what it needed to develop the mechanics of the contest.

"With Ambassador's technology, every time someone placed a bid or posted a pair of shoes for sale, I could easily say, 'OK, they came from this campaign, they were referred by this person's link, and here's how it all went down. The platform's ability to simplify something that would have been really complex was pretty incredible."



THE RESULTS

Throughout the influencer campaign, the brand saw sales increases by 100% weekoverweek. And by the time the contest entry period closed, the company had generated 1,614 new customers from referrals and \$441,488 in new revenue.



Want to learn more about how Ambassador's referral marketing platform can help your business? [Let's talk.](#)