



How a New Fashion Brand Double its Order Numbers and Triple its GMV in Four Months

Who is the client:

An emerging fashion brand in women's clothing and accessories in the US

Challenges the brand faces:

- It is a new brand with low brand awareness
- Limited budget and time for influencer marketing
- High fee (negative ROI) and low conversion rate with two influencer platforms it already tried
- It wants to recruit thousands of influencers in a short time

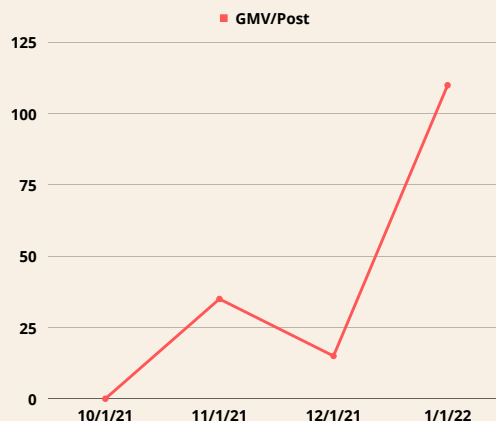
Wissee's Solution

- A multi-channel influencer database with over 5 million Fashion influencers on Instagram, TikTok, YouTube, and Twitter
- Machine learning models to accurately identify best performing influencers
- Automatic DM and emails to engage influencers efficiently
- The most granular influencer analytics built to optimize the influencer strategy to boost sales



Results

- **10x times more efficient:**
 - **900+** Influencers recruited in 4 months
- **GMV increased by 208%**
- **Orders increased by 125%**
- **GMV per post increased by 193%**



Keys to Success

Feature	Others	Wissee
Customized influencer strategy powered with big data	✗	✓
Accurate brand fit analysis identify best performing influencers with AI	✗	✓
Fashion and beauty brand competitor analysis in-depth comparison analysis with similar brands	✗	✓
Automated approach to engage influencers: bulk emails and robo-DM	✗	✓
Sales analysis to optimize influencer performance discover patterns from sales-driven influencers	✗	✓



Ready to accelerate your brand growth with data?

Let's Chat!

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