

Heartbeat

Success Story

Influencing Brand Awareness

The discount luxury retailer partnered with Heartbeat on a tag campaign featuring Heartbeat ambassadors, achieving a 9.1% engagement rate across 932 posts in 72 hours.

1.1m

followers reached

9.1%

engagement rate

32x

targeted audience reach

Their Goal

Obtain brand preference during the fall fashion and promote a new in-store line by Who What Wear, by reaching 1000 contest entries around key hashtags on Instagram.

Our Solution

Heartbeat targeted an audience of 2000 ambassadors who expressed interest in the brand during a survey to post pictures of themselves wearing cute outfits on Instagram. The ambassadors were asked to include 3 specific hashtags with the incentive of being entered to win a \$1000 giveaway.

Their Success

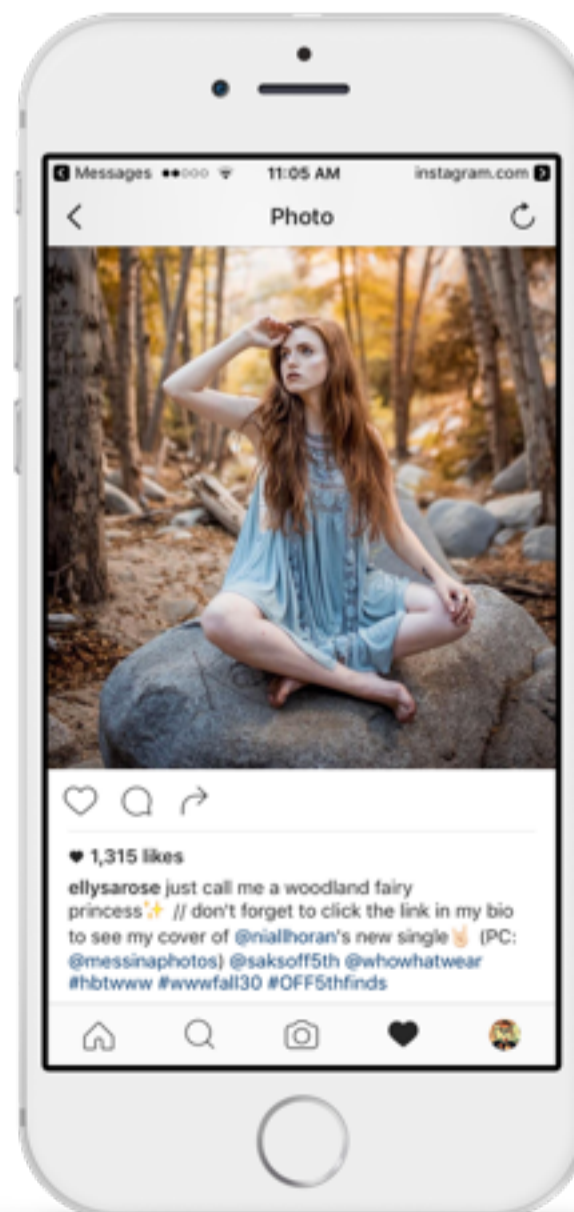
Speed & Quality

Saks successfully promoted their new fall line and established a new level of engagement with their audience in a very short period of time.

Past efforts had yielded a maximum of 400 contest entries over a month-long period. With Heartbeat's highly targeted ambassadors they were able to double the entries in just 3 days.

The quality of the posts reinforced Saks commitment to quality while engaging a core audience of millennial women shoppers.

- 1,100,000 Minimum Audience (32x target)
- 94% Female
- Average age: 23
- Primary Device: iPhone (70%)
- 154 Confirmed College Students



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