

# B&Q triples its CTR benchmark with an influencer program makeover



## Situation

### An influencer program needing some TLC

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B&Q is the UK's leading home improvement and garden living retailer. The brand offers furniture, gardening equipment, kitchen appliances, and more for every room (and the outside) of your home. Tapping into current economic trends, B&Q wanted to help homeowners renovate their homes affordably using thrifty creators and “how-to” hacks.

The B&Q team needed help recruiting influencers and tracking metrics to ensure its program reached the right audiences and achieved a solid return on investment (ROI).

## About

### B&Q

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B&Q is the UK's leading home improvement and garden living retailer with over 300 stores throughout the UK and Ireland.

The brand offers competitive prices for its 700k+ products which are available to order at [diy.com](https://www.diy.com) for home delivery or click and collect.



## Solution

### Inspiring affordable home DIY projects with UGC

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B&Q used impact.com's Creator platform to build and manage its influencer program. Starting with **impact.com's Marketplace**, the brand searched for creators using filters to align with its target audience. After finding the perfect matches, B&Q hired four home improvement creators to create compelling user-generated content (UGC).

The team worked with:

- Jade Sweeney ([@home\\_on\\_the\\_commons](#))
- Paula Denham ([@homewiththedenhams](#))
- Anita Russell ([@by\\_anitarussell](#))
- Georgina Raine ([@georginaraineinteriors](#))

During the content briefing, B&Q asked creators to share ideas on presenting content aligned with the campaign's key performance indicators (KPIs).

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*“This campaign went so far beyond what we had hoped for. We saw our chosen creators truly inspiring their audiences on how they could improve their homes without breaking the bank. Plus, our campaign's performance exceeded expectations while keeping us within budget.”*

**Lydia Perrin**  
Influencer & Affiliate  
Specialist, B&Q



## Solution (cont.)

### Inspiring affordable home DIY projects with UGC

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These KPIs included:

- Using B&Q's products to solve consumer pain points
- Creating relatable content (for example, including bloopers in their Reels)
- Showcasing their renovations step-by-step
- Asking audiences for feedback via polls or questions on their Stories
- Mentioning the products in captions, adding prices, and linking B&Q's product pages
- Adding a call to action (CTA) linking their Reel posts to their Stories

The B&Q team suggested projects such as bathroom renovations, storage hacks, and desk area setups using only B&Q products within a tight budget.

## Solution (cont.)

### Inspiring affordable home DIY projects with UGC

B&Q required that the content be valuable, affordable, and timeless for its audience. Creators were encouraged to collaborate with the brand and build authentic content resonating with their core audiences and usual styles (such as short or long-form content).

Using **impact.com's contracting and briefing features**, B&Q asked creators to deliver:

- One Instagram Reel posted on the creator's and B&Q's social media account as a collaborative post
- A minimum of three Instagram Story frames
- One Instagram carousel post

impact.com's contracting features allowed B&Q to tailor contacts to each creator, with the option to assign more tasks throughout the campaign.

Afterward, the team reviewed content deliverables on the platform before going live and reviewed content performance post-launch.



# B&Q

*“I was able to show my followers how to find a solution to a problem that they might have in their home on a budget, which sat so well with my audience. I loved working with B&Q, and I’ve since had the pleasure of working with them again.”*



**Georgina Raine**

Content creator

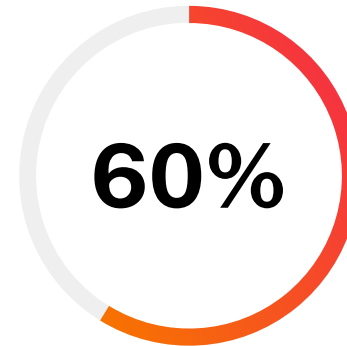
## Outcome

### A successful revamp exceeding expectations

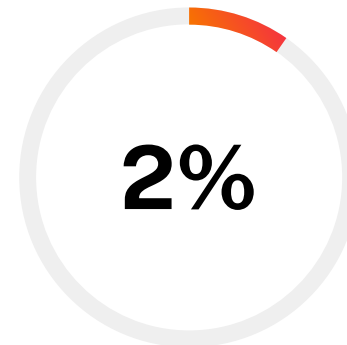
B&Q's campaign was a smash success, exceeding targets and resonating with audiences. Thanks to impact.com's Creator platform, the team tracked performance metrics using the **dashboard feature**. The recruited creators had a combined following of 522k+. Their Reels gained 1.5k+ comments, 12k+ likes, and 677 saves.

Creator [Jade Sweeney](#) received a strong response to her content. This led to a longer-term partnership focusing on a "budget bedroom transformation," highlighting the use of B&Q's affordable paneling kit.

Due to high audience engagement, Jade created another TikTok video for free showcasing a wall light hack using B&Q products. This scenario highlights the strong partnership between client and creator and the campaign's relevance.



**average view rate** (double the target)



**engagement rate** (0.5% more than the target)



uplift in **click through rate (CTR)** vs the benchmark