

How Ellos' influencer program cut costs and reached a 4% average conversion rate



@kine.tholm

Situation

Looking for the perfect fit with cost-effective influencer partnerships

Ellos, the leading e-commerce site for fashion and home furnishings, offers the everyday woman affordable and stylish products. Founded in 1947, this successful and highly established site keeps the Nordic market (including Sweden, Norway, Finland, and Denmark) on trend.

Ellos invested significantly in its influencer marketing using a traditional fixed-fee compensation model. The high starting costs didn't work well as a long-term strategy, and the team was looking for a more flexible solution.

The site wanted to see if it could replicate the results from its influencer programs while staying competitive. A goal was to use micro-influencers to reduce costs and improve engagement rates. Ellos also wanted to implement a longer-term promotional campaign across different seasons and markets in the Nordic region.

As Ellos looked into switching partnership payment models, their team focused on three key objectives:

- **Cutting down costs** — upfront ones, in particular
- **Tracking performance metrics accurately** — to optimize partnerships
- **Running successful long-term campaigns** — including multiple waves of influencer posts

About

Ellos

Founded in 1947, the Swedish e-commerce brand is a leading retailer for women's clothing, shoes, and accessories — as well as furnishings and home goods. Ellos' Nordic market includes Sweden, Norway, Finland, and Denmark. Overall, their central goal is to design and offer modern, relevant, and budget-friendly Scandinavian-inspired fashion and home decor. Ellos has consistently been an online pioneer, connecting with people through its website and social media partnerships.



Solution

Tailoring partnerships and performance with impact.com

Ellos used impact.com's platform to find cost-effective creators and grow their program. As a pre-existing client, Ellos knew impact.com's purpose-built partnership platform could offer the right solution. The team counted on impact.com's managed services team to handle the entire partnership life cycle which included:

- Simplifying discovery and recruitment
- Streamlining contracting
- Automating payments
- Creating and managing campaigns
- Data views directly from the influencer's social networks using impact.com's application programming interface (API)
- impact.com's campaign "Performance" tab

ellos

Collaborating with impact.com has been tremendous for Ellos. Now we can measure our influencer marketing using solid data and optimize influencer content through a performance-based incentive. We are optimistic that impact.com has gained market share in the Finnish market and increased turnover and visibility in a very short time.



Delli Holmblad

Digital Communications Manager
Ellos

Solution (con't)

Tailoring partnerships and performance with impact.com

The strategy included sending out recruitment emails to more than 5,000 potential influencers with 635 applications received. In the end, impact.com partnered with 130 influencers to create content highlighting Ellos' fashion and furniture styling.

The creators provided their followers with a clear call to action (CTA) to shop with Ellos.

The influencer program spanned multiple campaigns and seasons, each targeting different products:

- Summer fashion and outdoor housewares
- Back-to-school and work wardrobes
- Fall clothes, candles, and scatter cushions



@helenedrage

Solution (con't)

Tailoring partnerships and performance with impact.com

Thanks to impact.com, Ellos freed up its time and was able to focus on its new performance-based partnership model. The site could now earn higher revenue without a heavy upfront investment. impact.com's platform gave the team a robust toolbox to improve their influencer partnerships:

- Unique tracking links and promo codes for each partner
- Detailed performance metrics for each post
- Flexible commission rates for different influencers
- Huge performance-based earning potential to entice influencers
- Shortened timeframes to make each partnership profitable
- Content creation and sharing options between both parties

Now Ellos could avoid hefty upfront fees and slow-moving profit projections.

Outcome

Driving revenue, conversions, and clicks in style

Together, Ellos and impact.com created successful influencer partnerships and campaigns across the Nordic market including Sweden, Norway, Denmark, and Finland.

- In Sweden, revenue rose by 78% after working with impact.com
- In Norway, clicks rocketed by 475% since working with impact.com
- In Finland, conversions improved by 478% after switching to impact.com
- Denmark saw more than 5k clicks after impact.com created an influencer program for them from scratch



\$78k+

in revenue



980

pieces of content



2m+

total impressions

Outcome (con't)

Driving revenue, conversions, and clicks in style

Ellos' influencer campaign created these impressive results:

- 980 pieces of content
- 2m+ impressions
- 4% average conversion rate
- 348 promo codes used
- 918 conversions
- \$78k+ in revenue
- 39k+ clicks

After switching from fixed-fee influencer partnerships with impact.com, the brand was able to cut down on costs, run performance-based models with accurate data, and foster long-term campaigns. The site also reduced its upfront costs and increased its outreach.

Evergreen influencer campaigns aren't an overnight success. But with the help of impact.com, Ellos built a sustainable and cost-effective partnerships solution that will stay in style all year long.