



## Case Study **ZMS x Indiska**

**ZMS** Zalando  
Marketing  
Services

## ZMS x Indiska

### Increasing awareness through influencers in the German market

Indiska is a Swedish family owned business with roots back over 120 years and they are focused on fashion, interior design and accessories. In 2021, Indiska wanted to raise their brand awareness in the German market by showcasing their summer and fall products in an authentic way and spreading good summer and fall vibes. To do this, they connected with ZMS for their first influencer marketing campaign together.

#### Objectives

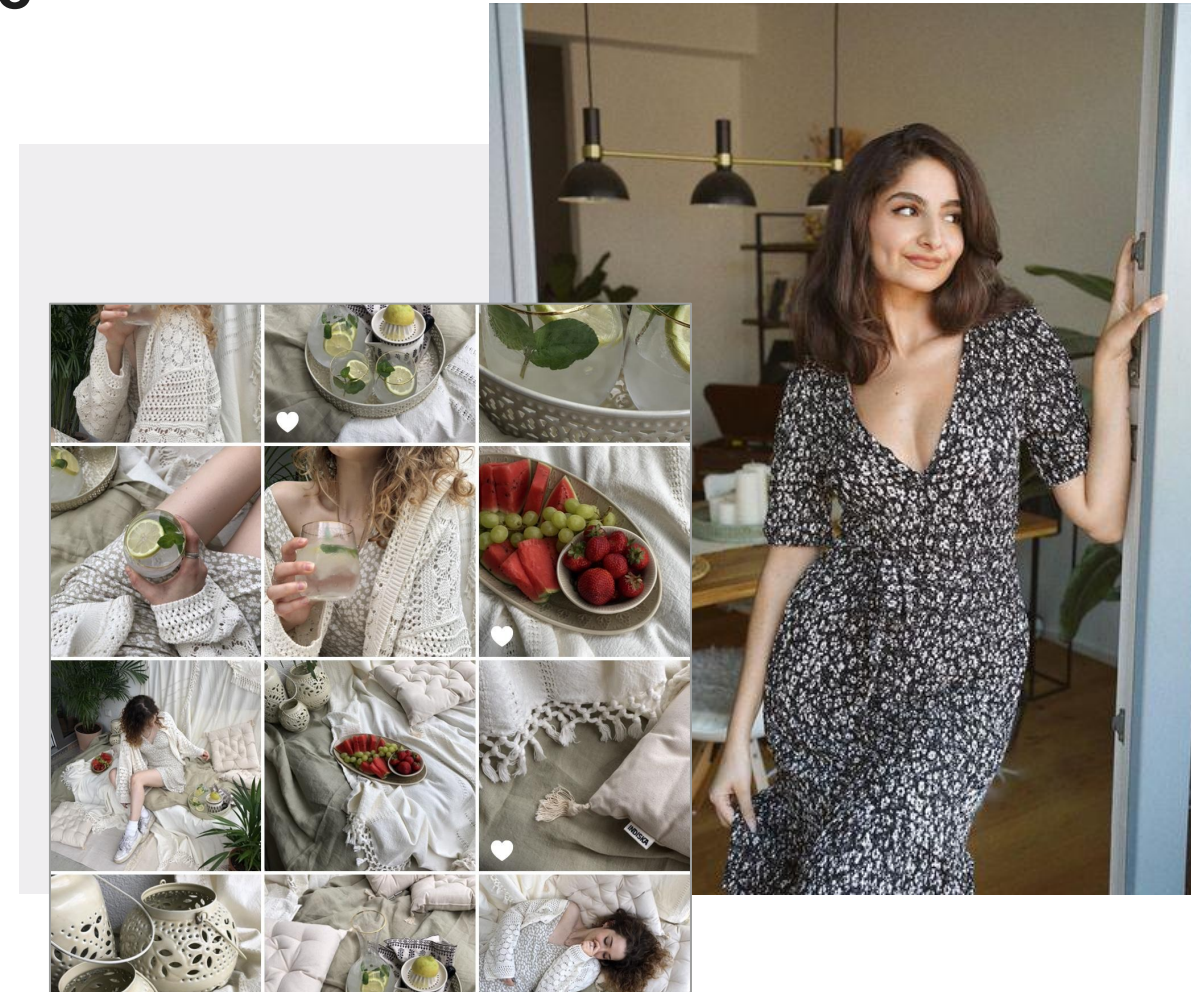
- ✓ **To increase brand awareness** in the German market targeted to female audience
- ✓ Showcase their summer and fall products **in an authentic and inspiring way**

# Leveraging influencers to an authentic brand and product awareness

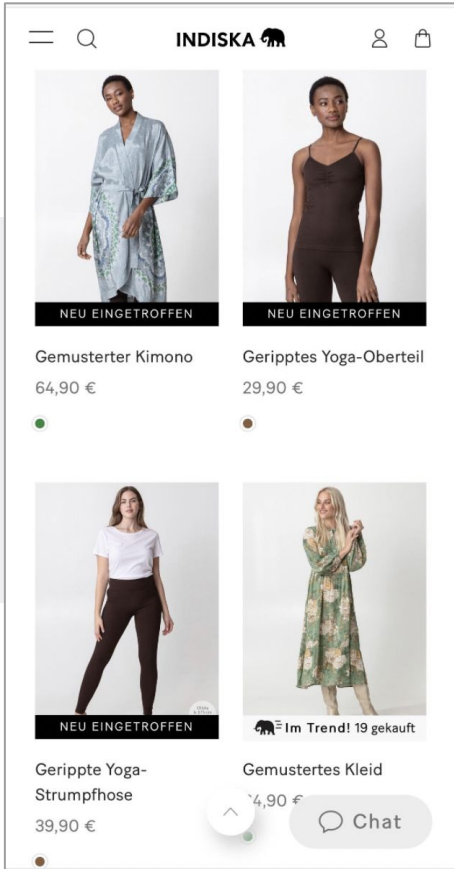
Indiska collaborated with ZMS Creative to plan and execute an influencer marketing campaign through their Managed Service. ZMS made sure that the chosen influencers had a very good score for audience credibility and reachability to be able to showcase Indiska's summer and fall products in an authentic yet impactful way.

## Execution

- ✓ **7 female influencers based in Germany with follower amount ranging from 130K to 1.5M** were chosen for the campaign
- ✓ Campaign was **live during June and September in 2021** and in total of 21 Instagram Posts and 21 Instagram Stories were published
- ✓ Influencers shared **an individual discount code of 20%** in their posts that could be used in Indiska online shop



# Visibility on influencers' channels to inspire and drive them to discover & purchase



**IG Posts and Stories on influencers' channels** including an individual 20% discount code

**Traffic to Indiska online shop** to browse and purchase products

# Indiska successfully **raised awareness in the German market** and ultimately generated an impressive sales result

Indiska's campaign outperformed on KPIs from upper funnel to lower funnel

The campaign created high awareness, **exceeding both impression and reach forecast by 200%.**

The campaign also **pushed an impressive amount of customers further down the funnel** and generated great ROAS.

On top of this, the careful selection of well performing influencers resulted in **ER% above the industry benchmark and positive perception towards the content.**

**>6.2M**  
Impressions

**>5.9M**  
Unique Reach

**200%**  
ROAS

**90%**  
Positive content perception

**13.7%**  
IG Post Engagement Rate\*

\*34.8% higher than industry benchmark, calculated from impressions