

WONDERSHARE CASE STUDY

INDUSTRY- Technology (Software)

AT A GLANCE

SOME NUMBERS

- Windows- 30k installs
- Mac- 20k installs
- Paid Users -10k
- Overall Reach- 7 Million

GENERAL INFO

- Platform- YouTube
- Budget- xx Lacs.
- Creators- 20
- Duration- 1 months

OBJECTIVES

Wondershare is a software company which provides creative solutions, some of its products include video editor (Filmora X), animation, screen recording, data recovery etc. the campaigns objective was to create active customers by reaching to them through niche specific creators.

SOLUTIONS

HeekEntertainment's team completely analyzed Wondershare's target customer base and formed strategies in order to match them with the creators audience and hence selected the creators accordingly.

The advantage we got here was the liberty from Wondershare that enabled us to provide even better results, the funnel Model was implemented along with the Filter Strategy (possible because of the wide budget).

Niche specific creators from US and India were made to promote the software. Obviously with complete transparency, mutual approval by the brand and creator and the crucial decision making was done only after the brand's consent.

BENEFITS

Benefits One

Through the above method we were able to generate active new paid customers for Wondershare

Benefits Two

Created awareness about Wondershare and Filmora specially as an easy to use and extremely powerful video editing software.

Benefits Three

We were able to generate a total reach of 70,00,000, which is increasing day by day.