

Authentic campaigns and effective results

More and more companies use creators (i.a. influencers) for their campaigns. But a fragmented market, many buzzwords, and a lack of data and transparency about effectiveness present challenges for advertisers in choosing the right measures and creators.

CLIENT CHALLENGES

Selection	Data	Influence
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Ensuring the right choice of creators that align with the client's brand image, receiving valuable data insights and planning effective campaigns.

CREATE IMPACT WITH CREATORS

What esome offers you:

- **Market expertise** to consult you on your individual needs regarding creator possibilities
- **Access** to creators within DACH with **exclusive** opportunities
- **Support and consulting in all campaign stages** – choice of creators, campaign optimization and results
- **Connection of two worlds:** Paid Media and organic Influencer campaigns – for optimal results

What makes us unique are our connections to the biggest content ecosystem for creator marketing in Germany:

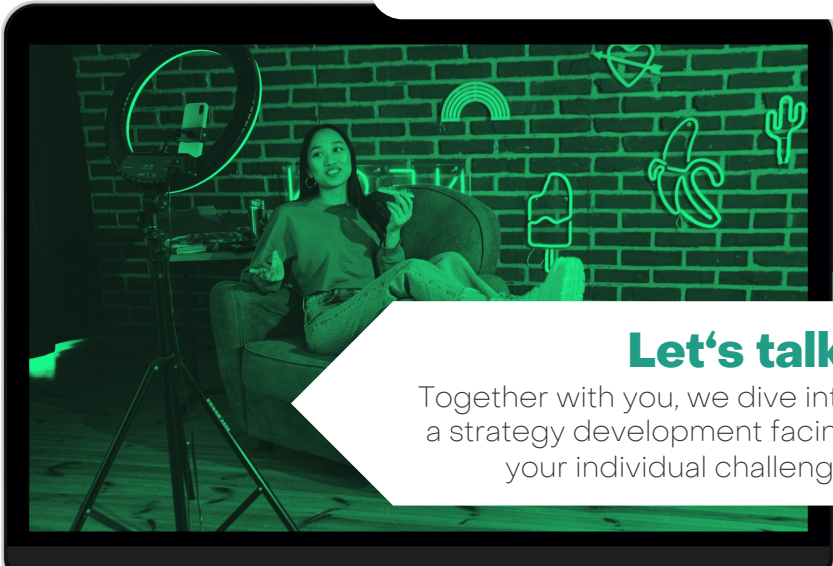
- **Studio71:** Premium Network for creators, partly in exclusive management
- **Buzzbird:** Unlimited access to the full range of all DACH creators: Nano, Micro, Macro, Mega

50,7%

of German followers have already bought something at least once based on the recommendation of an influencer

71 Mio.

people is the estimated reach that influencers will have in Germany by 2026



Let's talk.

Together with you, we dive into a strategy development facing your individual challenge.