



Customer Stories From Community Campaigns

*Engage with your most passionate customers, fans and
leverage their willingness to help your organization
reach your goals and objectives.*

Kmunitii

T. 972.214.9555
E. info@kmunitii.com



Case Study

Industry Sector: **Music Artist**

Over the course of the campaign our client, a major music artist, was able to identify and recruit over 25K brand ambassadors to opt into their custom branded community.

With our interactive, task driven, gamified platform our client energized their ambassadors creating quality recommendations, mentions and reviews on the social network. In addition to these highly valuable impressions they also utilized the community in several other powerful ways including offline promotions, user survey and focus group recruiting.



Return on Investment Analysis	
Total Social Recommendations	53K
Impressions per Recommendation	929
Total Social Impressions	59M
Transaction Rate (% of Imps)	3%
Total Transactions	1.4M
Average Transaction	\$10
Total Revenue	\$14.4M
Profit Margin on Sales	15%
Total Profit	\$2.2M



Connect | Action | Reward

25K
ADVOCATES
IDENTIFIED

49M
SOCIAL
REACH

53K
SOCIAL TASKS
COMPLETED

\$14.4M
TOTAL REVENUE
EARNED



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Case Study

Industry Sector: **Fitness**

Our Client grew to over 7,000 members in just 6 months who had completed upwards of 10,000 tasks promoting their locations and core brand objectives in just 6 months.

The company was looking to capitalize on the deep-rooted passion of its customers by organizing a brand advocacy community to reinforce the brand's message and the lifestyle it represents. Within **ONLY** 6 months the branded community grew to over 7,000 members, and they completed 12,000 tasks.



Key initiatives included #Hashtag Campaigns on Twitter/ Instagram for their annual promotion. They wanted to maximize on their social presence.

They used their branded community and involved members at a local level. When dealing with such a large brand where so many fans have a different experience, it's important to identify these relationships and fuel them from within a dynamic and responsive community. Members share their favorite workout routines, dietary and lifestyle tips, as well as check in almost daily at their local gym using either Facebook or Foursquare. To reward their most dedicated members, the client designed and awarded an exclusive "Community T-Shirt", which became a coveted item among their devoted community fans.



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7K
ADVOCATES
IDENTIFIED

3.4M
SOCIAL
REACH

12K
SOCIAL TASKS
COMPLETED



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Case Study

Industry Sector: **Casual Dining**

Over the course of the campaign our client, a major music artist, was able to identify and recruit over 4K brand ambassadors to opt into their custom branded community.

With our interactive, task driven, gamified platform our client energized their ambassadors creating quality recommendations, mentions and reviews on the social network. In addition to these highly valuable impressions they also utilized the community in several other powerful ways including offline promotions, user survey and focus group recruiting.



Return on Investment Analysis	
Total Social Recommendations	3,279
Impressions per Recommendation	537
Total Social Impressions	1.7M
Transaction Rate (% of Imps)	3%
Total Transactions	52K
Average Transaction	\$40
Total Revenue	\$2,1M
Profit Margin on Sales	15%
Total Profit	\$316K



Connect | Action | Reward

4K

ADVOCATES
IDENTIFIED

1.7M

SOCIAL
REACH

3.2K

SOCIAL TASKS
COMPLETED

\$316K

TOTAL REVENUE
EARNED

Kmunitii

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Case Study



Industry Sector: **Music Artist**

Over the course of the campaign our client, a major music artist, was able to identify and recruit over 9K brand ambassadors to opt into their custom branded community.

With our interactive, task driven, gamified platform our client energized their ambassadors creating quality recommendations, mentions and reviews on the social network. In addition to these highly valuable impressions they also utilized the community in several other powerful ways including offline promotions, user survey and focus group recruiting.



Return on Investment Analysis	
Number of Active Advocates (10%)	900
Total Social Recommendations	98K
Impressions per Recommendation	150
Total Social Impressions	14M
Brand Advocate CPI	\$0.05
Media Value	\$740K
Cost of Platform	\$60K
Community Management	\$30K
Cost of Rewards	\$10K
Earned Media Value	\$640k
ROI of Campaign	640%



Connect | Action | Reward

9K

ADVOCATES IDENTIFIED

14M

SOCIAL REACH

98K

SOCIAL TASKS COMPLETED

\$640K

TOTAL EARNED MEDIA



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