WITHIN's Influencer Launch Program Helps INNOVO 130x Coupon Code Redemption

and generate over 3.7 million social media impressions

+ CHALLENGE

The women's innovative incontinence health technology brand, INNOVO, sought to increase their customer base with an influencer brand awareness activation campaign. The campaign highlighted the product's move from prescription-only to over-the-counter availability in 2021. INNOVO wanted to generate overall brand awareness by driving trackable conversions for their relatively new-to-market product. INNOVO wanted to utilize influencers both through organic and paid content to build anticipation around product availability. The campaign also aimed to create relatable conversations and remove stigmas around incontinence, especially postpartum.





SOLUTION

The WITHIN influencer team handpicked a variety of on-brand mom and fitness influencers with high female followings. The influencers were tasked with creating authentic and informative content to break down the stigma of SUI. They were instructed to share their personal stories with leaking and how they incorporated the INNOVO device into their overall wellness routines.

+ RESULTS

WITHIN's 2021 influencer launch program secured six creators from August to December 2021. These influencers created 71x social posts that drove a total of 3.3M+ total reach and 3.7M+ total impressions. Overall, the campaign generated organic sales through 130x custom code redemptions for a high-value $450 product by the end of the year.

3.7M+
New social media impressions

3.3M+
Accounts Reached

130X
redemptions tracked