



# WITHIN's Influencer Team Helps Playboy Secure Over 1.5 Million Social Media Impressions

## Through Its Playboy Tennis Club Collection Campaign

### + CHALLENGE

Playboy wanted to promote the release of its new tennis collection, utilizing organic and paid influencer marketing strategies. The campaign aimed to introduce new users to Playboy.com and expand its top-of-funnel engagement with this seasonal clothing line. Playboy sought WITHIN's influencer team to help build strong partnerships and initiate its influencer ad campaigns with fashion adjacent influencers who were also fans of the sport.

### o SOLUTION

WITHIN's influencer team hand selected and managed influencers who aligned with the campaign. Influencers created original content with their own twist on the collection that showcased how they styled the various items. In partnership with the paid media team, WITHIN repurposed influencer content as high-performing ads, which exponentially grew the ROI for this new line. WITHIN also ran branded influencer ads alongside regular paid social ads to drive new impressions and test influencer partnership value.

### + RESULTS

WITHIN launched Playboy's Tennis influencer partnership campaign with 31 social media posts created by 14 organic and paid influencers. Influencer campaigns resulted in a combined total of 508 clicks across all campaigns. 77% of influencer clicks drove new customers with a strong campaign CVR of 1.57%. WITHIN established that Playboy's digital ads have strong CVRs when featuring influencers specifically because they engage and resonate well with a loyal audience network.



1.5 Million+

New Social Media Impressions

40%

Above Standard Ad ROAS

77%

of Clicks Drove New-To-File Customers