



Auto Trader App Downloads Campaign

Case study



AutoTrader

The challenge

The main objective for this campaign was to get influencers to drive awareness towards the Instant Offer feature on the Auto Trader app and encourage their followers to download the app in order to price and sell their car. This could be achieved through clicking on the influencers' unique links.

Auto Trader wanted a mix of Instagram and TikTok content, where on Instagram the reel was the hero piece, the grid the descriptive piece and stories allowing followers to click to download the app directly.

The solution

We set our AI Powered Discovery engine to find highly engaging content creators that fit Auto Trader's vision and aesthetic. All were then handpicked by our experienced team and presented for selection.

All of the influencers that were selected were a mixture of Instagram and TikTok content creators who were onboarded instantly and put into two waves where they would create content for the client as they perfectly fitted the requirements for this campaign.

The outcome

Overall, throughout both waves, 81 pieces of content were created by 24 influencers, who all had a total follow count of over 2.02 million. These pieces of content were posted over a duration of 3 weeks, where influencers also managed to achieve an impressive **760,000 views, which equated to 478% of the 159k KPI.**

Influencers also collected **66,700 engagements** on their pieces of content and 493,000 impressions (205% of the 240k KPI), displaying the campaigns remarkable engagements.

Meet the highest performing influencers from Wave 1 & 2 (grid posts)



Ellis

📷 [@ellisplatten](#)

46.4K Followers

1,872 engagements

18,925 Impressions



Amna

📷 [@amxa_ox](#)

139K Followers

1,270 engagements

22,128 Impressions

176 Link Clicks



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Meet the highest performing influencers from Wave 1 & 2 (reel posts)



Charlotte

 [@charlottecucurnia](#)

62.8K Followers

541 Engagements

22,100 Views



Verity

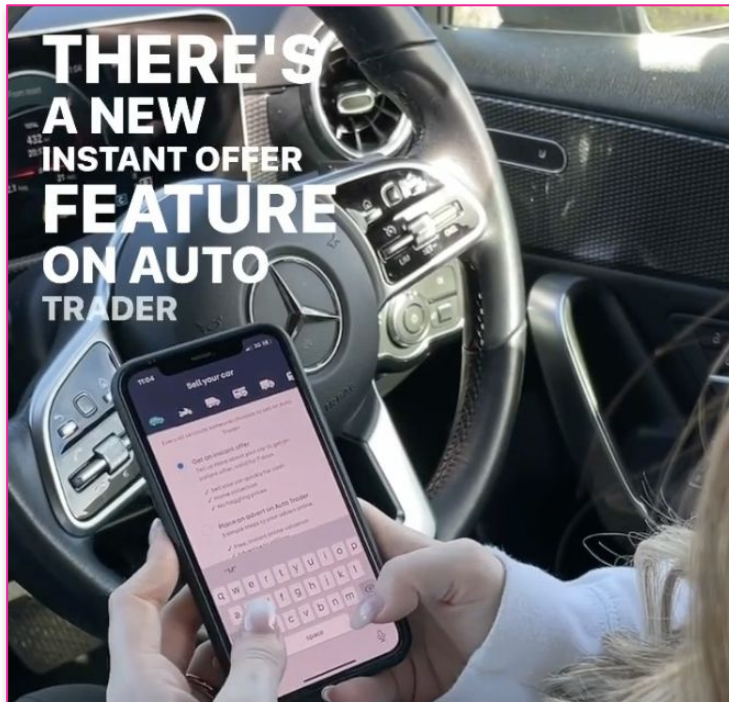
 [@veritybowditch](#)

168K Followers

1,102 Engagements

74,500 Views

305 Link Clicks



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Meet the highest performing influencers from Instagram & TikTok



Grace

 [@gracewaites](#)

168K Followers

7,156 Engagements

79,383 Impressions

841 Link Clicks



Ben

 [@fish56octagon](#)

143K Followers

36.8% Engagement

116,200 Views

470 Link Clicks



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Campaign highlights (Wave 1 & Wave 2)

Influencers



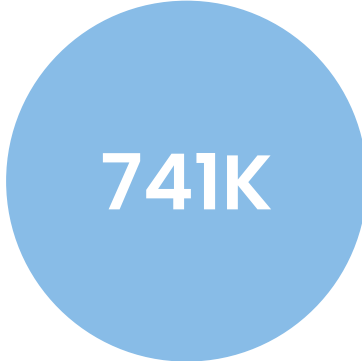
Content Pieces



Combined Follower Count



Reach



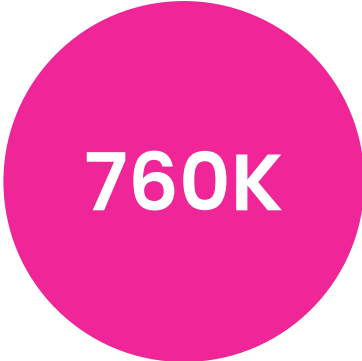
Impressions



Engagements



Story/Video Views



Duration

