

CASE STUDY

How ipsy Built a Creator Community that Delivers Over 300MM Earned Media Impressions Each Month

With over 2.5 million monthly members in its Glam Bag, ipsy is one of the largest subscription-based delivery e-commerce companies. Built on the premise that the beauty industry was long overdue for disruption, co-founders Michelle Phan, Marcelo Camberos and Jennifer Goldfarb launched ipsy in 2011.

Phan, an early YouTuber who became one of the most influential beauty creators on the platform, knew that ipsy would be able to quickly grow traction in the marketplace by partnering and nurturing relationships with other beauty creators. In 2014, the company launched ipsy Open Studios (OS), a collaborative community that empowers and educates beauty creators to grow in their careers. OS supports established, emerging and aspiring beauty creators with tools and resources to help them grow their audiences including access to studio space, production support, collaborations, as well as exclusive industry and networking events.

Challenge

As the OS community grew in popularity, the ipsy team realized they didn't have the proper tools in place to manage existing relationships while continuing to recruit new beauty creators. Simultaneously, the ipsy team was investing considerable resources in measuring the effective of the OS program, which initially proved to be difficult because it required tracking thousands of creators across their social platforms.

60%

Reduction in Recruiting Time

“CreatorIQ provided us with a dynamic CRM to organize critical information that enabled us to efficiently mobilize our community of creators.”

– Jennifer McDonnell,
Director of Studio
Operations

+300MM

Monthly EMV
Impressions

After partnering with CreatorIQ, ipsy was able to more than double its creator community.



Solution

The ipsy team partnered with CreatorIQ to scale its OS community and measure the success of the program by centralizing data in an enterprise grade CRM, standardizing complex workflows and automating performance reports to quantify ROI.

“CreatorIQ provided us with a dynamic CRM to organize critical information that enabled us to efficiently mobilize our growing community of creators,” said Jennifer McDonnell, Director of Studio Operations.

ipsy turned to CreatorIQ to build out a custom sign-up portal that would gather critical information from potential OS applicants and automatically generate rich social profiles in the CreatorIQ platform to make vetting easy for the ipsy team.

McDonnell added, “CreatorIQ empowered us with the ability to automate many of our manual recruiting efforts that were cumbersome and time-consuming. CIQ allowed us to understand which applicants are truly committed to joining the community. They also ensured that we never missed an influential applicant and allowed us to expand our community of beauty creators from hundreds to thousands.”

Utilizing CreatorIQ’s comprehensive measurement capabilities, ipsy secured broader visibility into the performance of the OS program. “Before CreatorIQ, we were manually spending countless hours when it came to tracking mid-size and micro influencers,” said McDonnell. “This technology enabled us to measure reach, engagement and earned media value at both the campaign and individual creator level. We uncovered who to engage with more accurately for regional events and relevant programming.”

100%

Creator
Community
Growth

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About CreatorIQ

CreatorIQ helps agencies, publishers, and brands invest more time scaling their influencer programs by providing actionable intelligence, workflow management, and CRM.

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