

How Yves Rocher Unlocks the Secrets of Measuring Influencer Campaign Success

The dilemma

Being on a global stage in the highly competitive beauty industry requires an ongoing commitment to visibility. Yves Rocher turned to influencer marketing to grow their brand awareness, but working with multiple influencers proved challenging in maintaining brand alignment. The brand needed an easier way to choose influencers beyond audience size and engagement rates - they also wanted partners who shared their brand values.

Selecting influencers was manual and time consuming with vetting processes that didn't cover every angle. Different markets added extra layers of complexity, as a central regional office could only recommend influencers based on limited knowledge of a particular market or region.

“The ability to efficiently search for influencers in various local markets based on our campaign requirements is extremely helpful, particularly for a regional team like ours. My favourite feature of the tool is the deep insights we can get about each influencer, such as follower demographics, engagement rates, and true reach.”

Angelique Hernandez
Asia Marketing Director
Yves Rocher



Klear enables Yves Rocher to:



Find the best influencers out of 30 million profiles — quickly.



Filter by topic, location, audience size, and more for targeted connections.



Track influencer analytics from a central platform.

Social Influencer Discovery

This database of millions of influencers around the world introduces Yves Rocher to potential brand partners. In a fraction of the time it spent previously, the brand can remotely identify influencers to create localized content in distant markets.

Vet Influencers Against Strict Criteria

Klear enables Yves Rocher to filter through millions of influencers by narrowing topics, interests, and other criteria to find best-fit partners. With in-depth audience demographics, the brand can match influencers to specific campaigns to drive better outcomes.

Assessing Impact Beyond Vanity Metrics

Definitive metrics such as engagement rates between influencers within the same niche or topic gives the brand an apples-to-apples comparison when choosing influencer partners. Yves Rocher can find truly influential people to promote its brand while making more progress within every campaign.