

RETAIL

## New ad platform aims to turn customers into “everyday influencers”

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*The new ad platform is called RYPL. Image credit: Johnny Was*

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By DANNY PARISI

A new ad platform aims to make use of "everyday influencers" to increase word-of-mouth branding and help retailers attract new customers through organic social advertising.

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GlobalWide Media has announced the creation of RYPL, its new ad platform that the company claims can contribute to a potential 40 percent lift in ROI on advertising. The platform's appeal rests on its ability to create conversations between consumers around a brand and not just between the brand and the consumer.

"Acquiring new customers is difficult especially for luxury brands," said Kyle Lipson, senior vice president of programmatic media at **GlobalWide Media**, Los Angeles. "Lookalike modeling, behavioral targeting, and contextual targeting strategies work, but they've become standard thus diminishing their impact.

"GWM recognizes that not all customers look alike. Our approach to customer acquisition takes into account the effects everyday influencers have on the consumer's path to purchase and uses that information to create a viral impact that increases conversion efficiencies."

Brand advocates

For many marketers, the sale is the endpoint of their strategy. Once a sale has been made, the process is complete and further action is not required.

However, the philosophy at the core of RYPL is that the sale is only the midpoint and that more can be done to continue to further the business after the sale.

The way GlobalWide Media does this is through focusing on what it calls "everyday influencers," meaning regular people who have the ability to promote the brand to others and influence their decisions, as opposed to the kinds of influencers with a million followers on Instagram who have a financial relationship with the brand.



*Johnny Was received a 40 percent lift in conversions from RYPL. Image credit: Johnny Was*

This platform focuses on turning customers who made a purchase into brand advocates who will continue to share content related to the brand on social media and to discuss the brand with their friends.

In a commissioned study by Forrester, GlobalWide Media found that almost 60 percent of brands believe that activating everyday influencers will help drive conversions.

The company cites one example from fashion brand Johnny Was, which ran a test with two campaigns, one being run through RYPL and the other not. The brand found that the RYPL campaign averaged almost 40 percent lift in conversion rates.

"As consumers become more and more savvy, they are catching on to the downsides of paid celebrity, Instagram star, and YouTube sensation endorsements," Mr. Lipson said. "This is diminishing the efficacy of the traditional influencer endorsement strategy.

"Consumers are looking for authenticity. They don't have the same level of trust in those being paid to promote brands that they do the people that influence their everyday decision making family, friends, co-workers, etc."

#### Everyday influencers

While RYPL focuses on making influencers out of everyday people, the luxury world's appetite for all kinds of influencers is growing.

More than half of luxury and fashion brands expect their influencer marketing budgets to expand over the next year, legitimizing many predictions of the growing popularity of influencers.

Currently, 73 percent of luxury fashion and beauty brands have an active influencer marketing campaign going on and 65 percent agree that it is very effective. This data comes from Fashion and Beauty Monitor's report on influencer marketing, "The New Face of Luxury," which analyzes the current view on influencers in the luxury fashion world and established seven major trends in the influencer market ([see story](#)).



*Influencers are a key part of luxury advertising. Image credit: Johnny Was*

Many luxury brands are already hopping onboard with this trend.

For example, hospitality group Rosewood Hotels and Resorts is further establishing its authority on all things travel with an assortment of in-the-know influencers via a new content hub.

"Rosewood Conversations" is an online destination aimed to create a community for those interested in luxury travel. The content hub will feature weekly features from celebrities and experts ([see story](#)).

For GlobalWide Media, the key is to translate the success of big influencers into smaller, more manageable pieces by turning individual customers into mini-influencers, who can promote the brand to their relatively smaller circles.

For us, the sales cycle is a continuous circle; the process doesn't end at the conversion or purchase that is looked at as a single step," Mr. Lipson said. "This is what separates the act of retaining customers vs. turning them into brand advocates.

"Advertisers do a great job of retargeting consumers with digital ads, getting them to buy their latest product. But that's stopping short, it's not utilizing all of the tools at their disposal.

"Technology and social networking has provided us with a tremendous opportunity that enables our customers to showcase our brands in Tweets, posts, and shares that reach an infinite amount of prospects through the web of connectivity."

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