

HER CAMPUS SECURES NEW BUSINESS USING BRANDVERGE ANALYTICS

CHALLENGE

Her Campus, the number one global community for college women, is constantly looking for new advertising partners that can benefit from its reach of Gen-Z and trailing millennial female college audiences. Its new business coordinators can spend between 25 to 50 percent of their time each week doing background research to find new advertising prospects. While this approach can be effective, it is time consuming, and it greatly diminishes the total number of leads Her Campus can pursue, ultimately impacting its total revenue opportunity.

INSIGHT

Media companies, like Her Campus, are experts at building an editorial community. Their offerings include engaging editorial, nurturing influencer networks and developing curated events that bring together thought leaders. In looking to harness the power of these built-in audiences, media companies want to partner with relevant brands. However, connecting with the right advertising partner is fraught with challenges, including a general lack of awareness about a publisher's capabilities and reach.



HER CAMPUSSM



earthbound

SOLUTION

In looking for more efficient ways to raise the awareness with brands, Her Campus turned to BrandVerge. Using the innovative marketing platform's analytics and streamlined capabilities, Her Campus was able to identify trending searches for Earth Day. This insight allowed Her Campus to quickly build, manage and share a tailored Earth Day content program via BrandVerge to connect with hundreds of potential advertisers.



BRANDVERGE

CASE STUDY | 2019

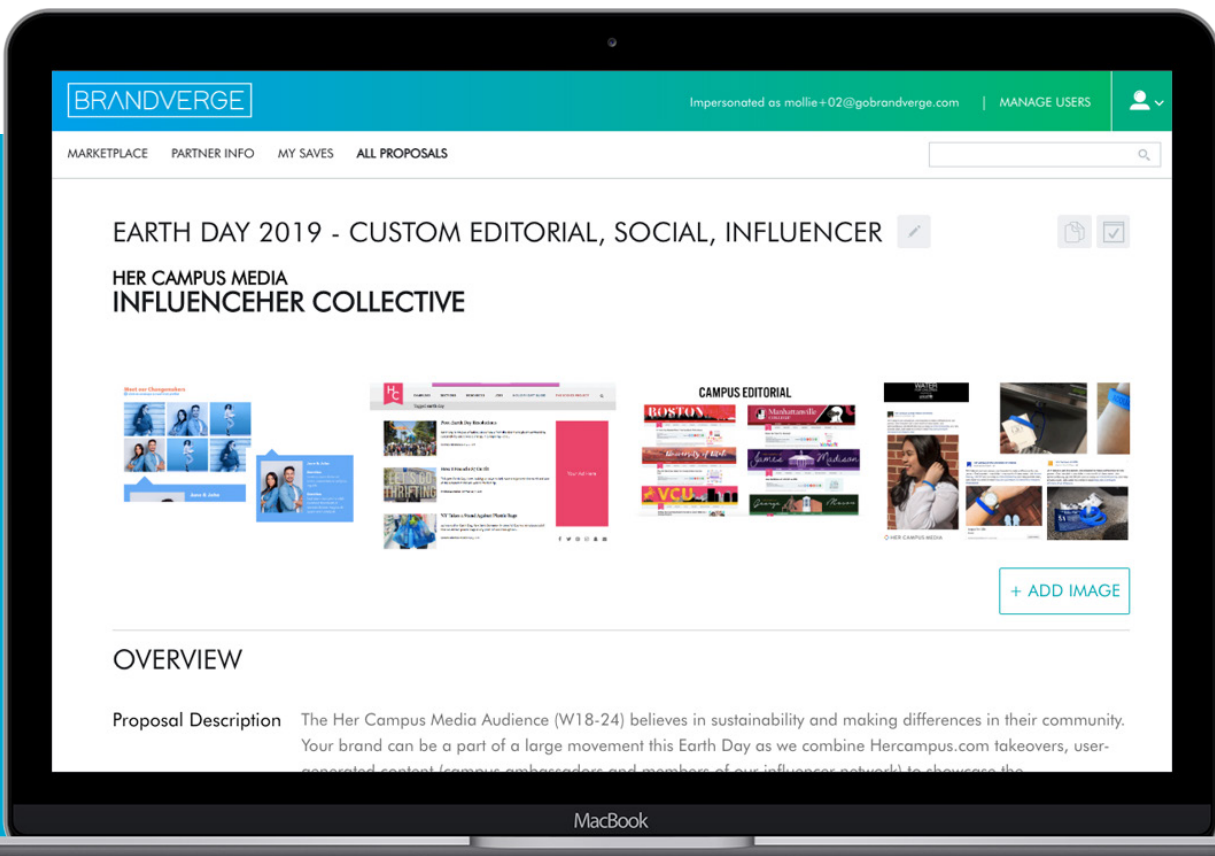
RESULTS

Using BrandVerge to enable a direct connection to a premium advertising organization, Her Campus connected with Earthbound, a leading licensing and brand management company. Earthbound had been tasked with finding a media partner to support a special Earth Day campaign for Bed Bath & Beyond's all-organic brand, Under the Canopy to create awareness of its sustainability values.

“Using BrandVerge analytics, we were able to quickly and easily pinpoint the Earth Day opportunity. Once engaged with Earthbound, we were able to finalize details in under three months compared to spending a year establishing a new relationship,” said Danielle Kushner, Team Manager, New Business & Sales Strategy at Her Campus.

The final integrated program was all about “Doing the Most.” This included an editorial piece on HerCampus.com featuring the stories of college women doing the most to live a sustainable lifestyle that served to underscore the values of the Under the Canopy brand. Separately, Her Campus worked with its network of bloggers to engage its audience and raise awareness of sustainable lifestyles.

Plans are now underway to continue the successful program into the back to school season with a co-branded program where 250 influencers will have the opportunity to use Under the Canopy products. This on-going 360-degree approach will continue to ensure the content and engagement align with the values of Her Campus' audience and Under the Canopy.



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