



# How Nudge turned the tap on for Delta Faucet

nudge.

## The Challenges

- Lack of visibility
- Understanding what quality is and how to improve it
- Setting KPIs.

## The Approach

Developed a data driven approach across influencer content, social and publisher distribution to drive the campaign in the right direction.

## The Results

- 60% higher attention than the Nudge benchmark
- Able to renew with the right partners based on performance metrics
- Established clarity around their distribution strategy

Mediavest | Spark is a full-service media agency based in Chicago, focused on helping clients with anything from content creation to technology & innovation. They partnered with Nudge to deliver deeper insight and efficiency on their influencer content campaigns for Delta Faucet. Here's their story.

## Time for change: Shifting gears towards visibility

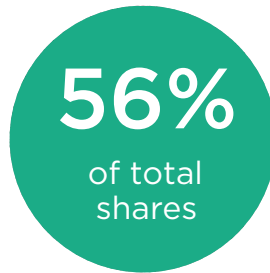
Before Mediavest | Spark launched their influencer campaign with Delta Faucet, they knew that their key challenge was a lack of transparency and visibility over the performance of their campaigns.

They partnered with Nudge to solve just that, seeking to understand what quality is and how to optimize towards it, as well as setting clear KPIs to inform them which partners and distribution sources to back going forward.

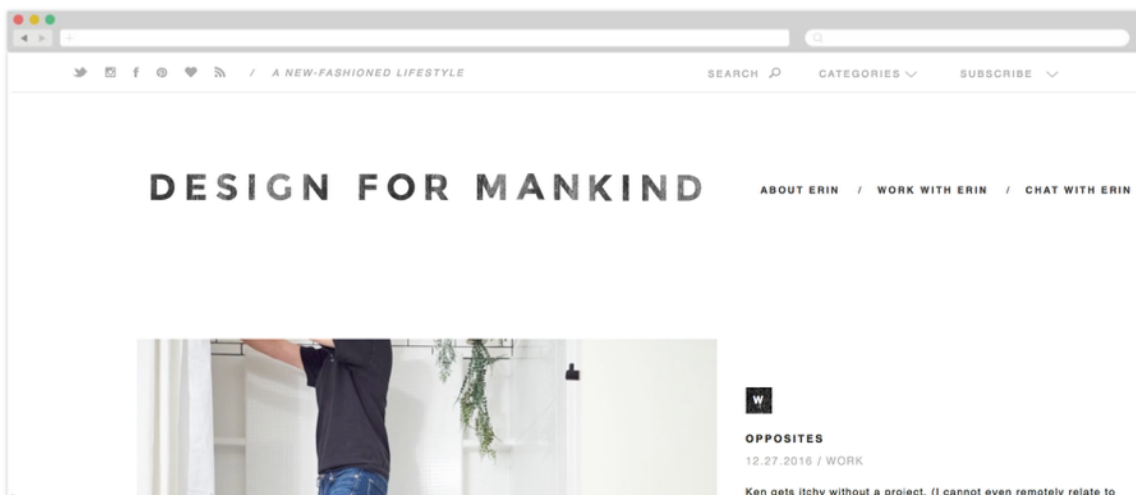
## The approach: Making influencer campaigns work smarter

Mediavest | Spark's campaign with Delta Faucet went live on the 15th November 2016 and consisted of 15 pieces of custom content from various influencers across the RhythmOne's network, which certainly included some fantastic pieces.

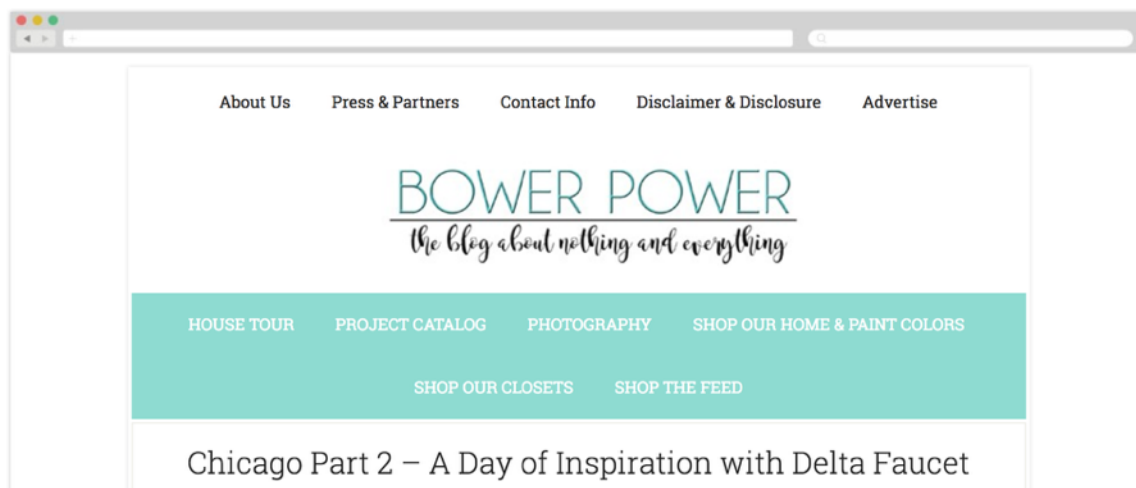
Nudge were able to show that the combined performance of the content pieces below contributed to:



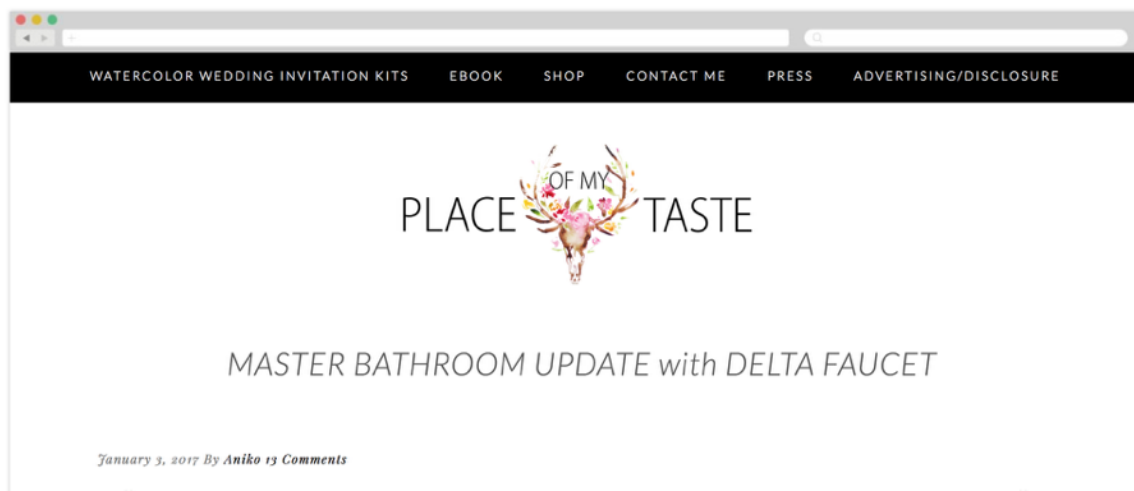
### 'Master Bathroom Update with Delta Faucet - Place of My Taste' by Aniko.



### 'A Before and After Scandinavian Bathroom Makeover' by Erin



## 'Chicago Part 2 - A Day of Inspiration with Delta Faucet - Bower Power'



Based on accurate performance metrics, Nudge was able to help Mediavest | Spark to make an informed decision on which partners to renew with, which distribution tactics to pursue, whilst at the same time putting them in the driving seat when it came to producing quality content (based on attention).

### Mediavest | Spark: Moving forward

Mediavest | Spark now have a proven methodology to drive consistent ongoing performance for their clients.

*'With Nudge we were able to track better than we have in the past. And to see which initiatives were most effective. It allowed us to track the actual content and not just banners'*

-Clorissa Comer, Content Supervisor at Mediavest | Spark