

# GIFTA

C3 DIGITAL BITES

20TH NOV

FROM GIFTING TO GENUINE TRUST

# Redefining the Influencer–Brand Relationship





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# Consumers first, influencers second

Brands realise they need real people  
to help sell their products



# Doubling web traffic for Hoover

### Strategy

To drive consideration & conversions for Hoover's mattress cleaner, we gifted a mix of lifestyle, family, & home creators. Focusing on a personalised gifting approach designed to spark authentic, high-trust content.

### Outcome

This led to a stream of organic, relatable content across multiple platforms, positioning Hoover as the go-to for clean, fresh homes and driving a measurable uplift in product interest and conversion.

500

influencers gifted

900%

Organic Sales uplift

3.6M

Impressions

767

pieces of content created

6.71

paid ROI

127k

engagements

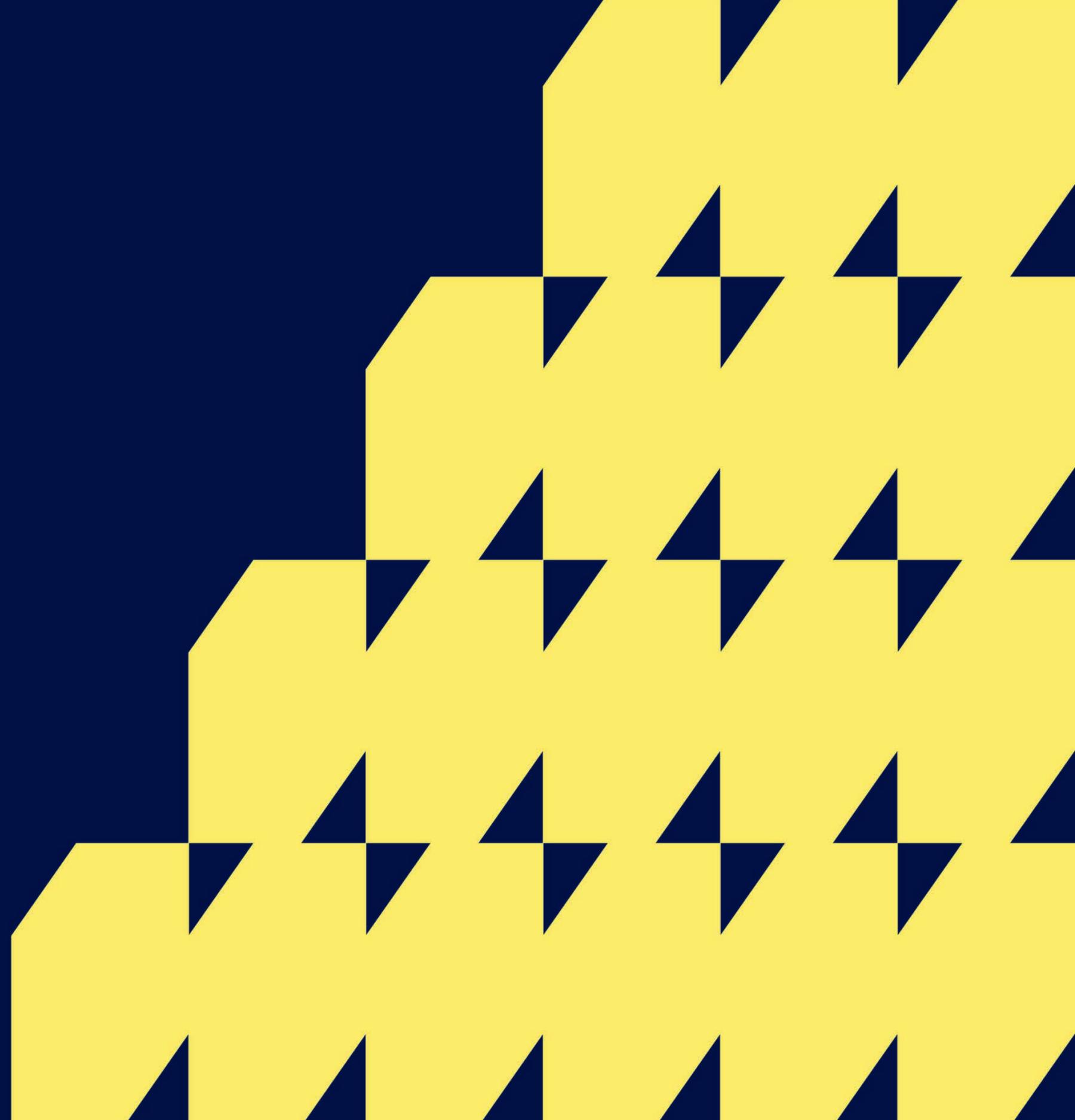


What an exciting PR box ✨ Can't wait to give this a go. Thank you @hoover\_uk

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# Let the creators control the narrative

It's hard to create a viral moment, but  
you can increase your chances of one.





# Driving buzz for Yeo Valley's NPLs

## Strategy

We sent gift boxes to a mix of family, foodie, health and lifestyle influencers to get the products into new communities. We included multiple products & recipe cards to inspire but allow for creative freedom.

## Outcome

The campaign sparked multiple pieces of viral content and an influx of product usage across diverse creatives, from flatbreads to a classic yogurt bowl or even curries.

100

influencers gifted

225

pieces of content created

5M

reach

72%

post rate

96

main feed posts

31k

engagements



# Measuring success



Track & save every piece of content posted

The dashboard displays the following metrics:

- 95 INFLUENCERS
- 286 ASSETS
- 6k VIEWS
- 9k REACH
- 10k IMPRESSIONS
- 33k ENGAGEMENTS

Filter options: platform, influencer, Start date, End date. A "Download Report" button is available.

channel	image	influencer - asset	source	views	reach	impres...	likes	comments	shares	#ad?
2021-04-11		jadelovesfood92 @gifta_uk - @gosh_food Gifted JadeLove...	view...	6 hours ago			52	3		-
2021-04-11		vegan.noir Maybe not the prettiest! But these beetroot ...	view...	6 hours ago			57	3		-
2021-04-11		brunchand_beyond @gosh_food	view...	16 hours ago						-
2021-04-11		brunchand_beyond @gosh_food	view...	16 hours ago						-
2021-04-11		anithaeats A delicious Falafel Quinoa Bowl If you are c...	view...	6 hours ago			356	65		-
2021-04-11		sarsilverrfood @gosh_food,@gifta_uk	view...	16 hours ago						-
2021-04-11		sarsilverrfood VEGAN 'MEAT' AND CHEESE BOARD 🍌 🧀 I ...	view...	6 hours ago			116	32		-

## Campaign strategy

# Delivering full-funnel influencer strategy's through always-on gifting & bursts

For the last 4+ years we've run gifting campaigns with Dove at scale.

From creative ideation to bespoke gift boxes, we've matched Dove with diverse lifestyle, beauty, and family creators, helping drive values-led storytelling at scale.

Beyond the content, our partnership has helped Dove identify genuine long-term advocates, resulting in a trusted community of influencers and a scalable model for consistent, meaningful engagement.

  
Dove

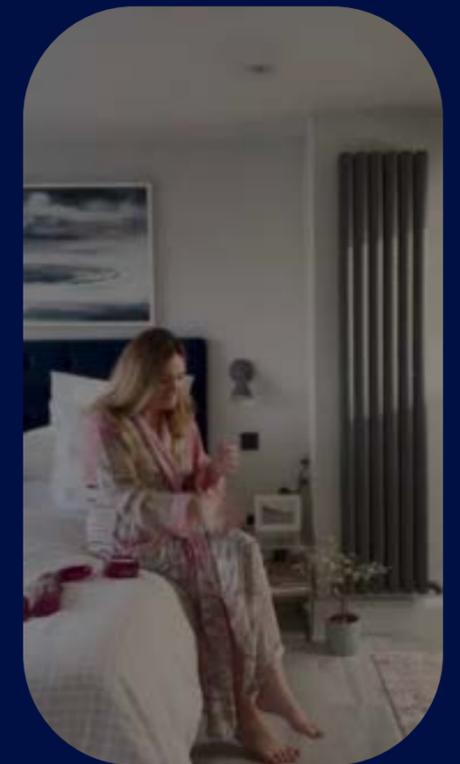
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5,000

influencers gifted

40m

Combined followers



21

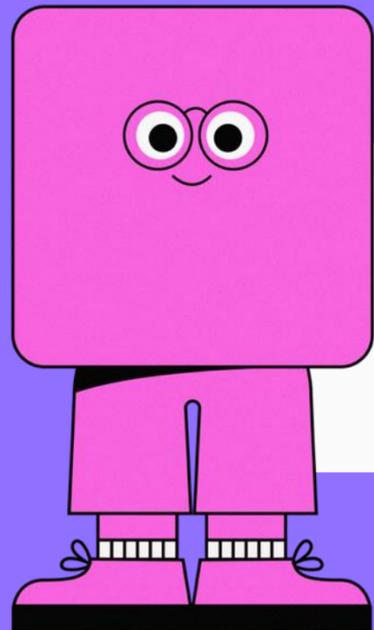
campaigns in 2024

12.5k

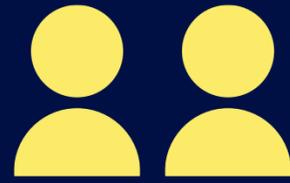
pieces of content

The power of gifting

£20k on one  
macro...  
or 125 brand  
fans?



A view from a micro  
influencer has more  
value than a macro as  
most of their audience  
are friends or family



**1 x macro**  
1x reel & 2x stories



Est. 1M following  
Content licences extra £  
#ad  
£20k spend



**30% UK following**  
=  
**300k UK followers**



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**125 x micro**  
300+ content pieces



Est. 1M following  
2 content licences  
#gifted  
£20k spend



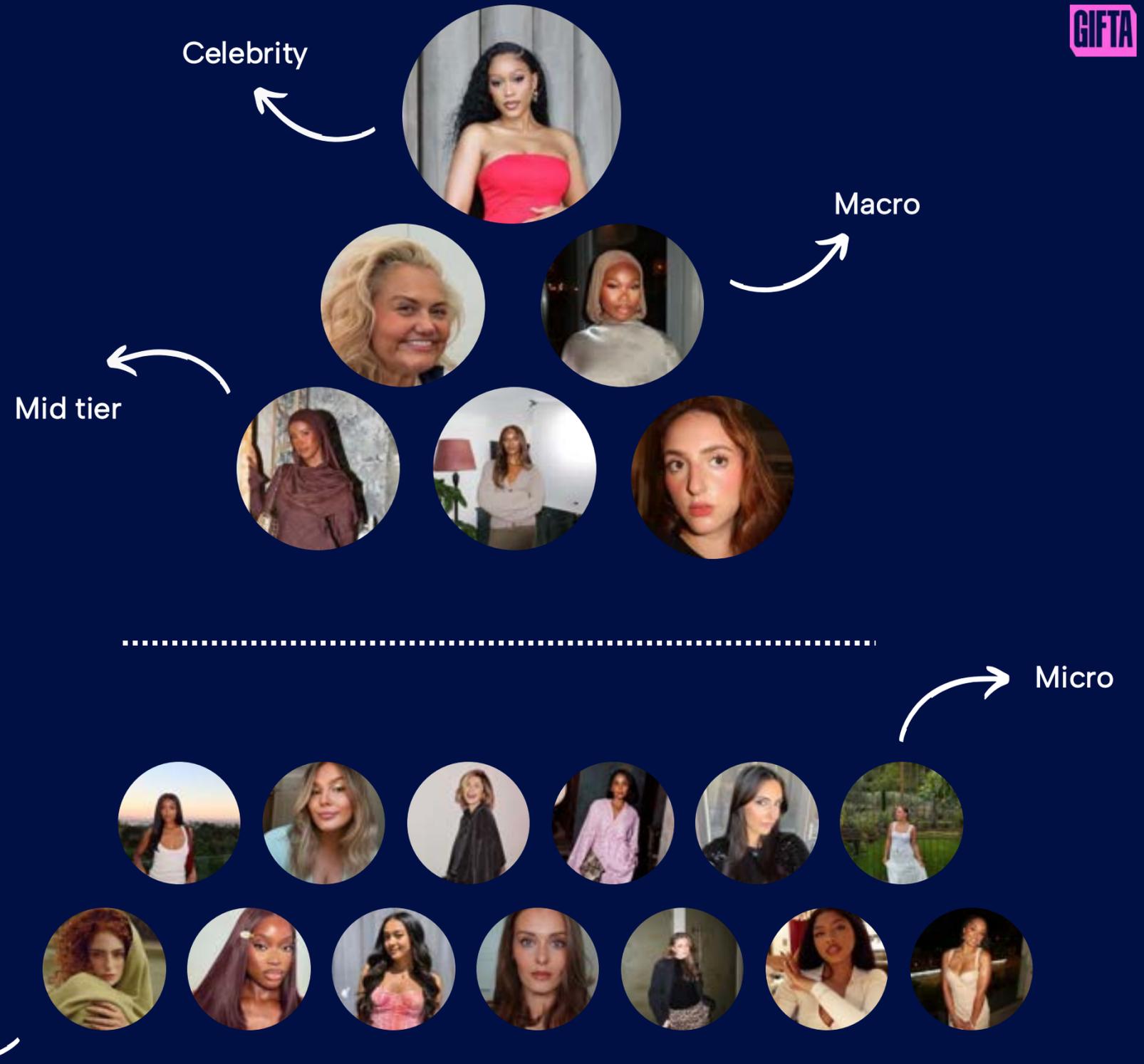
**80% UK following**  
=  
**800k UK followers**

# Bringing the creator economy together

Influencers of all sizes work together in a network to support each other.

Working with nano & micro's is a great way to gain cost effective insights that can feed into your mid & macro influencer strategy.

“Influencer gifting should be the foundation of every brands marketing strategy”



Nano

Celebrity

Macro

Mid tier

Micro

## Influencer feedback

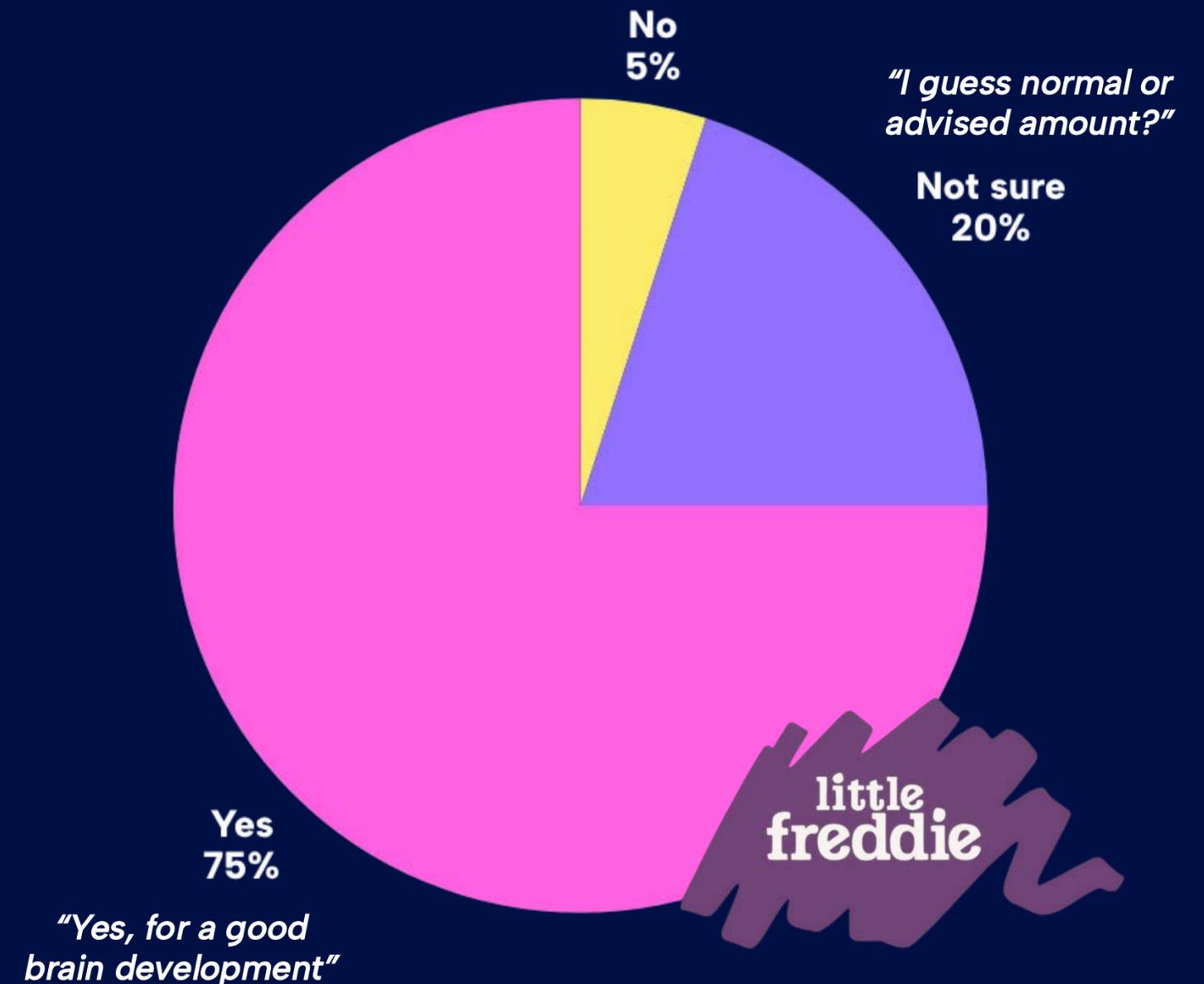
# Using feedback for product development & strategy

After each campaign, we collect feedback from influencers, giving brands valuable consumer insights. Clients can ask specific questions, helping turn creators into a trusted source of product feedback.

For Little Freddie, we gathered insights on parents' awareness of Omega-3. Six months later, that feedback directly shaped the marketing strategy behind their new Omega-rich product launch, showing how creators can become trusted brand advocates.



Is Omega 3 important for your baby, if so why?



GIFTA

# The trusted gifting partner

We're the UK's largest influencer gifting agency.

From agencies and emerging brands to household names, we partner with brands across a variety of sectors, including FMCG, beauty, fashion, tech, and more.

