

SCRIBD

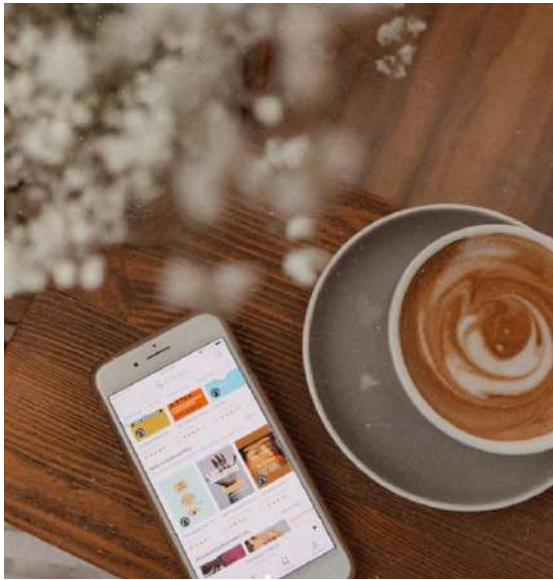


SCRIBD



Scribd allows users to access an unlimited number of books and audiobooks in every genre, magazine and newspaper articles, the world's largest document library, and download titles to enjoy offline for a flat monthly subscription fee. Their app is available for iOS, Android, and Kindle devices.

campaign info



TYPE **giveaway**

LOCATION **usa / canada / uk**

DURATION **2 months**

NETWORK **instagram**

CONTENT **posts / stories**

VERTICAL **literature**

PAYMENT **cpa / flat rates**

- 7** INFLUENCER PARTNERSHIPS
- 25** PIECES OF ORIGINAL CONTENT
- 6%** CONVERSION RATE





the goal

Scribd's goal for this campaign was to utilize influencers on Instagram to create unique content and entice new users from the USA, Canada, and the UK to install their app and activate their 30-day free trial.

our role

Aanicca helped Scribd to find niche influencers with high engagement to partner with. We targeted 'bookstagram' with dedicated audiences that would be excited about Scribd's product (i.e. people who love to read).

the content

Each influencer launched a giveaway campaign through a permanent post featuring the Scribd app. One of the giveaway conditions was to download the app and activate the 30-day free trial through the influencer's tracked link, which could be found in their Instagram bio as well as in the accompanying Instagram Stories, which were kept in profile as a highlight for the duration of the campaign.



deliverables

7 niche influencers
6 giveaway posts, 5 branded
19 24-h stories & extended highlights
6% install & free trial conversion rate

key result

Aanicca effectively managed 7 creator partnerships with niche Instagram influencers to develop brand awareness and promote the registration of new members to the service.