CASE STUDY

Milk
MAKEUP



MILK MAKEUP POWERS GROWTH WITH STUDIO FAM INFLUENCER COMMUNITY



TRIBE DYNAMICS

GOAL

An up-and-coming brand looking to solidify its profile within the beauty community, Milk Makeup set the goal of achieving $100M EMV in 2018. To meet this EMV (Earned Media Value) benchmark, the brand invested in its influencer community, launching its Studio Fam micro-influencer program in Fall 2018 with 200 ambassadors. They aimed to increase this population by 15 content creators per month.



SOLUTION

As a successful brand with a rising volume of content, Milk Makeup needed a single place to gauge the impact of its Studio Fam campaigns, monitor influencer posts, and track new influencers. Tribe Dynamics' Brand Buzz, Campaigns, and Keyword Tags features helped Milk Makeup create a comprehensive, intuitive influencer dashboard as the brand built its Studio Fam community.

Assemble Studio Fam Posts

After selecting the 200 Studio Fam micro-influencers whose posts it wanted to see, Milk Makeup used Tribe Dynamics' Brand Buzz to automatically pull relevant content from these ambassadors into its brand dashboard.

Keep Tabs on Influencer Performance

As Milk Makeup compiled and expanded its Studio Fam community, the brand monitored influencer performance by creating a Studio Fam campaign with Tribe Dynamics' Campaigns feature. To determine what influencer content was resonating with followers, as well as which influencers were proving to be generative brand partners, Milk Makeup utilized Tribe Dynamics' range of helpful ambassador metrics, including the Activity Tracker and the Engagement Index Score.

Refine Influencer Management.

In sorting through its influencer performance results, Milk Makeup was able to further leverage useful data by applying keyword tags. These designations allowed the brand to set apart its "VIP" Studio Fam members, the most active and loyal members of this community, while also filtering by type of content created (e.g., beauty, MUA, lifestyle). Based on these results, Milk Makeup was able to discover both what kinds of content and ambassadors were effective, as well as brand partners to re-activate.

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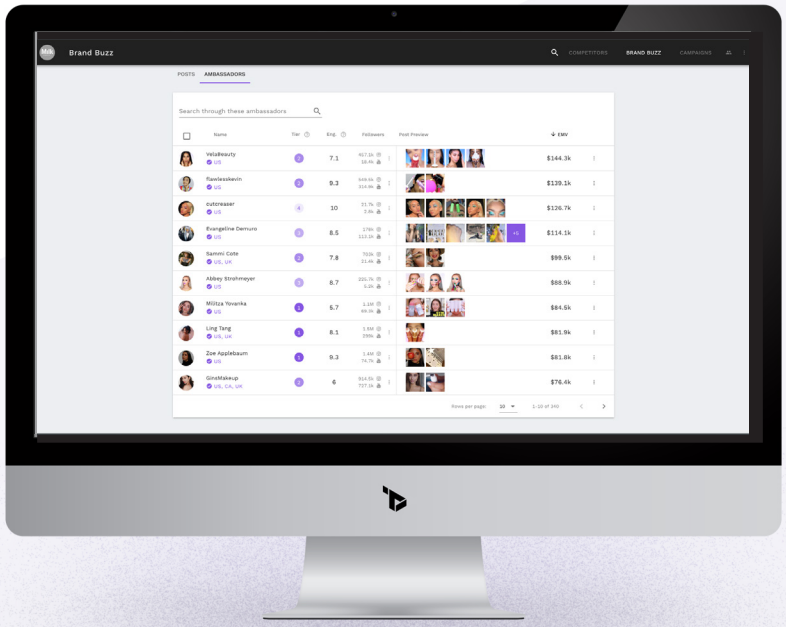
RESULTS

- **Milk Makeup** surpassed its annual goal of $100M EMV, pulling in **$107.9M EMV in 2018.**

It achieved a 217% year-over-year EMV growth from 2017 to 2018. Thanks in part to its Studio Fam program, the brand enjoyed its highest-earning quarter of the year in Q4 with $42.5M EMV. (Notably, Milk Makeup not only sustained this success, but added to it, netting $65.7M EMV in Q1 2019.)

- Milk Makeup expanded its ambassador community by 11% between Q3 and Q4 2018, and by an additional 23% between Q4 2018 and Q1 2019.

- As attested by Abbey Brogan, marketing manager of influencer initiatives at Milk Makeup, Tribe Dynamics played a key role in the brand's EMV and ambassador community growth by helping Milk Makeup plan for and monitor its Studio Fam traction.



TRIBE DYNAMICS

Tribe Dynamics is a San Francisco-based software company that helps beauty, fashion, and lifestyle brands drive and measure high-impact digital earned media at scale.

Earned Media Value (EMV) is Tribe Dynamics' proprietary metric for measuring the online engagement of influencer content.

For more information visit:

tribedynamics.com

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