



waze

HOW WAZE'S INFLUENCER
MARKETING PROGRAM DROVE
LIFT ACROSS KEY PERFORMANCE
INDICATORS IN THE UK

#WazeKnows Influencer Marketing Campaign

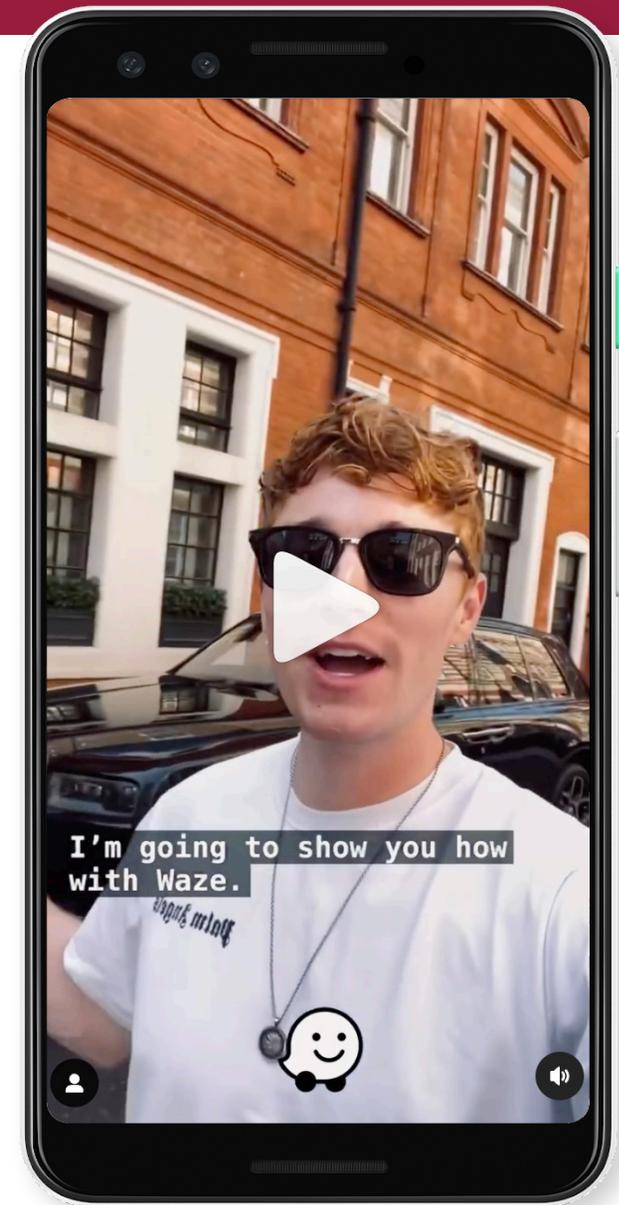
BACKGROUND

Waze partnered with Relatable, a leading influencer agency, to design and manage an influencer marketing program in the UK. Twelve creators were commissioned to post Reels and Stories on Instagram to **convey in a fun, personal, and irreverent way that Waze is the go-to when it comes to making daily commutes bearable.**

To maximize the reach and impact of the program, Relatable also amplified a select number of Reels and Stories, giving them a two-prong approach.

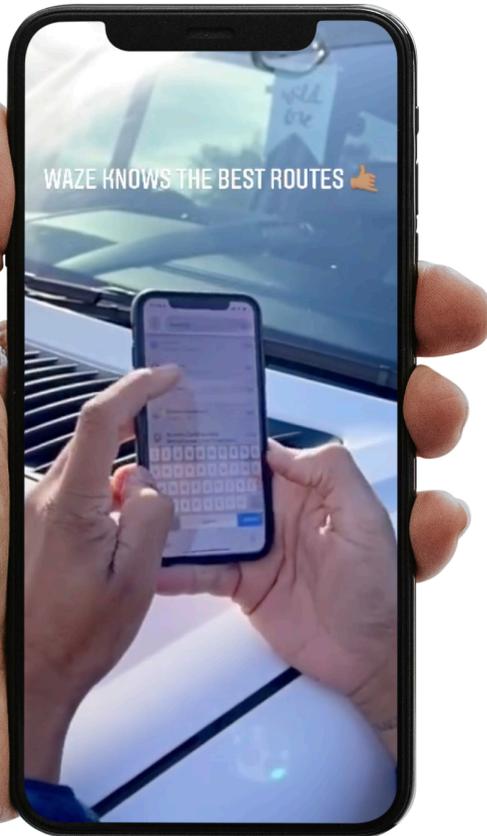
It was critically important to both Waze and Relatable to **demonstrate the impact the program had on awareness, favorability, specific attributes, and likelihood to use the app.** To accomplish this, Relatable and Waze utilized Group RFZ's brand lift solution to uncover how the program made UK drivers think and feel about Waze, and how it shifted their likelihood to use the app going forward.

In addition to campaign-level insights, Waze and Relatable wanted to understand how each portion of the campaign worked – the influencers' posts to their followers (organic) as well as the amplification of that content to an interest-based targeting audience (paid).



METHODOLOGY

Group RFZ's measurement program utilized a control/exposed methodology to obtain insights from three groups.



100

Exposed Organic

100

Exposed Amplified

200

Control



THE "ORGANIC" GROUP

This group was recruited from an audience of individuals that were within the sphere of influence of one of the creators.



THE "AMPLIFIED" GROUP

This group was recruited from the same audience that was used to boost the creators' posts.



THE CONTROL GROUP

This group was modeled after the two exposed groups. They were not connected to the influencers or part of the paid audience.

Once in the survey, the exposed groups were shown a recreated Instagram feed with a variety of posts, including the post of one of the influencers. The control group was not shown the recreated Instagram feed.

WHAT WE FOUND

The brand lift study showed that the program generated significant lift in brand KPIs across both organic and paid, with favorability, likelihood to use, and purchase intent all increasing by wide margins.

+12

point lift in
AIDED AWARENESS in the
amplified group

5x

increase of **VERY FAVORABLE
RATINGS OF WAZE** in the
amplified group

+15

point lift in
LIKELINESS TO USE WAZE
among the organic group

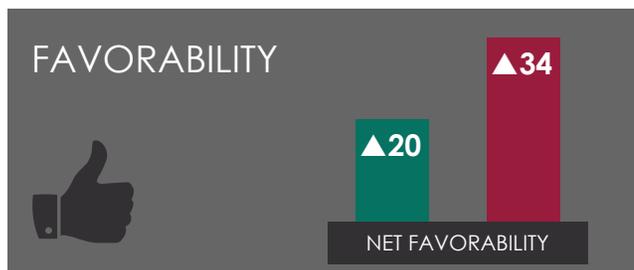


WHAT WE FOUND



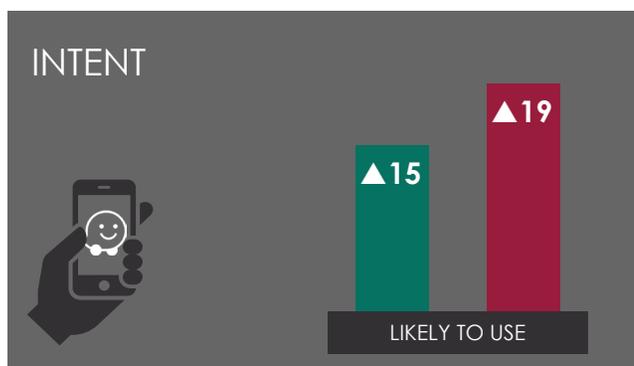
In terms of **awareness**, a key objective of the program, the results showed lift in different ways.

- **Unaided awareness** among the organic audience showed a statistically significant **9-point lift** while aided awareness was flat.
- Conversely, **aided awareness** with the amplified group showed a statistically significant **12-point lift** while unaided awareness directionally improved.



The creators' **videos resonated with both their followers and the amplified audience**. As a result,

- **Net favorability of Waze increased 20 points** from control to exposed in the organic portion, highlighted by an 11-point lift at the top of the scale (very favorable.)
- On the amplified side, **net favorability increased nearly 3-fold** and **very favorable ratings increased 5-fold** – all of which were statistically significant.



Likelihood to use Waze in the next month had a significant increase at the top of the scale and, importantly, a decrease at the bottom.

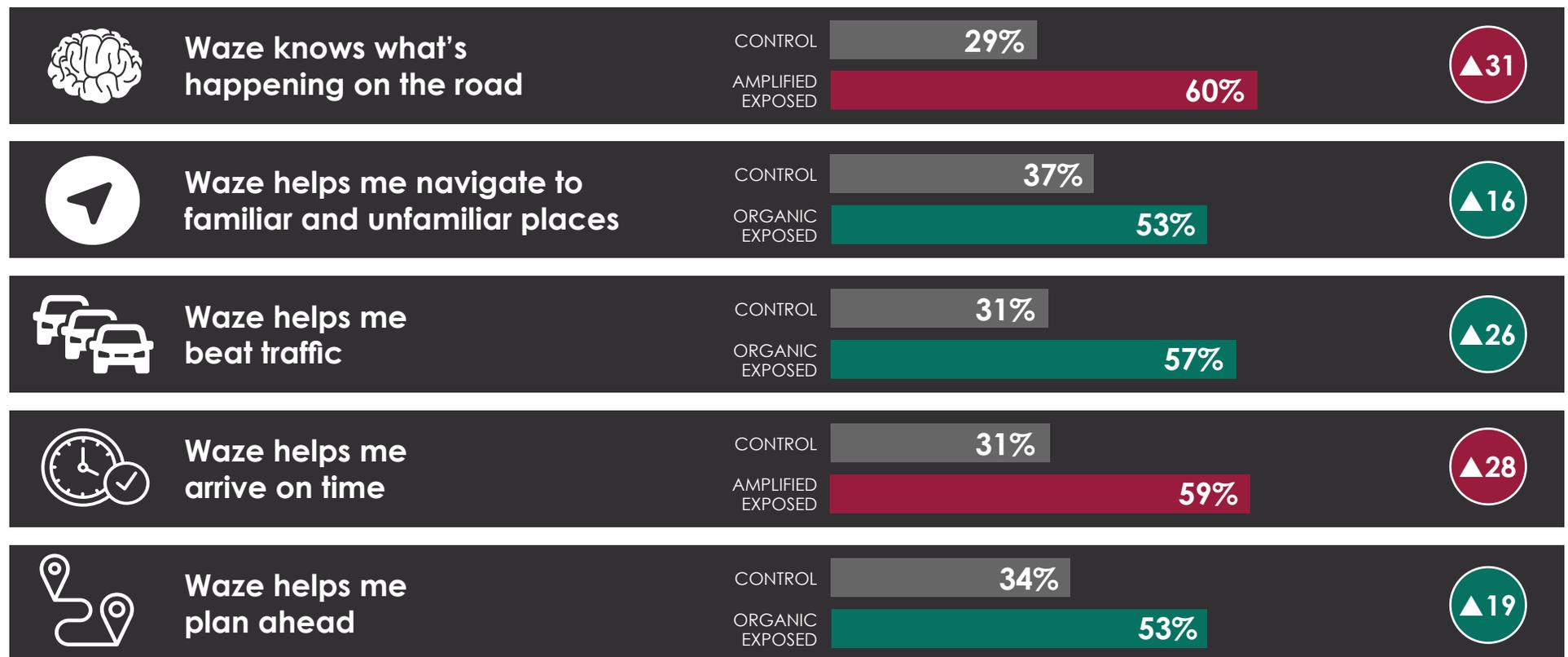
- In the organic group, 25% of the control was **“likely to use,”** compared to 40% in the exposed group – **a 15-point lift**.
- Moreover, there was a **17 point-reduction for “very unlikely to use”** in the exposed group as compared to the control.
- The impact of the amplified portion was even more profound, showing a **19-point lift in “likely to use.”**

BRAND STATEMENTS

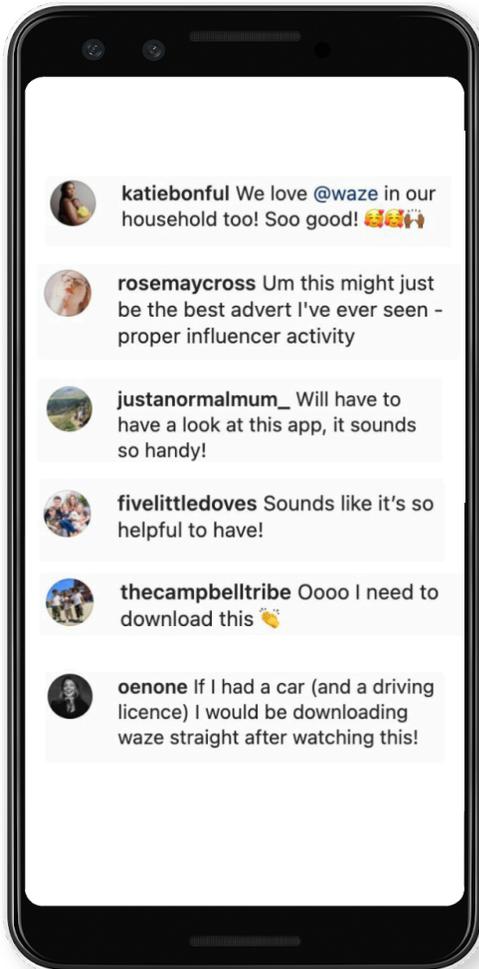
An important aspect of the Group RFZ brand lift study was to uncover how the program's messaging resonated. Did it shift perceptions and attitudes of Waze? Did some benefits stick while others missed the mark?

The results across organic and paid were overwhelmingly positive and extremely telling.

There was statistically significant lift across the board, and at the highest level – those who strongly agree with each statement about Waze.



OUTCOME



The measurement program enabled Waze and Relatable to prove the effectiveness of the program against their specific goals and unpack the differences between organic and paid. **The difference between the exposed groups and the control groups often amounted to a two to three-fold increase, findings that truly underscored the success of the program.** Interestingly, the amplified portion generally had the higher absolute ratings, even though the individuals in this group were not followers of the creators. **In the end, both channels were extremely effective and the results gave Waze the confidence to continue investing in a two-prong approach.**



Group RFZ helps leading brands and agencies measure the impact of their influencer marketing campaigns against their specific goals. Utilizing brand lift studies custom-built for the world of influencer marketing, Group RFZ fills the measurement gap for our global clients so they can demonstrate success in a clear, relevant way, and optimize campaigns going forward.



ACHIEVE & DEMONSTRATE ROI

with custom metrics that align with your goals



UNDERSTAND YOUR AUDIENCE

and what they think of your content and brand



OPTIMIZE YOUR EFFORTS

and long-term strategy by knowing exactly what works and why



MAKE SMARTER DECISIONS

with comprehensive insights that don't leave you guessing



- ☑ **Compare and contrast audiences** based on behavior and demographics
- ☑ Get feedback from **niche or smaller audiences**
- ☑ Obtain **custom insight** based on your specific objectives
- ☑ Unearth more **candid, unbiased insights**

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