



## INFLUCITY PARTNERS WITH WOWWEE, TRANSFORMING THREE TOYS INTO SOCIAL SENSATIONS

**Toronto, Canada (March, 2018) - Influicity** teamed up with leading toy company, **WowWee**, helping propel three of the brand's newest products to social stardom with the power of influencers. Generating over 8 million impressions and 34,000 engagements, the campaign successfully supported WowWee's objective to skyrocket **Fingerlings**, **Chippie** and **BOTSquad** to three of the industry's most popular toys.

Working to break through an overcrowded marketplace, Influicity leveraged its exclusive audience analytics to match WowWee with the right creators to reach their target consumers. With the ability to distill audiences using filters such as age, gender, ethnicity and subject-matter, Influicity's data-driven qualification process ensured WowWee's campaign not only reached their audience, but nurtured a meaningful relationship between families and toys.

"The combination of top parenting and child influencers showcasing WowWee's hit new products, catapulted this campaign to new heights," says Influicity CEO Jon Davids. "The engagement rates we saw on this campaign were especially high, particularly when it came to video."

As toy brands allocate bigger budgets towards digital strategies, they have gravitated towards Influicity as a unique solution for managing and scaling influencer programs. From unboxing videos to sponsored mommy blogs, Influicity continues to explore new, engaging methods of connecting brands with families.

"As a category, toy is one of the fastest growing segments in influencer marketing. We see a lot of growth here in 2018," says Davids.



### About Influicity

Influicity is a leading influencer media company, trusted by brands, media buyers, and publishers to manage all aspects of their influencer marketing operations. While many

fragmented solutions exist to identify influencers, provide analytics, and run campaigns, Influicity is the industry's first global influencer buying & management platform. By combining inventory on 100% of the influencer population, along with a full activation console (i.e. payment processing, contracts, collaboration tools, etc.), Influicity is enabling brands to scale their influencer activities across the world.

The company has clients in the US, Canada, Australia, and the UK.