

CAMPAIGN REPORT

# AMAZON X NOFILTR

---

(C) NOFILTR SOCIAL LLP 2019





# OBJECTIVE

---

The primary objective of the campaign was to highlight and showoff the unreal deals that prime day offered its customers.

The secondary objective was to create an ecosystem across india's largest group of the most influential and followed creator-influencers. creating an unprecedented callback value and hence creating an unbreakable wave of credibility.

everything else was a by-product.





# PHASES OF THE CAMPAIGN

---

## PRE - PRIME DAY

The need was to create not just buzz or hype, but also, an uncomfortable amount of FOMO, ensuring that people

- a) know something so huge and so unmissable is happening
  - b) know that all their friends have seen this too, and if they don't be a part of it, they'd be left out.
- left out of a hype, as well as, left out of an opportunity.



# PHASES OF THE CAMPAIGN

---

## DURING PRIME DAY

The objective was to create an urgent need in the minds of people, ensuring they know that any product at all, from as many categories as possible, were on discounts - and running out fast.

Just excitement alone is pointless, we delivered conversion.

screenshots of influencers' respective favored products were put up, this ensured credibility and the swipe up links brought around instant conversions.



# TYPES OF UPLOADS

## POSTS

TOTAL - 55 POSTS

## STORIES

TOTAL - 418 STROIES



# MEASURING ROI

## Posts

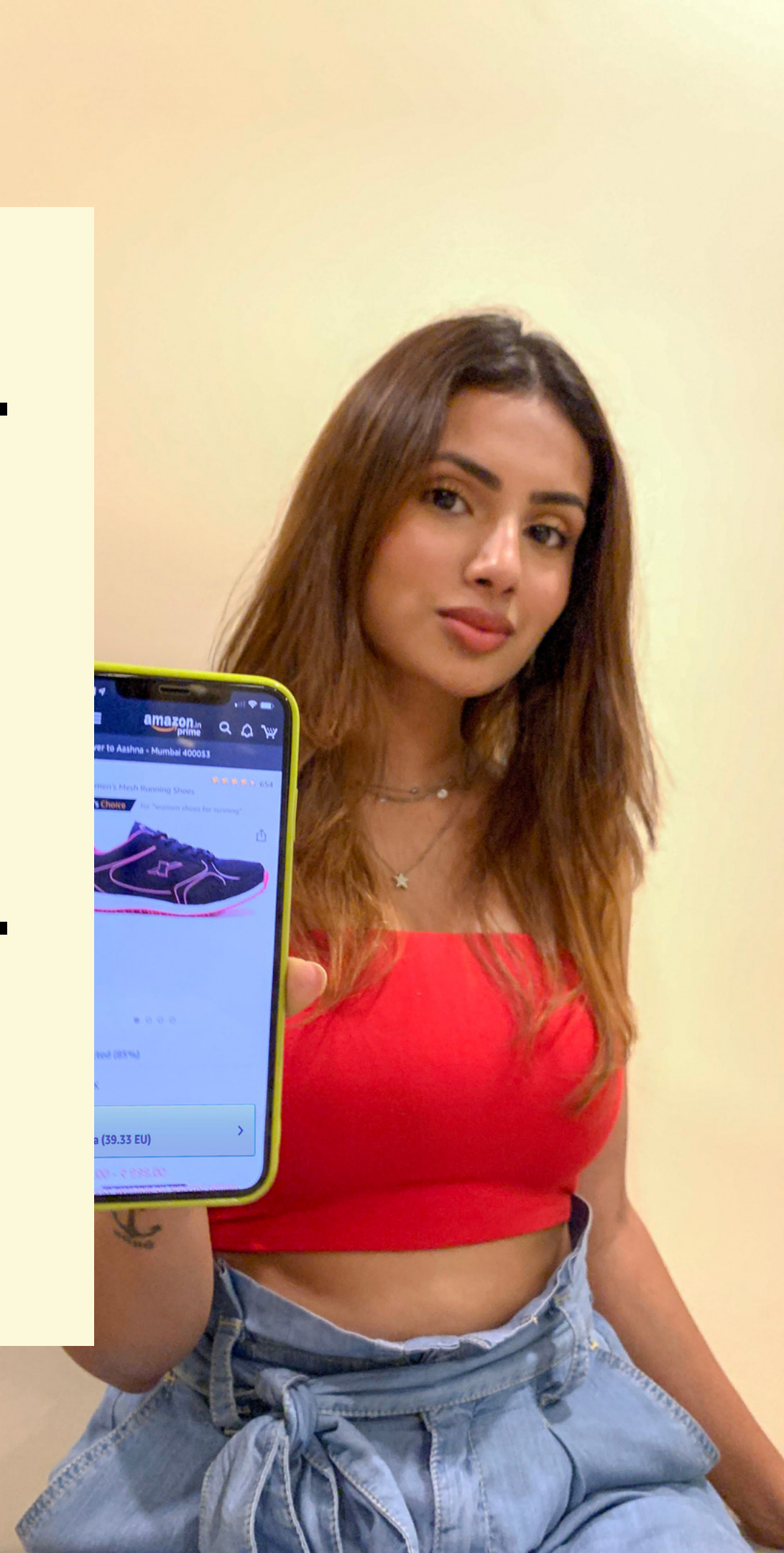
---

To see how well a post performed - we take in account the number of  
a) engagements - likes, comments  
b) impressions and reach.

## Stories

---

For stories, we have relatively more conversion-centric factors - swipe ups, sticker taps, hashtag clicks, views and of course, impressions.







Posts were used for the following purpose :

- To promote OnePlus 7 Pro
- To introduce and promote Prime Day





# 55 POSTS UPLOADED

7.4K+ TOTAL COMMENTS

1.3M+ TOTAL LIKES

5.7M+ TOTAL REACH

8.4M+ TOTAL IMPRESSIONS

[click here to check out the overall analytics for posts](#)



amazon.in

prime

Echo Devices ▾

All Kindle E-readers ▾

Amazon

★★★★★

All-New Kindle Paperwhite (10th gen) - 6" High Resolution Display with Built-in Light, 8GB, Waterproof, WiFi

Amazon's Choice for "kindle paperwhite 10th gen"

All-New  
kindle paperwhite

Thinner, lighter.  
Waterproof | 2X storage

Price: ₹ 12,999.00

EMI from ₹612. No Cost EMI available.

Options

Inclusive of all taxes

✓prime FREE Delivery by Today 9pm

Order within 6 hrs 53 mins and choose this delivery option at checkout. Details

Stories uploaded were of 2 types

- 1.Screenshots/Screen recordings &
- 2.Influencer posing with the products

# 418 STORIES UPLOADED

24K+ TOTAL STICKER TAPS

39K+ TOTAL LINK CLICKS

14M+ TOTAL VIEWS

18M+ TOTAL IMPRESSIONS





Overall Impressions

**26 MILLION+**

---

20 influencers posted 55 posts and 418 stories  
over the period of one month.



***DELIVERED* TO YOU : PRIME  
DAY CAMPAIGN!**