

Discovering Your Top Brand Influencers to Expand Reach on Social Media



Ultimate Ears, a Logitech subsidiary and award-winning electronics manufacturer that specializes in wireless headphones and speakers, is known for its product innovation and strong lifestyle brand.

SOLUTION

When Ultimate Ears was looking to globally scale its social media and influencer marketing programs to reach more people on social, it used Pixlee to identify and manage relationships with brand advocates.

RESULT

Pixlee helped Ultimate Ears secure partnerships with 200 of its most influential advocates from all over the world. These new relationships immediately expanded the brand's reach on Instagram and exposed an additional 10 million people to Ultimate Ears products. With the Pixlee platform, Ultimate Ears was able to leave its cumbersome spreadsheets and manual reporting in the past and easily harness the social followings of its top influencers to improve product discovery.



 +200

new influencer partnerships secured

 +10m

potential customers reached on Instagram



"Point blank, Pixlee has one of the best influencer identification tools on the market. We have found it invaluable to our social media marketing."

Paul Piggott, Social Media and Influencer Marketing Manager, *Ultimate Ears*