Founded over a decade ago, smarTrike® is an international ride-on-vehicles company, which has grown steadily over the years. We are focusing on high-technology to develop state-of-the-art ride-on solutions to all cycling stages: babies, toddlers and pre-schoolers.
The client was looking for influencers to promote their custom children's tricycle. They wanted 3 influencers that would reach the SmarTrike audience (25-40 age demographic, predominately female audience, with young children). The client wanted an influencer with a child between 8–18 months old, and a following that included parents as well as parents from a certain ethnic group.
HYPR suggested influencers, Giuliana Rancic, Mario Lopez and Christiana Milian because they had the biggest potential to reach the SmarTrike audience. These influencers are young parents. Although Giuliana Rancic child did not fit the age range requested, as we knew she would get great engagement on her posts from an audience that included many parents. The client agreed. Mario Lopez was a good choice as his child was a great fit for the age range the client requested, and his following is largely comprised of female parents. Christina Milian was chosen as SmarTrike was looking to reach a certain ethnic audience, and her following is largely comprised of parents from all different backgrounds.
The team at SmarTrike approached HYPR looking to promote their custom children's tricycle.

- The client wanted an influencer with a child between 8 – 18 months old, and a following that included parents.
- Our team chose Giuliana Rancic even though her child did not fit the age range requested, as we knew she would get great engagement on her posts from an audience that included many parents. The client agreed.
- Per negotiated contract, Giuliana posted an Instagram photo and shared it to her Twitter page as well.

Giuliana’s Social Stats (as of 11/24/15):

- @GiulianaRancic: 17.5k Followers; 469 Tweets
- @GiulianaRancic: 2.4M followers; 2,177 Posts
HYPR Profile Report for Giuliana Rancic

Giuliana Rancic

Twitter bio: Giuliana Rancic is an Italian-American television personality and a Fashion Designer.

Influencer Social Stats

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
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</thead>
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<td>18.5K</td>
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</table>

Audience Interests

- Beauty
- Fashion
- Entertainment

Influencer Reach Geographic Overview

- USA: 45%
- GBR: 7%
- CAN: 4%
- AUS: 3%
- ISL: 3%

Ethnicity

- 12.3% Asian / Pacific Islander
- 17.2% African American
- 24.3% Hispanic
- 2.8% Indian
- 43.3% Caucasian

Age Groups

- 6.5% 12 - 18
- 17.9% 19 - 25
- 20.9% 26 - 32
- 32.1% 33 - 39
- 20.1% 40 - 46
- 2.5% 47+

Report generated for Giuliana Rancic by HYPR

For inquiries, contact info@hyprbrands.com

SmarTrike Case Study for HYPR
The SmarTrike campaign had great results, reaching over 12 million people with just the three influencers picked for the campaign. The reach was just one aspect, the campaign also resulted in over 76,000 likes, 381 shares and 486 comments.
Giuliana Rancic for SmarTrike: The Result

Instagram Activity
Stats as of 11/24/15: 2.4M followers
- Total Instagram Posts: 1
- Total Followers: 2.4M
- Total Likes: 19.5k
- Total Comments: 179
- Total Amplification: 106

(as of 11/24/15)

Amplification & Driving A Conversation

nellab80 @giulanarancic best purchase ever made. I got it for my son when he was 9 months old and now 2 yrs later he still loves it.
smp0726 My son absolutely loved his and we used this instead of a stroller!
ajaimecintron Your friend will love this gift @giulanarancic We highly recommend it and love the #smarttrike as much as our son does. Our son hates feeling confined in a stroller. The trike, makes him feel like he is in control. Now, we need to transition and show him how to pedal. #thatwontbeeasy
regi811 @giulanarancic I have a son with Down Syndrome and I would love to get this for him. It would be the perfect way to teach him to ride a bike. I went to the website and couldn’t find a picture of it folded. I was wondering if it folds up and if so could you post a picture or video? Thank you
lizzianeabreu I have one and we love it, I used it when my son was around 7 months and didn’t use stroller much and now he’s 15 months and can ride it all by himself lol awesome gift, you have a baby? Go buy one!
bocabecca @gsnaps28 I saw this earlier and ordered one!
salin82 @adriana_say_what Nathan needs this!! We need this. Lol
acoveki Love the #smarttrike! They are awesome
Giuliana Rancic for SmarTrike: The Result

Twitter Activity
Stats as of 11/24/15: 17.5k followers
- Total Tweets: 1
- Total Followers: 17.5k
- Total Retweets: 17
- Total Favorites: 97

(as of 11/24/15)
The team at SmarTrike approached HYPR looking to promote their custom children’s tricycle.

- The client wanted an influencer with a child between 8–18 months old, and a following that included parents.
- Our team chose Mario Lopez, as his child was a great fit for the age range the client requested, and his following is largely comprised of female parents.
- Per negotiated contract, Mario posted on his Twitter page, and shared it to his Facebook page as well.
- In addition, Mario went above and beyond and provided an added value post, posting an Instagram photo.

Mario’s Social Stats (as of 11/24/15):

- @MarioLopezExtra: 1.01M Followers; 18.3k Tweets
- @MarioLopezExtra: 905k followers
- @MarioLopezExtra: 637k followers; 2,525 Posts
HYPR Profile Report for Mario Lopez

Mario Lopez

Twitter bio: Mario Lopez, Jr. is an American television host and actor. Lopez has appeared on several television series, in films, and on Broadway.

Influencer Social Stats

64.4% | 35.6%

Followers | Likes | Comments | Shares
---|---|---|---
912.3K | 2.3K | 51 | 57
1M | 192 | 7 | 51
696.7K | 6.8K | 103 | 0

Audience Interests

- MMA
- Dance
- Country Music
- Boxing

Influencer Reach Geographic Overview

- USA 60%
- GBR 6%
- TLS 2%
- CAN 2%
- ISL 2%

Ethnicity

- 6.7% Asian / Pacific Islander
- 13.2% African American
- 42.0% Hispanic
- 1.3% Indian
- 36.8% Caucasian

Age Groups

- 47 - 52
- 40 - 46
- 33 - 39
- 26 - 32
- 19 - 25
- 12+

Influencer Performance

- Reach
- Engagement
- Amplification

Report generated for Mario Lopez by HYPR
For inquiries, contact info@hyprbrands.com
Mario Lopez for SmarTrike: The Result

Twitter Activity
Stats as of 11/24/15: 1.01M followers

- Total Tweets: 1
- Total Followers: 1.01M
- Total Retweets: 16
- Total Favorites: 103

(as of 11/24/15)
Mario Lopez for SmarTrike: The Result

Facebook Activity
Stats as of 11/24/15: 905k followers
- Total Posts: 1
- Total Followers: 905,338
- Total Likes: 7,491
- Total Comments: 141
- Total Shares: 97

(as of 11/24/15)
Mario Lopez for SmarTrike: The Result

Instagram Activity
(Added Value)
Stats as of 11/24/15: 637k followers

- Total Posts: 1
- Total Followers: 637k
- Total Likes: 7,599
- Total Comments: 46
- Total Amplification: 19

(as of 11/24/15)
The team at SmarTrike approached HYPR looking to promote their custom children’s tricycle.

• The client wanted an influencer with a child between 8 – 18 months old, and a following that included parents.
• Our team chose Christina Milian as SmarTrike was looking to reach an ethnic audience, and her following is largely comprised of parents from all different backgrounds.
• Per negotiated contract, Christina posted a photo on her Instagram page, and shared it to her Facebook page as well.
• In addition, Christina went above and beyond and provided added value posts, posting photos to her Snapchat account.

Christina’s Social Stats (as of 11/24/15):

Twitter: @ChristinaMilian: 4.29M Followers
Instagram: @ChristinaMilian: 2.9M Followers; 6,960 Posts
Snapchat: @ChristinaMilian
HYPR Profile Report for Christina Milian

Twitter bio: Christine Flores, better known as Christina Milian, is an American singer, songwriter and actress.

Influencer Social Stats

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<td>Instagram</td>
<td>6.3K</td>
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<td>6</td>
<td>0</td>
</tr>
</tbody>
</table>

Audience Interests

- Rap Music
- Hip Hop
- R&B
- Basketball

Influencer Reach Geographic Overview

- USA: 45%
- GBR: 6%
- ISL: 6%
- ZAF: 5%
- CAN: 3%

Ethnicity

- Asian / Pacific Islander
- African American
- Hispanic
- Indian
- Caucasian

Age Groups

- 47 - 52
- 40 - 46
- 33 - 39
- 26 - 32
- 19 - 25
- 12+
Christina Milian for SmarTrike: The Result

Instagram Activity
Stats as of 11/24/15: 2.9M followers
- Total Posts: 1
- Total Followers: 2.9M
- Total Likes: 15.5k
- Total Comments: 63
- Total Amplification: 31

(as of 11/24/15)
Christina Milian for SmarTrike: The Result

Facebook Activity
Stats as of 11/24/15: 4.29M followers

- Total Posts: 1
- Total Followers: 4,291,544
- Total Likes: 8,749
- Total Comments: 57
- Total Shares: 95

(as of 11/24/15)
Added Value

Christina Milian for SmarTrike: The Result

Snap Chat Activity
Summary

Total Value Results

- Total Impressions: 11.24M
- Total Likes: 58.9k
- Total Shares: 381
- Total Comments: 486

(as of 11/24/15)
HYPR is revolutionizing influencer marketing by providing clients with in-depth audience demographics of social influencers. This enables marketers, for the first time to effectively target their desired demographics, while using the ever powerful voice of influencers, lowering costs and making influencer marketing a science. Our targeting capabilities empower us to create the first real Programmatic Influencer Network for niche influencers at scale. Marketers will be able to engage their target audience by hiring any number of influencers, from 1 to thousands, at a click of a very special button.

Sign up for your free-trial at hyprbrands.com