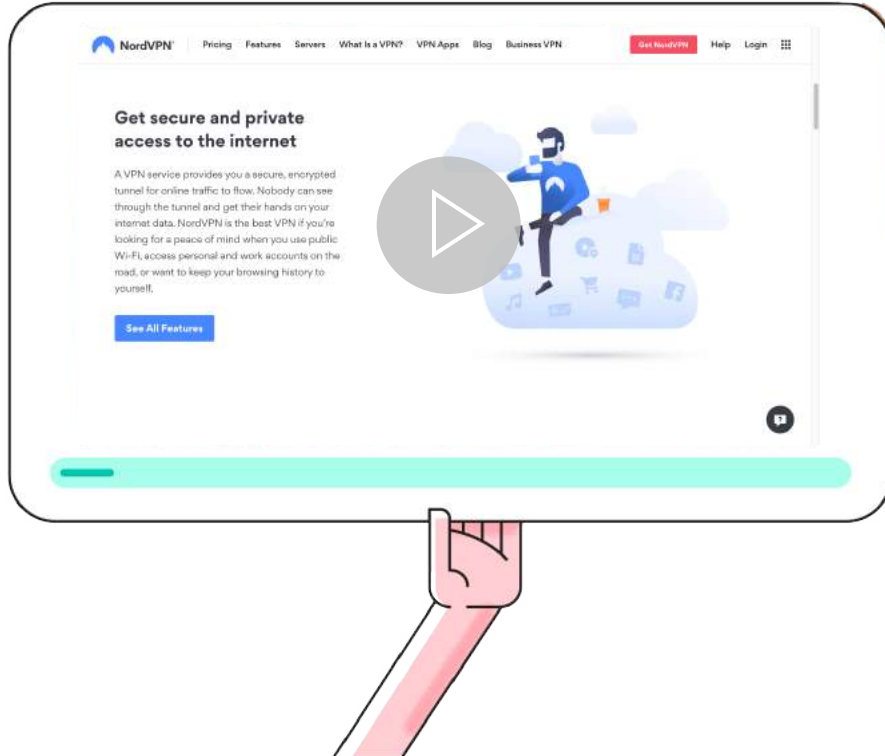


Campaign Teardown

Nord VPN



NordVPN®

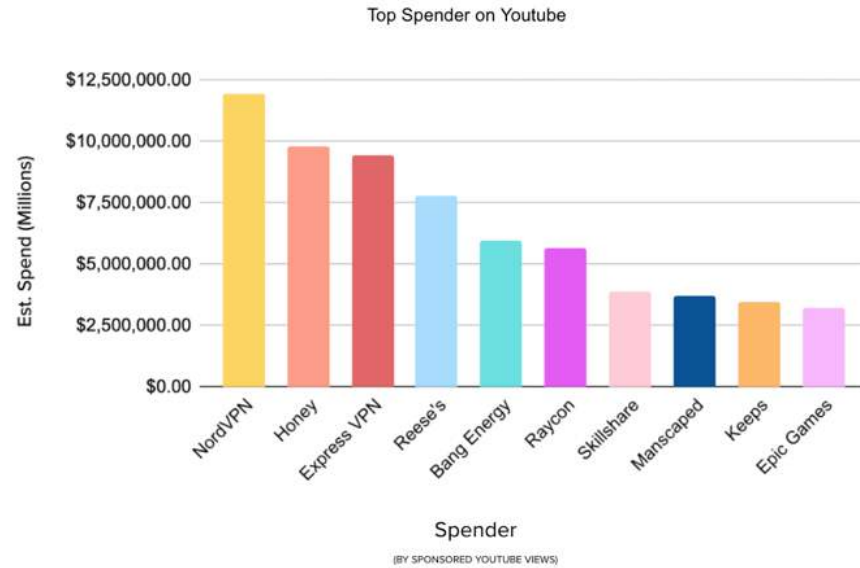
Nord VPN

Trusted by millions of users worldwide, NordVPN is used to shield internet users' online activities from intrusive advertisements and service providers by encrypting internet traffic. Overall, NordVPN is a great tool if you're looking for a way to stay private online, hide your IP address, and enjoy a fast and secure internet connection. Not only is NordVPN an extremely popular internet tool, but it has consistently earned positive reviews on the Apple App Store.

Currently, NordVPN has a 4.6/5 rating on the App Store from 116.2K ratings. Plus, according to [SimilarWeb](#), NordVPN has drawn in 11.8M website visits just in the last six months. **A portion of this impressive website traffic is due to NordVPN's influencer marketing methods on YouTube, as 85.3 percent of NordVPN's social traffic comes from YouTube.**

NordVPN in Q3

NordVPN was one of the top five big spenders on YouTube in Q3. With 138 total influencers across 874 YouTube videos, these five brands earned \$50M in aggregate Influencer Media Value. Additionally, these videos drew in more than 300M views and 50M likes, comments, and shares. From these high numbers, the top spenders on YouTube have proved that the best influencer marketing strategies return a 5-10x ROI on their marketing budgets



NordVPN in Q3

Brand	Videos	Influencers	Total Views
Nord VPN	87	7	70,527,753
Honey	63	56	60,308,056
ExpressVPN	343	50	68,649,404
Reese's	186	4	61,263,185
Bang Energy	195	21	37,133,628
Raycon	136	107	38,623,535
Skillshare	320	219	23,294,011
Manscaped	163	71	23,290,481
Keeps	111	76	22,599,669
Epic Games	73	43	21,020,391

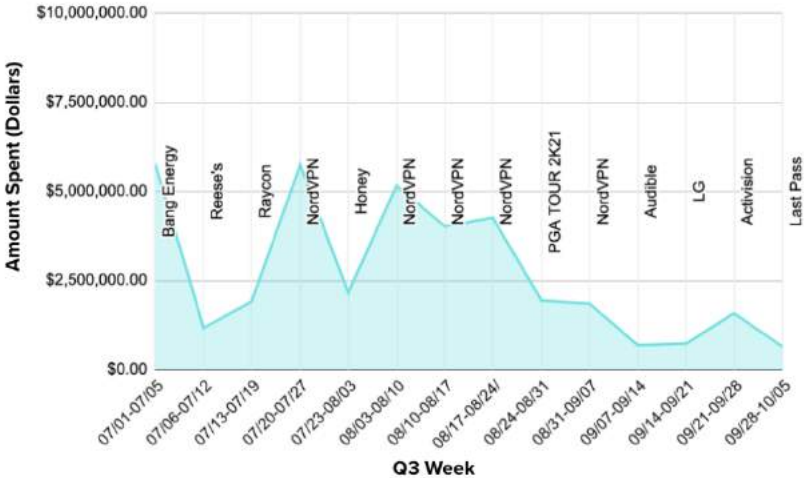
(BY SPONSORED YOUTUBE VIEWS)

NordVPN easily became the top brand spender overall in Q3, spending \$2.1M more than Honey. NordVPN's best performing integrated sponsored YouTube video gained 5.3M views and 613K total engagements. This video alone accounted for \$1.1M of NordVPN's Q3 spend and achieved a reach of 105M. To promote their services, NordVPN almost exclusively ran Limited Time Offer campaigns with a direct link to the purchase page that potential customers could access from the influencer's caption.

NordVPN in Q3

In a weekly breakdown of YouTube’s highest campaign spenders, NordVPN came out on top as the top spender 5 out of 14 weeks. Bang Energy spent the most in the first week of July at \$5.8M, then NordVPN closely followed with \$5.7M later in the month.

Weekly Top Spenders



NordVPN in Q3

With a reach of 6B on YouTube, technology brands saw huge success by sponsoring influencers and videos on YouTube. With the technology industry's leading brands spending over 68M on influencer marketing, these brands saw significantly high numbers in terms of views and engagement to prove that YouTube is an effective channel for marketing in the digital age. The top five technology spenders on YouTube that held the majority share of the tech industry's investment in Q3 were:

Brand	IMV	Views
NordVPN	\$11,967,733.74	70,314,086
Honey	\$9,830,037.98	60,308,056
ExpressVPN	\$9,456,993.32	68,649,404
Raycon	\$5,666,296.80	38,623,535
Skillshare	\$3,867,587.38	23,294,011

(BY SPONSORED YOUTUBE VIEWS)

Strategy



Throughout the campaign, there were standout influencers that produced either the most content or produced content with the highest amount of views, reach, and IMV. These videos were mainly geared towards older male audiences interested in technology but spanned across multiple niches including gaming, sports, comedy, and technology.

By doing so, NordVPN was able to work with popular creators that each draw in different viewer demographics that were all interested in technology content to reach a variety of potential new users that would most likely download a VPN.

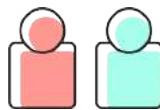
PewDiePie

Felix Kjellberg, otherwise known as [PewDiePie](#) online, is a Swedish YouTuber who specializes in comedy and video commentary.



76M

Views on
Sponsored Videos



108M

Subscribers

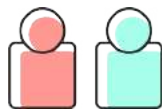
TopTenz

TopTenz shares the most entertaining and educational top 10 lists.



472K

Views on
Sponsored Videos



1.8M

Subscribers

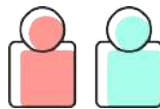
Mayuko

Mayuko Inoue is a content creator and Software Engineer that shares her experiences navigating the world through technology. She shares career advice, lifestyle videos, and videos about mental health and other causes she supports.



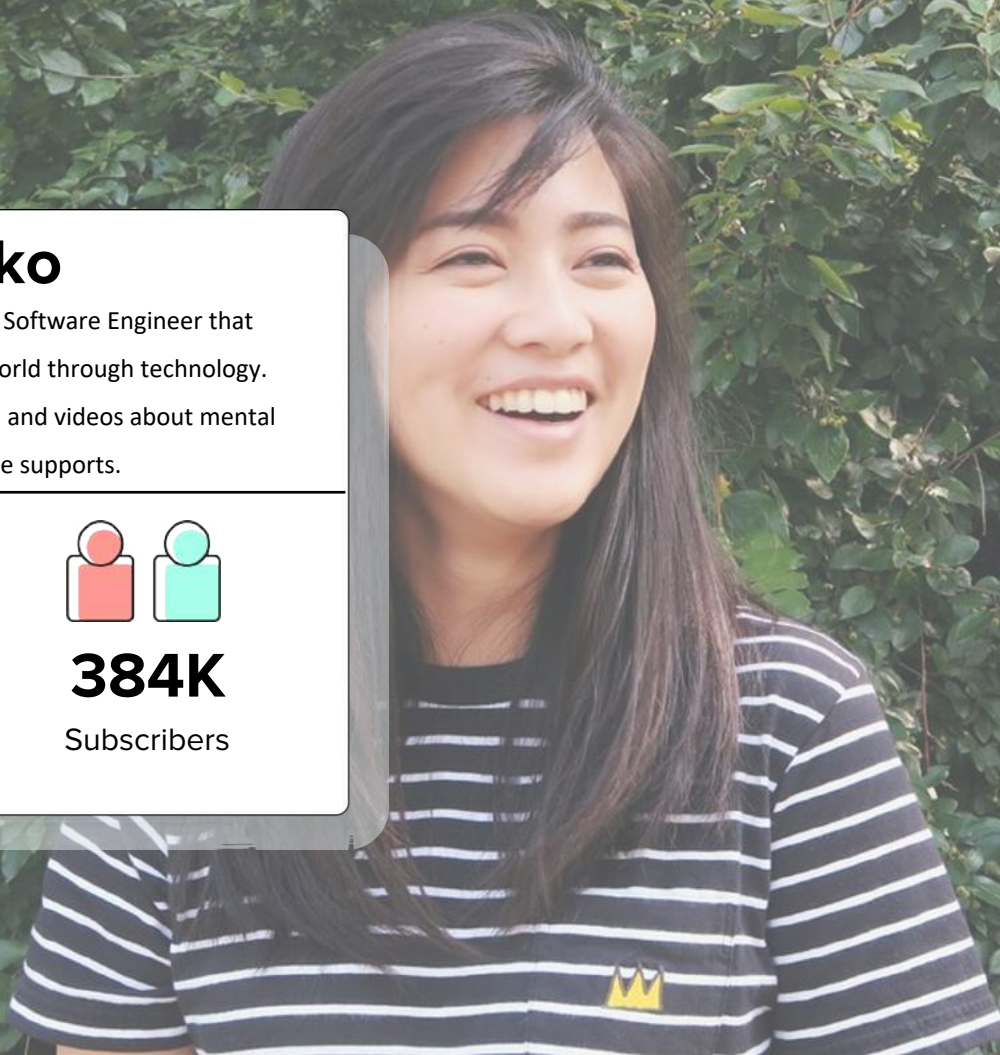
274K

Views on
Sponsored Videos



384K

Subscribers



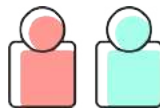
Steve and Larson's Going in Raw

Steve and Larson's Going In Raw podcast is the number one place you can find news all about pro-wrestling.



105K

Views on
Sponsored Videos



194K

Subscribers

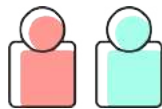
Chrome Unboxed

Chrome Unboxed is run by a team of tech enthusiasts with a passion for sharing Chrome and Chrome OS content. They post news on Chromebooks, reviews, unboxings, editorials, and so much more.



720K

Views on
Sponsored Videos



159K

Subscribers

Final Results

With marketing trends in the technology industry straying away from traditional media (NordVPN only receives 1.6 percent of their website traffic from display ads), technology brands like NordVPN have turned to influencer marketing to bring in high returns on their investments.

From NordVPN's high investment of \$12M spent on influencer marketing – which was 17% of the tech industry's total spend on YouTube – the VPN company came out as the highest tech spender and the highest spender on YouTube in all of Q3.

Metrics	Q3 2020
Total Videos	87
Total IMV	\$11,967,733.74
Total Reach	2,194,318,000
Total Views	70,527,753
Total Likes	5,680,424
Avg. IMV	\$137,560.16
Avg. Views	810,664