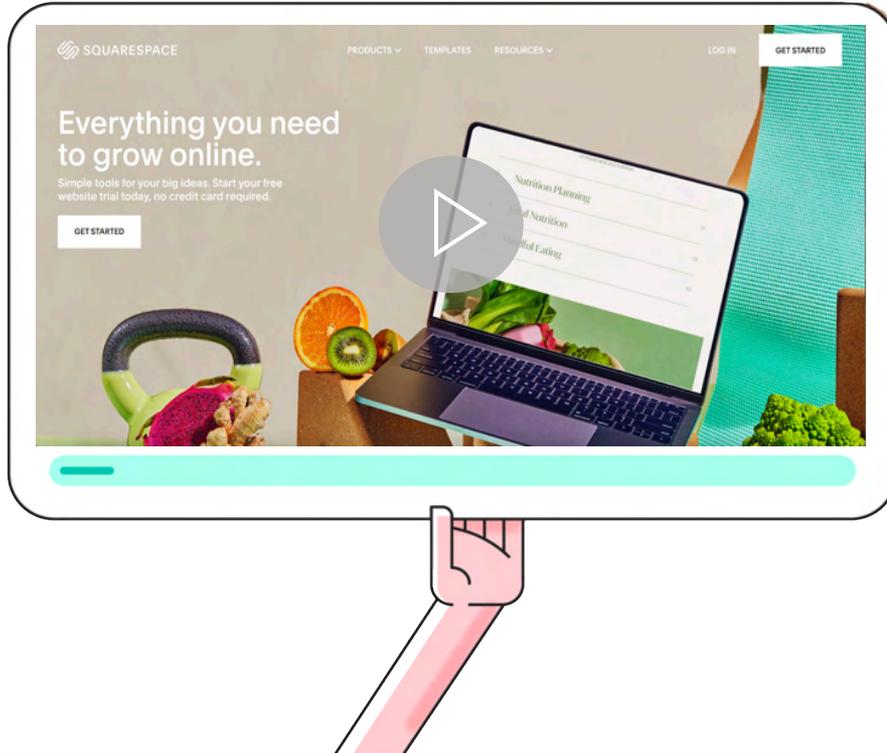


Campaign Teardown

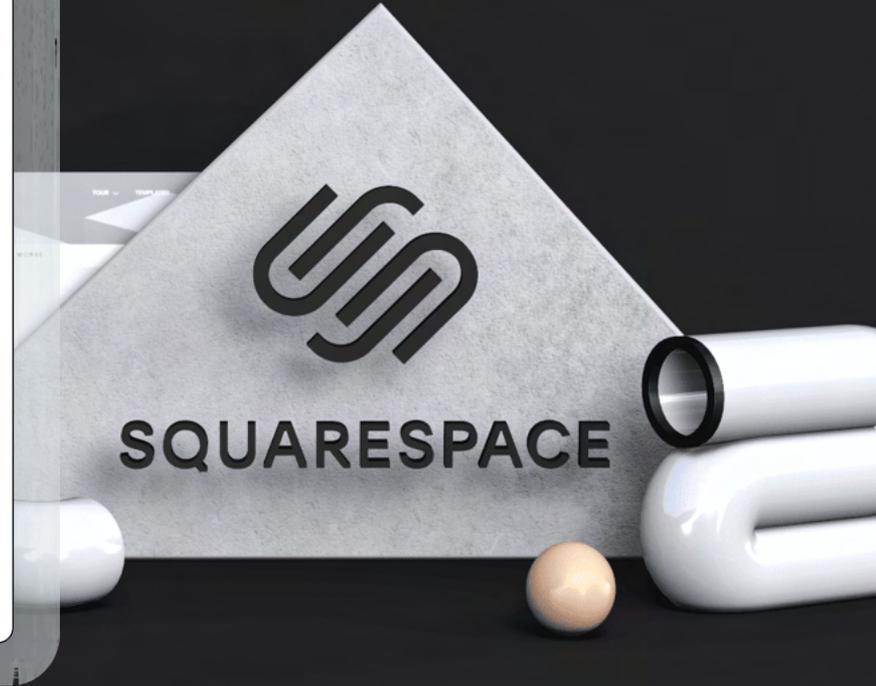
Squarespace



SQUARESPACE

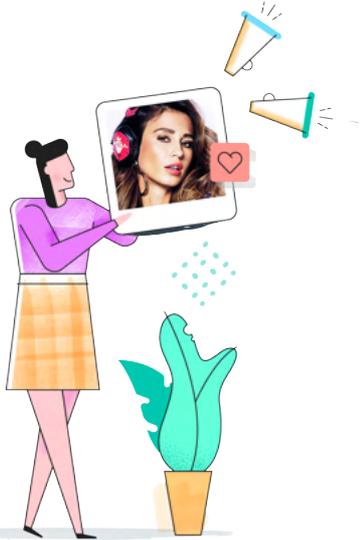
In 2003, CEO Anthony Casalena founded Squarespace in his dorm room at the University of Maryland. Now, the company is headquartered in New York City and has expanded to Portland, Oregon and Dublin, Ireland.

Squarespace enables entrepreneurs, bloggers, non-profits, restaurants, and photographers alike to pursue professional and personal goals with an easy to use, website building platform. Squarespace has ready to use templates that are customizable based on every individual's needs. Domain set-up and transfers, website analytics, and ecommerce are at the touch of one's fingertips and are carried out with ease.



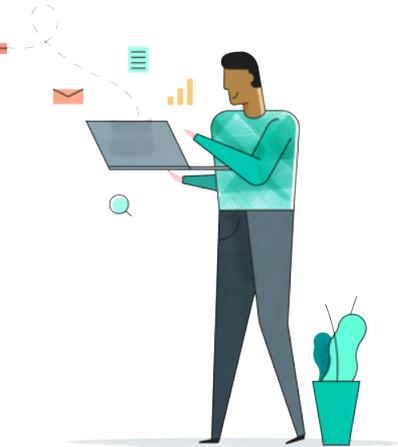
Strategy

Squarespace, the industry's 5th top spender, accounted for 685 of the total sponsored Tech videos. These 685 videos led to a total count of a whopping 134,941,520 views. Squarespace's total IMV for 2020 was nearly \$17.3 million and it is estimated that Squarespace spent close to 20 million on influencer marketing on YouTube in 2020. As a result, Squarespace saw a 20% growth in their social media following.



Brand	IMV	Views
Honey	\$62,733,677.26	480,509,097
ExpressVPN	\$46,155,393.10	364,295,695
NordVPN	\$44,056,511.58	293,408,601
Raycon	\$25,856,105.86	209,484,792
Squarespace	\$17,286,056.28	134,941,520

(BY SPONSORED YOUTUBE VIEWS)

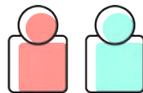


Drew Goodan



1.5M

Views



2.9M

Reach



\$266K

IMV

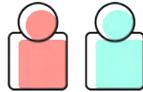


Corridor Crew



1.2M

Views



4.7M

Reach



\$181K

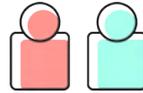
IMV

Gamers Nexus



580K

Views



1.3M

Reach



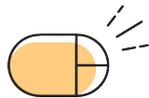
\$78K

IMV

Final Results

Overall, Squarespace had an incredibly successful year with their influencer marketing efforts. With a total IMV of \$17.3 million and total views of 134.9 million, it is safe to say Squarespace is a leader in the industry. Squarespace will likely continue on a growth trend as more individuals and companies turn to blogging, starting their own ecommerce shops, creating portfolios, and creating user friendly spaces for their customers.

We look forward to seeing what is in store for Squarespace in the upcoming year. In 2021, we hope to see Squarespace take their YouTube influencer marketing efforts by expanding their influencer base on a global scale and reaching new audiences.



20%

Growth in Social Following



135M

Views