

RUNFLUENCE

— ANALYZE. IDENTIFY. SUCCEED. —

powered by
**LAUFEN
LIDE**

THIS IS HOW INFLUENCER MARKETING WORKS ON INSTAGRAM TODAY.

*We find the perfect
Influencers for your
Campaign!*

*We'll get the
Maximum out of your
Budget!*

*We make your
Marketing measurable!*

IF YOU DO IT RIGHT, **INFLUENCER MARKETING WILL BE YOUR GAME CHANGER.**



RUNFLUENCE STANDS FOR ...

- ... the largest database of running influencers in the DACH area*
- ... extensive analysis tools based on over 20 KPIs*
- ... the perfect influencer selection for your marketing goal*
- ... Campaigns that make the performance measurable*

**We combine our know-how
in the running business with the
best Influencer analysis systems.**



WE BRING INFLUENCER MARKETING TO A NEW LEVEL!



WORK WITH TOP-INFLUENCERS!

There are over 25,000 creator accounts in the DACH area for the topics of running, fitness & food. Our database includes the best running influencers.



FIND CREATORS THAT MATCH YOUR GOAL.

We analyze for the best possible match between your marketing goals and the strengths and weaknesses of influencers.



USE THE BEST ANALYSIS TOOLS!

Of the countless tools on the market we rely on our analyses for campaign management and reporting and use the best tools. Including a detailed audience analysis of the influencers.

SAVE TIME AND MONEY ON YOURS NEXT CAMPAIGN.



WE KNOW THE MARKET!

There are many influencer agencies. We are content and industry professionals. We combine our expertise with AI and the best possible analysis software.



WE NEGOTIATE THE BEST CONDITIONS!

The influencers know laufen.de and we know the most influencers. This strengthens our basis for negotiations.



USE YOUR RESOURCES FOR OTHER TOPICS!

The selection process of influencers, briefings, the control of the campaigns and reportings are complex. Use our optimized workflows and free up your time for other topics.



INFLUENCER MARKETING FACTS*

IMPACT

61 percent of people in Germany say that their purchasing decisions are positively impacted by influencers

INCREASE

81 percent of all Germans under 30 years of age follow one or more influencers. The trend is rising.

REACH

Influencers reach around 67 million users in Germany.

* according to Statista on Influencer marketing 2024

FOUR REASONS FOR MORE SUCCESS: 1 - FIGURES, DATA, FACTS

1

ANALYSIS WITH THE DOUBLE-CHECK PRINCIPLE

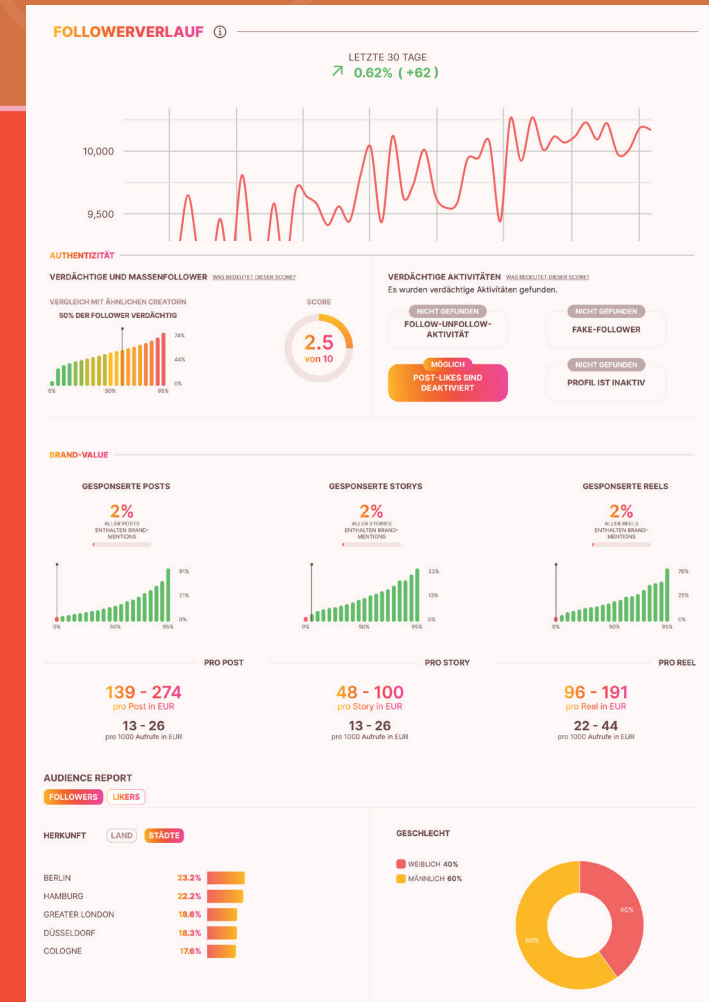
- *Checking over 20 KPIs of an influencer*
- *AI-powered content review*
- *Manual checking of all parameters*

Double-check principle (exclusion of incorrect analyses)

1 = use of artificial intelligence | 2 = personal check

Following parameters are analyzed (among others):

views p. post | views p. reel | plays p. reel |
engagement - rates posts and reels | development of
followers | frequency: posts, reels, stories | ER sponsored
content | brand co-ops (last 6 months) | media values |
audience analysis: gender, age and interests |
origin: country / city | index of suspicious followers



FOUR REASONS FOR MORE SUCCESS: 2 - THE INFLUENCER SCORE

2

GOAL-BASED ASSESSMENT

- Detailed content analysis
- Strengths and weaknesses of influencers
- Reasonable Recommendation

With the final rating, we evaluate whether the content and the way a creator communicates match to your goals.

Our RUNFLUENCE score combines and evaluates more than 20 KPIs!

You will receive a detailed overview and a reason for our recommendation.



FOUR REASONS FOR MORE SUCCESS:

3 - CAMPAIGN MANAGEMENT

3

PROFESSIONAL CAMPAIGNS

- Briefing and monitoring of all participants
- Provision of content pieces
- Detailed reporting

*If you wish, we can manage the campaign for you.
The costs are fair and always transparent.*

*You only have one contact person (single point of
contact) for your briefing and save your resources.*

*After the campaign has been completed you will
receive detailed reports.*

The dashboard displays the following key metrics:

- 4 von 6 Aktive Creator (der gesamten ausgewählten Creator)
- 37 Veröffentlichte Inhalte
- 3.8m Erreichte Audience (Reach)
- 88.9k Erhaltene Likes
- 1354 Erhaltene Kommentare
- 80.8k EUR Earned Media Value
- Follower-Wachstum @lululemon (IG): 459.4k (+10% seit Startdatum)

Table 1: Campaign Performance by Creator

	Username	Published Content	Overall Reach	Reach: Instagram Posts	Reach: Instagram Stories	Reach: Instagram Reels	Overall Likes
1	khayogalG	89	1939939	13647636	999530	4662233	906628
2	chayalshG	142	1882393	71813	1773581	36099	169
3	emilieflex_officialG	1	60616	60616	0	0	3958
4	steepie_hugobG	184	13248214	1005637	4055748	8188829	173451
5	eszyffatylorG	2	38796	0	38706	0	0
6	kriskaRIG	4	67670	35832	30838	0	0
7	maliamanawG	11	455527	129308	268010	57209	3
8	mila_jonesG	11	1714231	0	137757	1576494	38458
9	lam_miafowlG	0	0	0	0	0	0
10	stefanischaffernG	0	0	0	0	0	0
11	_janab_G	0	0	0	0	0	0
12	lululemonG	55	49731691	5086638	2746959	1611896	611090
13	sophiamcholeG	2	52398	0	17140	33168	1308
14	lylie.oqaliniG	0	0	0	0	0	0
15	flamysuzanneG	1	14873	0	14873	0	0
16	akinkoG	116	2866183	871031	1293286	2649066	1012025
17	allaoungalG	0	0	0	0	0	0
18	viciarnavoreyG	15	440181	178313	140017	121851	26855
19	nataha.oceanetG	0	0	0	0	0	0
20	Overseer	Summe	724	Summe 122592379	Summe 47348714	Summe 15462635	Summe 99600200

Table 2: Campaign Performance by Creator (Detailed)

	Username	Overall Likes	Overall Comments	Est. Media Value (all content)	Is Archived	Is Brand Account	Bitly Link
1	khayogalG	906628	10561	39137640	False	False	
2	chayalshG	169	296	130972	False	False	
3	emilieflex_officialG	3958	38	7335	False	False	
4	steepie_hugobG	173451	2247	51919912	False	False	
5	eszyffatylorG	0	0	3189	False	False	
6	kriskaRIG	0	23	4335	False	False	
7	maliamanawG	3	79	62674	False	False	
8	mila_jonesG	38458	1074	3202622	False	False	
9	lam_miafowlG	0	0	0	False	False	
10	stefanischaffernG	0	0	0	False	False	
11	_janab_G	0	0	0	False	False	
12	lululemonG	611090	9170	52637645	False	False	
13	sophiamcholeG	1308	53	10288	False	False	
14	lylie.oqaliniG	0	0	0	False	False	
15	flamysuzanneG	0	0	951	False	False	
16	akinkoG	1012025	12418	47119440	False	False	
17	allaoungalG	0	0	0	False	False	
18	viciarnavoreyG	26855	557	52906	False	False	
19	nataha.oceanetG	0	0	0	False	False	
20	Overseer	Summe 2836297	Summe 41523	Summe 1103166136			

FOUR REASONS FOR MORE SUCCESS:

4 - REACH BOOSTER

4

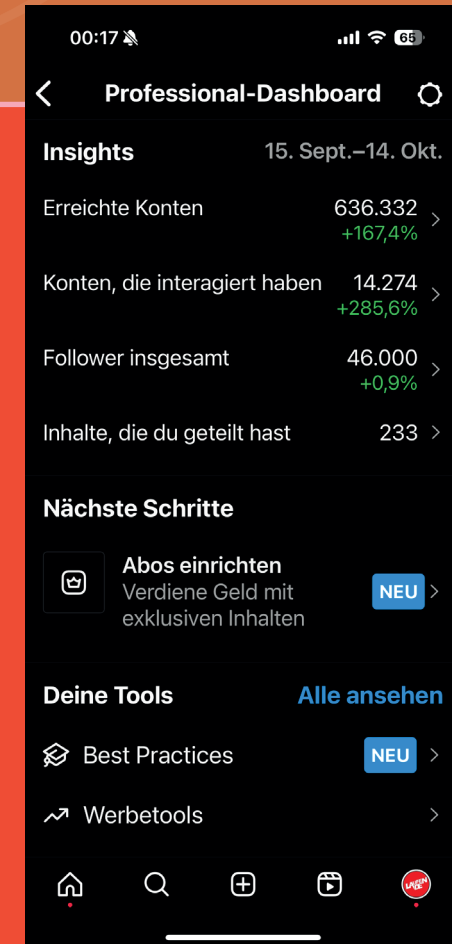
COOPERATE WITH LAUFEN.DE

- *Benefit: high credibility*
- *Strengthening authenticity and trust*
- *increasing the range*

Optionally use the Instagram channel of laufen.de to push your campaign.

Why? Benefit from our high credibility in the running scene.

How? Add laufen.de as a collab partner to your influencer campaign and increase your reach!



THIS IS WHAT RUNFLUENCE COSTS: **ANALYSIS & RECOMMENDATIONS**

THE BASIS FOR A COLLABORATION ARE BUILDING BLOCKS 1 & 2.

1

1 | ANALYSIS ACCORDING TO THE DOUBLE-CHECK PRINCIPLE

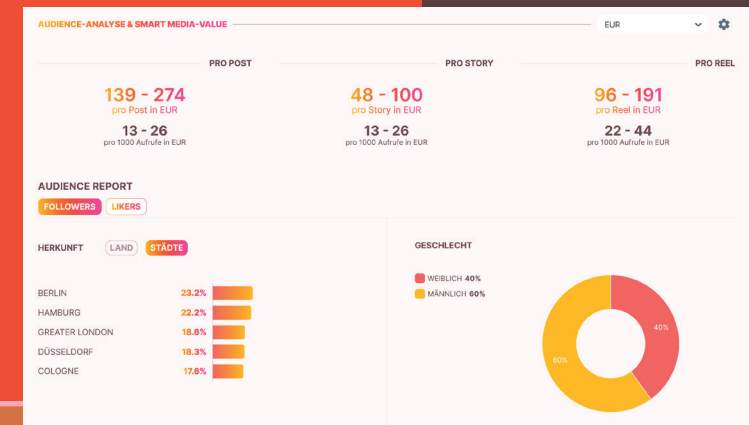
2

2 | GOAL-BASED ASSESSMENT & RECOMMENDATION

Our prices are based on daily rates. How complex an analysis is depends on the specific task. Two typical examples:

*Search, analysis and evaluation of an influencer for a long-term collaboration:
about 450 euros*

Analysis, evaluation & ratings of multiple influencers:
3 influencers - about 675 euros
5 influencers - about 900 euros
10 influencers - about 1500 euros



THIS IS WHAT RUNFLUENCE COSTS: **CAMPAIGN MANAGEMENT**

3

WE CAN ALSO TAKE OVER THE MANAGEMENT OF YOUR CAMPAIGN.

FINE-TUNING OF THE CAMPAIGN, BRIEFING & DETAILED REPORTING

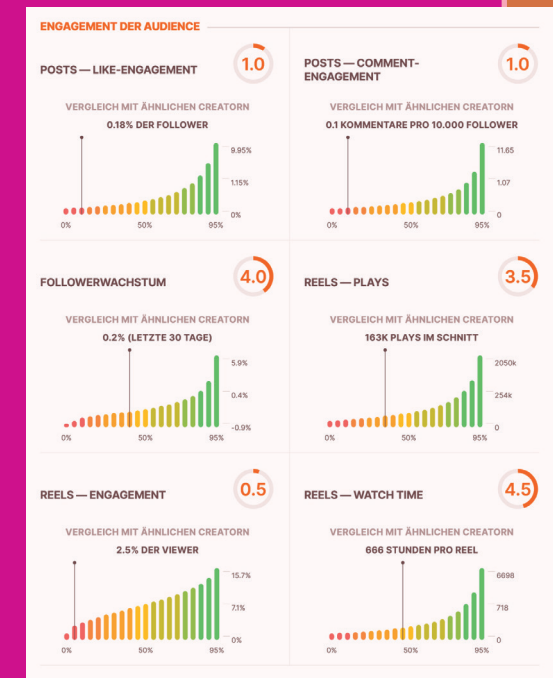
Campaign management includes...

- ... Negotiations with influencers (including billing)*
- ... Briefing of all participants*
- ... Development / provision of content box*
- ... Detailed reporting*

Your advantages...

- ... you have a fixed contact person(single point of contact)*
- ... we take over the complete communication*
- ... we develop content ideas*
- ... fair costs (depending on the effort and scope of the campaign)*

from approx. 500 to 2000 euros (plus fees for influencers)



THIS IS WHAT RUNFLUENCE COSTS: **COLLAB POSTINGS WITH LAUFEN.DE**

4

INCLUDE LAUFEN.DE AS A MEDIA PARTNER IN YOUR CAMPAIGN.

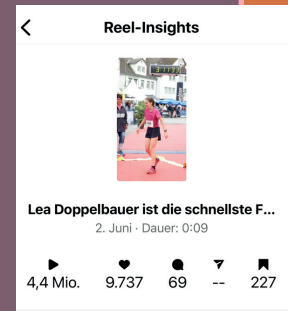
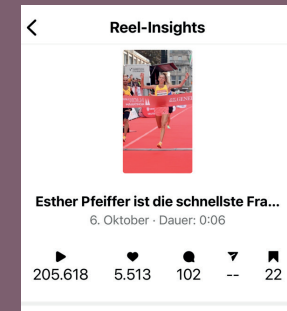
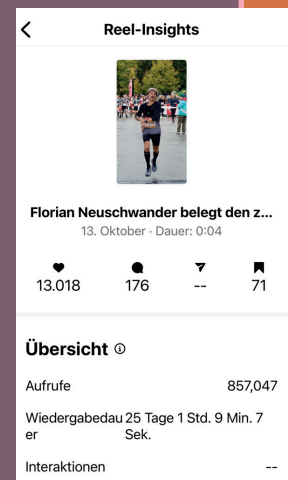
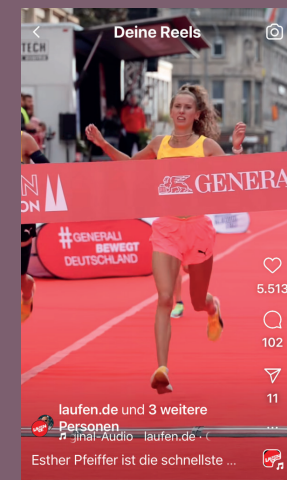
A COOPERATION WITH LAUFEN.DE BRINGS MANY BENEFITS

*Use the high **social proof of laufen.de** and enjoy a high level of trust among your target group.*

*We are **content specialists** and develop content for partners, which we distribute via our website, our social media channels or directly to our community via newsletter.*

*The perfect addition to your influencer campaign:
Strengthen your reach with laufen.de as a collab partner of your posts and reels.*

from around 250 euros per post / reel as a collab partner



WOULD YOU LIKE TO LEARN MORE ABOUT THE RUNFLUENCE PROGRAM*?

WE WILL BE HAPPY TO INFORM YOU!

Contact person:

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RUNFLUENCE is a product of

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* The RUNFLUENCE program is designed to increase the performance of influencer marketing on Instagram when it comes to the topics of running, fitness and food. Additional channels (TikTok etc.) are being planned.