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HIRE INFLUENCE[®] PERFORMANCE SUMMARY



EXCLUSIVELY PREPARED FOR



Report

CREATED

October 24, 2025



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GLOSSARY

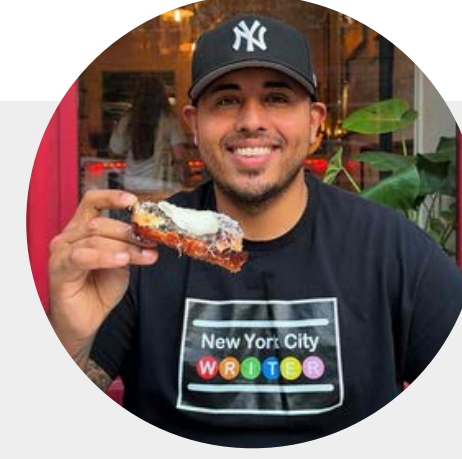
INSTAGRAM STORY & INSTAGRAM REEL



Joyce

@liftingiscake
📷

142K
FOLLOWERS



Christian

@goodbytes_bychris
📷

59.6K
FOLLOWERS



CAMPAIGN PERFORMANCE OVERVIEW





OVERALL PERFORMANCE BY ORGANIC & PAID

CAMPAIGN DETAILS



PLATFORM
#

2

INFLUENCERS



Organic	6.3M IMPRESSIONS	2.7M REACH	6.5K ENGAGEMENT	3.90% ENGAGEMENT RATE	— CPM	— LINK CLICKS	— CPC
Paid	12.7M IMPRESSIONS	4.57M REACH	1.9M ENGAGEMENT	14.89% ENGAGEMENT RATE	\$1.66 CPM	41.5K LINK CLICKS	\$0.56 CPC
Overall	19.0M IMPRESSIONS	7.3M REACH	1.9M ENGAGEMENT	10.00% ENGAGEMENT RATE	\$1.66 CPM	41.5K LINK CLICKS	\$0.56 CPC

*PAID CPM: CPM on paid media only.

OVERALL CPM: CPM inclusive of influencer and paid media spend.

Campaign Overview

Crumbl x OREO & CHIPS AHOY! Campaign Wrap-Up Report

CAMPAIGN OVERVIEW

Objective

- ➔ Promote Crumbl's limited-time **OREO** and **CHIPS AHOY!** cookie offerings through crave-worthy creator storytelling amplified via paid media on Instagram. The campaign aimed to drive **mass awareness, engagement, and store traffic** during each cookie's one-week availability window.

Target KPIs

- ➔ 12-14M Impressions
- ➔ 40K+ Clicks

Campaign Duration

September 29 - October 11, 2025 (two 6-day phases: OREO Cookie and CHIPS AHOY! Cookie)

Executive Summary

The campaign **surpassed expectations** with **19.1M total impressions (+36% vs goal)** and **41.6K total clicks (+4% vs goal)** while maintaining strong cost efficiency at **\$1.66 CPM** and **\$0.56 CPC**. Engagement performance was exceptional, generating **1.9M total engagements** and a **10.0% engagement rate**, outperforming dessert and QSR benchmarks by 25%.

Christian (@goodbytes_bychris) emerged as the **creative engine of the campaign**, delivering 15.7M impressions and 38K clicks — more than 90% of total traffic — through cinematic Reels showcasing the cookie texture, break, and in-store Crumbl experience. Joyce (@liftingiscake) contributed complementary tone and audience warmth, reinforcing the campaign's authenticity.

19.1M
IMPRESSIONS

+36%
ABOVE GOAL

Campaign Overview



CAMPAIGN PERFORMANCE SUMMARY

METRIC	GOAL	ACTUAL	DELIVERY
Impressions	12–14M	19.1M	36%
Clicks	40K	41.6K	4.0%
Engagement Rate	6–8%	10.0%	+25% vs benchmark
Paid CPM	\$3.50	\$1.66	+52.5% more efficient
Paid CPC	\$0.45	\$0.56	+24% higher

Insight

While CPC came in slightly above target, it’s largely offset by exceptional reach and engagement efficiency. The campaign’s **\$1.66 CPM** is among the lowest across all Mondelez QSR activations this year: proving that crave-based visual storytelling can deliver premium brand exposure at remarkable cost.

**PAID CPM: CPM on paid media only.*

OVERALL CPM: CPM inclusive of influencer and paid media spend.



Campaign Overview

PLATFORM & FORMAT INSIGHTS

FORMAT	IMPRESSIONS	ENGAGEMENT RATE	CPM	CPC	KEY TAKEAWAY
Paid Reels	12.77M	14.9%	\$1.66	\$0.56	Dominant performance driver; cinematic visuals and crave cues resonated deeply.
Organic Reels	6.31M	5.3%	N/A	N/A	Extended content longevity; supported paid resonance.
Stories (Organic)	5.8K	1.5%	N/A	N/A	Minimal reach; served as a supportive contextual layer.

Insight

Reels were the hero asset. The combination of **close-up cookie textures**, **slow-motion reveals**, and **in-store experience footage** drove emotional connection and engagement efficiency far beyond typical paid ads.

*PAID CPM: CPM on paid media only.

OVERALL CPM: CPM inclusive of influencer and paid media spend.



CREATOR PERFORMANCE SUMMARY

CREATOR	TOTAL IMPRESSIONS	ENGAGEMENT RATE	CPM	CLICKS	CPC	KEY TAKEAWAY
Christian (@goodbytes_bychris)	15.7M	9.5% overall / 15.8% paid	\$2.59	38,153	\$0.48	Campaign anchor; engaging storytelling, pacing, and visual consistency made him the click engine.
Joyce (@liftingiscake)	3.34M	12.4% paid / 5.0% overall	\$2.40	3,408	\$1.20	Added relatability and warmth; delivered strong ER within niche foodie audiences.

Insight

Christian accounted for ~92% of clicks and ~82% of impressions, demonstrating extraordinary efficiency but also concentration risk. Joyce's tone and audience trust complemented Christian's scale with a more personal, conversational delivery: an ideal balance to maintain for future dessert activations.

*PAID CPM: CPM on paid media only.

OVERALL CPM: CPM inclusive of influencer and paid media spend.



Campaign Overview

AUDIENCE FEEDBACK

Positive Themes

- ➔ “Crumbl and OREO is the collab of the year.”
- ➔ “The cookie break shot... I’m starving now.”
- ➔ “Running to Crumbl after work, no joke.”
- ➔ “The Chips Ahoy one looks even better than the Oreo.”

Constructive Feedback

- ➔ Some viewers missed timing cues
- ➔ Others requested taste-test comparisons or side-by-side shots of both cookies.

Implication

The craving is real and the audience is primed for more. Future campaigns can build on this energy by adding more urgency overlays and encouraging more playful creator commentary around flavor differences.



CHALLENGES

- ➔ **High concentration of performance:** Christian drove most of the delivery; future activations should diversify creator mix.
- ➔ **Slight CPC inflation:** Driven by strong engagement density: audiences saved, replayed, and commented before clicking.
- ➔ **Creative similarity:** Both creators leaned into similar high-exposure, slow-zoom aesthetics, limiting visual variety for repurposed ads.

RECOMMENDATIONS

- ➔ **Re-engage Christian as creative lead:** His content outperformed across all metrics and should serve as a reference for future dessert visuals.
- ➔ **Expand creator pool:** Add 2 new foodie voices (voiceover-first, humorous, or reaction-style) to diversify tone and distribute clicks more evenly.
- ➔ **Emphasize urgency overlays:** Highlight “This Week Only” or countdown text to drive stronger CTRs.
- ➔ **Broaden content angles:** Explore “cookie reveal” or “ranking both drops” formats for dynamic storytelling.
- ➔ **Repurpose top Reels:** The 14.9% ER assets are ideal for evergreen paid ads, especially for future cookie collabs or seasonal Crumbl drops.



FINAL SUMMARY

- ➔ **The Crumbl x OREO & CHIPS AHOY! campaign** exceeded its objectives, generating **19.1M impressions (+36%), 41.6K clicks (+4%), and 1.9M engagements (10.0% ER)** with an ultra-efficient **\$1.66 CPM**.
- ➔ The campaign's success stemmed from **authentic creator storytelling**, where Christian's cinematic production and Joyce's personable tone combined to make the content feel both premium and relatable. While CPC was slightly elevated, it reflected a highly engaged audience rather than low conversion intent — a positive tradeoff for long-term brand lift.
- ➔ The activation demonstrated that **Mondelez's dessert brand collaborations can achieve national-scale awareness in just 12 days** when powered by crave-worthy content and strong creator amplification.
- ➔ **In short:** Two creators, two cookies, twelve days, and one deliciously efficient campaign that turned limited-time drops into limitless engagement.



CAMPAIGN PERFORMANCE BREAKDOWN



OVERALL BREAKDOWN BY ORGANIC VS PAID

PLATFORM	IMPRESSIONS	REACH	ENGAGEMENT	ENGAGEMENT RATE	CPM	LINK CLICKS	CPC
ORGANIC OVERALL	6,318,082	2,731,898	6,516	3.90%	—	—	—
PAID OVERALL	12,769,973	4,578,130	1,901,403	14.89%	\$1.66	39,761	\$0.56
OVERALL	19,088,055	7,310,028	1,907,919	10.00%	\$1.66	41,561	\$0.56



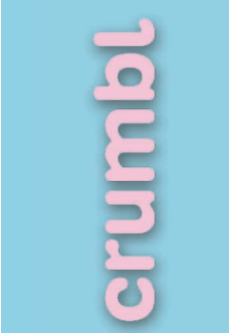
BREAKDOWN BY PLATFORM TYPE – INSTAGRAM STORY

PLATFORM & TYPE	IMPRESSIONS	REACH	ENGAGEMENT	ENGAGEMENT RATE	CPM	LINK CLICKS	CPC
INSTAGRAM STORY ORGANIC	5,759	4,783	87	1.51%	–	–	–
INSTAGRAM STORY OVERALL	5,759	4,783	87	1.51%	–	–	–



BREAKDOWN BY PLATFORM TYPE – INSTAGRAM REEL

PLATFORM & TYPE	IMPRESSIONS	REACH	ENGAGEMENT	ENGAGEMENT RATE	CPM	LINK CLICKS	CPC
INSTAGRAM REEL ORGANIC	6,312,323	2,727,115	6,429	5.32%	–	–	–
INSTAGRAM REEL PAID	12,769,973	4,578,130	1,901,403	14.89%	\$1.66	41,561	\$0.56
INSTAGRAM REEL OVERALL	19,082,296	7,305,245	1,907,832	10.00%	\$1.66	41,561	\$0.56



OVERALL PERFORMANCE BREAKDOWN

PLATFORM & TYPE	IMPRESSIONS	REACH	ENGAGEMENT	ENGAGEMENT RATE	CPM	LINK CLICKS	CPC
INSTAGRAM STORY ORGANIC	5,759	4,783	87	1.51%	—	—	—
INSTAGRAM REEL ORGANIC	6,312,323	2,727,115	6,429	5.32%	—	—	—
INSTAGRAM REEL PAID	12,769,973	4,578,130	1,901,403	14.89%	\$1.66	41,561	\$0.56
TOTAL ORGANIC	6,318,082	2,731,898	6,516	3.90%	—	—	—
TOTAL PAID	12,769,973	4,578,130	1,901,403	14.89%	\$1.66	41,561	\$0.56
CAMPAIGN OVERALL	19,088,055	7,310,028	1,907,919	10.00%	\$1.66	41,561	\$0.56



INFLUENCER PERFORMANCE



INFLUENCER PERFORMANCE – JOYCE

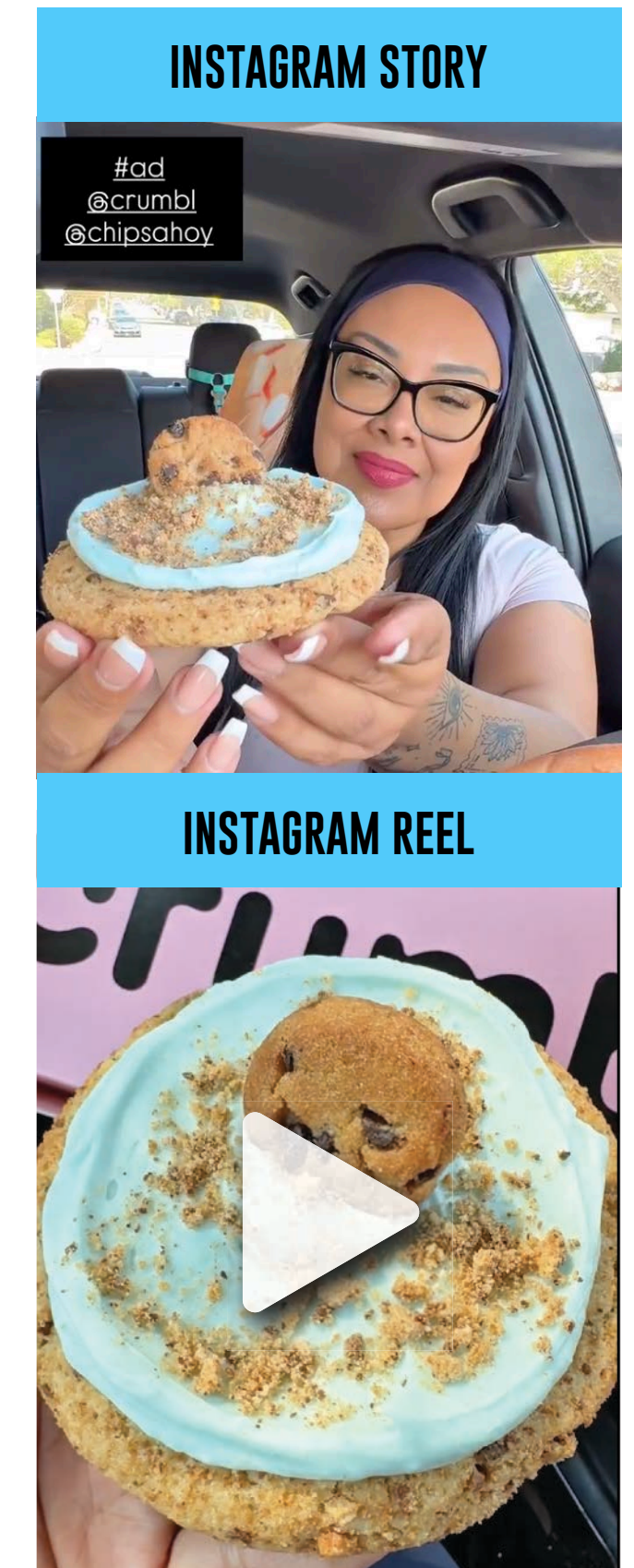


Joyce

@liftingiscake

142K
 FOLLOWERS

	IMPRESSIONS	REACH	ENGAGEMENT	ENGAGEMENT RATE	CPM	LINK CLICKS	CPC
INSTAGRAM STORY ORGANIC	886	760	49	5.53%	–	–	–
INSTAGRAM REEL ORGANIC	3,894	2,650	190	4.88%	–	–	–
INSTAGRAM REEL PAID	3,334,981	1,920,821	413,276	12.39%	\$2.40	3,408	\$1.20
ORGANIC OVERALL	4,780	3,410	239	5.00%	–	–	–
PAID OVERALL	3,334,981	1,920,821	413,276	12.39%	\$2.40	3,408	\$1.20
CAMPAIGN OVERALL	3,339,761	1,924,231	413,515	12.38%	\$2.40	3,408	\$1.20



INFLUENCER PERFORMANCE – CHRISTIAN

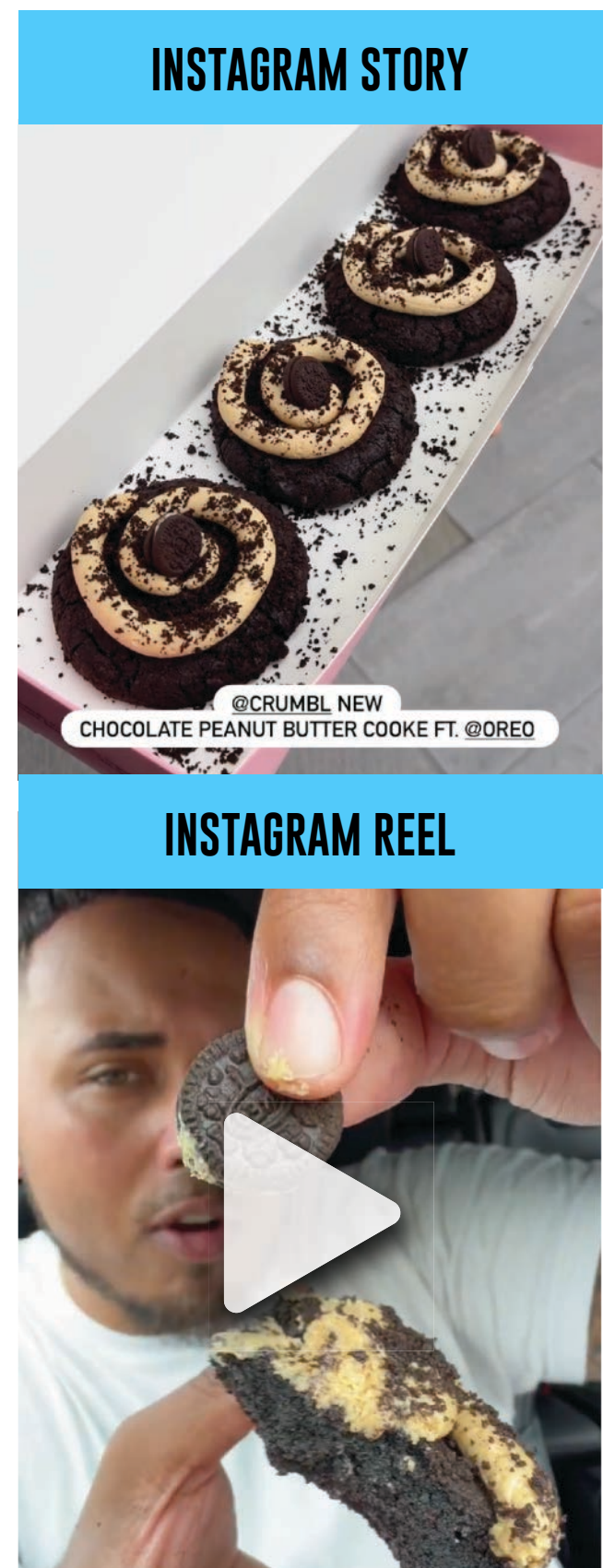


Christian

@goodbytes_bychris

59.6K
 FOLLOWERS

	IMPRESSIONS	REACH	ENGAGEMENT	ENGAGEMENT RATE	CPM	LINK CLICKS	CPC
INSTAGRAM STORY ORGANIC	4,873	4,023	38	0.78%	–	–	–
INSTAGRAM REEL ORGANIC	6,308,429	2,724,465	6,239	10.50%	–	–	–
INSTAGRAM REEL PAID	9,434,992	2,657,309	1,488,127	15.77%	\$2.59	38,153	\$0.48
ORGANIC OVERALL	6,313,302	2,728,488	6,277	5.64%	–	–	–
PAID OVERALL	9,434,992	2,657,309	1,488,127	15.77%	\$2.59	38,153	\$0.48
CAMPAIGN OVERALL	15,748,294	5,385,797	1,494,404	9.49%	\$2.59	38,153	\$0.48



INSTAGRAM STORY

@CRUMBL NEW
 CHOCOLATE PEANUT BUTTER COOKE FT. @OREO

INSTAGRAM REEL





GLOSSARY

GLOSSARY

IMPRESSIONS

The number of times the content was displayed.

VIDEO VIEWS

Each view counted that was more than three seconds.

REACH

The number of unique viewers of a post, story, or advertisement.

SENTIMENT ANALYSIS

Measures the inclinations of people's opinions.

FOLLOWERS

The number of unique accounts that regularly view or follow each influencer's content.

CLICKS

The number of times users clicked on link in the content.

ENGAGEMENT

Likes, comments, shares, saves, replies, clicks, and sticker taps.

ENGAGEMENT RATE

The number of engagement per every 100 unique users exposed to the content, expressed as a percentage.

CPM

CPM (Cost Per Mille) represents cost-per-thousand impressions of an ad.

CPC

CPC (Cost Per Click) represents cost-per-click of an ad.





THANK YOU

An award-winning influencer marketing agency serving the world's most respected brands since 2011.

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