

artika

CASE STUDY

Lighting the Way Forward:

How **Young With Solutions** Lit Up **Artika** Through Influencer Marketing to

 **4.7M+**
VIDEO VIEWS

 **\$0.01**
COST PER VIEW

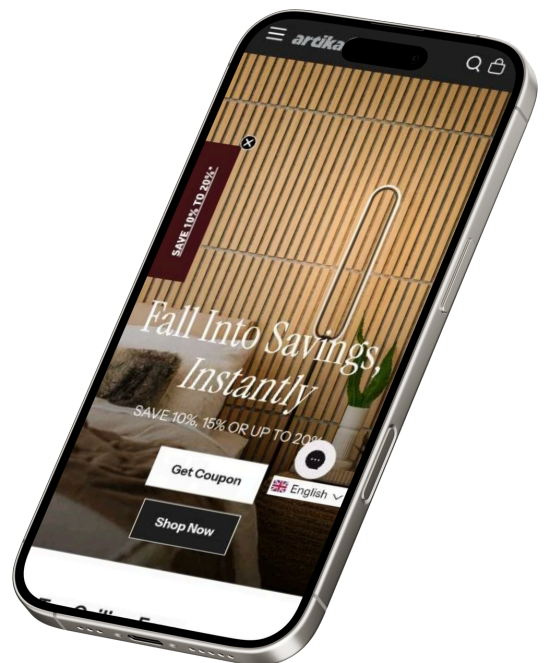
 **6X**
ROI

COMPANY: ARTIKA

Artika is a premium lighting and home décor brand creating modern fixtures, wall panels, and lifestyle-focused products that elevate everyday living.

Despite their innovative catalog, they needed a stronger digital presence to connect with U.S. and Canadian audiences.

That's when **Artika** partnered with **Young With Solutions** to amplify their brand through authentic, high-impact influencer marketing.



CHALLENGES



**Brand
Awareness**



**Market
Expansion**



**Authentic
Engagement**



**Content
Scale**

BEAM & STREAM STRATEGY



To tackle these challenges, **Artika** partnered with **Young With Solutions** to build a long-term influencer strategy designed to generate authentic content and measurable results.

The campaign approach included:

INFLUENCER PARTNERSHIPS

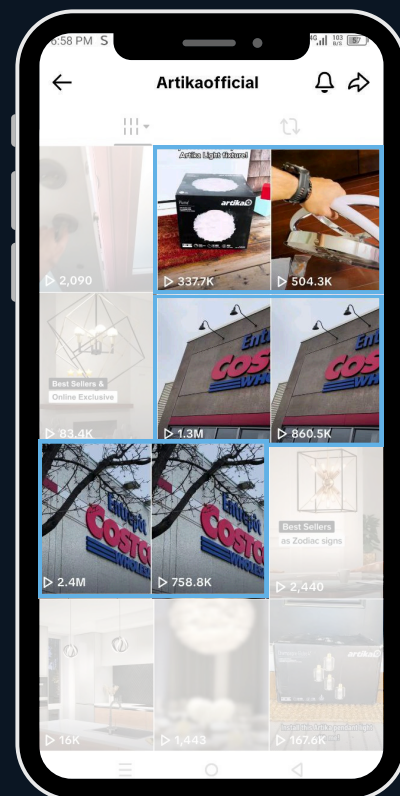


Locked in 45+ talents for **ongoing collaborations**, fostering strong, lasting relationships that **continuously generate authentic content**.

CONTENT AT SCALE



Produced 60+ influencer posts with more in the pipeline, ensuring a steady stream of fresh, engaging content to maintain visibility.



MICRO + MACRO MIX

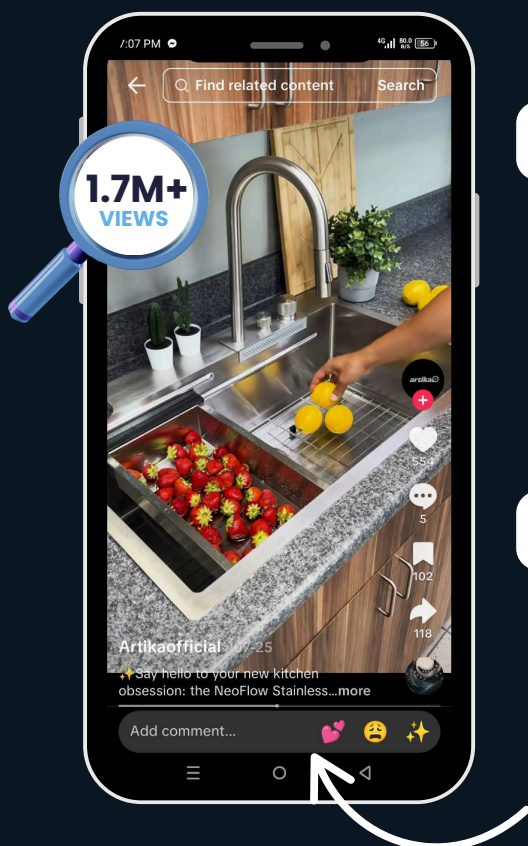


Balanced **micro-influencers** for authentic engagement and **macro-influencers** for massive reach, maximizing overall campaign impact.

HERO PRE-LAUNCH CONTENT



Collaborated with Lauren Kitch to showcase the NeoFlow Sink in real homes; **the hero video was repurposed for Costco and Artika's website**, delivering high-value, ready-to-use assets.



LIGHTING THE METRICS

Campaign Wins

Artika's influencer campaign delivered **massive reach, cost-efficient results, and sustained brand awareness**—turning authentic content into measurable impact.



4.76M+

Total views generated across influencer content



6x

Influencer **ROI**

*Every \$1 spent delivered \$6 in earned exposure.



107.4K+

Engagements with a **2.86%** engagement rate



\$0.32

Cost per engagement



84.5%

Positive sentiment in comments with nearly **10%** showing purchase intent



\$0.01

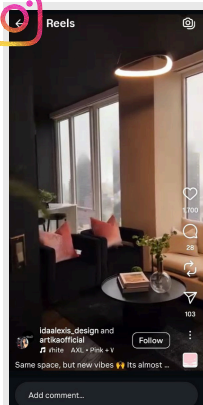
Cost per view



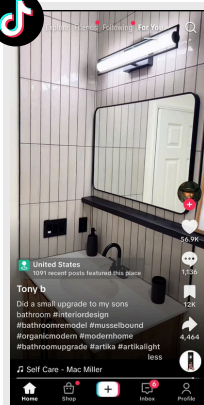
2x

Renewed 12-week influencer marketing campaign

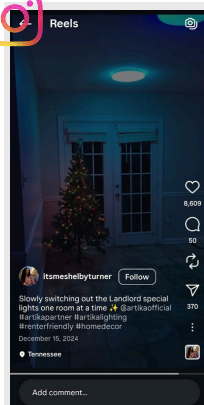
demonstrates Artika's trust in influencer marketing and keeps the brand top-of-mind across Canada and the U.S.



2.48M views



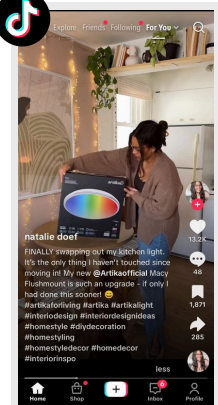
902.8k views



354.3k views



137.7k views



125.9k views

+ Multiple viral influencer videos — not just one-off success.

ILLUMINATED IMPACT

AUTHENTICITY SCALED

Showcasing Artika products in real homes bridged the gap between brand promise and consumer trust.

RETAIL-READY CONTENT

Hero NeoFlow Sink video repurposed for Costco and Artika, doubling as high-value assets.

BRIGHT CONVERSATIONS

Viewers didn't just watch—they engaged. **2.42K+ comments** sparked conversation, with nearly **10% showing purchase intent**, proving the content truly connected.



*Thank you because you were so **responsive** and you took your mission very **seriously**, and we really appreciate it. We work with different partners and agencies, and I'm gonna say you were the **fastest one to pull the trigger**. You found us really good options, and we really appreciate it. Thank you, Sandy. You've been really helpful on that.*

Artika's Praise for Sandy, YWS Influencer Manager

LIGHTS, CONTENT, ACTION

Through a year-long influencer marketing campaign, Artika didn't just build awareness—it built trust, community, and measurable ROI. By combining a balanced influencer strategy with authentic storytelling, Artika successfully lit up **4.7M views**, **6X ROI**, and a stronger brand presence in North America.

Artika's partnership with Young With Solutions proves that when influencers tell the story, brands shine brighter.