



Case Studies & Brand Testimonials

Nomination For ET BrandEquity Trendies Awards 2025
Category: Best Influencer Marketing Technology



To launch a high-impact influencer campaign for India's Thinnest Flavored Condoms

Solutions using our Technology:

Creator Search

Audience Insights:

Identified influencers whose audience closely matched Durex's target audience demographics.

Influencer Verification:

Filtered influencers with genuine engagement tracking audience growth rate and fake followers

Media Plan & Outreach:

On-Time Execution:

Managed and tracked all deliverables, ensuring the campaign launched on schedule.

Seamless Coordination:

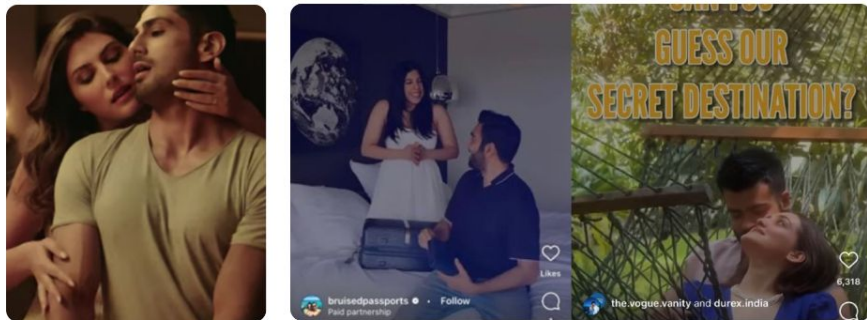
Streamlined communication and content delivery across 3,000 influencers, ensuring consistent messaging.





Successfully activated 3000 influencers within just 2 days.

Qoruz's comprehensive suite of AI tools was instrumental in Durex's campaign success, enabling a seamless execution that maximized impact and set new benchmarks in influencer marketing efficiency.



Impact **Qoruz** created
for **Durex**



Reach



Total Views



Cost Per View



Activated influencers



Boost awareness and engagement for Amazon's "FounditOnAmazon" page using influencers.

Solutions using our Technology:

Creator Search

Creative Development:

Leveraged Qoruz's insights to inspire influencers, guiding them to produce content that highlighted trending products available on Amazon, thereby driving consumer interest and engagement.

Reporting and Analytics:

Data-Driven Optimization:

Enabled Amazon to make informed adjustments during the campaign, optimizing for better results.





Successfully reached 7.6 million profiles across multiple platforms

Amazon's collaboration with Qoruz for the #FounditOnAmazon campaign was a resounding success, driven by the strategic selection and management of influencers. By leveraging Qoruz's tools, Amazon not only amplified their brand message but also created content that exceeded expectations, achieving significant reach and engagement.



Impact **Qoruz** created for
Amazon



Reach



Total Views



Content Created

SAMSUNG

Generate buzz and showcase features for Samsung's Galaxy Z Flip4 and Z Fold4 through influencer engagement across cities.

Solutions using our Technology:

Reporting

Real-Time Monitoring:

Offered real-time analytics to track the performance of the campaign, allowing Samsung to make data-driven decisions and optimize content on-the-go.

Compare Influencers through Qoruz AI

Influencer Performance Insights:

Compared the performance of different influencers in real-time, enabling Samsung to identify top-performing influencers and reallocate resources effectively during the campaign.



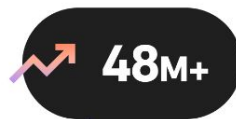


Successfully coordinated a campaign involving 150+ influencers, achieving significant engagement across cities.

Qoruz's tools facilitated a high-impact launch for Samsung's Galaxy Z Flip4 and Z Fold4, leveraging a barter-based approach to create over 800 high-quality content pieces and drive substantial engagement across key markets.



Impact **Qoruz** created
for **Samsung**



Reach



Cities Covered



Content Created



Influencers

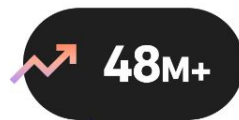


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Impact **Qoruz** created for **Samsung**



Reach



Cities Covered



Content Created



Influencers



Engage high-income influencers to promote Titan's luxury products, overcoming the manual outreach and inaccurate selection.

Solutions using our Technology:

Competitor Analysis

Competitive Positioning:

Measured Titan's share of voice against competitors in the luxury segment, helping them to understand their position and refine their messaging accordingly.

Strategic Partnerships:

Provided insights into influencers' previous brand collaborations, ensuring that Titan partnered with influencers who had a strong track record with luxury brands.



**IS A MOMENT
OF BOLD.**





Streamlined the influencer selection process leading to faster and more effective campaign deployment.

Qoruz's tools enabled Titan's licensed brand division to achieve precise influencer selection and enhance campaign effectiveness, leading to more efficient and data-driven influencer marketing.



Impact **Qoruz** created
for Titan



Search Feature: Hours of
data gathering saved.



Eliminated the need for a dedicated
influencer outreach team.



Marico struggled with inconsistent metrics and lack of evaluation for campaigns, impacting budgeting and ROI predictions.

Solutions using our Technology:

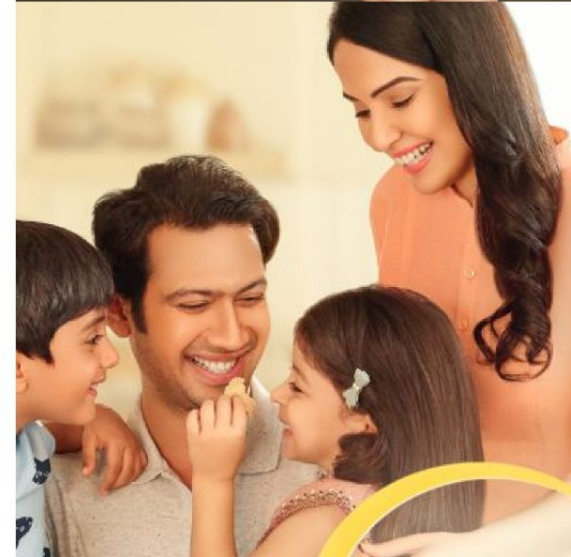
Competitor Analysis

Comprehensive Insights:

Delivered in-depth analytics on influencer performance, audience metrics, and pricing benchmarks.

Unified Evaluation Criteria:

Implement Qoruz's standardized metrics for evaluating influencers across different agencies, ensuring consistent and comparable data.





Streamlined campaign management allowing Marico to quickly and effectively adjust strategies based on real-time data

Qoruz's solutions streamlined Marico's influencer campaign planning and execution, providing standardized metrics and accurate ROI predictions, leading to more effective and efficient marketing strategies.



Impact **Qoruz** created
for **Marico**



Influencer Standardization

Enabled consistent evaluation criteria.



Pricing Visibility

Improved transparency in influencer pricing.

Testimonials



Qoruz has been helpful for us to use a data-driven approach to identify influencers who are the right fit for our TG. We are glad to be able to use the tool for building an analytical approach to influencer marketing. Also, shout out to the account managers for their support.



Aman Killa
Head of Revenue



An award winning all in one platform to manage your influencer marketing efforts end to end. From campaign planning to creator discovery, selection and tracking, Qoruz has it all.



Sophia Christina
Manager, Brand PR & COPCOM



Qoruz is the most effective influencer platform in terms of cost, effort, and convenience. Their multi-filter features and detailed influencer database helps us make informed decisions while suggesting branded content plans.



Megha Punjabi
Manager of Influencer Marketing



Qoruz's detailed influencer analytics and technology helped us recognize influencers based on brand objectives



Shailendra Kurapati
Social Listening & Insights Lead



From identifying the 'right' influencer, to managing them, to measuring impact – influencer marketing platform, Qoruz has made my team's life much more comfortable. It's amazing to partner with them!



Mithun Cotha
SVP - Data & Insights