



StudentBeans

Case Study | **fiverr.**

Fiverr connects individuals to freelancers for a broad range of tasks - anything from 'help with my JavaScript code' to 'design my business card' - which makes it the perfect tool for busy students!

However, only 48% of Students had heard of Fiverr. They wanted to enhance their awareness among Gen-Z and so invested in a Creators campaign with Student Beans to showcase the variety of services available.

Using 5 student creators for 5 TikTok videos, they achieved 2.1 million impressions and 17.2 K clicks. The targeted content caught the attention of Gen-Z and resulted in +199% increase in sign-ups MoM for Fiverr!

After the success of this campaign, Fiverr is now investing in Creators in their next media plan.

"Using Student Beans Creators was the perfect way to inform students about all Fiverr's capabilities. The process was seamless from ideation to execution and we're excited to work with them again on expanding our brand awareness among this audience!"

Bukki Adedapo, UK Country Manager



Impressions:

2.1 M

Clicks:

17.2 K

Sign-ups:

+119% (MoM)

