



## Success Story

### Driving Brand Awareness

The e-commerce site partnered with Heartbeat to build awareness of the new PrimePhotos product among its key target - millennial moms. With the most posts ever created for a campaign (7,121 ambassador posts!), over 10M in reach, and 7.5x the engagement of other influencer campaigns, the Amazon launch was an astounding success.

7,121  
posts achieved

7.5%  
engagement rate

10.7M  
targeted audience reach

### Their Goal

Create an awareness campaign for the new PrimePhotos service among millennial moms during the holiday season, driving excitement and product adoption.

### Our Solution

Heartbeat reached out to the entire ambassador network to create awareness, and engaged 7,000+ moms in the target demographic to post about how they would use PrimePhotos to capture special moments with their families. The ambassadors were asked to include specific hashtags and share family-relevant content including their own children.

### Their Success

#### High Engagement & Massive Scale

Amazon successfully promoted their new PrimePhotos products and established a new level of engagement with their audience in a short period of time.

Never before had so many moms posted about a new product and shared it, creating huge momentum around the launch and Amazon in general during its important holiday season.

The campaign was considered a huge success and is currently the largest campaign ever done on Instagram by number of posts.

- 10,703,151 Audience (1.5x target)
- Average Age: 27
- Primary Device: iPhone (70%)
- 73% have 1-2 children



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