



Coming Up:

03 CAMPAIGN GOALS/OBJECTIVES

04 & 05 CAMPAIGN ANALYTICS

06 PLATFORM COMPARISON

07 CONCEPT ANALYSIS

09 - 12 CREATOR BREAKDOWN

14 - 16 POST ANALYSIS

18 & 19 RETAILER ANALYSIS

20 CAMPAIGN TAKEAWAYS

21 MALL HAUL + INSIGHTS

Campaign Goals and Objectives



1. Promote Holiday Shopping Experiences

Spread holiday cheer with influencer content that positions Mall Malls as the ultimate shopping destination. Highlight deals, savings, must-haves, and guides to create a seamless, inspiring holiday shopping experience.

2. Increase Foot Traffic

Drive engagement and foot traffic to Malls, Mills, and Outlets by showcasing the holiday season through local creators, appealing to both Moms and Gen Z with authentic, relatable content.

3. Emphasize Mall Convenience During Holiday Rush

Showcase the perks of holiday shopping at Malls through tailored concepts and creators, highlighting convenience, tangible experiences, and stress-free solutions to position Mall as the ultimate holiday destination.

4. Expand Reach for Social Account and Holiday Song

Enhance song awareness and foster connection by leveraging impactful social content, encouraging creators to tag Mall's social pages to amplify reach and drive engagement and use the holiday song.

Total Holiday Campaign Summary

Analytics

Campaign Results

We separated creators into 7 groups characterised by center type and paid media groups to create targeted video content for 118 malls. We worked with a running concept deck and creators/malls all over the map to ensure that the Mall Mall holiday cheer swept across all demographics and audiences.

Budget

Total Budget— \$662,000
Total Creator Spend - \$597,403.00
Total Ad Spend: \$1,172,736.04
(Not including Mall Haul)

Organic Views accounted for **22.23%** percent of this campaign with 53,443,076 total organic video views. Engagements were strong during this campaign with 28,454 comments, 1,341,138 likes, 67,603 saves and 62,640 shares throughout this campaign. The **Engagement Rate** (ER) for the entirety of the campaign landed at 2.69%, which is considered to be a great ER for a paid ad campaign. Each ER is factored within this slide from total engagements over organic video views.

Results

125M

Potential Reach

240M

Video Views

1.44M

Engagements

1,969

Pieces of Live Content Received

604

Total Creators

2.69%

Engagement rate

\$4.69
CPM

\$0.79
Cost Per Engagement

\$1.12M
EMV

Holiday Macro Summary

Analytics

Campaign Results

This holiday season, we contracted a total of **13 macro creators** to showcase the magic of shopping at their local Mall center. All creators went live with their content on TikTok during the busiest shopping weeks of the season. Additionally, [makealabanks](#) crossposted her TikTok video to Instagram, bringing the total number of live content pieces to 14 and further positioning Mall Malls as the go-to destination for all holiday shopping.

Budget

Total Macro Creator \$ Spent —
\$164,750.00

Within our Holiday Macro campaign, all creators went live on time, resulting in a strong Engagement Rate of **4.5%**. The CPM and CPE leaned toward the higher end of the campaign, showing that while the larger creators have a strong reach, only a few drove impressive engagements and video views. Notably, [katebartlett](#) achieved 115,570 video views and 9,914 engagements, resulting in a 8.58% ER for Roosevelt Field, and [brookiebarry](#) drove 412,329 video views for Opry Mills, showcasing exceptional performance and impact.

Results

32.8M

Potential Reach

2.6M

Video Views

117.3K

Engagements

14

Pieces of Content
Received



\$63.24

CPM

\$1.40

Cost Per Engagement

Platform Performance

Campaign Results →  

Our analysis revealed that Instagram in-feed posts achieved a notably higher organic engagement rate, despite a lower volume of posts, positioning Instagram as a priority platform for upcoming campaigns. Additionally, TikTok showed strong organic engagement, making it a key platform to continue monitoring and leverage in future strategies.

TikTok

85.8M	2.67%
Potential Reach	Org Eng. Rate
49.7M	1,256
Organic Video Views	Total Posts
443.4K	22.2K
Organic Engagements	Comments
1.2M	128.6K
Likes	Saves & Shares

Instagram (Reels + Stories)

In-Feed		Story
39.2M	2.93%	13
Potential Reach	Org Eng. Rate	Total Posts/Frames
3.6M	700	3,010
Organic Video Views	Total Posts	Video Views
102K	6.3K	
Organic Engagements	Comments	
97.8K	1,683	
Likes	Saves & Shares	

CONCEPT ANALYSIS

Our running deck of concepts highlighted themes that resonate strongly with audiences, driving impressive engagement. The Holiday Outfit Ideas theme led with 3,777,930 total video views and 21,730 engagements, while Be Your Own Santa followed closely with 3,343,912 total video views and 13,579 engagements, appealing to self-gifting and festive inspiration. Black Friday Deals delivered 3,164,440 total video views and 13,451 engagements, leveraging urgency, while Naughty or Nice Shopping brought in 2,943,011 total video views and 10,385 engagements with its playful approach. These top-performing concepts succeeded by combining engaging content, relatable themes, and clear calls to action.

Holiday Song

715 Posts
62.7M Potential Reach

71.9M Video Views
10.4M Est. Organic VV

5.37% ER
560K Engagements
231.4K Est. Organic Engagements



Holiday Gift Guide

392 Posts
13.9M Potential Reach

39.1M Video Views
4.3M Est. Organic VV

4.76% ER
207.1K Engagements
53.8K Est. Organic Engagements



Last Minute Shopping

284 Posts
10.8M Potential Reach

32.1M Video Views
27.8M Est. Organic VV

0.60% ER
167.4K Engagements
141.2K Est. Organic Engagements



Our campaign included 125 Moms, 283 Gen Z/College Students, 151 New-Activation creators, and 260 Reactivations, balancing fresh voices with loyal brand advocates. Millennials contributed 72 posts with a 2.88% engagement rate, totaling 6,184,747 total video views and 49,478 engagements. We also featured 266 retailers, driving interest across various categories. This mix of demographics helped maximize brand awareness and retailer promotion, appealing to both younger and family-focused audiences.

MOMS

584 Posts

82,806,667 Total Video Views
15,915,111 Est. Organic VV

5.41% ER
542,873 Total Engagements
218,540 Est. Organic Engagements

319,380 Total Likes
20,161 Shares

20,162 Saves
10,809 Total Comments
2,173 Retailers Featured



GEN Z/COLLEGE STUDENTS

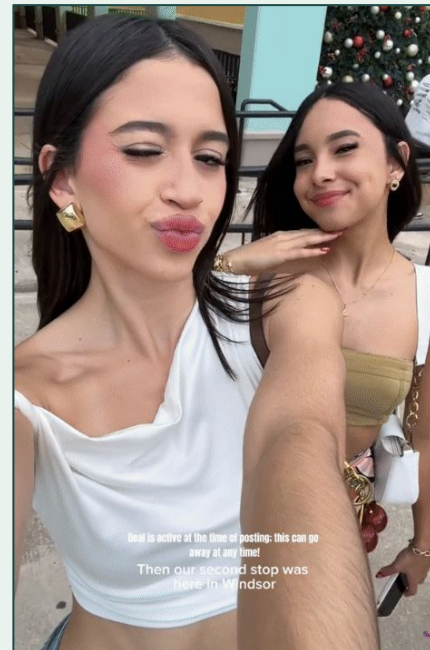
1,313 Posts

151,410,115 Total Video Views
35,812,625 Est. Organic VV

2.35% ER
842,874 Total Engagements
295,268 Est. Organic Engagements

752,265 Total Likes
40,471 Shares

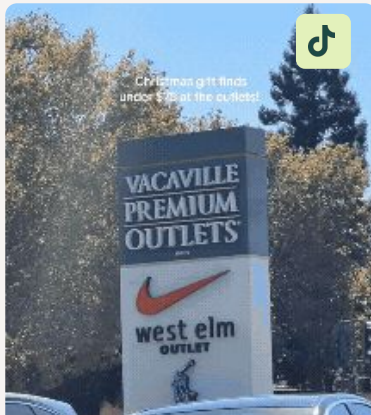
45,046 Saves
16,444 Total Comments
5,109 Retailers Featured



IMPRESSIVE ENGAGEMENTS

Results from the full Holiday Campaign

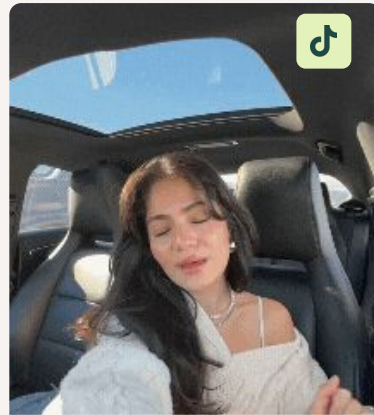
Top 4 by Engagements



geraldinefrance

Vacaville Premium Outlets

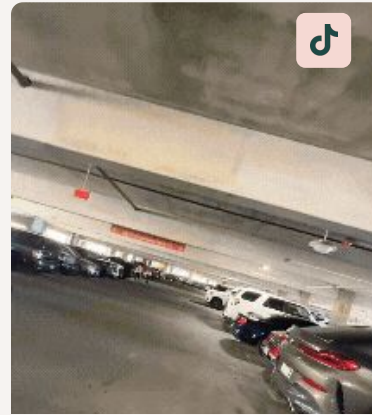
15,398 Total Engagements
2,457 Organic Engagements
2,927,162 Total Views
14.74% Total ER



lizzmaior

Woodbury Common PO

14,774 Total Engagements
1,935 Organic Engagements
3,112,451 Total Views
18.54% Total ER



iandragarcia

Desert Hills Premium Outlets

10,828 Total Engagements
686 Organic Engagements
2,162,985 Total Views
19.73% Total ER



jaadepelletier

Premium Outlets Montreal

5,054 Total Engagements
933 Organic Engagements
2,252,028 Total Views
10.54% ER

Creators with Over 700,000 Organic Views

Results from the full Holiday Campaign

Top 4 by Video Views



niyanicolevlogs

Phipps Plaza

1,100,313 Total Views
1,100,313 Organic Views
6,218 Engagements
0.6% Total ER



shescutesy

Potomac Mills

1,698,774 Total Views
912,455 Organic Views
9,052 Engagements
1.0% Total ER



iaadepelletier

Premium Outlets Montreal

901,100 Total Views
901,100 Organic Views
1,455 Engagements
0.2% Total ER



ashleya092

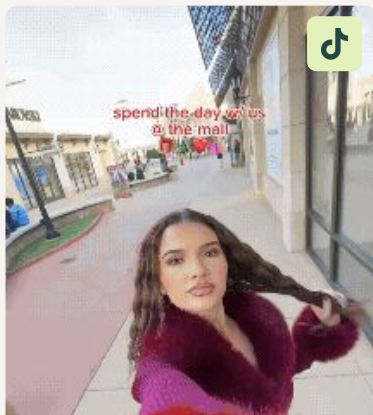
Houston Premium Outlets

783,029 Total Views
783,029 Organic Views
15,224 Engagements
1.9% Total ER

A FEW OF OUR ALL-STARS

Highlights from the full Holiday Campaign

Top 4 All Stars



jade.amberrrrr

Charlotte Premium Outlets

43,227 Total Engagements
310,300 Total Views
14.0% Total ER

Overall Best



aspynovard

Ontario Mills

29,174 Total Engagements
616,589 Total Views
4.7% Total ER

Must-See Content



faithzchen

Houston Galleria

13,331 Total Engagements
460,800 Total Views
2.9% Total ER

A+ Content

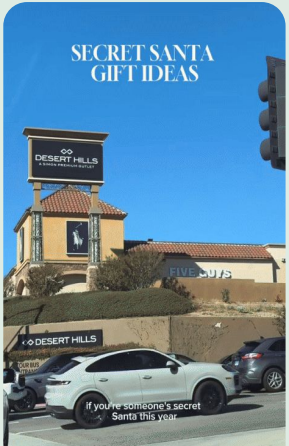


amothertwo sons

Walt Whitman Shops

13,025 Total Engagements
68,226 Total Views
19.1% Total ER

Hooks the Audience



Our Holiday campaign captured the excitement of seasonal shopping, resonating with both Moms and Gen Z audiences eager to score the best deals on their holiday wish lists. Outlet-focused content emerged as a key driver of engagement, generating an impressive 67.5% of organic video views and 54.79% of organic engagements. Meanwhile, mall-focused content showcased the allure of holiday splurging, contributing 20.13% of organic video views and 30.45% of engagements. Mills, while featuring fewer posts, still made a notable impact, accounting for 12.36% of organic video views and 14.76% of engagements across the campaign.

MALL

794 Posts

63,353,035 VV
10,757,208 Organic VV

4.03% Est. Organic ER
433,003 Total Engagements

2,974 Aggregate Retailers Featured

32,370 Saves and Shares



MILL

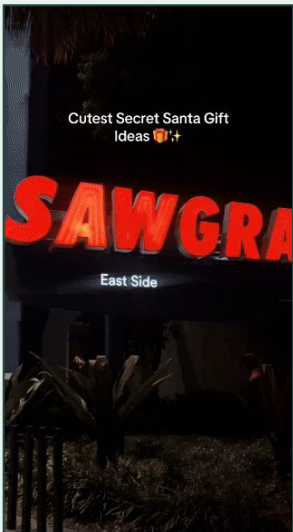
188 Posts

26,141,114 VV
6,604,174 Organic VV

3.05% Est. Organic ER
201,107 Total Engagements

693 Aggregate Retailers Featured

15,018 Saves and Shares



OUTLET

987 Posts

150,907,380 VV
36,081,694 Organic VV

2.22% Est. Organic ER
801,115 Total Engagements

3,881 Aggregate Retailers Featured

82,858 Saves and Shares



Comments Indicate Audiences Planning to Visit

“ I need to make a trip here soon!!

“ Me and my bf went today... to shop for gifts... safe to say we don't shop bc we end up shopping ourselves

“ I live close by this is my sign to go shopping

“ My favorite place to do retail therapy at least 2x a month


“ Let me go there lol. the outlets have more stores!

“ yassss i just got two pairs of ugg and some staples from gap the other day! my fave outlets

“ Someone needs to hold my card when I come up there

“ Running to the Stanford shopping mall rn


“ influenced to go shoppinggg ✨✨

“ Crazy how im on my way there rn

“ my sign to go 🤔

“ I heard there's a new store is like SHEIN in personnnnnn PRIMARK is the name I'm going soooooo haha

“ i'm literally going there in an hour

“ Going there today! Can't believe the deals at Nike and AE!!

“ Let's go to the mall, TODAY

STORES FEATURED



SEPHORA



AMERICAN EAGLE
OUTFITTERS

Bath & Body Works®



aerie

VICTORIA'S SECRET

RALPH LAUREN

5-6 STORES

498 Posts

58,044,073 VV
9,966,504 Est. Org VV

368,571 Engagements
118,973 Est. Org Engagements

3.70% Organic ER
40,850,408 Potential Reach



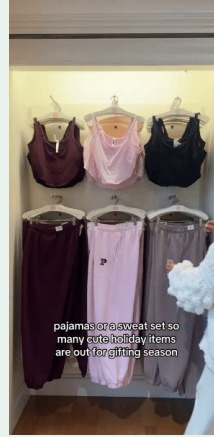
1-2 STORES

281 Posts

28,811,241 VV
7,284,015 Est. Org VV

154,803 Engagements
54,975 Est. Org Engagements

2.13% Organic ER
17,505,902 Potential Reach



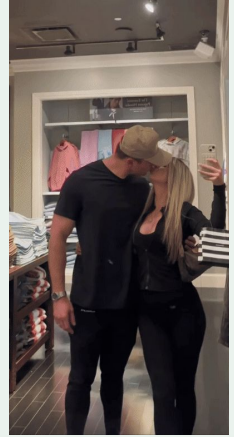
3-4 STORES

1,111 Posts

140,193,390 VV
34,430,606 Est. Org VV

825,991 Engagements
346,566 Est. Organic Engagements

2.40% Organic ER
59,825,422 Potential Reach



7-8 STORES

55 Posts

11,074,178 VV
1,534,960 Est. Org VV

70,963 Engagements
18,801 Est. Organic Engagements

4.62% Organic ER
6,091,430 Potential Reach



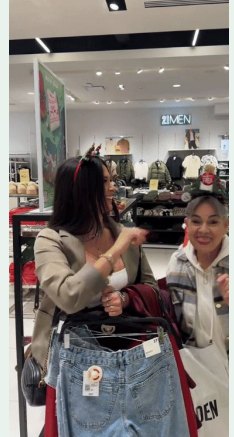
9-10+ STORES

24 Posts

2,278,647 VV
226,991 Est. Org VV

14,897 Engagements
6,440 Est. Organic Engagements

6.56% Organic ER
1,309,696 Potential Reach



Most Popular Retailers



AMERICAN EAGLE
OUTFITTERS

15.8%

of the total content featured

12.38%

of the campaign overall
video views featured
American Eagle in their
content

313

total posts

Bath & Body Works®

12.27%

of the total content featured

9.19%

of the campaign overall
video views featured Bath &
Body Works in their content

243

total posts

For this holiday season, a total of **211** unique retailers were featured, but American Eagle and Bath & Body Works stood out as the top choices among shoppers.

- As for American Eagle, this retailer accumulated **29,774,409** total video views and **171,416** engagements.
- As for Bath and Body Works, this retailer was mentioned by 155 creators accumulated **22,113,995** total video views and **1167,550** engagements.
- The third most featured retailer was Sephora, which was mentioned in 210 posts by 122 creators with **12,189,643** total video views and **102,037** engagements.
- Finally Coach was featured as the number four retailer with 187 posts by 121 creators.

Key Takeaways

Maximizing Reach with Macros

We contracted 13 macro creators for this campaign, who unlike micros/nanos, have established audiences with strong emotional connections to their content. Their vlog-style approach prompted viewers to share intent to visit stores they featured, generating 113.7K organic engagements. Particularly, [aspynovard](#) sparked conversations about shared shopping traditions, resulting in a 4.78% ER.

This success in creating personal, story-driven content highlights an opportunity to elevate macro creators' role in future campaigns by further tapping into nostalgia and trust to drive engagement with key retailers and promotions.

Themes for Success

We had 24 different themes during our 2024 holiday campaign. Subcategories like Gift Guides (39M views) and Last-Minute Shopping (32M views) also excelled, emphasizing their effectiveness in driving urgency and offering practical value during the season.

Themes tied to relationships, such as Bestie Holiday Shopping, and personal indulgence, like Be Your Own Santa, resonated strongly, underscoring the importance of emotional storytelling. We suggest expanding content around last-minute shopping and gift guides, including more budget-friendly and specific gift options (e.g., "Under \$25 for Teachers") next year and also incorporating creative formats like interactive challenges that connects with the emotional and nostalgic aspects of holiday shopping.

Audience Engagement and Impact

Our top-performing retailers—American Eagle, Bath & Body Works, Sephora, and Nike—were featured in 1,592 influencer posts, driving over 137M video views and 935K engagements. This remarkable performance underscores the strategic impact of leveraging influencer partnerships to blend authentic storytelling with highly visual, trend-driven content.

We recommend strengthening the focus on these top-performing retailers, as their strong resonance with audiences presents a significant opportunity. By refining strategies and developing targeted influencer initiatives around these brands, Mall can further amplify engagement, maximize reach, and elevate campaign performance.

Retailer Hot-Spot

Our analysis revealed that videos spotlighting 3 to 4 retailers outperformed those showcasing 5 to 6 stores. This trend highlights the importance of delivering content that is concise, visually focused, and easy for viewers to engage with.

By maintaining a clear narrative and cohesive storytelling, these videos resonated more effectively with the audience. The impressive results—59.8M potential reach and 140.1M video views—demonstrate that focusing on fewer retailers aligns with typical consumer shopping patterns, minimizes cognitive overload, and enhances the overall viewer experience, ultimately driving stronger campaign impact.