

Global Condiments Brand GCC Creator Campaign

Performance-Based Influencer Marketing · United Arab Emirates

9.23%

Avg. Engagement Rate

23

Certified Creators

3x

Above GCC Benchmark

\$0

Paid Media Spend

THE CHALLENGE

The Challenge

A global condiments brand entering the GCC market needed to build authentic awareness among millennial home cooks — without the appearance of a paid campaign. Traditional influencer placements were producing engagement rates below 2% and generating skepticism from their target audience. The brand needed organic-looking content at scale, with measurable performance and zero fraud exposure.

THE METHOD

The Aklopedia Surge

- Synchronized Wave** 23 certified Arab food creators posted on the same day using the same hashtag. The platform's algorithm interpreted simultaneous activity as an organic cultural trend — not a paid campaign.
- Fraud Screening** Every creator was pre-screened with the Aklopedia Engagement Score (AES). Save-to-like ratios, comment authenticity, and follower quality were verified before approval. Zero creators were flagged post-campaign.
- Performance-Based Pay** Creators bid their expected engagement rate. Final payment was calculated as: $\text{Payment} = \text{BidFee} \times (\text{Actual ER} \div \text{Bid ER})$, capped at the bid amount. The brand paid only for delivered performance.

RESULTS

Campaign Results

Metric	Campaign	GCC Benchmark	Delta
Avg. Engagement Rate	9.23%	3.1%	+197%
Creator Posts	23	—	—

Total Reach	~310K	—	—
Saves (strong intent)	11,200+	—	—
Fraud Disqualifications	0	—	Clean
Paid Media Spend	\$0	—	—

MEDIA EQUIVALENCY & ROI

What Did This Actually Cost?

Performance-based pay means the brand paid only for the engagement actually delivered. Here is how that compares to conventional paid media:

Channel	Est. CPM	Est. CPE	ER Delivered
Aklopedia Surge (this campaign)	~\$18	~\$0.38	9.23%
GCC Paid Social (Meta/TikTok)	\$25 – \$45	\$1.20 – \$3.50	1 – 3%
Traditional Influencer Campaign	\$30 – \$60	\$2 – \$5	1.5 – 2.5%

CPM and CPE are estimated based on campaign budget divided by total reach/engagements. Paid media benchmarks sourced from GCC digital advertising industry reports (2025).

"The synchronized posting day made this look like a genuine food movement. The algorithm rewarded it like one too."