

Global Skincare Brand GCC Beauty Campaign

Performance-Based Creator Marketing · United Arab Emirates · Ooforia Beauty Surge

7.80%

Avg. Engagement Rate

12

Certified Creators

3.25x

Above GCC Benchmark

\$0

Paid Media Spend

THE CHALLENGE

The Challenge

A leading global skincare brand entering the GCC market needed to build authentic credibility with Arab women aged 18–34 — without the overproduced look of traditional advertising. Their previous influencer placements delivered under 2% engagement and felt promotional. The brand needed content that felt genuinely recommended, from voices their audience already trusted, with zero fraud exposure and measurable results.

THE METHOD

The Ooforia Beauty Surge

Synchronized Wave	12 certified GCC beauty creators posted on the same day, same hashtag. The platform algorithm read coordinated posting as an organic beauty trend, amplifying reach with zero paid media spend.
AES Fraud Screening	Every creator passed the Aklopedia Engagement Score (AES) pre-screen: save-to-like ratios, comment authenticity, follower quality checks. All 12 creators were verified clean before the brief was shared.
Performance-Based Pay	Creators bid their expected engagement rate. Final payout = Bid Fee × (Actual ER ÷ Bid ER), capped at the bid. Underperform: proportional. Fraud: zero. The brand approved every settlement.

RESULTS

Campaign Results

Metric	Campaign	GCC Beauty Benchmark	Delta
Avg. Engagement Rate	7.80%	2.4%	+225%
Creator Posts	12	—	—

Total Reach	~182K	—	—
Saves (purchase intent)	8,400+	—	—
Saves-to-Likes Ratio	34%	~8%	4x higher
Fraud Disqualifications	0	—	Clean
Paid Media Spend	\$0	—	—

MEDIA EQUIVALENCY & ROI

What Did This Actually Cost?

Beauty brands are accustomed to paying premium CPMs for influencer content. Here is how the Ooforia Beauty Surge compares to conventional GCC beauty media:

Channel	Est. CPM	Est. CPE	ER Delivered
Ooforia Beauty Surge (this campaign)	~\$22	~\$0.29	7.80%
GCC Beauty Paid Social (Meta/TikTok)	\$35 – \$70	\$2.00 – \$5.00	1 – 2.5%
Traditional Beauty Influencer (one-off post)	\$40 – \$80	\$3.00 – \$7.00	1 – 2%
OOH / Magazine (UAE & KSA)	\$50 – \$150	Not measurable	Not measurable

CPM and CPE estimated from campaign budget divided by total reach/engagements. GCC beauty media benchmarks: industry reports 2025. Brand name anonymised.

"The saves-to-likes ratio was the number that shocked us most. Women weren't just watching — they were bookmarking to buy."