

● // CASE STUDY • FOOTWEAR
AGENCY PARTNER | RAD AMPLIFY

HOW SKECHERS SLIPPED INTO SUCCESS.

An audience-first Decision Intelligence play that turned a technology launch into 3.6M views — and a set of marketing investments Skechers could defend.

3.6M

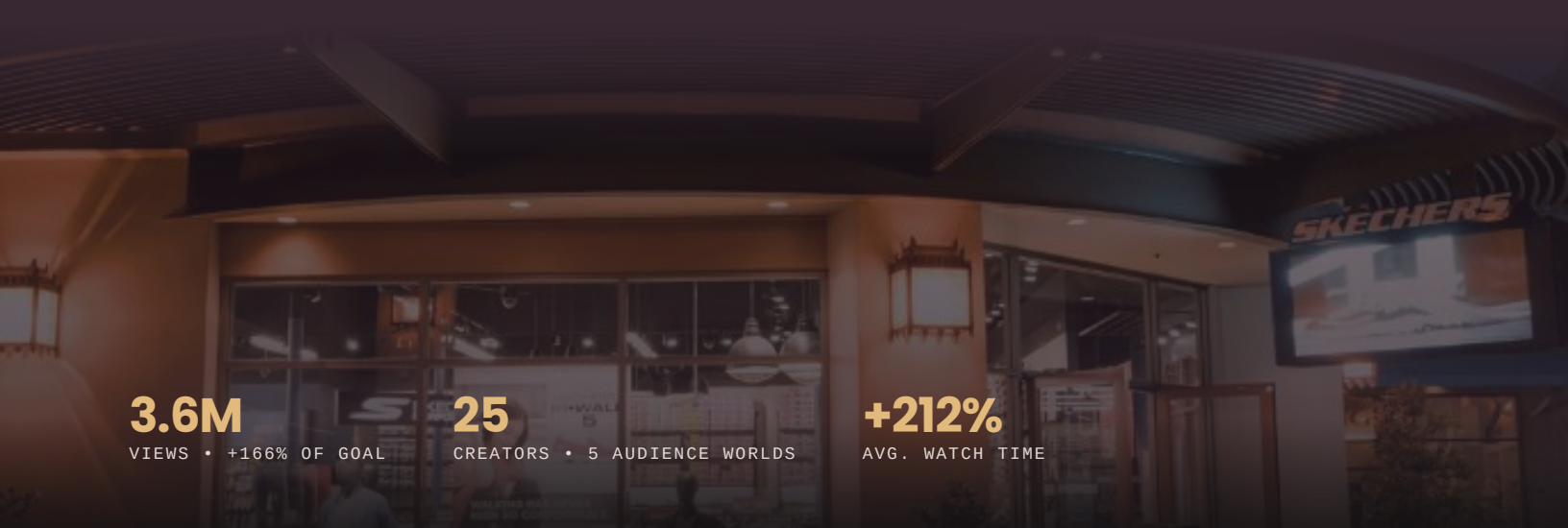
VIEWS • +166% OF GOAL

25

CREATORS • 5 AUDIENCE WORLDS

+212%

AVG. WATCH TIME



● // THE CHALLENGE

THE PRODUCT WAS READY. THE INVESTMENT WASN'T OBVIOUS.

Skechers' patented Hands-Free Slip-In technology was category-defining. But with Nike, Adidas and Hermès all moving into slip-in footwear, the real challenge was never awareness.

It was deciding where to invest to reach genuinely different audiences — college students, working

professionals and seniors — with credibility, at the same time.

Each of those audiences lives in a different world, speaks a different language, and trusts a different kind of creator. Guess wrong on any one of them and the spend is gone. Every misallocated creator dollar is budget that can't be defended to leadership.

● // THE RECOMMENDATION

MAKE THE AUDIENCE THE HERO, NOT THE SHOE.

Lickly reframed the campaign from “shoes as the hero” to “audiences as the hero.” Starting from the audiences Skechers needed to reach, Lickly's audience-first Decision Intelligence pinpointed the segments where slip-in convenience genuinely mattered — and the creators most likely to move them — before a single dollar was committed to content.

✦ Why Skechers could trust it — the M³VR™ Reasoning Framework

Every audience and creator choice was independently constructed, challenged and validated across multiple AI models — evidence-based convergence, not a single model's guess.

Question. Frame the audience hypotheses worth testing before committing budget.

Verify. Check each hypothesis against real community and engagement signals.

Reason. Explain why each audience and creator earns a place in the plan.

Validate. Confirm the recommendation holds across models before it ships.

| EVERY CREATOR DOLLAR, DEFENSIBLE.

● // THE EVIDENCE

THE NUMBERS SKECHERS COULD DEFEND.

3.6M

Views across 25 creators and 35 posts

+166% of goal

3.6%

Engagement rate

+89% vs. prior performance

+212%

Average watch time

vs. prior performance

+14%

Click-through rate

vs. branded content

FIVE AUDIENCE WORLDS, ONE PRODUCT

Nurses & Healthcare Workers

Pet Parents

Granfluencers

Chefs

Teachers & Educators

“Leading our influencer marketing campaigns with Lickly, where we are scaling our efforts working with more variety of influencers across different categories, to drive social-first awareness around our key products.

Wan-Yi Sweeting

Director of Strategic Partnerships, Skechers



★ The outcome

Investment decisions Skechers could defend, with the evidence to prove each one earned its place.

MARKETING DECISIONS YOU CAN DEFEND.

See Lickly in action →

REQUEST A LICKLY DEMO TODAY