



# Surfshark in Taiwan

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A Case Study

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# Surfshark®

SurfShark is a leading cybersecurity company founded in 2018. It is based in the Netherlands, but its services are available worldwide. The company's first product, and what it is most famous for, is VPN software.



Since 2019, Surfshark has expanded its offerings to other cybersecurity fields like private web searches, data breach detection, and antivirus software.

Having identified APAC as a promising market, in 2021, Surfshark made its first moves to establish itself in the area.

After partnering with CreatorDB, Surfshark quickly became the leading VPN brand in Taiwan and an integral part of the creator economy on the island.



## Industry

Software

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## Product

Virtual Private Network (VPN)

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## Campaign Focus

Taiwan & APAC

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## Target Persona

Male, 20 to 40, interested in tech, gaming and travel

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# CreatorDB



CreatorDB is an influencer marketing platform that combines big data collection, AI data analysis, and human agents to deliver world-class influencer marketing campaigns.

Since its inception in 2019, CreatorDB's team has worked with content creators from 23 countries for international clients across APAC, EU, and the US, obtaining more than 2 Billion views on its campaigns.

CreatorDB employs proprietary software to collect 10s of millions of data points daily. Analysis and calculation are performed to obtain accurate metrics and complete situational awareness.



With a truly international spirit CreatorDB account management team is comprised of over 30 members that cover ten native languages and can provide end-to-end campaign management anywhere in the world.

CreatorDB has delivered next-level marketing campaigns for each client from the union of advanced data analysis and localized and personalized approaches to each situation.

# CreatorDB X Surfshark®

Surfshark noticed the Taiwanese market as promising and was moving to expand there.

Partnership with CreatorDB. Surfshark had access to a local team of agents who could leverage proprietary discovery and contacting tools, allowing a streamlined process for evaluating and onboarding talents.

6 creators released videos with Surfshark integrations

14 videos with Surfshark integrations (+233%)



Early 2021

May 2021

June 2021

July 2021



Monthly integrations grew to over 40 (+683%)

Over 100 monthly integrations (+1666%)

Surfshark and CreatorDB are invited to attend the Taiwan Creator's Year-End Party 2022

December 2021

July 2022

December 2022





# Challenges

ADAPT THE  
COMMUNICATION  
TO THE ASIAN  
MARKETS

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FAMILIARIZE THE  
AUDIENCE WITH  
VPNS

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ESTABLISH  
SURFSHARK AS  
THE VPN IN  
TAIWAN

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# Solutions

## ESTABLISH CLEAR GUIDELINES

CreatorDB Agency prepared a creative brief to explain the boundaries and how to integrate Surfshark's message while maintaining originality and creativity.

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## CASE-BASED APPROACH

Each promotion had to include at least two use cases for a VPN. Creators were encouraged to tweak the use cases to tailor their audience.

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## ALWAYS ON CAMPAIGN ON YOUTUBE

Optimize and perfect CreatorDB's tools to achieve better niche discovery and creator outreach. Expand to different influencers' profiles adapting the message to their audience.

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# Lessons Learned



## IMPROVE YOUR OPERATION

Being able to individuate our strengths and what needed to be upgraded allowed CreatorDB to achieve outstanding results. Specifically:

- The discovery tools were updated to allow a much more granular approach for creators.
- Contacting tools were improved to access a more significant number of creators.
- A straightforward welcome kit was created to rapidly and effectively onboard creators.
- Guidelines on how to personalize the message were also developed.

Recognizing the initial structure's limitations allowed it to overcome expectations and cement success beyond what was planned.

## WORKING WITH CREATORS

Creators are highly creative and shouldn't be approached as companies or commercial entities.

While they value a fair deal, they also value when their talents and capabilities are taken into account:

Allowing a high degree of artistic freedom and not vetoing their content, many influencers unilaterally decided to work exclusively with CreatorDB.

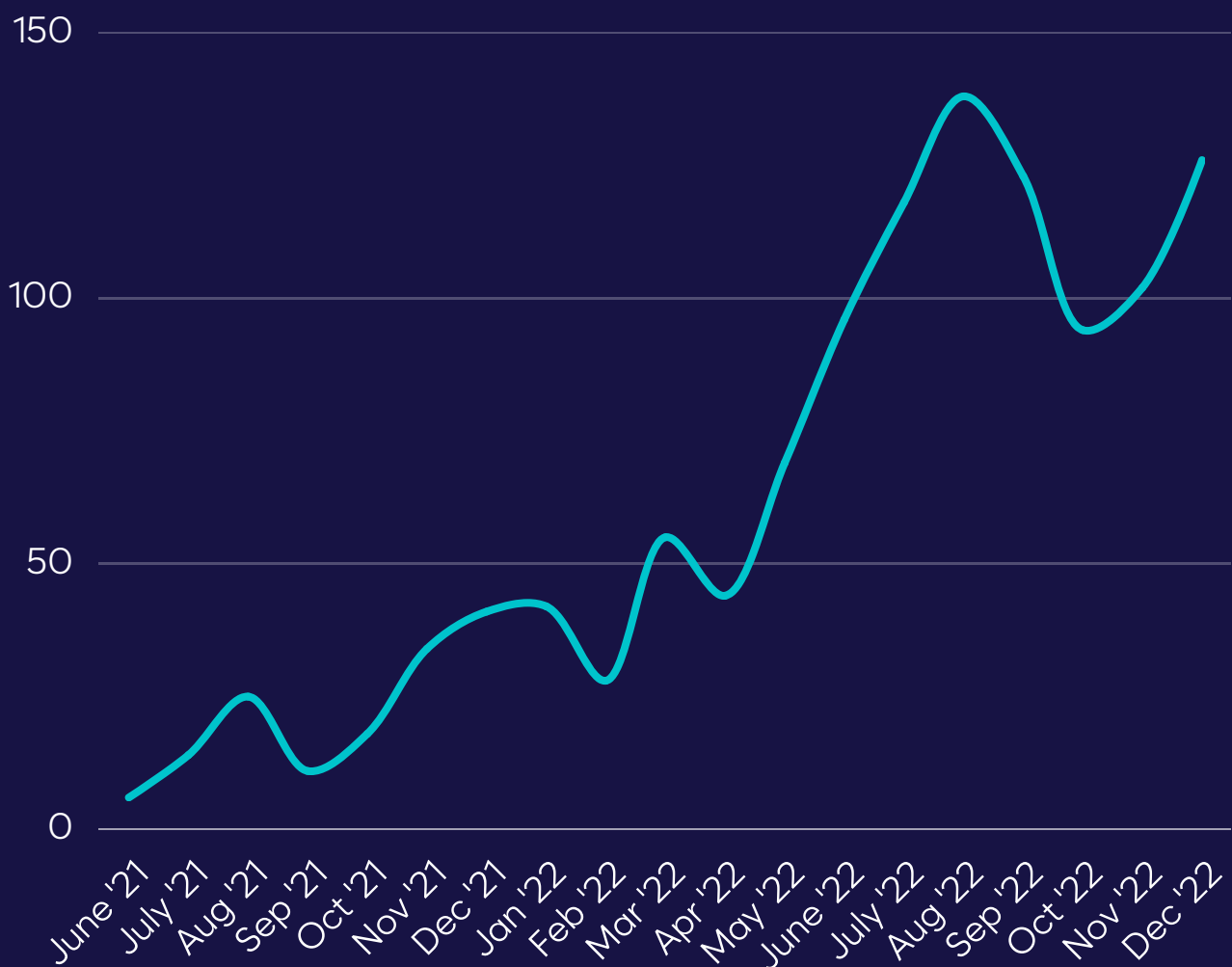
Similarly, many creators talked about their relationship with SurfShark in non-sponsored videos. They brought to the public a much more human side of the company, portrayed it as the one that was there for them when they needed it, and allowed these creators to continue their path.



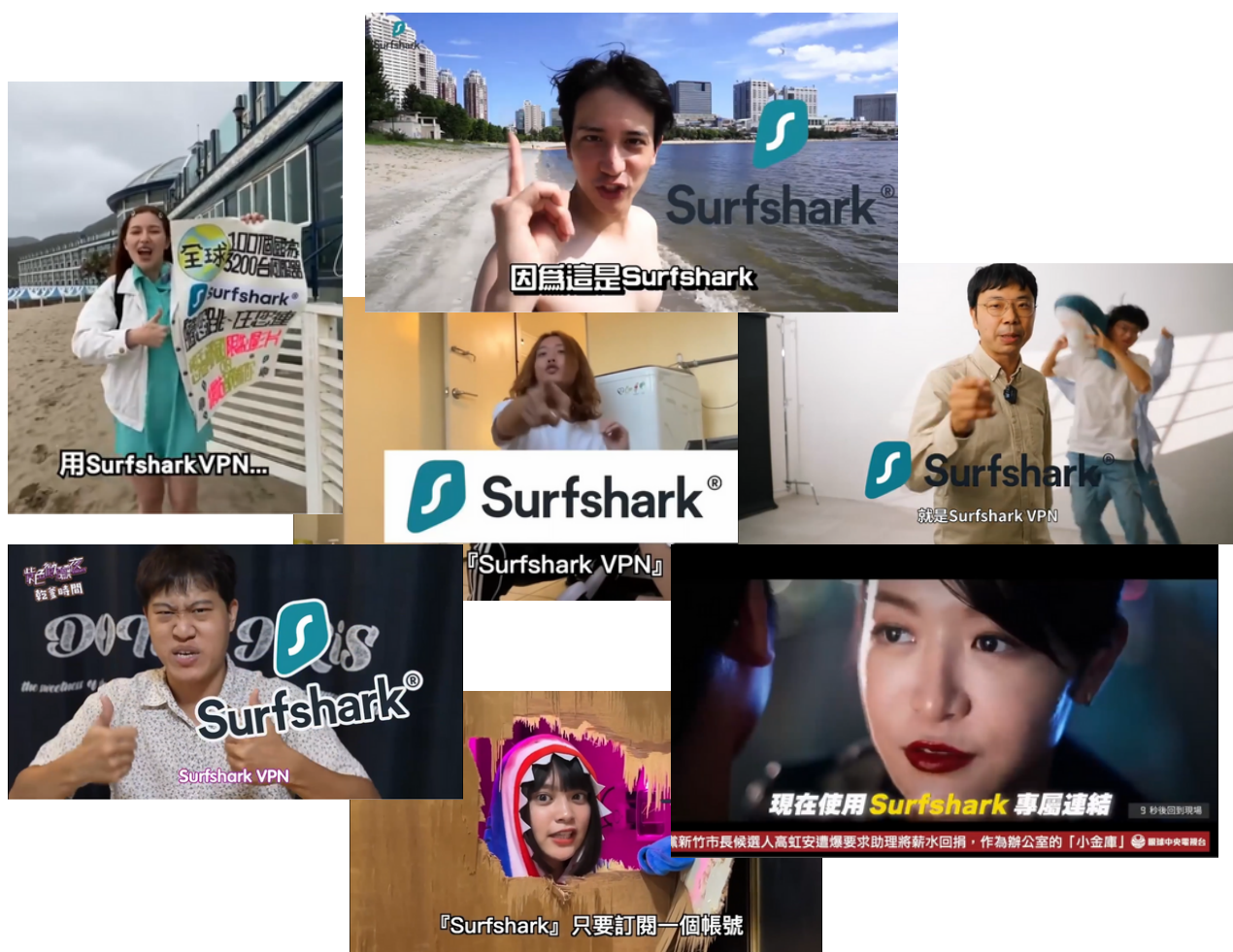
# Results

Within 18 months, CreatorDB made deals for 1184 integrations from 807 different creators, achieving tens of millions of views and establishing Surfshark as the staple name for VPN in Taiwan.

## Videos with Surfshark integration per month



The campaign rapidly gained online notoriety, with users on various Taiwanese bulletin boards wondering how Surfshark could afford so many ads as early as November 2021.

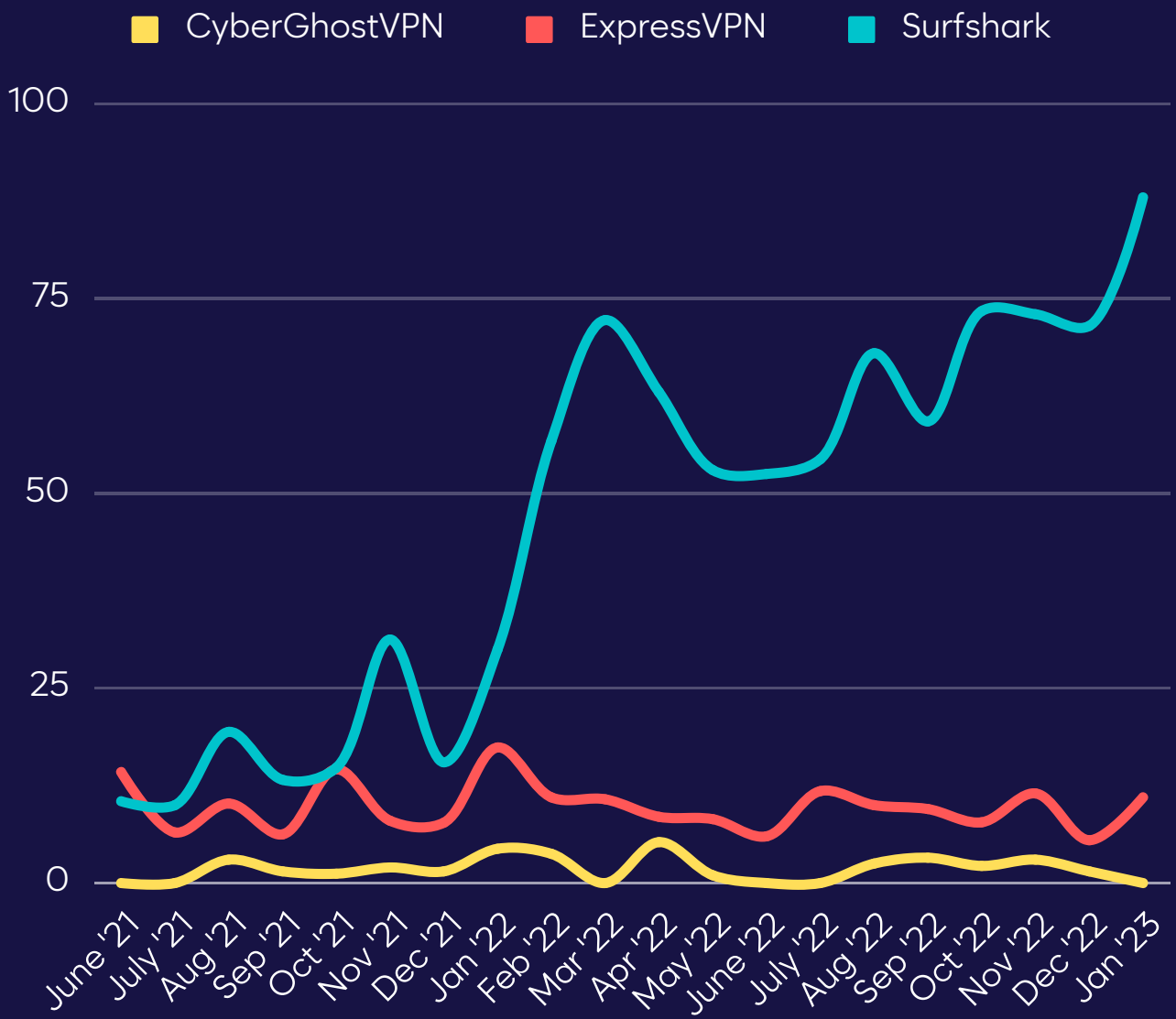


The interest and fascination around Surfshark's marketing push engraved the name in many Taiwanese as THE VPN. And kept the curiosity alive to this day.



Within five months of CreatorDB taking over the Asian marketing for Surfshark, organic searches in Taiwan were soaring compared to other VPN brands.

Since late 2021 Surfshark has dominated the Taiwanese market, and the trend doesn't show any sign of change.



To succeed, the CreatorDB client service team relied on the software tools created in-house: CreatorDB API, and soon as a SaaS, allowed for the fast and precise discovery of relevant influencers. The same tool can gather contact information, know if the creator has previously collaborated with competitors, and individuate new potential avenues of expansion.

CreatorDB is the all-in-one tool for influencer marketing: supporting you through the whole campaign journey from planning to results tracking. It allows teams of any size to access accurate information and make profitable decisions when partnering with content creators.



It can also be used to obtain market insights quickly through the built-in topic system enabling the identification of promising sectors yet to be exploited. The brand tool keeps the competition in check and permits you always to know what is going on in your industry in a matter of seconds.

# Future Developments



Seen the astonishing success Surfshark obtained with its always-on campaign on YouTube, they plan to expand to new platforms: Instagram and TikTok will soon start to see more and more content sponsored by Surfshark.

## Extended partnership with CreatorDB

CreatorDB will keep managing the out reach for Surfshark in 2023 and expand it to new social media.

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## Access to the talent pool managed by CreatorLabs

Surfshark will be the first partner of CreatorDB new project: CreatorLabs, a talent managing platform focused on cross collaborations.

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