

# derila collaborated with CreatorDB to expand their brand impact



**Industry**  
Wellness



**Offering**  
Cervical Pillows



**Target Persona**  
US, UK, Germany,  
Australia,  
Scandinavian  
countries



**Tagret Geography**  
English  
speaking  
countries

## About derila

Derila is the brand designed to provide ultimate comfort for a good night's sleep. The pillow conforms to user's natural spine curvature, minimizes pressure points, and aligns your neck and spine, and is hypoallergenic. Derila provides the necessary support to sleep without pain. CreatorDB helped Derila to find the right influencers of their need and enhanced their brand impact through CreatorDB platform and client service agency.

## Campaign Core Features



A limited trial campaign to determine how influencer marketing conversion compares to other channels.



Obtain exposure to the English-speaking market and elevate conversion.

## Our Touch



### Amplify Brand Impact

We help derila to maximize brand awareness through seamless ad integration.



### Boost Conversions

Invitations were extended to content creators to share how Derila helped them resolve their real-life sleeping concerns.



### Best ROI

Derila leveraged CreatorDB's expertise to find the perfect influencers for their campaign, resulting in impressive outcomes.

## About CreatorDB

CreatorDB is a global influencer marketing platform that combines big data, AI analysis, and human agents to deliver top-tier campaigns. With a team of over 30 account managers covering ten languages, CreatorDB provides end-to-end campaign management worldwide. The platform has generated over 2 billion campaign views for clients across APAC, EU, and the US, with a focus on personalized campaigns and advanced data analysis.