



Klear Playbook

Creating and managing campaigns in
Klear - Best Practices

meltwater.com





What is the Klear Playbook?

This playbook is designed to be a best practice guide to creating and managing your creator campaigns in Klear. This guide covers six key areas:

1. Tagging Creators
2. Adding a Campaign Time Frame
3. Adding Tracked Keywords
4. Filtering the Measure Dashboard
5. Campaign Labelling
6. Expediting Campaign Results

By following the recommendations in this playbook you will know how to correctly create a Klear campaign, understand the reason for some campaign content not displaying and the steps you can take to address this.

Tagging Influencers



Tagging Influencers is a way for you to filter and manage creator profiles in your Klear account. Tags are fully customisable and can reflect anything from a creator's area of expertise (e.g skincare, hair) to their relationship status with you as a brand (potential or approved partner). There are 2 major benefits of tagging:

1. Supports deeper campaign analysis
2. Helps you to use Klear as a CRM system for creators

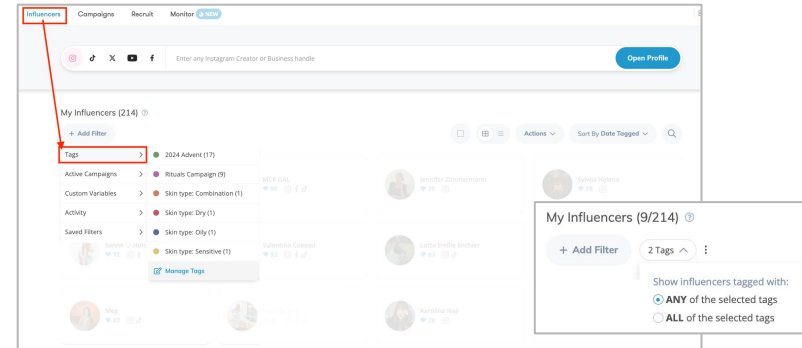
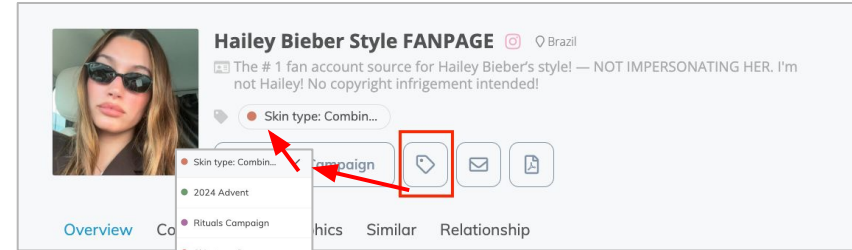
Use Case Example #1: You're researching creators in Klear and you can assign either a a potential or approved tag to distinguish between profile types.

Use Case Example #2: You want to assign topics (e.g home, bodycare, etc) to better categorise your creators in Klear and and when you run post campaign analysis you want to assess campaign performance differences between different types of collaborators.

Tagging Influencers



1. **Select a tag:** Click the tag icon, then select the relevant tag/s from the dropdown. If you need to create a new tag select 'Add new tag' at the bottom of the list, create the new tag and click 'Save'
2. **Filter by tagged influencers:** From the 'Influences' tab in Klear, click 'Tags' and then select the tag you want to filter by. If you've assigned multiple tags overtime that reflect your creator profile personas you can run a combination filter (**Example: show me all creators who have been tagged Skin type: oily AND Location: Germany AND Rituals partner status: Existing partner**)



Adding a Campaign Time Frame

This is very important because if you leave the time frame empty Klear will default to 'All time', meaning it could potentially include content from outside the campaign period, skewing your results. Please note it is not possible to modify the time time of an archived campaign so this must be set before it is archived.

Karma 2024 ▾

[Manage](#) [Connect](#) [Measure](#)

[Members](#) [Planning](#) [Landscape](#) [Actions ▾](#)

[Stats](#) [Relationship](#) [\[Icon\]](#) [\[Icon\]](#)

<input type="checkbox"/>		Name	True Reach	Location	📍 Reach	👤 Followers	📊 Eng. Rate	📍 Reach	👤 Followers	📊 Eng. Rate
<input type="checkbox"/>		Nora Dari	31,592	Amsterdam	27.9K	54,457	8.3%	—	—	—
<input type="checkbox"/>		VIRGINIE M.	89,106	Paris	3.7K	97,172	6.5%	84.8K	82,400	14%
<input type="checkbox"/>		wissam	101,025	Netherlands	90.7K	343,813	3.3%	—	—	—

You should enter a time frame for your campaign in the **Edit Campaign** tab.

CAMPAIGN NAME
Karma 2024

TRACKED KEYWORDS ⓘ
#ritualsambassador #rituals #TheRitualofKarma
@ritualscosmetics ritualscosmetics Enter Keywords

CAMPAIGN PORTAL
Brief No Brief Yet [Create Brief](#)

TIME-FRAME
04/14/2024 × 07/31/2024 ×

MANUAL POSTS ⓘ
[Add Post To Campaign](#) [Manage](#) 41 4

ESTIMATED VALUE CUSTOMIZATION ⓘ
[Open EMV Table](#)

Scroll to **Time Frame** and enter your start and end date.

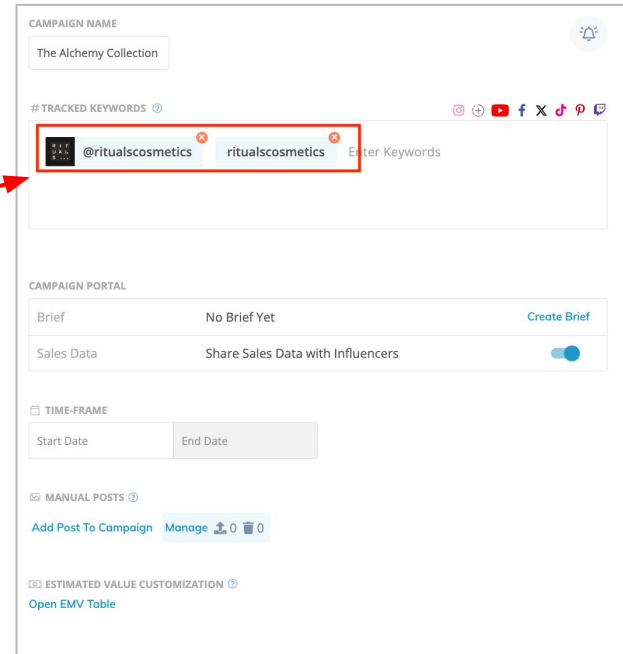
Adding Tracked Keywords



Klear detects creator content by identifying keywords that have been used either in a caption of a piece of content, or if a username has been tagged in an image.

Below are some **hints and tips** for setting this up correctly

1. **Types of keyword:** You can enter any combination of keywords, phrases, hashtags, usernames
2. **Add 2x Instagram Usernames:** We recommend using two versions of each username... with and without the @ symbol (e.g @ritualscosmetics and ritualscosmetics). Sometimes, META changes its Api (the system used to collect and transfer data), but including both versions ensures that all bases are covered
3. **Use hashtag symbol #:** If you want to track a hashtag please include the actual hashtag symbol when entering it as a tracked keyword e.g #mindooasis

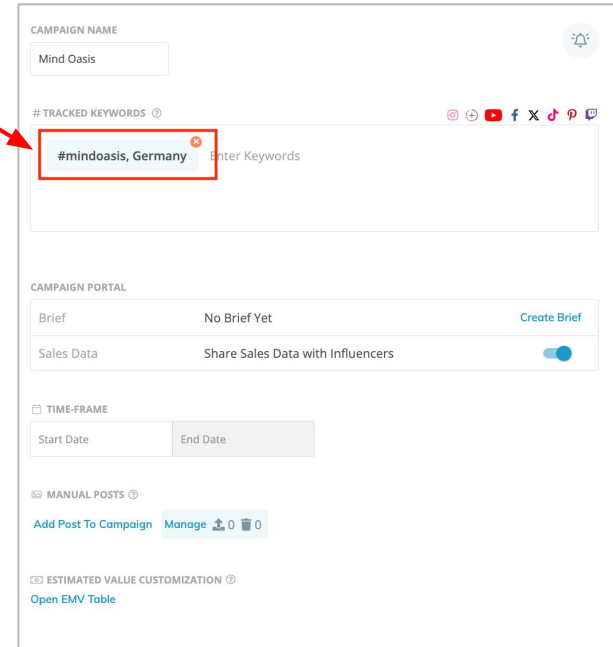


The screenshot shows the Meltwater campaign setup interface. At the top, the 'CAMPAIGN NAME' is 'The Alchemy Collection'. Below this, the '# TRACKED KEYWORDS' section is highlighted with a red box. It contains two entries: '@ritualscosmetics' and 'ritualscosmetics'. A red arrow points to the first entry. To the right of the entries is a text input field labeled 'Enter Keywords'. Below the keywords section, the 'CAMPAIGN PORTAL' section shows 'Brief' as 'No Brief Yet' with a 'Create Brief' button, and 'Sales Data' as 'Share Sales Data with Influencers' with a toggle switch. The 'TIME-FRAME' section has 'Start Date' and 'End Date' fields. The 'MANUAL POSTS' section has an 'Add Post To Campaign' button and a 'Manage' button with a trash icon. At the bottom, there is a link for 'ESTIMATED VALUE CUSTOMIZATION' and an 'Open EMV Table' button.

Adding Tracked Keywords



4. **Option to track combinations of keywords:** By separating two tracked keywords with a comma you can instruct Klear to only fetch content when 'keyword A' has been used in conjunction with 'keyword B' e.g Germany, #mindooasis. This can be useful if the creators in your campaign are posting lots of content about #mindooasis but you only want to see the mentions of Germany. Although this can be a useful option, it's not always relevant.
5. **Be case sensitive:** Tracked keywords are case sensitive so if you're unsure if a creator will use upper or lowercase you may wish to include both versions as tracked keywords.



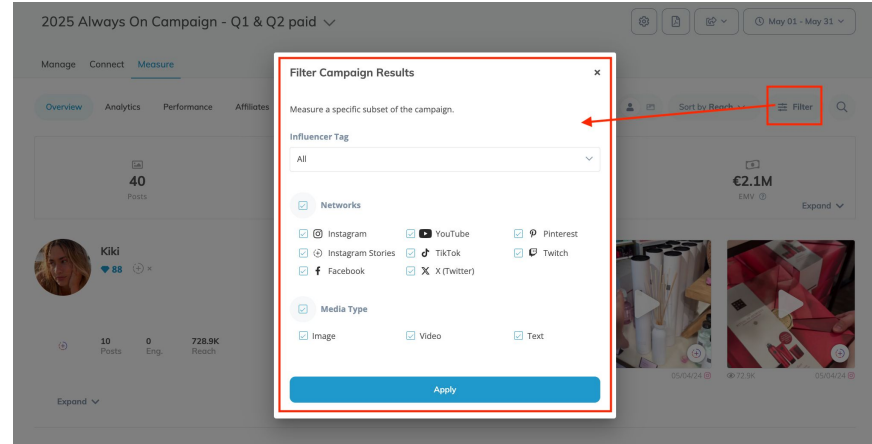
The screenshot shows the Meltwater Klear interface for a campaign named 'Mind Oasis'. The '# TRACKED KEYWORDS' section is highlighted with a red box and a red arrow pointing to it. The tracked keywords are '#mindooasis, Germany'. Below this, the 'CAMPAIGN PORTAL' section shows 'Brief' as 'No Brief Yet' and 'Sales Data' as 'Share Sales Data with Influencers'. The 'TIME-FRAME' section has 'Start Date' and 'End Date' fields. The 'MANUAL POSTS' section has 'Add Post To Campaign' and 'Manage' buttons. The 'ESTIMATED VALUE CUSTOMIZATION' section has an 'Open EMV Table' link.

Filtering the Measure Dashboard



There are 3 main ways of filtering your campaign results. They are:

1. **Influencer Tag:** Assign influencer tags (see slides 3-4) to your creators, for example, skincare Vs hair, and then filter by either tag to see how each type of creator has contributed to the campaign (**Example:** show me only the campaign results for skincare creators)



Use Case Example #1: You're analysing a campaign and want to analyse how different type of creators have contributed to the campaign. Filter for skincare influencers, then do the same for hair creators to assess the difference in results.

Filtering the Measure Dashboard

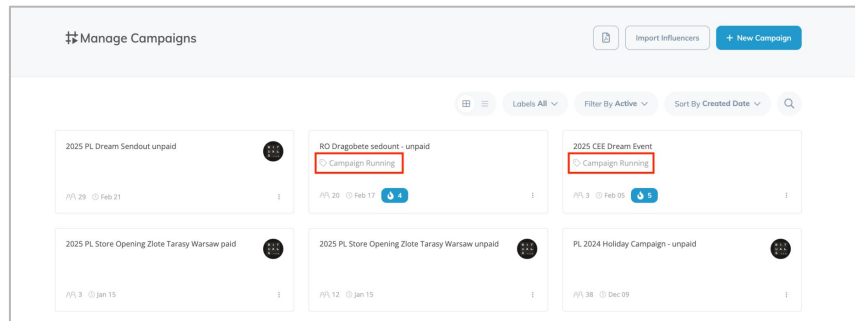


2. **Networks:** Filter for specific social networks (***Example:** show me only the Instagram Stories in the campaign*)
3. **Media Type:** Filter between image, video and text to see how different formats contribute to performance (***Example:** show me only videos*)

Campaign Labelling



Please note: that the ‘**Campaign Running**’ label should be assigned to any campaigns that you want NMQ to monitor. Without this no stories will be pulled into the campaign.



You can instantly measure and report on a collection of campaigns in your Klear account by grouping campaigns. Grouping can be done by **campaign labelling**.

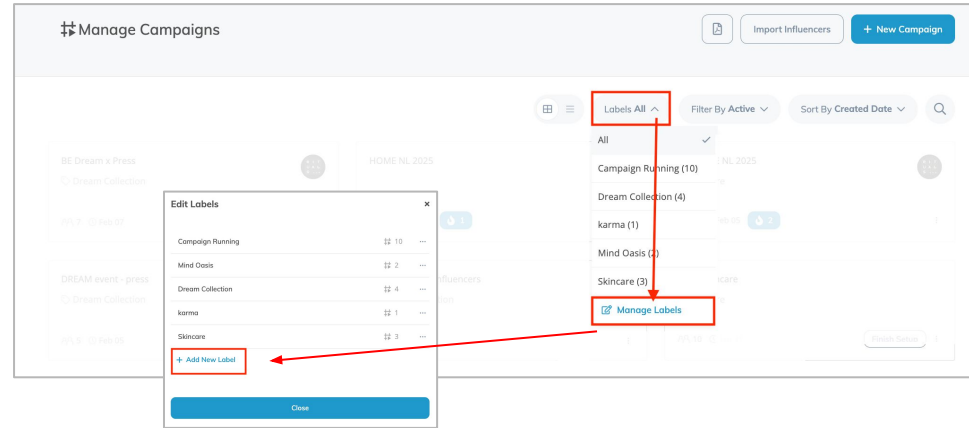
Use Case Example: You want to report on all campaigns from a particular business area (eg skincare, hair, perfume) or Collection (Sakura, Karma, Jing) and view the collective metrics (reach, engagements, EMV etc across all relevant campaigns)

Campaign Labelling

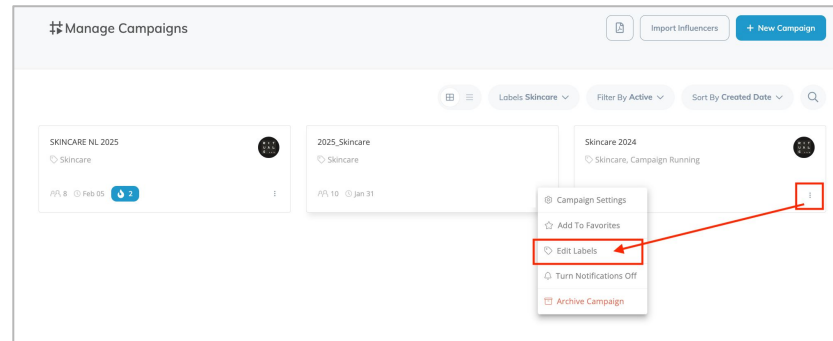


.See steps below...

1. **Create Label:** Click the Labels dropdown then select 'Manage Labels' and '+ Add New Label'



2. **Assign Label:** For any relevant campaigns click the 3 dots in the campaign dashboard, select 'Edit Labels' then select the correct label e.g Skincare



Campaign Labelling



3. **Filter by Label:** In 'Table View' click the label dropdown and select the relevant label. A breakdown of each campaign which that label has been assigned to will display and you can sort highest>lowest by any of the KPIs. The top row of the table shows the aggregated metrics from all campaigns.

The screenshot shows the Meltwater interface with a table of campaign data. At the top right, there are controls for 'Table view' (highlighted with a red box), a label dropdown menu 'Labels Skincare' (also highlighted with a red box), and a 'Filter By Active' dropdown. The table has columns for Campaigns, Created, Posts, Eng., Eng. Rate, Reach, EMV, and Sales. The first row shows aggregated data for 3 campaigns. Subsequent rows show details for 'Skincare 2024' and 'SKINCARE NL 2025', including their creation dates and specific metrics. A blue badge with the number '2' is visible next to the 'Posts' value for 'SKINCARE NL 2025'.

Campaigns	Created	Posts	Eng.	Eng. Rate	Reach	EMV	Sales
3		195	244.3K	0.72%	5.3M	€3.4M	-
Skincare 2024 / / 14 Jan - Dec Skincare, Campai...	May 17	123	47.5K	0.27%	2.4M	€1.4M	-
SKINCARE NL 2025 / / 8 All Time Skincare	Feb 05	72	156.8K	1.18%	2.5M	€1.9M	-

Expediting Campaign Content

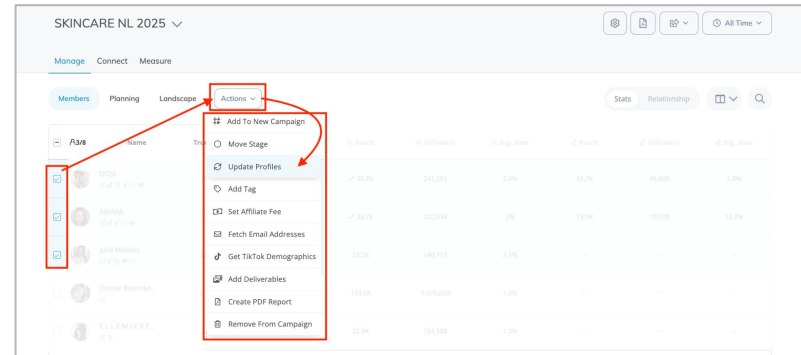


Instagram content should appear in your Klear campaign within 24 hours of being published on your creators Instagram account. TikTok content will typically take between 24-48 hours.

However, if you need the content to load sooner you can update the profiles of the creators in your campaign to accelerate the content gathering process.

.See steps below...

1. **Update Profiles:** Tick the checkboxes of the creator profiles that you wish to update. Then, click 'Actions' and select 'Update Profiles'... the profiles should be updated within 1 hour and any relevant content featuring your tracked keywords should appear in your campaign



If content is still not appearing after this time please email help@meltwater.com as well as rituals@meltwaterpro.com and the team will be able to advise on next steps