

Global Chemicals Brand Scales Influencer Loyalty with FirstHive CDP



A leading global adhesives and construction chemicals company, known for its expansive product portfolio and widespread market presence, sought to modernize and scale its influencer loyalty programs. The company needed a cost-effective, flexible solution to engage multiple influencer segments—including construction contractors and craftsmen—across product categories.

Result Metrics



What Success Looks Like with FirstHive

It’s not just automation – it’s intelligent engagement at scale

99% Platform Uptime

Ensured uninterrupted influencer engagement.

Significant Cost Savings

Scaled loyalty programs efficiently across verticals.

<90 Days to Market

Completed PoC and rollout rapidly for quick impact.

“FirstHive supported us with a single platform that can be scaled for customized loyalty programs across our influencer network.”

– Marketing Head, Global Chemicals Company

Business Challenges

While the company had been running an influencer loyalty program for nearly two decades, it faced mounting challenges that impacted effectiveness and scalability:

- Periodic engagement downtimes that weakened brand loyalty among key influencers
- High operational costs in managing multiple siloed programs for various product lines
- Lack of personalization and intelligence to optimize communication and rewards
- No unified platform to support scalable loyalty management across different verticals

The immediate need was to pilot a scalable solution for one influencer segment and, based on success, replicate the model across others.

Business Impact

The FirstHive implementation led to strong outcomes in both operational efficiency and influencer engagement:

- **99% platform uptime**, ensuring uninterrupted influencer participation
- **Significant cost savings**, as the loyalty infrastructure could be reused and scaled across verticals
- **Rapid time to market**, with PoC delivery and platform setup completed in under 90 days
- **Improved targeting and personalization**, driven by AI-based insights such as churn likelihood and lifetime value
- **Flexible scalability**, enabling extension to other influencer groups with minimal incremental cost

Solution Provided by FirstHive

FirstHive deployed its AI-powered Customer Data Platform (CDP) to transform the brand’s loyalty approach. A proof-of-concept (PoC) loyalty program was launched targeting a specific influencer segment—craftsmen within the adhesives product line.

Unified Data & AI-Driven Insights

The platform unified influencer data and applied advanced AI models to drive smarter loyalty strategies.

- Full-stack CDP integrating influencer data across all touchpoints
- AI models including CLTV, churn prediction, and cohort analysis
- Continuous influencer profile enrichment for accurate targeting

Automated Campaign & Loyalty Management

FirstHive enabled automated, personalized engagement workflows to increase participation and retention.

- Campaign management tools for tailored, scalable outreach
- Customizable program logic and reward structures
- Modular design allowing rapid content and workflow adjustments without extra development

Phased Implementation & Scalability

The rollout was carefully phased, starting with a PoC and progressing to full deployment within three months.

- Integration of offline and digital channels (mobile, app, CRM)
- Use of loyalty engine, campaign orchestration, and influencer identity modules
- Collaborative KPI definition and end-to-end campaign journey build
- Parallel backend and frontend development with technical audits
- Designed for scalable expansion to future influencer groups and events

By adopting FirstHive’s CDP and AI capabilities, the brand transformed a fragmented, resource-intensive loyalty approach into a centralized, intelligent, and scalable program. The success of the initial pilot laid a strong foundation for replicating the model across product categories, enabling sustained influencer engagement and long-term brand loyalty—at a fraction of the original cost.