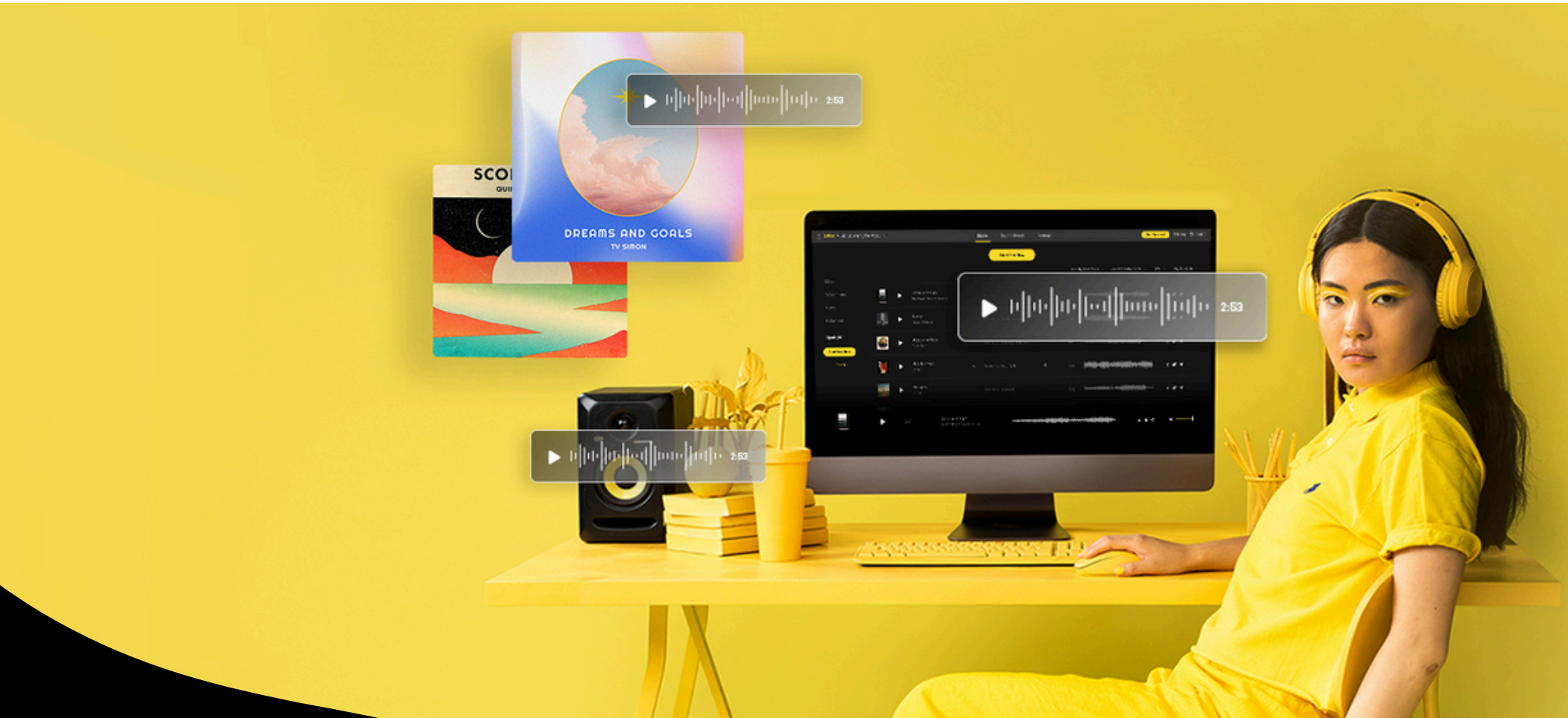
Artlist / CreatorDB



Artlist

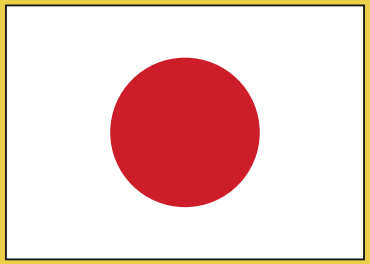
The Case Study

Breaking Into Asia with CreatorDB

When Artlist.io, the creative licensing platform for music and video creators, sought to expand into Japan and Korea, they needed more than just exposure—they needed to earn trust among highly specialized creative communities.

CreatorDB delivered a data-backed influencer marketing campaign that transformed this challenge into a success story. By identifying and activating micro-niche creators with loyal, engaged audiences, Artlist.io achieved high engagement rates and drove significant subscription growth.



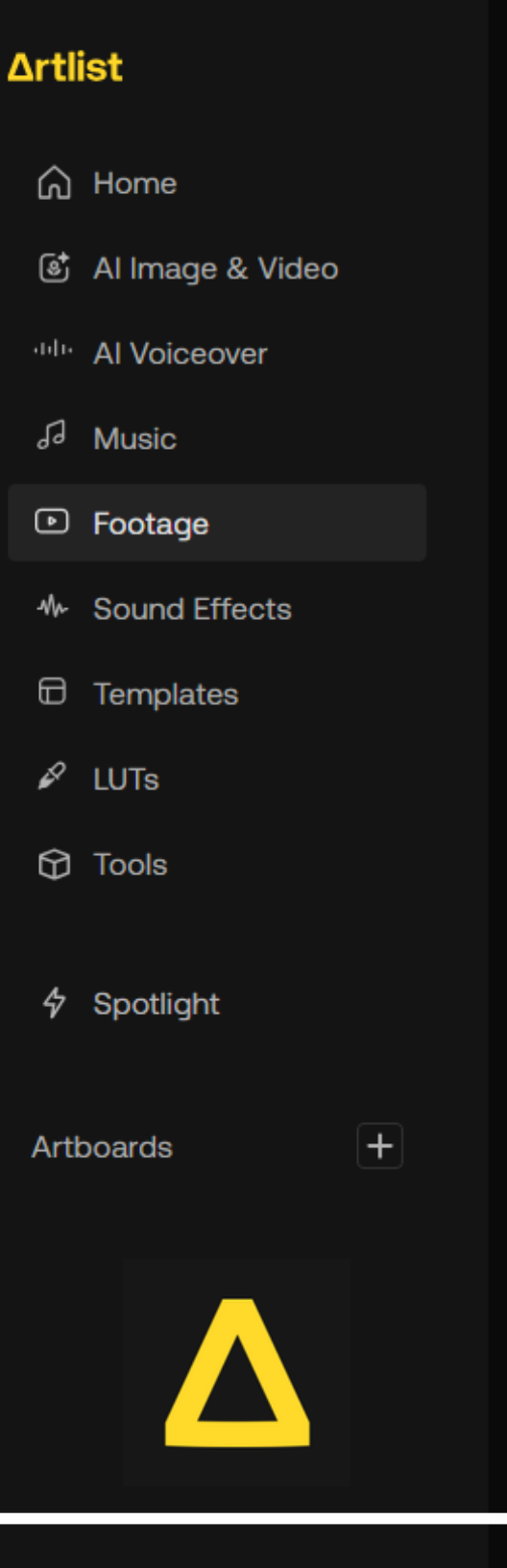












The Challenge

Artlist.io’s goal was clear:

- Introduce their subscription service to video creators in Japan and Korea.
- Build awareness and trust among a skeptical but passionate creative community.
- Drive sales conversions, not just impressions.

The challenge was that the Asian market is fragmented. Unlike Western markets, where a handful of influencers dominate, Asia is built on micro-niche creators with deep community ties. Traditional influencer selection methods—based on vanity metrics—wouldn’t work. Artlist.io needed precision.

Compounding the challenge was the cultural nuance of each market. What resonates in Korea may fall flat in Japan, and vice versa. A one-size-fits-all campaign risked being overlooked or dismissed.



The Strategy: Community Over Reach

CreatorDB leveraged its database-driven influencer discovery tools to pinpoint the right voices for Artlist.io. Rather than targeting the largest names, we looked for creators who:

- Operated in specific niches (cinematography, photography, editing, AI-driven content).
- Had loyal communities with high trust and engagement.
- Aligned with Artlist.io's brand identity as a tool built for creators, by creators.



Execution: Data Meets Storytelling

Instead of chasing big names, we focused on niche leaders trusted by filmmakers, photographers, and editors.

- 감송필름 (Gamsongfilm) – Korean filmmaker known for cinematic editing and gear reviews.
- 写真と京都と男旅 (Kyotoboys) – Japanese travel storytellers blending culture and film.
- 김경만 감독의 사진학개론 (Kimpd) – Respected Korean photography educator with deep community trust.
- BRISNAP TV – Korean cinematography-focused channel appealing to serious creators.
- 写真を撮るミヤタさん (Shota Miyata) – Japanese filmmaker mixing travel, lifestyle, and creative tutorials.

By choosing highly relevant, respected voices, Artlist.io was introduced not as an outsider, but as a trusted creative tool embraced by local communities.









Why It Worked? Results That Convert



The Artlist.io campaign in Japan and Korea succeeded because CreatorDB delivered precision, authenticity, and measurable impact.

- Precision Targeting – We didn't chase vanity metrics. Instead, we identified creators whose audiences and content were a direct fit for Artlist.io's value.
- Localized Expertise – By understanding the nuances of Japan and Korea's creative communities, we built campaigns that felt authentic, not forced.
- Data-Driven Execution – Our platform combined influencer analytics, community insights, and real-time campaign monitoring to maximize engagement and ROI.

Book a call

CreatorDB