

A photograph of two women in a server room. They are standing in a hallway lined with server racks. The woman on the right is holding a tablet and looking at it, while the woman on the left is looking at a smartphone. The scene is dimly lit with blue ambient lighting from the server racks. The word 'alteryx' is overlaid in white text at the top center.

alteryx

# Bringing New Life to Data Science via Influencers

The logo for The Hoffman Agency, featuring a yellow square with a white line graph.

The  
**Hoffman** Agency

# Data for All? With Alteryx, **Yes.**

Alteryx is a leading AI and data platform for enterprise analytics, delivering actionable insights through automated analytics.

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alteryx

## THE CLIENT ASK

Build awareness around Alteryx's educational programs and new product features amongst young data professionals via social media.

*“Do data influencers even exist?”* They sure do.

We aimed to harness creators as educators, reaching followers directly through digestible short-form content and generating long-term awareness amongst data professionals.

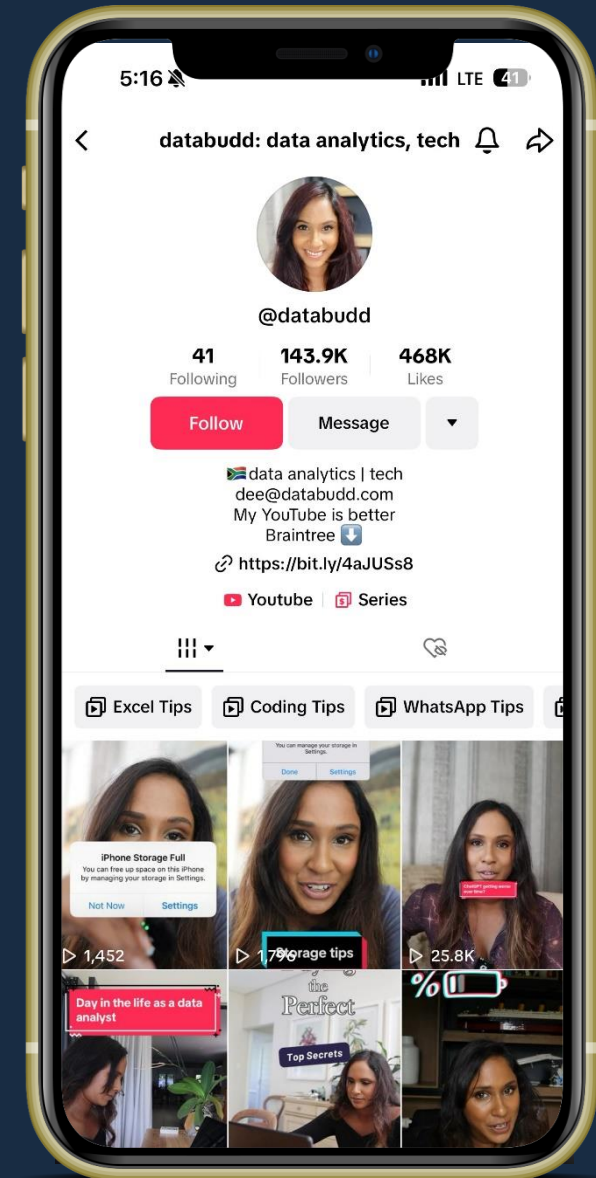
# PROGRAM GOALS

Research and identify relatable “data-fluencers” on TikTok, a platform often considered irrelevant to B2B organizations.

Deploy working data professionals, with a digital creator side hustle, to organically connect with fellow data enthusiasts.

Educate potential users on the latest Alteryx AI features and resources, as well as the platform’s ease of use.

Boost reach with cross-pollination and repurposing content between social platforms, when possible.



# 2023 – Q1 2024

## RESULTS OVERVIEW

### COLLECTIVE RESULTS



# 278,607+

Total Views



# 4.1%

Average Engagement Rate



# 11,790+

Total Engagements



# 49

Total # of Videos Published

### AUDIENCE SENTIMENT



naada\_azeem 14w  
Useful info!



jamieleigh\_ball 38w  
Love this 🥰



candi\_faurie 38w  
Why are you so clever 🧠 this blows my mind.



meglovesdata 3w  
I love that there are so many cool tools integrating ai into data analysts' workflows now 🙌



adoarara 3w  
This looks so cool! Will check it out



darshann20  
Love love love the tool  
2023-9-13 ❤️ 3 Reply



DrShushYoFace  
So many layers 🍷 It's like a data lasagne 🤩🤩🤩  
2023-10-5 ❤️ 4 Reply

 WHO WE WORKED WITH:

*Which influencers gave us those results? 🔥*



#### CREATOR OVERVIEW

## Dee @databudd

Dee Naidoo is a data engineer who shares content to help people grow their skills and businesses. Her profile acts as a roadmap for becoming a data analyst without prior experience and provides guides to kick-start a data analyst career with the right tools.

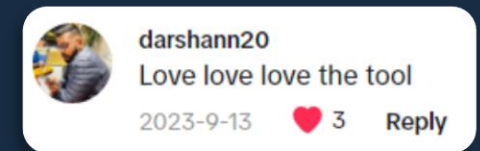
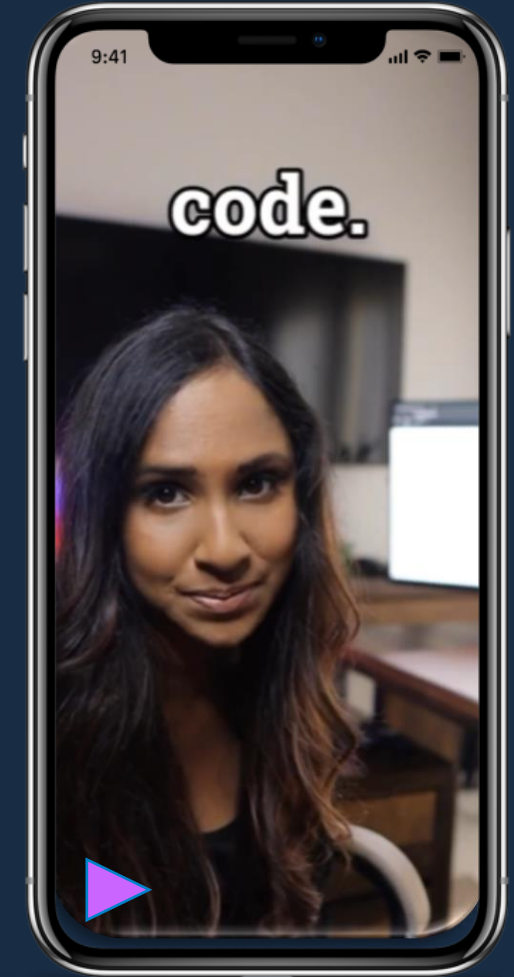
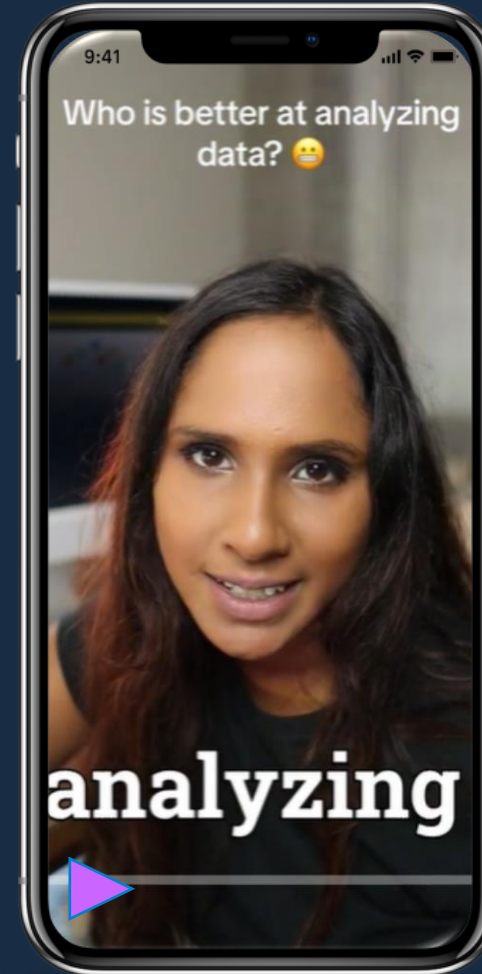
Publishing a total of **24** Alteryx-sponsored videos to date across both TikTok and Instagram, she garnered:



**61,786+**  
Total Views



**3.2%**  
Engagement Rate







CREATOR OVERVIEW

# Josh @bigexcelenergy

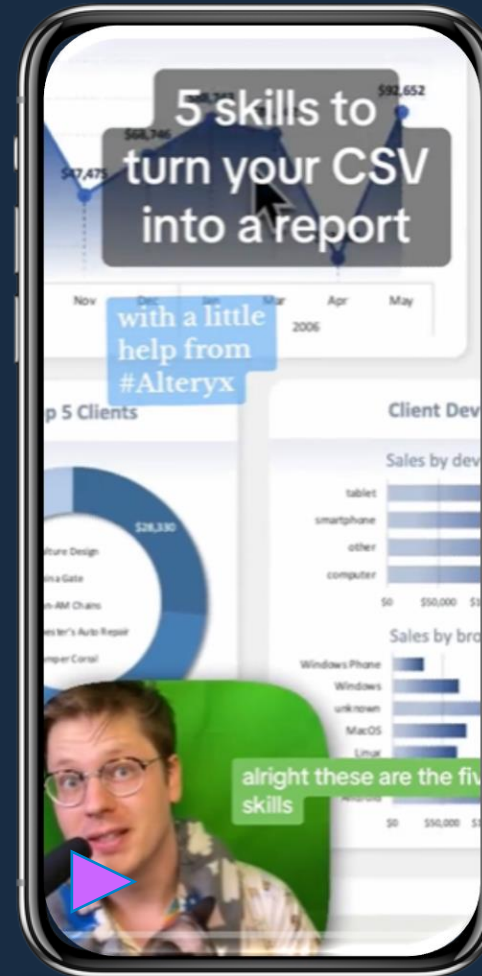
Josh Cottrell's content aims to make data more approachable, including design tips and strategies for utilizing Excel and other tools. His content shares tips for simplifying complex data, tutorials, and more.


Publishing a total of 4 Alteryx-sponsored videos in 2023 across TikTok and YouTube, he garnered:

 **126,192+**  
Total Views

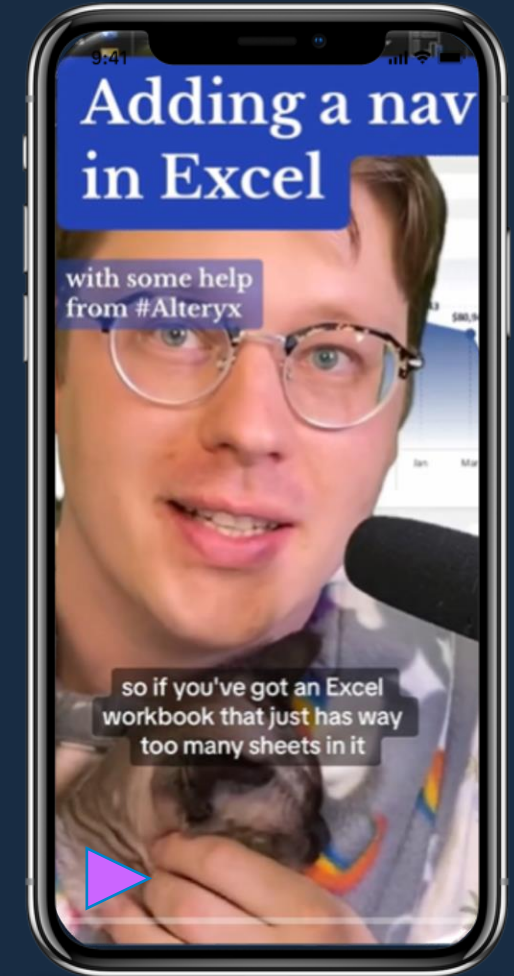
 **4.6%**  
Engagement Rate

Josh also featured Alteryx in his email newsletter, resulting in **22,214** recipients, **12,217** opens, and a click rate of **9.5%**.



 Gemma | Craft Enthusiast 🌈 🌸  
Alteryx is my fave 🥰

 Mark Spelman  
Alteryx tutorial?





## CREATOR OVERVIEW

# Hana @Hanalytx

Hana Khan empowers data professionals to master the art of data presentation, storytelling, and visualization. As a geography researcher turned tech guru, she has a knack for helping others leverage visual analytics and data storytelling principles to effectively communicate their work and unlock actionable insights through her content.

Publishing a total of **17** Alteryx-sponsored videos to date on both TikTok and Instagram, including promoting **Inspire 2023** (an industry event hosted by Alteryx), she garnered:



**34,332+**

Total Views



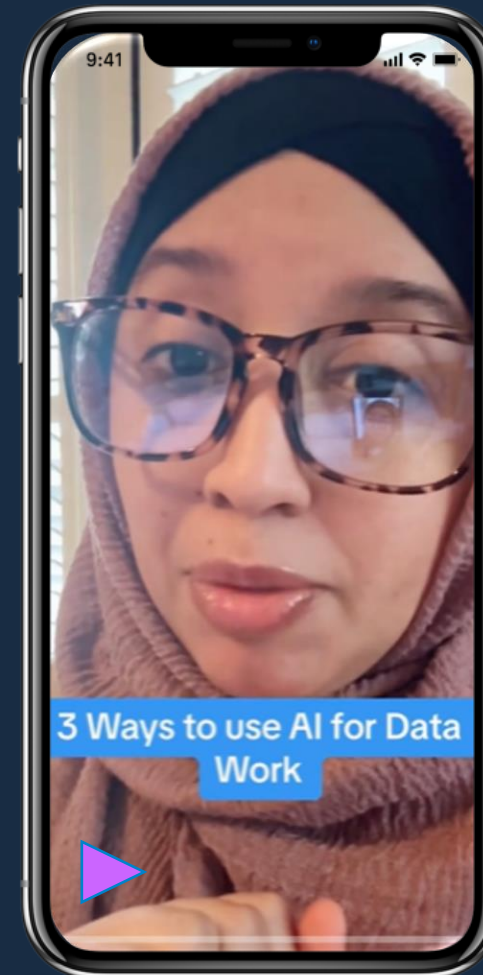
**4.8%**

Engagement Rate



julianamapper 3w

can't wait to try this out!



adoarara 3w

This looks so cool! Will check it out



meglovesdata 3w

I love that there are so many cool tools integrating ai into data analysts' workflows now 🙌



## CREATOR OVERVIEW

# Max @maxanalytics

Max Milner's audience is a community of data analysts seeking technical and career advice, specific to data and analytics. As a senior data analyst, he shares tips and tricks on how to utilize tools like Alteryx, Power BI, Excel, SQL, and Tableau for data-driven projects.

Publishing a total of **5** Alteryx-sponsored videos in 2023 on TikTok, including event content featuring **Inspire London** (an industry event hosted by Alteryx), he garnered:



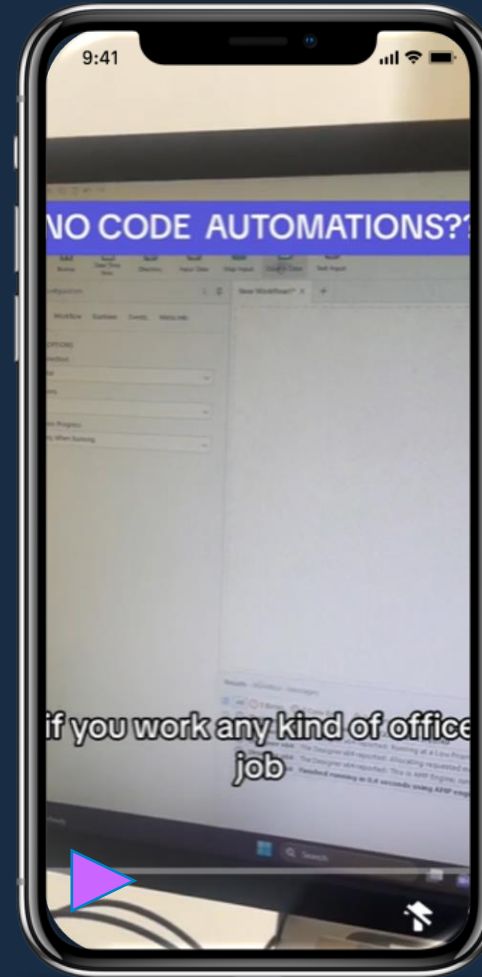
**56,297+**

Total Views

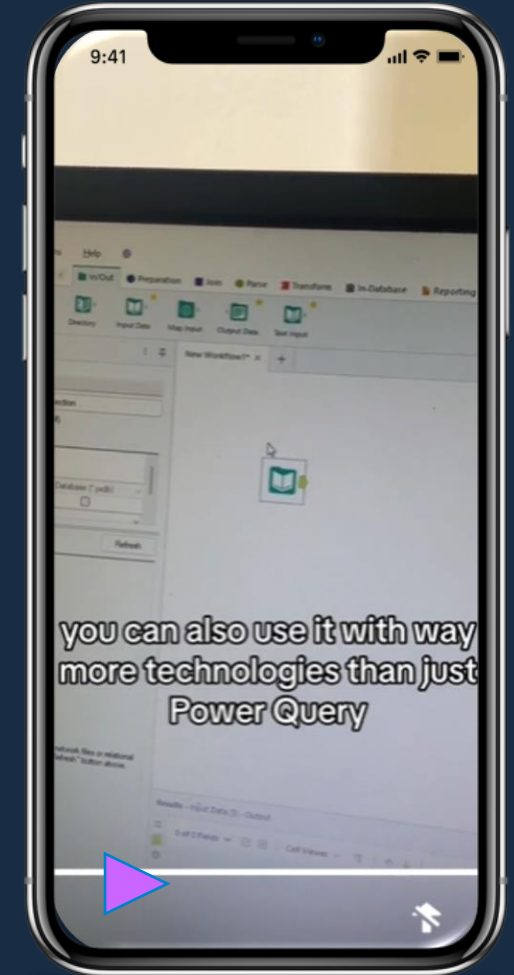


**4.2%**

Engagement Rate



Mostafa El Khashab  
I'm Alteryx core certified very powerful



# WHAT WE ACHIEVED

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Tapping into a niche data science space was no easy feat on a platform like TikTok — but we found amplifying the voices of real-life working data professionals rung true for the target audience, piqued interest, and made an impression.



TL;DR

👉 Authentic, First-Person Storytelling  
Paid Off Again.



The  
**Hoffman** Agency

*Let's connect*

*The Hoffman Agency*

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