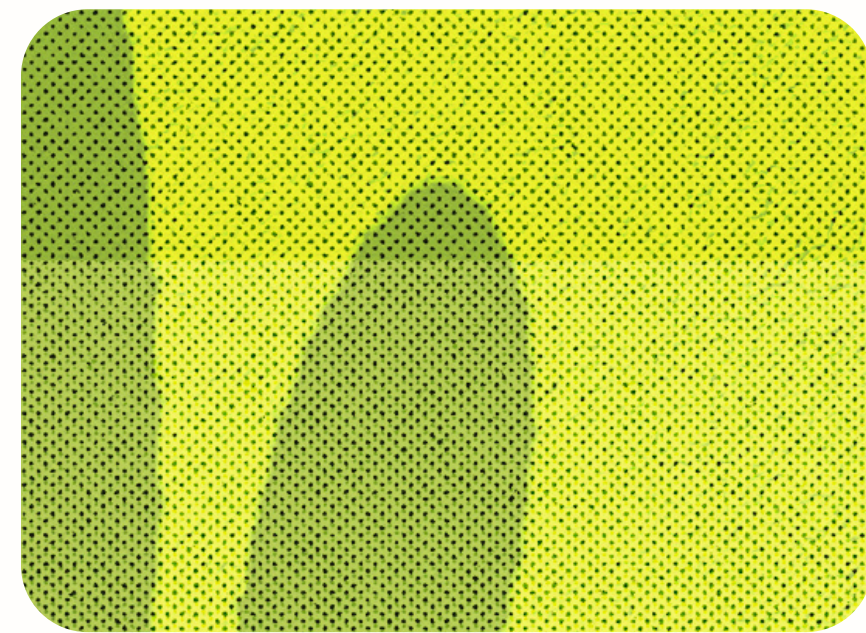
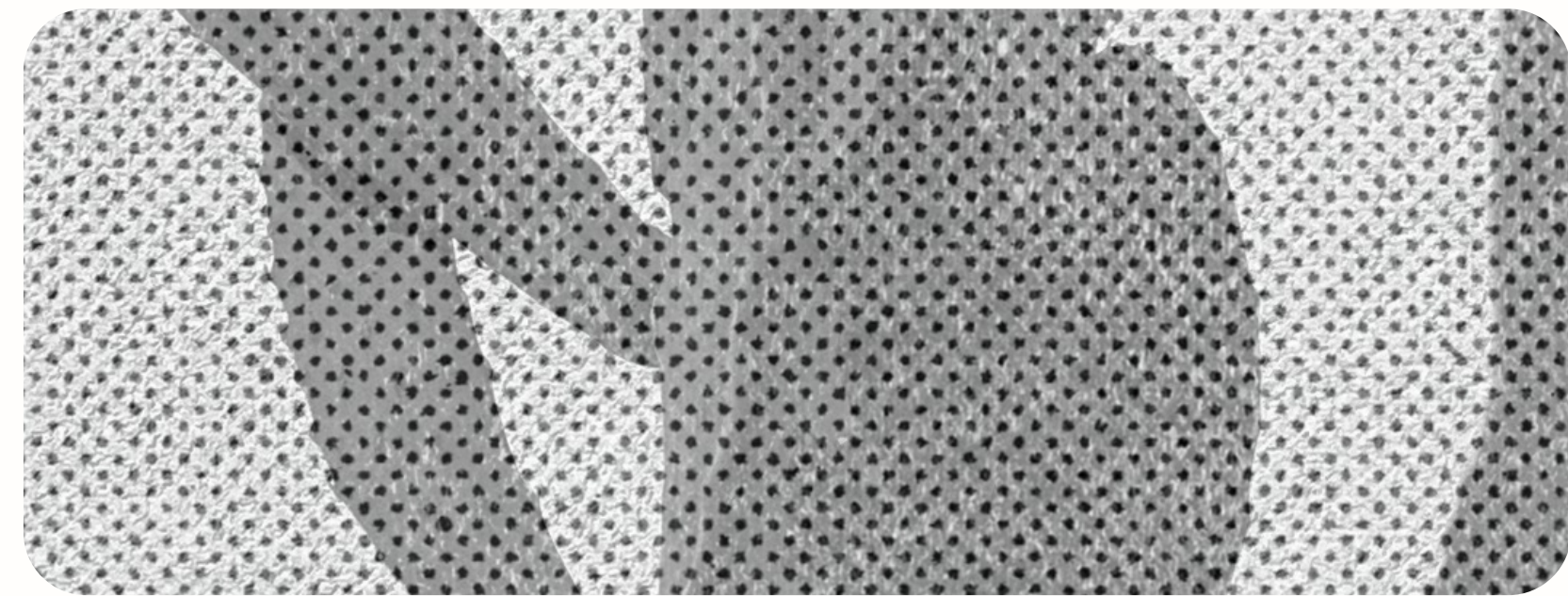


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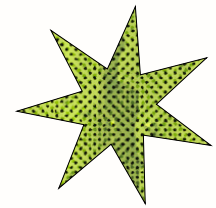
# BEHIND THE BUZZ

## INFLUENCER IMPACT & 2026 PREDICTIONS



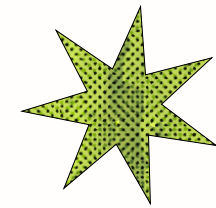
# 2025 INFLUENCER TRENDS

## WHAT DROVE THE MOST BUZZ



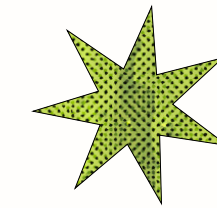
### HYPERLOCAL STORYTELLING

Upfit the paragraph to be in an active voice → Viewers respond best when content feels like a genuine neighborhood recommendation, not an ad.



### VIDEO REMAINS KING

Short-form video still reigns supreme. “Day in the Life” Reels featuring what it’s like to live at a property continue to drive strong traffic and saves.



### AUTHENTIC OVER AESTHETIC

Authenticity wins every time. Campaigns with creators sharing organic moments, candid experiences, and genuine reactions saw stronger engagement across the board.

# CASE STUDY

SAIYA

SAIYA — PHOENIX, AZ  
INFLUENCER ADVOCATE CAMPAIGN + PARTNERSHIP BOOSTED POST - 2 WEEK CAMPAIGN  
AD SPEND: \$100 INSTAGRAM BOOST

## THE WHAT, THE WHY & THE WIN:

We partnered with a hyperlocal influencer & leveraged UGC-style content to position SAIYA as DTPHX's premier new apartment community, resulting in hyperlocal reach, authentic engagement & high-intent website traffic.

## THE RESULTS:

- + 41.1K Total Views | 28.4K Accounts Reached
- + 794 Total Engagements
- + 83% Direct Traffic Lift
- + 64% Organic Search Growth
- + 64% Increase in Website Organic Search Traffic
- + 83% Increase in Website Direct Traffic
- + 129 Total Instagram Profile Visits

## PAID BOOST PERFORMANCE:

Reached **12.8K users**, drove **9K engagements** (at just **\$0.01 CPE**), garnered **129 profile visits** and **1.6K full video views**. The boost didn't just widen reach, it attracted high-intent users who explored further.

**THE WIN:** When influencer authenticity meets strategic boosting, awareness becomes measurable action.



## CLIENT TESTIMONIAL

"Their team executed the campaign with impressive speed and precision, making the process seamless for us... We couldn't be happier with the partnership and the impact this campaign delivered!"  
- Caitlin Sinclair, Senior Manager - Marketing, Greystar Desert

# CASE STUDY

Colette

COLETTE — WASHINGTON D.C.  
INFLUENCER ADVOCATE CAMPAIGN - 2 WEEK CAMPAIGN

## THE WHAT, THE WHY & THE WIN:

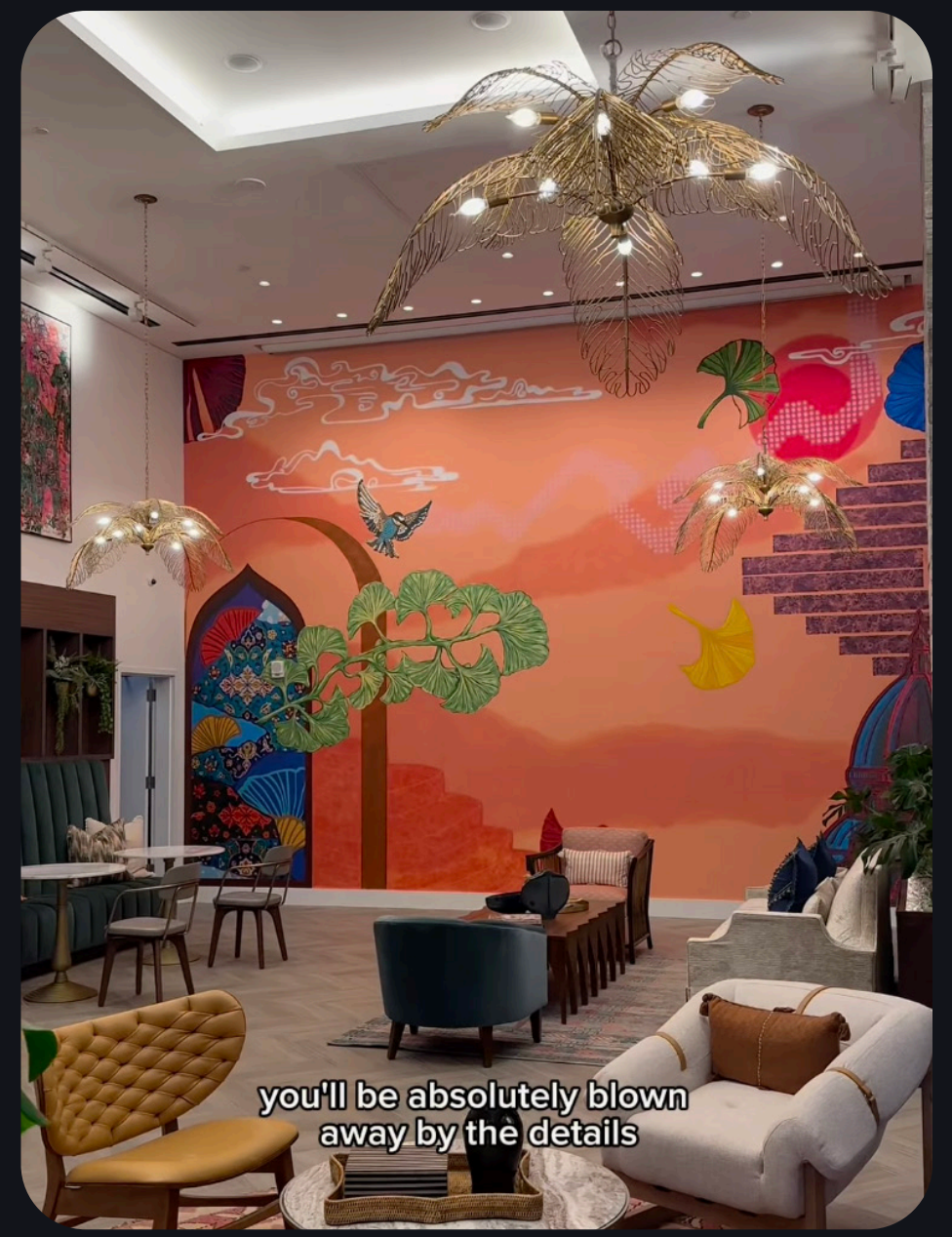
We built brand awareness for Colette's co-living lifestyle by spotlighting its thoughtfully designed spaces and amenities through engaging, personality-driven content that helped drive social growth and connection.

## THE RESULTS:

- + 112% Increase in Colette's Net New Instagram Followers
- + 72% increase in Total Engagements on Colette's Instagram
- + \$0.52 Average Cost-per-Engagement
  - + Average CPE for Macro-Influencer = \$1-\$2



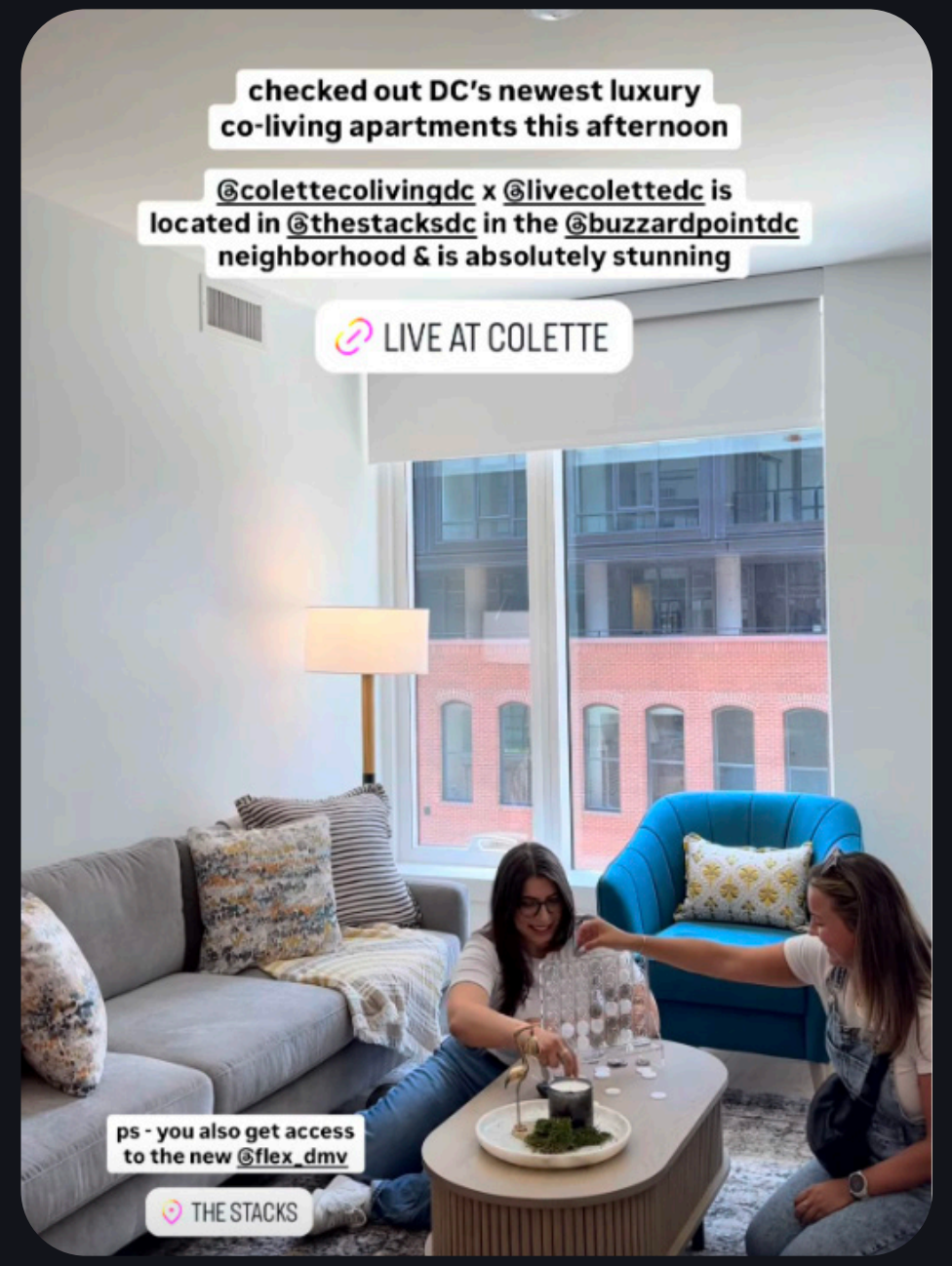
the Stacks is also home to the FLEX Gym



you'll be absolutely blown away by the details



co-living within the Stacks in Buzzard Point



checked out DC's newest luxury co-living apartments this afternoon  
@colettecolivingdc x @livecolette dc is located in @thestacksdc in the @buzzardpointdc neighborhood & is absolutely stunning

LIVE AT COLETTE

ps - you also get access to the new @flex\_dmv

THE STACKS

# 2026 INFLUENCER PREDICTIONS

PEEKING INTO THE CREATOR CRYSTAL BALL



## AI WITH A HUMAN TOUCH

Creators who use AI to enhance, not replace, human creativity will stand out, leveraging it for efficiency while keeping their content authentic, thoughtful, and deeply human.



## AUTHENTICITY > AUDIENCE SIZE

Follower count will take a backseat to genuine influence, measured through shares, saves, and reposts that prove real audience intent and trust beyond surface-level metrics.

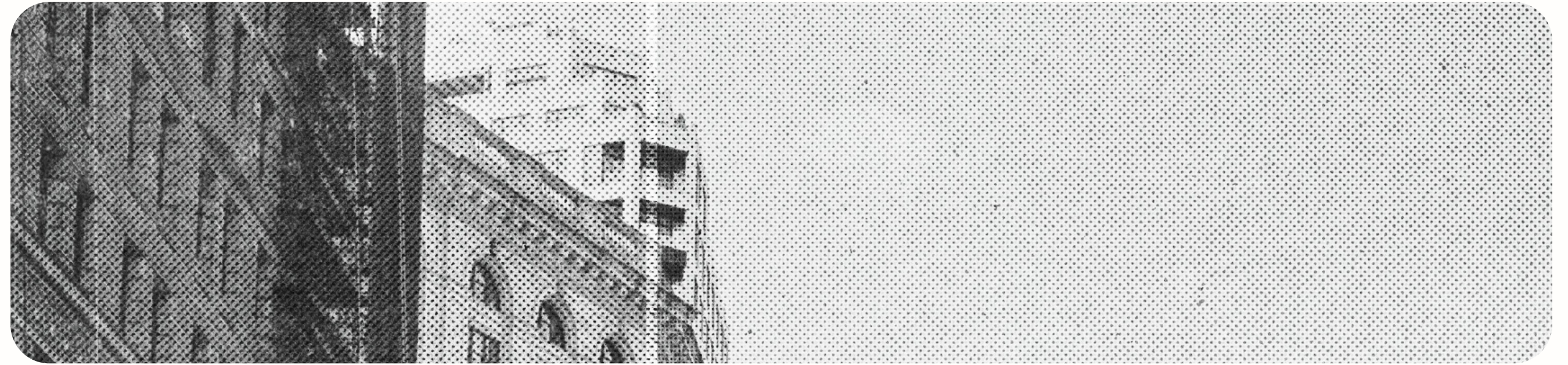


## BOOSTED AND BELIEVABLE

Paid amplification behind influencer handles will become the norm, with brands boosting influencer content to extend reach.

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**THANK**



**YOU**