

Case Study

The Cost of "Vibe Casting": How Predictive Intelligence Delivers 14x Better Efficiency For The RealReal



fohr | The RealReal

Case Study: The RealReal

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Executive Summary

To test the effectiveness of Fohr's predictive technology, we split The RealReal's campaign into two identical phases. In each, we used the exact same pool of talent, but changed one key variable: how we chose them.

Phase 1 (Traditional): Cast based on "brand vibe", human intuition, and performance averages.

Phase 2 (Predictive): Cast using Fohr's predictive intelligence, prioritizing probability of success over intuition.

The predictive model didn't just surpass the traditional method, it rendered it obsolete. We achieved a 513% improvement in viewership and a staggering 14X improvement in spend efficiency.

The Challenge: The "Vibe" Trap

For both campaigns, we utilized Bulletins-Fohr's influencer-facing dashboard-to source creators interested in working with The RealReal. 500 creators raised their hand with a combined reach of 73.4M.

In Phase 1, the brand selected creators by:

1. They looked at historical averages.
2. They selected creators based on whose vibe they personally liked.

The campaign achieved 359K views and a 3.6% engagement rate. The traditional method worked, but it was safe. We knew it could be done better.

The Experiment: Trusting the System

In Phase 2, we reran the campaign, but this time we removed human intuition from the selection process entirely. Our predictive engine analyzed the same 500 creators and surfaced those most likely to deliver results.



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Fig. 1

The Results: A 14X Efficiency Shift

The data-selected group didn't just perform; they dominated.

In Phase 1, we achieved 359,000 impressions and 12,974 interactions. In Phase 2, the creators accumulated 2,200,000 impressions and 98,375 interactions.

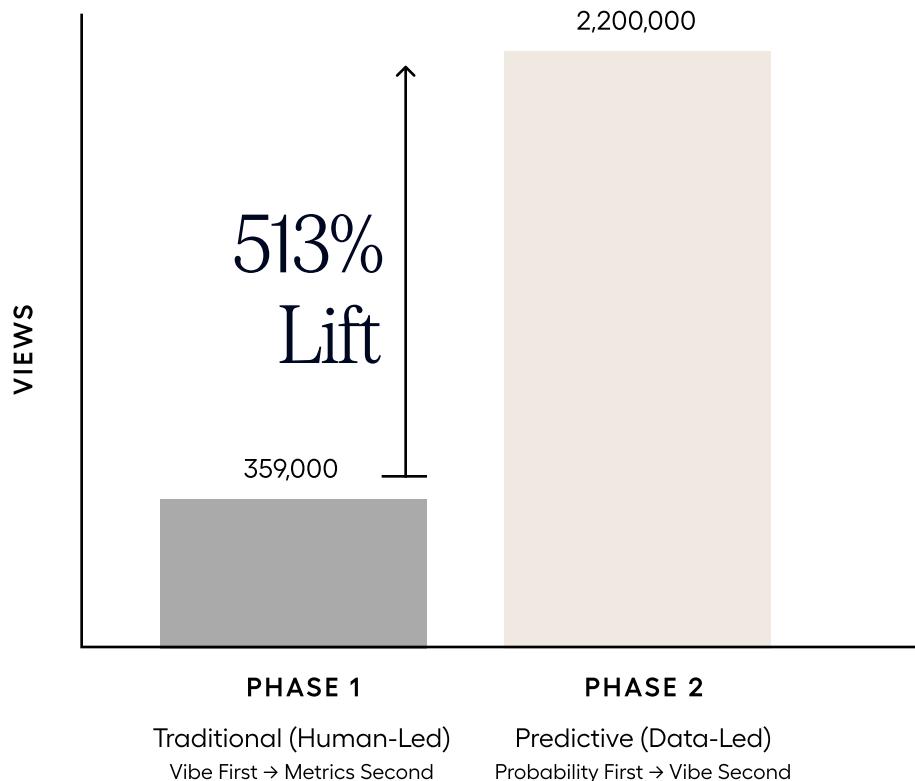


Fig. 2

To replace intuition with mathematical clarity, we utilized views per dollar (VPD), a metric that allows you to understand how efficiently money turns into audience exposure. In Phase 1, we achieved a VPD of 4, meaning that for every dollar spent The RealReal received 4 impressions.

In Phase 2, we achieved a VPD of 56—nearly 14X that of the traditional campaign.

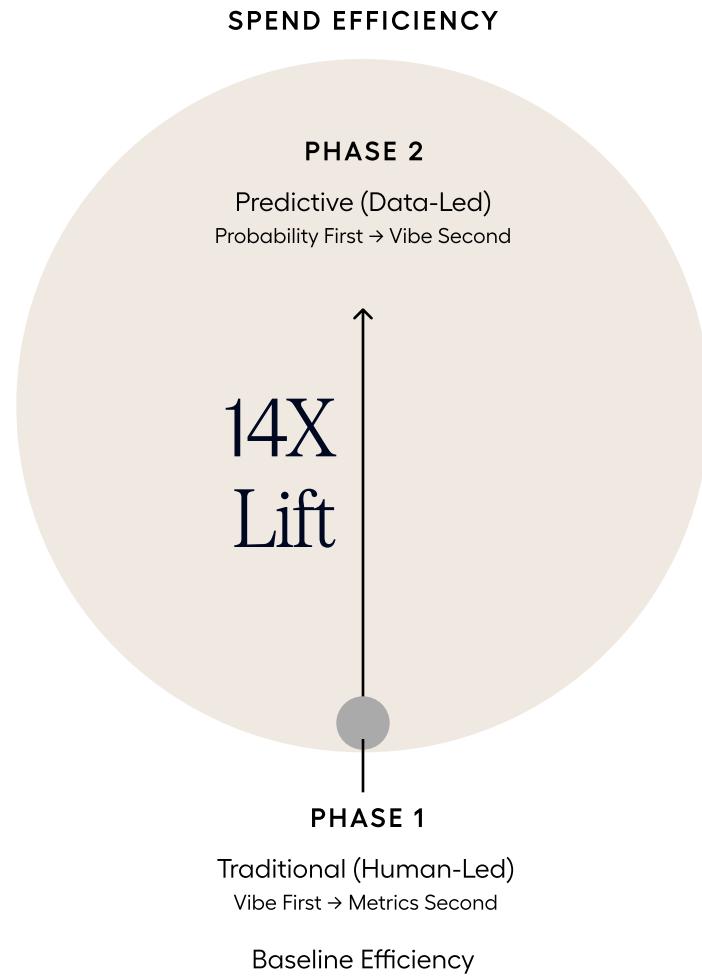


Fig. 3

Key Learnings & Takeaways

1.
Traditional Casting is Now Negligent

When a tool can deliver 513% more views and 14X the efficiency, continuing to rely solely on “gut feel” and manual selection borders on fiscal negligence.

We need to flip the funnel. Instead of picking for “vibe” and hoping for performance, we must start with the probability of performance and then filter for vibe.

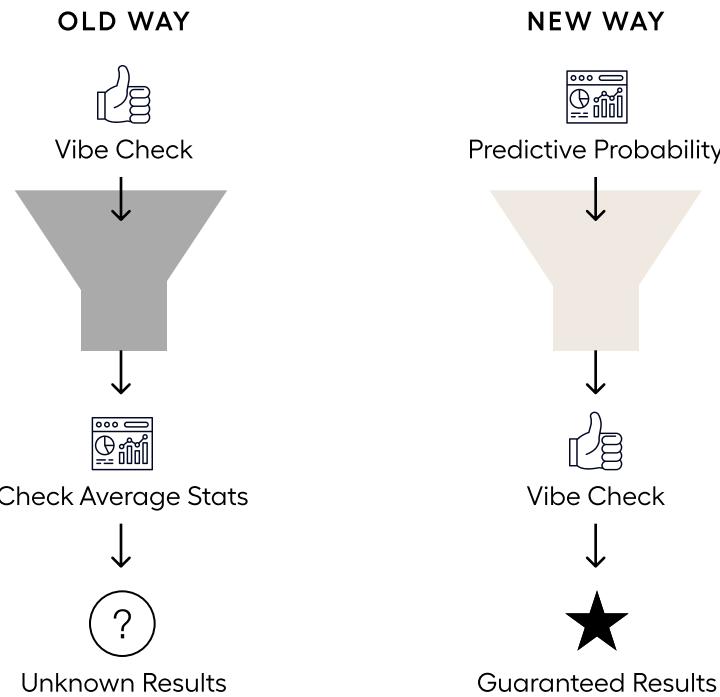


Fig. 4

2.
“Different Vibe” Does Not Mean “Off Brand”

Despite being selected by Fohr’s predictive technology rather than a brand team, the creators delivered content that was not only polished and brand-safe, but also highly engaging.

By revealing who consumers truly trust, Fohr removes bias from the selection process and drives measurably stronger outcomes.

3.
Remove Emotional Bias

Wanting to work with “cool” creators is human, but letting that dictate spend is expensive. Predictive intelligence removes the halo effect, ensuring that personal preference never gets in the way of campaign performance.



Conclusion

First probability, then preference.

This experiment validated a major shift in how we think about creator selection. It proved that our own emotional preferences can quietly limit performance.

By starting with the highest probability of success and choosing from that pool, we ensure every creative decision is grounded in outcomes, not instinct. Brand fit and vibe still matter, but now they're applied to a group already positioned to win.