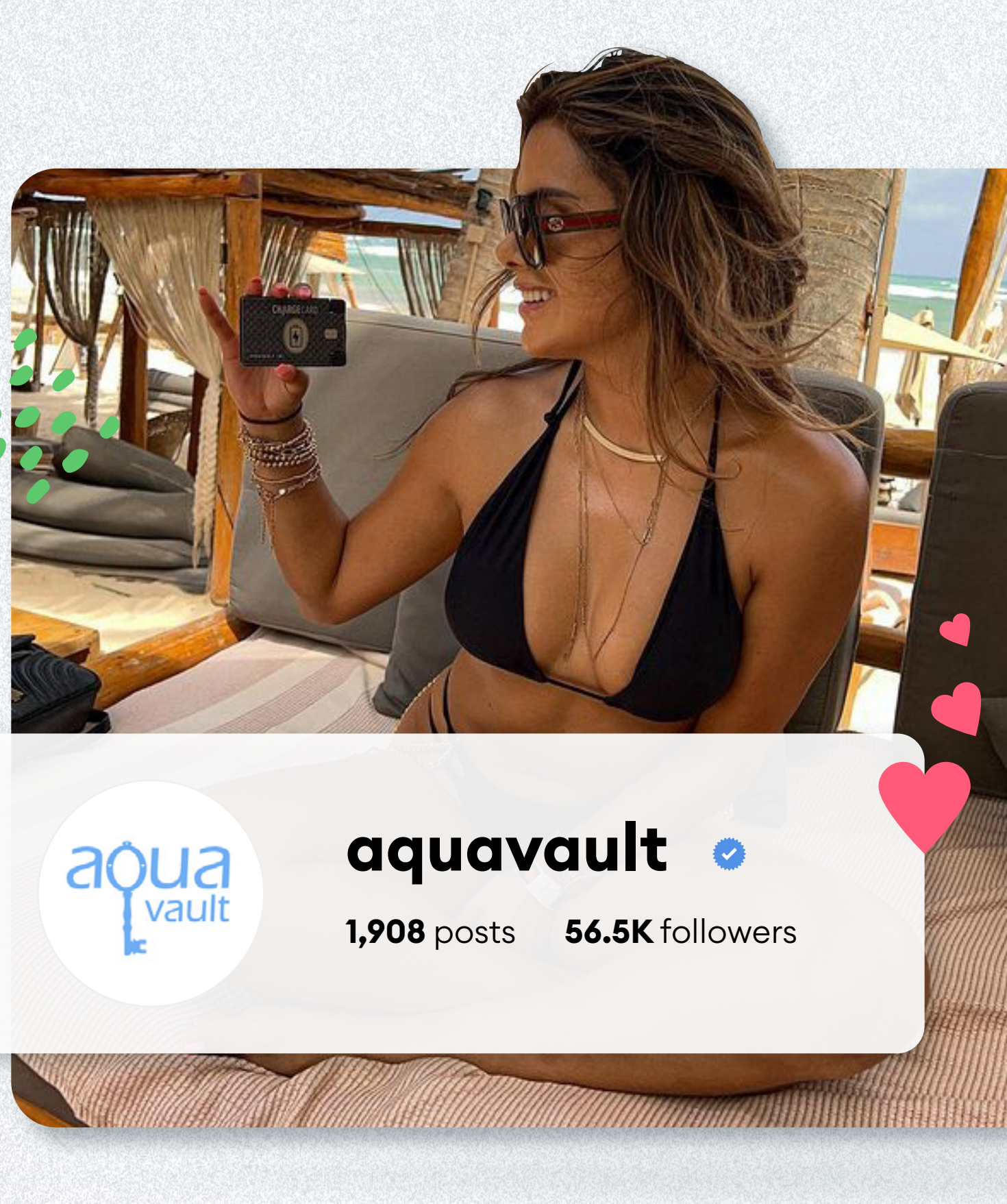


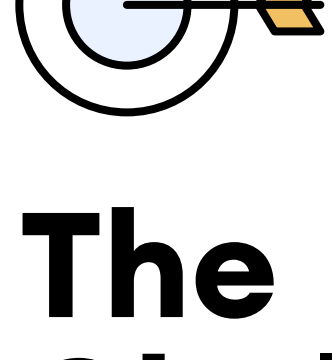
We ❤️ success stories like this one!



aquavault

1,908 posts 56.5K followers

How a specialty outdoor travel accessory manufacturer grew their influencer marketing with Lionize.



The Challenge

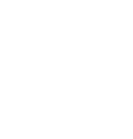
Increase sales



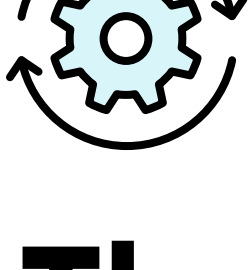
Increase brand awareness



Enhance brand reputation



AquaVault's flagship product, the portable outdoor safe, gained widespread recognition for its unique design and ease of use. To translate that success to other products, they trusted Lionize.



The Process



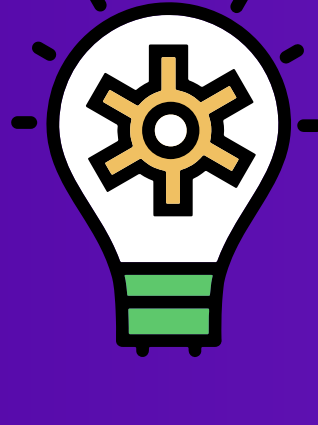
2,196 Applicants



630 Influencers



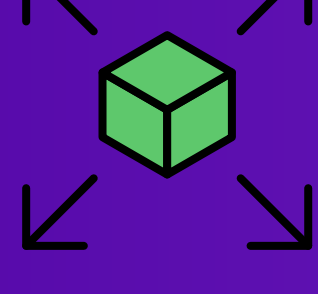
2,405 Posts & Stories



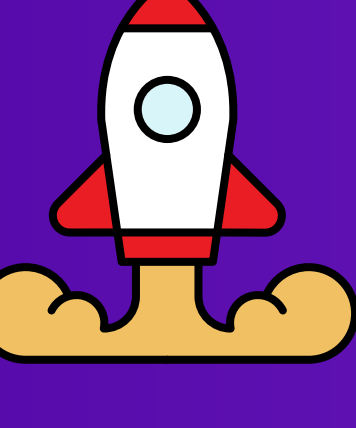
Campaign Structure



Launched in 2021, initially focusing on the promotion of their **ChargeCard, a revolutionary wallet phone charger**. They collaborated with 10 micro-influencers per month, who were tasked with posting one in-feed post and two stories on their social media platforms.



They gained a lot of momentum and **expanded their scope by partnering with macro-influencers**, increasing their collaborations to 50 influencers per month asking for the same thing.

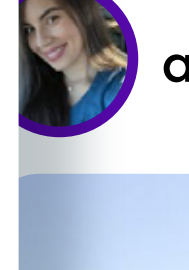
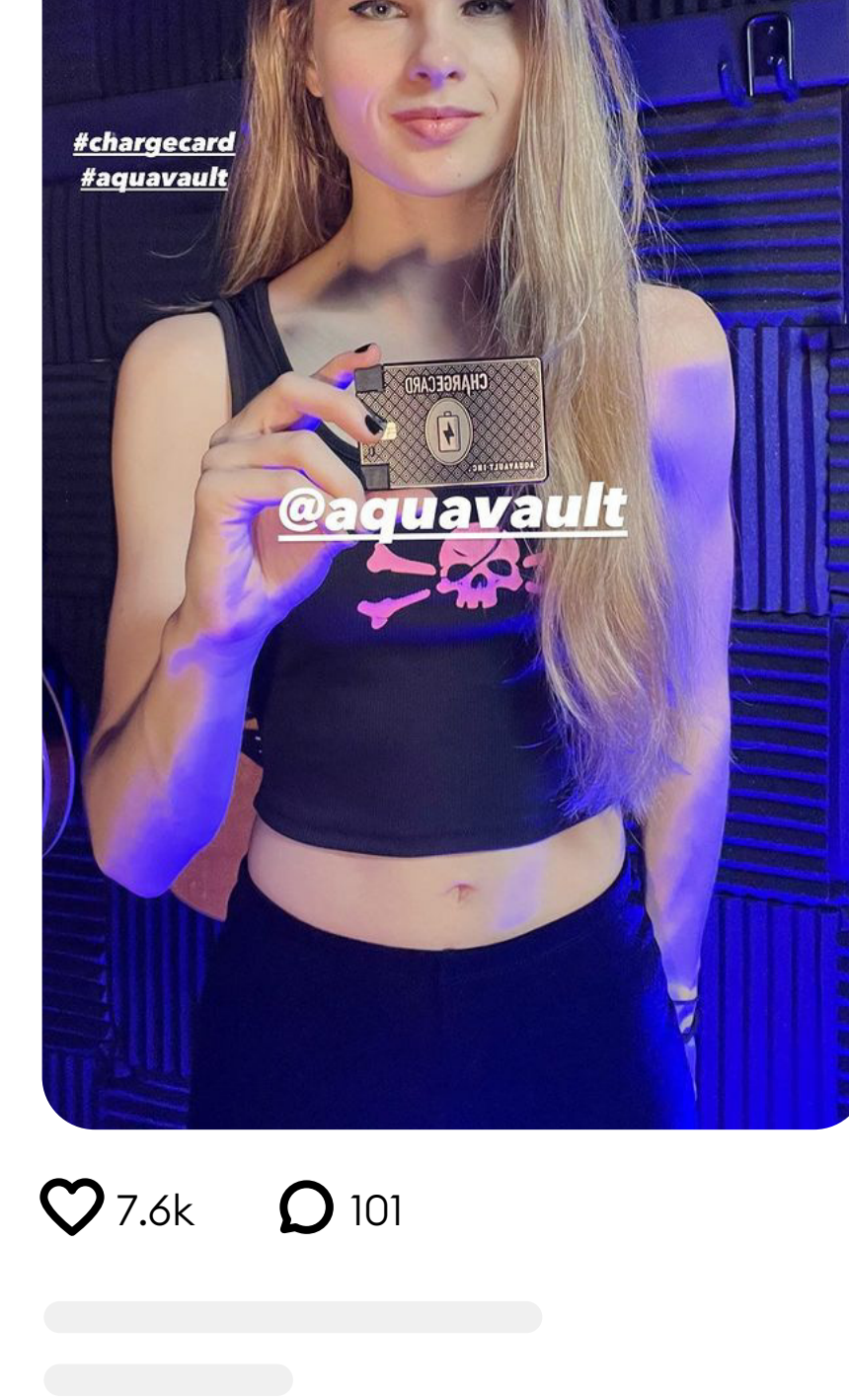


Eventually, they further broadened their reach by **working with MVP and celebrity influencers to promote not only the ChargeCard but also their Flex Safe and Phone Case products**, continuing to amplify brand visibility and drive customer engagement.

Micro Influencer ChargeCard Campaign



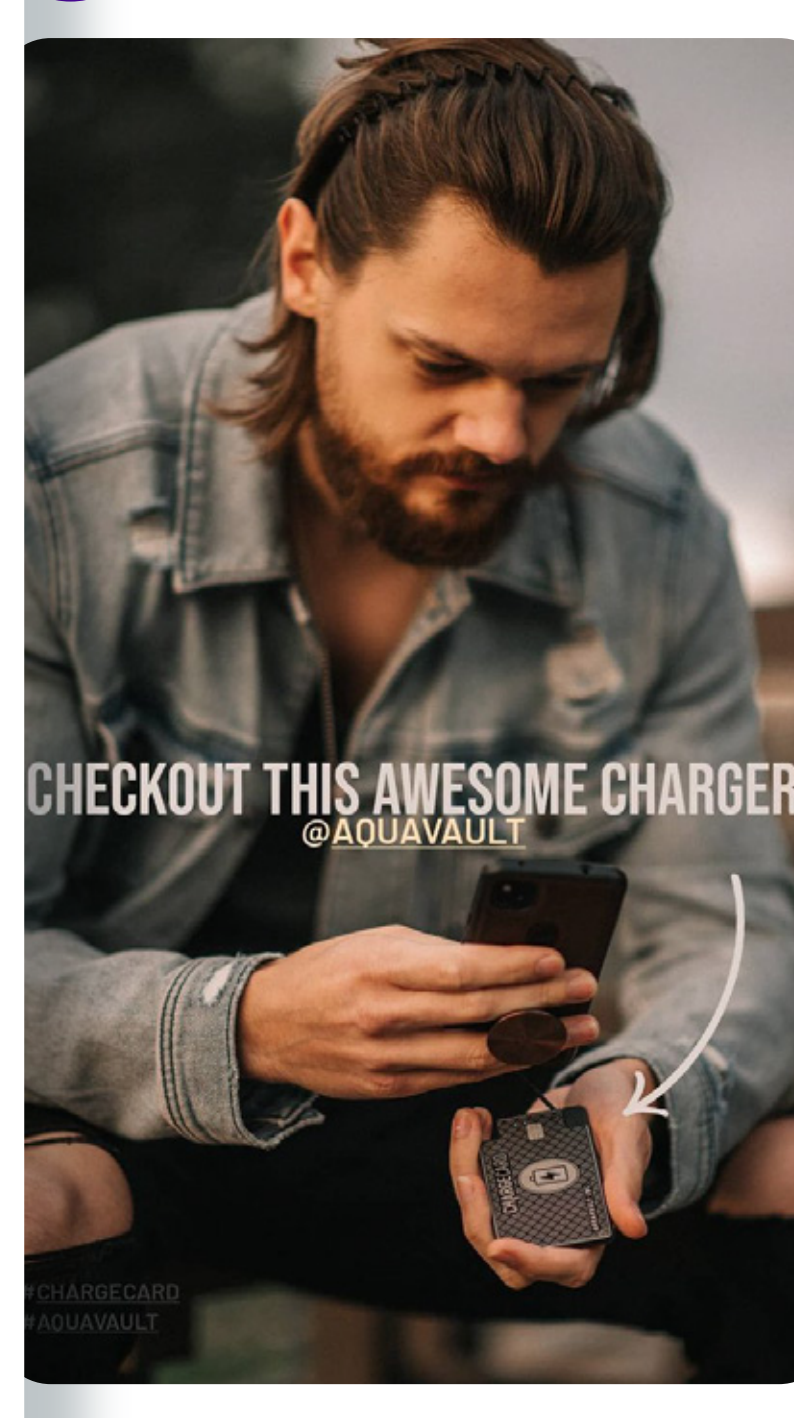
alexa.drums



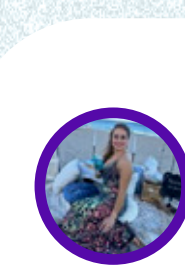
alinefreemann



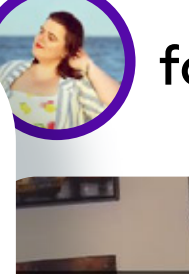
sergeychikdima



Macro Influencer ChargeCard Campaign



nursemeggydrn



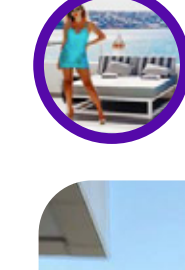
fadeeva_hashem



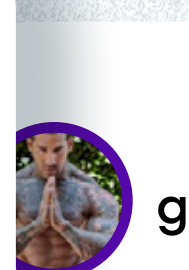
moniquecesd



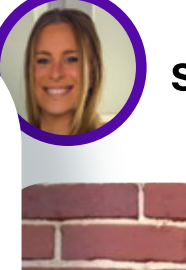
MVP/Celebrity Influencer ChargeCard Campaign



laelegantia



giotraining



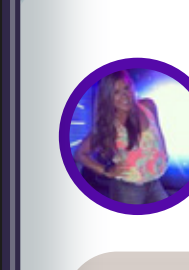
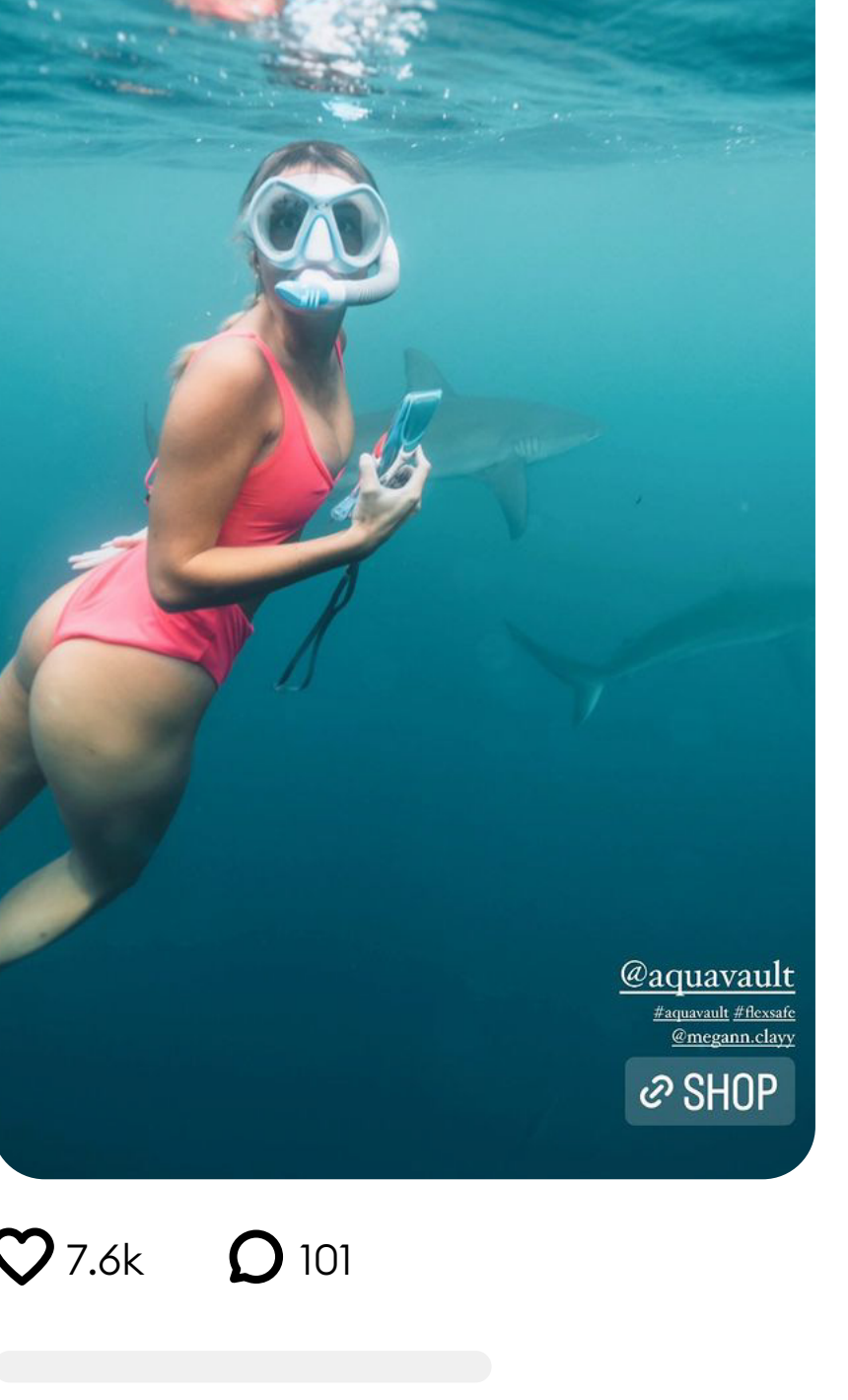
sergeychikdima



Macro Influencer Flex Safe and Phone Case Campaign



alexa.drums



jacksonsandjesus



dearannya



Campaign Data



Influencers

683



Posts

728



Stories

1.6K



Views

5.2M



Comments

37K



Reach

92.6M



Likes

1.2M

Interested in learning how Lionize can supercharge your influencer marketing?

Get Started →