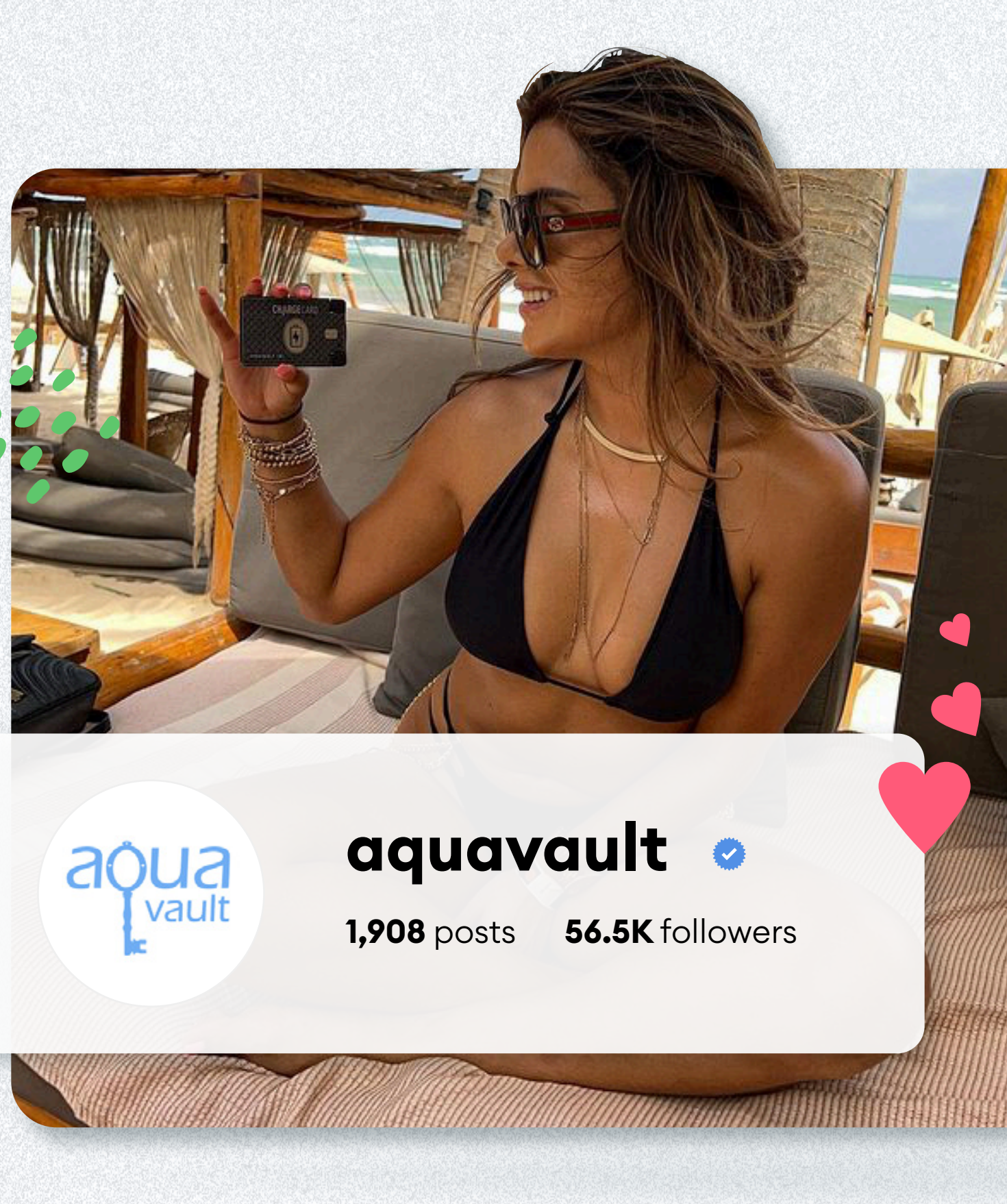


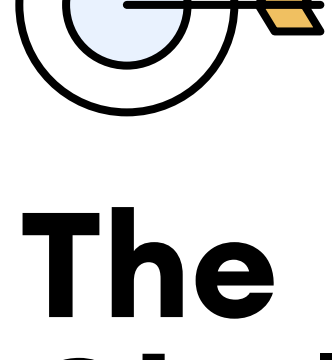
We love success stories like this one!



**aquavault** ✓

1,908 posts 56.5K followers

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



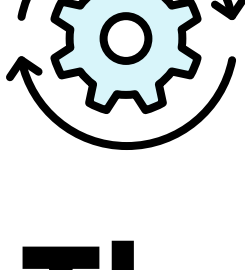
### The Challenge

Increase sales ✓

Increase brand awareness ✓

Enhance brand reputation ✓

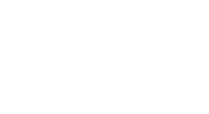
AquaVault's flagship product, the portable outdoor safe, gained widespread recognition for its unique design and ease of use. To translate that success to other products, they trusted Lionize.



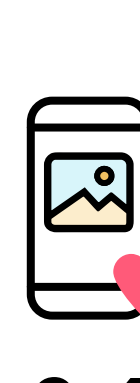
### The Process



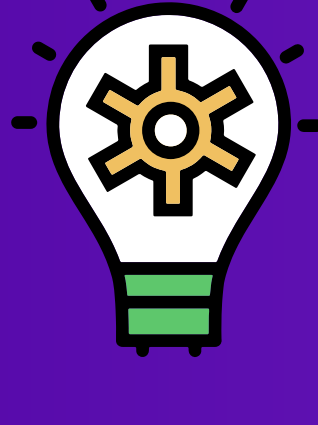
2,196 Applicants



630 Influencers



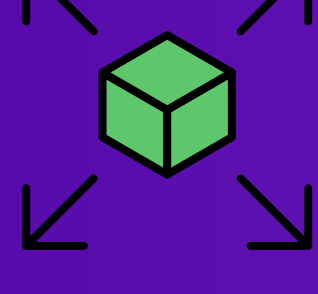
2,405 Posts & Stories



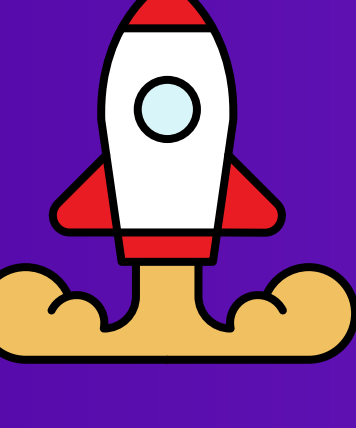
### Campaign Structure



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.

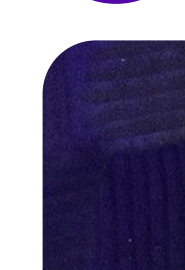


They gained a lot of momentum and **expanded their scope by partnering with macro-influencers**, increasing their collaborations to 50 influencers per month asking for the same thing.

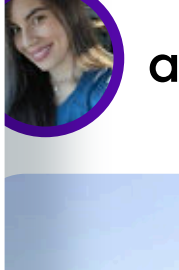
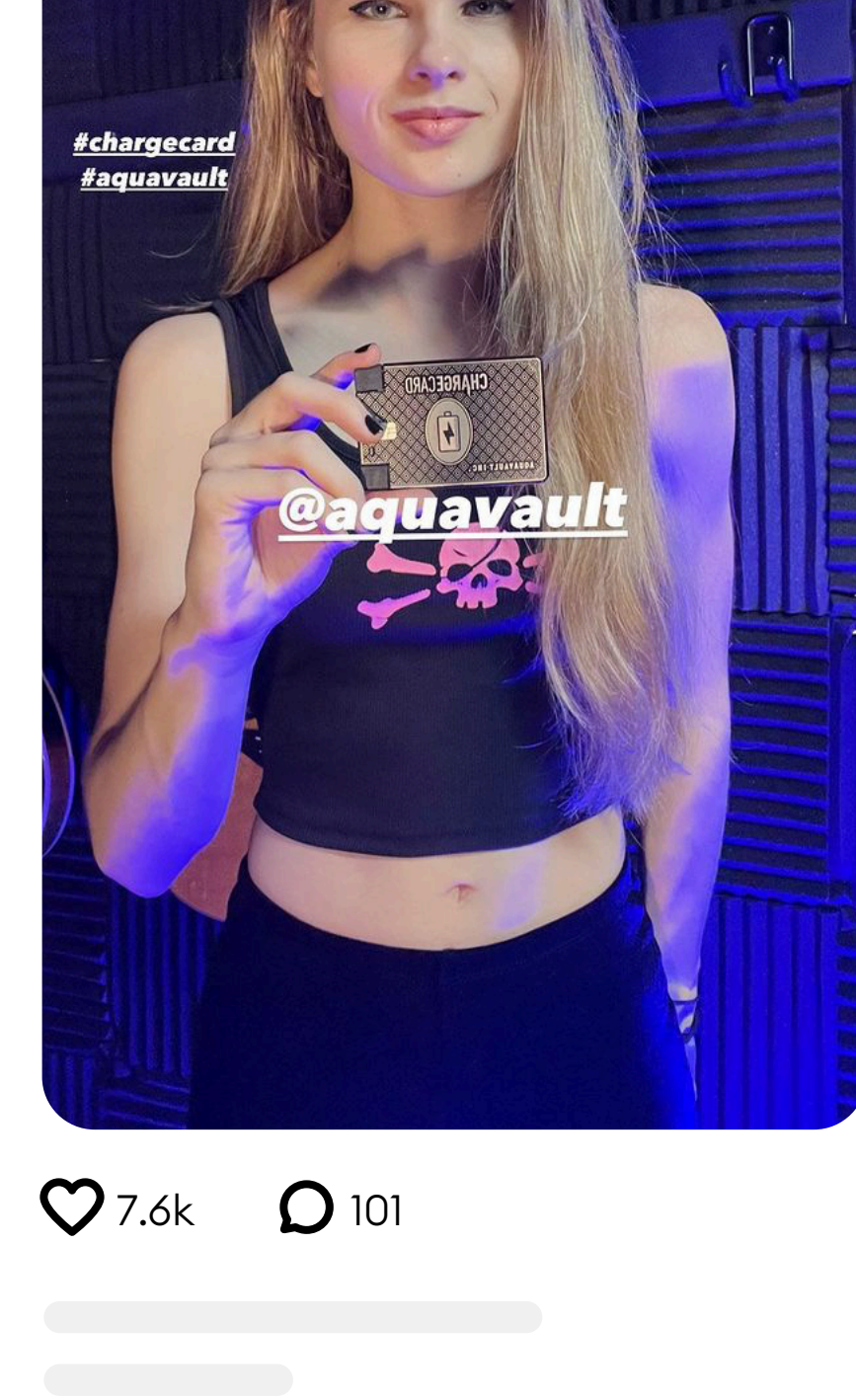


Eventually, they further broadened their reach by **working with MVP and celebrity influencers to promote not only the ChargeCard but also their Flex Safe and Phone Case products**, continuing to amplify brand visibility and drive customer engagement.

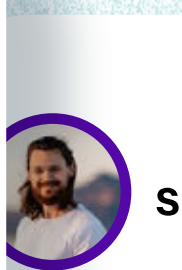
## Micro Influencer ChargeCard Campaign



alexa.drums



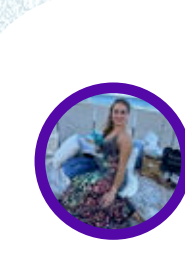
alinefreemann



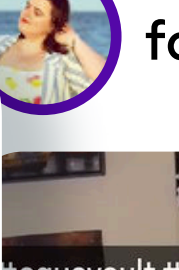
sergeychikdima



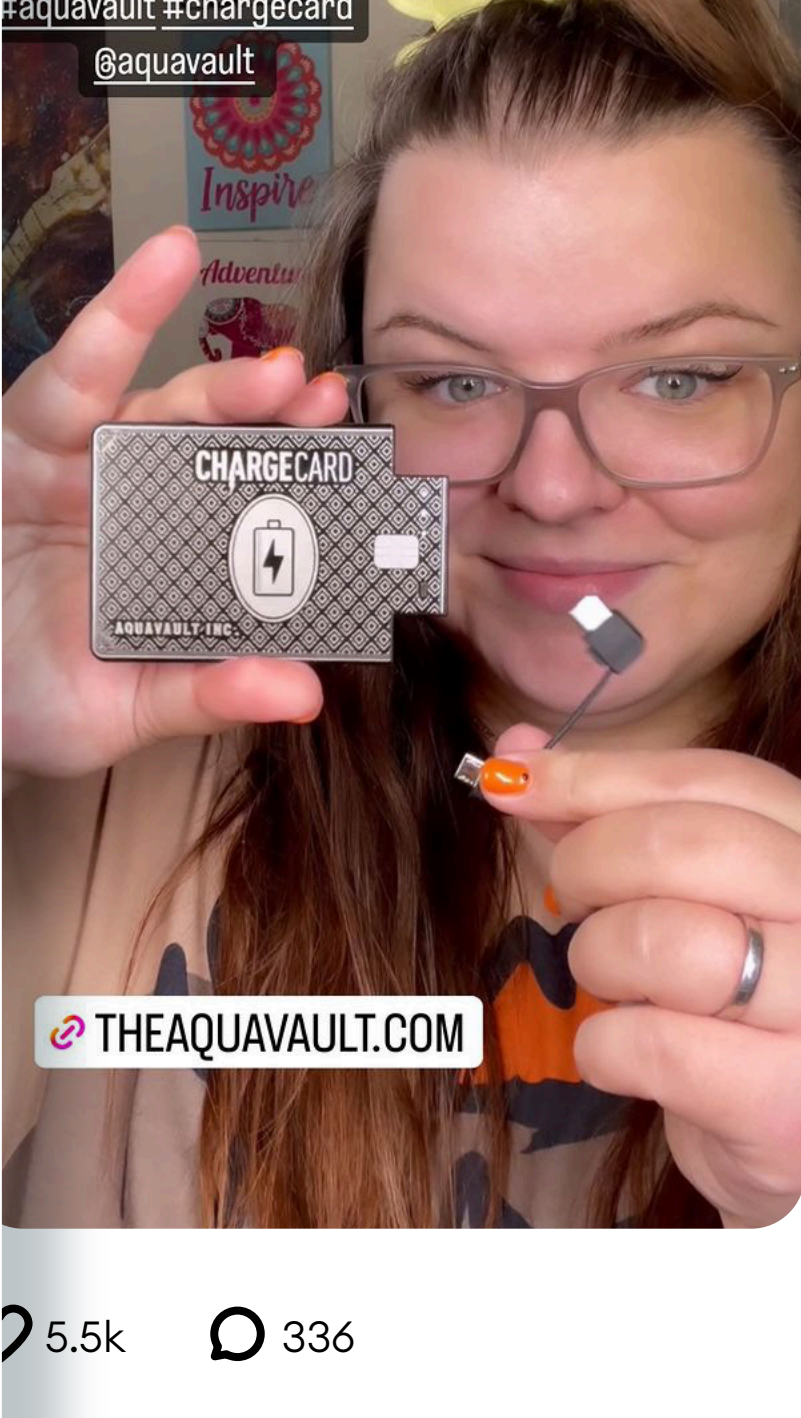
## Macro Influencer ChargeCard Campaign



nursemeggydrn



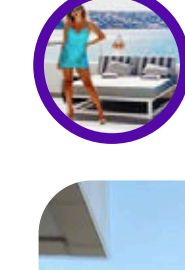
fadeeva\_hashem



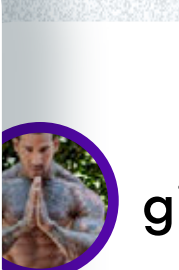
moniquecesd



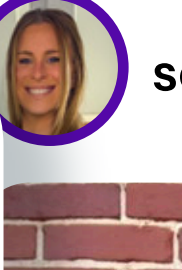
## MVP/Celebrity Influencer ChargeCard Campaign



laelegantia



giotraining



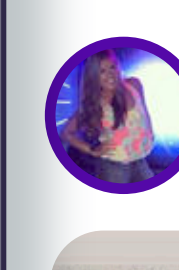
sergeychikdima



## 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 →