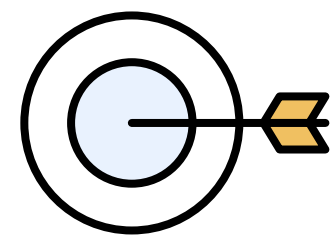


We ♥ success stories like this one!

How Lionize Boosts Engagement for Diabetes Nonprofit Through Streamlined Services.



t1dexchange ✓
862 posts 8.4K followers



The Challenge

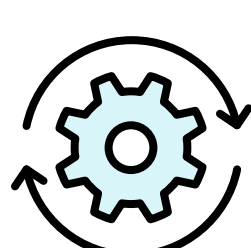
Influencers one-on-one cost-efficiency management ✓

Drafting influencer's contracts faster ✓

CPC was not as robust as desired ✓

The time required ✓

T1D Exchange needed to leverage the reach of influencers to attract individuals suitable for participation in their study, so they launched a manually-managed program on popular social media platforms.



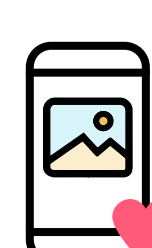
The Process



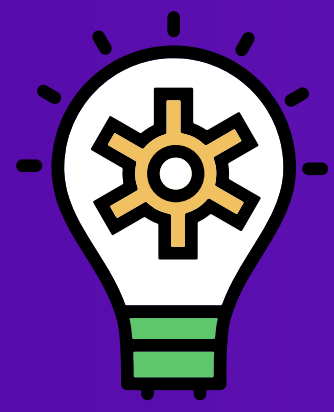
663 Applicants



131 Influencers



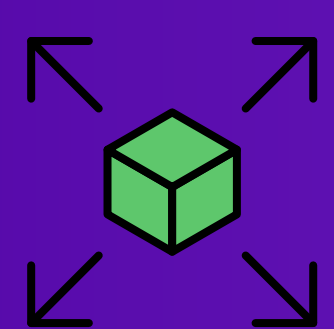
505 Posts & Stories



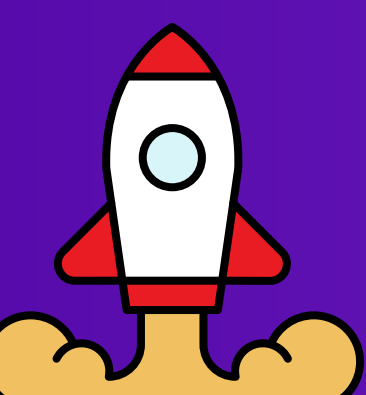
Campaign Structure



Maintain the original pool of influencers for continuity while transitioning to the Lionize platform for end-to-end management of the entire process.



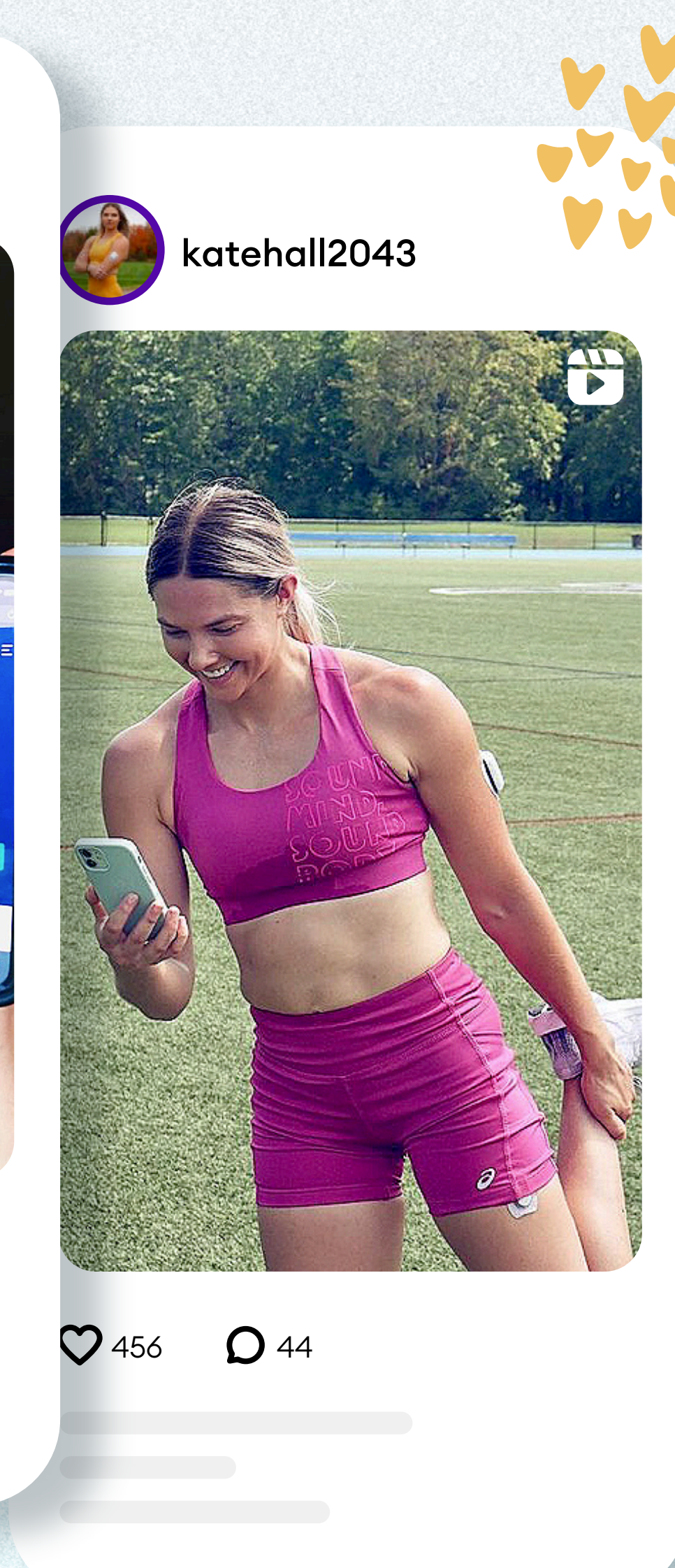
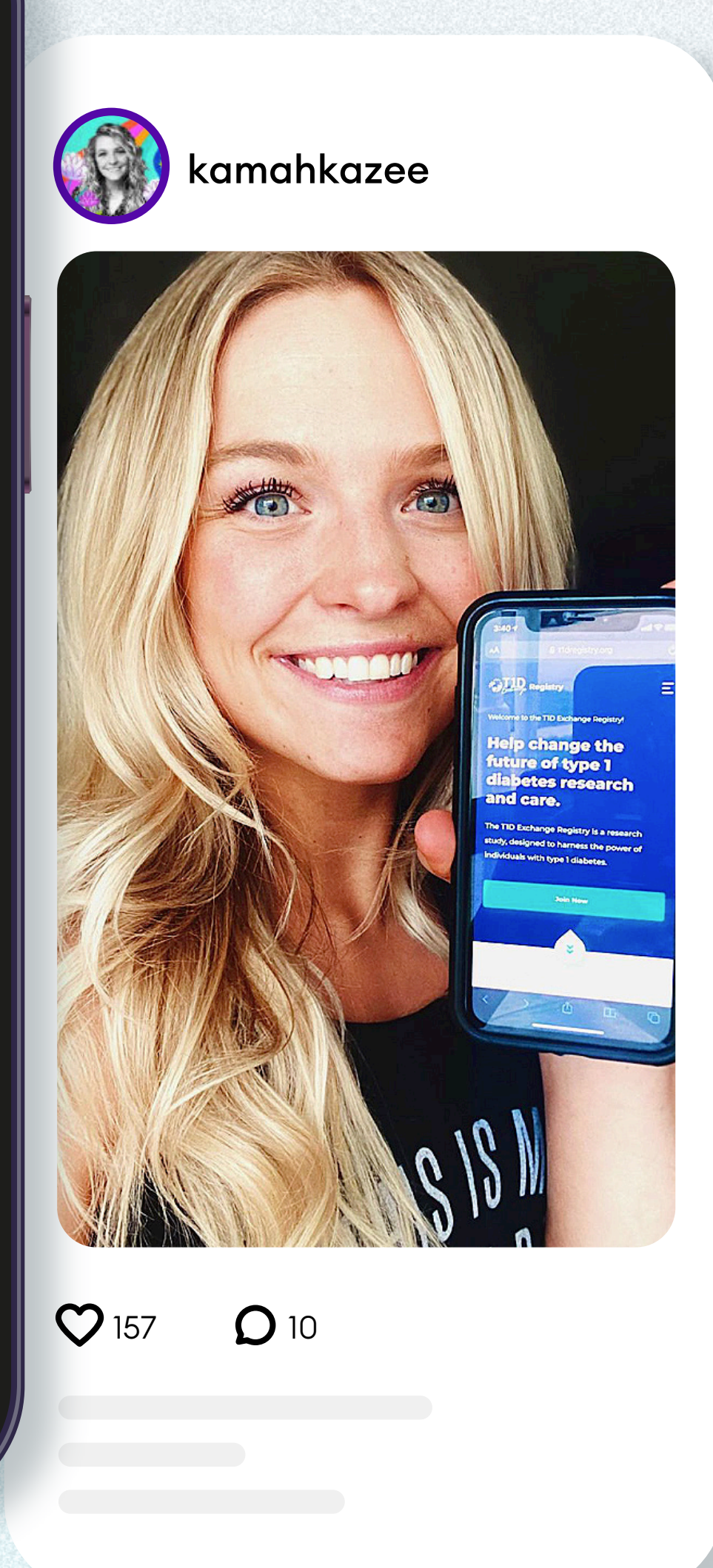
The client-focused on recruiting new influencers through Lionize's matchmaking tools, deploying standardized contracts and automated payment arrangements.



Overseeing post-management and performance tracking through the platform.



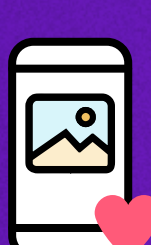
Survey-based Study Recruitment Campaign



Campaign Data



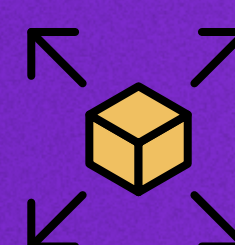
Influencers
131



Posts
187



Stories
318



Reach
1.5M

Interested in learning how Lionize can supercharge your influencer marketing?

Get Started →