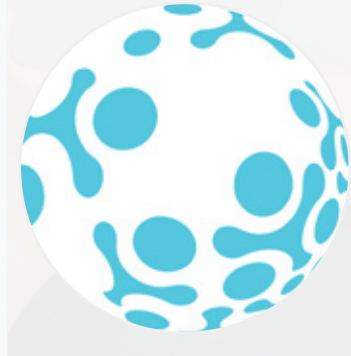


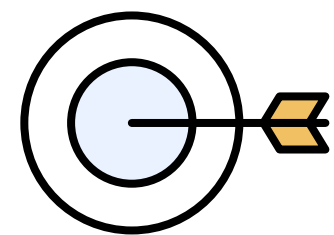
We ❤️ success stories like this one!

How Lionize Boosts Engagement for Diabetes Nonprofit Through Streamlined Services.



t1dexchange

862 posts 8.4K followers



The Challenge

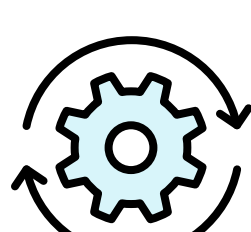
Influencers one-on-one cost-efficiency management

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



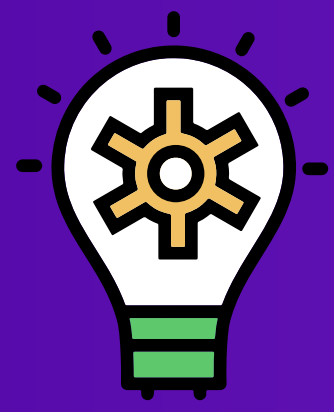
663
Applicants



131
Influencers



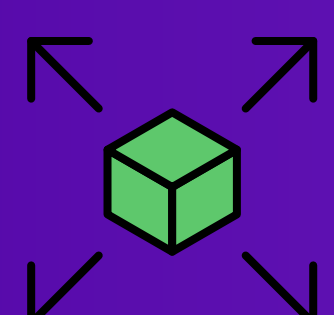
505
Posts & Stories



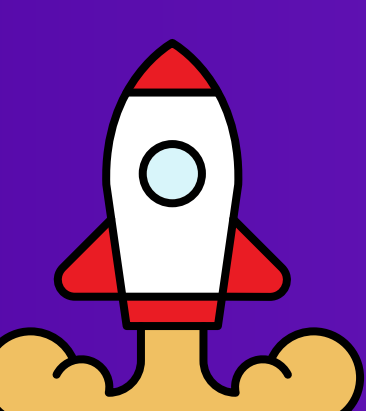
Campaign Structure



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



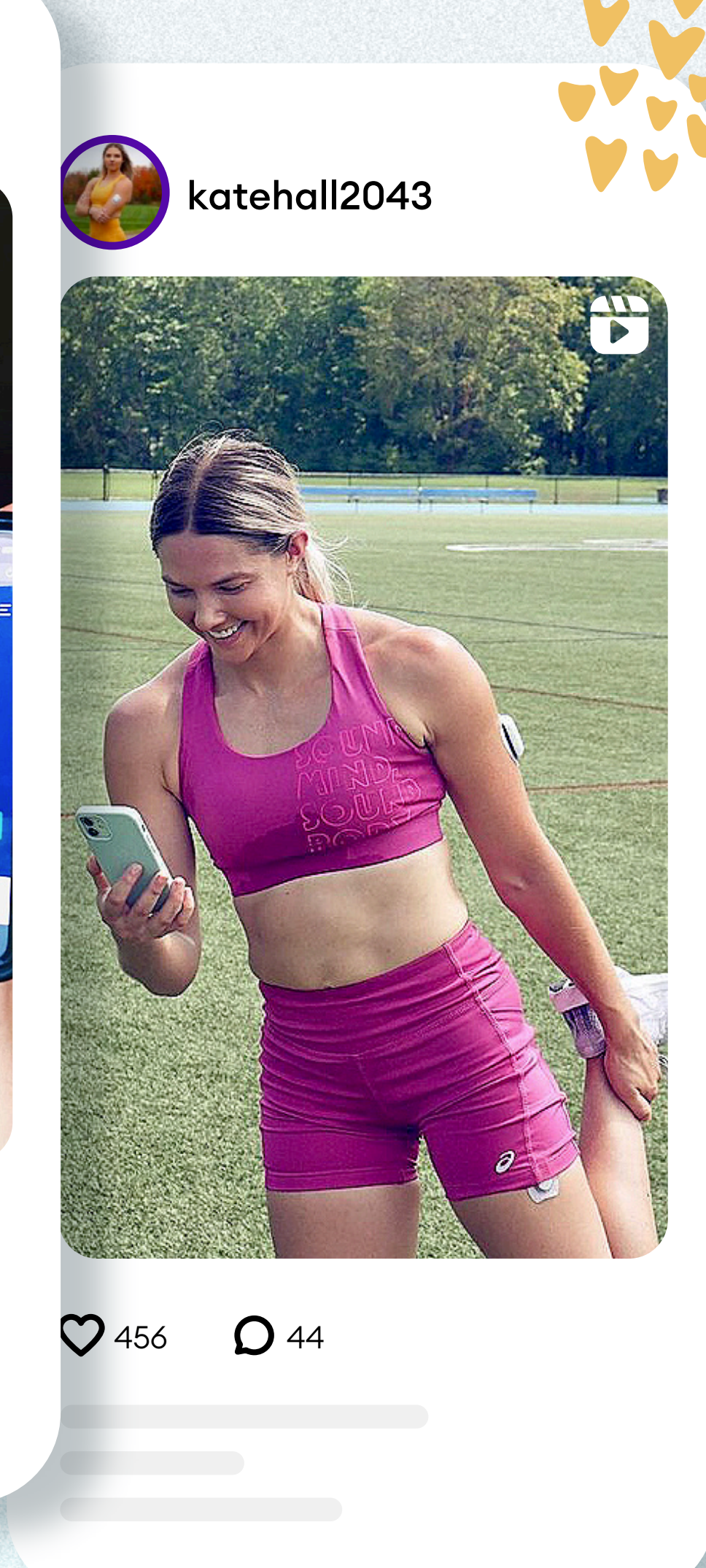
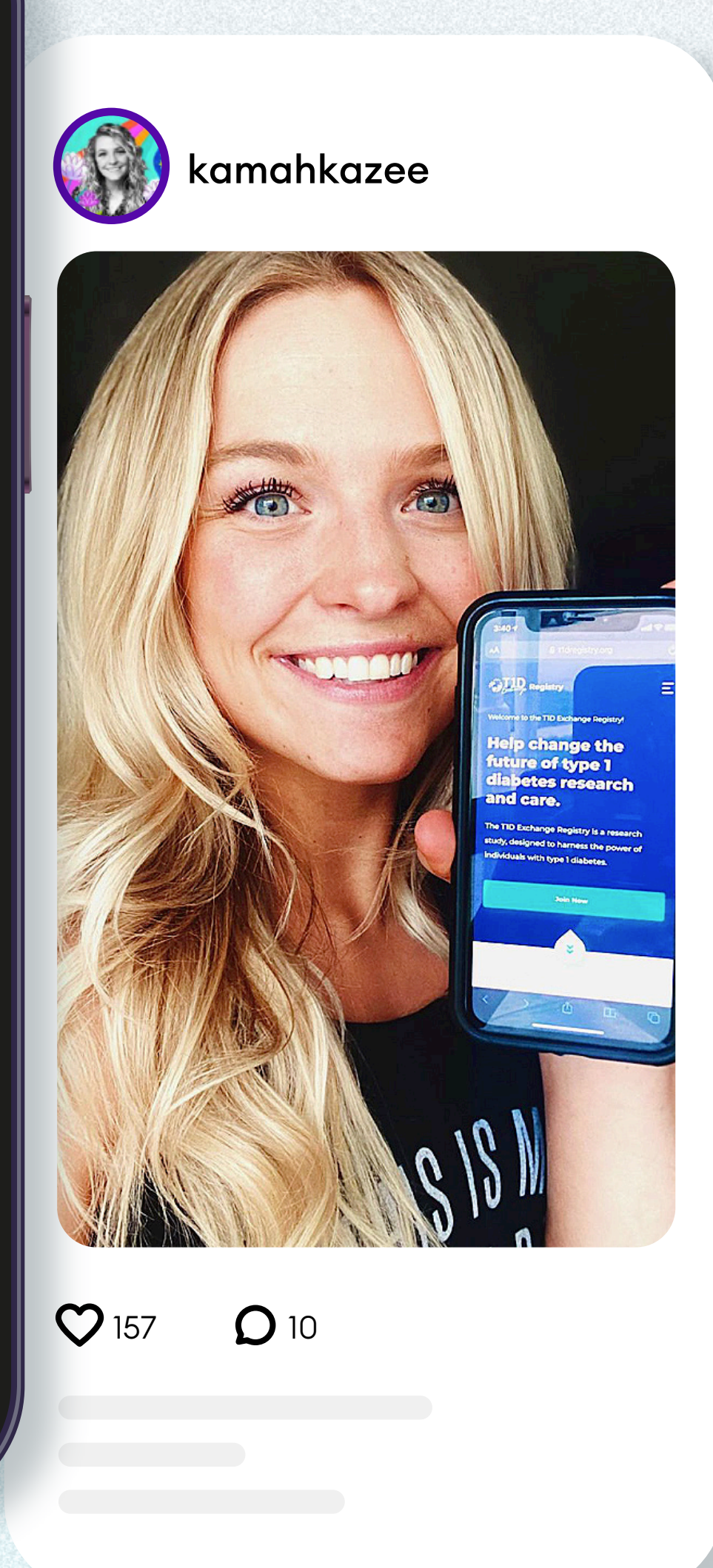
The client-focused on **recruiting new influencers through Lionize's matchmaking tools**, deploying standardized contracts and automated payment arrangements.



Overseeing post-management and performance tracking through the platform.



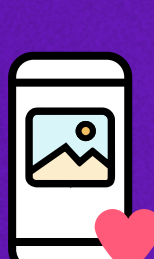
Survey-based Study Recruitment Campaign



Campaign Data



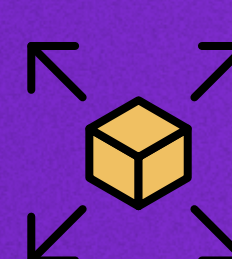
Influencers
131



Posts
187



Stories
318



Reach
1.5M

Interested in learning how Lionize can supercharge your influencer marketing?

[Get Started →](#)