**Situation**

LightInTheBox saw the value of influencers but could only execute 10 to 20 placements a month given how time-consuming it was to find, recruit, negotiate, track, and aggregate these partners. The company wanted to grow its program globally but needed a way to do so at scale.

**Leveraging micro-influencers at scale**

LightInTheBox used Mediarails by impact.com to automate its recruitment, negotiation, tracking, and aggregation activities. Placements increased to more than 200 a month and the company leveraged influencer-generated assets across social media, email, and its website product pages.

The result? Better content. Lower cost. Higher engagement, with a 15 percent lift in conversion rate on product pages enriched with influencer content vs the same pages without enrichment.
“It used to take us weeks to plan a campaign. Now it takes hours and we get 10x more placements.”

— Giana Moon, LightInTheBox partnership marketing manager