

LightInTheBox is a global online retailer that delivers products directly to consumers around the world. Founded in 2007, the company offers customers a convenient way to shop for a wide selection of lifestyle products at attractive prices.



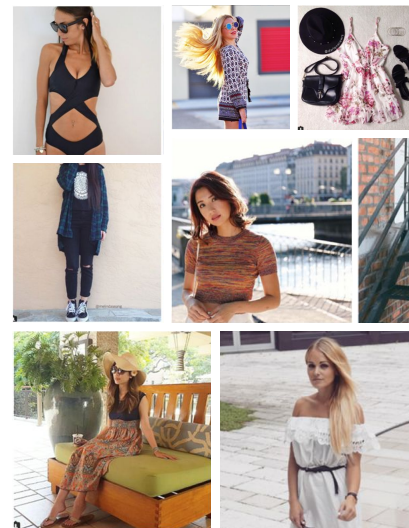
Situation

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.



The logo for Light in the box.com, featuring the text 'Light in the box.com' in a white sans-serif font. The word 'in' is highlighted in a red square. The background of the entire image is a woman in a white floral dress sitting on a ledge by the water, holding a woven basket.

Light **in** the box.com

10x

Increase in number of
monthly placements

+15%

Increase in conversion rate on
product pages enriched with
influencer content

**“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