

elvie



How the female-first company, Elvie, reduced customer acquisition cost through **paid influencer advertising**.

Their Goal

Increase influencer ROI by reducing CAC.

The Solution

With Lumanu's software, Elvie integrated their paid social and influencer marketing efforts into one high-performing acquisition channel.

Lumanu's technology automated the ad permission process to directly connect Elvie's network of creators to its Facebook ad account. From there, Elvie's paid media team used a steady stream of influencer assets to test different creative combinations, influencer handles, and influencer audiences.

"Since partnering with Lumanu, we've seen **strong results** from the get go. It's amazing that we are able to connect with our audience in a new and authentic way while also **improving the ROI** of our influencer campaigns."

Lucia Cisneros
Senior Digital Marketing Manager



The Results

Lumanu has become a key strategic partner in scaling Elvie's influencer advertising efforts.

Lumanu allowed Elvie to scale its influencer advertising program increasing ROI by leveraging influencer identities and audiences.

The results:

- Reduced customer acquisition costs
- Improved reach and targeting
- Reduced time spent gaining permissions
- Improved influencer relationships

"Lumanu is such a great way to **unlock the full potential** of influencer content!"

Lauren Chen
Head of Marketing

176% reduction in CAC

80% increase in CTR

1M+ new users reached

www.lumanu.com