

## CASE STUDY

**verizon**<sup>v</sup>

### TOTAL BIDS

46 CREATORS  
PARTICIPATED IN THE  
AUCTION; RANGING FROM  
MICRO-TO-CELEBRITY  
INFLUENCERS

### WINNING BIDS

FINAL SELECTIONS CAME  
IN 30% UNDER BUDGET

how 1000Heads, a full service creative agency, helped their Fortune 50 client, Verizon, meet its influencer marketing campaign goals on time and budget.

## CHALLENGE

As the agency of record for Verizon, 1000Heads was challenged with getting influencers engaged, approved and under contract in time for the upcoming Global Citizen concert and national awareness campaign.

## SOLUTION

1000Heads chose the Iconically® auction platform to help their influencer marketing team streamline outreach, negotiations and approvals for a client campaign resulting in a faster turnaround and lower CPM.

46

46 BIDS RECEIVED IN 48 HOURS  
30% UNDER BUDGET

A total of 46 influencers responded with competitive rates, detailed insights and recent collaborations within 48 hours of the 1000Heads campaign auction. Final winner selections came in 30% below budget.

## ABOUT ICONICALLY

Iconically is the first campaign auction platform streamlining influencer outreach, negotiations and clearances. Our solution enable brands and agencies to more easily engage and partner with untapped creative talent.

 [www.iconically.com](http://www.iconically.com)

 [info@iconically.com](mailto:info@iconically.com)

 +1 (201) 315-2023