

# LifeLock Case Study

National identity protection leader manages their reputation, changes their messaging with the help of FYI's influencers - and reaches millions



## Overview

When it comes to protecting against identity theft, there's no room for error. And when it comes to expanding your footprint as the leader in identity theft protection, you have to rely on more than just your reputation alone.

LifeLock approached FYI with a non-typical opportunity – the LifeLock team wanted to aggressively increase site traffic, but the company already owned the market share in their typical demographic. If they wanted to meet their traffic goals, they needed to branch out. Time for influencer marketing!

## Solution

Past initiatives had earned LifeLock a loyal subscribership consisting mainly of affluent 55+ retirees, so the Find Your Influence team worked closely with LifeLock to develop a strategy that would reposition their products and expand their market share.

In the past, LifeLock had focused on the impact of identity theft — educating consumers about what identity thieves can do with personal information.

But they needed to reach consumers who weren't responding to that type of messaging.

With the help of FYI, LifeLock decided to turn their focus on other product features — specifically credit monitoring. They hired 45 influencers from a variety of demographics, including moms and dads in their twenties and thirties.

Most of the influencers had experienced identity theft first hand, so they were able to write from personal experience about why solely credit monitoring isn't enough.

LifeLock reached millions with this simple message: to effectively fight identity theft, consumers need both credit monitoring and identity theft protection, and LifeLock offers both.

## Results

In just two months and with 45 influencers, LifeLock reached millions of consumers outside their usual demographics. The company was able to reposition their products and begin a new conversation, quickly spreading the message that LifeLock offers a whole lot more than credit monitoring.

- Approximately 5.4 million people reached
- Social content increased 326% from May to June
- 1,565 total conversations
- 4.47% average CTR



Put the power of influencer marketing to work for your brand

Contact FYI's [Samantha Ley](#) at 602.733.9323 today!

