

How Dalfilo discovered hundreds of authentic micro-influencers in minutes

The Italian home retailer has made scaling their micro-influencer programme a breeze with the help of Mention Me's AI-powered platform.

mentionme × Dalfilo



Goal

Dalfilo first invested in influencer marketing to boost brand awareness. But as macro-influencers became too expensive and less profitable, they shifted focus to micro-influencers with more relevant and engaged audiences.

Challenge

Scaling their micro-influencer programme soon became difficult. The manual process of finding influencers was time-consuming, and affiliate tools were no longer sufficient. Dalfilo needed an intuitive, end-to-end solution to grow effectively.



It was becoming really time consuming and difficult to manage and scale a micro-influencer programme ourselves. That's where Mention Me was able to jump in!

Egle Delsanto Growth Marketing Manager, Dalfilo



Solution

Within minutes, **Dalfilo can identify hundreds of new profiles of existing customers who already love the brand and are excited to join the programme.**

Managing content is simple too — all tags, stories, and posts are automatically captured and stored **in one place** with no risk of losing them. The **seamless payment solution** is another major benefit: unlike their previous affiliate platforms, Dalfilo's influencers now have **full visibility and control** over their earnings.

The programme integrates seamlessly with Dalfilo's referral programme, with new customers acquired through influencers often going on to refer others.

Future plans

Dalfilo plans to migrate all existing influencers to the Mention Me platform because of the superior user experience for both them and the influencers. They will then use AI lookalikes to find even more micro-influencers in their base.





With Mention Me, **we manage our entire influencer programme from a single, intuitive platform. It simplifies everything — from discovery to tracking. This helps us to focus on building real connections.**

Egle Delsanto Growth Marketing Manager, Dal filo

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400

New influencers found
within their customer base
in minutes

2x

Micro-influencers found
through Mention Me see
2× higher engagement
than the industry average.

692 k

Dal filo's influencers have
a **cumulative reach of**
692K