



BLOOD CANCER AWARENESS MONTH 2025

October 10, 2025



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08 GINA NAOMI 03 CAMPAIGN **OVERVIEW BAEZ** 09 HANK GREEN **INFLUENCER ROSTER AARON DELGADO HELEN POLISE ANTHONY CORRADO KAM SCHALK DYLAN HORTON K.L. RANDIS**

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IMPRESSIONS	1,772,637
ENGAGEMENTS	66,463
PARTNERS	9
WEB VISITS	255
GROWTH	+343
ENGAGEMENT RATE	4%
LINK CLICKS	211
CONTENT PIECES	28

TOTAL SPEND: \$121,550

Campaign Overview



Influencer Roster



<u>Aaron Delgado</u>



Anthony Corrado



Dylan Horton



Gina Naomi Baez



Hank Green



Helen Polise



Kam Schalk



K.L. Randis



Lauren M Daugherty

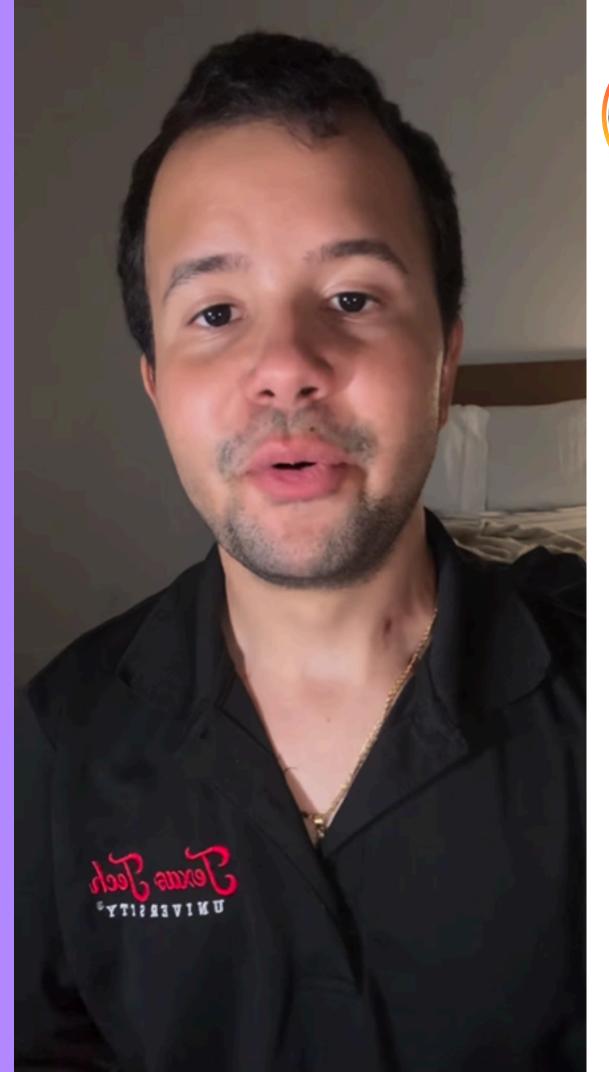
Content Pieces

6K **Impressions**

Engagements

Engagement Rate

Link Clicks





1.6k **Impressions**

20 **Engagements**

1% Engagement Rate

4.3k **Impressions**

214 **Engagements**

5% Engagement Rate







amsifuentes Aaron your heart is as big as the sky! Thank you for educating us.



craigcast_ Aaron I love this man!!



qais_kh96 Thank you:) i just had my clear scan 2 months ago too, hodgkin lymphoma

Adron Delgado

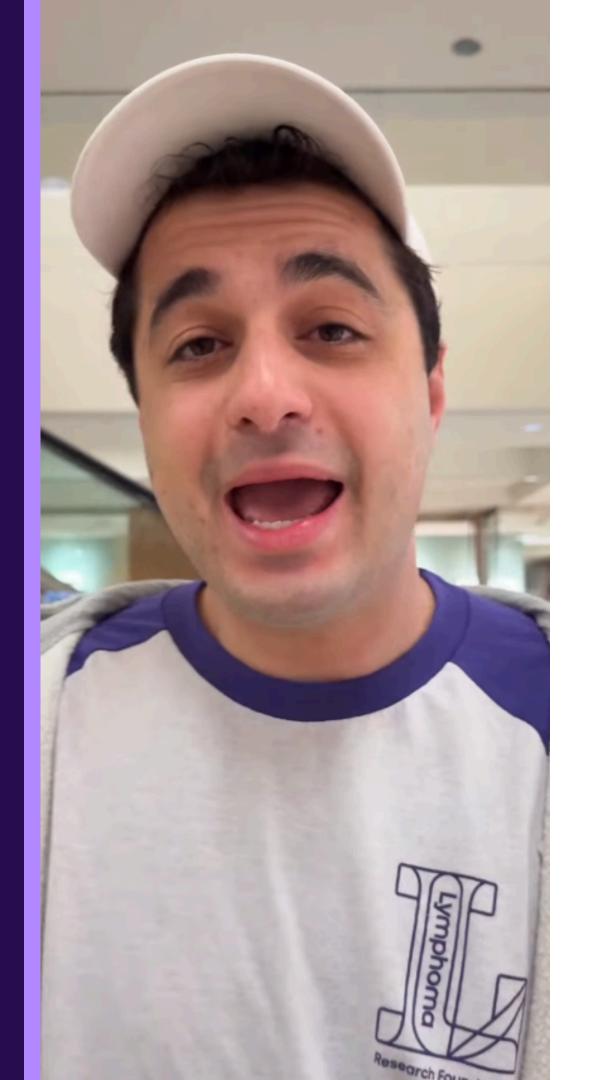
Content Pieces

Impressions

Engagements

Engagement Rate

Link Clicks





4.4k **Impressions**

40 **Engagements**

1% Engagement Rate

14k **Impressions**

435 **Engagements**

3% Engagement Rate







thenakedneighbor Ton you literally got me through my diagnosis and treatment! Thank you thank you! And happy remission and happy lymphoma awareness day!



rarepatientvoice • We love toekneeeeeee!!!! "Shoe bay do bay!"





mr_sister_wives 💚 🤎 so glad you're here

Anthony Corrado

2 Content Pieces

7.6K
Impressions

519Engagements

70/o Engagement Rate

> 8 Link Clicks





909 Impressions

48
Engagements

5% Engagement Rate

6.7K
Impressions

471
Engagements

70 Engagement Rate







quickcoasteradventures Thank you for sharing your story! Our 10-year-old leukemia survivor pushed through the pain of cancer - then chemo side effects - to learn to walk again because of his dream to one day play in the NFL! Sharing your video with him now because I know it's going to inspire him to keep pushing! Praying for and rooting you on this season! X



the_real_k_world Keep the fight up. I'm coming up on 10 months since diagnosis of follicular lymphoma and at 3 months post treatment everything looks great! Always encouraging to hear people continuing to fight even when it is scary!

Dylan Horton

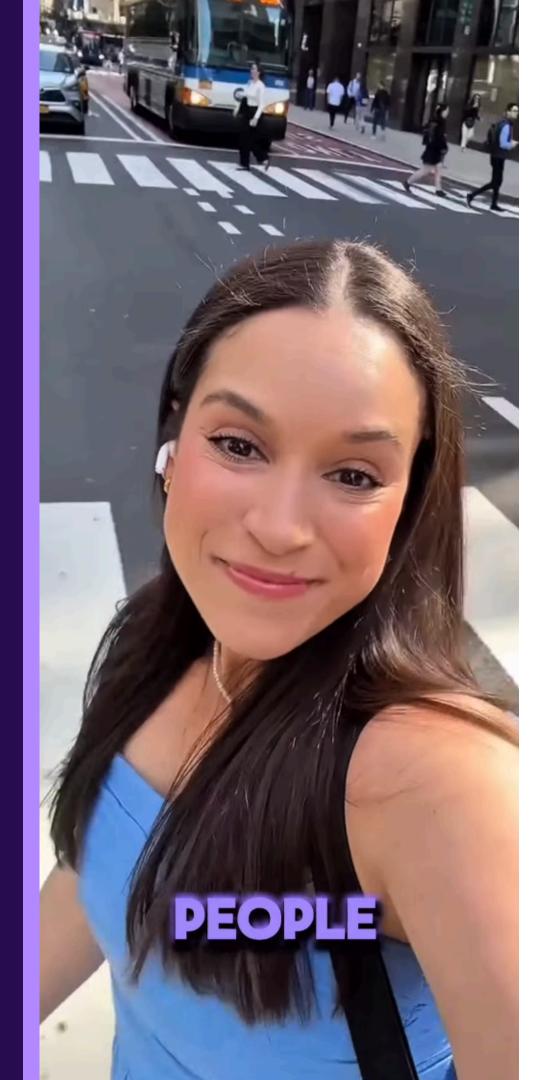
Content Pieces

2.5k **Impressions**

Engagements

Engagement Rate

Link Clicks





776 Impressions **Engagements**

2% Engagement Rate

1.8k **Impressions**

Engagements

8% Engagement Rate







fullcirclebreastpt What an incredible inspiration!! The awareness you are bringing to so many people constantly is admirable 💖 💗 ..thank you !!



jz0315 I was 24 when I was diagnosed with Hodgkin's Lympoma. I've been in remission for 10 years. Thank you for sharing your story as a 3 time cancer survivor!



kbearyyy Love everything about this and you!

Gina Naomi Baez

Content Pieces

980k **Impressions**

51K Engagements

Engagement Rate

Link Clicks





68k **Impressions** **522**

Engagements

1% Engagement Rate

405k **Impressions**

16k **Engagements**

4% Engagement Rate





116k **Impressions**

10.4k **Engagements**

9% Engagement Rate

Impressions

Engagements

6% Engagement Rate



Notable Comments



sabeyj I was on a cancer journey while you were on yours (about 2 months behind you) and it was so comforting to see what would happen physically, how you managed it, and the info about the scanning machines, etc. I'm so grateful to you for sharing your story and helping me during that time 💚



gabbyteng I'm undergoing chemo for hodgkin's lymphoma and you sharing your journey gave me so much support 💖 thank you!

Hank Green

2 Content Pieces

6KImpressions

533Engagements

9% Engagement Rate

> 6 Link Clicks





577Impressions

29
Engagements

5% Engagement Rate

5.6K
Impressions

504Engagements

9% Engagement Rate



Notable Comments



themidlifefashionista <a> Thank you for sharing this from a blood cancer patient



theblackyardbarn Thank you for sharing your story with us and bringing awareness about lymphoma



dinaparise Watched you go through that journey. Your strength is unmatched

Helen Polise

Content Pieces

23k Impressions

707
Engagements

3% Engagement Rate

> 2 Link Clicks





11.5K
Impressions

170 Engagements **10/0**Engagement Rate

11k

Impressions

537

Engagements

5%

Engagement Rate







chemotionallyunavailable Kam, after I got diagnosed your videos were some of the first things I watched, and they were certainly the first things that made me feel "better" about my diagnosis, because I could see you, a university student like me, making the best of things and living your life — it gave me the hope I could too. nearly a year since I finished chemo & thank you always for sharing your story ## it certainly made a difference for me!!



brooks_gillespie You have such a beautiful spirit. As the dad of a lymphoma survivor it always makes me so happy to see you out there living your best life. Keep living it up!

Kam Schalk

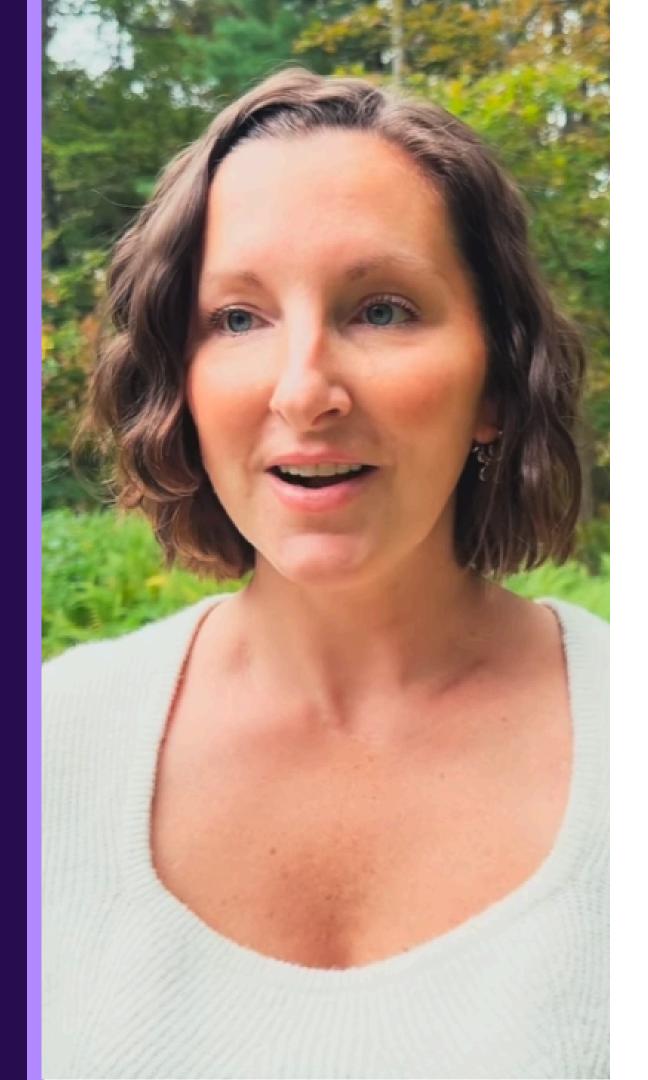
Content Pieces

726k **Impressions**

Engagements

2% Engagement Rate

Link Clicks





66k **Impressions**

169 **Engagements** 0.3% Engagement Rate

614k **Impressions**

3.7k

Engagements

0.6% Engagement Rate

Reel



45.3k 8.5k **Impressions**

Engagements

19% Engagement Rate





queenplante Tomorrow is the 3 year anniversary of my fateful ER visit. Just had my 78th chemo infusion yesterday. Keep sharing, warrior, you are changing lives with sharing about all of your lived story, I'm in awe of your perseverance, and willingness to share.. never doubt the difference you are making 💚 👛 👺



childlifemommy Thank you for sharing and having us cheer you on while also bringing so much needed awareness to cancer. 💚

K.L. Randis

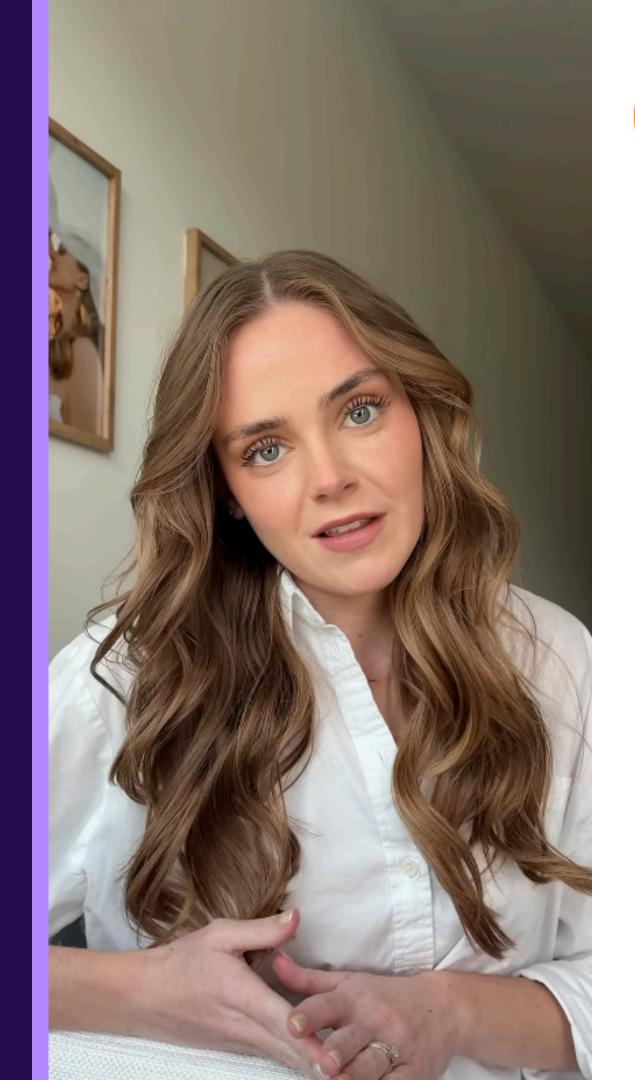
Content Pieces

Impressions

Engagements

Engagement Rate

Link Clicks





2.4k **Impressions**

16 **Engagements**

1% Engagement Rate

1.8k **Impressions** **Engagements**

6% Engagement Rate







sunnybay_db Pou're doing great, and this awareness is exactly what everyone needs, thank you for sharing! 🌰



mel.dawn42 So proud of you Lauren! Love you 💚 💚







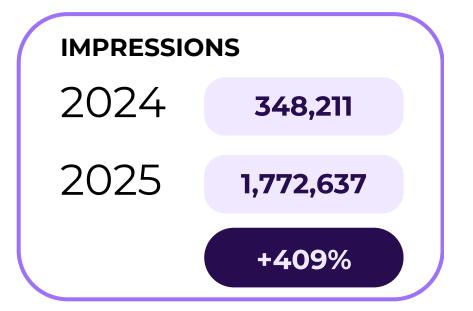
anakin231 Thank you for all you do! 🙏

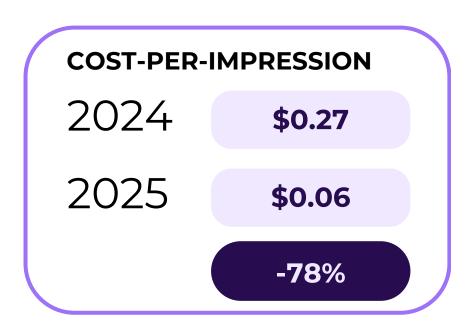


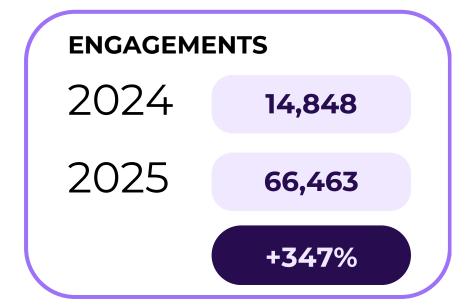
Lauren M. Daugherty 13

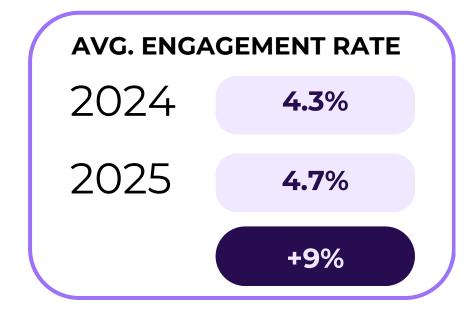


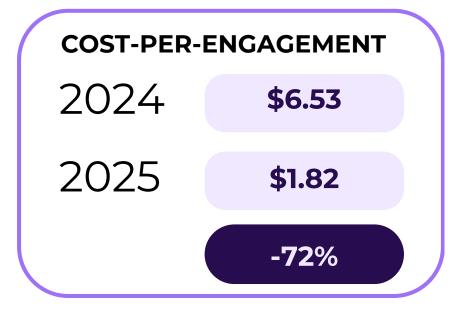
2024 - 2025 Analytics





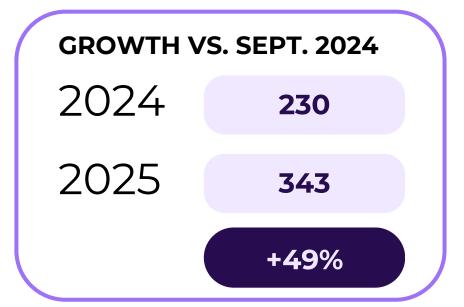


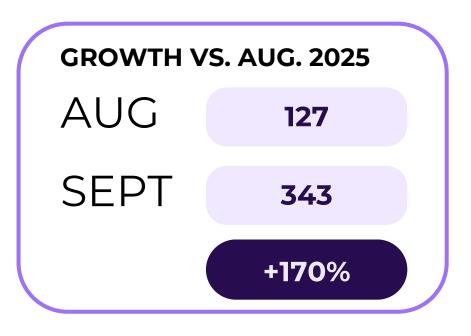


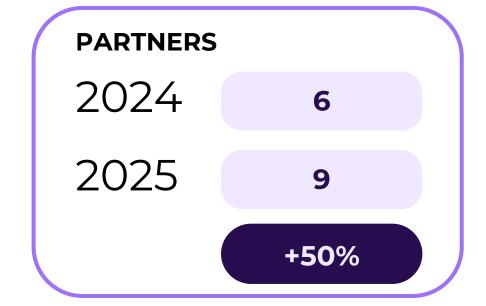


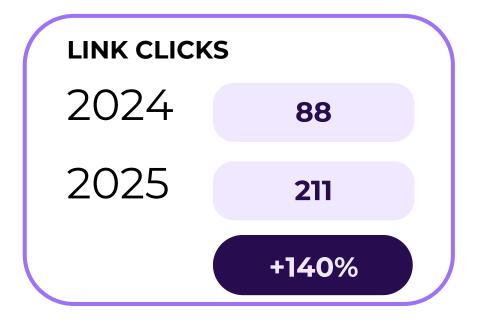


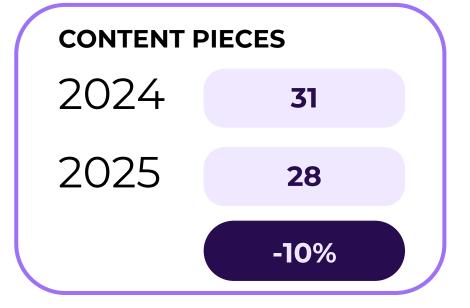
2024 - 2025 Analytics











2024 - 2025 Analytics

Influencer	2025 Fee	2024 Fee	% Change	Cost-per- impression
Aaron Delgado	\$250.00	NA	NA	\$0.04
Kam Schalk	\$1,450.00	\$773	87% increase	\$0.06
Lauren M Daugherty	\$100.00	\$1,000	90% decrease	\$0.02
Anthony Corrado	\$8,500.00	\$12,500	32% decrease	\$0.46
Gina Naomi Baez	\$10,750.00	\$11,500	7% decrease	\$4.24
Dylan Horton	\$10,000.00	NA	NA	\$1.31
K.L. Randis	\$7,500	NA	NA	\$0.01
Helen Polise	\$3,000.00	NA	NA	\$0.48
Hank Green	\$80,000.00	\$70,000	14% increase	\$0.08
TOTAL BUDGET	\$121,550	\$97,148	25% increase	\$0.06



Key Insights

Momentum led the Lymphoma Research Foundation's 2025 Blood Cancer Awareness Month influencer campaign, using authentic voices to build sustained awareness and engagement. The campaign delivered measurable impact, exceeded industry benchmarks and shared stories that deeply resonated within the lymphoma community. Key insights to guide future strategy are below:

- 1. **Nano influencers proved most cost-effective.** Lauren M. Daugherty and Aaron Delgado delivered the lowest fees and cost-per-impression (CPI), confirming that a nano-influencer strategy drives budget-efficient reach.
- 2. **Higher costs correlated with stronger engagement.** Gina Naomi Baez (\$4.24 CPI), Dylan Horton (\$1.31) and Helen Polise (\$0.48) generated the highest engagement rates, showing the value of complementary, high-impact audiences.
- 3. **Top traffic driver:** K.L. Randis referred 132 landing-page visitors the most of any influencer and achieved the third-lowest cost-per-visit (\$57), indicating strong conversion from impressions to web actions.
- 4. **Fee optimizations:** Momentum negotiated fee reductions for Lauren Daugherty, Anthony Corrado and Gina Naomi Baez, offsetting rate increases from Kam Schalk and Hank Green to maintain cost balance.
- 5. **TikTok expansion potential:** K.L. Randis and Hank Green included TikTok reposts in their deliverables, both of which performed exceptionally in terms of impressions and engagement, underscoring TikTok's promise for future campaigns.







THANKOU