

# How Domino's Pizza Uses Klear to Supercharge Its Social Presence

## The dilemma

The landscape of influencer content is broad, making it challenging for brands to know what's going to resonate with their audience and what won't. What's more, Domino's Pizza didn't have a process in place to discover relevant content creators. Factors such as the influencer's location, following size, social media channels, and niches all affect a successful collaboration.

Using Klear's [influencer marketing platform](#), Domino's Pizza centralizes and streamlines the process of discovering and vetting influencers. Chloé Allègre, Social Media Project Manager at Domino's, uses the platform's interest and location filters to find influencers based on specific characteristics, then narrows them down based on their comprehensive profiles.

“ We use Klear almost every day to search for micro and nano influencers. ”

**Chloé Allègre**

Social Media Project Manager  
at Domino's



Klear enables Domino's Pizza France to:



Create consistency  
around social media  
marketing



Find, vet, and  
nurture influencer  
partners



Create influencer  
collaborations their  
audience wants to see

### Creating Influencer Campaigns that Connect

With Klear, Allègre checks each influencer's social media accounts, campaign histories, and even contact information to find the best fits. She wants to partner with influencers who are most likely to drum up participation in the campaign while also appealing to the brand's target audience and earning some newcomers.

### Confidence in Partnering with Influencers

Klear finds influencers that the brand's audience already trusts and makes an introduction. Domino's can filter by multiple factors, including following size, geographic location, and channel to find the best-fit influencers, as well as analyze influencers' histories and previous campaigns prior to making contact. After the introduction, the brand can begin the collaboration process from the same platform.