

How a **flexible onboarding experience** led to quick wins for Adina Eden



"GRIN U has been instrumental to our onboarding experience. The tutorials and knowledge base allowed us to proactively solve potential issues before they even arose. Additionally, Amy has been incredibly helpful and played a key role in getting us successfully onboarded, collecting content, and partnering with 20 creators who have already started spreading the word about our brand—generating exciting buzz and early momentum!"

— Mayer Mankhatchi, CEO at Adina Eden

About Adina Eden

Adina Eden is a top online destination for fashion and fine jewelry, also available at Nordstrom, Macy's, and Bloomingdale's. Known for bold, on-trend designs, the brand offers a unique line of statement-making jewelry at an accessible price point.

About Adina Eden's creator program

Adina Eden runs a focused gifting strategy, partnering with creators who genuinely love the brand. After managing everything through an alternative tool, the team needed a more streamlined, centralized system—one that could simplify workflows and support long-term growth.



Launch timeline:



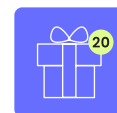
Day 1

Kick-off call with GRIN



Day 3

Products sent to 7 creators



Day 7

Products sent to 20 creators



Day 15

Creator content live and already driving buzz

The challenge

Onboard and activate under a ticking clock

Adina Eden's CEO, Mayer Mankhatchi, needed to get their influencer program off the ground—fast.

- He managed a packed schedule and couldn't carve out hours to figure out a new platform.
- His wife was expecting their first child any day, and he wanted the program live before stepping away for paternity leave.

There wasn't time for a lengthy setup or complicated onboarding. He needed a streamlined solution—and a partner that could move as quickly as possible. Luckily, time-to-value is something that GRIN prioritizes.

The solution

Self-guided learning 🙌 hands-on support

Amy, Adina Eden's Onboarding Manager, enrolled Mayer in GRIN U's expedited onboarding track, which is available to customers through the GRIN Community. The short, self-paced video tutorials gave him the flexibility to learn on his own time, while daily follow-up calls with Amy over the first four days allowed for deeper support and strategic planning.

The results

From kick-off to content in only 2 weeks

Mayer didn't waste any time. With clear guidance, a nimble platform, and fast-tracked support, Adina Eden's creator program launched in record time.

By the end of the first week, Mayer had sent products to 20 creators. By the end of the second week, content was already rolling in and creators had already begun spreading the word about the brand and generating buzz about the products.

Best of all? Everything was up and running before Mayer had to step away for paternity leave.



Join the GRIN Community!

The GRIN Community is a dedicated space for influencer marketers to learn essential skills, stay on top of trends, and network with industry professionals.

Our Community also hosts GRIN U, our customers' go-to destination for self-guided onboarding, expert strategy sessions, and more.

You don't have to be a GRIN customer to join the Community. But spaces are limited, so apply to join now (for free) and get in on the discussion!

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